Social Networking

Its Power and Limitations for Serving Graduate Education

@James_H_Fowler

http://www.wordle.net

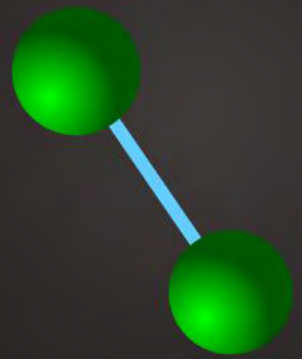
Block Area

Who Are Your Friends?

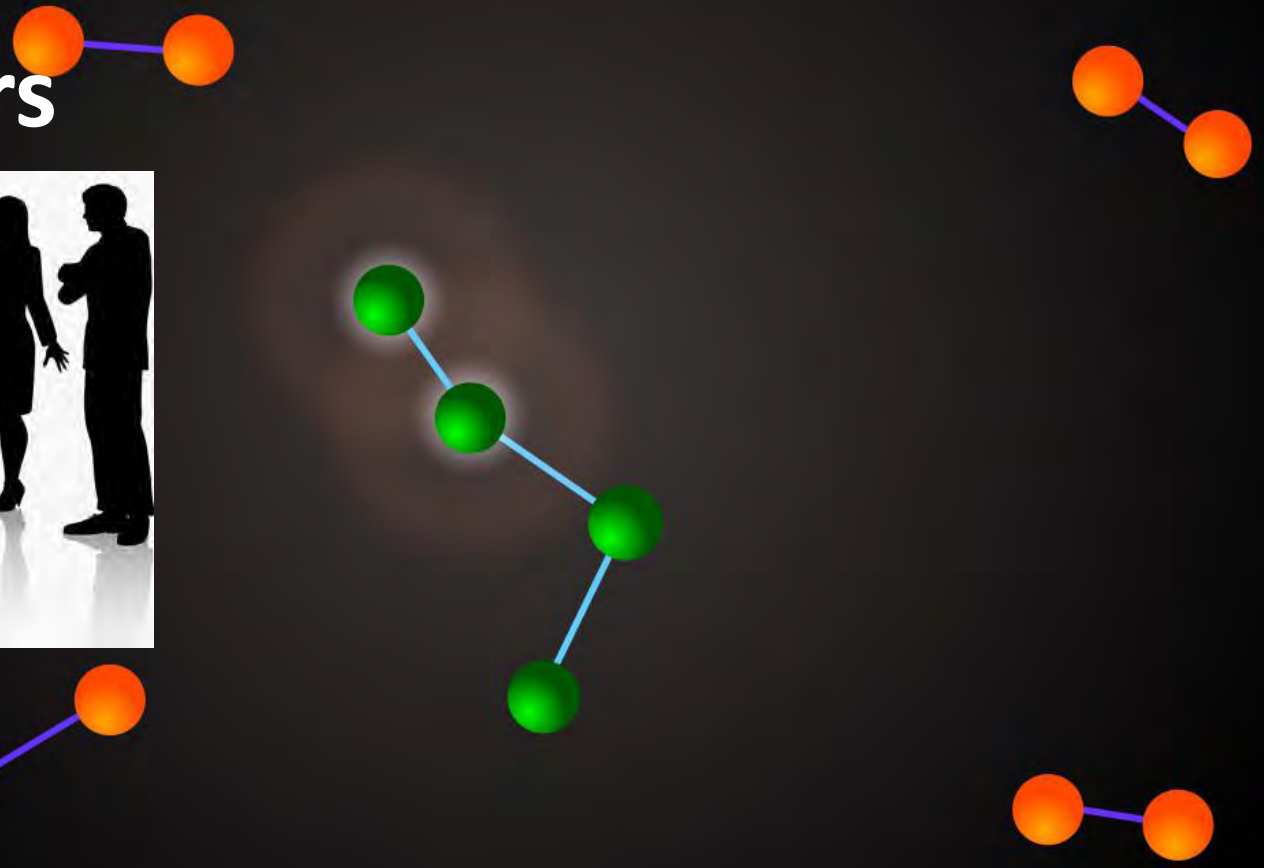
Who do you discuss **Important Matters** with?

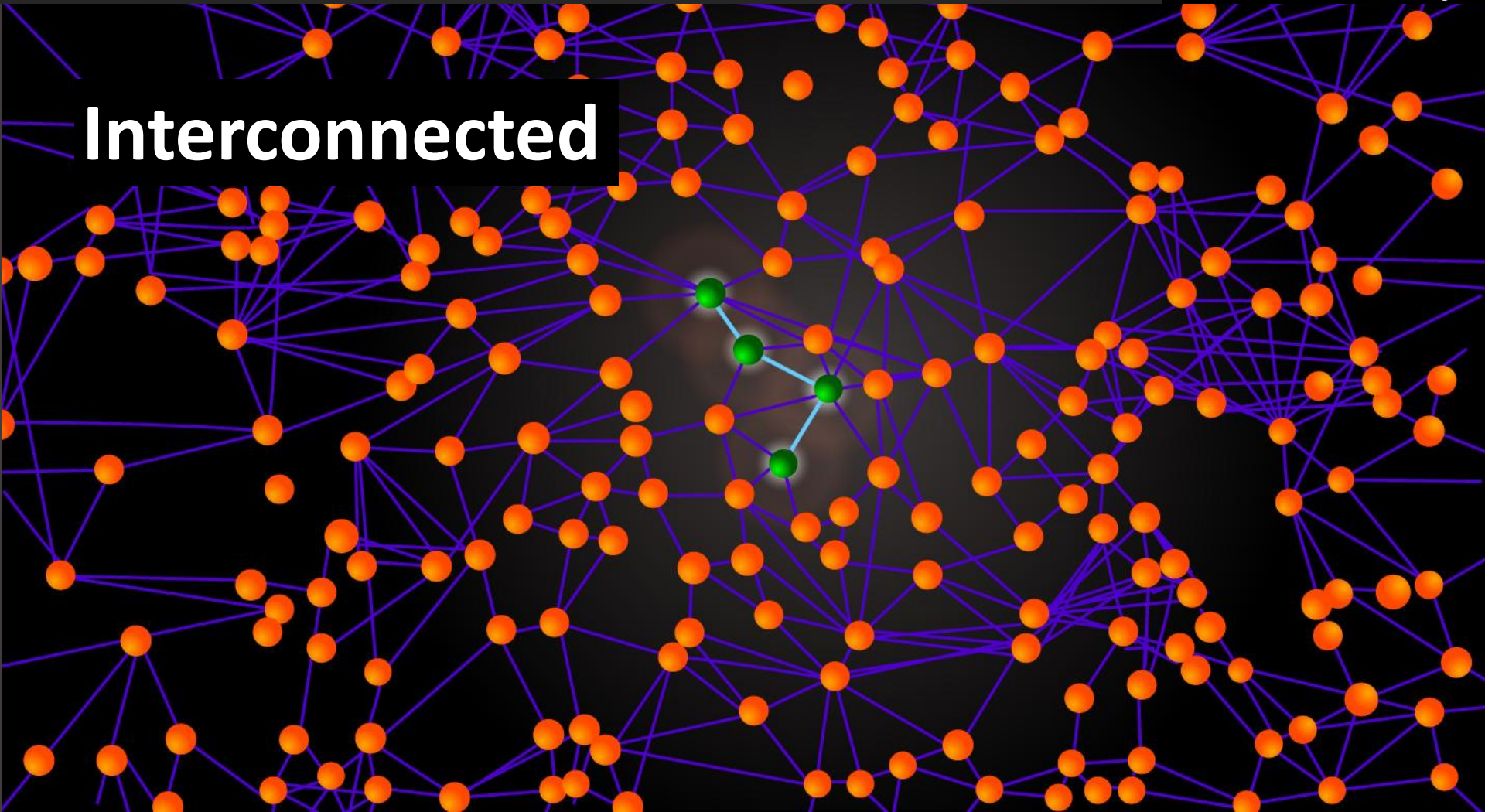
Who do you spend your **Free Time** with?

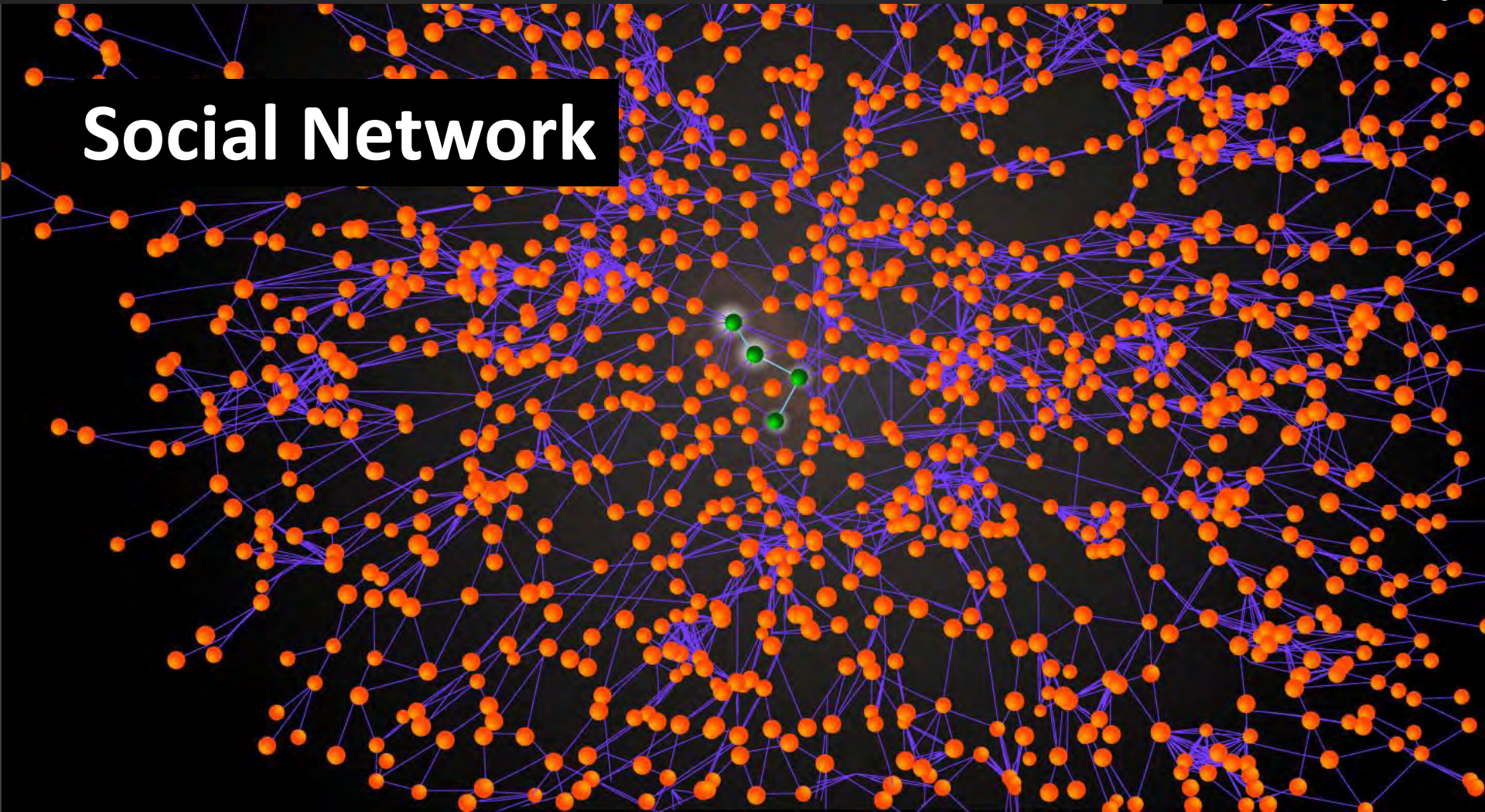
One Pair



Many Pairs




Interconnected


Social Network

The Framingham Heart Study

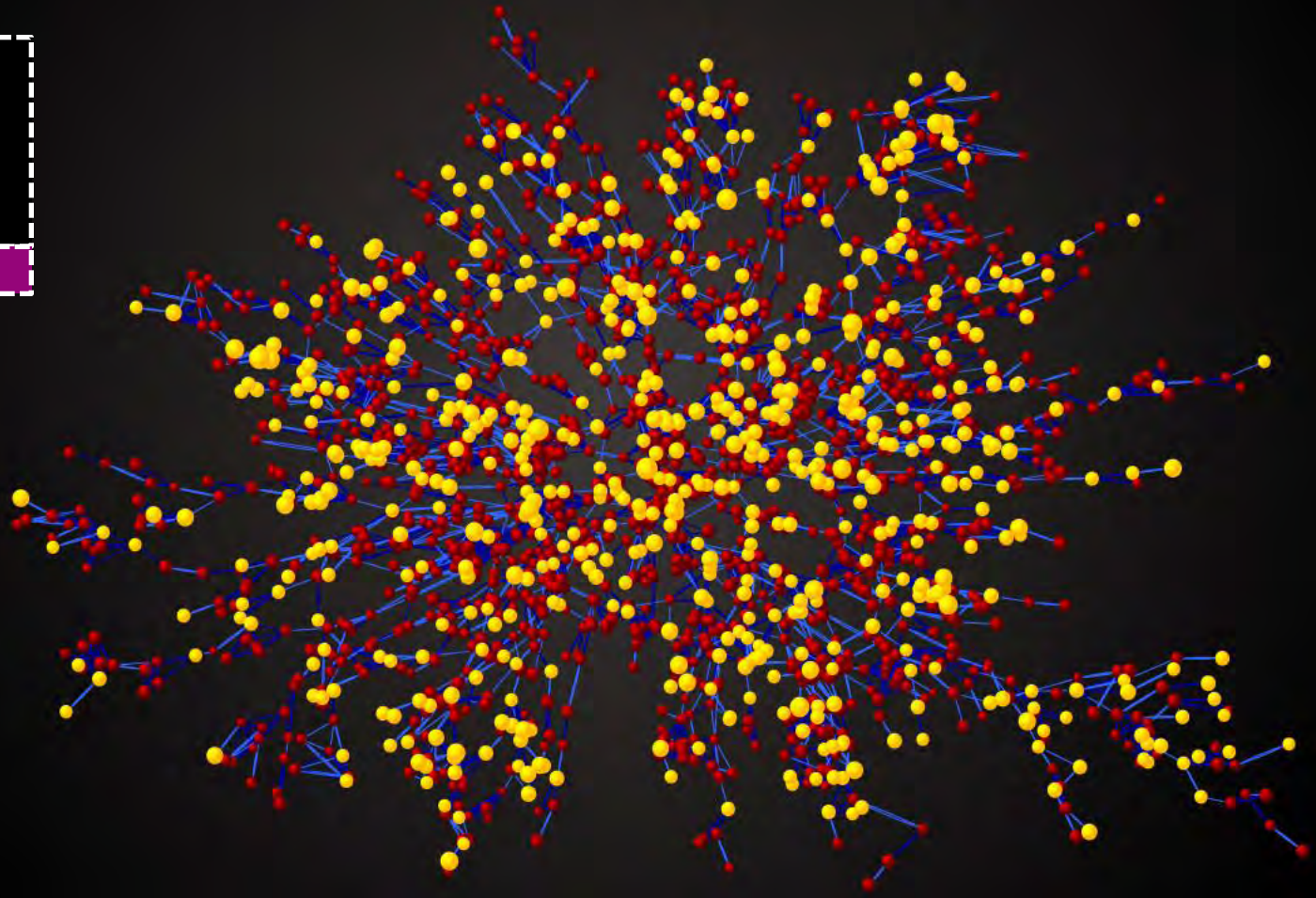
Original Cohort
1948
N = 5,209

Offspring Cohort
1971
N = 5,124

Gen 3 Cohort
2002
N ~ 4,000

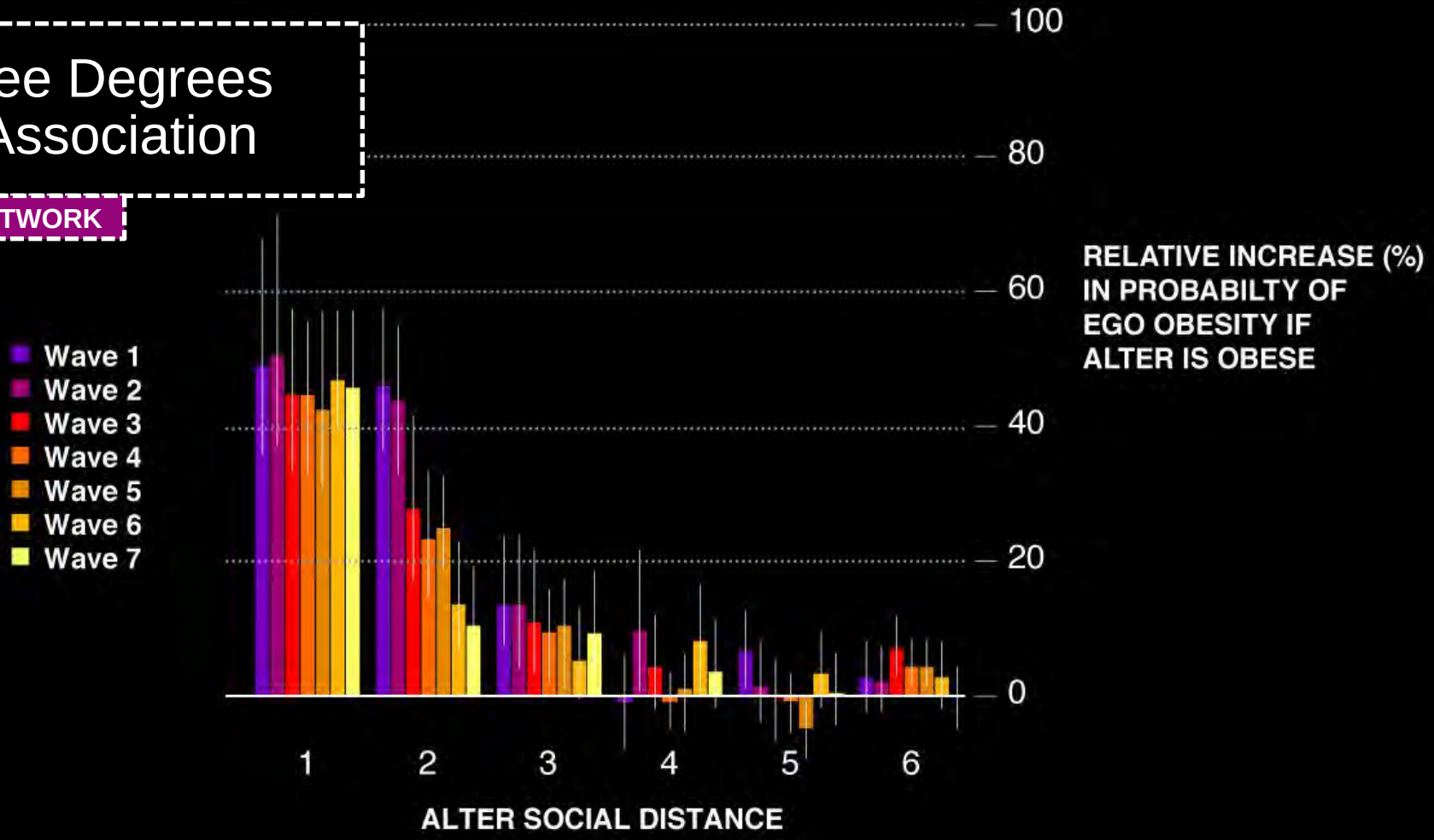
Obesity Clusters

FHS NETWORK



Three Degrees Of Association

FHS NETWORK



Causes of Similarity and Clustering

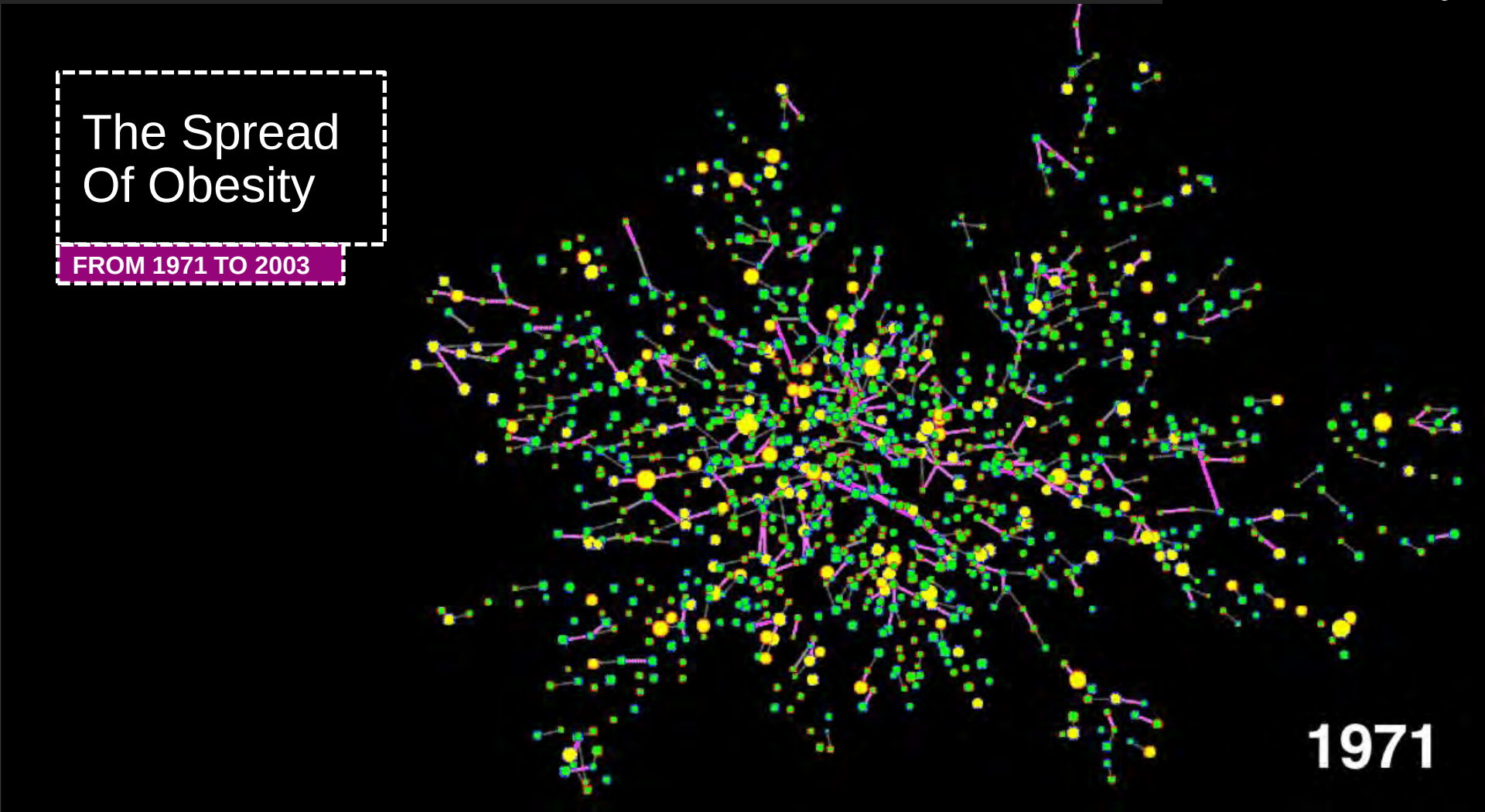
INFLUENCE

HOMOPHILY

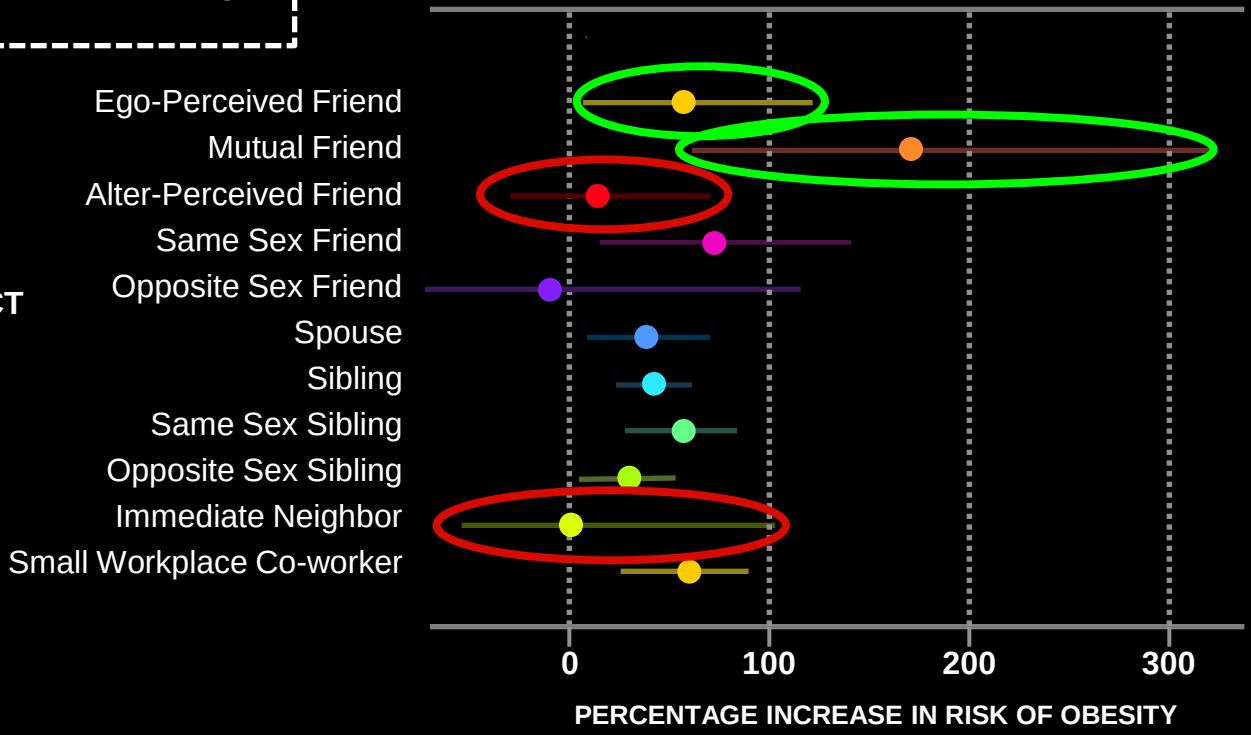
CONTEXT

The Spread Of Obesity

FROM 1971 TO 2003



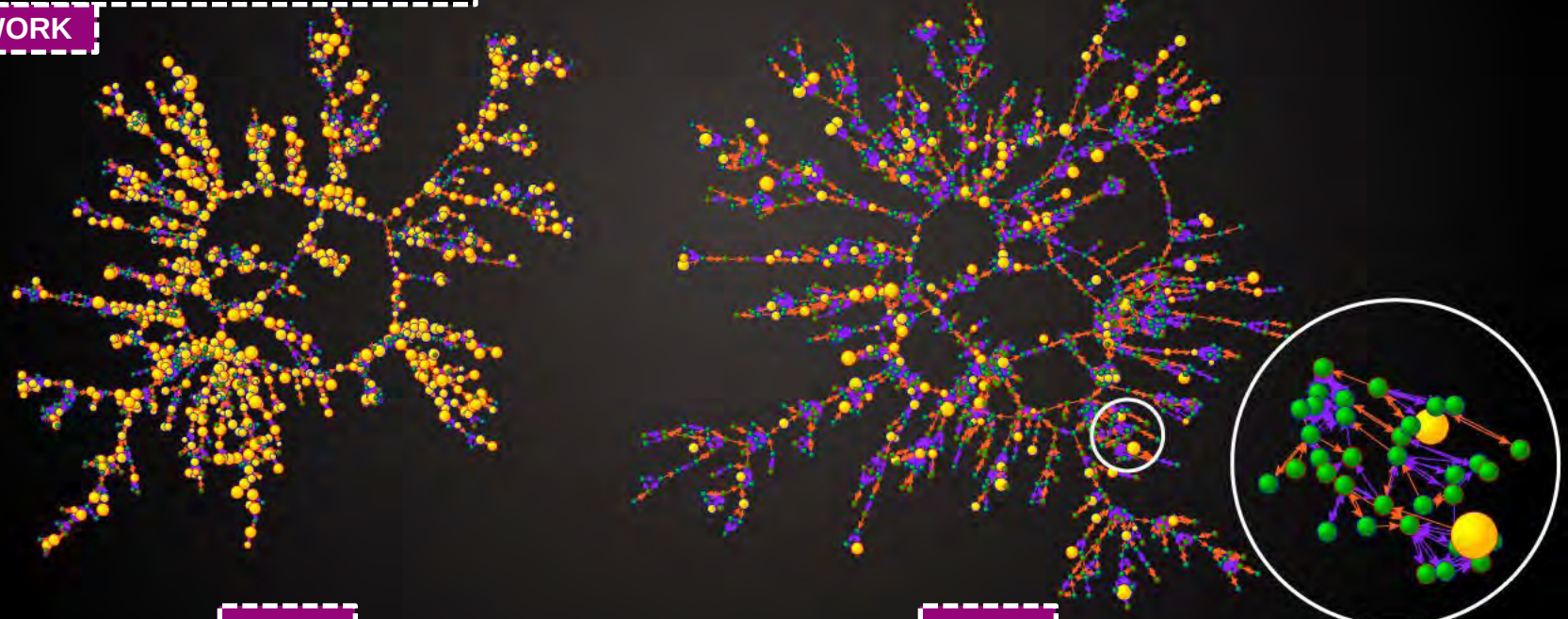
Spread of Obesity



NA Christakis and JH Fowler, "The Spread of Obesity in a Large Social Network Over 32 Years," *New England Journal of Medicine* 2007; 357: 370-379

Smoking Clusters

FHS NETWORK

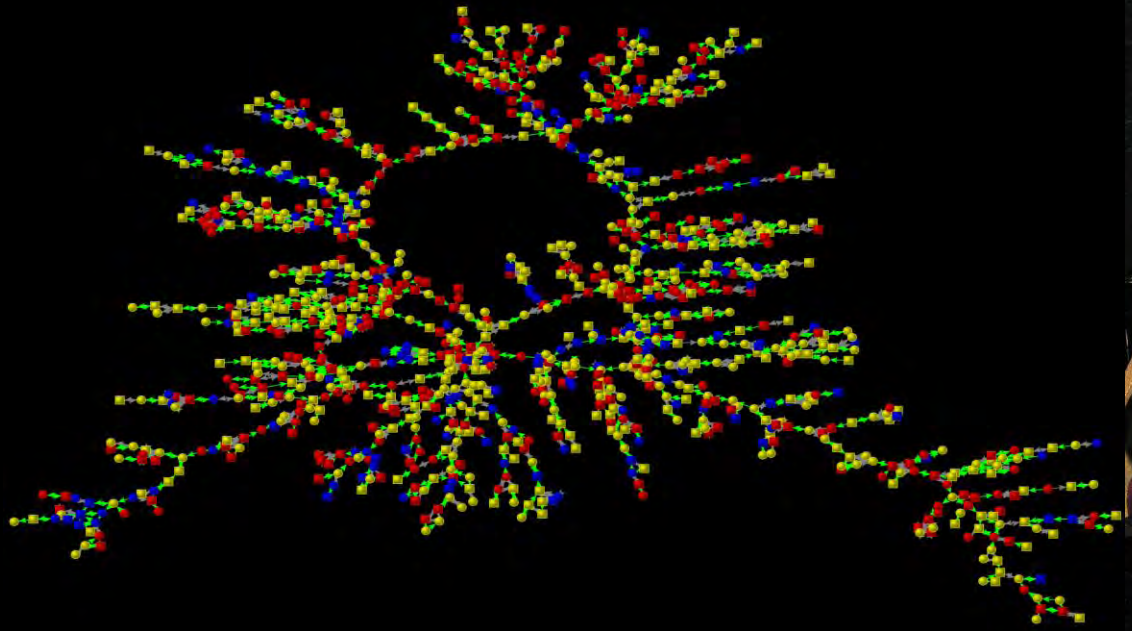


1971

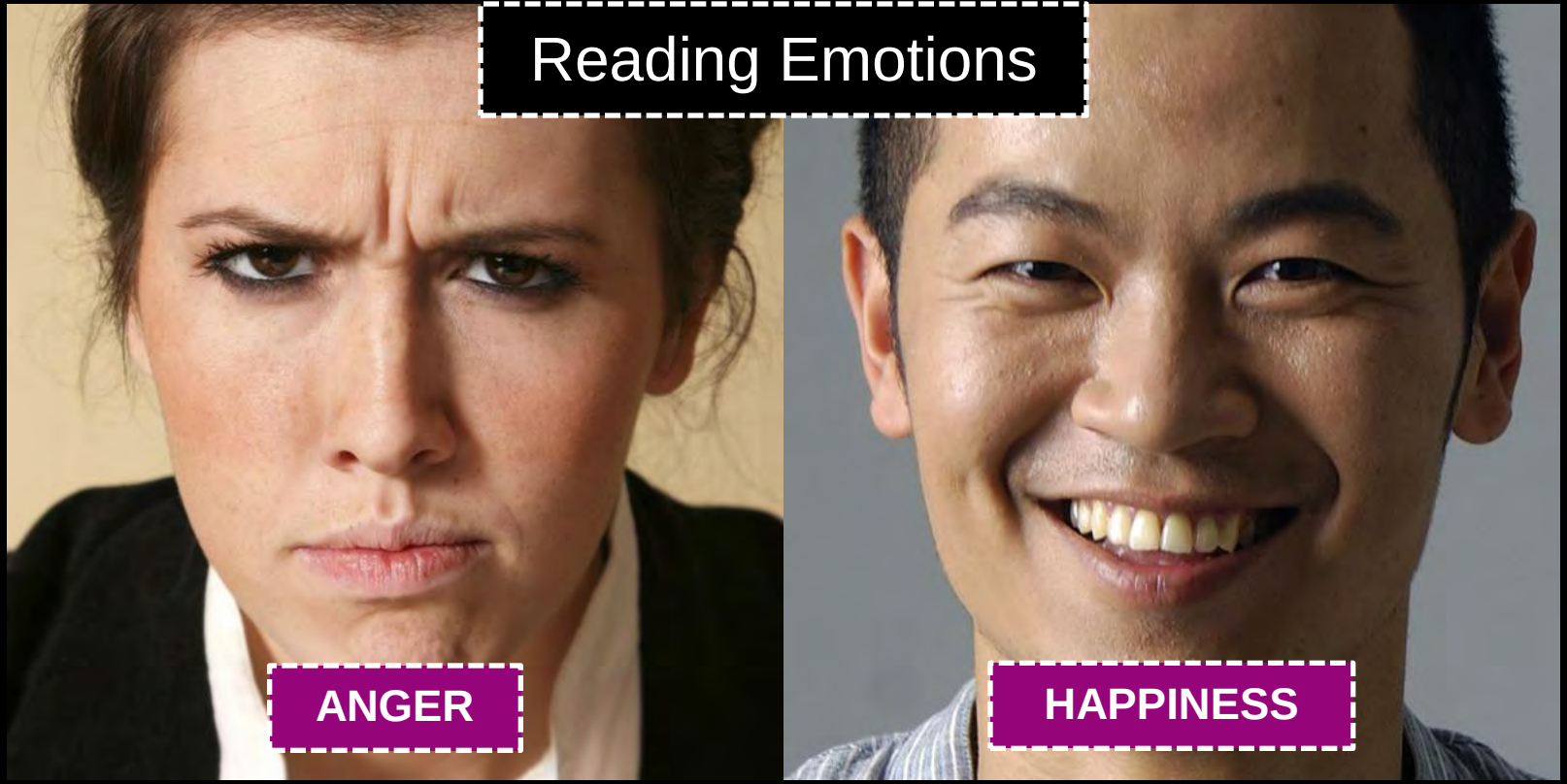
2001

Drinking Clusters

FHS NETWORK

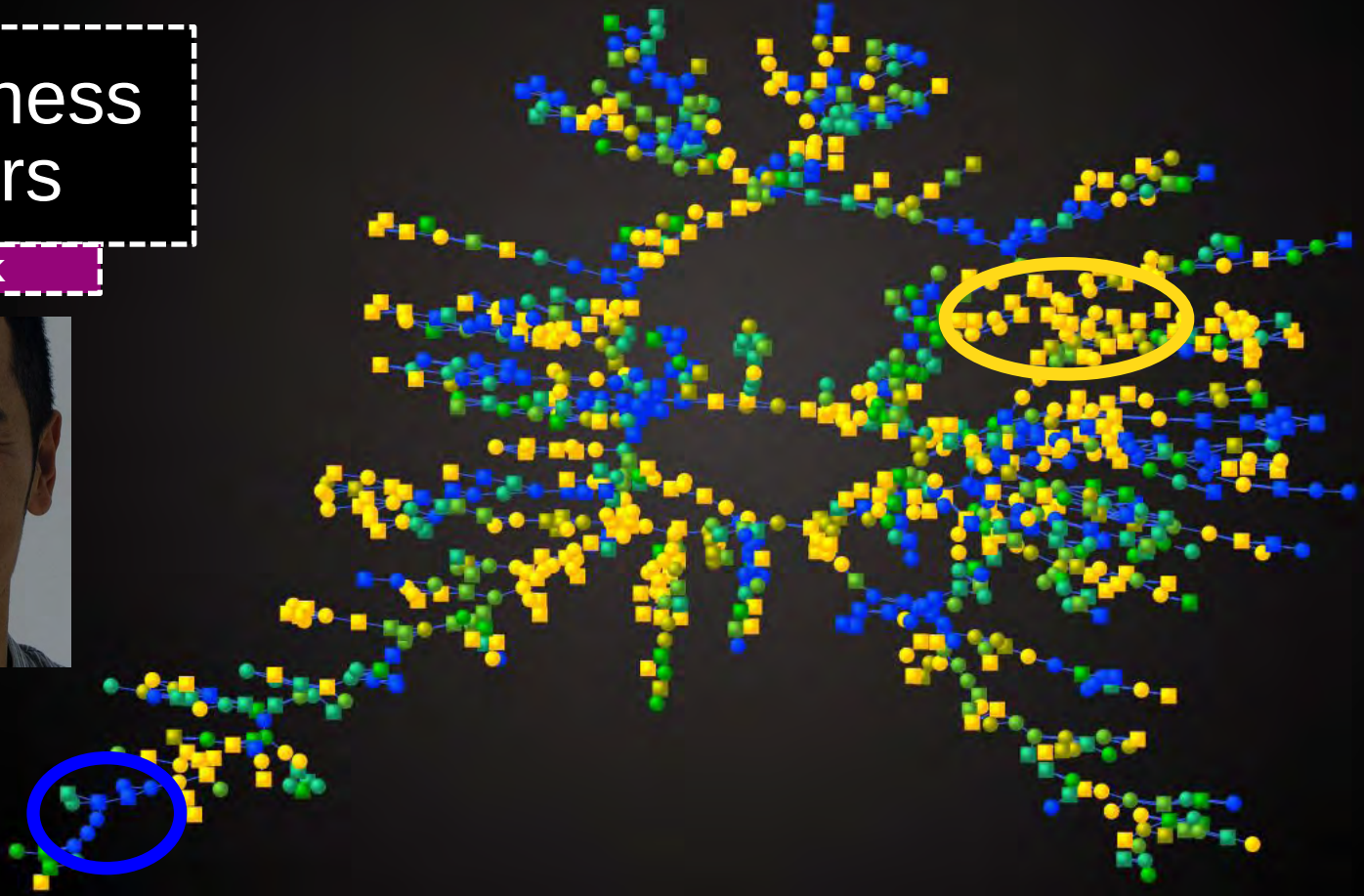


Reading Emotions



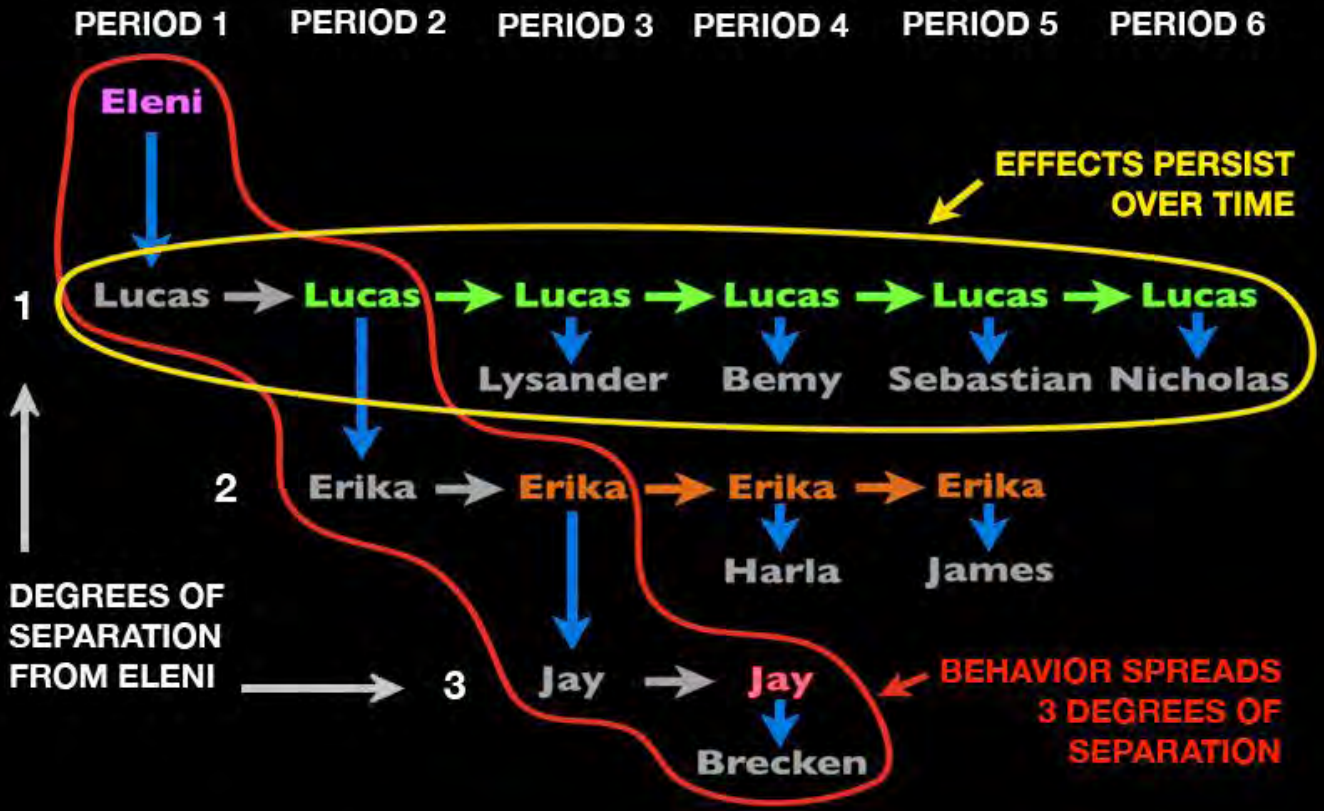
Happiness Clusters

FHS NETWORK

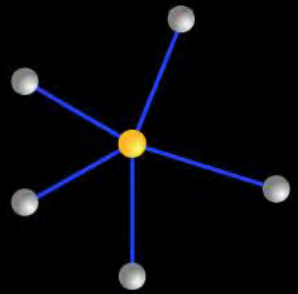


Generosity Cascades

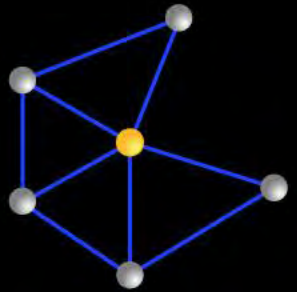
EXPERIMENTAL NETWORK



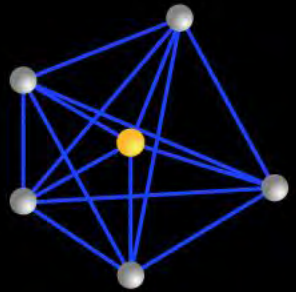
Broadway Musicals!



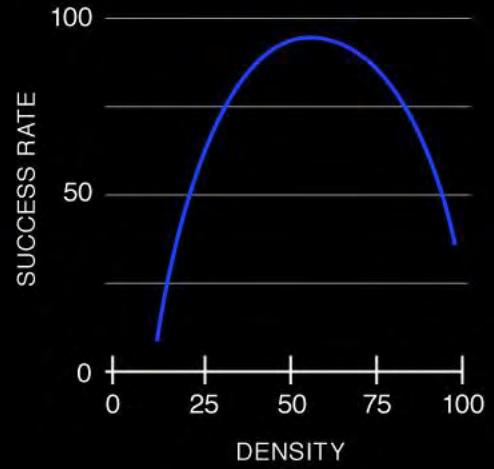
0/10 = 0%



4/10 = 40%

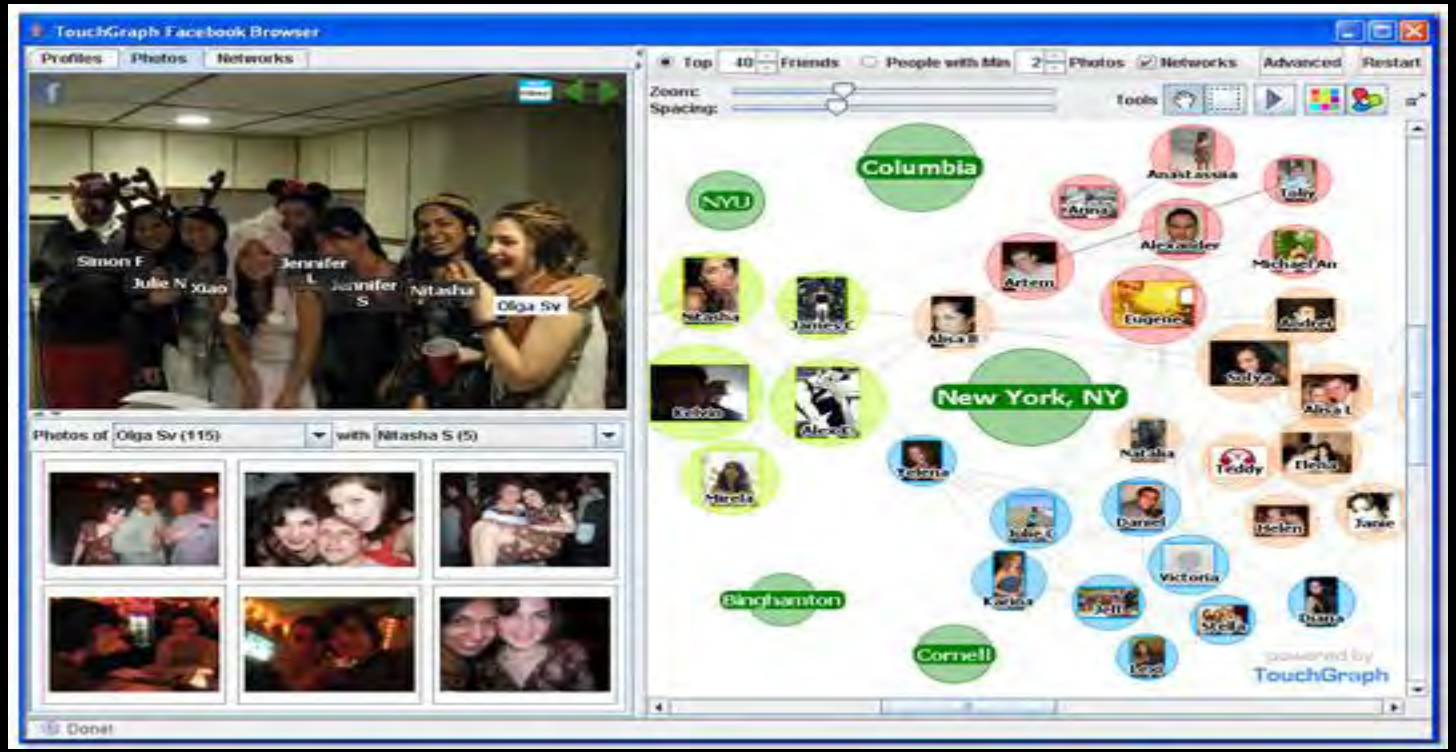


10/10 = 100%



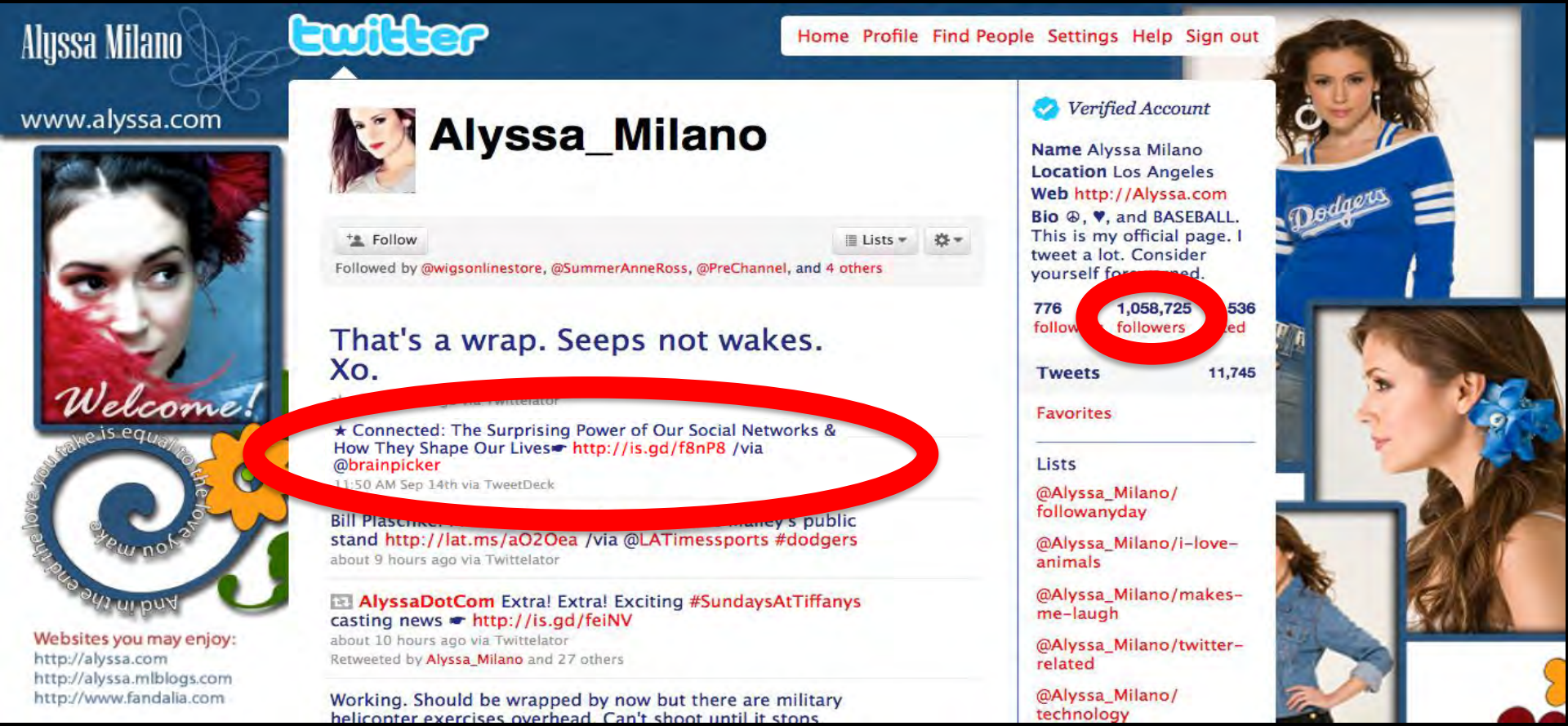
source: Brian Uzzi

How Do We Take Our Natural Social Networks Online?



WHO'S THE
BOSS?

CHARMED


Alyssa Milano
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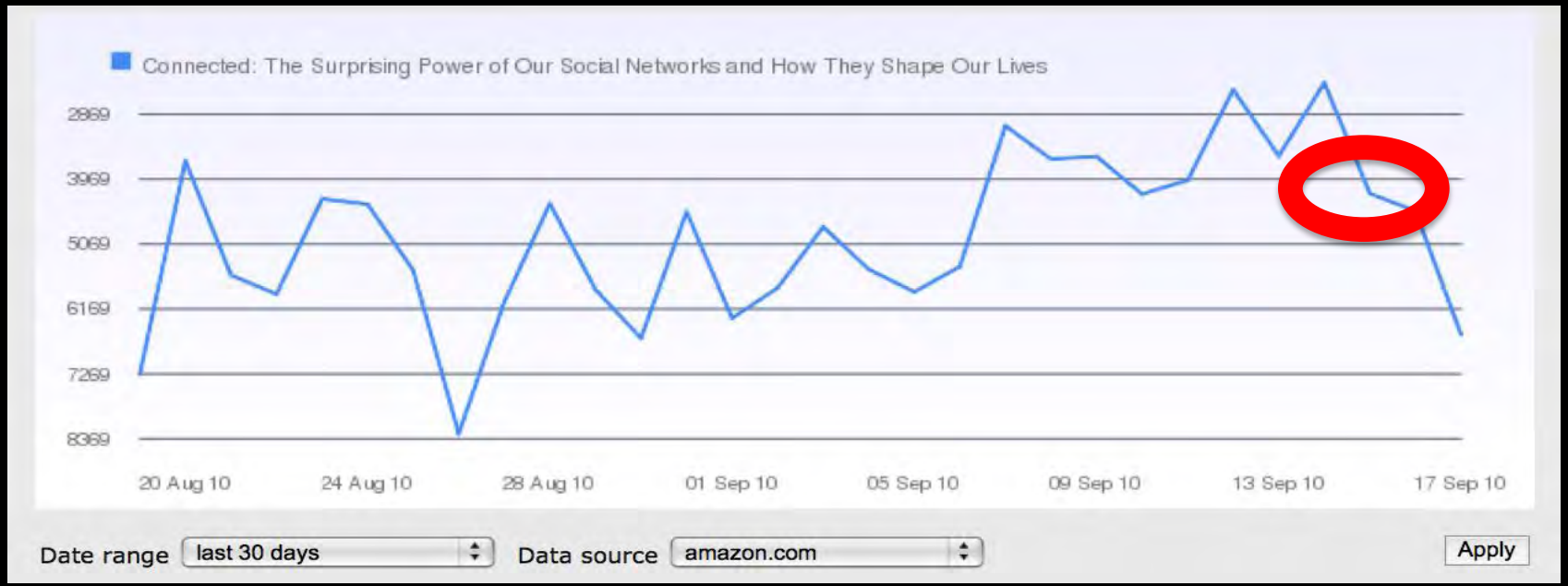
Home Profile Find People Settings Help Sign out
Alyssa_Milano
Follow
Lists
Followed by @wigsonlinestore, @SummerAnneRoss, @PreChannel, and 4 others
That's a wrap. Seeps not wakes. Xo.
★ Connected: The Surprising Power of Our Social Networks & How They Shape Our Lives☛ http://is.gd/f8nP8 /via @brainpicker
11:50 AM Sep 14th via TweetDeck
Bill Plaschke: ... Stanley's public stand http://lat.ms/aO2Oea /via @LATimessports #dodgers
about 9 hours ago via Twittelator
AlyssaDotCom Extra! Extra! Exciting #SundaysAtTiffanys casting news ☛ http://is.gd/feiNV
about 10 hours ago via Twittelator
Retweeted by Alyssa_Milano and 27 others
Working. Should be wrapped by now but there are military helicopter exercises overhead. Can't shoot until it stops
Verified Account
Name Alyssa Milano
Location Los Angeles
Web http://Alyssa.com
Bio ☮, ♥, and BASEBALL. This is my official page. I tweet a lot. Consider yourself forewarned.
776 following
1,058,725 followers
536 listed
Tweets 11,745
Favorites
Lists
@Alyssa_Milano/followanyday
@Alyssa_Milano/i-love-animals
@Alyssa_Milano/makes-me-laugh
@Alyssa_Milano/twitter-related
@Alyssa_Milano/technology
Welcome!
And in the end the love you take is equal to the love you make
Websites you may enjoy:
http://alyssa.com
http://alyssa.mlblogs.com
http://www.fandalia.com
Dodgers

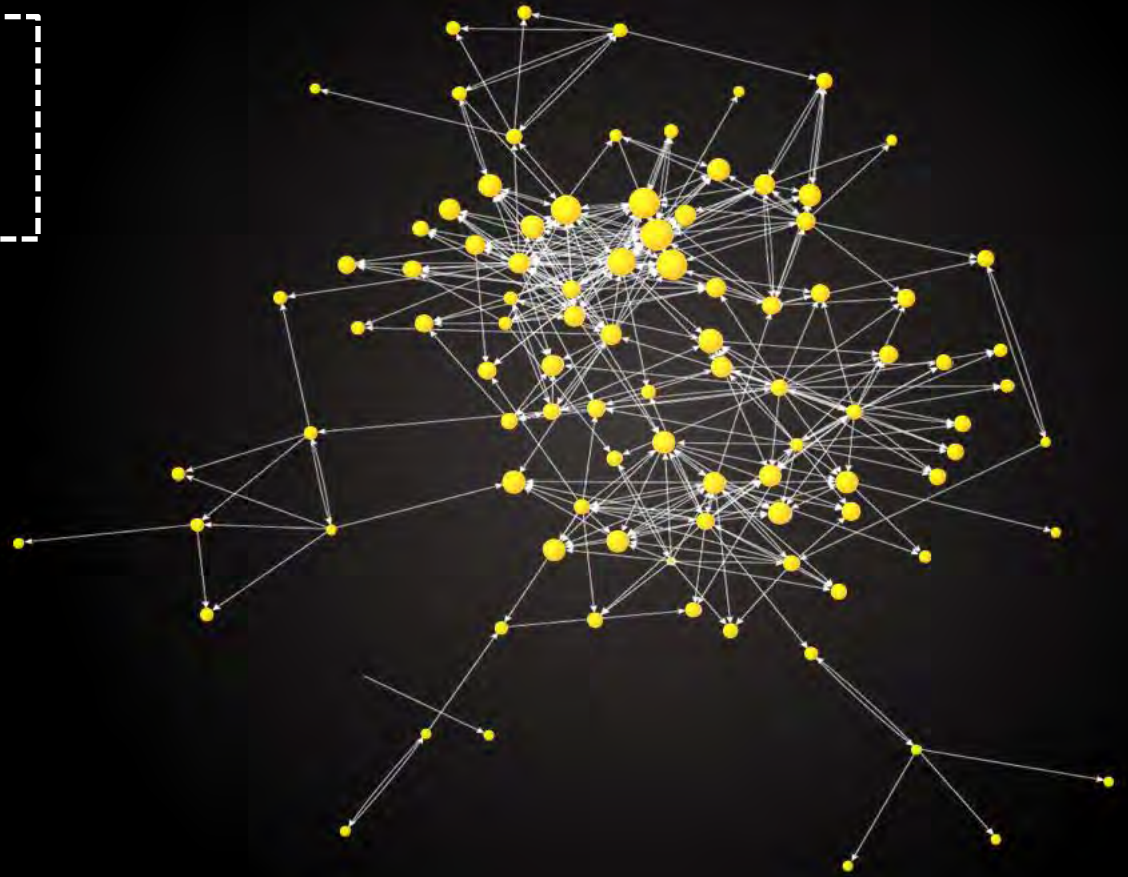
Online Networks

NO EFFECT!



Online Networks

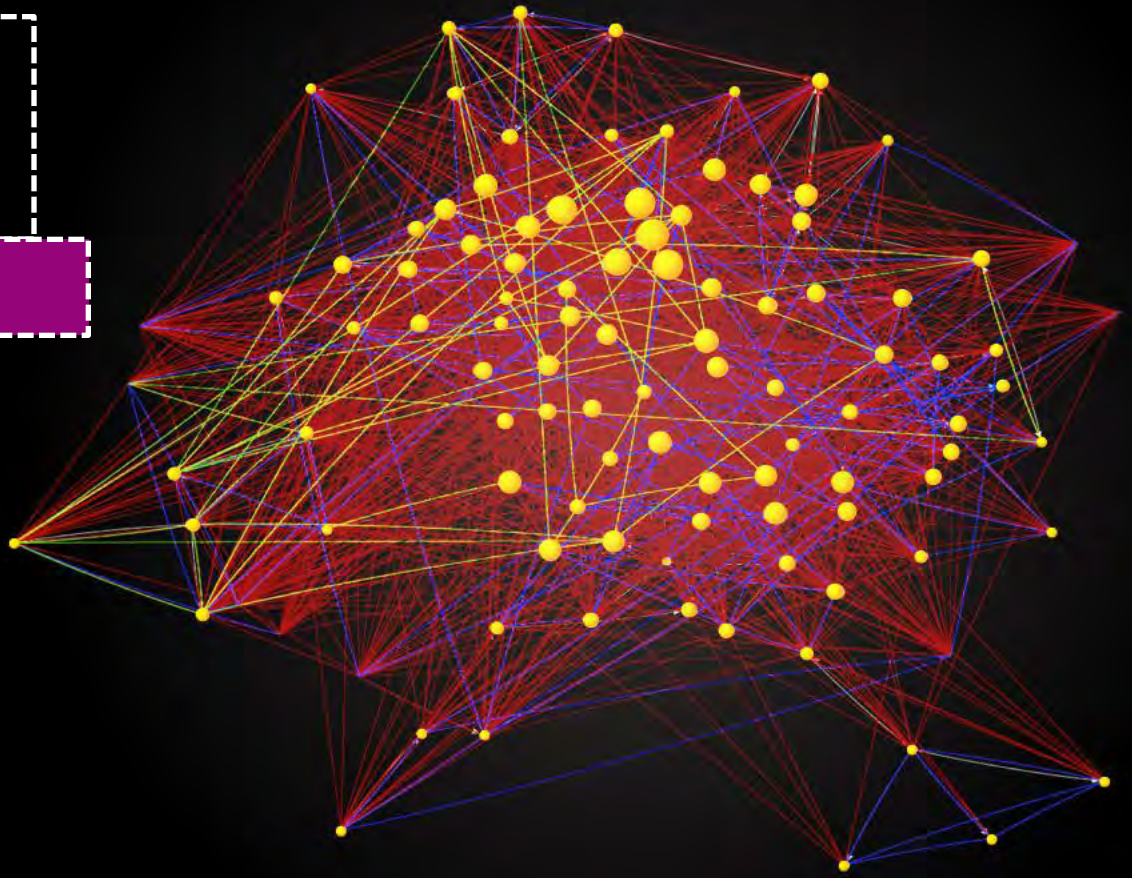
REAL FRIENDS



K Lewis, J Kaufman, M Gonzalez, A Wimmer, and NA Christakis, "Tastes, Ties, and Time," *Social Networks* 2008; 30: 330-342

Online Networks

REAL FRIENDS PLUS FACEBOOK



K Lewis, J Kaufman, M Gonzalez, A Wimmer, and NA Christakis, "Tastes, Ties, and Time," *Social Networks* 2008; 30: 330-342

Photo Tagging

FACEBOOK

Smiling Clusters

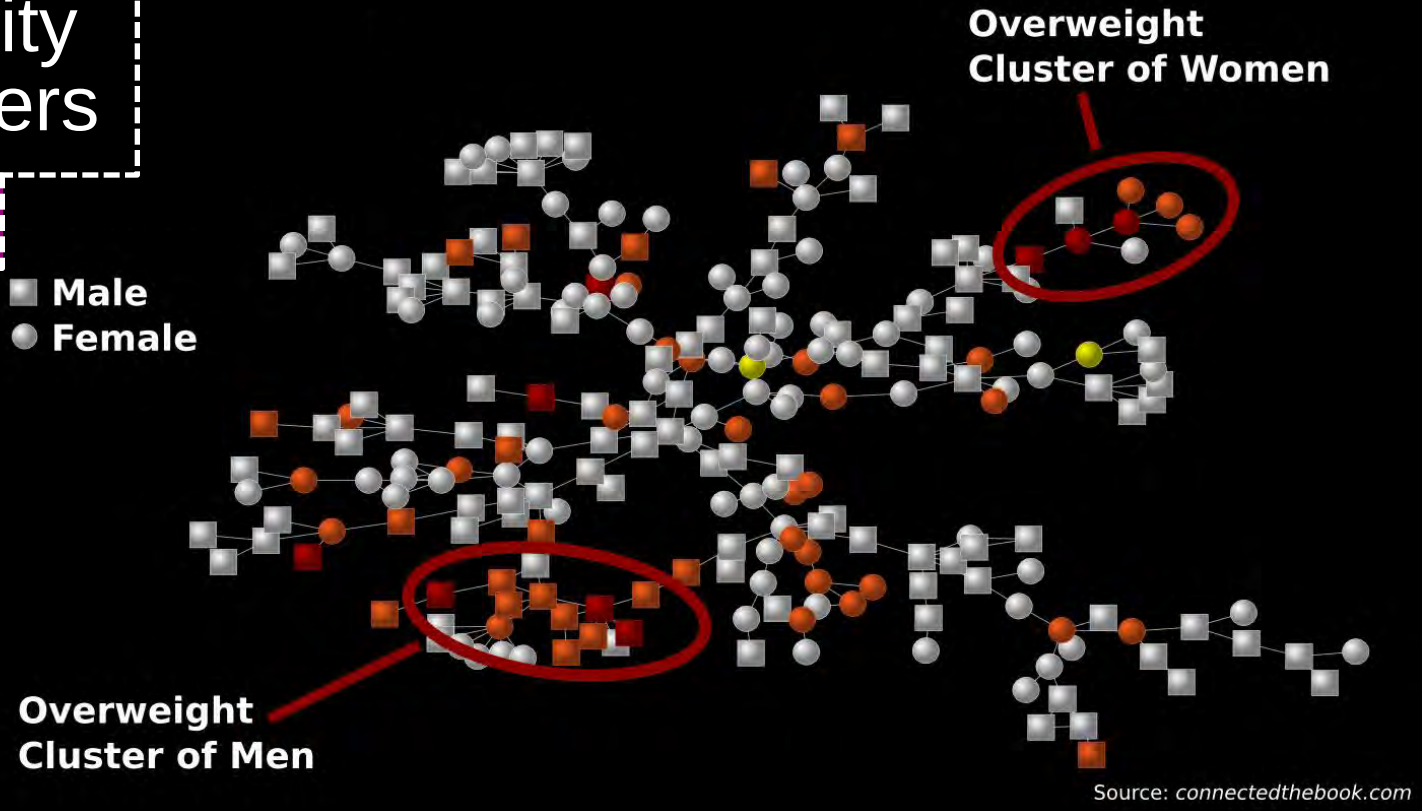
FACEBOOK NETWORK

Non Smilers

Smilers

Obesity Clusters

FACEBOOK NETWORK



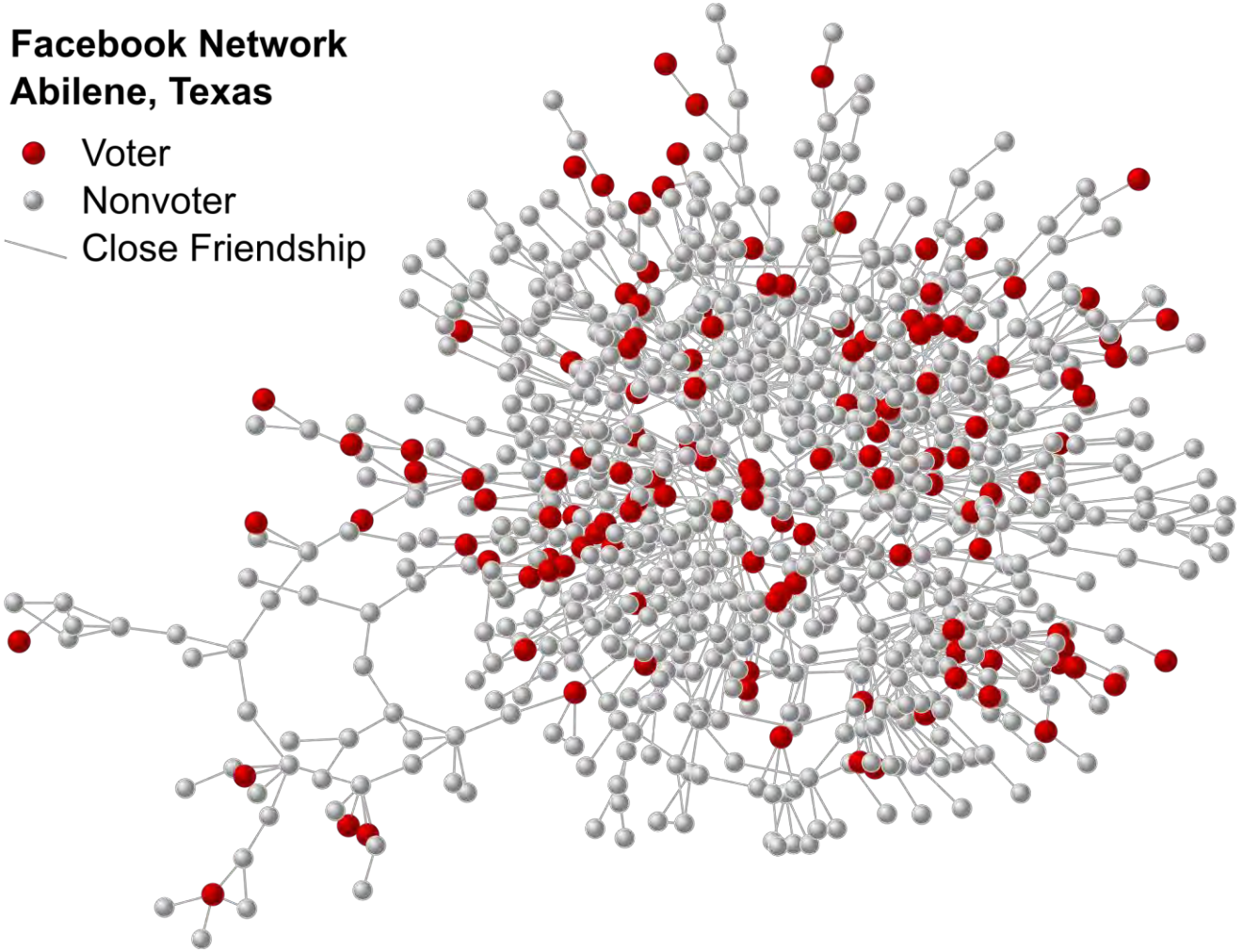
Viral Voting

FACEBOOK NETWORK

facebook

Viral Voting

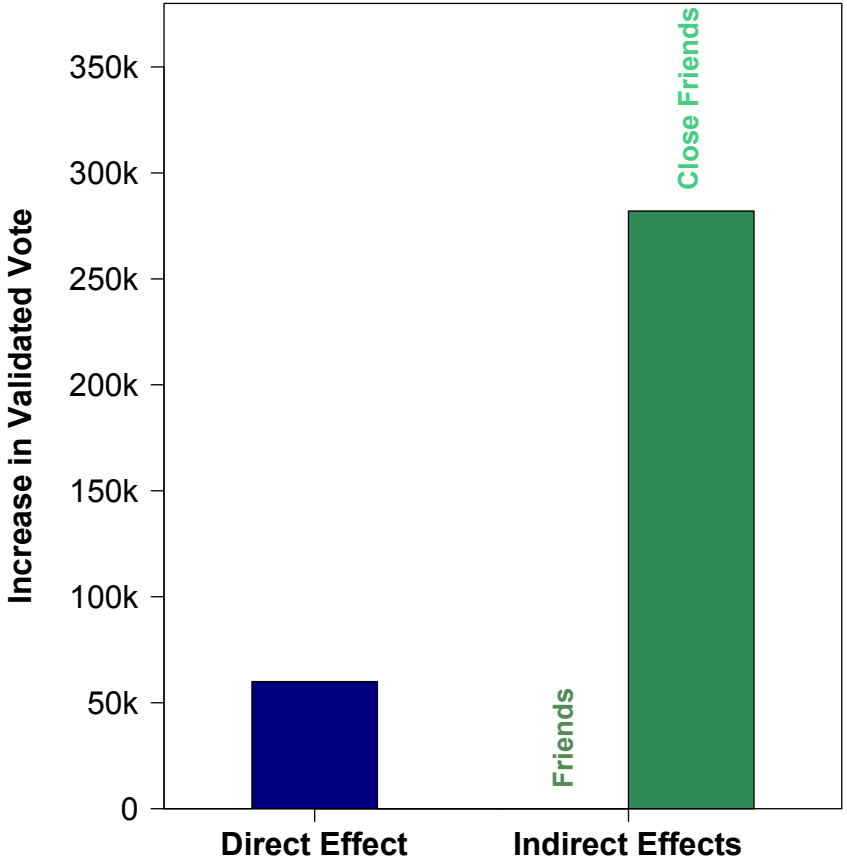
FACEBOOK NETWORK



facebook

Viral Voting

FACEBOOK NETWORK



apps.facebook.com/tritonschedule5

Share your UCSD course schedule with your friends on Facebook!

- ***Coordinate schedules***
- ***Ask friends for advice on classes or professors***
- ***Find friends who may have old textbooks***

Why do this?

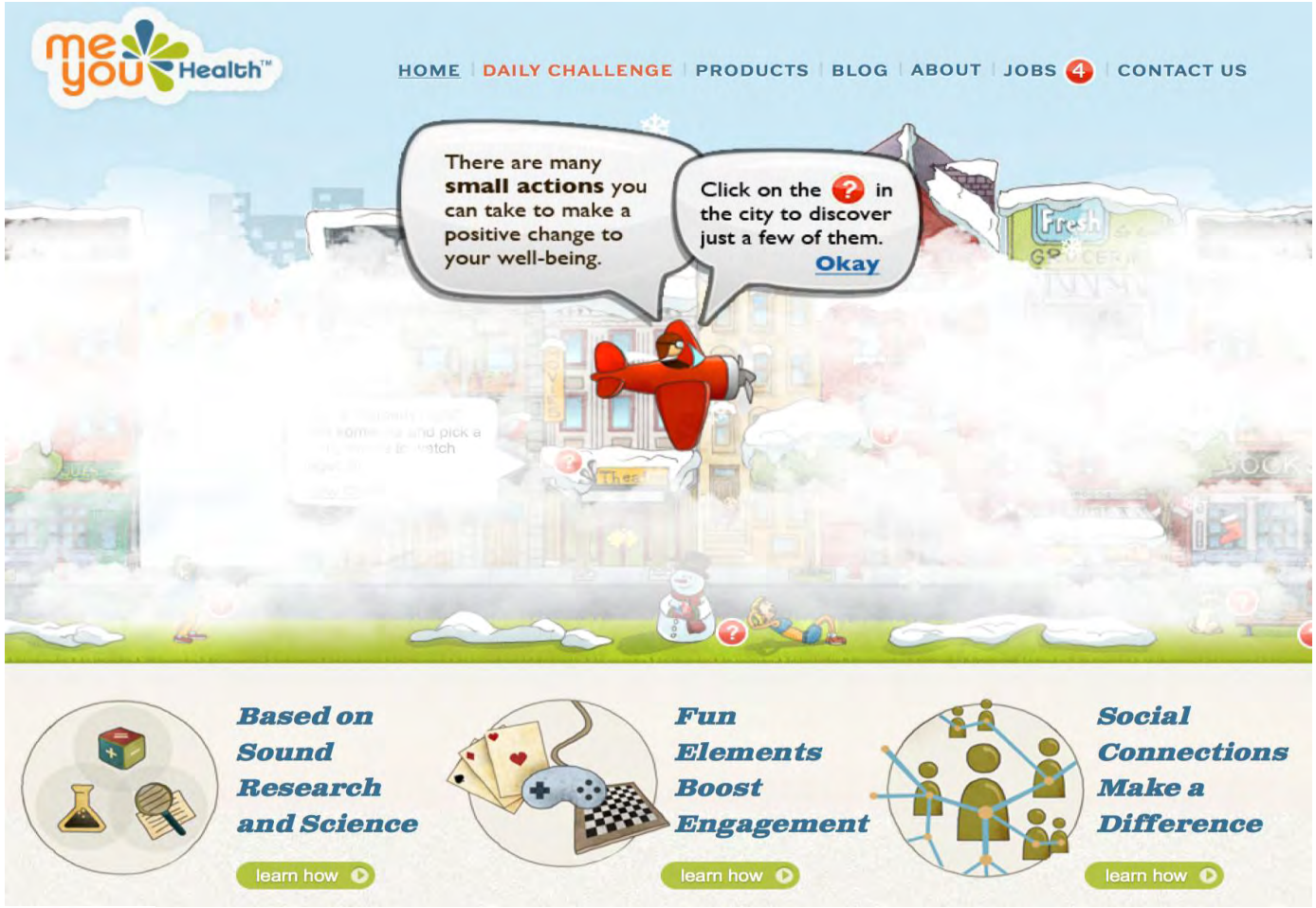
- Service Improvement
- Observational Studies
- Targeted Interventions
- Alumni Development

- Better Social Outcomes → Better Educational Outcomes

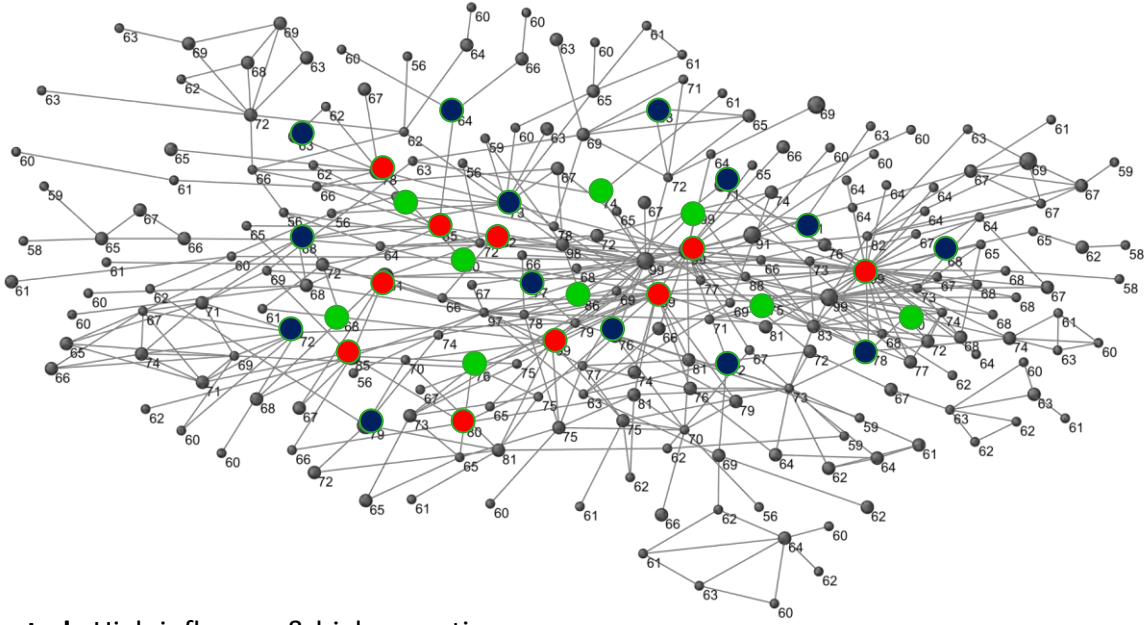
FEATURES FOR BETTER HEALTH

COMPLETE CHALLENGES, SET GOALS, AND TRACK BEHAVIORS

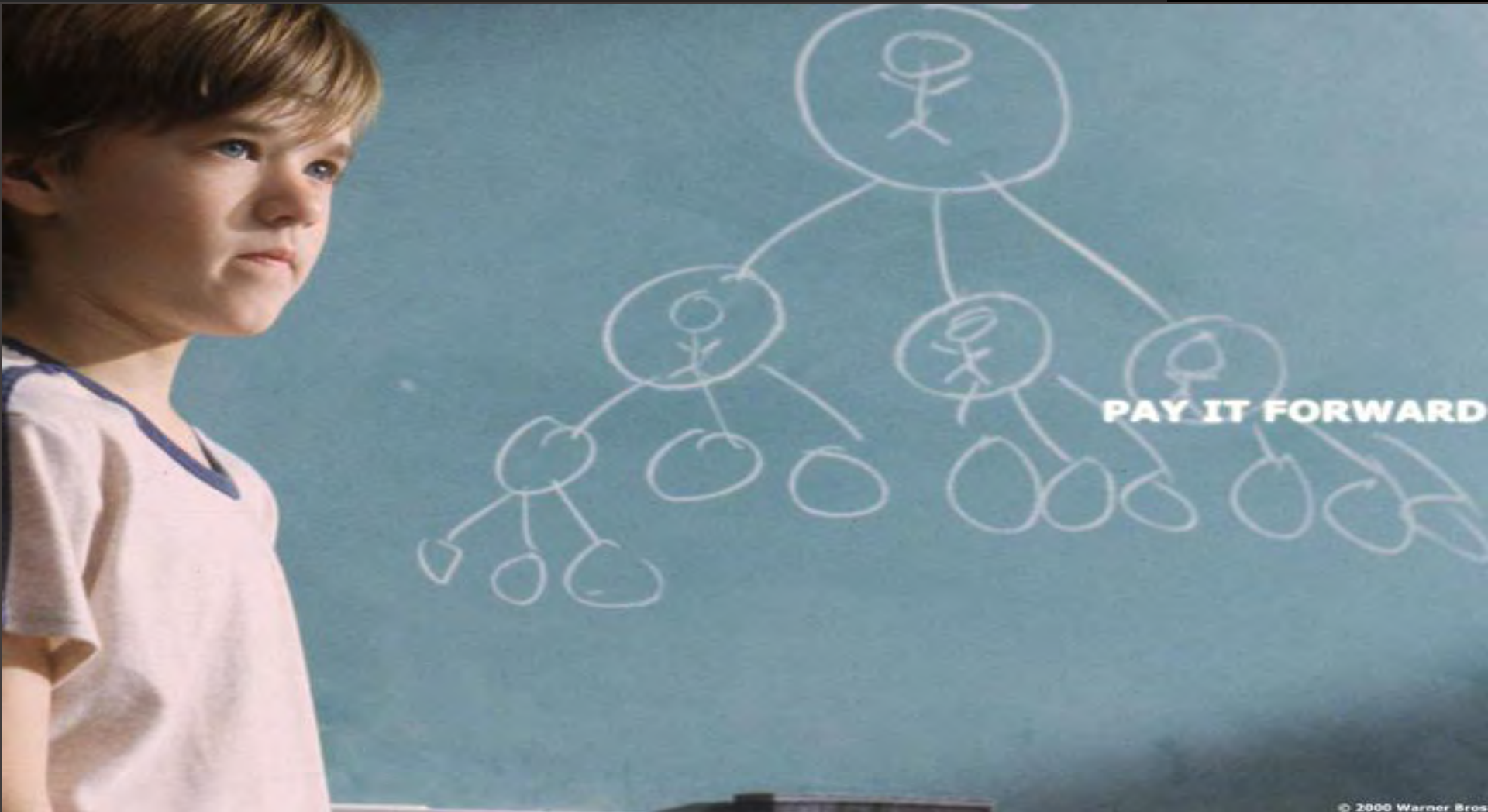
A web based toolkit to help track and manage every aspect of your journey to a healthier you. We'll help by suggesting challenges and allowing you track behaviors and set goals along the way.

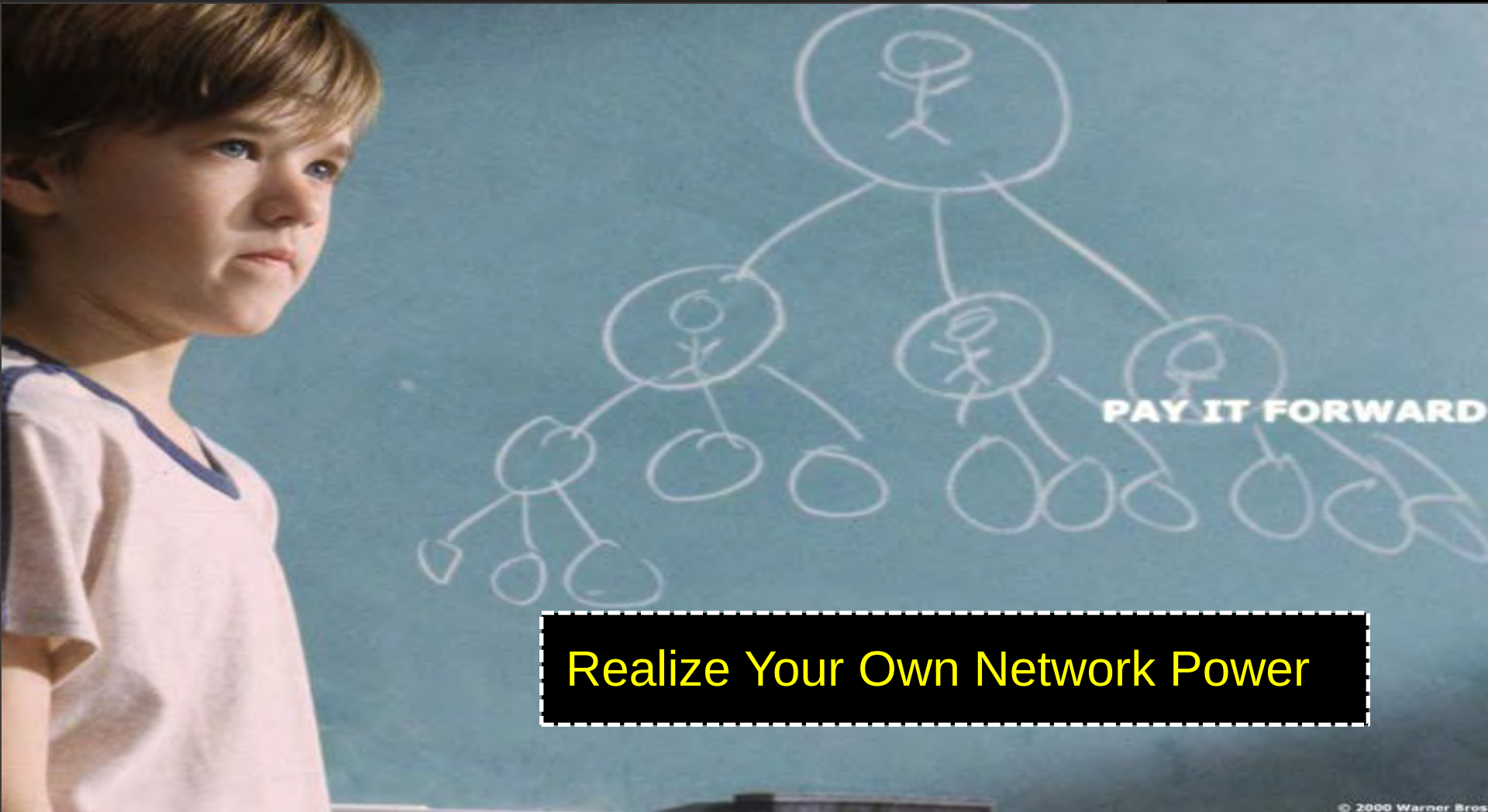

me you Health™
HOME | DAILY CHALLENGE | PRODUCTS | BLOG | ABOUT | JOBS 4 | CONTACT US
There are many small actions you can take to make a positive change to your well-being.
Click on the ? in the city to discover just a few of them.
Okay
Based on Sound Research and Science
learn how
Fun Elements Boost Engagement
learn how
Social Connections Make a Difference
learn how

Express Scripts

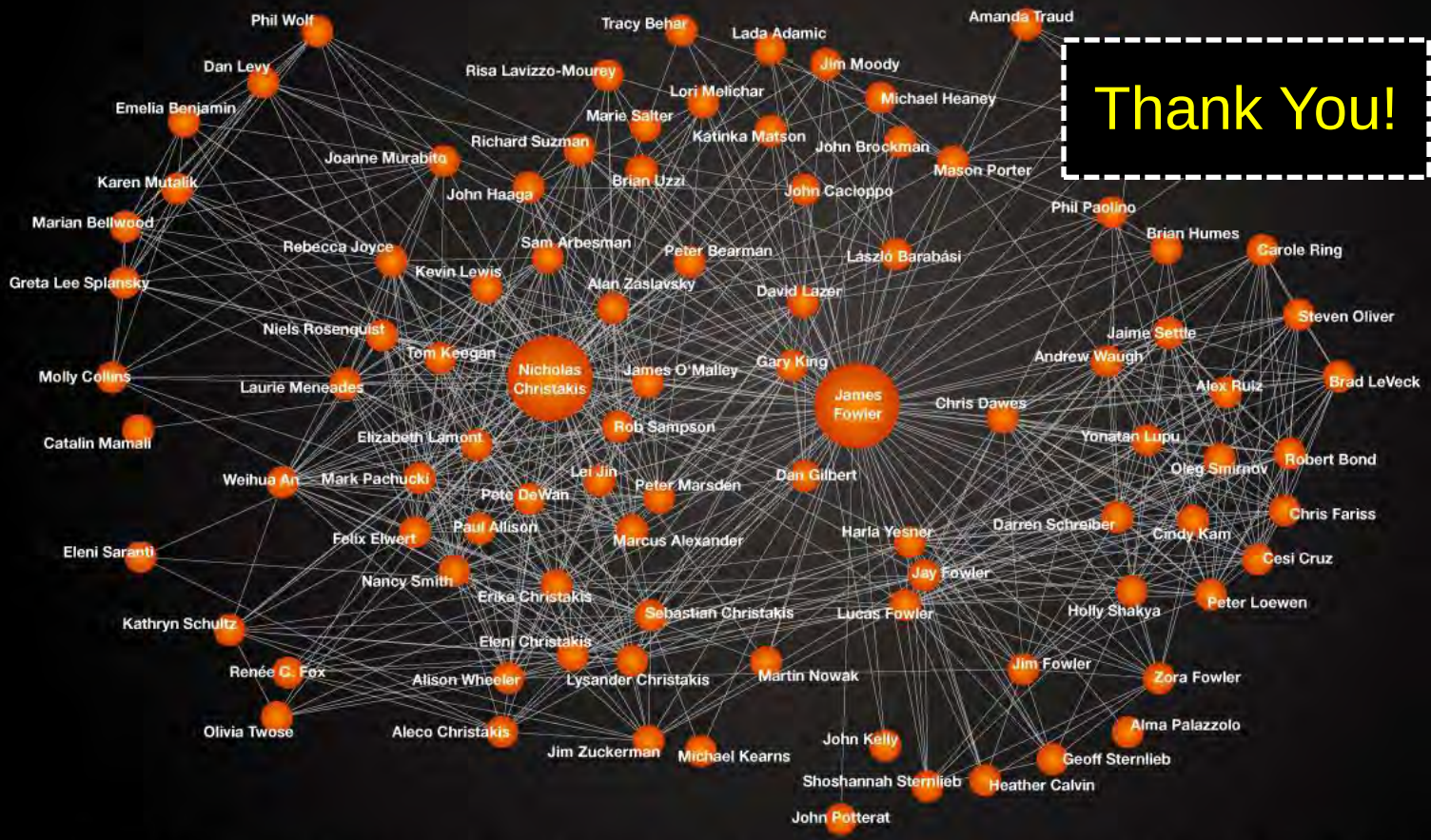


- **Initially targeted** High influence & high receptiveness
- **Second wave** More receptive
- **Third wave** Increasing acceptance


PAY IT FORWARD
© 2000 Warner Bros



Realize Your Own Network Power



Thank You!

Framingham Heart Study | National Institute on Aging | Add Health | National Science Foundation