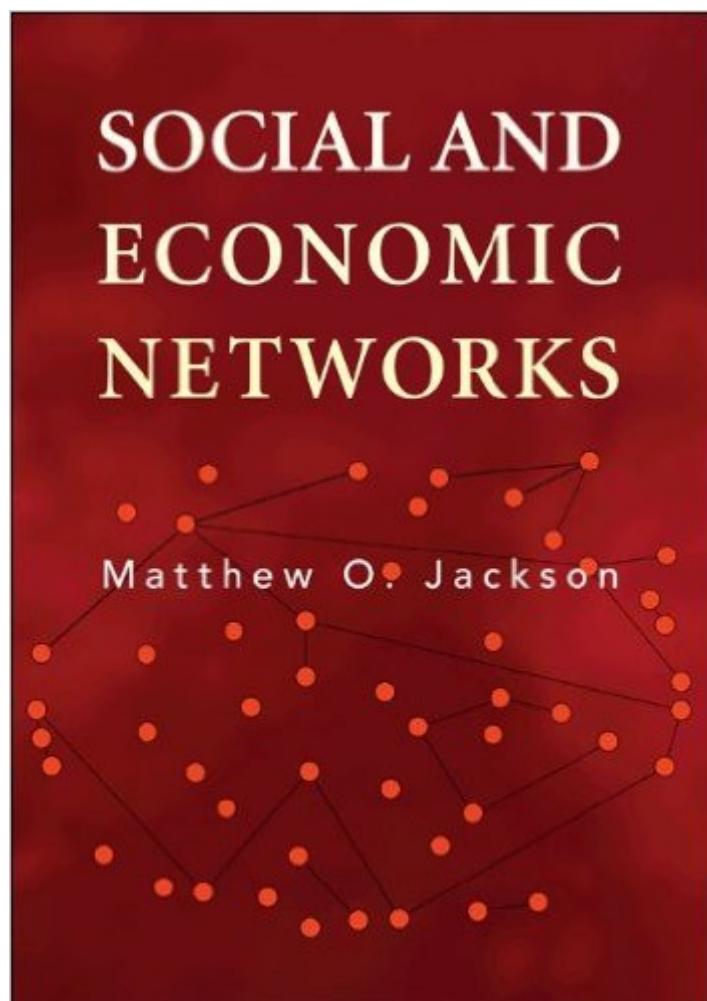


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# Social And Economic Networks



## **Synopsis**

Networks of relationships help determine the careers that people choose, the jobs they obtain, the products they buy, and how they vote. The many aspects of our lives that are governed by social networks make it critical to understand how they impact behavior, which network structures are likely to emerge in a society, and why we organize ourselves as we do. In *Social and Economic Networks*, Matthew Jackson offers a comprehensive introduction to social and economic networks, drawing on the latest findings in economics, sociology, computer science, physics, and mathematics. He provides empirical background on networks and the regularities that they exhibit, and discusses random graph-based models and strategic models of network formation. He helps readers to understand behavior in networked societies, with a detailed analysis of learning and diffusion in networks, decision making by individuals who are influenced by their social neighbors, game theory and markets on networks, and a host of related subjects. Jackson also describes the varied statistical and modeling techniques used to analyze social networks. Each chapter includes exercises to aid students in their analysis of how networks function. This book is an indispensable resource for students and researchers in economics, mathematics, physics, sociology, and business.

## **Book Information**

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## **Customer Reviews**

Jackson has really produced a wonderfully cogent book with an economic approach to studying networks. To be clear, the book is aimed at readers with a degree of mathematical sophistication.

He examines how (cooperative and non-cooperative) game theory can be applied to networks, i.e. models of friendship between individuals, alliances between firms and other similar situations. The empirical analysis of networks is treated in a couple of chapters, but perhaps deserves a separate book. Overall, this is an ideal place to start for someone interested in developing microeconomic and game-theoretic models of network interactions.

This book is a very useful approach to the social and economic networks by an interesting mathematical view. The exposition is no very difficult as calculations, if one knows sufficiently the game theory. This method is a mix by the Statistics and the Graph theory, while a significative role is related to the Bayes formula. This theory depends in large part by the game theory, let be cooperative or not-cooperative. The applications are about the biology, next the sociology and the economics.

I like this book very much. It has the right balance, in my view, between verbal and 'social science' explanations, and mathematical expositions. It provides enough mathematical background for those who do not have it, as well as social and economic background and motivation. I intend to use some chapters in this book for a "Networks" course I will teach.

This book goes with Professor Jackson's class on Coursera. It's got a lot of math, but it's not overwhelming, the heaviest stuff is split into an advanced track of non-credit problems. I enjoyed the class enough I plan on repeating it next time its offered.

This is the best combination of practical and technical presentation I've seen for this material.

A reference book and great resource for network researchers. Matthew Jackson exposes with mastery the framework keys to understand the modelization of social and economic systems.

Very interesting book! Nice start and guide for future studies.Cesar FranÃ§a

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