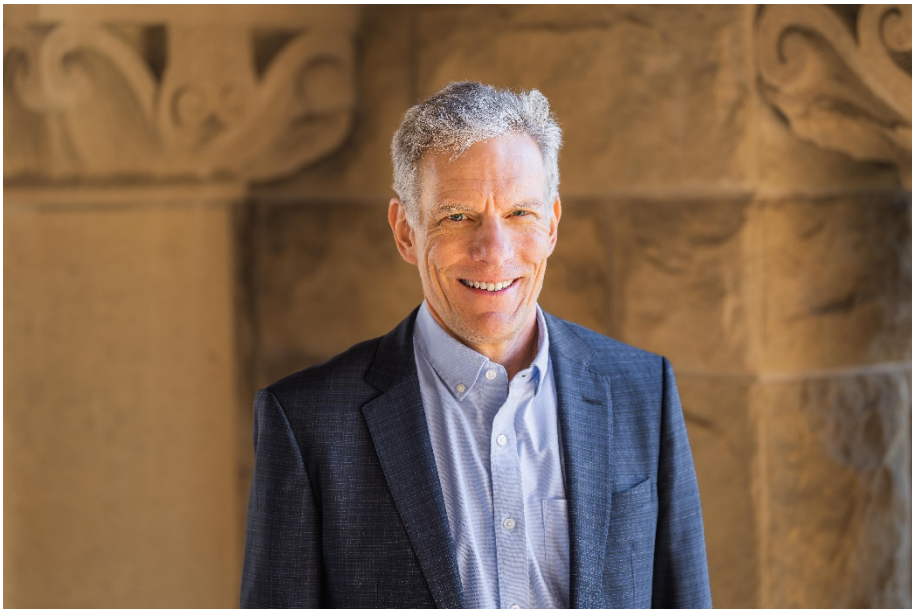
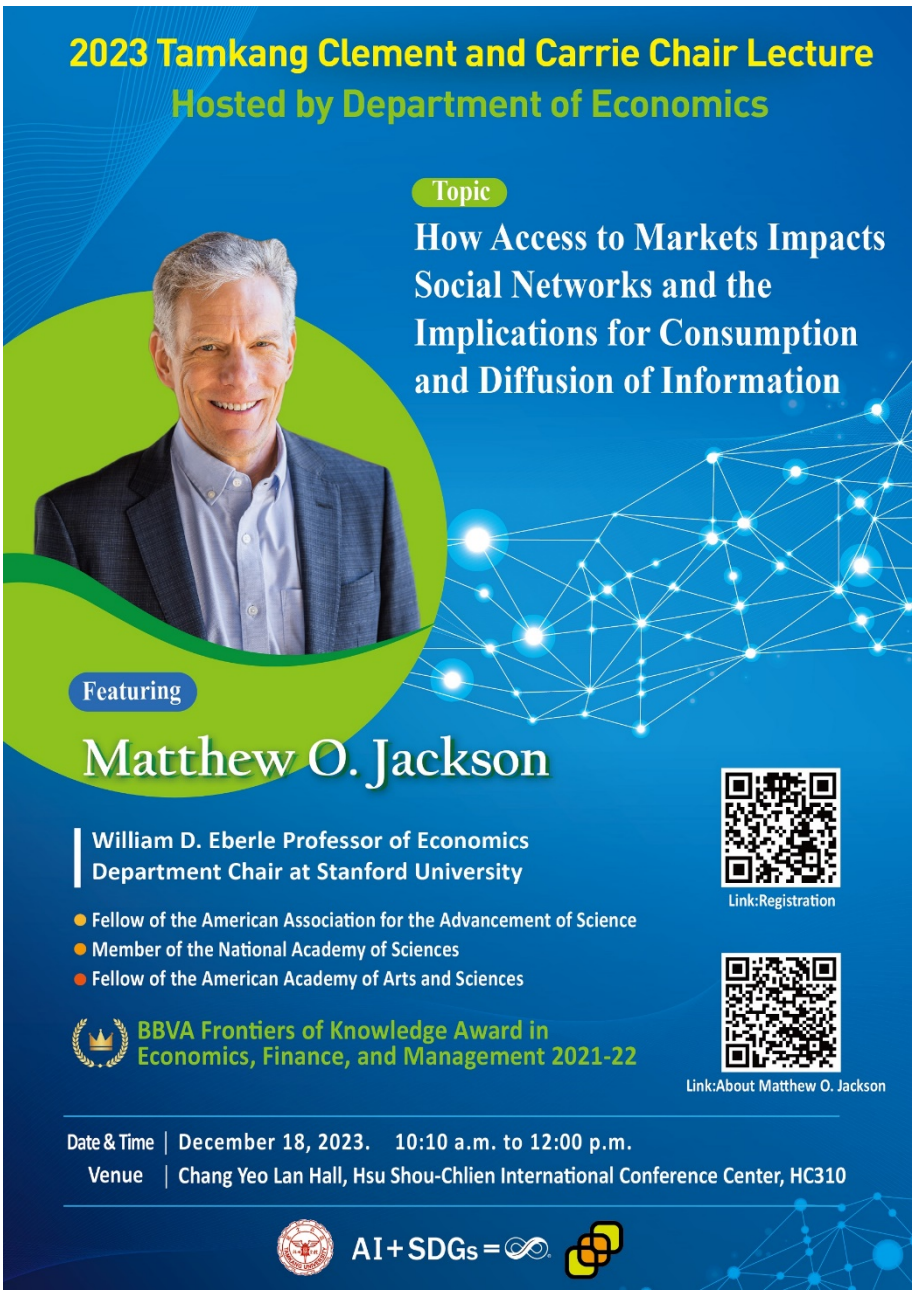
LECTURE 24



Dr. Matthew O. Jackson

- **William D. Eberle Professor of Economics**
- **Department Chair at Stanford University**
- **Fellow of the American Association for the Advancement of Science, 2023**
- **Member of the National Academy of Sciences**
- **Fellow of the American Academy of Arts and Sciences**
- **BBVA Frontiers of Knowledge Award; Economics, Finance, and Management 2021-22**

Date: 2023.12.18



INTRODUCTION

Professor Matthew O. Jackson, a pioneering figure in the field of network studies in economics, has made significant contributions to understanding network formation, homophily in social relationships, and the dynamics of access to jobs and information. His research also explores the contagion of financial distress, providing essential

insights into these complex phenomena. His numerous honors include being a Fellow of the American Association for the Advancement of Science, a Member of the National Academy of Sciences, and a Fellow of the American Academy of Arts and Sciences. In 2021, Matthew O. Jackson was recipient of the BBVA Frontiers of Knowledge Award

Topic：How Access to Markets Impacts Social Networks and the Implications for Consumption and Diffusion of Information

ABSTRACT

Professor Jackson shared that he conducted extensive experimental research in rural villages in India for 17 years, observing how small-scale financial lending changes people's social networks. The research results he shared were captivating. By studying lending relationships, he explored the differences in interpersonal interactions and information dissemination between urban and rural areas. He examined the interpersonal network interactions in villages and metropolitan areas. In contrast to monetary lending relationships, people in village life mostly engage in exchanges involving food, resulting in a more closed network for interpersonal information. Individual core influence is relatively weak, and compared to males, females' interpersonal networks appear more closed.

He mentioned that in urban areas, the development of the Internet has allowed for the expansion of individual core influence. Through mathematical analysis, he explored the relationship between a person's influence and their social network, observing increasingly complex interpersonal networks. In conclusion, he stated that through the application of economic models and

data transformation in this research, insights were gained into the impact of interpersonal interactions and network information dissemination. Understanding the variations in influence under different interpersonal interactions and the simultaneous interaction patterns in multiple networks, it becomes apparent that with the introduction of new programs and policies, unexpected consequences may arise due to the consideration of the intricate nature of interpersonal networks.