

Opinion Dynamics in Social Networks Mini Course

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University of Hamburg, 17th-21st May 2021.

In this course we will study social networks and how they are formed. A particular emphasis will be on how opinions spread through social networks, how conventions and social norms arise and how they change over time. The course will both outline the most prominent theoretical as well as empirical approaches. We will introduce the basic concepts necessary to study social networks, opinions and social norms and showcase examples of current research in these areas.

Monday 17th May

10-12: Lecture 1: Introduction to Networks

17-18: Discussion of Problem Set

Tuesday 18th May

10-12: Lecture 2: Network Formation; Connections

16-17: Discussion of Problem Set

17-18: Lecture 3: Gender Differences in Networking

Wednesday 19th May

10-12: Lecture 4: Learning in Networks I: Opinion Dynamics

15-16: Discussion of Problem Set

16-18: Lecture 5: Learning in Networks II: Opinion Dynamics

Thursday 20th May

10-12: Lecture 6: Social Norms and Conventions: Introduction

17:15-18:45: Microeconomics Seminar

Friday 21st May

10-12: Lecture 7: Empirical Research on Social Norms

16-18: Lecture 8: Learning in Networks III: Social Norms and Conventions

Reading List:

- Bicchieri, C., R. Jeffrey and B. Skyrms (2009), *The Dynamics of Norms*, Cambridge University Press.
- Drago, F., F.Mengel and C. Traxler (2020), "Compliance Behavior in Networks", *American Economic Journal: Applied Economics* 12(2), 1-40.
- Elster, J. (1989), Social Norms and Economic Theory, *Journal of Economic Perspectives* 3(4), 99-117.
- Grimm, V. and F. Mengel (2020), "Experiments on Belief Formation in Networks", *Journal of the European Economic Association* 18(1), 49-82.
- Jackson, M. O. "Social and Economic Networks", Princeton University Press.
- Jackson, M.O., B.W. Rogers and Y. Zenou (2017), "The Economic Consequences of Social Network Structure", *Journal of Economic Literature* 55(1), 49-95.
- Krupka, E. and R.A. Weber (2013), "Identifying Norms using coordination games: Why does dictator game sharing vary?", *Journal of the European Economic Association* 11(3), 495-524.
- Kovarik, J., F.Mengel and J.G. Romero (2018), Learning in Network Games, *Quantitative Economics* 9(1), 85-139.
- Mengel, F. (2020), "Gender Differences in Networking", *Economic Journal* 130 (630), 1842-1873.
- Prummer, A. and I. Lindenlaub (2021), "Network Structure and Performance", *Economic Journal*, in press.
- Vostroknutov, A. (2020), "Social Norms in Experimental Economics: Towards a Unified Theory of Normative Decision Making", *Analyse and Kritik*, 42(1), 3-39.