

Does the structure of social network determine the economic ripple effect?

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Abstract

This study demonstrates that the structure of social network determines the economic ripple effect. First, the social group with many number of relations has larger economic ripple effect than that with less number of relations. Second, the social group with many topological relationships has less economic ripple effect. This paper uses the Japanese General Social Survey for a structure of social network, found some characteristics by network, divides the samples of National Survey of Family Income and Expenditure as well as Japanese General Social Survey by characteristics, and examines the effects of the network structure on the economic ripple effect.

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