

Coordination on Multilayer Networks



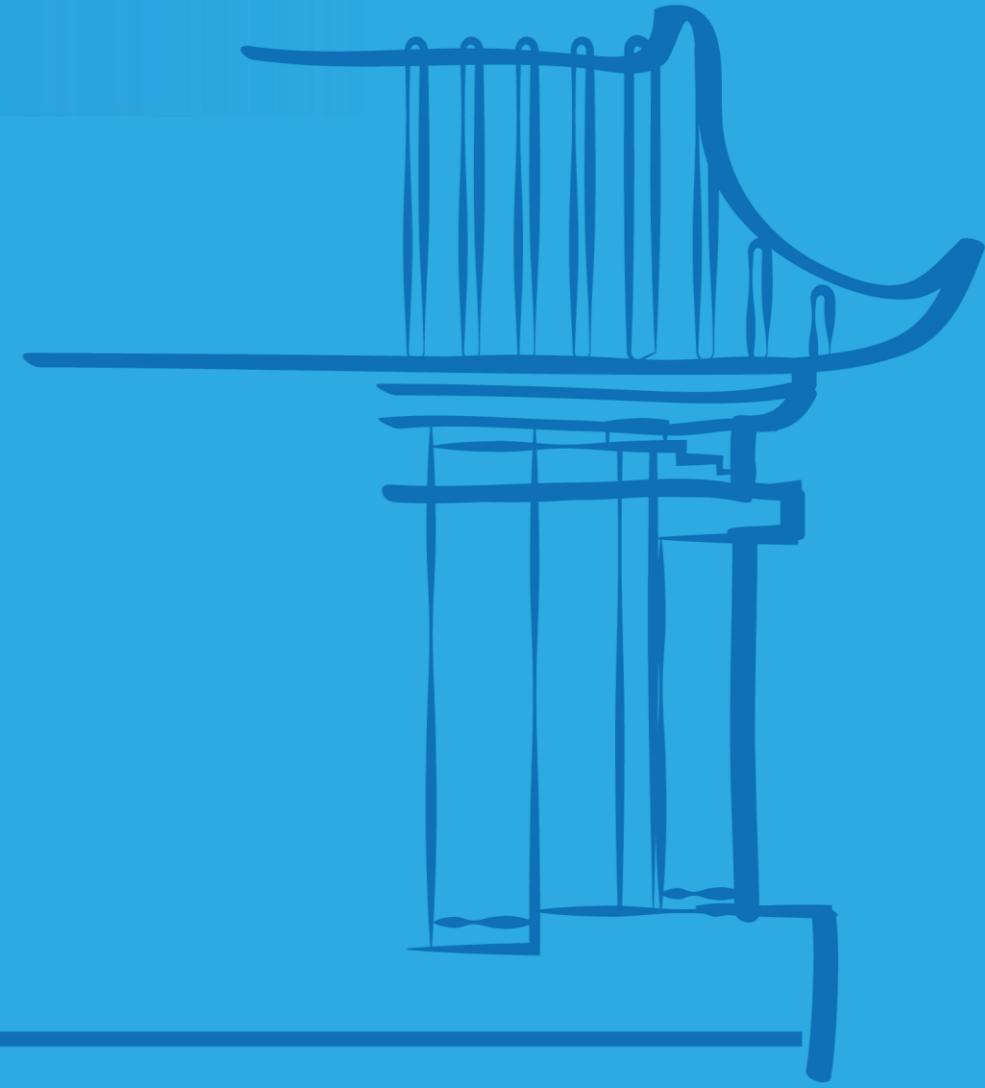
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Abstract

We study social coordination among agents in a two-layer network. Using the tools of global game selection, we develop an algorithm that partitions the network into communities within which agents have the same propensity to choose the same network. We demonstrate how the topology of both networks, their correlation (measured by a multiplexing index), and the strength of network effects jointly determine agents' social connectedness. The latter is a novel measure combining both interconnectedness and embeddedness of agents. We derive optimal targeting interventions and provide applications of our framework to technology adoption, career choice, and ethnic identity.

Biography

周俊杰教授毕业于UC Berkeley数学系，现任清华大学经济管理学院教授，也是国家重大人才计划讲座教授。主要研究领域为社会经济网络、产业组织理论和博弈论。在Review of Economic Studies、JET、AEJ-Micro、EJ、Rand、IER、GEB、OR、M&SOM和POM等经济学和运筹学国际顶级期刊发表多篇论文。目前担任RAND、JIndE、IJIO副主编。