

## Economics Panda Speaker, Stanford Professor Matthew O. Jackson: Interpersonal Interactions Influence Consumption & Communication

Campus focus

The Economics Department hosted a Panda lecture, inviting Professor and Chair of the Economics Department at Stanford University, Dr. Matthew O. Jackson. The lecture, titled “How Access to Markets Impacts Social Networks and the Implications for Consumption and Diffusion of Information,” took place on December 18 in the Chang Yeo Lan International Conference Hall of the Hsu Shou-Chlien International Conference Center. Simultaneous translations were provided on-site to ensure that students could fully grasp the speaker's research findings. The talk delved into the formation of interpersonal networks, interactions between different network structures, and research outcomes influencing the diffusion and dissemination of information within networks.

The lecture was hosted by Professor Yen-Ling Lin, a full-time professor in the Economics Department and Chief Audit Executive of the Office of Quality Assurance and Audit. She expressed great honor in inviting Professor Jackson from Stanford University to allow faculty and students to understand the applications of contemporary network economics and the economic values generated by different networks. This opportunity also enables the campus community to witness the eloquence of a master in economics and experience a world-class academic atmosphere. Following the lecture, discussions were arranged with the faculty and graduate students of the Economics Department to enrich academic perspectives through interactive exchanges.

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.

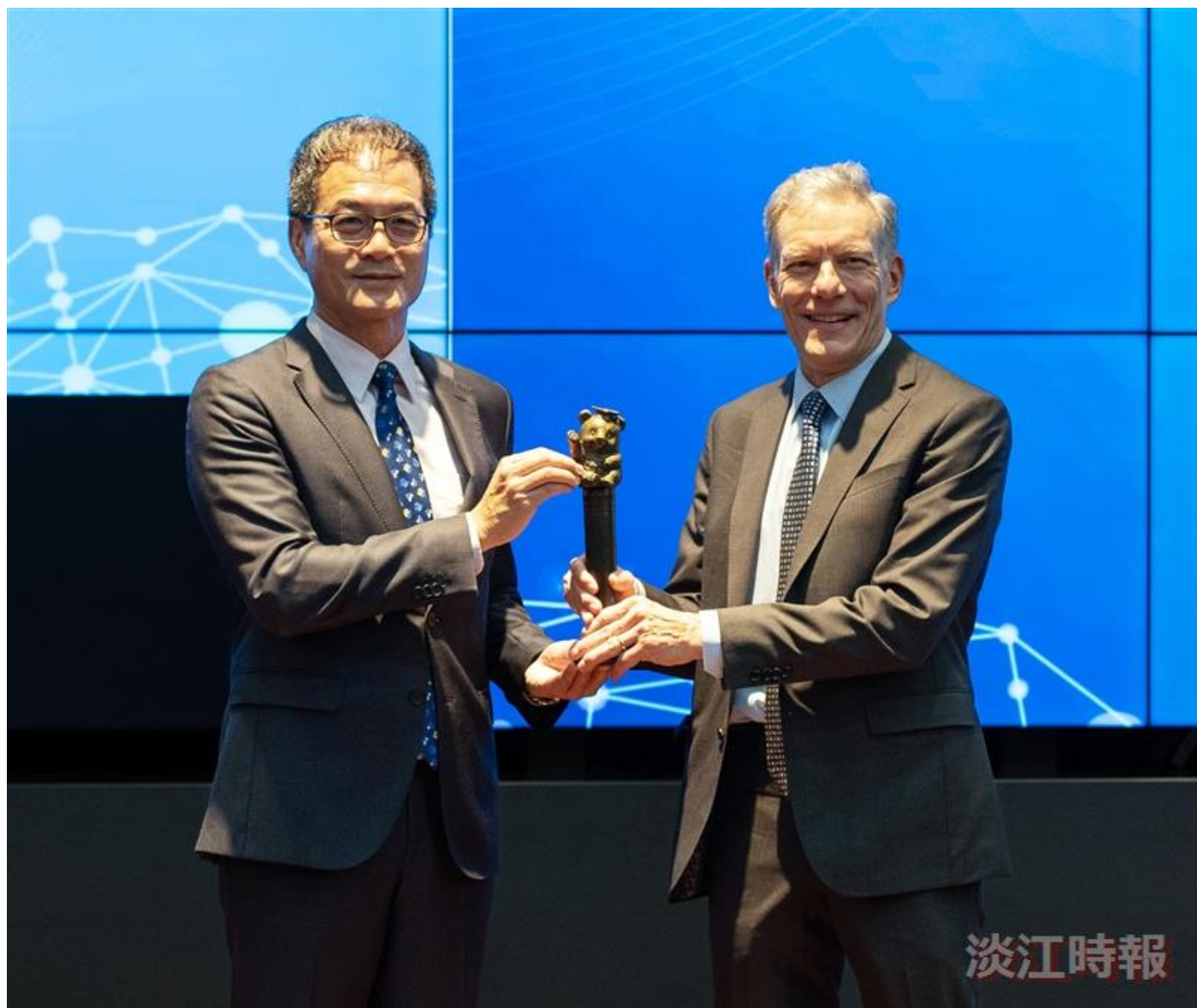
He mentioned that in urban areas, the development of the Internet has allowed for the expansion of individual core influence. Through mathematical analysis, he explored the relationship between a person's influence and their social network, observing increasingly complex interpersonal networks. In conclusion,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

Economics master's student Yu-Ming Yu shared that through the lecture, he gained an understanding that the connections between individuals and information dissemination can be substantiated through experiments. With complex mathematical models, he learned how people spread information through interpersonal networks and tailor information dissemination based on individual characteristics to achieve maximum effectiveness. He expressed interest in human interactions and aspired to emulate the speaker's perseverance and endurance in cultivating expertise in the field of interpersonal relationships.

Chia-Chun Shih, a senior from the Economics Department, stated that the interaction between the internet and the market is a highly developmental theme. Through the lecture, she learned that the interaction of the internet with markets and society members reveals the connections and interactions among them. Understanding people's choices can further aid policymaking by avoiding potential, unforeseen outcomes.

The invited Panda Speaker of the Economics Department, Dr. Matthew O. Jackson, Professor and Chair of the Economics Department at Stanford University, visited the university on December 18. Accompanied by the Economics Department Chairperson Chao-Liang Chen, Professor Huei-Chu Liao, and Professor Yen-Ling Lin, they paid separate courtesy visits to President Huan-Chao Keh and Chairperson Flora Chia-I Chang. President Keh and Chairperson Chang presented the "Panda Trophy" and a vase imprinted with calligraphy by Master Chi-Mao Li and a painting by Master Ben-Hang Chang featuring Tamkang campus scenery and the school anthem as a commemoration.

President Keh and Chairperson Chang extended their warm welcome and gratitude to Dr. Jackson. They also provided an explanation about the origin of the Panda Lecture series organized by the university's founders, Dr. and Mrs. Clement C.P. Chang. Dr. Jackson expressed his deep appreciation for the real-time Chinese subtitles during the lecture, satisfaction with the accommodations in the Panda Suite at the Hwei-Wen Hall, admiration for the beautiful scenery in Tamsui, and praise for Taiwan's local delicacies. During his stay, a special arrangement was made for him to visit the National Palace Museum, resulting in a rewarding experience. President Keh also suggested exploring more of Taiwan's scenic beauty when time allows, as it is sure to be an unforgettable experience. Furthermore, both parties engaged in a discussion on digital transformation and net-zero transformation. Dr. Jackson mentioned that Stanford University is actively promoting the integration of AI and SDGs across various fields, aiming to assist in addressing sustainability issues. President Keh emphasized the university's vision of "AI+SDGs= $\infty$ ." Beyond ensuring that faculty, staff, and students possess the necessary foundations, the university is actively collaborating with businesses to establish a fully cloud-based smart campus. This initiative aims to provide a better learning environment, enhance students' competitiveness upon graduation, and propel the university toward its current goal of a sustainable campus.







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BBVA Frontiers of Knowledge Award in  
Economics, Finance, and Management 2021-22

American Association for the Advancement of Science

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American Academy of Arts and Sciences

December 18, 2023. 10:10 a.m. to 12:00 p.m.

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