

Standard economics assumes that people make decisions in isolation, like so many Robinson Crusoes. They pay no attention to what others think or do. This might have been reasonable 100 years ago when modern economics first began

But as our world becomes more and more interconnected, we are all more and more open to be influenced directly by the actions, behaviour and opinions of others.

This is what the new science of networks does, it tells us about the ways in which people are connected, and how their behaviour might altered as a result. It extends dramatically the range of situations in which the approximations we make in our economic theories accurately reflect reality. Using networks doesn't throw existing economics away, it makes it much more realistic, much more in tune with the world of the 21st century.