**Paul Ormerod** is the author of *The Death of Economics*. He is a research associate at the Adam Smith Institute and a visiting fellow at Queen Mary, University of London. He is a keen advocate of free markets and a prolific writer on economic matters.

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**What is positive linking?**

It is basically the principle that ‘to him that hath, shall be given’. Positive linking means that you will definitely make the same choice, but your yourself will make the same choice. It doesn’t mean that you will make the same choice, it means that you will definitely make the same choice.

A network effect is a very important example of positive linking. Network effects are ones in which a small number of people adopt a product or service, and then a small number of people adopt it, which in turn leads to a small number of other people adopting it. This process is self-perpetuating and self-reinforcing, which is why the word ‘positive’ is used. It is basically the principle that ‘to him that hath, shall be given’. Positive linking means that you will definitely make the same choice, but your yourself will make the same choice.

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