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Say yes to Facebook and get your customers involved! Relationships in a world of social networks
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What is "Dunbar's number"?

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- A theoretical limit that any individual is only able to maintain a stable or meaningful social relationship from between 100-230 people

- Proposed by British anthropologist, Robin Dunbar in 1992
meaningful social relationship from between 100-230 people

- Proposed by British anthropologist, Robin Dunbar in 1992
- Predicted the social group size of 148 for humans based on correlation observed for non-human primates
- Dunbar's Number: 150
Is it Valid?

- Yes! Yes. Caseism.com
- The hundreds of your facebook 'friends' aren't really your friends
- The people you sent holiday cards to are in your social circle
- Dunbar believed that it was a cognitive challenge to keep track of more people and very time budgeting
Ex. In 2011, Rick Lax attempted to disprove Dunbar's numbers by contacting 1000/2000 of his Facebook friends. Evidently in the end, he proved Dunbar's theory because the majority of his 'friends' never replied back, thought he was talking to the wrong person, or didn't even know who he was.
aren't really your friends

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You have a relationship with them because you're sending them an investment of your time and effort