

Strong Ties

You

Weak Ties



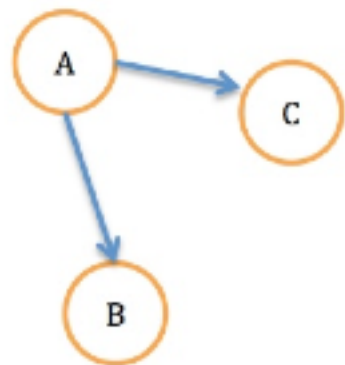
triadic closure



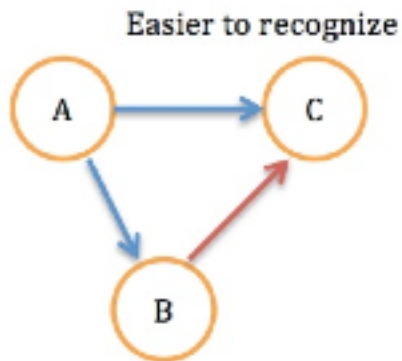
strain

psychological





Not easy to recognize



Easier to recognize

Any tie (weak or strong)
A strong tie

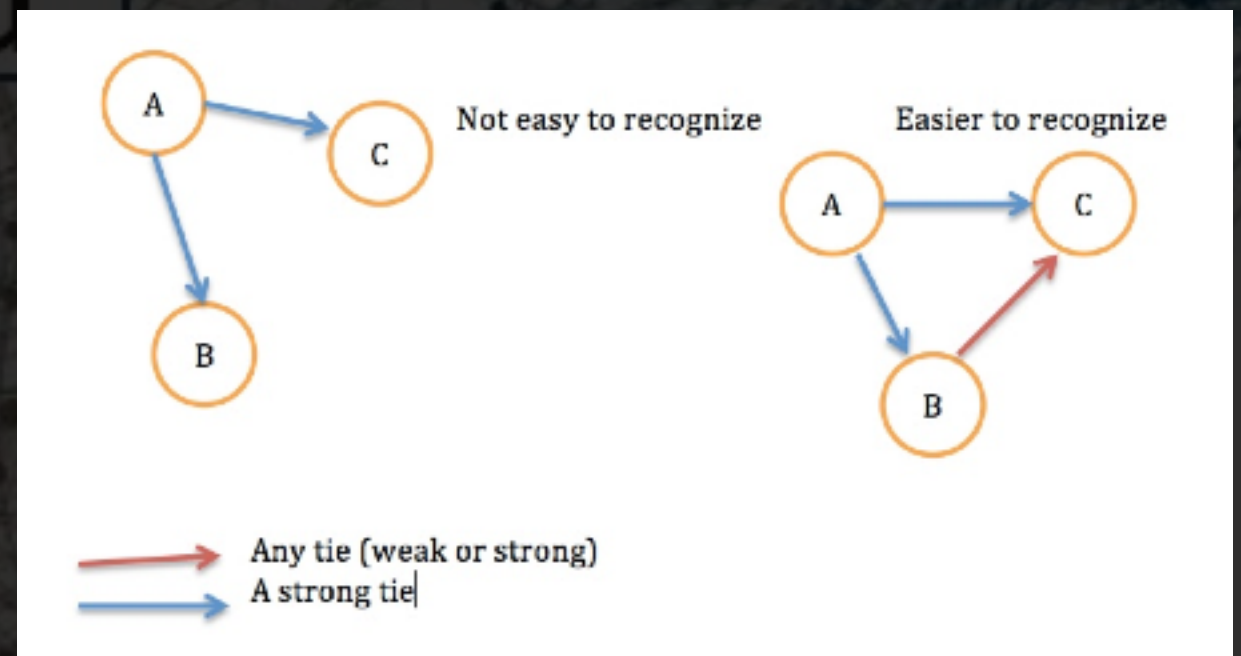
WEAK TIES

Strong Ties

- Moreover, people want to keep friendships going: if A and B and A and C are friends, then B and C will want to get along to keep their friendships with A (**triadic closure**).
- This notion that “anything short of a positive tie would introduce a ‘**psychological strain**’ into the situation” is known as the theory of cognitive balance.



You



Weak Ties

STRUCTURAL HOLES

- Structural holes are the term for connections that could be there but aren't.
- Opinions and behaviors are homogeneous within groups (Homophily)
- People with connections across social groups are more familiar and comfortable with alternative ways of thinking and behaving.

