

*Strong Ties*

**You**

*Weak Ties*





- Weak ties

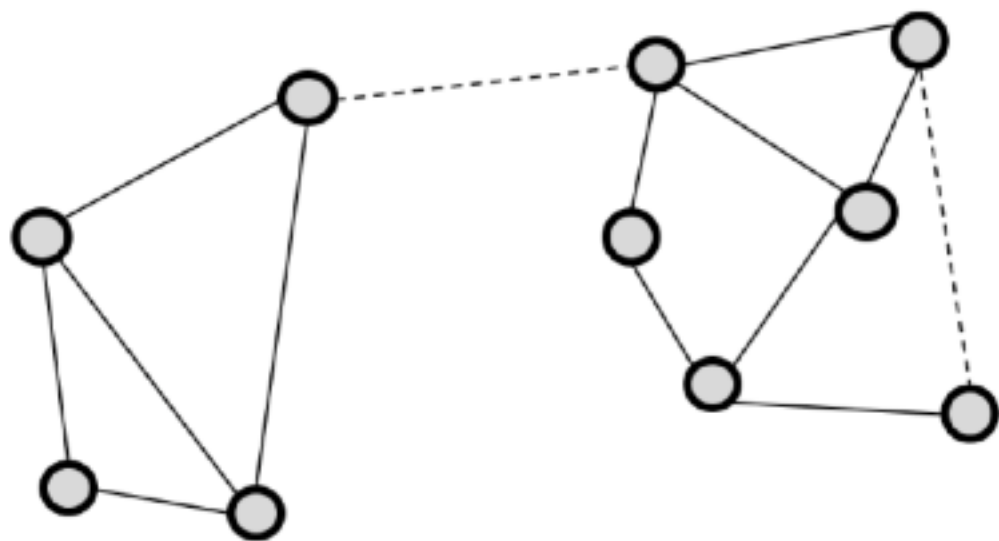


good



----- Weak Tie

—— Strong Tie



# WEAK TIES

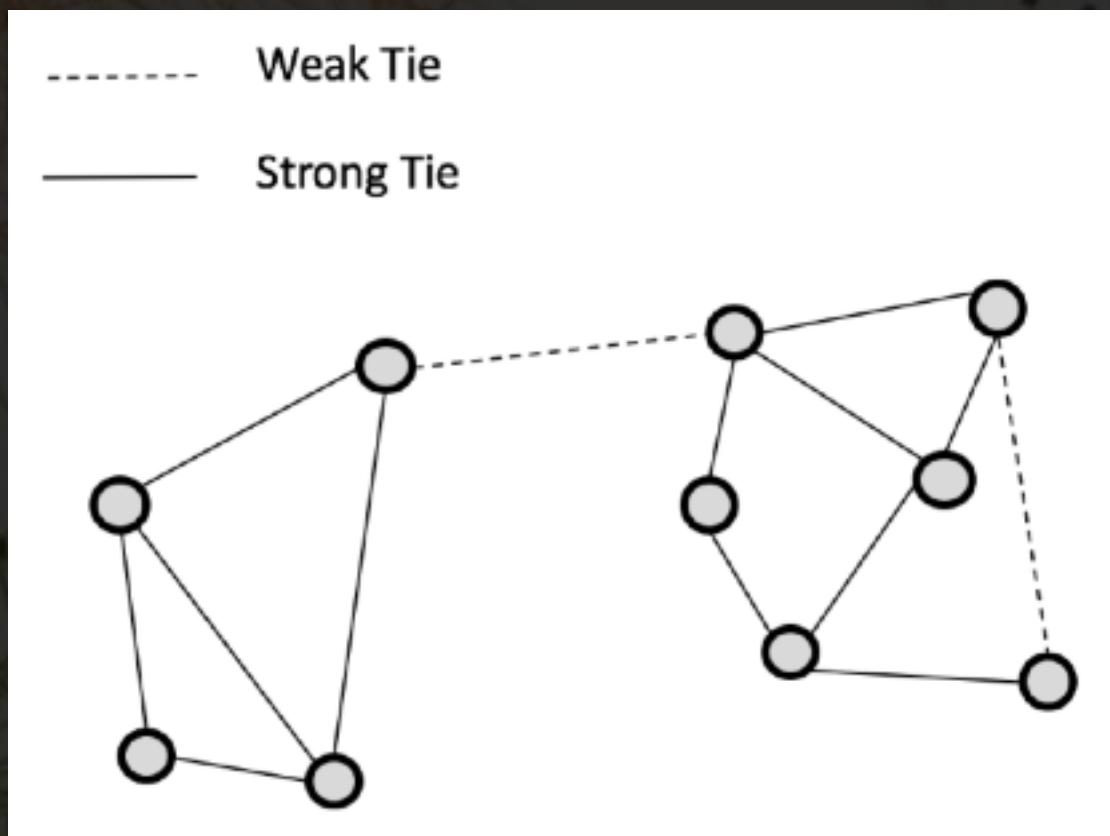
## *Strong Ties*

- **Weak ties** refer to connections that are less strong than others in a network; for instance, my closest friends are more likely to be friends with each other than with my acquaintances.

You

- It's actually **good** to have weak ties, since they broaden our access to new information and ideas.
- Hence, your best chances at a job lead aren't from your close friends or family, it's from weak ties.

*Weak Ties*





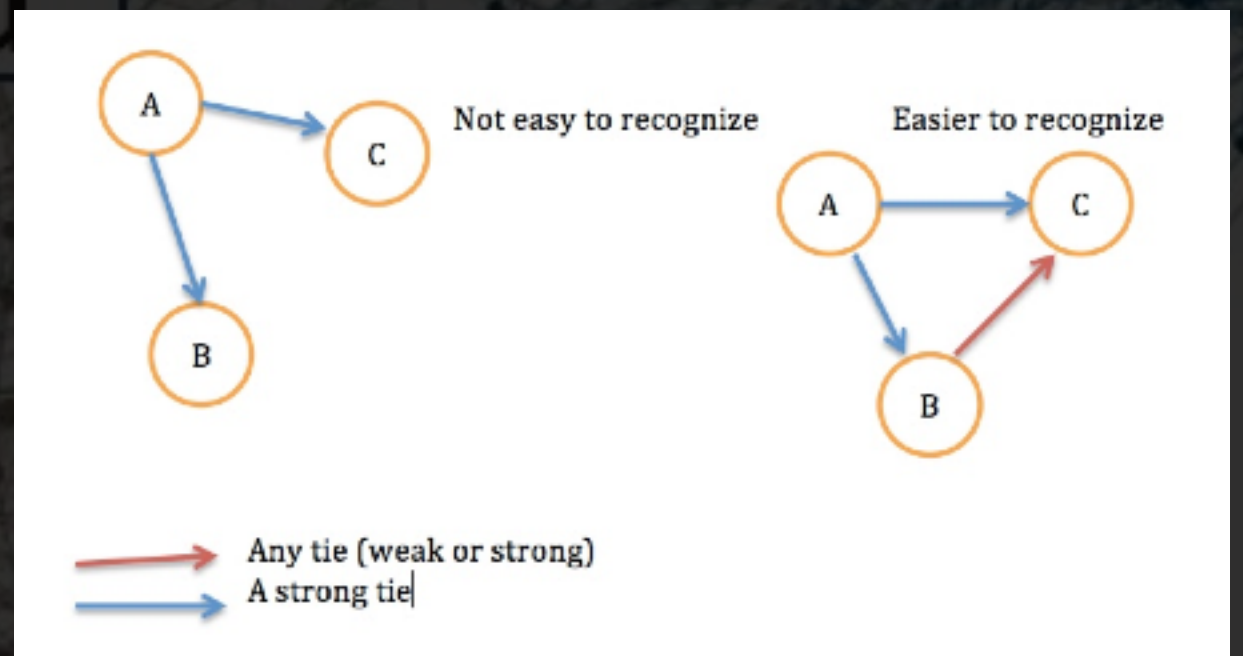
# WEAK TIES

*Strong Ties*

- One reason this hypothesis makes sense is that we tend to be attracted to people with **similar interests**.
- Thus, even our friends who have never met will likely share certain interests and characteristics.



You



*Weak Ti*

