

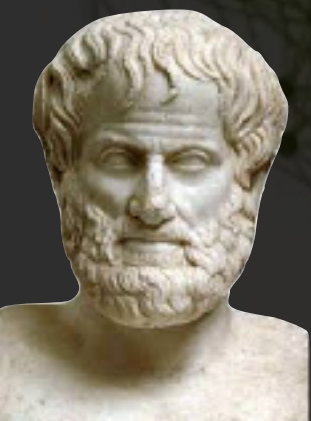
# WEAK TIES

*Strong Ties*

- The strength of a tie as “a (probably linear) combination of the amount of time, the emotional intensity, the intimacy (mutual confiding), and the reciprocal services which characterize the tie.”
- Granovetter suggests that **weak ties** are paradoxically essential factors in the growth of social networks, rather than sources of alienation and diffusion.

You

*Weak Ti*





# WEAK TIES

*Strong Ties*

You

*Weak Ties*

----- Weak Tie  
—— Strong Tie

