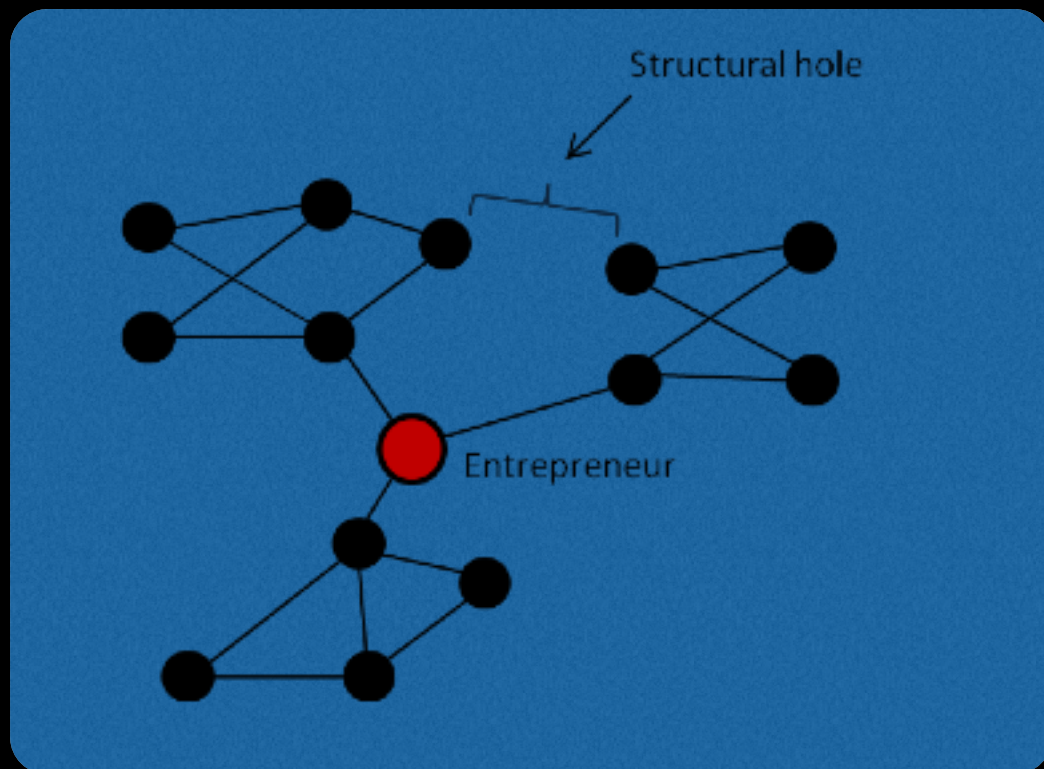


STRUCTURAL HOLES



- **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.
- Brokerage is associated with all kinds of benefits both good and bad:
 - Faster promotions, higher salaries, better performance evaluations, more successful teams.
 - Faster assembly of criminal or terrorist teams; fraud.

AFTER TODAY, YOU SHOULD BE ABLE TO EXPLAIN:

- Draw a simple network based on data from an adjacency matrix.
- Draw a dyad and a triad and provide a real-world example for each one.
- Define and provide an example of homophily.
- Explain the difference between a structural hole and a weak tie.
- Differentiate between unweighted, weighted, directed, and multiplex ties.

