







## WEAK TIES

Strong Ties

• Granovetter argues that interpersonal networks are the best bridge between micro-level interactions and macro-level social structures.

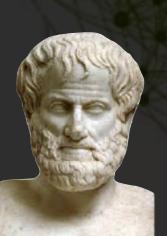
 To prove this argument, he focuses on the strength of interpersonal ties.

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## 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.



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