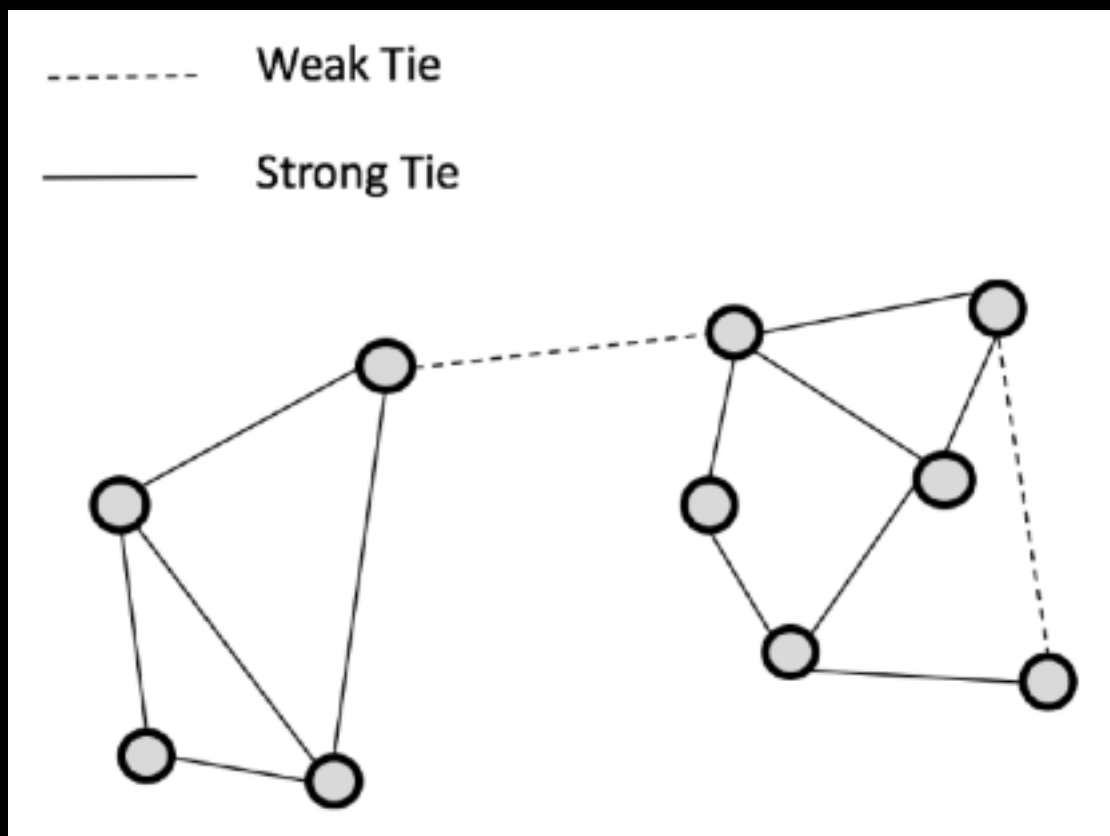


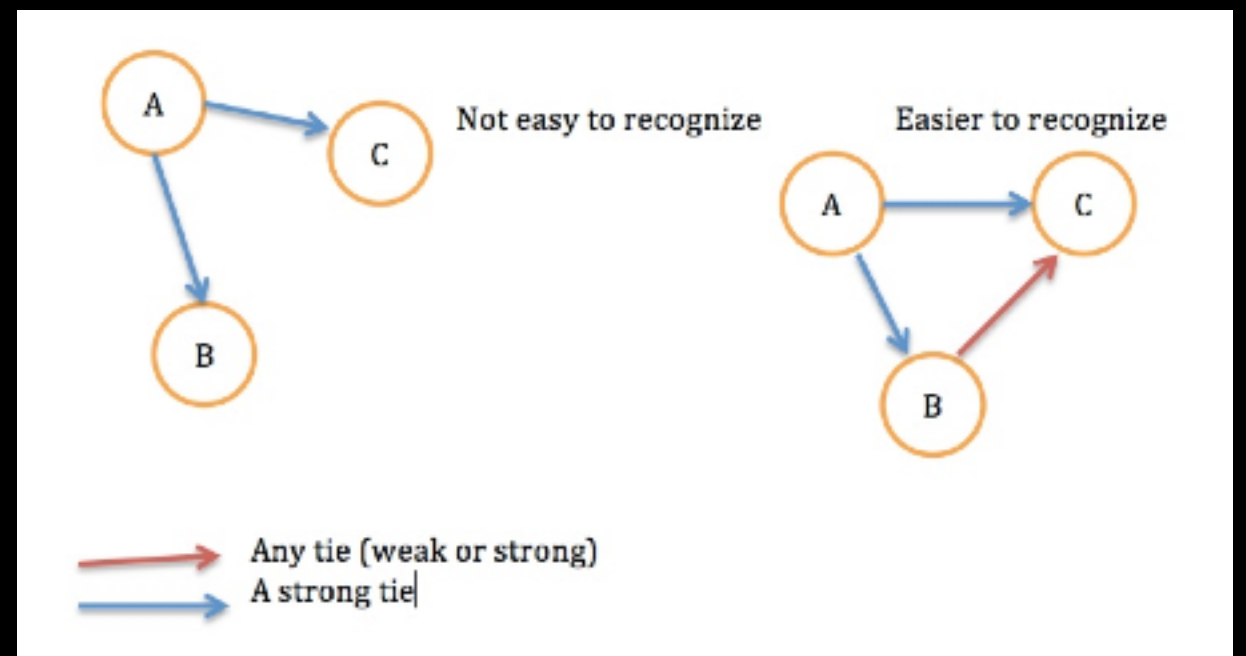
# WEAK TIES



- **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.
- 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

- 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.
- 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.



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