

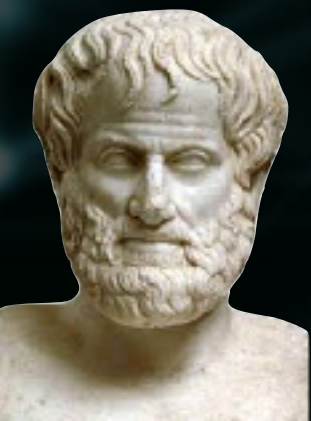
SOCIAL NETWORKS

What Are Social Networks?

Mark Granovetter and the Strength of Weak Ties

Gabriel Tarde and Diffusion

Harrison White's Identity and Control



The background of the slide is a dark blue field filled with a complex network of thin, light blue lines. These lines connect numerous small, semi-transparent blue circular nodes, creating a web-like structure that suggests connectivity and data flow. The nodes are distributed across the frame, with some appearing more prominent than others.

WHAT ARE SOCIAL NETWORKS?