







*Strong Ties*

**You**

*Weak Ties*





- interpersonal networks



# 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.

You

*Weak Ti*



# 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*

