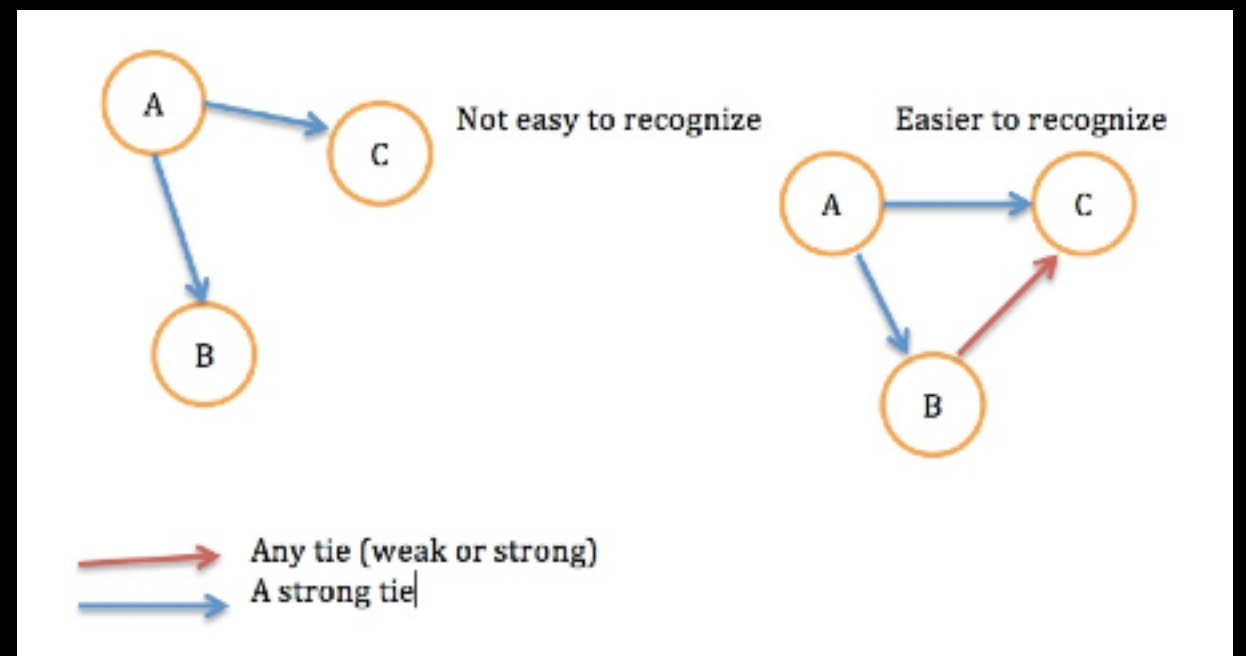
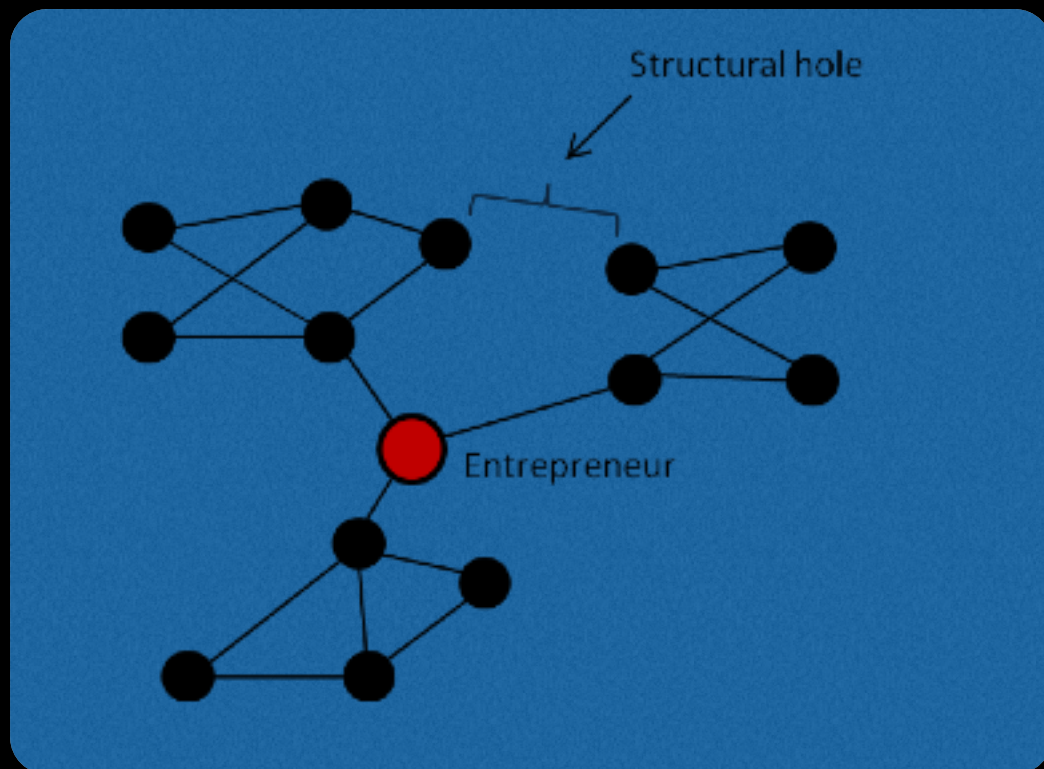


# WEAK TIES

- 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.



# 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.

