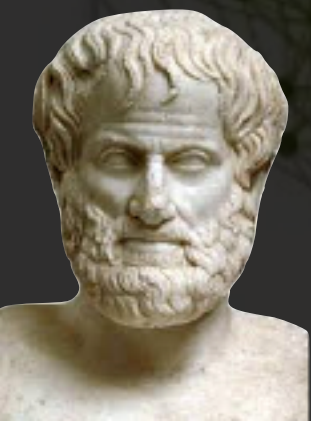
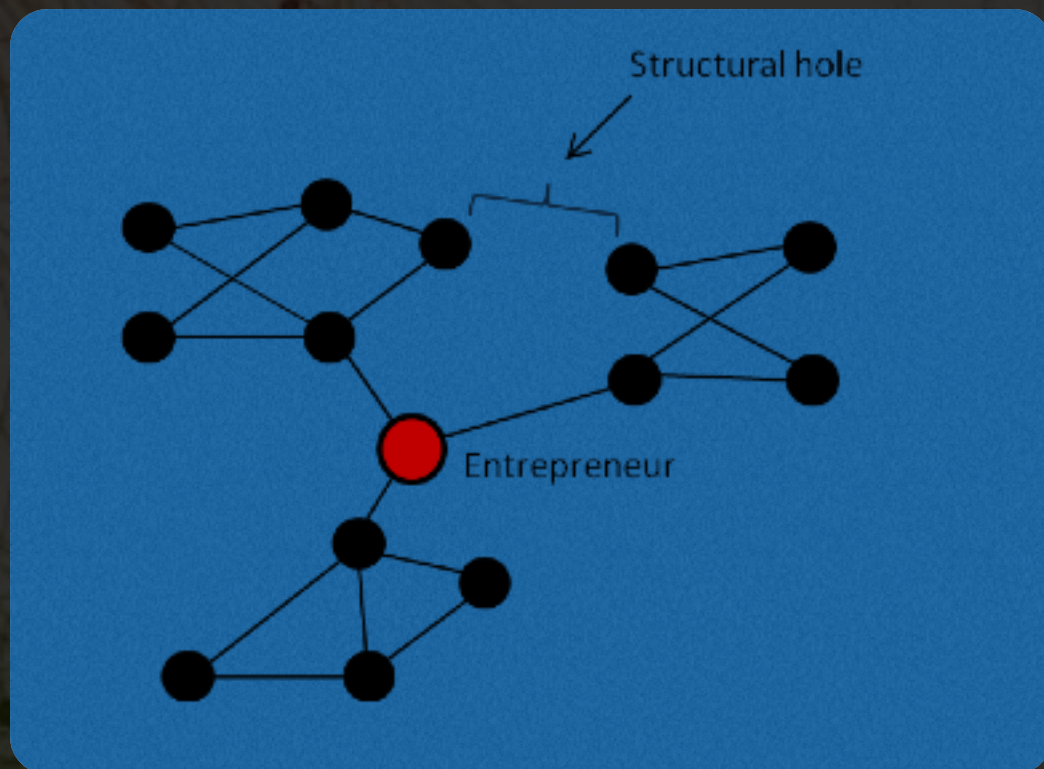


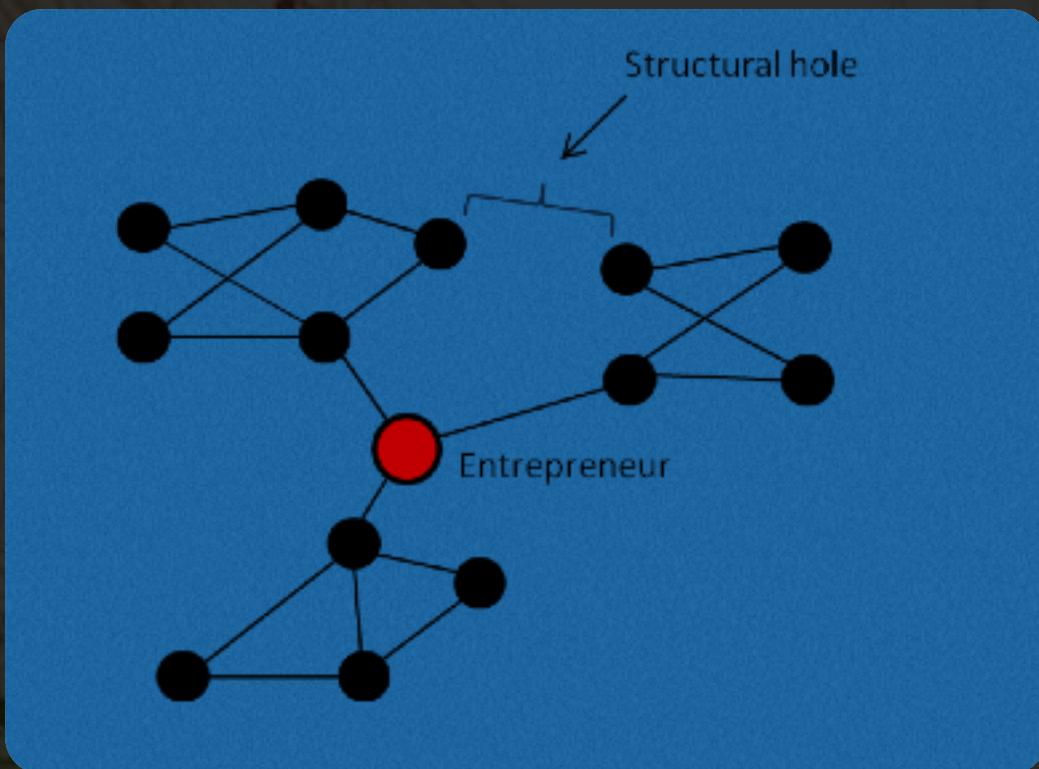
# STRUCTURAL HOLES

- 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.





# STRUCTURAL HOLES



You

*Weak Ties*