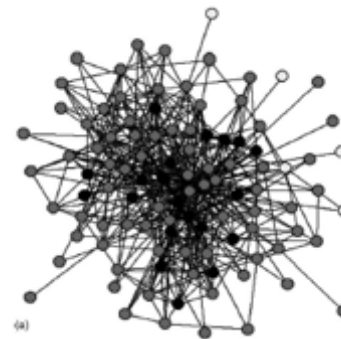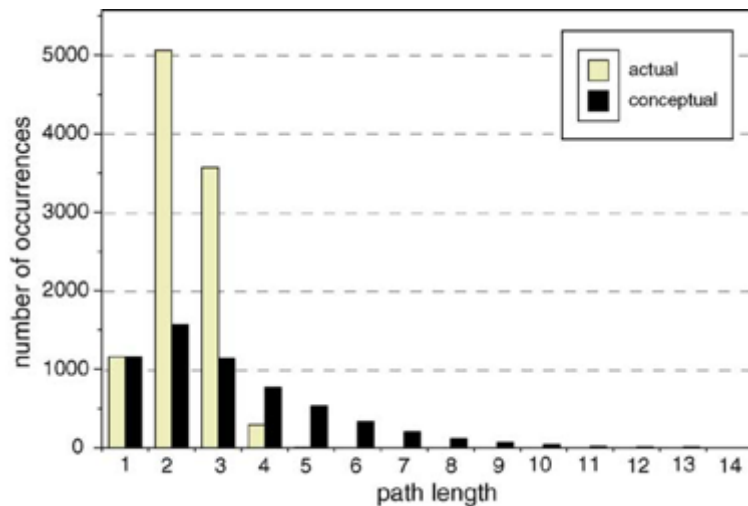# How Badly do They Fail?

- Map social networks within a telecom firm
  - Compute *actual* geodesic distances between all pairs of nodes
- Ask the employees to enact an internal "small world" experiment
  - Compare efficiency of "conceptual" paths to actual geodesics

- How well did the "conceptual" paths do?
  - ~50% longer
  - Only 32% were "accurate"
  - Chose wrong next step ½ the time