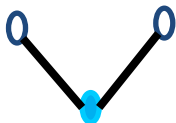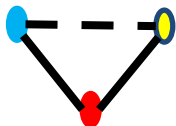- Non-Redundant Contacts
  - Autonomy
    - Access to diverse alters → allows ego to seek redundant rewards

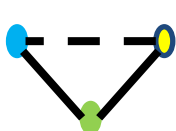- Non-Redundant Information
  - Opportunity recognition
    - Access to diverse information → allows ego to see knowledge gaps

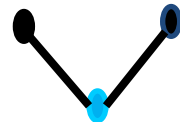 - Innovativeness
    - Access to diverse information → allows ego to see unique knowledge combinations

- Non-Redundant Contacts & Non-Redundant Information
  - Competition
    - Access to diverse alters w/ diverse info → allows ego to play alters against one another

  - Information Arbitrage
    - Access to diverse alters w/diverse info → allows ego to serve as broker

- Redundant Contacts & Redundant Information
  - High density
  - *Not* a (structural hole) advantage