GRANOVETTER'S STRENGTH OF WEAK TIES

STRONG TIE OR RELATIONSHIP
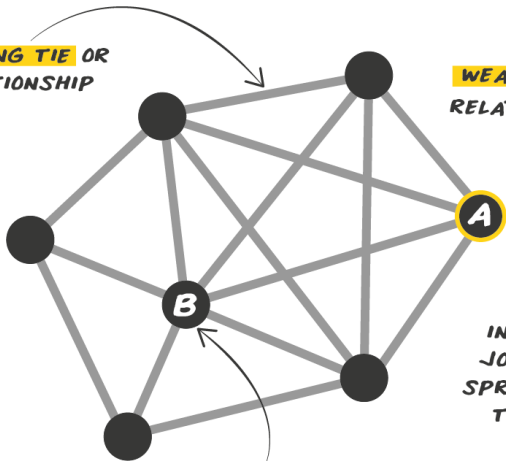
WEAK TIE OR RELATIONSHIP

IT'S VALUABLE TO HAVE A COMBINATION OF STRONG AND WEAK TIES

INFORMATION SUCH AS JOB OPPORTUNITIES ARE SPREAD BETWEEN GROUPS THROUGH WEAK TIES.

EVEN THOUGH B HAS MORE TIES THAN A, ALL THOSE TIES LIKELY HAVE THE SAME INFORMATION BECAUSE THEY ALL KNOW EACH OTHER WELL

FOR EXAMPLE, A CAN SHARE INFORMATION WITH C THAT C WOULDN'T GET FROM ANYONE ELSE IN THEIR GROUP, AND VICE VERSA.