

Lec32 Strong and Weak relationships : Embeddedness

Very recent friend asking money -> We cant trust. so we wont give

Best friend asking money -> We will help

Reason: Duration, trust, ...EMBEDDEDNESS

- Embeddedness = number of common friends
- more common friends => more trust (even in case of recent friends)
- Embeddedness is all about edges(Friendships) and not about nodes(friends)
- High embeddedness is good or bad?? Answer : BOTH

Lec33 Strong and Weak relationships : Structural Holes

- Structural holes exist when the low or zero embeddedness is good for someone!(Eg : Real estate business)

The diagram illustrates a structural hole between two social networks. On the left, a cluster of nodes is centered around 'Sudarshan'. On the right, another cluster is centered around 'Ramya', who is noted as being in the 'Real estate business'. A red 'X' and the text 'no common friend' indicate that there are no shared connections (edges) between the two clusters, creating a gap or 'hole' in the network structure. Green dashed arrows point from both clusters towards each other, highlighting the potential for interaction across this gap.

- Sir should contact real estate broker only via RAMYA and friends of sir should contact them only via Sir, Ramya. Thus Ramya monopolises and people in I sub group have to take a longer path. Such a condition is called a structural hole.

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Sudarshan

Ramya

no common friend

(Real estate business)

Monopolises

STRUCTURAL HOLE

Might affect Ramya's business

4:02 -0:51

NPTEL

Lec34 Strong and Weak relationships : Social Capital

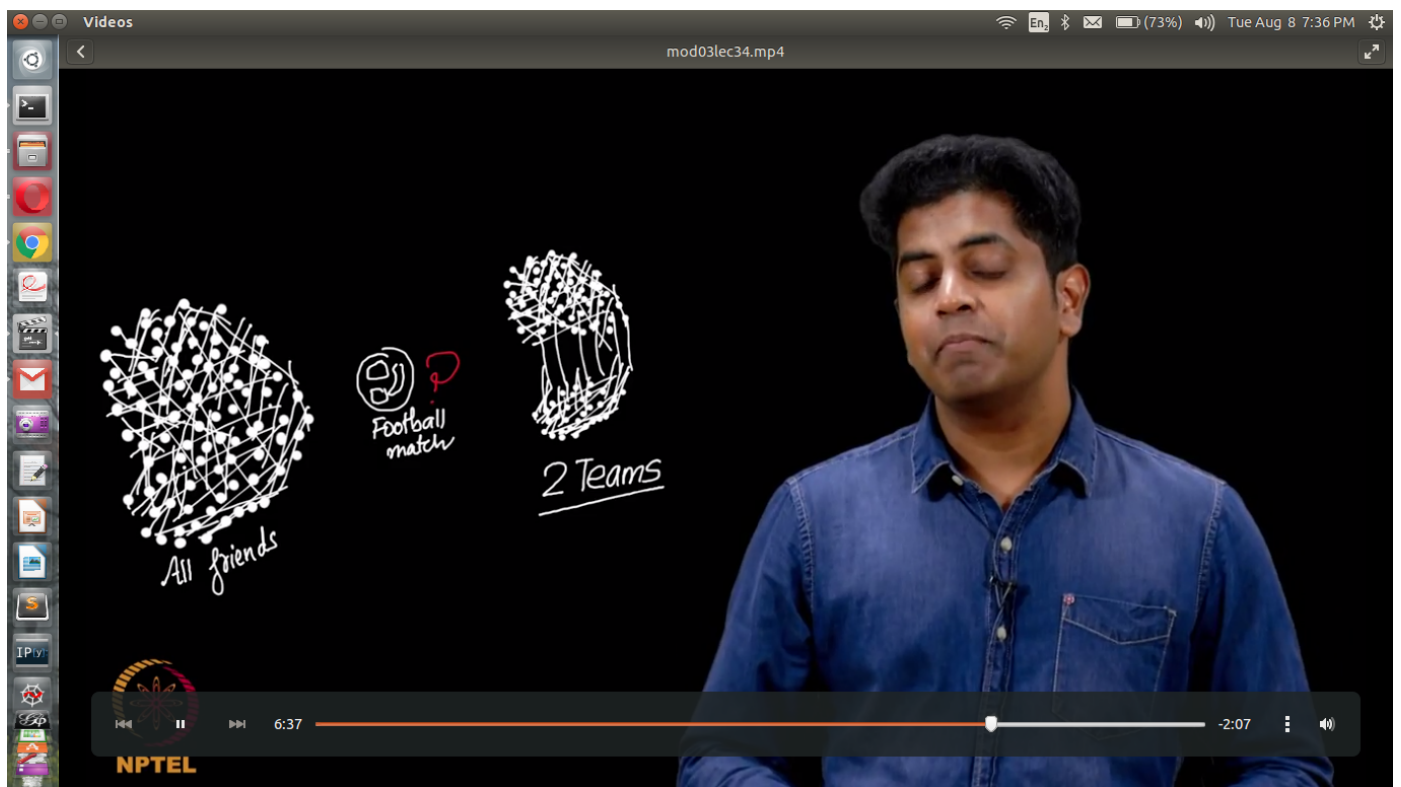
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→ CAPITAL OPEN OPERATION

5:37 -3:07

NPTEL



Points to note :

- Social Capital -> Network with major benefits. It should have both closure and brokerage
- There should be strong closure with in each elements of brokerage
- Closure : A friend's friend becomes friend
- *Complete unity is boring*