63 The Strong Tie Group Size Limit Is 150 People

This idea is pretty fascinating, and I think in many ways a dynamic conversation. I have heard of Dunbar’s number before which refers to Robin Dunbar and his research on the relationships of groups within species. He states that the number of “Strong Ties” humans can have is about 150. I think it is important to understand what a strong tie is and does a weaker relationship mean that it is actually a worse one. I think of having a strong tie to a toxic person in comparison to losing touch with an old friend for years and then picking right back up where you left off after a long amount of time. One could argue the latter is actually a stronger tie. Social Media tends to skew this concept a lot as sometimes “friends” end up in the thousands. In reality these ties are quite weak, but they are not always inferior. App designers keep this in mind when designing as the structure of design for an app that would only connect say, up to 150 people would have different requirements than an app like Instagram. The app Clubhouse is sort of a good example as well. It is an audio-based app that connects people who love to share ideas on many topics, but you have to be invited to it by someone who has already been invited. You also only get a few invites, at least that is how it used to be, so they need to be used on people who you trust to not ruin that community.

65 Doing Things Together Bonds People Together

As a whole, participating in a group of common interests will bond that group a bit closer. I think this is apparent form anything like sports to online communities of gamers or rare collectables. Since the internet, very quickly forums popped up and what once was something to be shared in person could be spread around the globe. This is a new concept that the online world has embraced, and I believe it is a great thing. However, this can come at a cost at times when online communities are infiltrated with some that have nefarious intentions. The lack of personal physical engagement creates an atmosphere of anonymity which bolsters some and allows them to act in ways that would very unlikely happen in person. Twitter wars comes to mind!