

# Why Your Friends Can't Help You Build a Community

The Strength of Weak Ties

# *The Strength of Weak Ties* (1973)

- Mark Granovetter
  - Stanford Professor
  - Joan Butler Ford Professor in the School of Humanities and Sciences

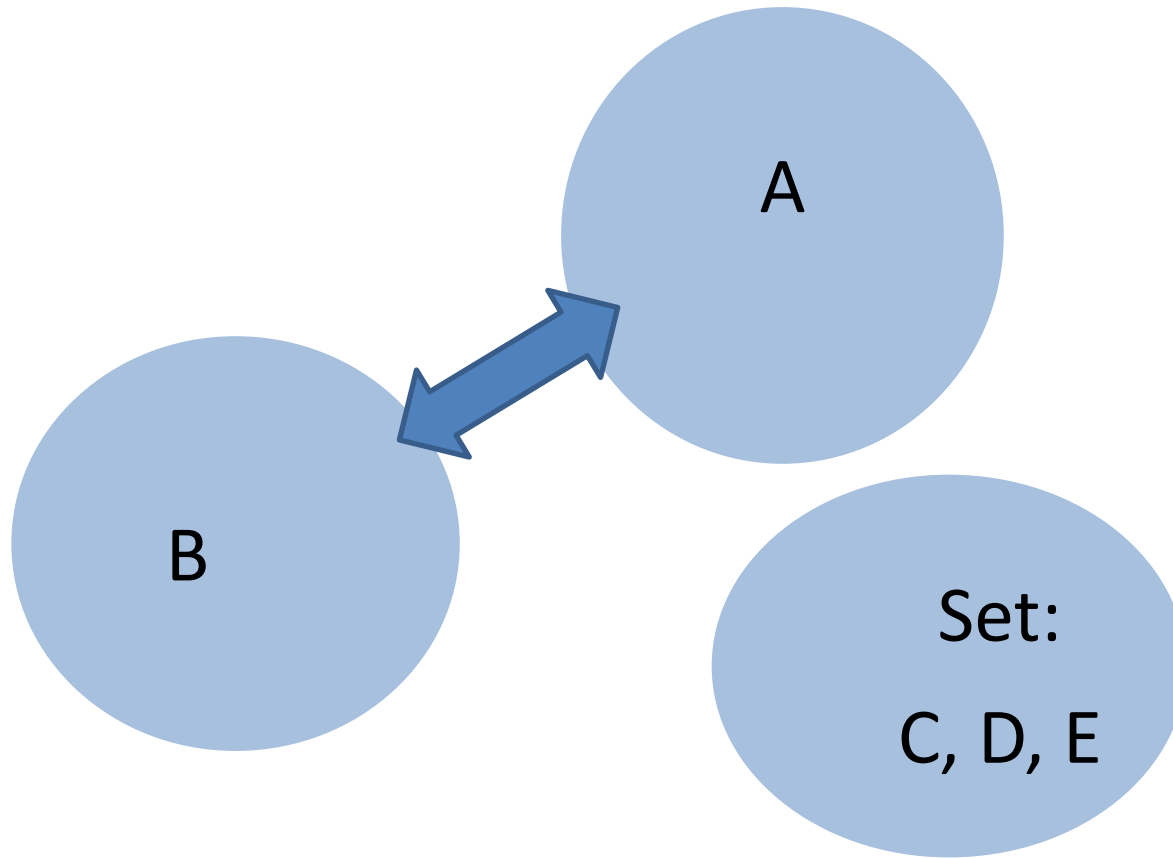
- Sociological Analysis of Information Diffusion
  - Mark Granovetter:
    - The stronger the tie with another group, the less likely you will expand your view of the world or find out new information

# The Formula

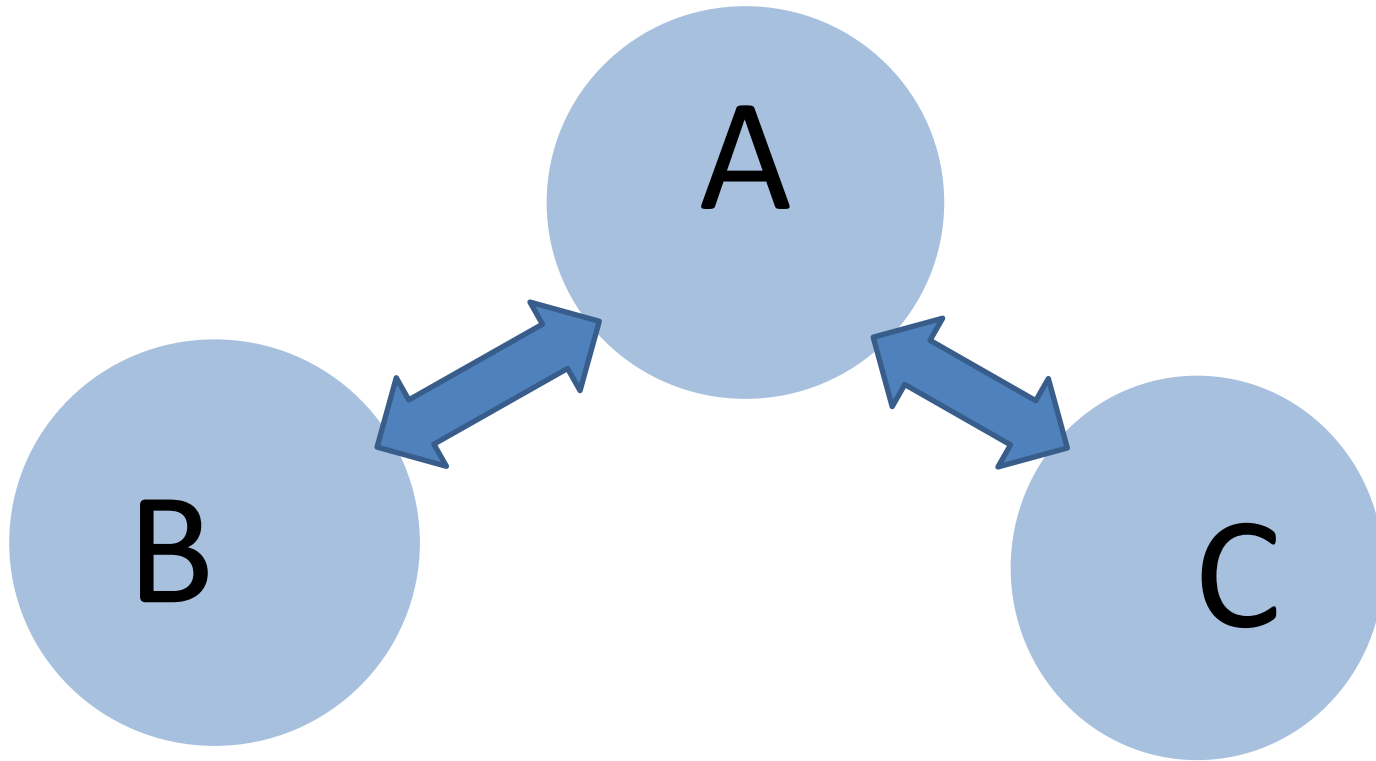
[Time + Emotional Response + Intensity]  
+ Reciprocation

1. Strong ties
2. Weak ties
3. Absent ties

# Strong Ties: Small Networks



# Weak Ties: “Bridge Ties”



# Weak Ties

- Bridge Ties
  - connect systems together
  - lone information access point
  - far more of these connections

# Weak-Tie Experiments

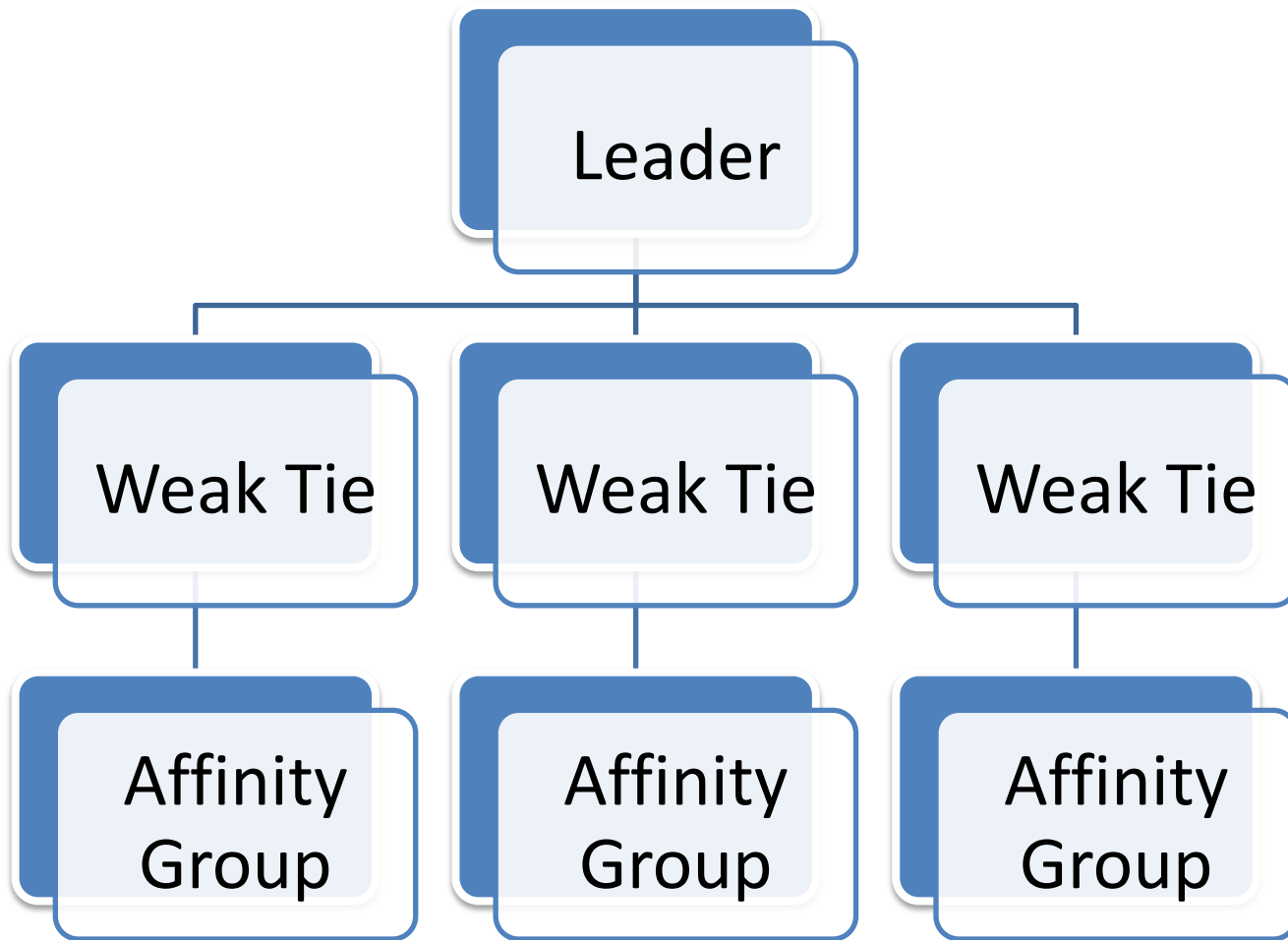
- Mapping 851 students
  - least connections 1 & 2
  - most connections 7 & 8

- Getting a Job
  - 16.7% saw recommender often
  - 55.6% saw recommender occasionally
  - 27.8% saw recommender rarely
  
  - 39.1% direct from employer
  - 43.3% 1 intermediary
  - 12.5% 2 intermediaries
  - 3.1 % more than 2

# Weak Ties/Affinity Ties

- Other Names in Research:
  - Loose-knit groups (Close-knit for strong ties)
  - Weak cluster (dense cluster for strong ties)
- Weak Ties are affinity based, which means our human-ness is quite bad at helping us learn more about our world

# Most Trusted Community Network



# What This Suggests

1. Our “human” experience may be elicited and filtered as well;
2. Weak ties and affinity relationships serve a valuable purpose and could be aided by Relational Artifacts; and
3. How we network socially may instruct us on what types of Relational Artifacts to build (information versus emotional)