**THE STRENGTH OF WEAK TIES: A NETWORK THEORY REVISITED Research**

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On Going research on THE STRENGTH OF WEAK TIES:  
A NETWORK THEORY REVISITED

* Best known for his theory **The Strength of Weak Ties**(SWT), which focuses on the spread of information in social networks.
* Granovetter was influenced by the early 20th century work of Stanley Milgram on social networks, and launched a study in the late 1960s and early 1970s of job-seekers in Boston.
* In this study, over 80% of subjects found a job through a contact with whom they **did not have a close relationship**; more jobs were located via “friends of “friends” than directly through close friends. This became the basis for his Strength of Weak Ties theory.
* **Weak ties**(acquaintances) are more likely to be **bridges** to outside networks than **strong ties**(emotionally close friends and family), and are therefore vital to gaining new information and idea.
* Weak ties provide **access to information**and resources beyond those available in their own social circle.
* Granovetter’s study found that **weak ties**were more important in gaining information about new job opportunities, since many strong ties new the same people and had the same information as one another
* Individuals with **few weak ties**will **be deprived of new information**from distant parts of the social system and will be confined to the provincial news and views of their close friends
* However, individuals tend to consult with strong ties before acting on information received from weak ties, because strong ties tend to be more motivated to assist and are more easily available.
* Granovetter offered the following conclusions:
* What matters in getting ahead is not how close you are to those you know but, how many people you know **to whom you aren't particularly close**
* Social systems **lacking in weak ties**will **be fragmented and incoherent**, as new ideas spread slowly and groups separated by race, ethnicity, or geography won’t have the same access to information
* **Cultural diffusion**is made possible by small cohesive groups who share a culture that is not entirely closed and therefore can potentially share ideas via weak ties .