

Mark S. Granovetter

- an American sociologist
- has created theories in modern sociology since the 1970s
- "The Strength of Weak Ties" (1973)



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Research

- On how people find their way
- How they find jobs through social networks
- How they find information

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Mobility

- Mobility is a key factor in the success of a business
- Mobility is a key factor in the success of a business
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Social Ties



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Social Ties



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The Macroscopic Side

- Weak ties are vital for an individual's integration into modern society
- Social network being in weak ties will be important and beneficial

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The Power of Reconnection -How Dormant Ties Can Surprise You

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Research

- On how people find their way like many things find their way through social networks and shared information

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Mobility

- Mobility is defined as the ability to move from one place to another. It is a key factor in the success of many businesses and organizations.

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Social Ties



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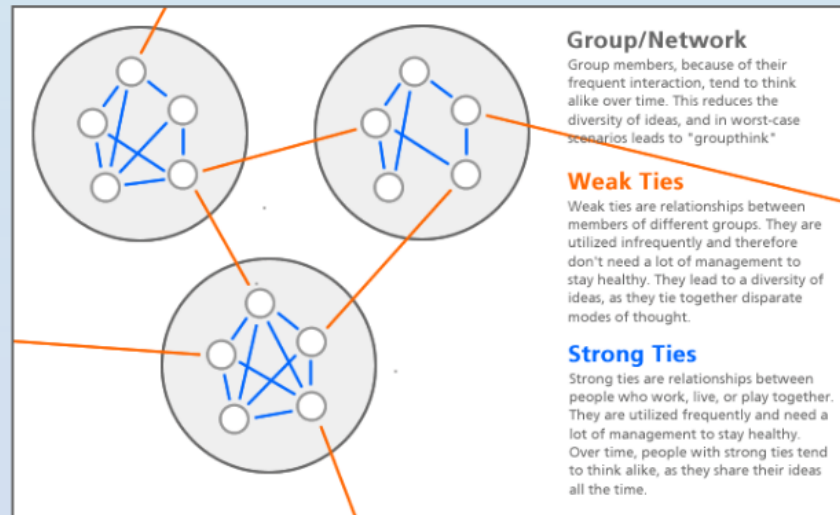
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Social Ties

- **Weak**
- **Strong**
- **Absent**
- Bridges
- combination of
 - the amount of time
 - the emotional intensity
 - the intimacy (or mutual confiding)
- the characteristics of each tie

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Social Ties



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Research

- On how people find their new jobs
- more likely to find jobs through acquaintances
- different information

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The Macroscopic Side

- Weak ties are vital for an individual's integration into modern society
- social systems lacking in weak ties will be fragmented and incoherent

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Mobility

- Job search
 - professional, technical, and managerial workers
 - Langlois study
 - 35.5 percent using weak ties, 15.8 percent strong ones, and 48.7 percent intermediate
 - less-educated workers
 - Ericksen and Yancey study
 - Reduction in income

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