

**Social Networks**  
**Prof. S. R. S. Iyengar**  
**Department of Computer Science**  
**Indian Institute of Technology, Ropar**

**Lecture – 27**  
**Strong and Weak Relationships**  
**Introduction**

Who there?

Dear Mister Potter, we are pleased to inform you that you have been accepted at Hogwarts School of Witchcraft and Wizardry.

You will not be going thorough; we saw when we took him through and we could have stopped all these rubbish.

You knew; he knew all along and he never told me.

Cruize, did you?

I am sure most of you are watched Harry Potter. And this clip is a epic clip, we all remember this scene. What has this clip to do in social networks? Guess what just happened here, Hagrid comes to take Harry Potter and when Hagrid comes, Harry Potter has a; he is perplexed he is not sure who this person is; 8 foot long person who knocks the door off and then enters, he asks who are you? Why are you here? Hagrid says I am here to take you; take you to Hogwarts, he does not even know what is Hogwarts and he says here is this school of Witchcraft and Wizardry and you are invited to come and join the school.

What just happened? Hagrid comes to meet Harry Potter and take him and Harry Potter does not know of Hagrid; pause for a minute and let us think is this what happens in a real life.

(Refer Slide Time: 02:22)



Do you think opportunity knocks Orinaldo through someone whom we have no clue of or is it someone who is are friend and close relative who comes and gives us info of an opportunity. So, here at two possible cases case number one someone whom you know comes and comes and tells you about a job opportunity case two is the person who comes and tells you about the job opportunity is someone whom you do not know of well, says it is a second one where second one I mean most of the jobs that people get is basically through someone they are not very close with is with someone who is called a weak tie, tie means friendship weak friendship.

So, if you have some hundred friends most probably your next job opportunity will come from someone who is la who is as a friend who is basically acquaintance I am not a close friend is what I meant very very good friends will not give you the info for the next job it is from someone whom you are not very familiar not very very close to is the one who is going to come and give you a job opportunity why is that is what makes this chapter. So, let see the concepts let us develop the ideas and finally, answer the question what is the importance of weak ties.

(Refer Slide Time: 04:04)



So, the title of the chapter is the strength of weak ties; the strength of weak friendships.