

Social Networks
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Lecture – 32
Strong and Weak Relationships
Embeddedness

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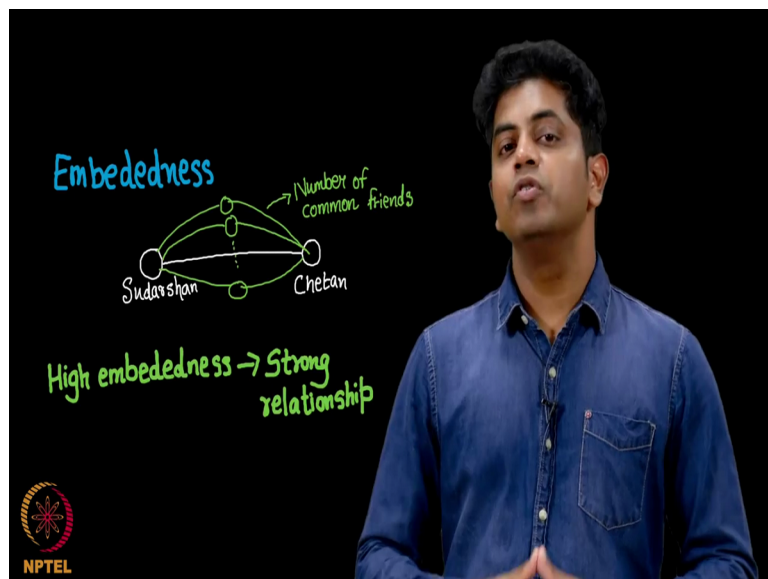
Imagine a situation where you meet a stranger on the road and you strike a conversation you both become quick friends and that friend asks you for some money what is your immediate reaction your immediate reaction is what is this we just friends in the past few minutes I do not even know this person really well and this person is asking me from money how would do I trust him?

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Maybe it is a genuine request, but you will not trust this person this as supposed to a situation where your good friend whom you know from the past several years comes and asks you for some help you trust that person more one reason probably is the duration of friendship there is another reason to it which we will explore slowly in this lesson and that concept is called the embeddedness.

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So, what do you mean by embeddedness of a relationship? Embeddedness of a relationship; assume I am friends with Chetan; embeddedness of this relationship

between me and Chetan is defined as the number of common friends that we have we have seen similar definitions before, but this is pretty well studied in social sciences literature where they have observed that if the embeddedness of the relationship also known as number of common friends if the common friends are high then the relationship is strong. In the example I gave you where I meet this person on the street the embeddedness there was 0, we did not know any common friends.

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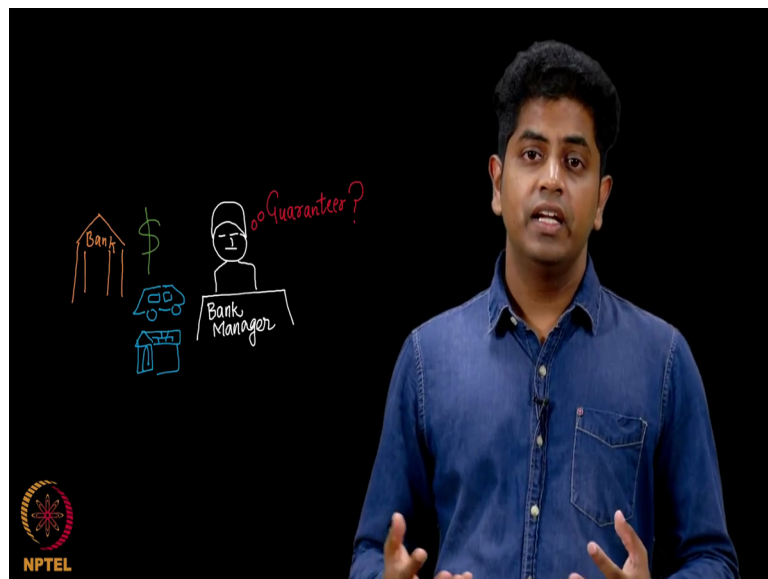
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Imagine I was speaking to him and then he talks something about a good common friend of as and I realize that he is so close to him and he is close to me and then probably I will trust this person and you will give is give you money in case he wants money you see the trust increased many folds when we realize that we had a common friend imagine we realize that we have 5 common friends it is very easy to check you know it is very what are the what are the what is the likelihood that you meet a stranger on the road and that person knows 5 people whom you know he keep probably is not trying to cheating you sort of feel like what you say? You sort of feel the trust in him and you are ready to give him many money some money at least.

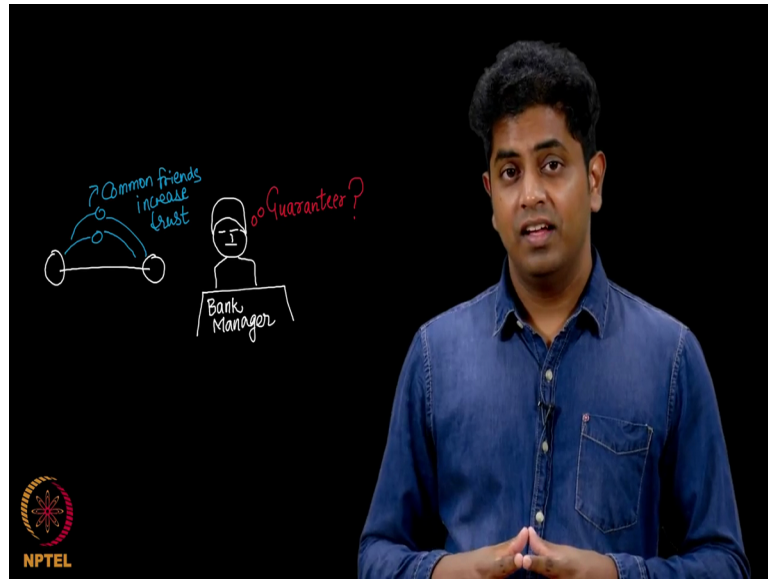
As a postal let say case where you know this person just now you got a know this person just now we got to know of this person just now and there is no common friends. So, all in all I am trying to say that if we have common friends also called is embeddedness if the embeddedness is high then there is trust probably trust is directly proportional or sort of correlated with the number of friends that we have.

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Why let us illustrate a couple of examples you see you go to a bank manager asking for loan to buy let say a car or a house bank managers generally expect you to get someone who can act as surety for you guarantee here for you why does they do that they want a third person involved. So, that the chances of you being a defaulter becomes less in case you became a defaulter they can ask the third person.

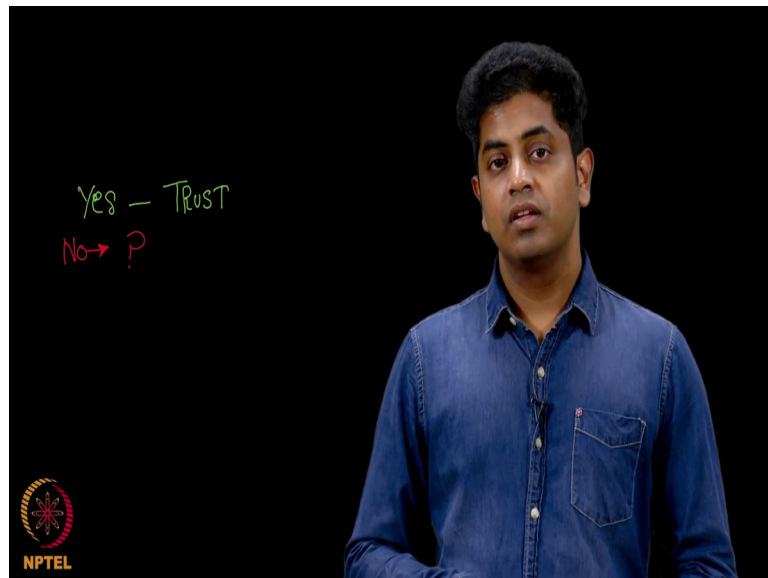
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A similar situation arises in friendships 2 when 2 people are friends and they do not have any common friends the trust between them is a lot less why. So, think for a minute if I do any mischief for mistake or any anything unto words to the other person he has nobody to pull in and ask for justice generally if 2 friends fight they involve a common friend and it is look at this, this is happening between us resolve it at least in the fear of. So, many common friends two friends may not cheat, it is all these psychological factors involved where which results in having more common friends means more trust having less common friends means less trust.

Now, do you think every single relationship should have high embeddedness I repeat what is embeddedness? Embeddedness is not with respect to a person it is with respect to a person's friendship with another person this edge when we say embeddedness it is about an edge it is not about a node correct here is my question do you think it is always important to have high embeddedness in a relationships.

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The answer is yes and no yes because I just told you why it is important for us to have high embeddedness the relationship gets stronger there is trust between 2 people if the relationship is high embedded embeddedness of the relationship is high no because not always is high embeddedness good how why what we will discuss in our next lesson.