

Database

Entry Date	2023-12-28
Source	Granovetter MS. The strength of weak ties. The American journal of sociology. 1973;78(6):1360-1380.
Link	Link
Source Type	Empirical study
Domain	Groups
Subdomain1	In general
Subdomain2	Networks - social
Key Points	A classic paper in sociology showing that in the spread of ideas and opportunities such as finding a job or looking for innovative solutions to problems, weak social connections are often more productive than strong ones. This is relevant to the development of cross - disciplinary scientific research and clinical service development.
Citns	72,033