

# **Social and Information Networks**

**CSCC46H, Fall 2025**

**Lecture 2**

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# Logistics

**A1 out next week**

# Today

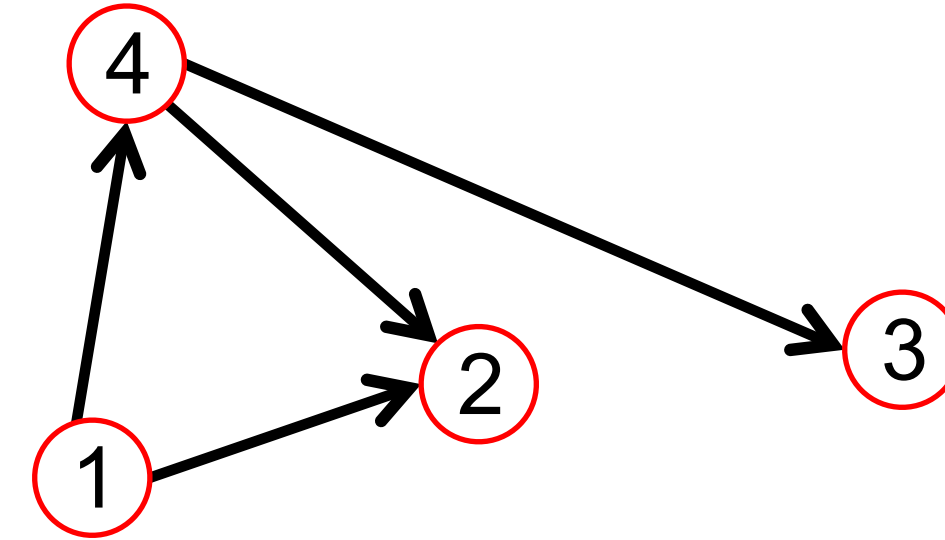
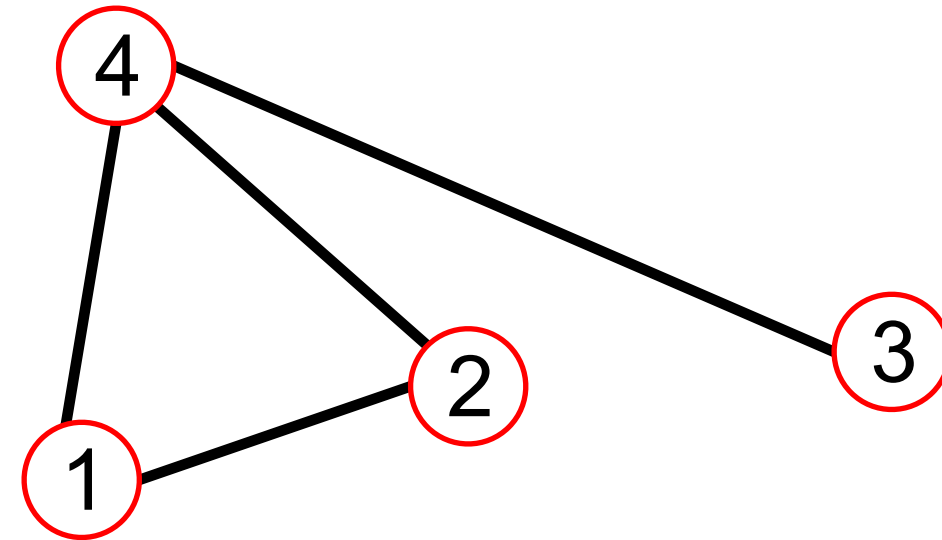
- 1) Building up our network vocabulary
- 2) Measuring networks; basic properties
- 3) Random graph model:  $G_{np}$
- 4) Strong and weak ties (time willing)

# Network Representations

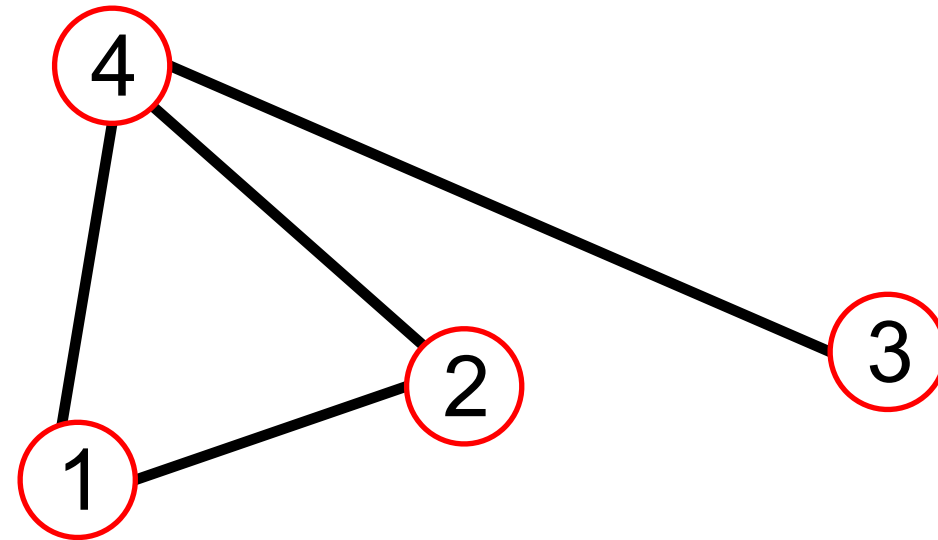
How do we represent graphs as mathematical objects?

What are our choices when we're translating real-world networks into a graph representation?

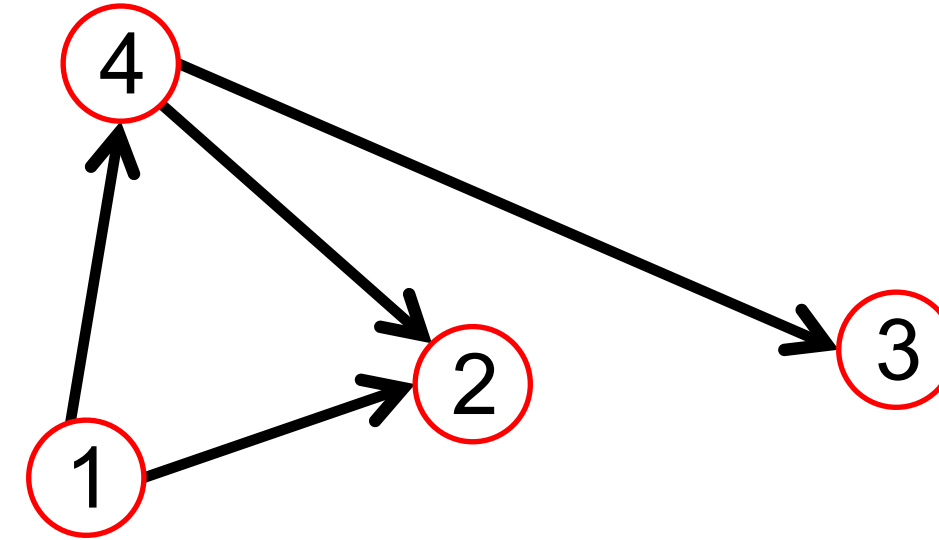
# How to Store?



# Edge List

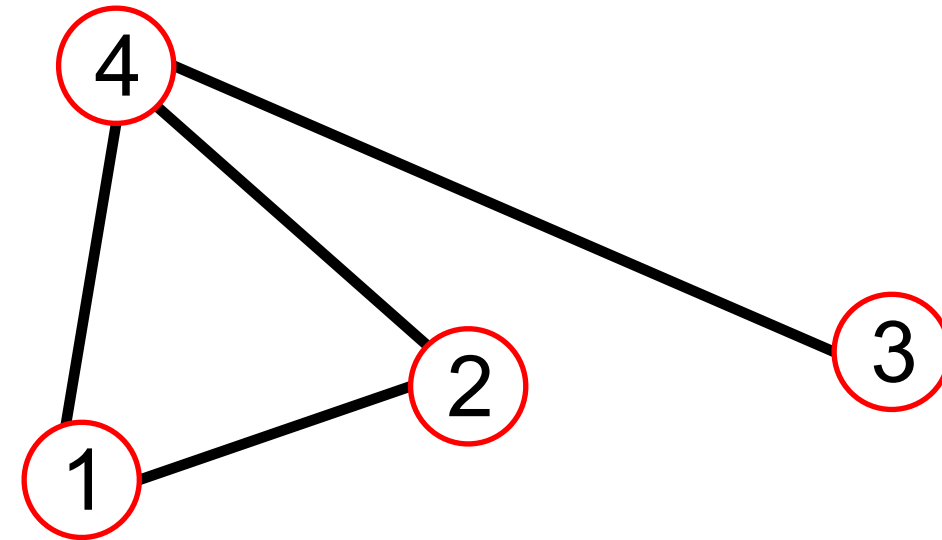


[(1,2),  
(1,4),  
(2,4),  
(3,4)]

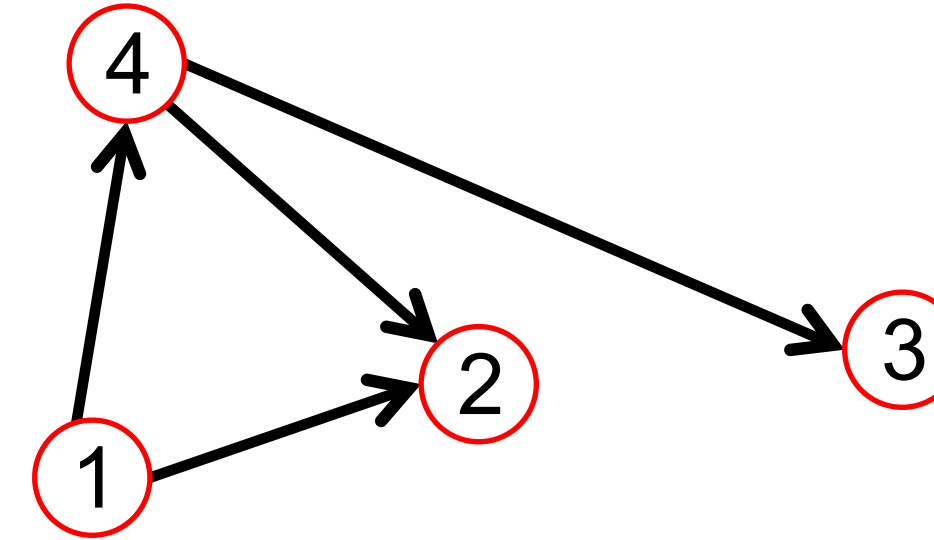


[(1,2),  
(1,4),  
(4,2),  
(4,3)]

# Adjacency List



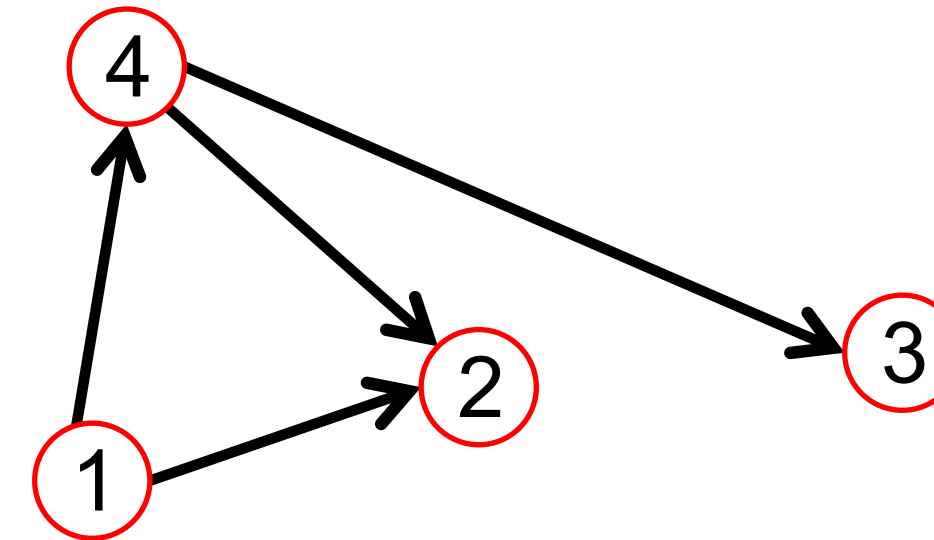
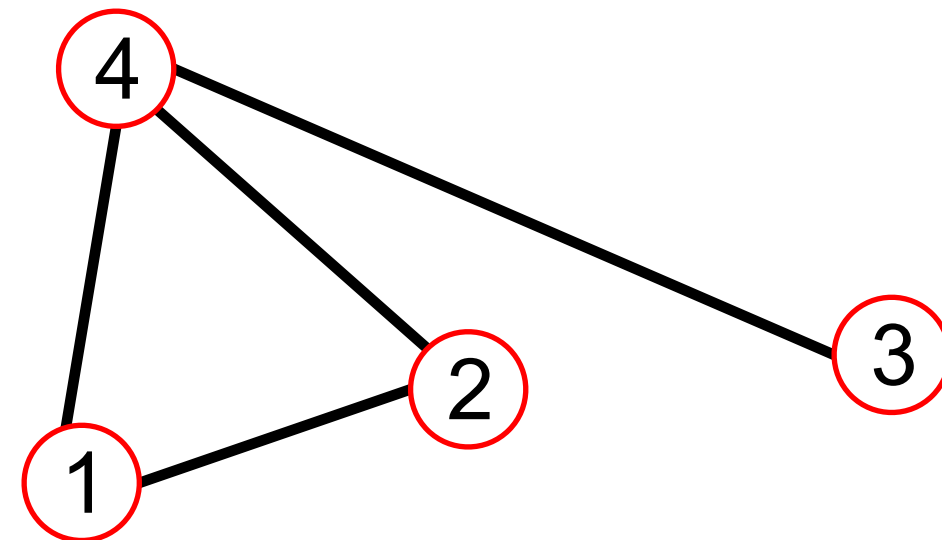
{1: [2,4],  
2: [1,4],  
3: [4],  
4: [1,2,3]}



{1: [2,4],  
4: [2,3]}

Total length of lists?

# Adjacency Matrix



$A_{ij} = 1$  if there is a link from node  $i$  to node  $j$

$A_{ij} = 0$  otherwise

$$A = \begin{pmatrix} 0 & 1 & 0 & 1 \\ 1 & 0 & 0 & 1 \\ 0 & 0 & 0 & 1 \\ 1 & 1 & 1 & 0 \end{pmatrix}$$

$$A = \begin{pmatrix} 0 & 1 & 0 & 1 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \\ 0 & 1 & 1 & 0 \end{pmatrix}$$

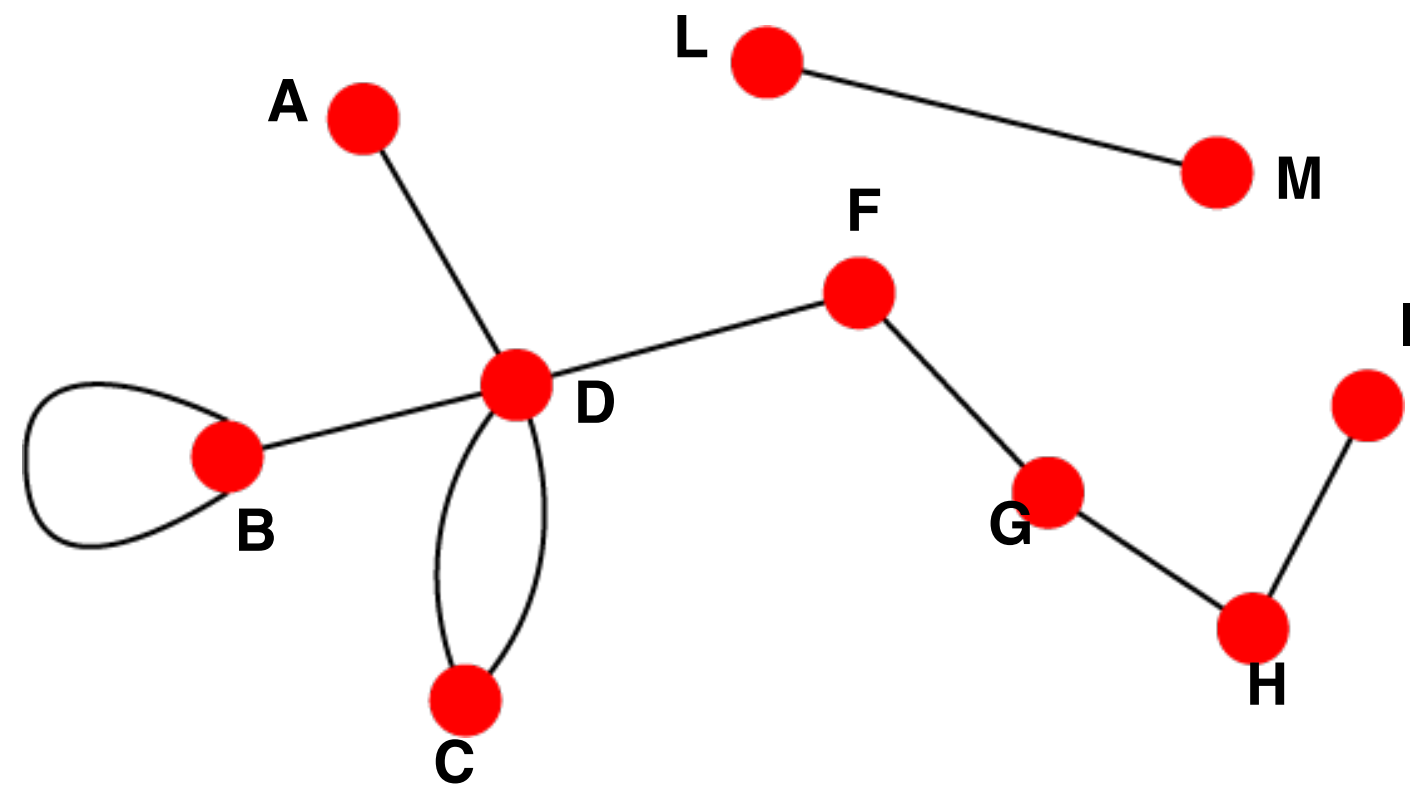
Note that for a directed graph (right) the matrix is not symmetric.



# Undirected vs. Directed Networks

## Undirected graphs

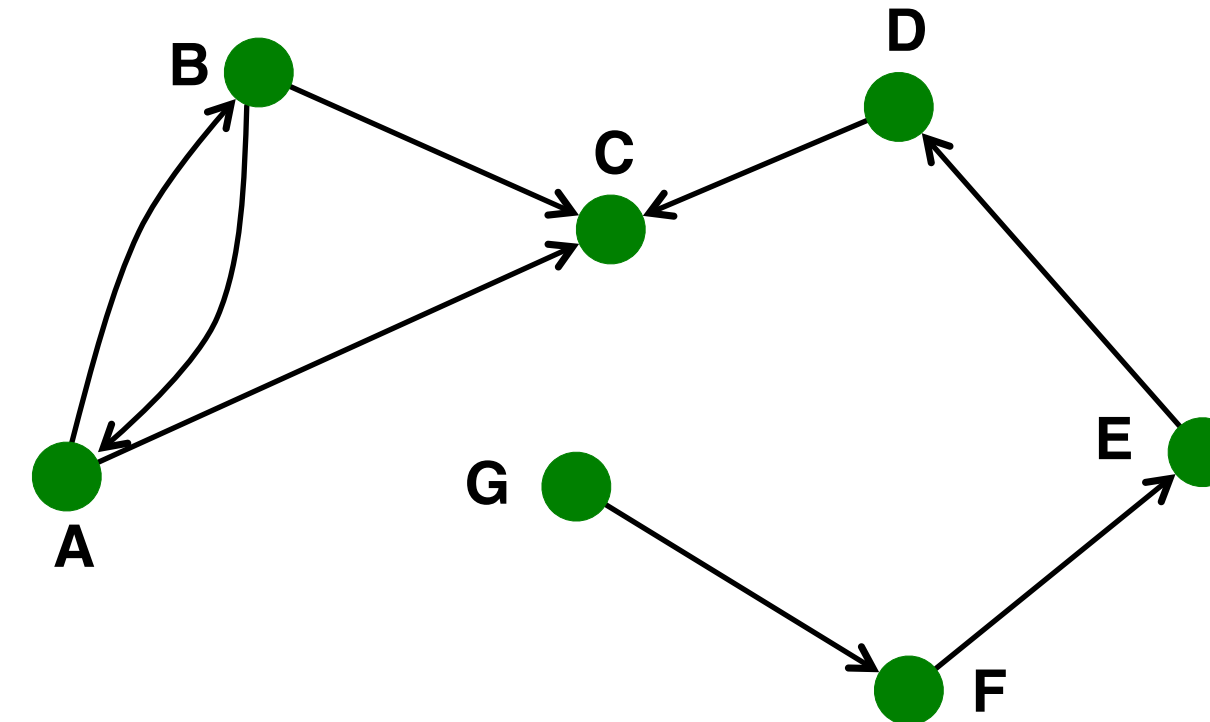
■ **Links:** undirected  
(symmetrical,  
reciprocal relations)



- **Undirected links:**
- Collaborations
  - Friendship on Facebook

## Directed graphs

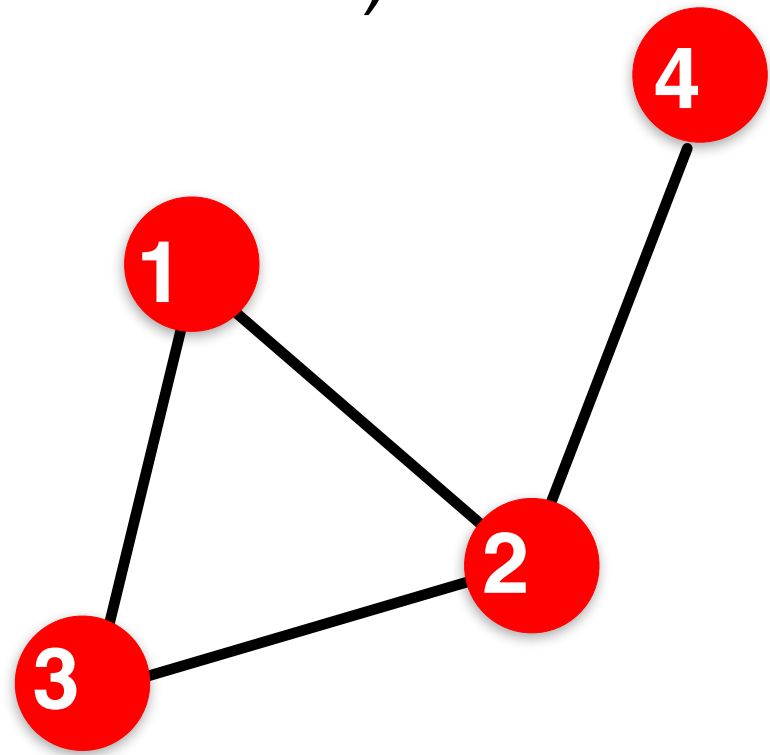
■ **Links:** directed  
(asymmetrical relations)



- **Directed links:**
- Phone calls
  - Following on Twitter

# Weighted Graphs

## Unweighted (undirected)



$$A_{ij} = \begin{pmatrix} 0 & 1 & 1 & 0 \\ 1 & 0 & 1 & 1 \\ 1 & 1 & 0 & 0 \\ 0 & 1 & 0 & 0 \end{pmatrix}$$

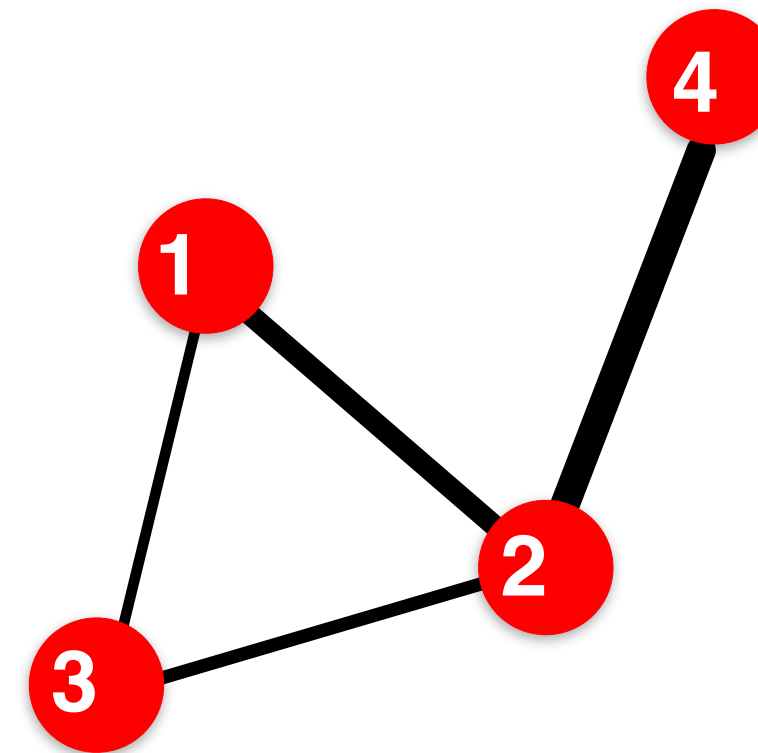
$$A_{ii} = 0$$

$$A_{ij} = A_{ji}$$

$$E = \frac{1}{2} \sum_{i,j=1}^N A_{ij} \quad \bar{k} = \frac{2E}{N}$$

Examples: Friendship, Hyperlink

## Weighted (undirected)



$$A_{ij} = \begin{pmatrix} 0 & 2 & 0.5 & 0 \\ 2 & 0 & 1 & 4 \\ 0.5 & 1 & 0 & 0 \\ 0 & 4 & 0 & 0 \end{pmatrix}$$

$$A_{ii} = 0$$

$$A_{ij} = A_{ji}$$

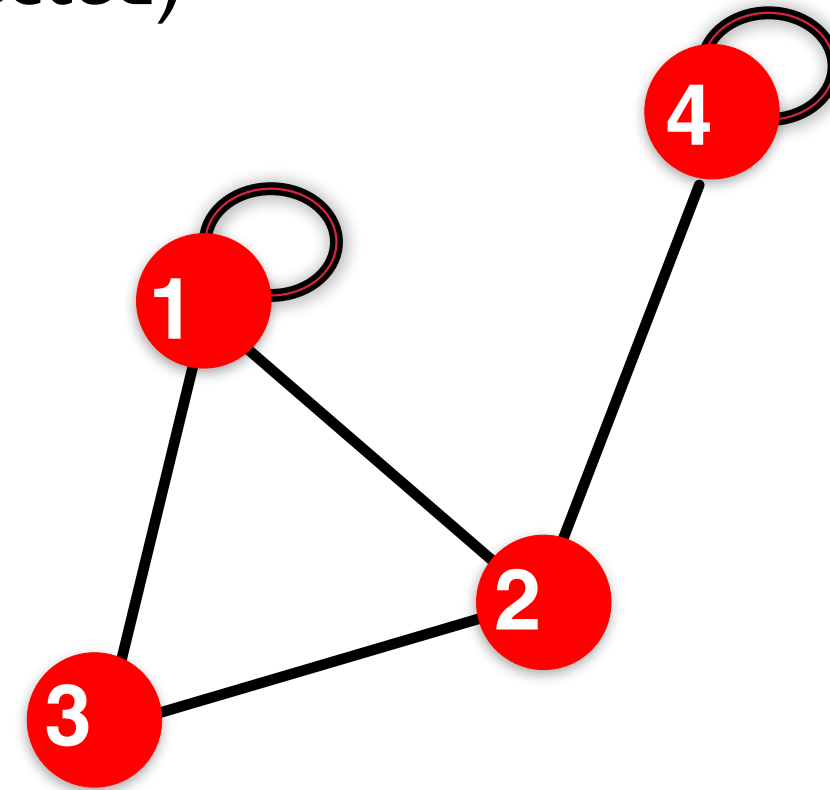
$$E = \frac{1}{2} \sum_{i,j=1}^N \text{nonzero}(A_{ij}) \quad \bar{k} = \frac{2E}{N}$$

Examples: Collaboration, Internet, Roads



# More Types of Graphs:

## Graphs with self-edges (undirected)



$$A_{ij} = \begin{pmatrix} 1 & 1 & 1 & 0 \\ 1 & 0 & 1 & 1 \\ 1 & 1 & 0 & 0 \\ 0 & 1 & 0 & 1 \end{pmatrix}$$

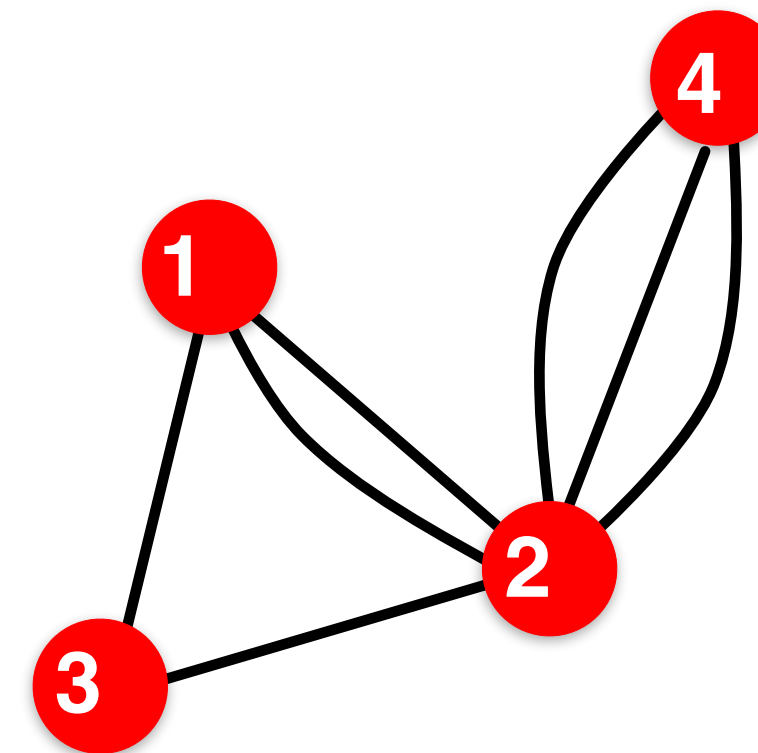
$$A_{ii} \neq 0$$

$$A_{ij} = A_{ji}$$

$$E = \frac{1}{2} \sum_{i,j=1, i \neq j}^N A_{ij} + \sum_{i=1}^N A_{ii}$$

**Examples:** Proteins, Hyperlinks

## Multigraph (undirected)



$$A_{ij} = \begin{pmatrix} 0 & 2 & 1 & 0 \\ 2 & 0 & 1 & 3 \\ 1 & 1 & 0 & 0 \\ 0 & 3 & 0 & 0 \end{pmatrix}$$

$$A_{ii} = 0$$

$$A_{ij} = A_{ji}$$

$$E = \frac{1}{2} \sum_{i,j=1}^N \text{nonzero}(A_{ij}) \quad \bar{k} = \frac{2E}{N}$$

**Examples:** Communication, Collaboration

# Bipartite Graph

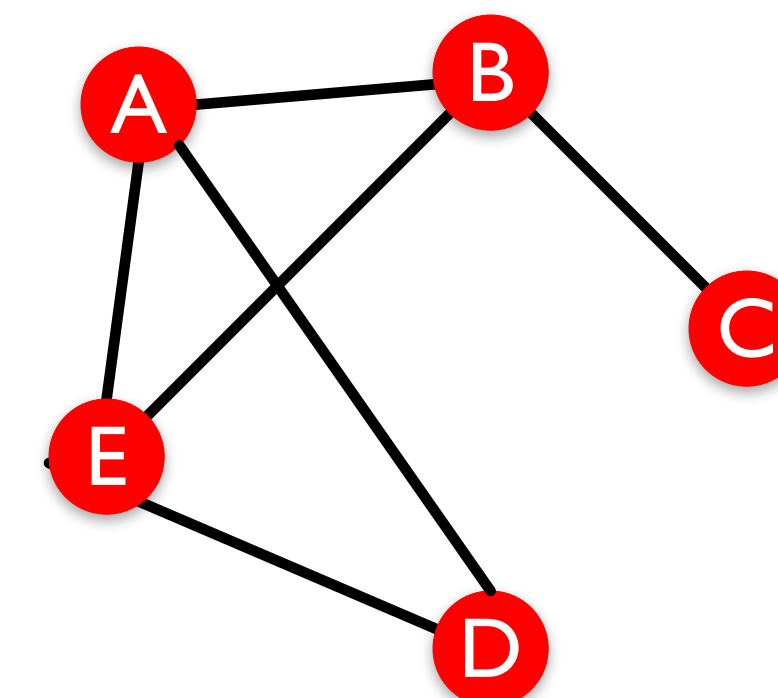
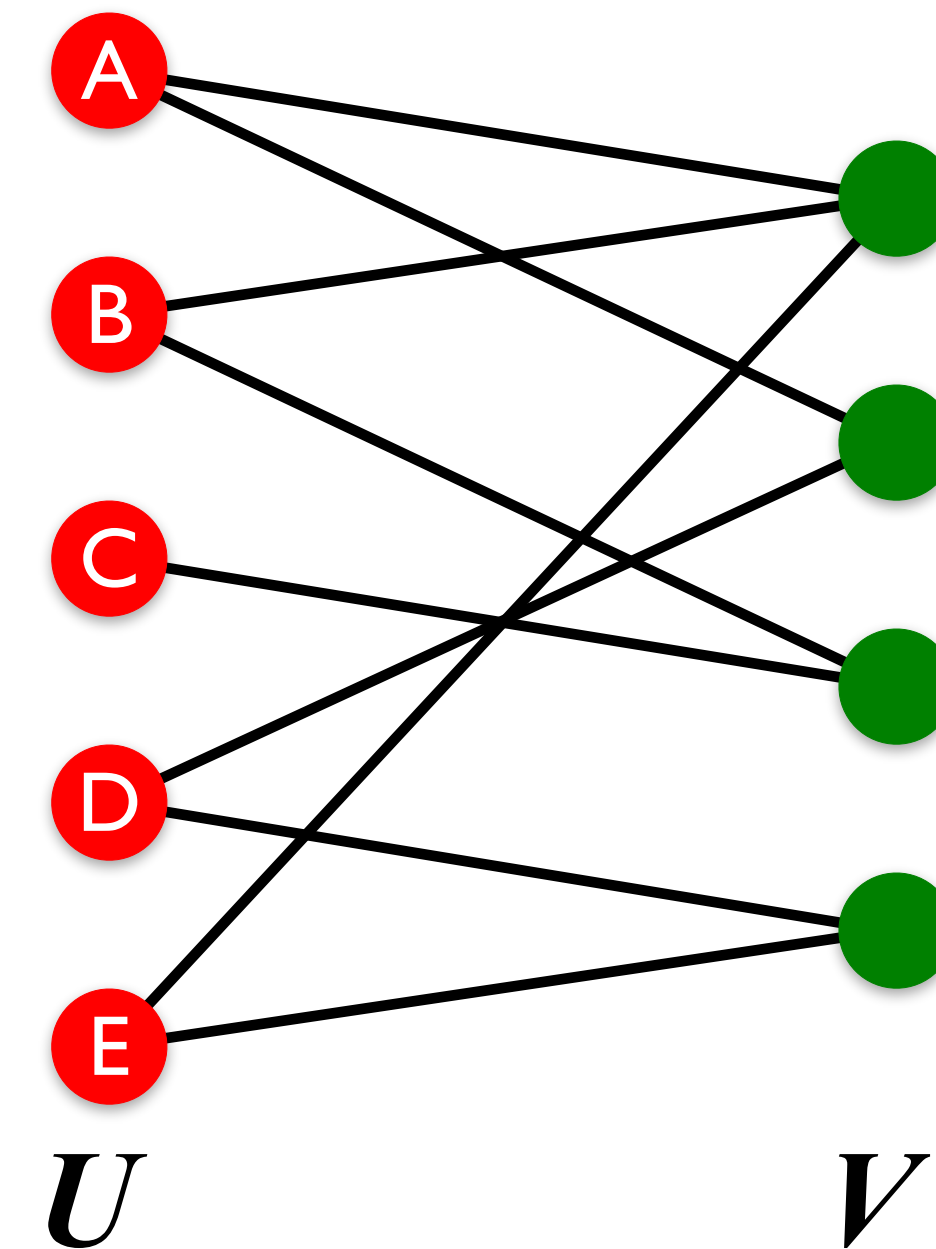
**Bipartite graph** is a graph whose nodes can be divided into two disjoint sets  $U$  and  $V$  such that every link connects a node in  $U$  to one in  $V$ ; that is,  $U$  and  $V$  are **independent sets**

## Examples:

- Authors-to-papers (they authored)
- Actors-to-Movies (they appeared in)
- Users-to-Movies (they rated)

## “Folded” networks:

- Author collaboration networks
- Movie co-rating networks



Folded version of the graph above



# Networks are Sparse Graphs

Most real-world networks are **sparse**  
 $E \ll E_{\max}$  (or  $\bar{k} \ll N-1$ )

WWW (Stanford-Berkeley):	$N=319,717$	$\langle k \rangle = 9.65$
Social networks (LinkedIn):	$N=6,946,668$	$\langle k \rangle = 8.87$
Communication (MSN IM):	$N=242,720,596$	$\langle k \rangle = 11.1$
Coauthorships (DBLP):	$N=317,080$	$\langle k \rangle = 6.62$
Internet (AS-Skitter):	$N=1,719,037$	$\langle k \rangle = 14.91$
Roads (California):	$N=1,957,027$	$\langle k \rangle = 2.82$
Proteins (S. Cerevisiae):	$N=1,870$	$\langle k \rangle = 2.39$

(Source: Leskovec et al., *Internet Mathematics*, 2009)

**Consequence:** Adjacency matrix is filled with zeros!

(Density of the matrix ( $E/N^2$ ): WWW =  $1.51 \times 10^{-5}$ , MSN IM =  $2.27 \times 10^{-8}$ )

# Network Representations

WWW ➤

Facebook friendships ➤

Citation networks ➤

Collaboration networks ➤

Mobile phone calls ➤

Protein Interactions ➤



# Network Representations

WWW ➤ directed multigraph with self-edges

Facebook friendships ➤ undirected, unweighted

Citation networks ➤ unweighted, directed, acyclic

Collaboration networks ➤ undirected multigraph or weighted graph

Mobile phone calls ➤ directed, (weighted?) multigraph

Protein Interactions ➤ undirected, unweighted with self-interactions

# **Network Properties: How to Characterize/Measure a Network?**

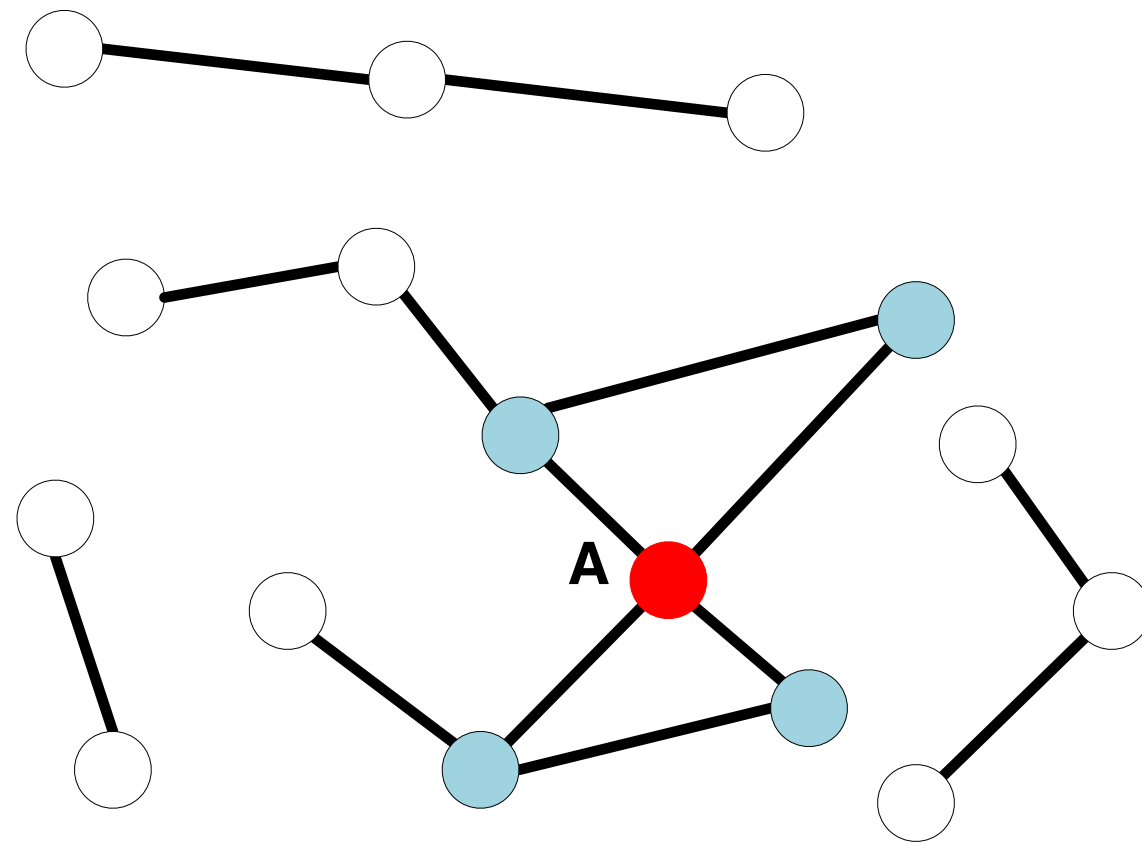
**How do we measure properties in the  
graph representation of a network?**

**Focus on connectivity and distance**



# Connectivity: Node Degrees

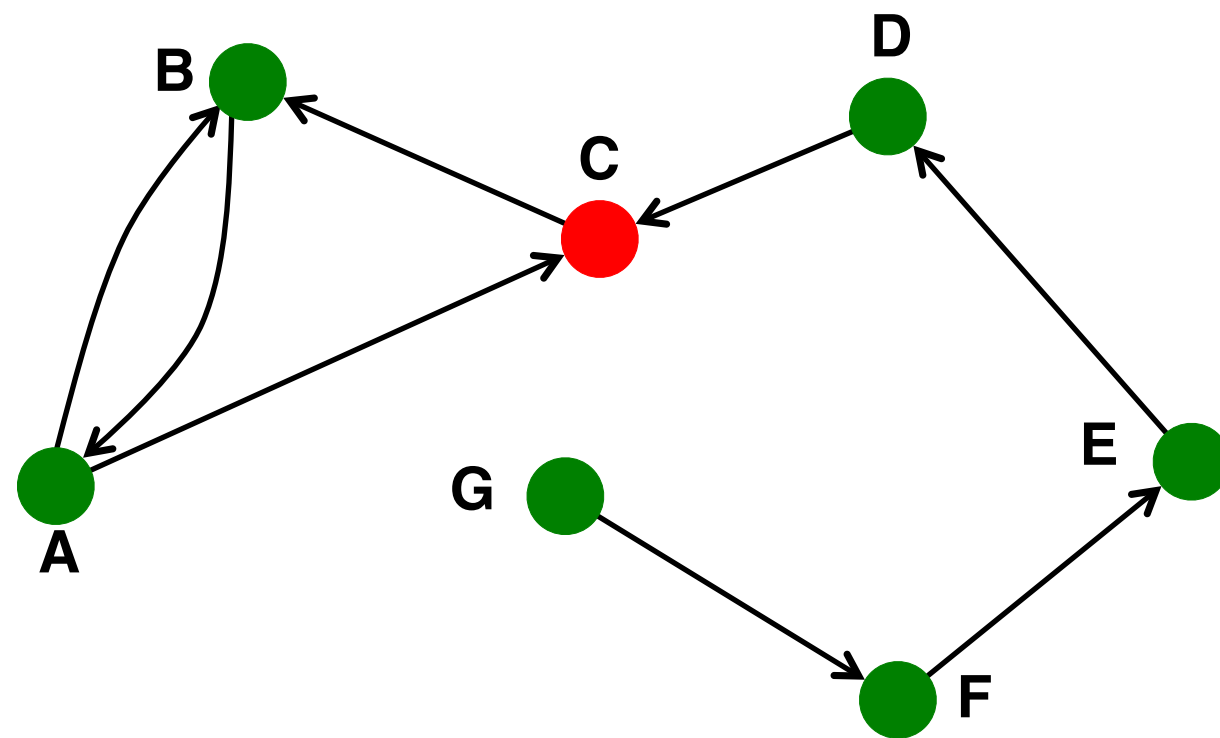
Undirected



**Node degree,  $k_i$ :** the number of edges adjacent to node  $i$   
e.g.  $k_A = 4$

**Avg. degree:**  $\bar{k} = \langle k \rangle = \frac{1}{N} \sum_{i=1}^N k_i = \frac{2E}{N}$

Directed



In directed networks we define an **in-degree** and **out-degree**.

The (total) degree of a node is the sum of in- and out-degrees.

$$k_C^{in} = 2 \quad k_C^{out} = 1 \quad k_C = 3$$

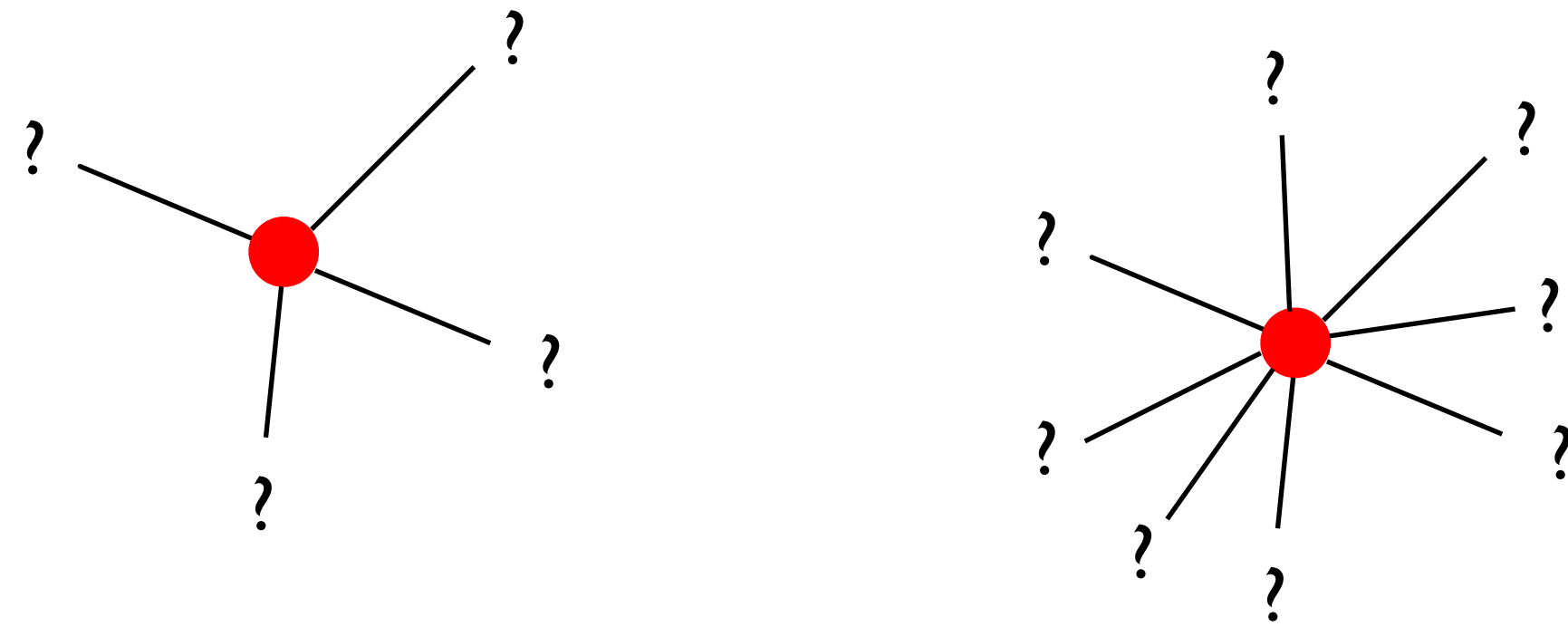
**Source:** Node with  $k^{in} = 0$

**Sink:** Node with  $k^{out} = 0$

$$\overline{k^{in}} = \overline{k^{out}}$$

# Connectivity: How Connected Are Nodes?

How many neighbours do nodes tend to have in your graph?





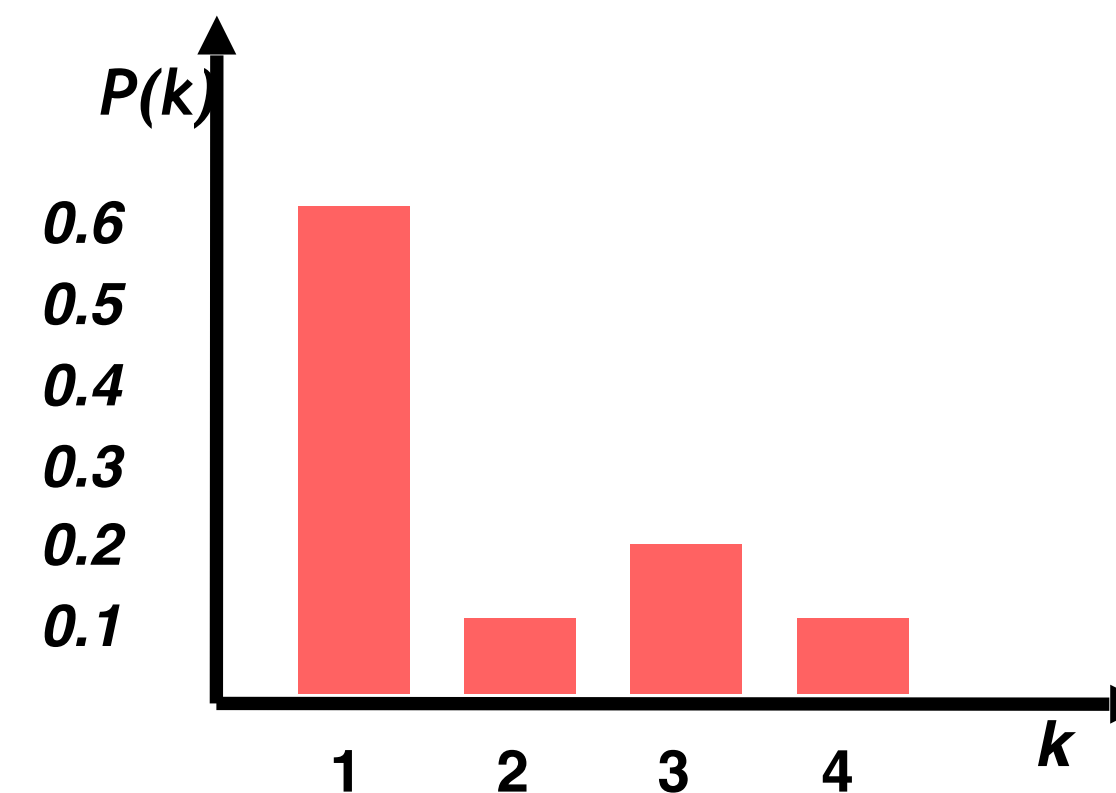
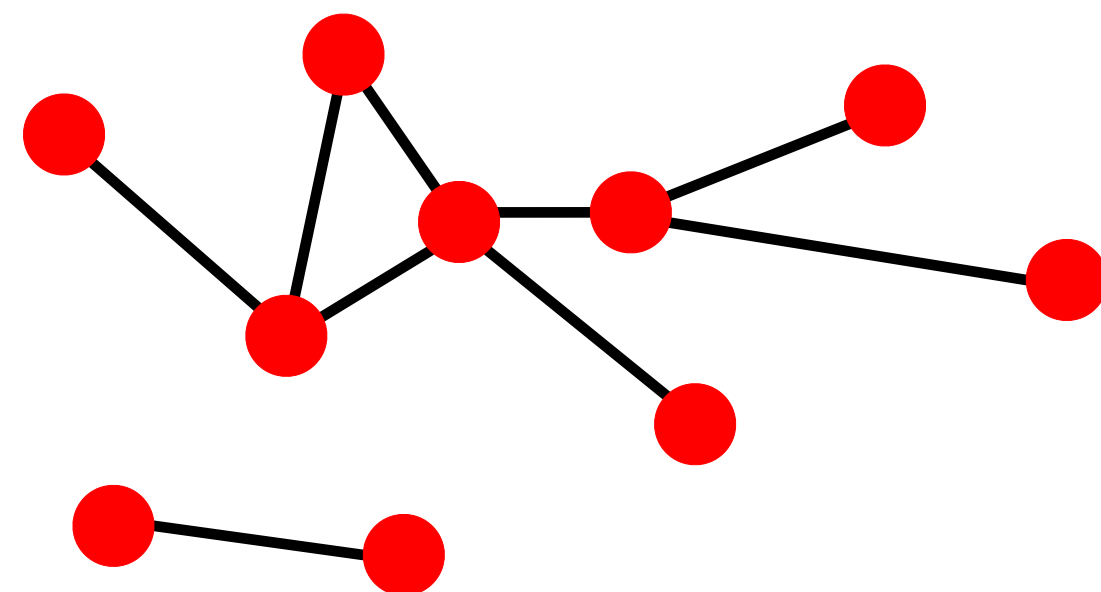
# Connectivity: Degree Distribution

Degree distribution  $P(k)$ : Probability that a randomly chosen node has degree  $k$

$N_k = \#$  nodes with degree  $k$

Normalized histogram:

$$P(k) = N_k / N \rightarrow \text{plot}$$



# Connectivity: Local Clustering

Are the nodes “clustered” in the graph? Do nodes with common neighbours tend to know each other?

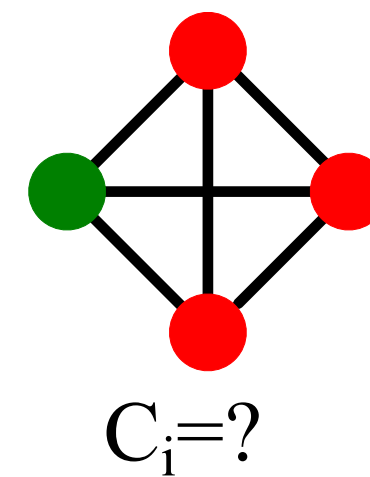
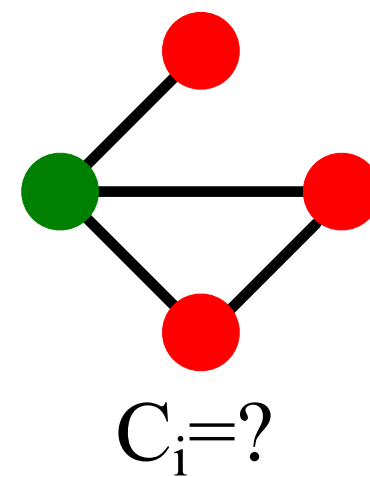
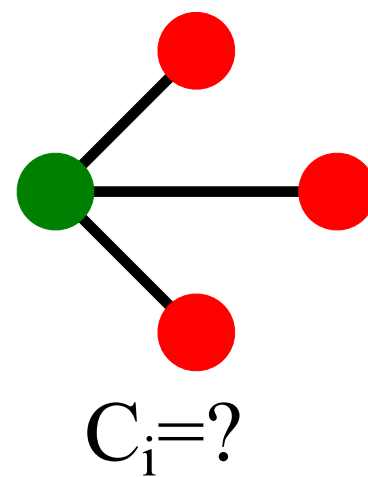
# Connectivity: Clustering Coefficient

What's the probability that a random pair of your friends are connected?

$$C_i \in [0, 1]$$

$$C_i = \frac{e_i}{\binom{k_i}{2}} = \frac{e_i}{k_i(k_i - 1)/2} = \frac{2e_i}{k_i(k_i - 1)}$$

where  $e_i$  is the number of edges between the neighbours of node  $i$  and  $k_i$  is the degree of node  $i$





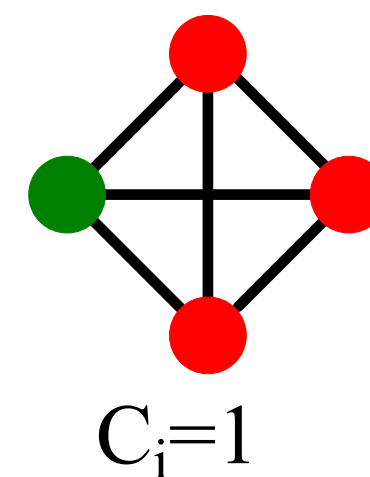
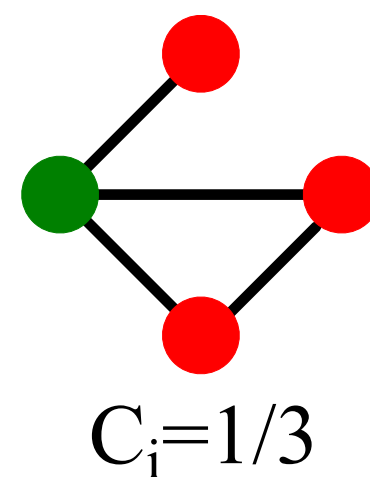
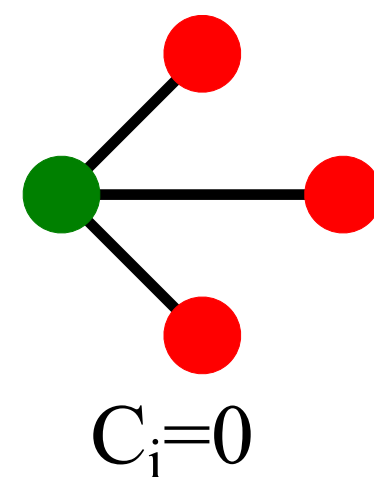
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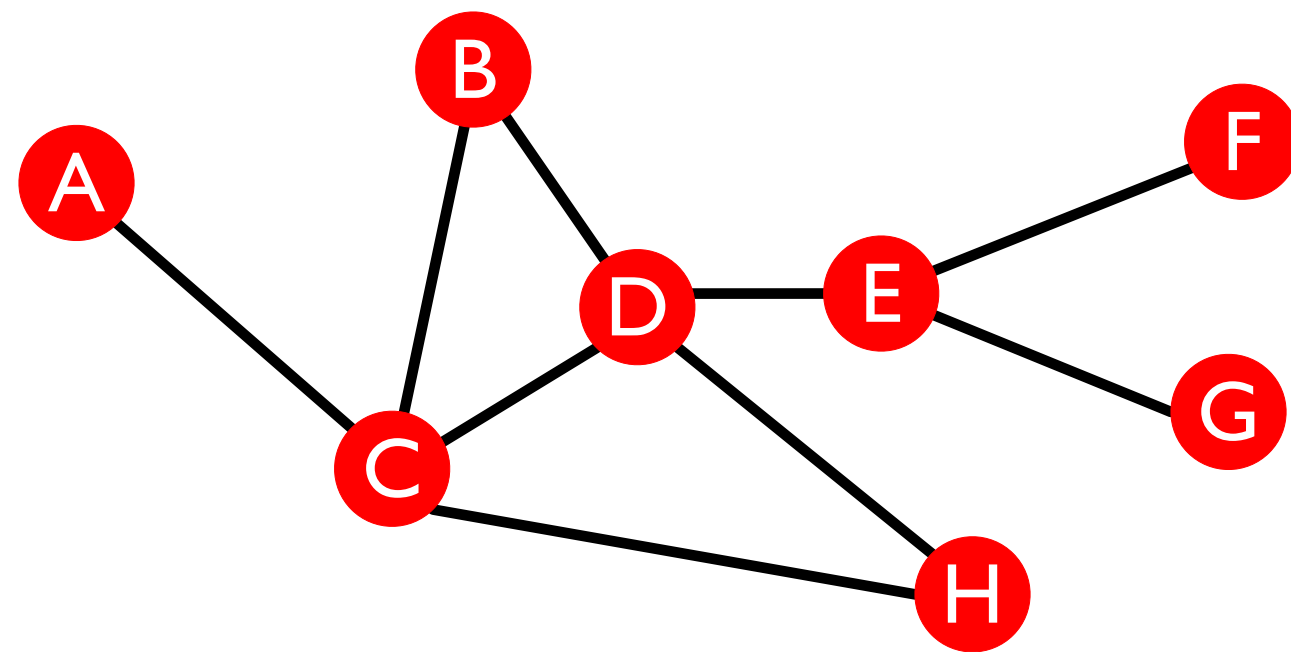
where  $e_i$  is the number of edges between the neighbors of node  $i$  and  $k_i$  is the degree of node  $i$



Average clustering coefficient:

$$C = \frac{1}{N} \sum_i^N C_i$$

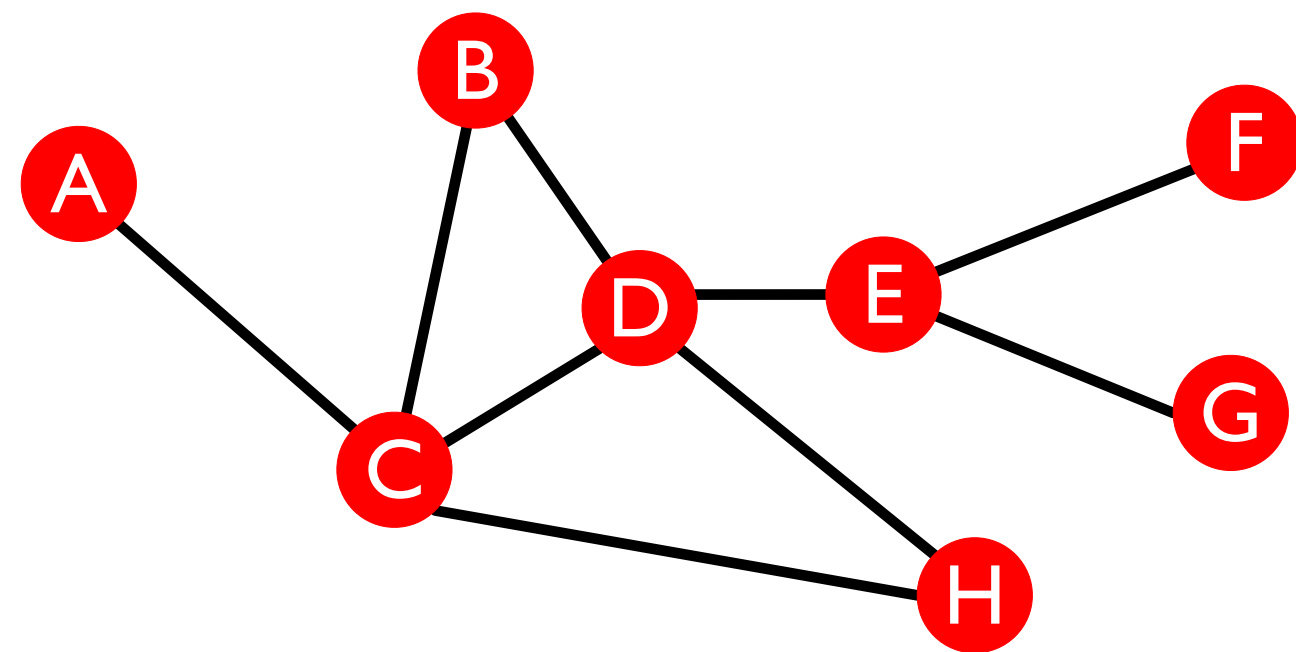
# Connectivity: Clustering Coefficient



$$k_B=?, e_B=?, C_B=? = ?$$

$$k_D=?, e_D=?, C_D=? = ?$$

# Connectivity: Clustering Coefficient



$$k_B=2, \quad e_B=1, \quad C_B=2/2 = 1$$

$$k_D=4, \quad e_D=2, \quad C_D=(2*2)/(4*3) = 4/12 = 1/3$$

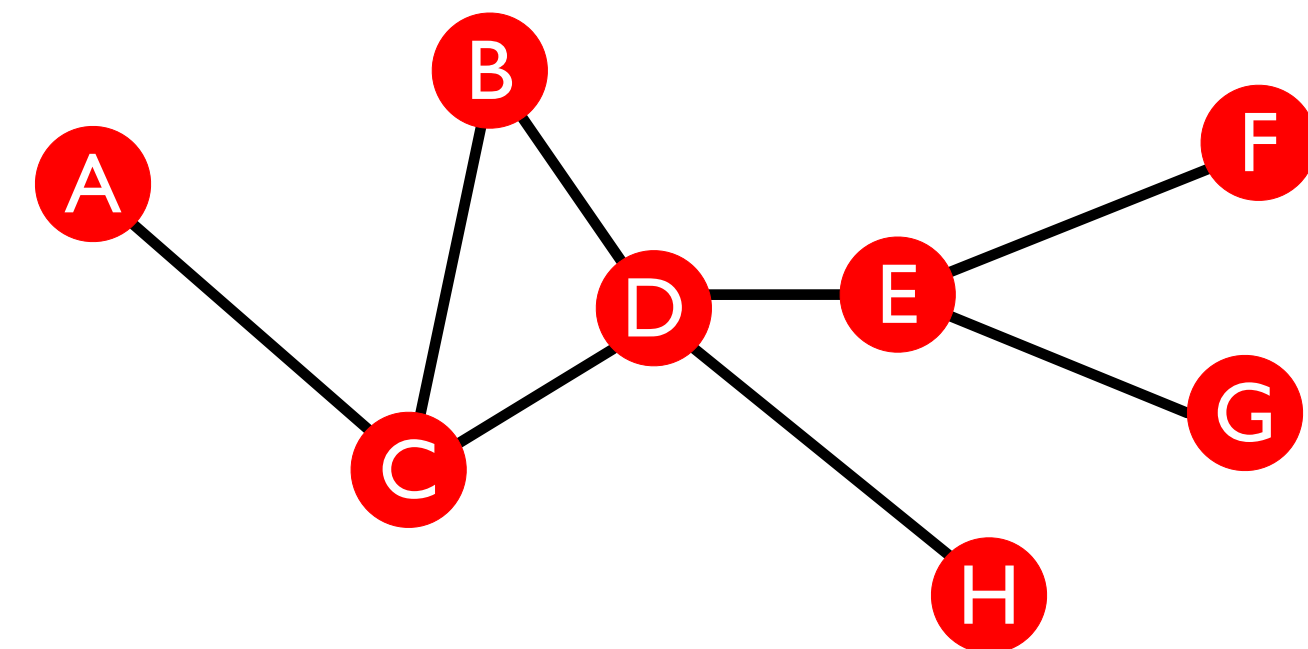


# Distance: Paths in a Graph

- A *path* is a sequence of nodes in which each node is linked to the next one

$$P_n = \{i_0, i_1, i_2, \dots, i_n\} \quad P_n = \{(i_0, i_1), (i_1, i_2), (i_2, i_3), \dots, (i_{n-1}, i_n)\}$$

- Path can intersect itself and pass through the same edge multiple times
  - E.g.: ACBDCDEG
  - In a directed graph a path can only follow the direction of the “arrow”



# Distance: Number of Paths

Number of paths between nodes  $u$  and  $v$ :

Length  $h=1$ : If there is a link between  $u$  and  $v$ ,  $A_{uv}=1$  else  $A_{uv}=0$

Length  $h=2$ : If there is a path of length two between  $u$  and  $v$  then  $A_{uk} A_{kv}=1$  else  $A_{uk} A_{kv}=0$

$$H_{uv}^{(2)} = \sum_{k=1}^N A_{uk} A_{kv} = [A^2]_{uv}$$

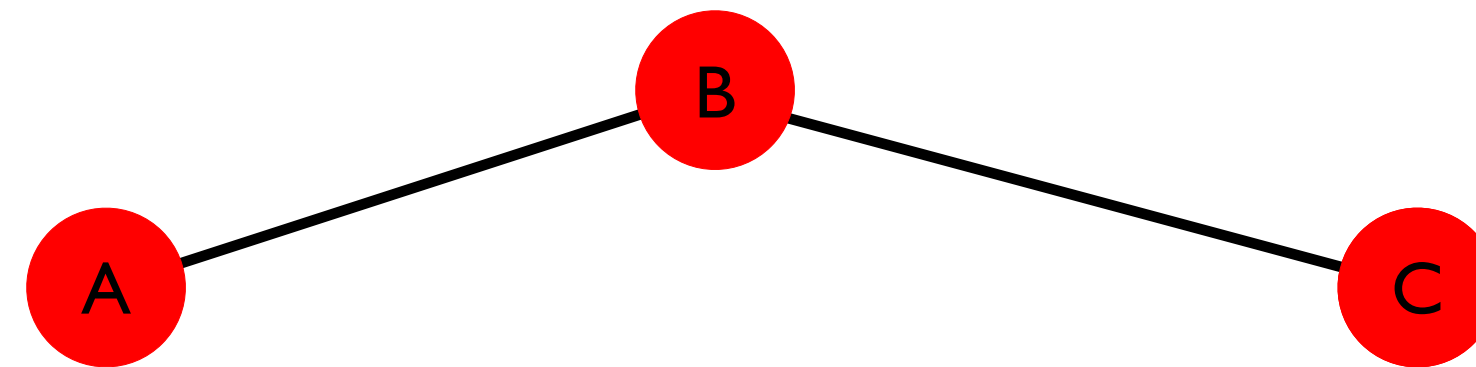
Length  $h$ : If there is a path of length  $h$  between  $u$  and  $v$  then  $A_{uk} \dots A_{kv}=1$  else  $A_{uk} \dots A_{kv}=0$

So, the no. of paths of length  $h$  between  $u$  and  $v$  is

$$H_{uv}^{(h)} = [A^h]_{uv}$$

(holds for both directed and undirected graphs)

# Distance: Number of Paths

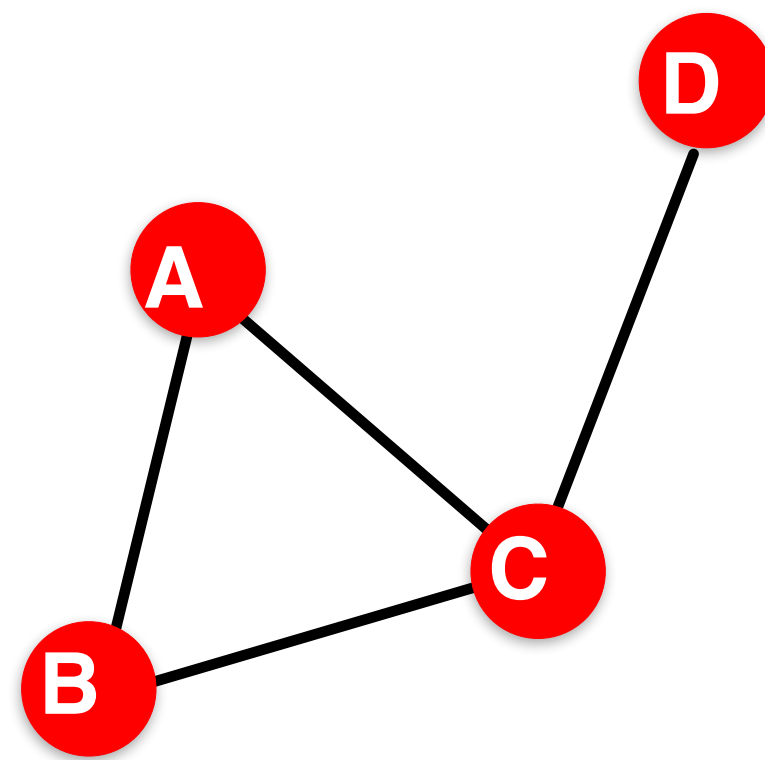


$$H^{(1)} = \begin{pmatrix} 0 & 1 & 0 \\ 1 & 0 & 1 \\ 0 & 1 & 0 \end{pmatrix}$$

$$H^{(2)} = \begin{pmatrix} 0 & 1 & 0 \\ 1 & 0 & 1 \\ 0 & 1 & 0 \end{pmatrix} \cdot \begin{pmatrix} 0 & 1 & 0 \\ 1 & 0 & 1 \\ 0 & 1 & 0 \end{pmatrix} = \begin{pmatrix} 1 & 0 & 1 \\ 0 & 2 & 0 \\ 1 & 0 & 1 \end{pmatrix}$$



# Distance: definition

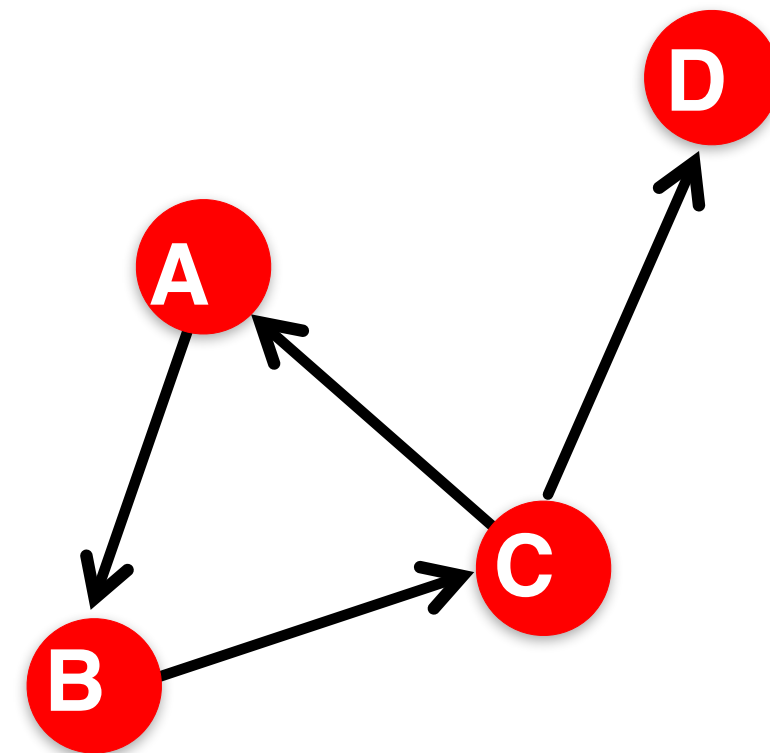


$$h_{B,D} = 2$$

## Distance (shortest path, geodesic)

between a pair of nodes is defined as the number of edges along the shortest path connecting the nodes

\*If the two nodes are disconnected, the distance is usually defined as infinite



$$h_{B,C} = 1, h_{C,B} = 2$$

In **directed graphs** paths need to follow the direction of the arrows

Consequence: Distance is **not symmetric**:  $h_{A,C} \neq h_{C,A}$

# Distance: Graph-level measures

- **Diameter:** the maximum (shortest path) distance between any pair of nodes in a graph
- **Average path length** for a connected graph (component) or a strongly connected (component of a) directed graph

$$\bar{h} = \frac{1}{2E_{\max}} \sum_{i, j \neq i} h_{ij}$$

where  $h_{ij}$  is the distance from node  $i$  to node  $j$ ,  
And  $E_{\max}$  is the maximum number of edges ( $=n*(n-1)/2$ )

- Many times we compute the average only over the connected pairs of nodes (that is, we ignore “infinite” length paths)

# Key Network Properties

Degree distribution:  $P(k)$

Clustering coefficients:  $C$

Path lengths:  $L$

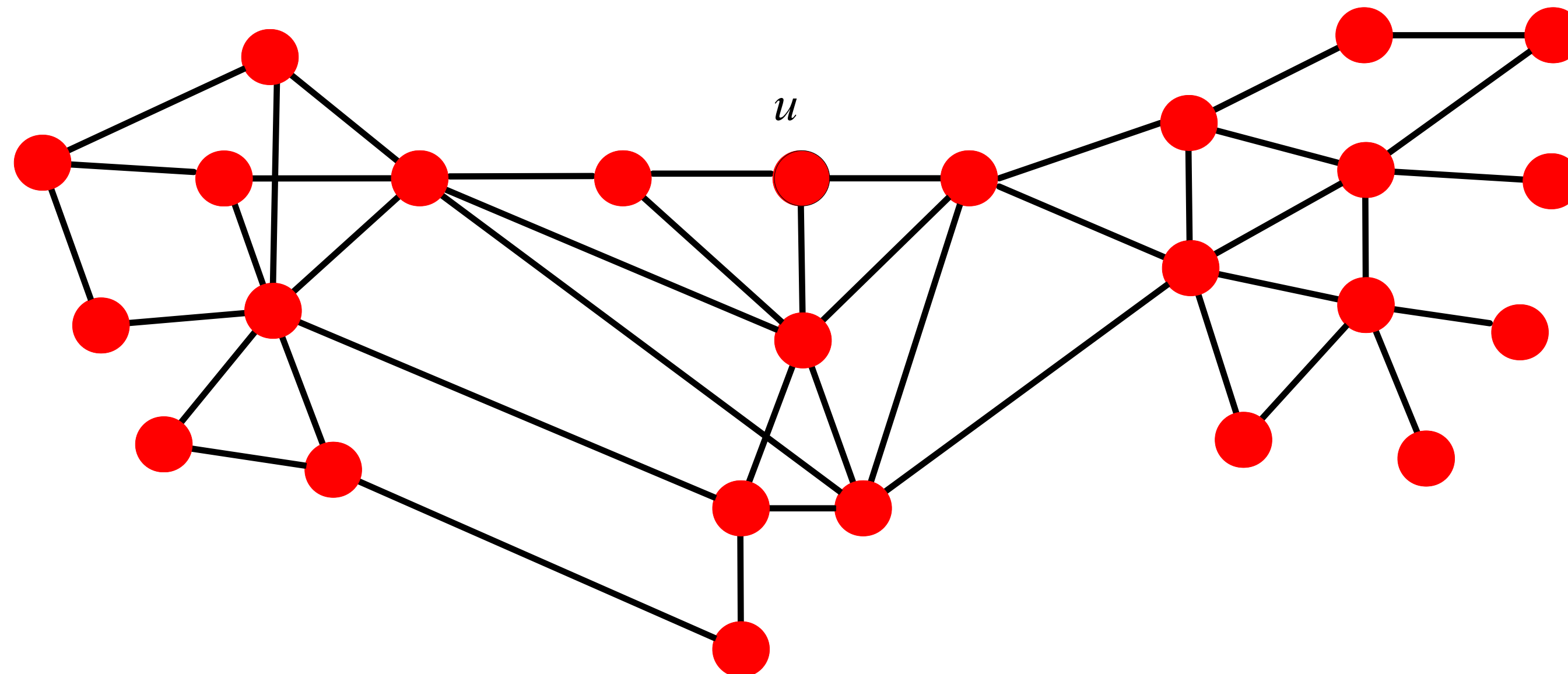
Diameter:  $D$



# Finding Shortest Paths

## ■ Breadth First Search:

- Start with node  $u$ , mark it to be at distance  $h_u(u)=0$ , add  $u$  to the queue
- While the queue not empty:
  - Take node  $v$  off the queue, put its unmarked neighbors  $w$  into the queue and mark  $h_u(w)=h_u(v)+1$



**Let's measure these properties  
in a real network!**

# Key Network Properties

Degree distribution:  $P(k)$

Clustering coefficient:  $C$

*(we'll look at distance later in the course)*

# MSN Messenger

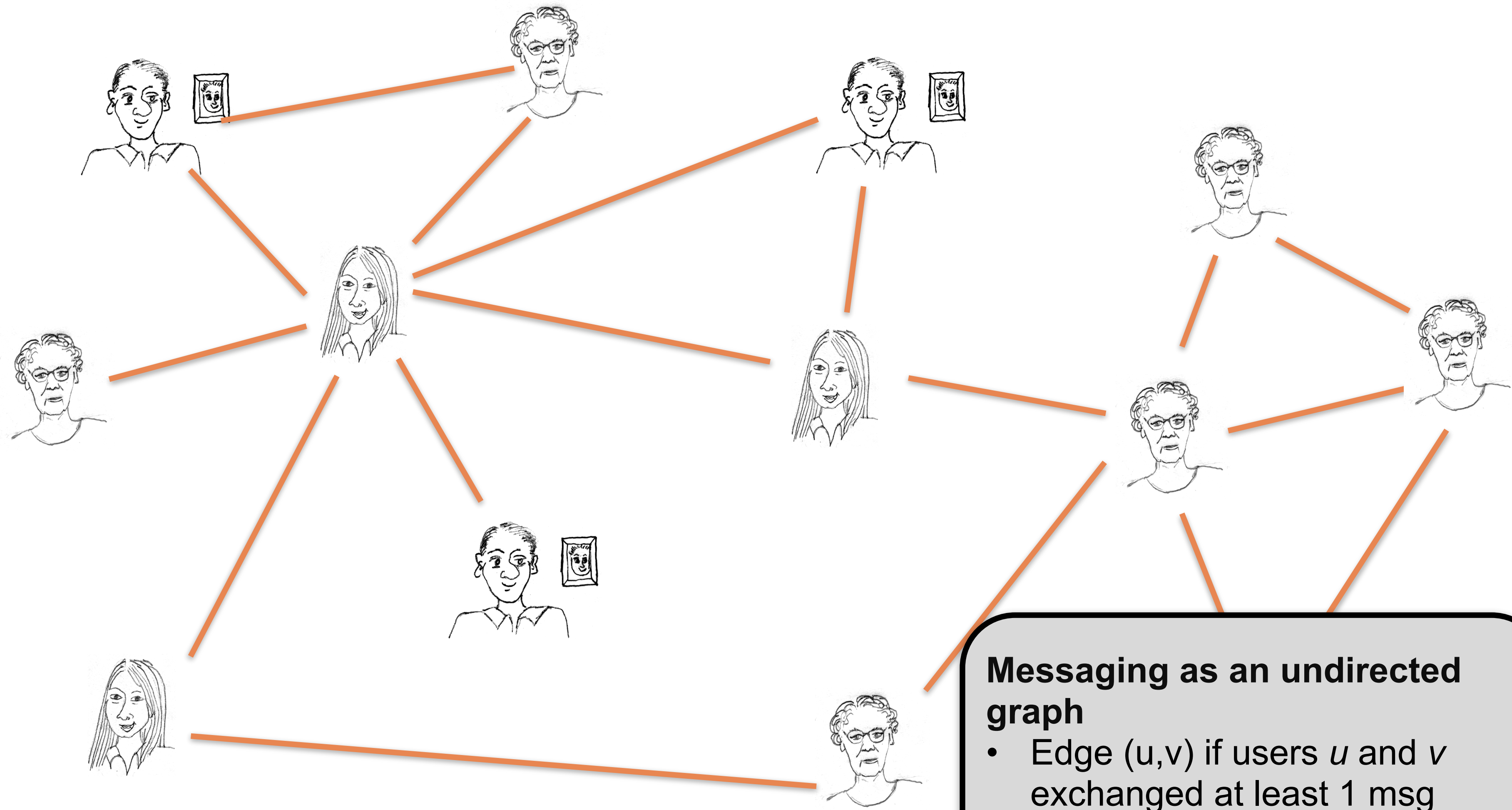


## ■ MSN Messenger activity in June 2006:

- 245 million users logged in
- 180 million users engaged in conversations
- More than 30 billion conversations
- More than 255 billion exchanged messages



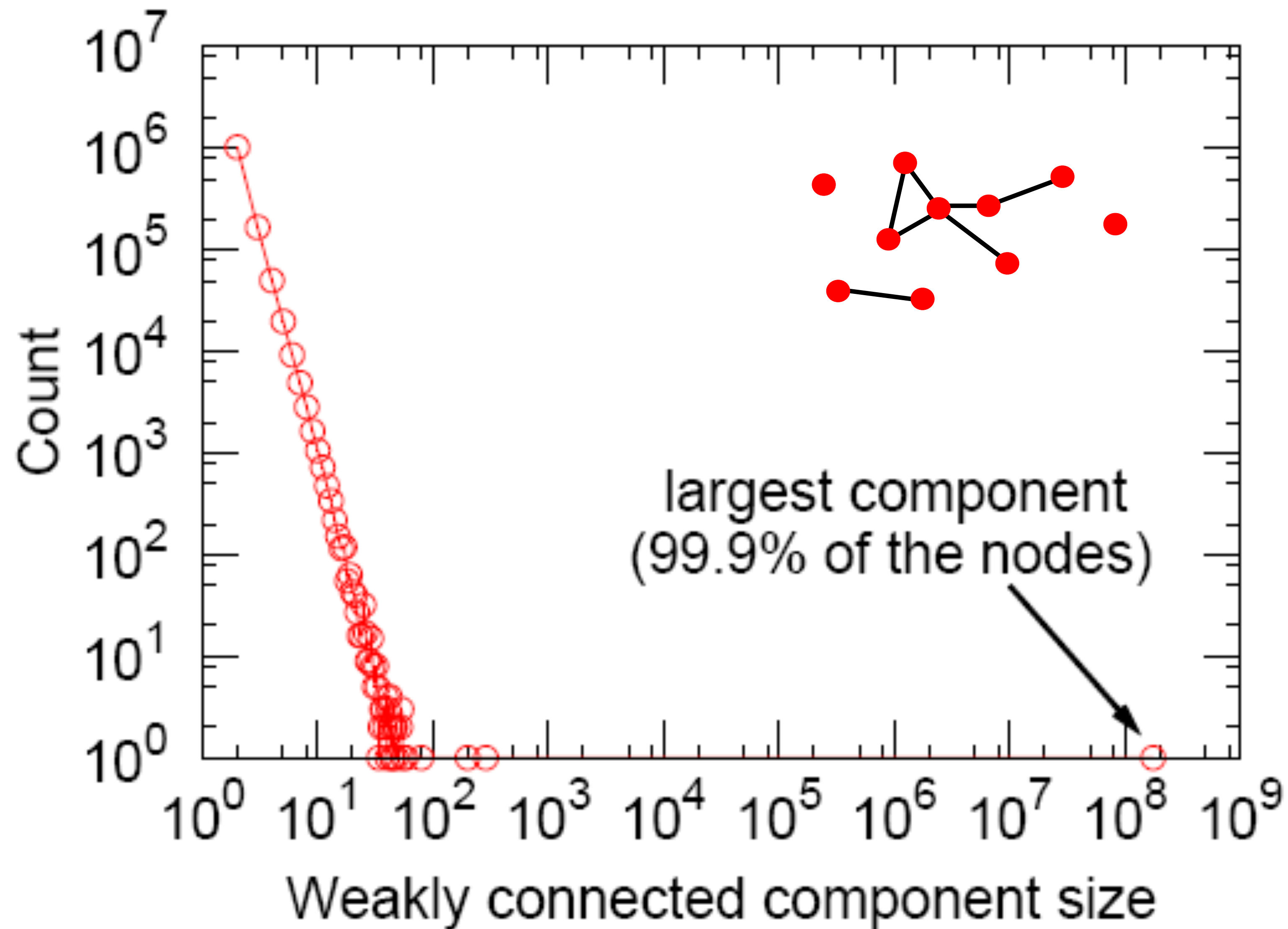
# Messaging as a simple graph



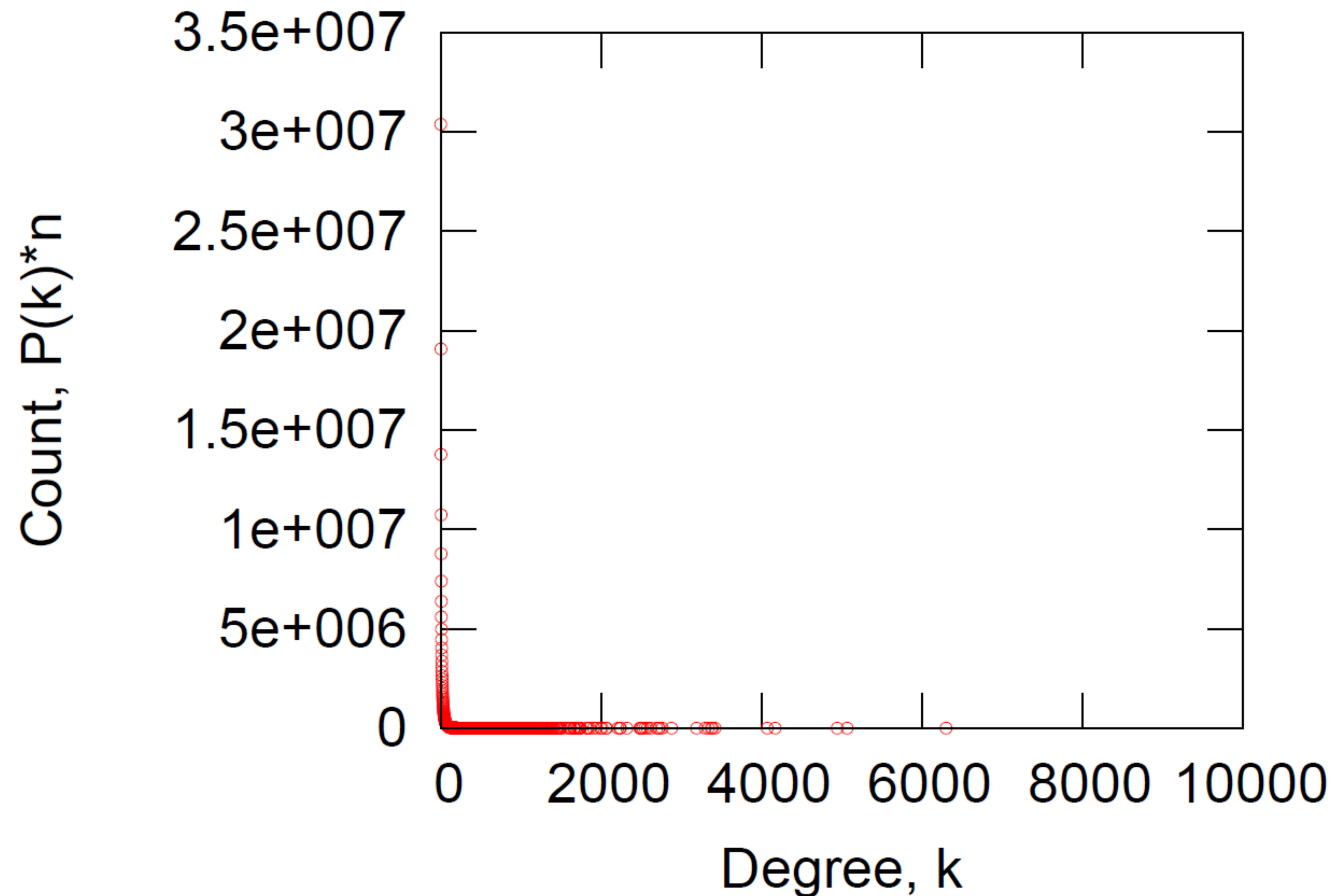
## Messaging as an undirected graph

- Edge  $(u,v)$  if users  $u$  and  $v$  exchanged at least 1 msg
- $N=180$  million people
- $E=1.3$  billion edges

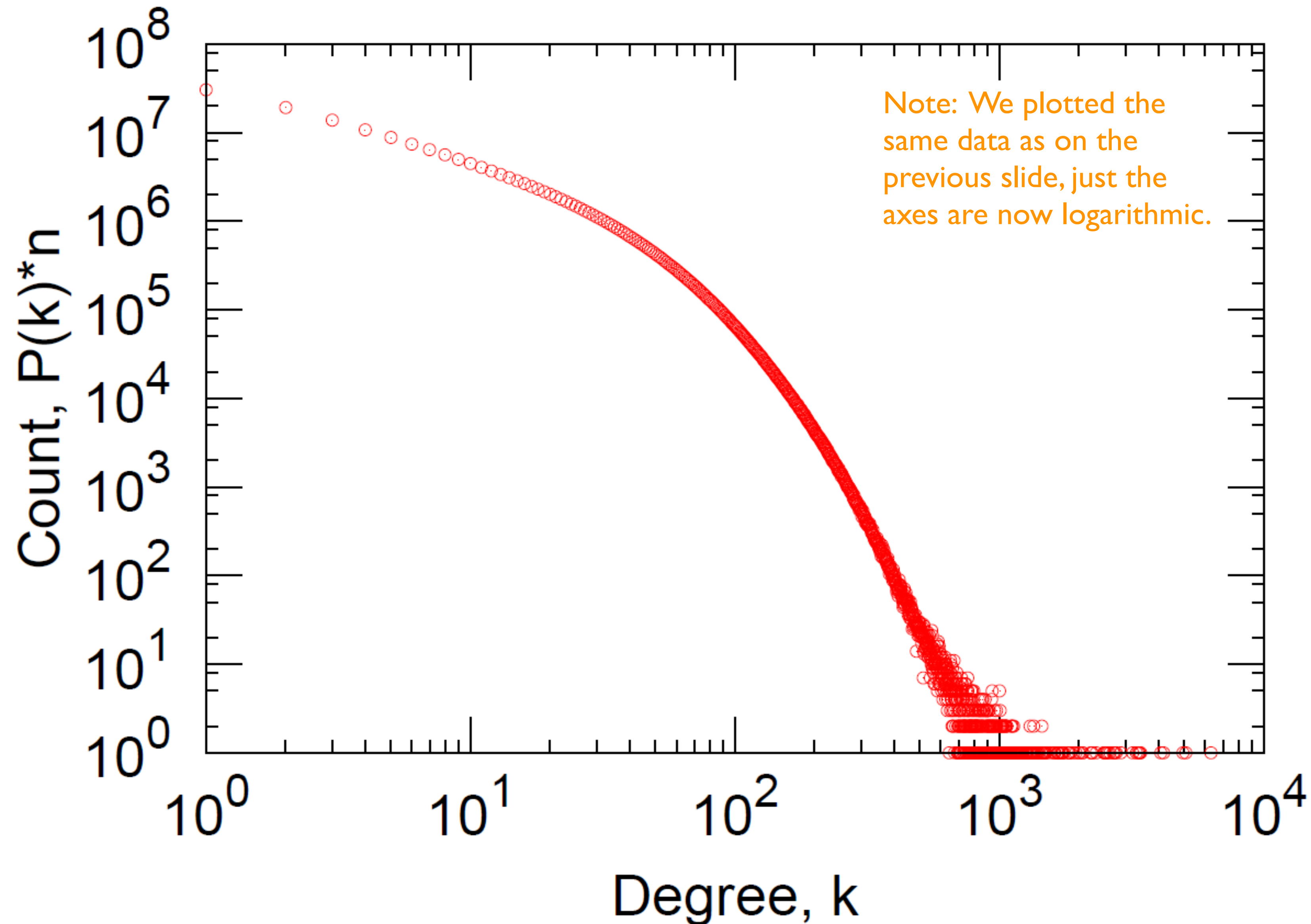
# MSN Network: Connectivity



# MSN: Degree Distribution



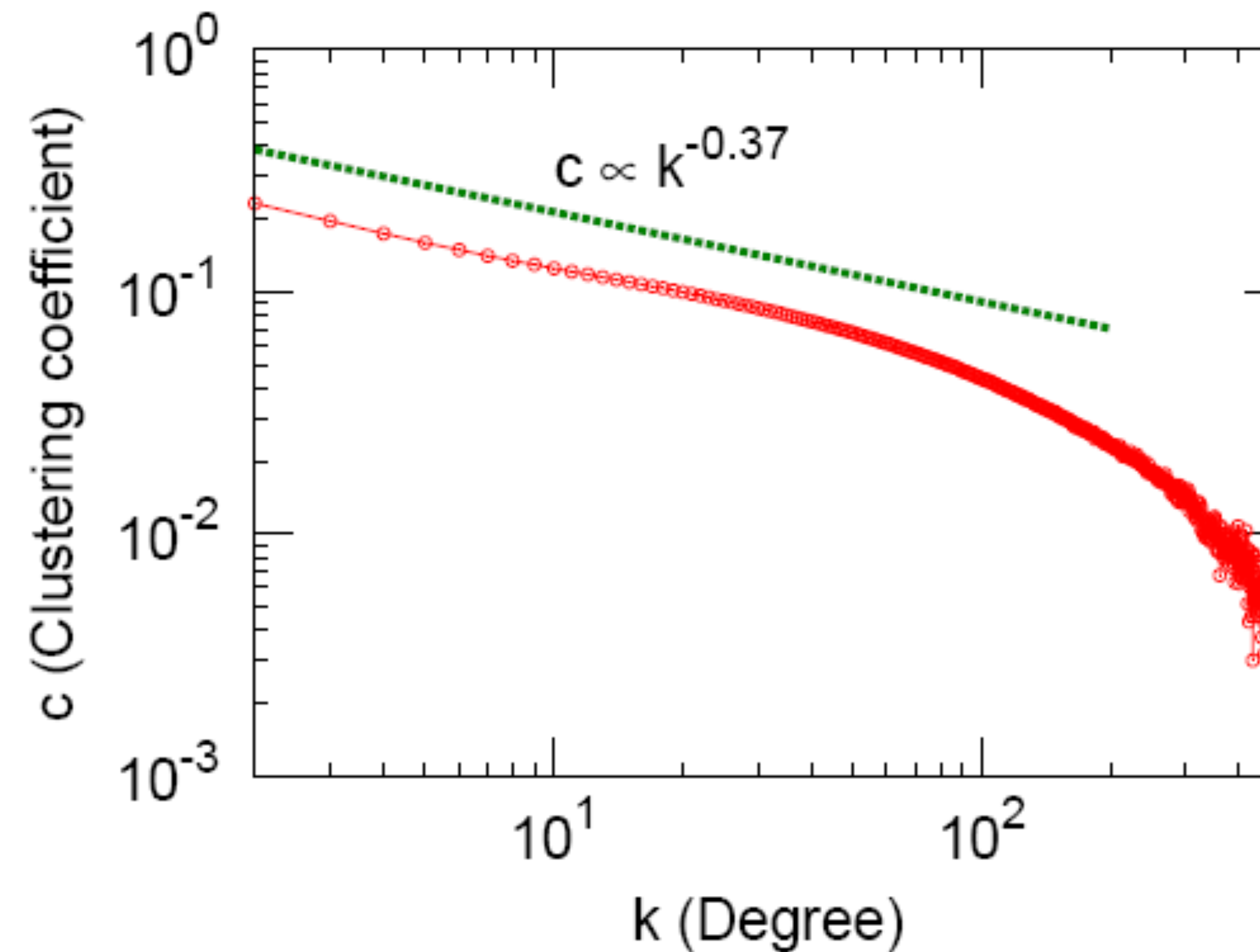
# MSN: Log-Log Degree Distribution



# MSN: Clustering

$C_k$ : average  $C_i$  of nodes  $i$   
of degree  $k$ :

$$C_k = \frac{1}{N_k} \sum_{i:k_i=k} C_i$$

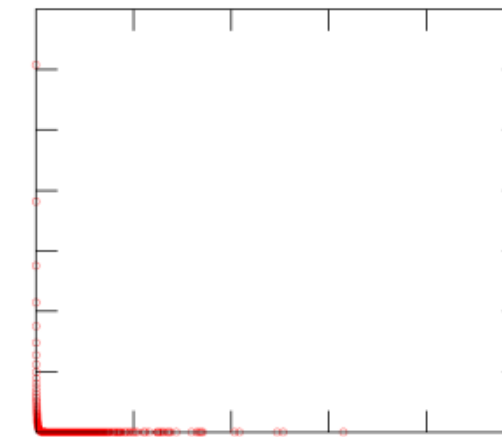


**Avg. clustering coefficient of the MSN graph:**  
 **$C = 0.1140$**



# MSN: Recap

**Degree distribution:**



**Clustering coefficient:**  $0.11$

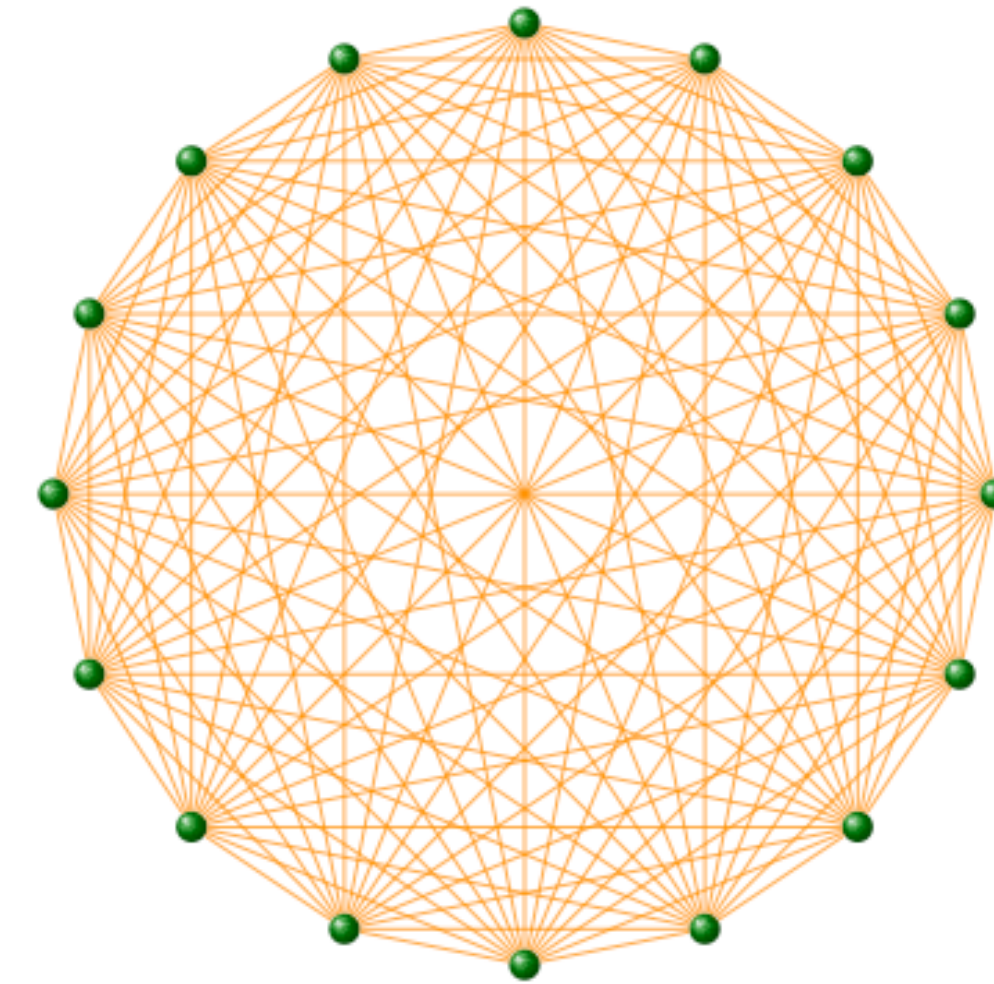
**Is this behaviour expected  
or surprising?**

**Let's compare with simple models**

# Complete Graph

The **maximum number of edges** in an undirected graph on  $N$  nodes is

$$E_{\max} = \binom{N}{2} = \frac{N(N-1)}{2}$$



An undirected graph with the number of edges  $E = E_{\max}$  is called a **complete graph**

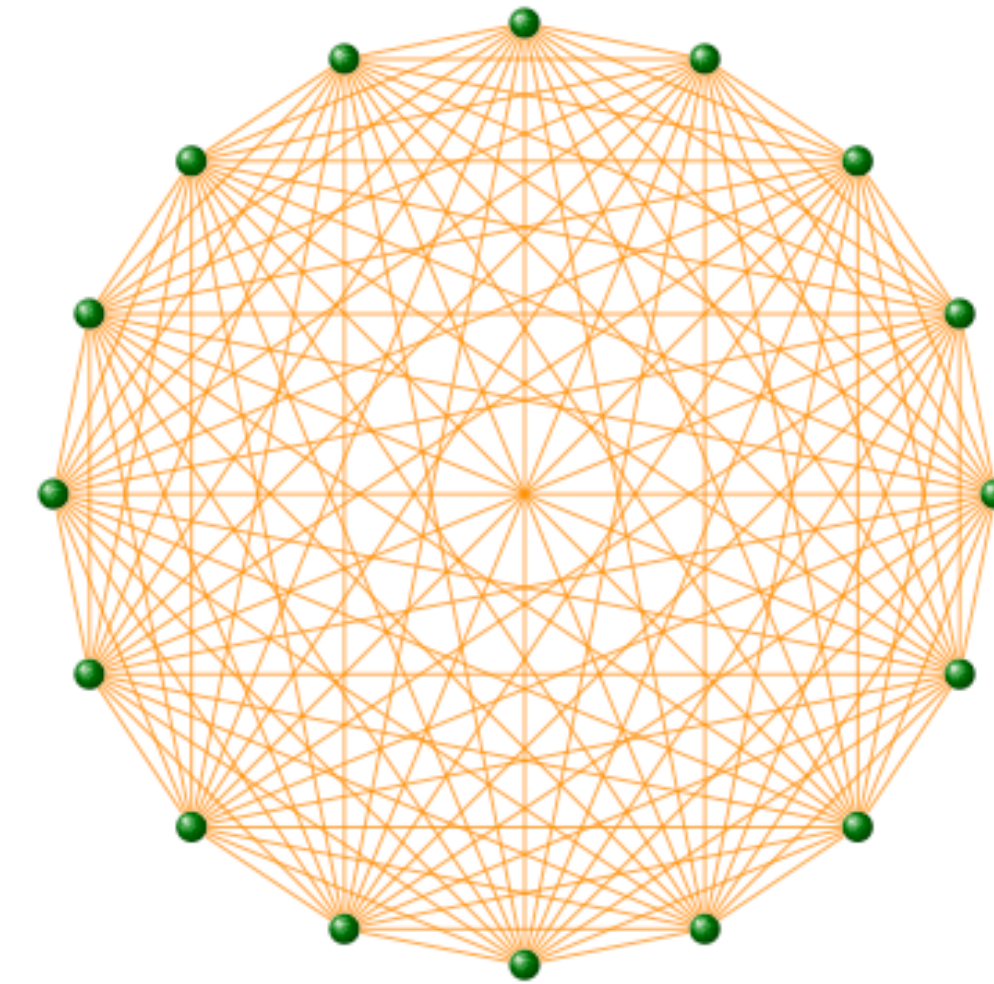
Every node has degree ?

Every node has clustering coefficient ?

# Complete Graph

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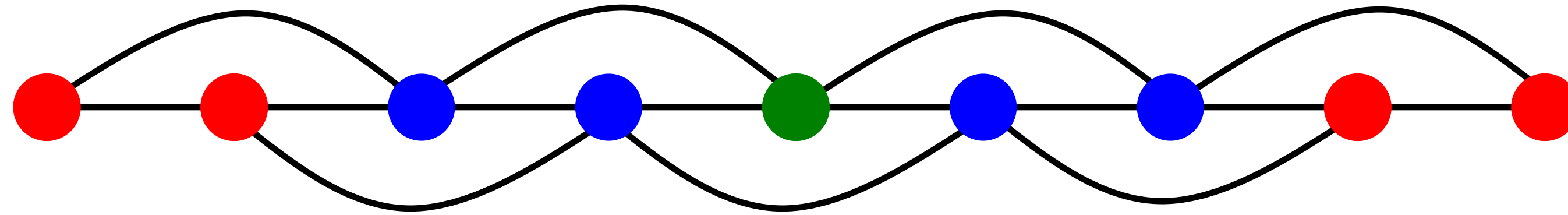
An undirected graph with the number of edges  $E = E_{\max}$  is called a **complete graph**

Every node has degree  **$n-1$**

Every node has clustering coefficient **1**



# Is MSN Network like a “chain”?



Degree distribution:  $P(k) = \delta(k - 4)$

Clustering:  $C = \frac{1}{N} \left( \frac{1}{2}(N - 4) + 2 + 2\frac{2}{3} \right) \rightarrow \frac{1}{2} \text{ as } N \rightarrow \infty$

Constant degree,  
high average clustering coefficient

## Note about calculations:

We are interested in quantities as graphs get large ( $N \rightarrow \infty$ )

We will use big-O:

$f(x) = O(g(x))$  as  $x \rightarrow \infty$

if  $f(x) < g(x) \cdot c$  for all  $x > x_0$  and some constant  $c$ .

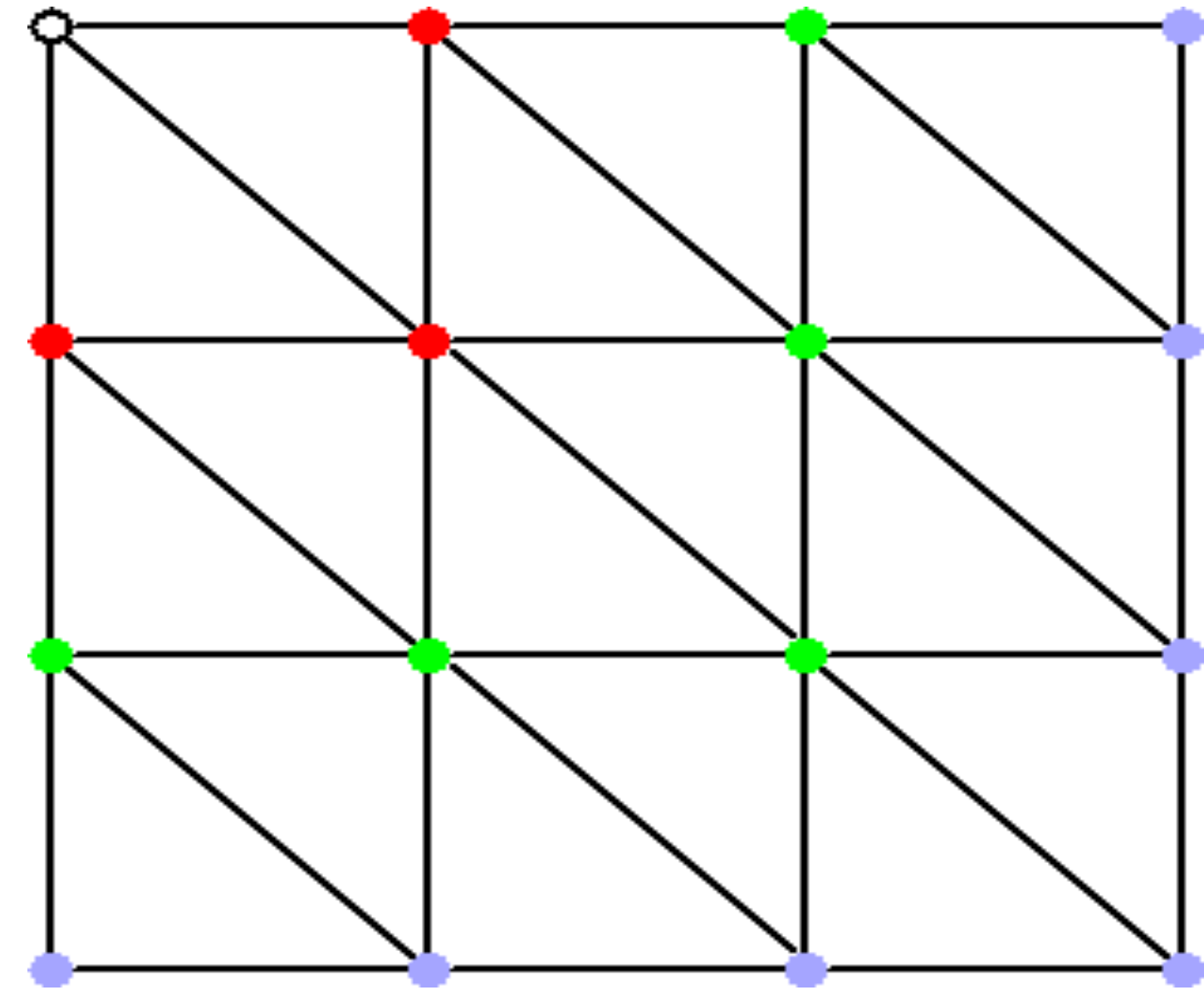
# Is MSN Network like a “grid”?

- $P(k) = \delta(k-6)$ 
  - $k = 6$  for each inside node
- $C = 6/15$  for inside nodes
- **Path length:**

$$h_{\max} = O(\sqrt{N})$$

- **In general, for lattices:**

- Average path-length is  $\bar{h} \approx N^{1/D}$  (D... lattice dimensionality)
- Constant degree, constant clustering coefficient



MSN Network is neither  
a chain nor a grid

**Need a model to compare:**

**Erdős-Renyi  
Random Graph Model**

# Simplest Model of Graphs

**Erdős-Renyi Random Graphs** [Erdős-Renyi, '60]

$G_{n,p}$ : undirected graph on  $n$  nodes and each edge  $(u,v)$  appears i.i.d. with probability  $p$   
Simplest random model you can think of

What kinds of networks does  
such a model produce?

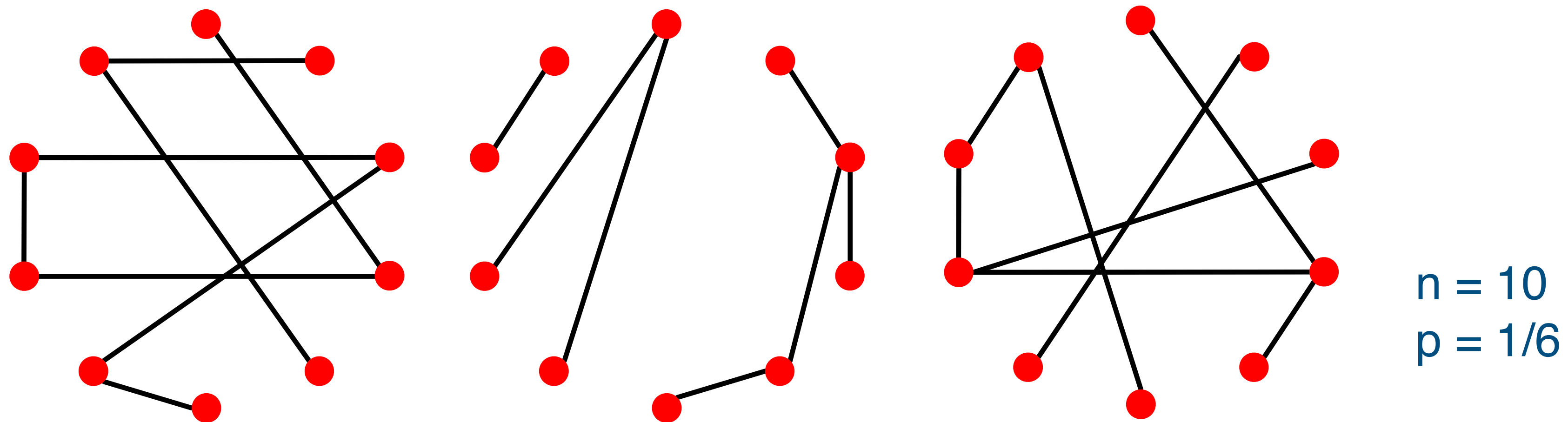


# Random Graph Model

$n$  and  $p$  do not uniquely determine the graph!

The graph is a result of a random process

We can have many different realizations given the same  $n$  and  $p$



# Random Graph Model: Edges

How likely is a graph with  $E$  edges?

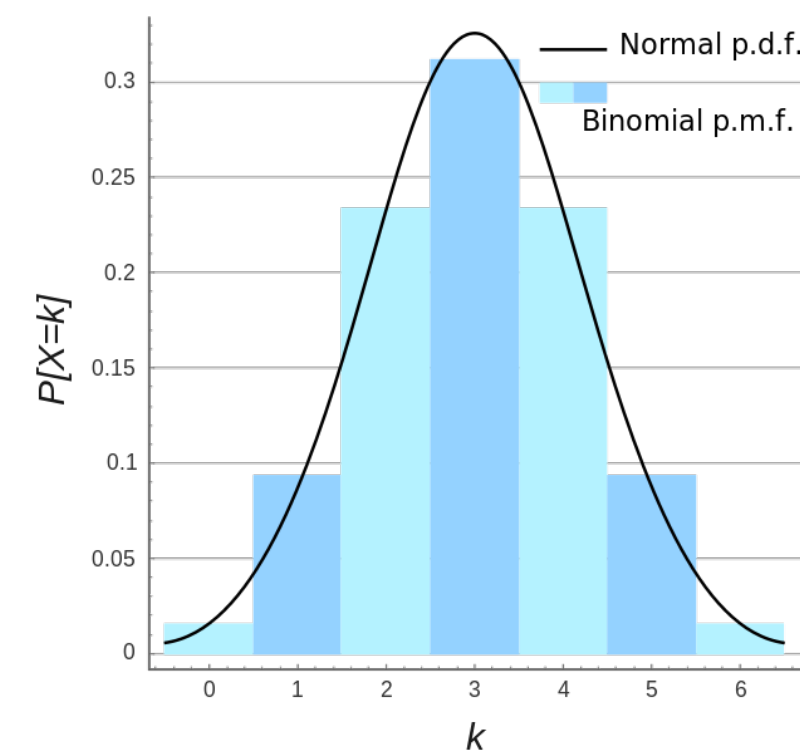
$P(E)$ : the probability that a given  $G_{np}$  generates a graph with exactly  $E$  edges:

$$P(E) = \binom{E_{\max}}{E} p^E (1-p)^{E_{\max}-E}$$

where  $E_{\max} = n(n-1)/2$  is the maximum possible number of edges in an undirected graph of  $n$  nodes

$P(E)$  is exactly the  
**Binomial distribution** >>>

Number of successes in a sequence of  $E_{\max}$   
independent yes/no experiments



# Node Degrees in a Random Graph

## What is expected degree of a node?

Let  $X_v$  be a rnd. var. measuring the degree of node  $v$

**We want to know:** 
$$E[X_v] = \sum_{j=0}^{n-1} jP(X_v = j)$$

## An easier way:

### Recall linearity of expectation

For any random variables  $Y_1, Y_2, \dots, Y_k$

If  $Y = Y_1 + Y_2 + \dots + Y_k$ , then  $E[Y] = E[Y_1 + Y_2 + \dots + Y_k] = \sum_i E[Y_i]$

Decompose  $X_v$  to  $X_v = X_{v,1} + X_{v,2} + \dots + X_{v,n-1}$

where  $X_{v,u}$  is a  $\{0,1\}$ -random variable

which tells if edge  $(v,u)$  exists or not

$$E[X_v] = \sum_{u=1}^{n-1} E[X_{vu}] = (n-1) \cdot p$$

### How to think about this?

- Prob. of node  $u$  linking to node  $v$  is  $p$
- $u$  can link (flips a coin) to all other  $(n-1)$  nodes
- Thus, the expected degree of node  $u$  is:  $p(n-1)$

# Properties of $G_{np}$

Degree distribution:  $P(k)$

Clustering coefficient:  $C$

What are values of these  
properties for  $G_{np}$ ?

# Degree Distribution

**Fact: Degree distribution of  $G_{np}$  is Binomial.**

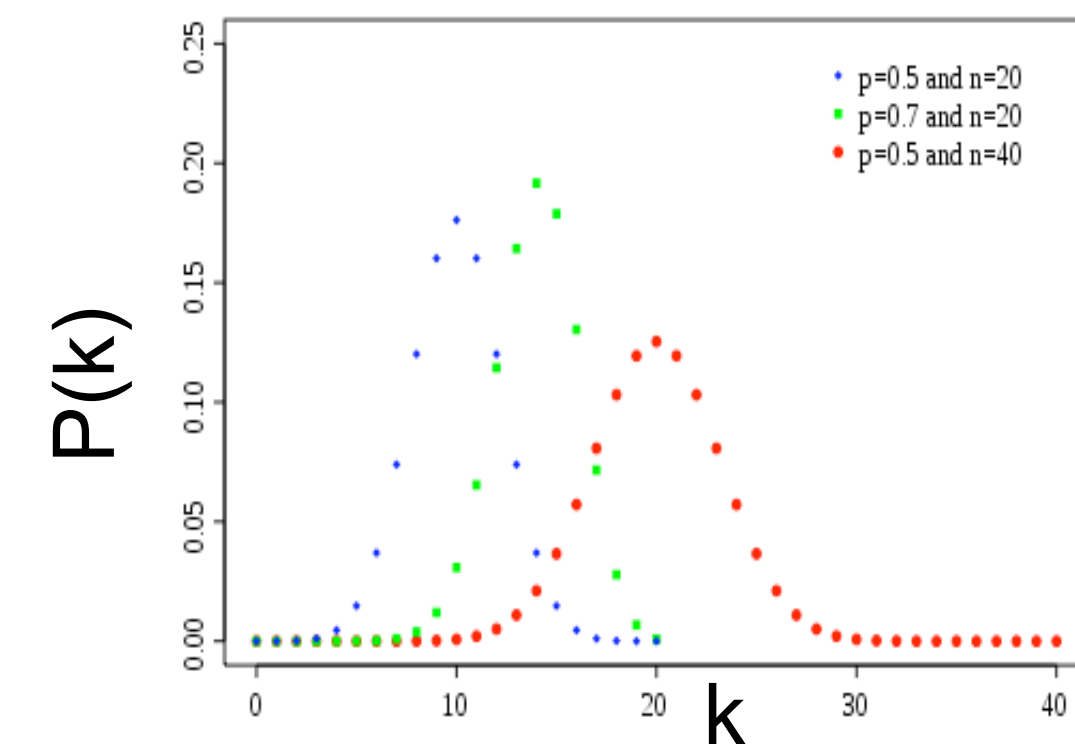
Let  $P(k)$  denote a fraction of nodes with degree  $k$ :

$$P(k) = \binom{n-1}{k} p^k (1-p)^{n-1-k}$$

Select  $k$  nodes out of  $n-1$

Probability of having  $k$  edges

Probability of missing the rest of the  $n-1-k$  edges



$$\bar{k} = p(n-1)$$



# Clustering Coefficient of $G_{np}$

Remember:  $C_i = \frac{2e_i}{k_i(k_i - 1)}$  Where  $e_i$  is the number of edges between  $i$ 's neighbours

Edges in  $G_{np}$  appear i.i.d. with prob.  $p$

So:  $e_i = p \frac{k_i(k_i - 1)}{2}$

Each pair is connected with prob.  $p$  Number of distinct pairs of neighbors of node  $i$  of degree  $k_i$

Then:  $C = \frac{p \cdot k_i(k_i - 1)}{k_i(k_i - 1)} = p$

And:  $C = p = \frac{\bar{k}}{n - 1}$  Since  $\bar{k} = p(n - 1)$

**Clustering coefficient is very small (if you fix average degree, decreases with graph size)**

# Network Properties of $G_{np}$

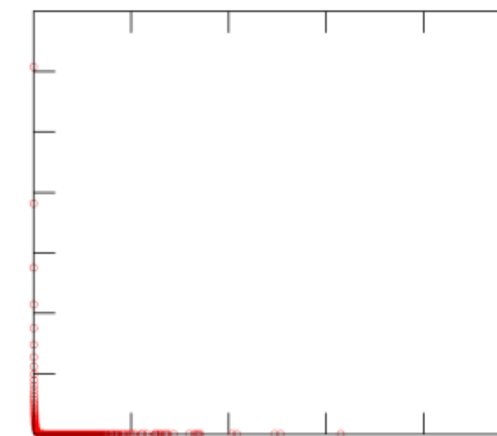
**Degree distribution:**  $P(k) = \binom{n-1}{k} p^k (1-p)^{n-1-k}$

**Clustering coefficient:**  $C = p = k / n$

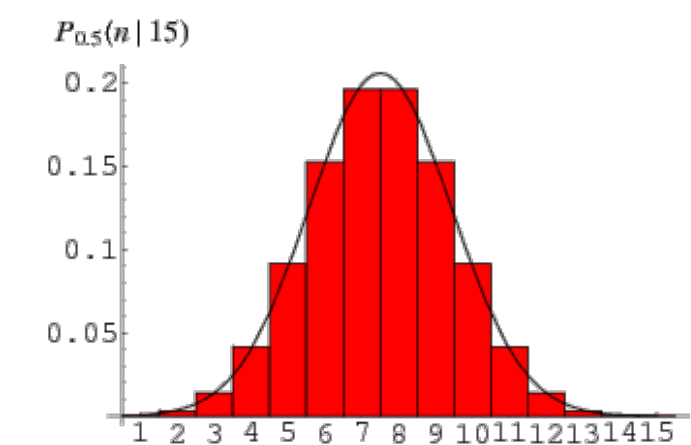
# MSN vs. $G_{np}$

Degree distribution:

MSN



$G_{np}$



Clustering coefficient:  $0.11$

$$k / n \\ \approx 8 \cdot 10^{-8}$$

# Real Networks vs. $G_{np}$

Are real networks like random graphs?

Clustering Coefficient: ☹️

Degree Distribution: ☹️

**Problems with the random networks model:**

Degree distribution differs from that of real networks

No local structure – clustering coefficient is too low

Most important: Are real networks random?

**NOPE!**

# Real Networks vs. $G_{np}$

If  $G_{np}$  is wrong, why did we spend time on it?

- It will help us calculate many quantities that can then be compared to the real data
- If the quantity you just calculated also shows up in  $G_{np}$ , it's probably not that interesting (“this also happens if you assume complete randomness”)
- It is the reference model for the rest of the class.

So, while  $G_{np}$  is not realistic,  
it is extremely useful!

(Because if the phenomenon you observed also happens in  $G_{np}$ , it's probably not that interesting)

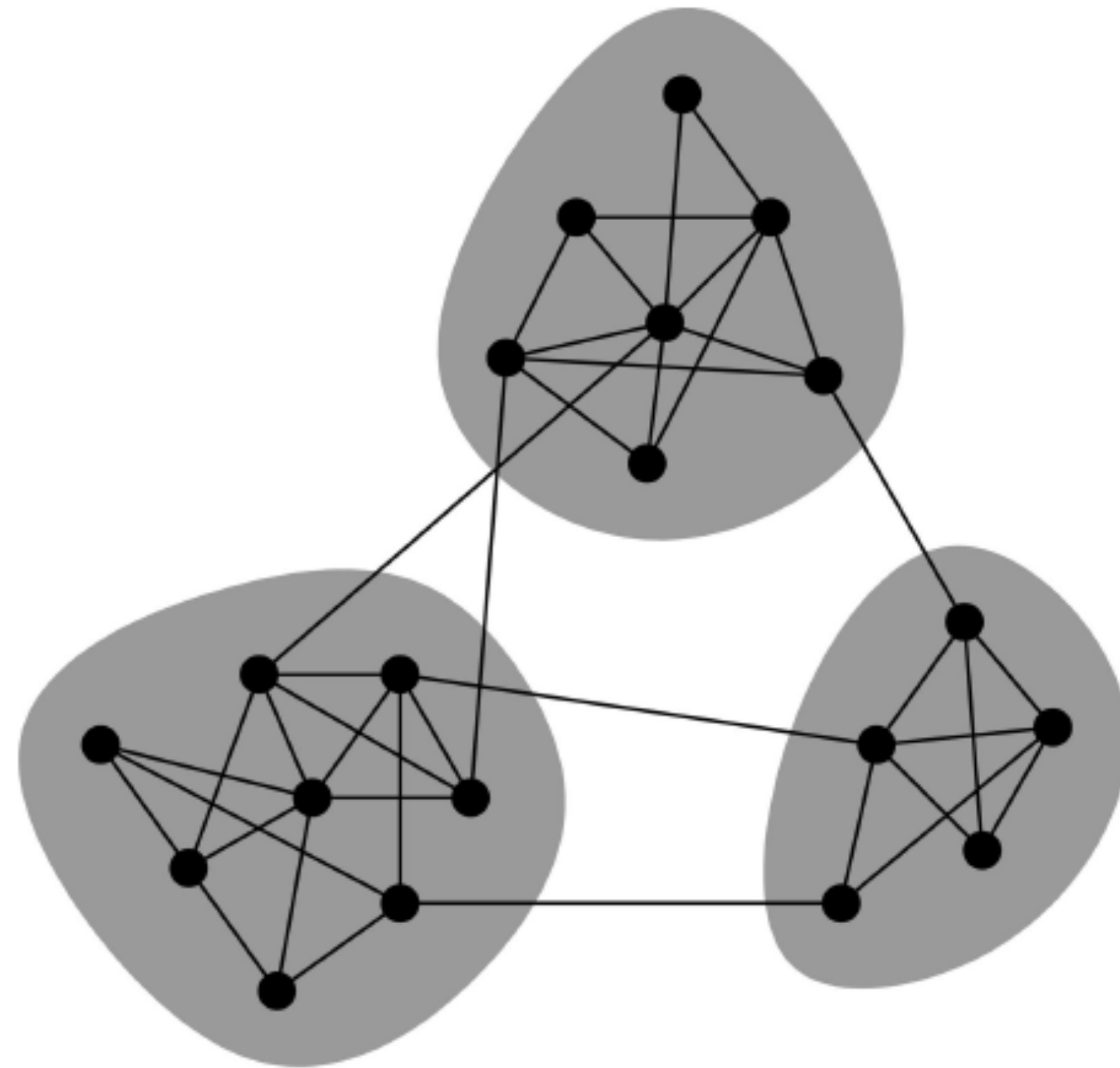


# Strong and weak ties

**Modeling relationships of varying strength**

# Networks & Communities

We often think of networks “looking” like this:



What can lead to such a conceptual picture?

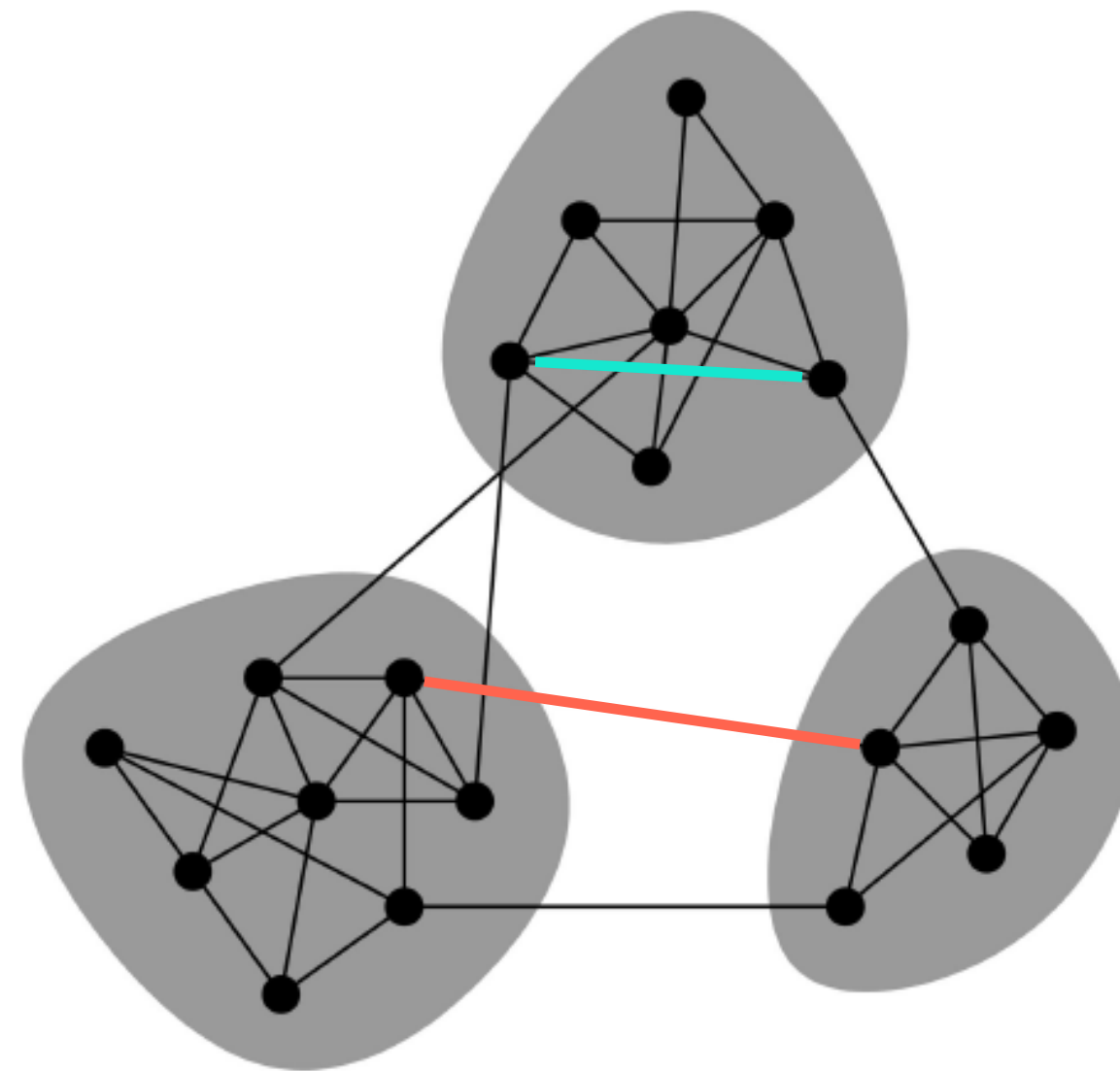
# Networks: Flow of Information

- **How information flows through the network?**
  - What structurally distinct roles do nodes play?
  - What roles do different **links** (**short** vs. **long**) play?
- **How people find out about new jobs?**
  - Mark Granovetter, part of his PhD in 1960s
  - People find the information through personal contacts
- **But:** Contacts were often **acquaintances** rather than close friends
  - **This is surprising:** One would expect your friends to help you out more than casual acquaintances
- **Why is it that acquaintances are most helpful?**

# Granovetter's Answer

Two perspectives on **friendships**:

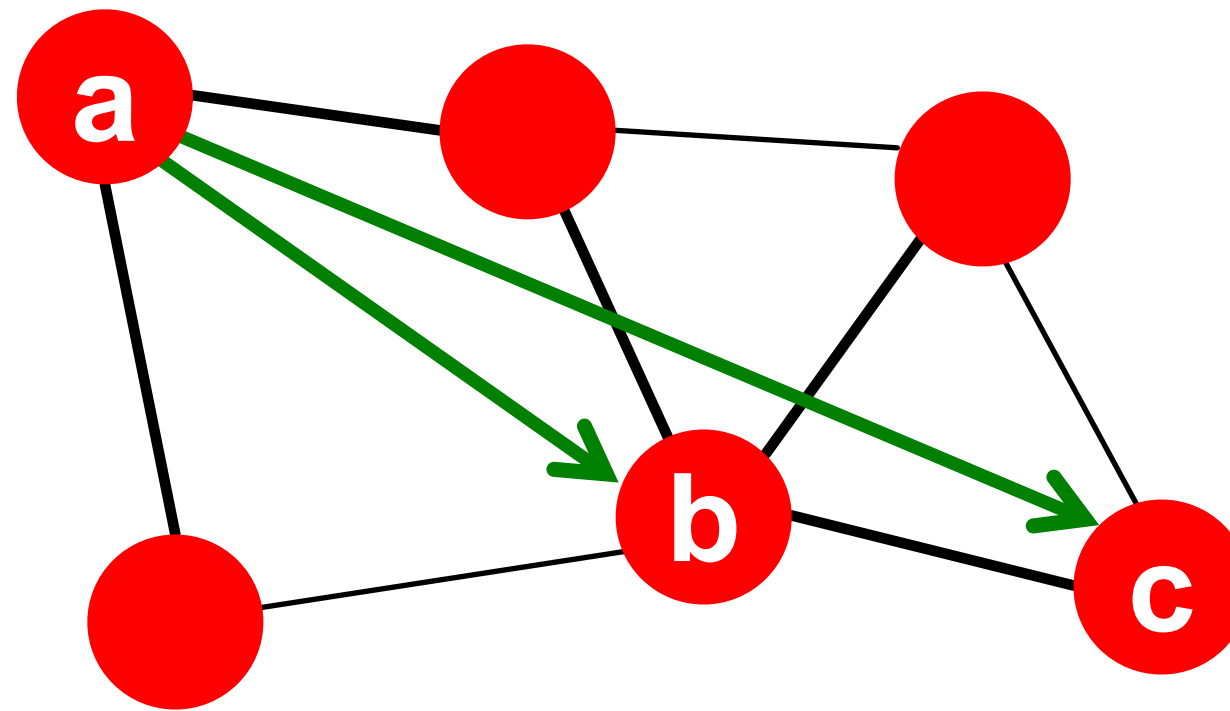
**Structural:** Friendships span different parts of the network



The two highlighted edges are structurally different: one spans two different “communities” and the other is inside a community

**Interpersonal:** Friendship between two people vary in strength, you can be close or not so close to someone

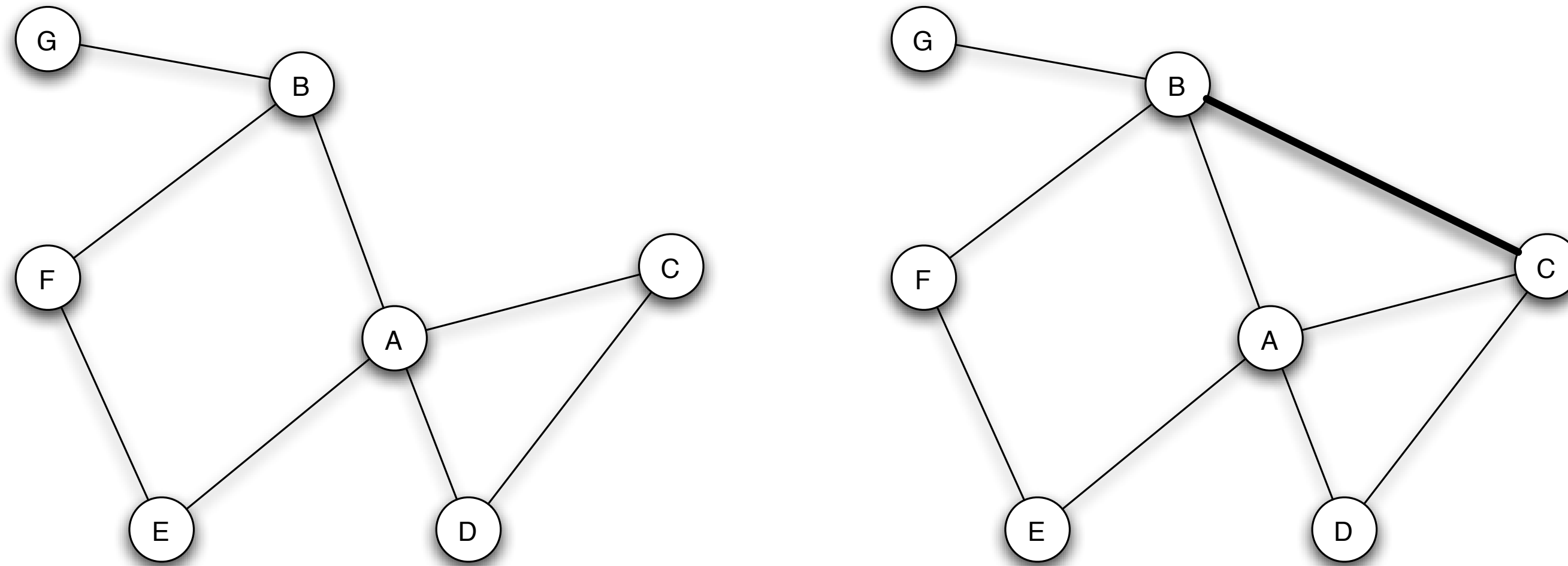
# Structural force: Triadic closure



Which edge is more likely:  
a–b or a–c?



# Triadic closure



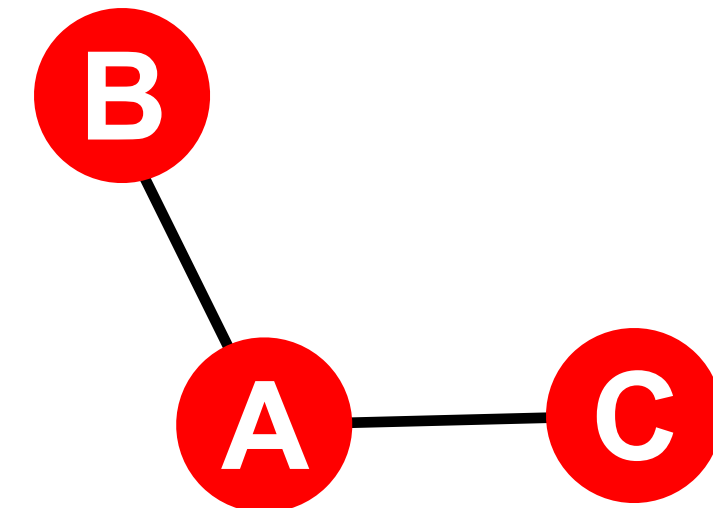
**Informally:** If two people in a social network have a friend in common, then there is an increased likelihood that they will become friends themselves at some point in the future.

# Triadic Closure

- Triadic closure == High clustering coefficient

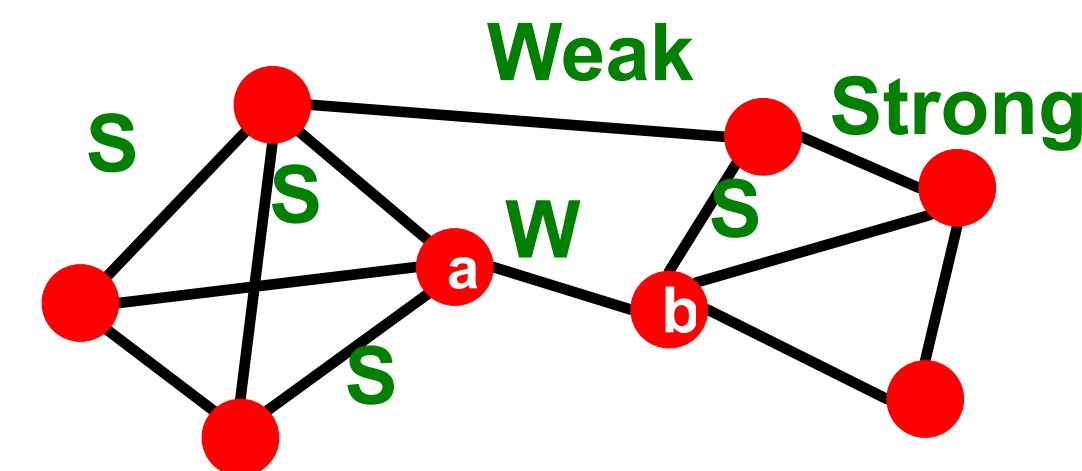
## Reasons for triadic closure:

- If ***B*** and ***C*** have a friend ***A*** in common, then:
  - ***B*** is more likely to meet ***C***
    - (since they both spend time with ***A***)
  - ***B*** and ***C*** trust each other
    - (since they have a friend in common)
  - ***A*** has **incentive** to bring ***B*** and ***C*** together
    - (as it is hard for ***A*** to maintain two disjoint relationships)



# Granovetter's Explanation

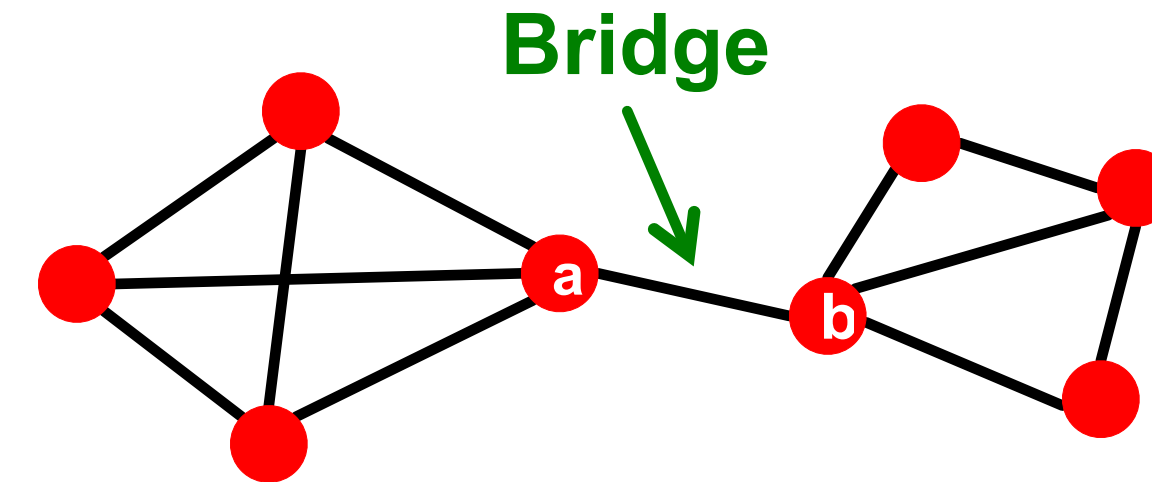
- Granovetter makes a connection between social and structural role of an edge
- **First point: Structure**
  - Structurally embedded edges are also socially strong
  - Long-range edges spanning different parts of the network are socially weak
- **Second point: Information**
  - Long-range edges allow you to gather information from different parts of the network and get a job
  - Structurally embedded edges are heavily redundant in terms of information access



# Network Vocabulary: Span and Bridges

## Define: **Bridge edge**

If removed, it disconnects the graph



## Define: **Span**

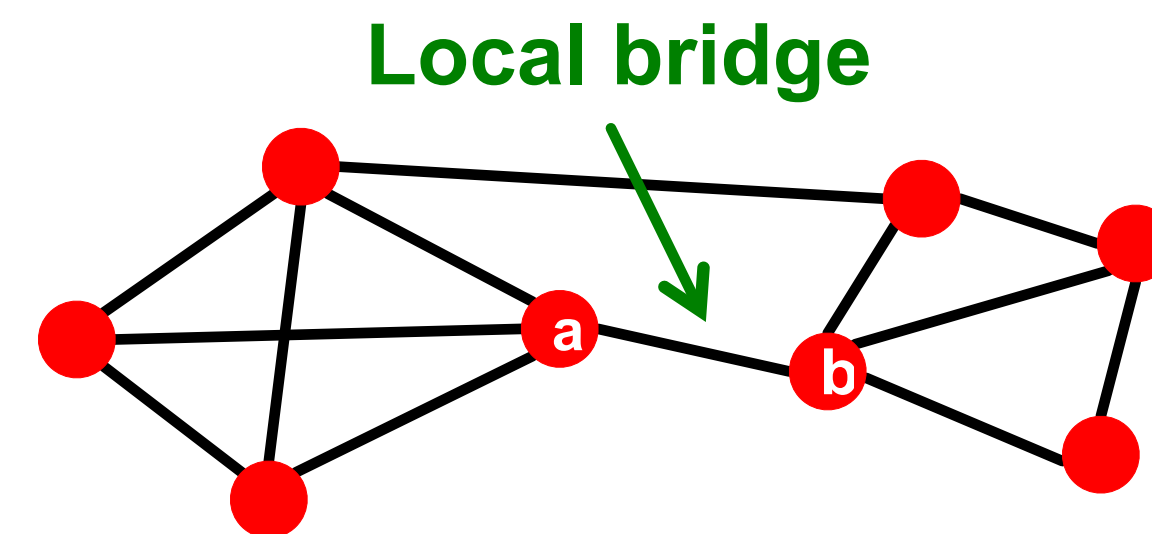
The **Span** of an edge is the distance of the edge endpoints if the edge is deleted.

## Define: **Local bridge**

Edge of **Span**  $> 2$

(any edge that doesn't close a triangle)

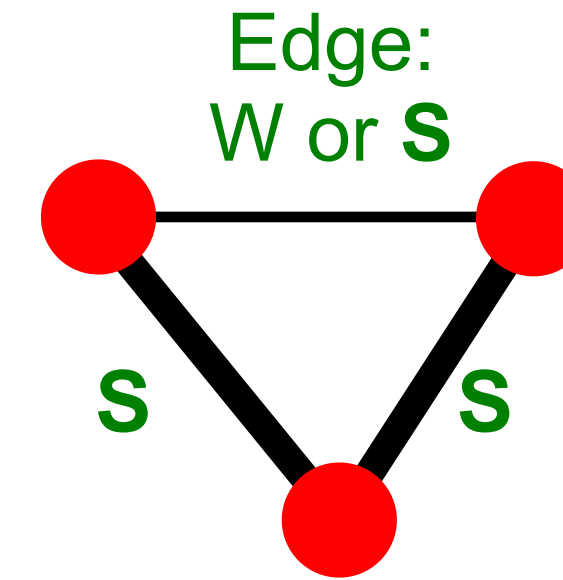
Idea: Local bridges with long span are like real bridges



# Granovetter's Explanation

Model: Two types of edges:

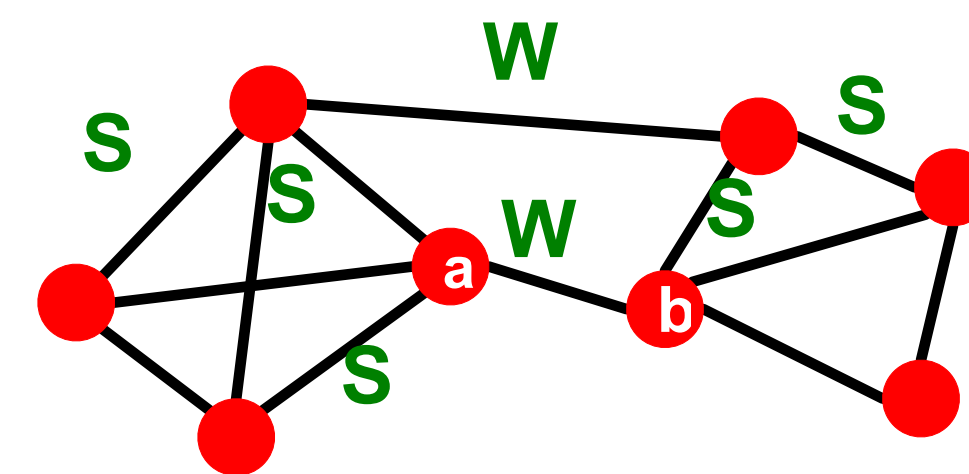
**Strong** (friend), **Weak** (acquaintance)



Model: **Strong Triadic Closure** property:

**Two strong ties imply a third edge**

Fact: If strong triadic closure is satisfied then **local bridges are weak ties!**



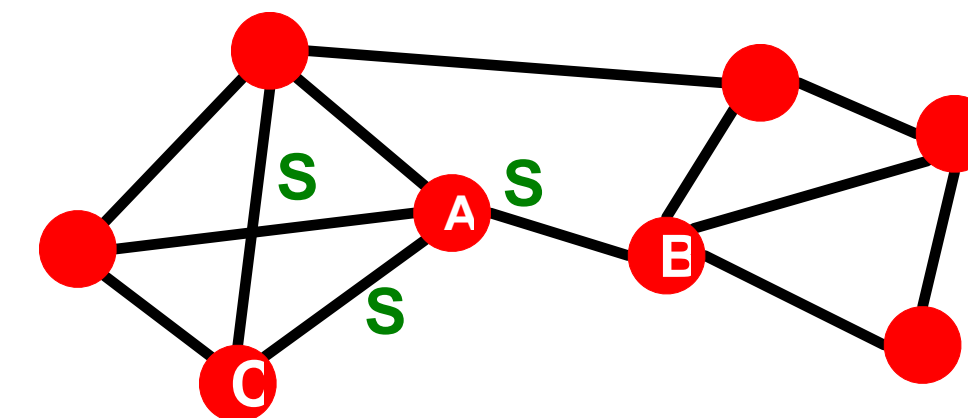
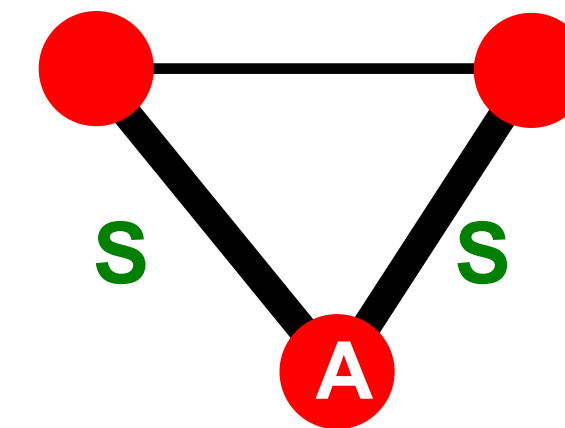


# Local Bridges and Weak ties

- **Claim:** If node  $A$  satisfies **Strong Triadic Closure** and is involved in at least **two strong ties**, then any **local bridge** adjacent to  $A$  must be a **weak tie**.

- **Proof by contradiction:**

- Assume  $A$  satisfies **Strong Triadic Closure** and has **2 strong ties**
- Let  $A - B$  be **local bridge** and a **strong** tie
- Then  $B - C$  must exist because of **Strong Triadic Closure**
- But then  $A - B$  is **not a bridge!**  
(since  $B-C$  must be connected due to Strong Triadic Closure property)



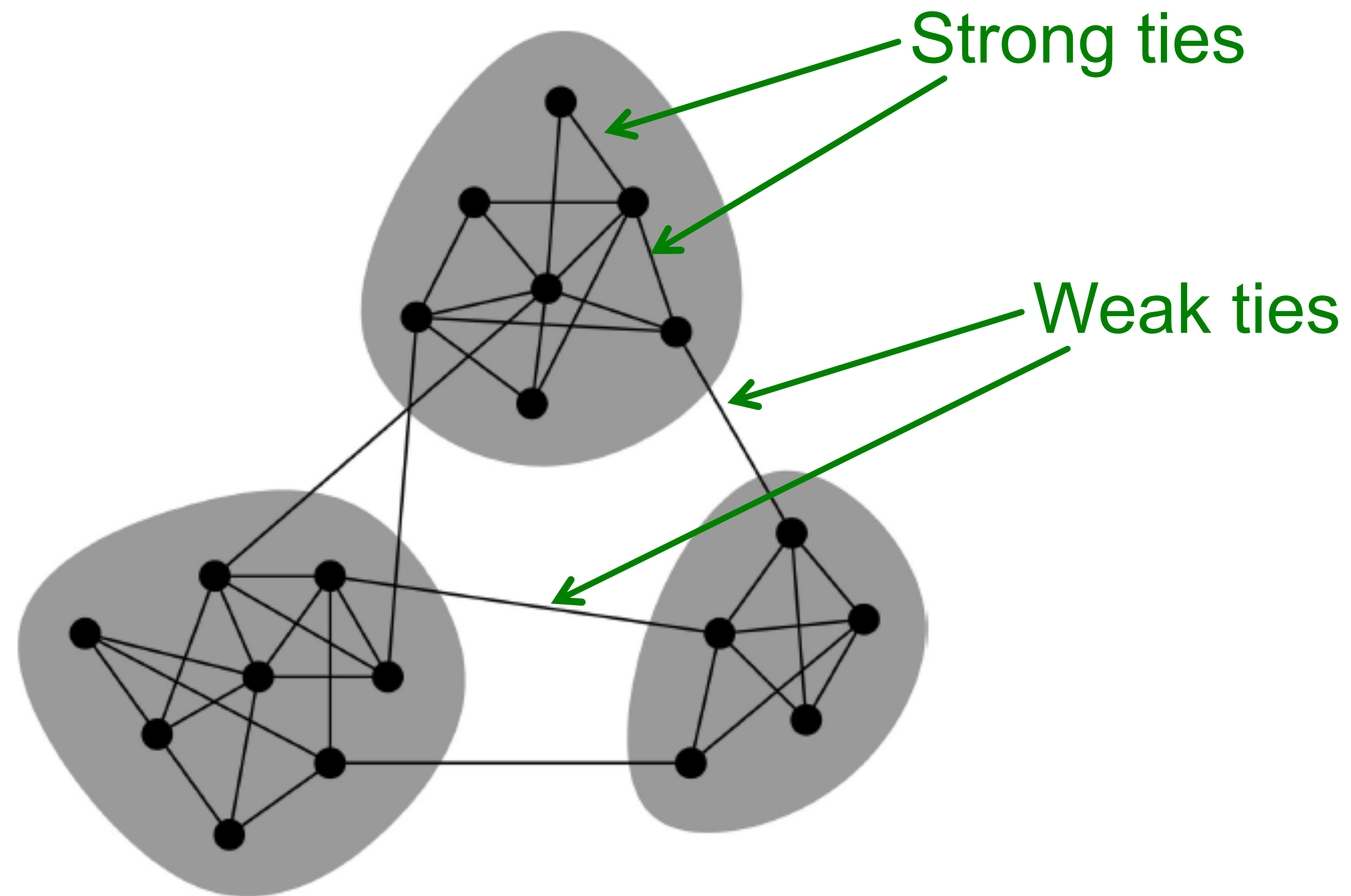
# Granovetter's Explanation

**Weak** ties have access to **different parts** of the network! Access to other sources and other kinds of information

**Strong** ties have **redundant information**

# Conceptual Picture of Networks

Granovetter's theory leads to the following conceptual picture of networks



# Tie strength in real data

- For many years Granovetter's theory was not tested
- But, today we have large who-talks-to-whom graphs:
  - Email, Messenger, Cell phones, Facebook
- Onnela et al. 2007:
  - Cell-phone network of 20% of country's population
  - Edge strength: # phone calls

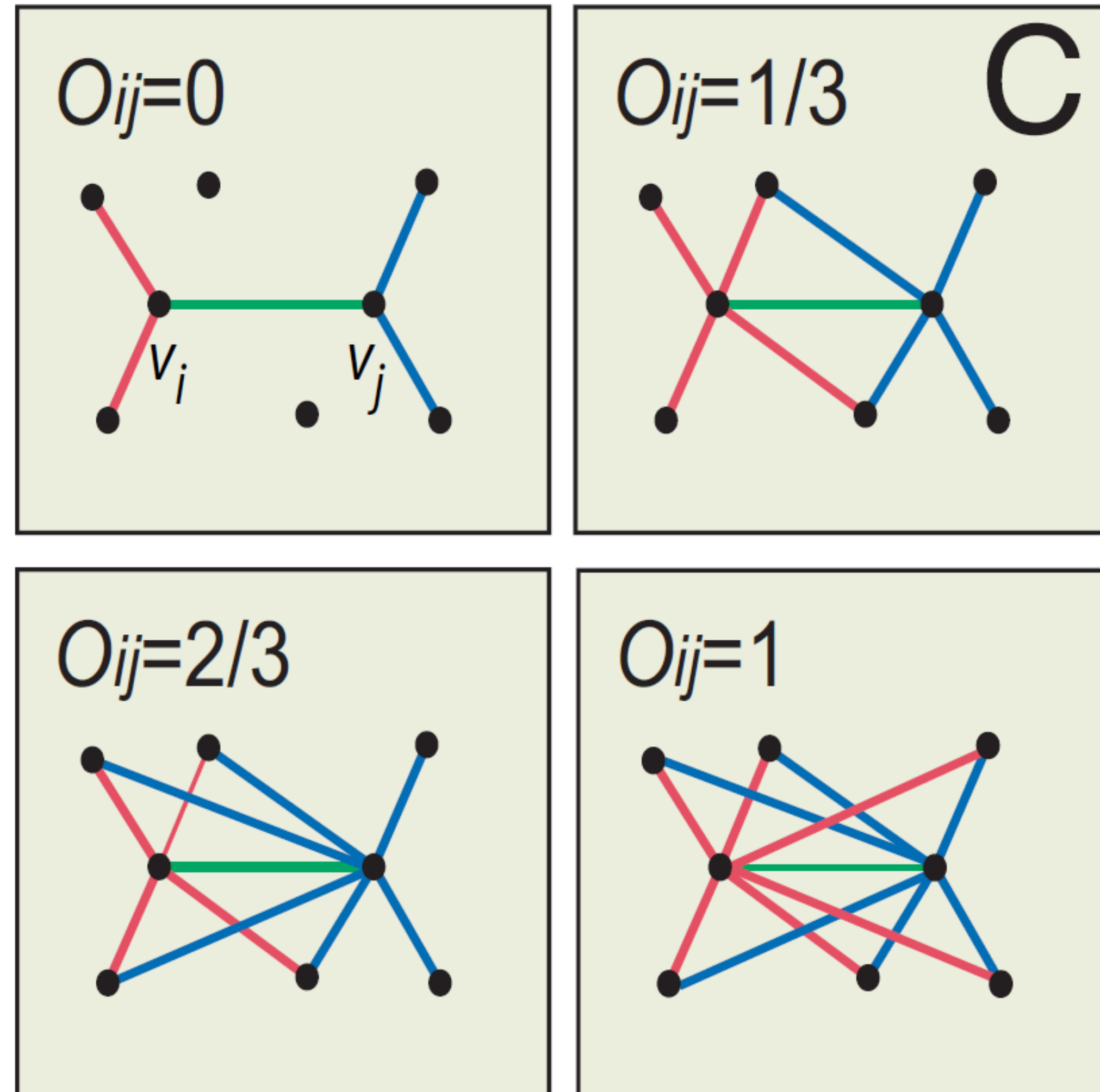
# Neighborhood Overlap

## ■ Edge overlap:

$$O_{ij} = \frac{N(i) \cap N(j)}{N(i) \cup N(j)}$$

- $N(i)$  ... a set of neighbors of node  $i$

- **Overlap = 0**  
when an edge is a **local bridge**



# Phones: Edge Overlap vs. Strength

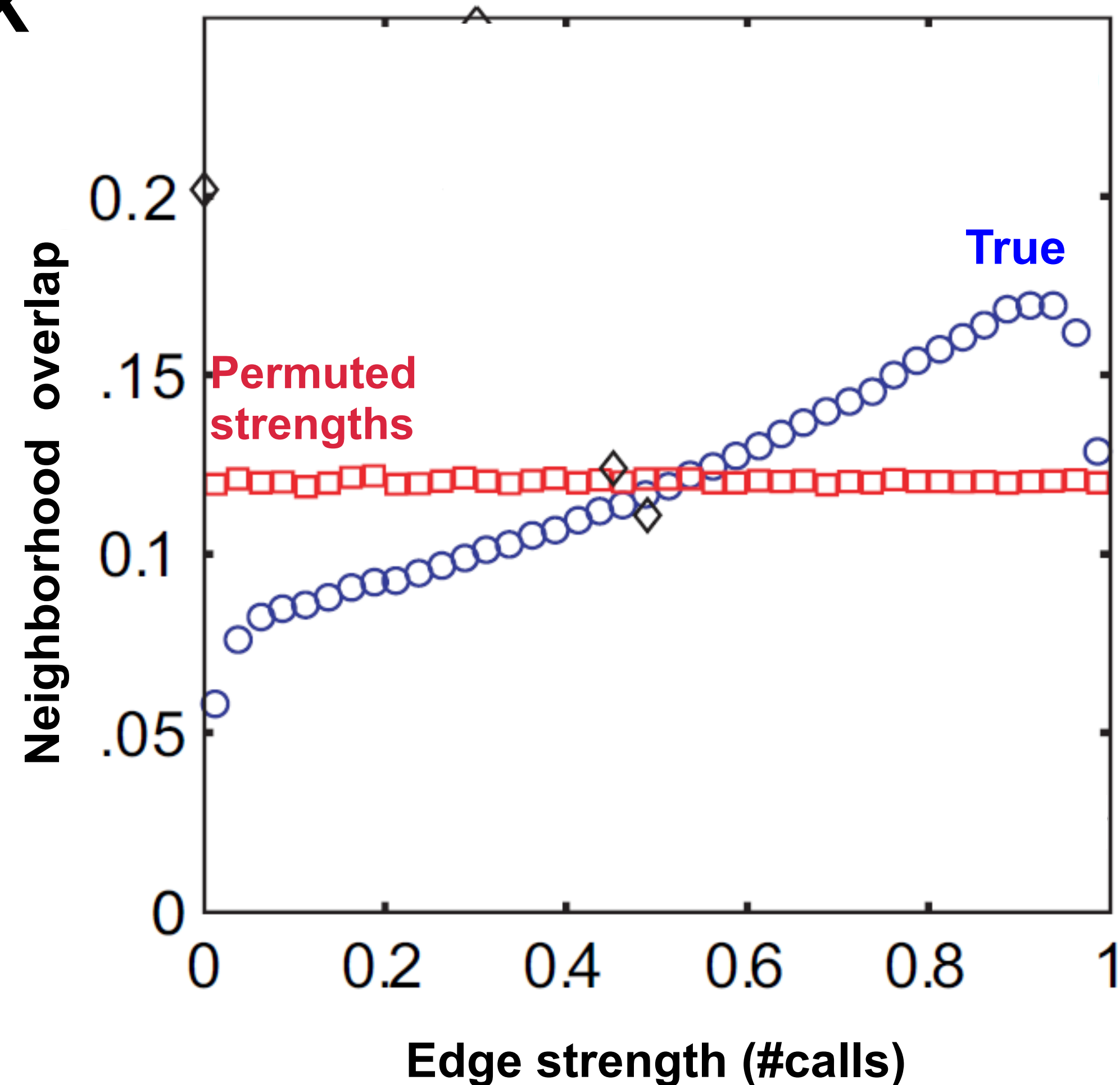
- Cell-phone network

- **Observation:**

- Highly used links have high overlap!

- **Legend:**

- **True:** The data
- **Permuted strengths:** Keep the network structure but randomly reassign edge strengths

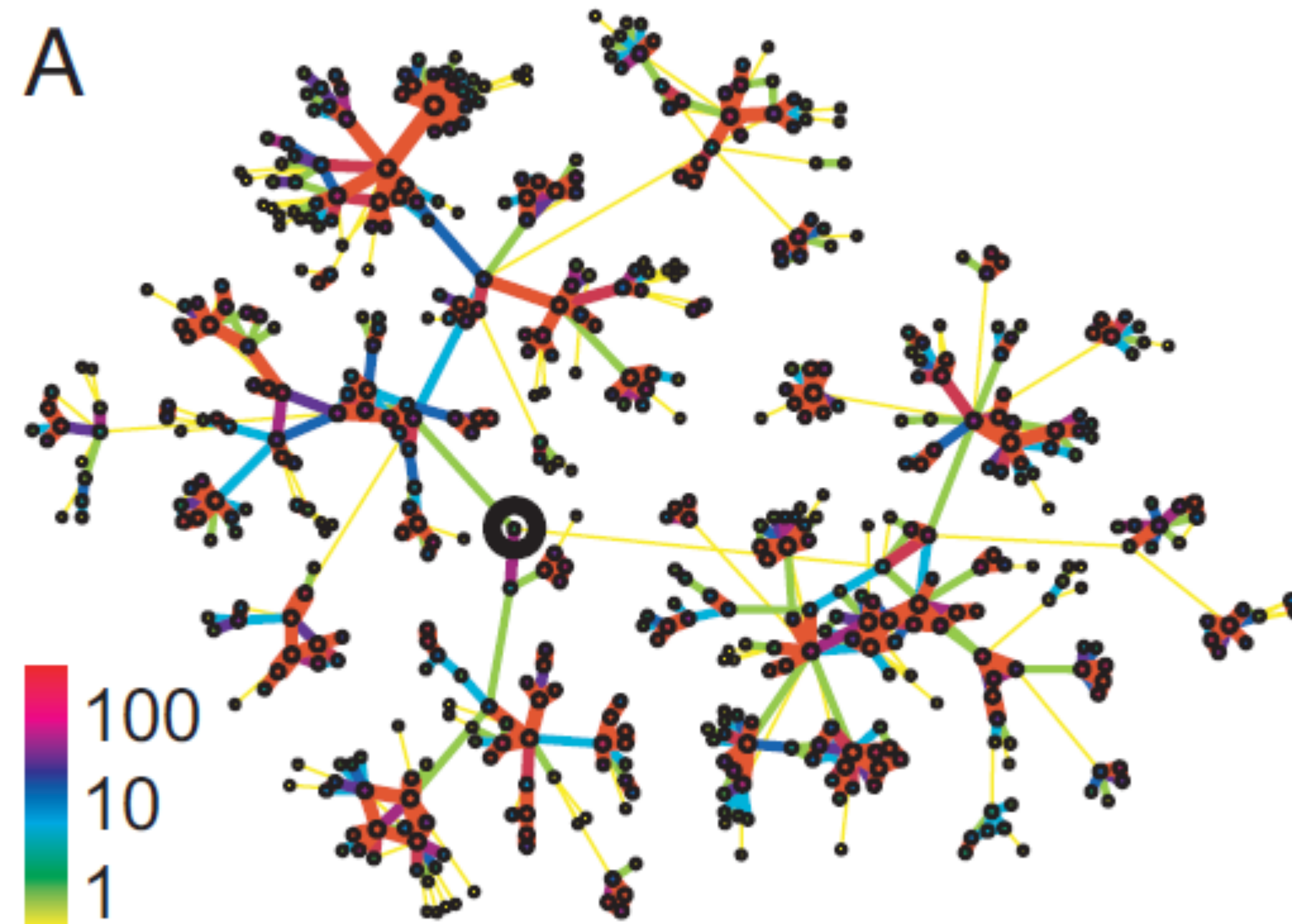




# Real Network, Real Tie Strengths

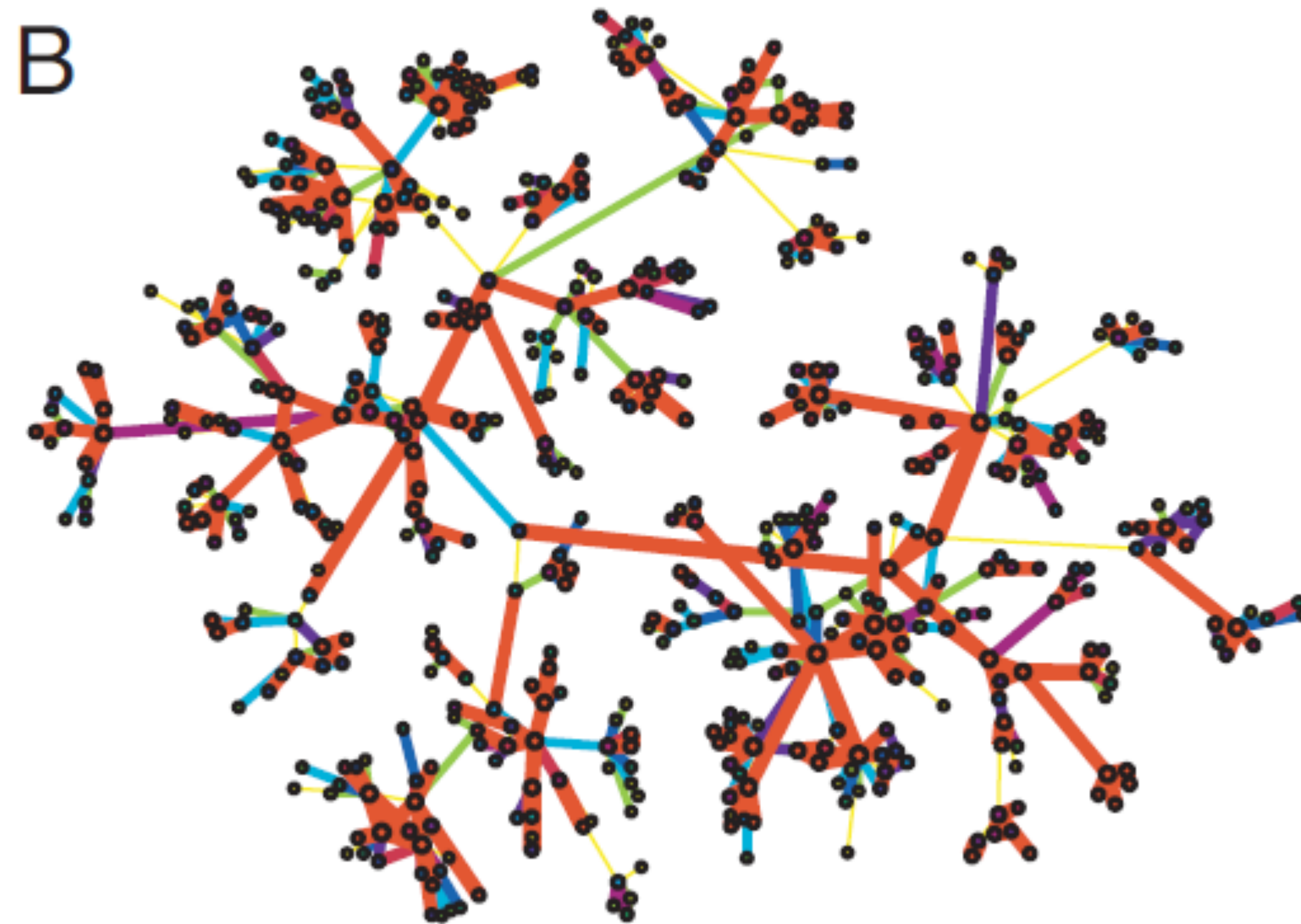
## Real edge strengths in mobile call graph

Strong ties are more embedded (have higher overlap)



# Real Net, Permuted Tie Strengths

Same network, same set of edge strengths  
but now **strengths are randomly shuffled**

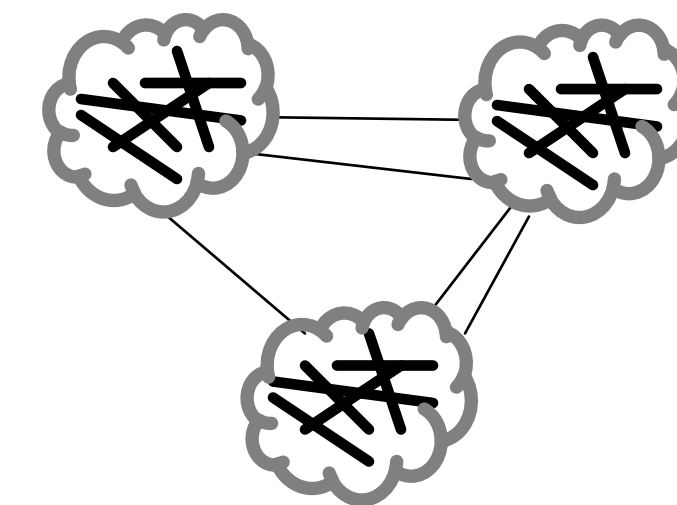
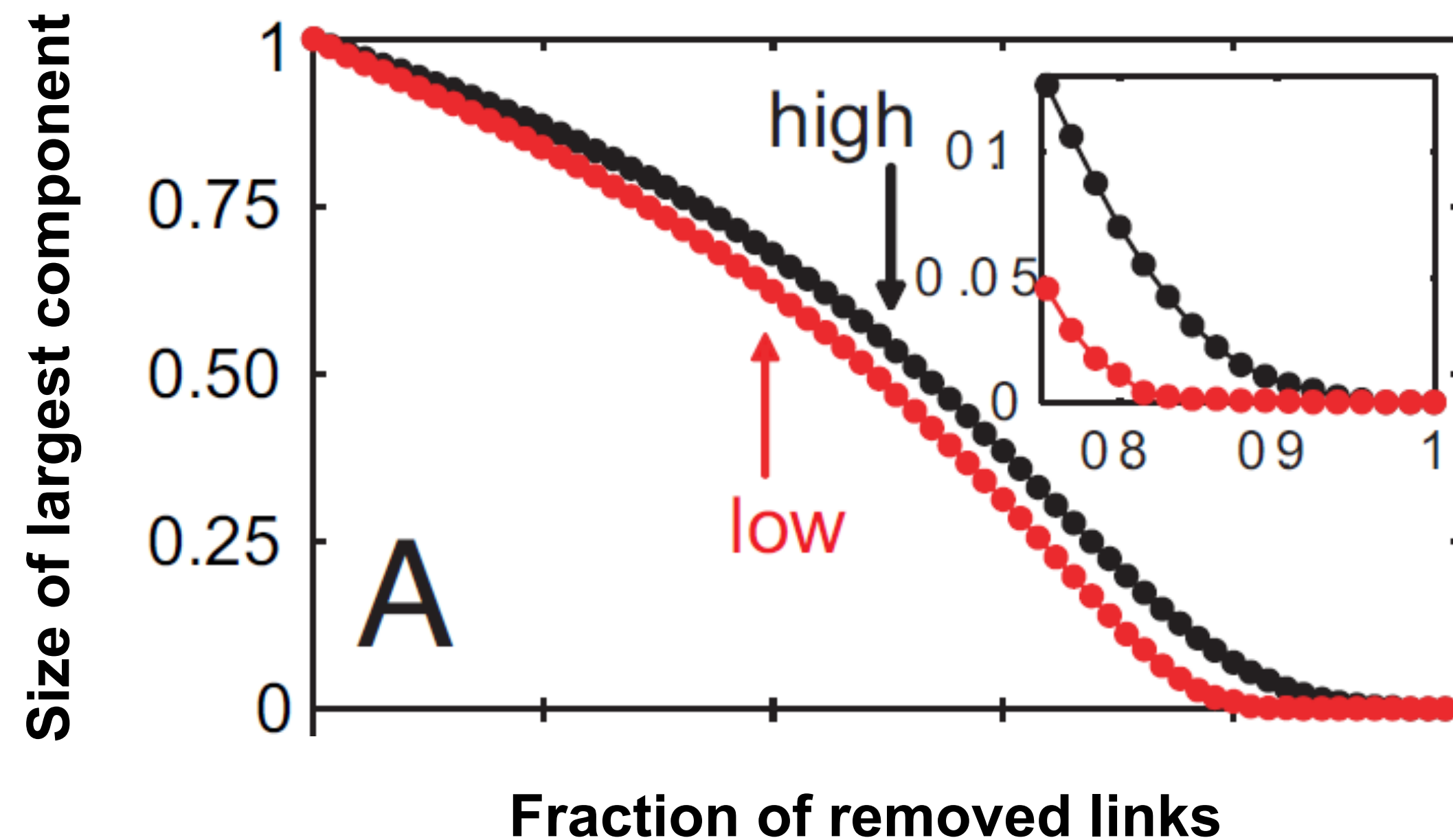


# Link Removal by Strength

Removing links by **strength (#calls)**

- Low to high
- High to low

**Low**  
disconnects  
the network  
sooner



Conceptual picture  
of network structure

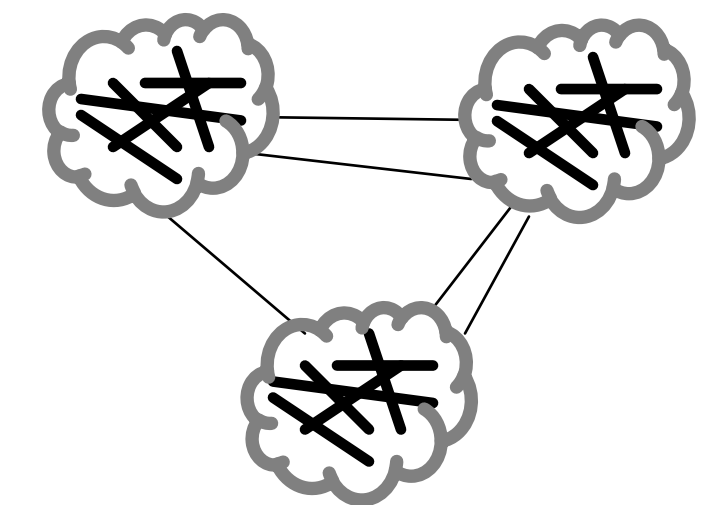
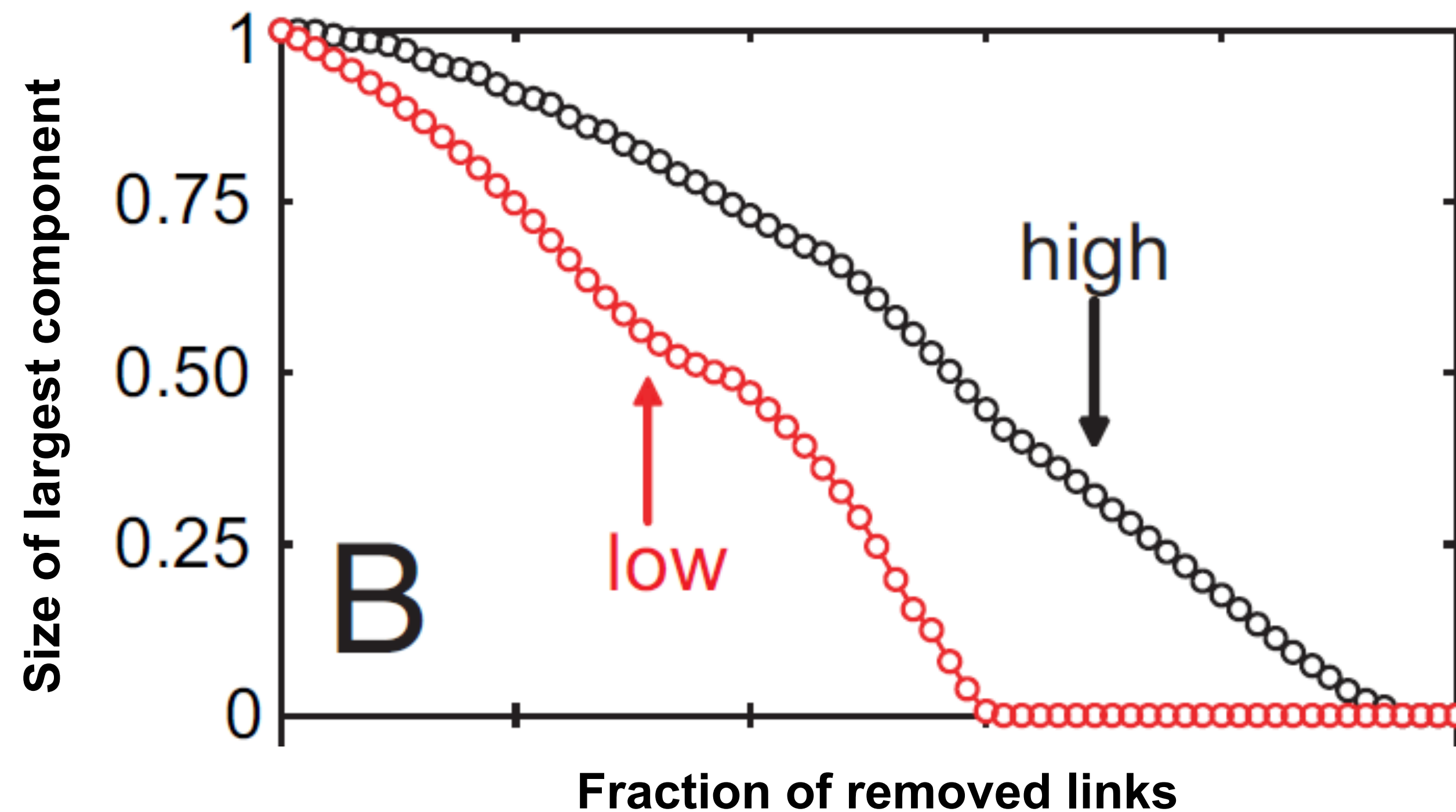


# Link Removal by Overlap

Removing links based on **overlap**

- Low to high
- High to low

**Low**  
disconnects  
the network  
sooner



Conceptual picture  
of network structure

# Course progress

Assignment 1 out next week

- Due 2 weeks later
- Get started early!