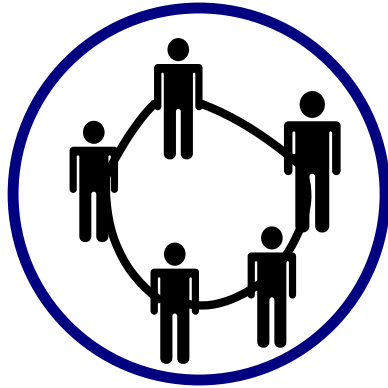


How Information Flows through a Social Network

*Based on the ideas found in Brokerage and Closure by Ronald S. Burt

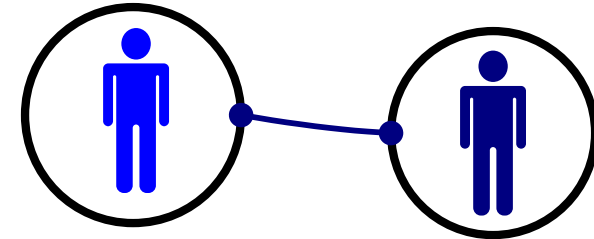


... within a Social Group, ...

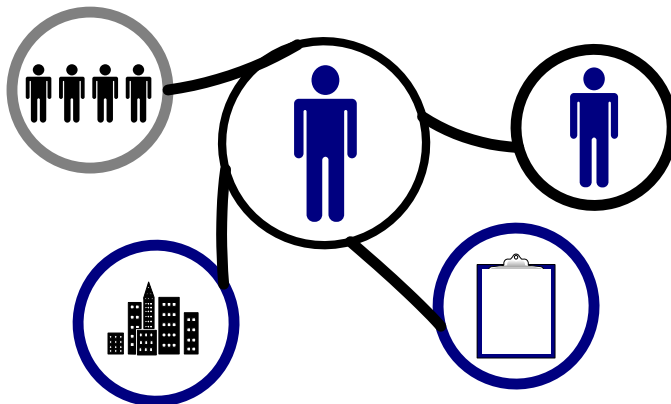
Information flows ...

*as an exchange of Ideas,
Stories or Data ...*

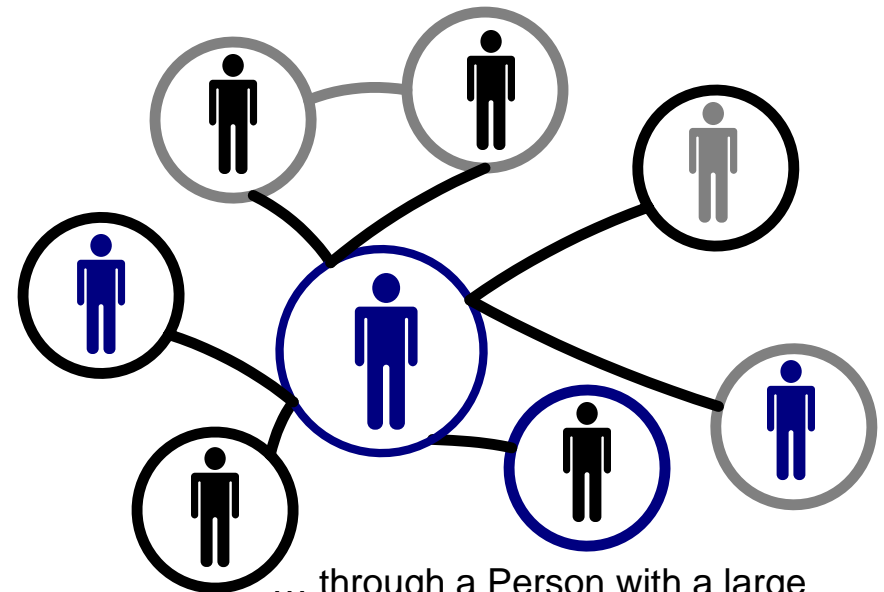
*... in informal
conversation and formal
communication.*



... through one-to-one
personal interaction ...



... through a Person of recognized
knowledge or influence ...



... through a Person with a large
network of relationships ...

Presented by: