Distinguished Business Analytics Speaker Events

The Strength of Long-Range Ties Common sense tells us that the relationally strongest social ties are formed with people in our immediate social network, whereas long-range connections that span large social networks are likely to be weak, composed of sporadic and emotionally distant relationships. However, researchers historically have lacked the population-scale network data needed to verify the predicted weakness. Using data from 11 culturally diverse population-scale networks on four continents—encompassing 56 million Twitter users and 58 million mobile phone subscribers—we find that long-range ties are nearly as strong as social ties embedded within a small circle of friends. These high-bandwidth connections have important implications for diffusion and social integration.

Speaker: Patrick Park, Data Science Fellow at the University of Michigan Institute for Data Science (MIDAS)

Patrick Park is a Data Science Fellow at the University of Michigan Institute for Data Science (MIDAS). He earned his PhD in sociology from Cornell University in 2016. His interdisciplinary research centers on addressing theoretical questions regarding the micro and macro structure of a broad range of social networks (e.g. online communication, gift exchange, acknowledgement relations in academic journal articles) and the social dynamics that unfold on networks (e.g. social contagion, status competition). In his research, Patrick employs statistical analyses on rich, large-scale online behavioral data and agent-based computational models. His work in the area of computational social science received recognition through two National Science Foundation grants and through the Best Paper Award at the 2015 Social Computing, Behavioral-Cultural Modeling, and Prediction Conference. His work on the strength of long-range ties received honorable mention from the Economic Sociology section of the American Sociological Association. His articles appeared in Science, Social Networks, PLOS One, Lecture Notes in Computer Science, and Big Data & Society.

Wednesday, March 17, 2021, Eastern Time 4:00 - 5:00 pm
Zoom Webinar
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