Mark Granovetter's concept of "weak ties" illustrates how technology expands social networks (such as LinkedIn and Facebook), providing access to information and opportunities. However, as Turkle (2015) points out, while the quantity of these ties increases, their quality often declines due to the lack of depth and emotional presence in digital communication. For example, young people report having hundreds of virtual friends but fewer close relationships in real life, demonstrating technology's preference for superficial connections over deep emotional bonds.

Summarized by © lakhasly.com