

Malcolm Gladwell, Tipping Point: How Little Things Can Make a Big Difference, (NY: Little Brown, 2000)

Law of the Few. Social epidemics work in exactly the same way. They are also driven by the efforts of a handful of exceptional people. . . . It's things like how sociable they are, or how energetic or influential among their peers. . . . The Law of the Few says the answer is that one of these exceptional people found out about the trend, and through social connections and energy and enthusiasm and personality spread the word . . . (p. 21-22)

Stickiness Factor - The idea of stickiness in tipping has enormous implications for the way we regard social epidemics as well. We tend to spend a lot of time thinking about how to make messages more contagious – how to reach as many people as possible with our products or ideas. But the hard part of communication is often figuring out how to make sure a message doesn't go in one ear and out the other. Stickiness means that a message makes an impact. You can't get it out of your head. It sticks in your memory.

The Stickiness Factor says that there are specific ways of making a contagious message memorable; there are relatively simple changes in the presentation and structuring of information that can make a big difference in how much of an impact it makes. (p. 24-25)

Power of Context - In an experiment, people who saw smoke seeping out from under a doorway would report it 75 percent of the time when they were on their own, but the incident would be reported only 38 percent of the time when they were in a group. When people are in a group, in other words, responsibility for acting is diffused. They assume that someone else will make the call, or they assume that because no one else is acting, the apparent problem – isn't really a problem. (28)

Law of the Few – Connectors, Mavens, Salesmen

Connector – Paul Revere – able to cause a word of mouth epidemic. rare set of social gifts (33)

Six degrees of separation does not mean that everyone is linked to everyone else in just six steps. It means that a very small number of people are linked to everyone else in a few steps and the rest of us are linked to the world through those special few.

My social circle is, in reality, not a circle. It is a pyramid. And at the top of the pyramid is a single person who is responsible for an overwhelming majority of the relationships that constitute my life. Not only is my social circle not a circle, it's not mine either. It belongs to Jacob. It's more like a club that he invited me to join. These people who link us up with the world, who bridge people, who introduce us to our social circles – these people on whom we rely more heavily than we realize – are Connectors, people with a special gift for bringing the world together.

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What makes someone a Connector? The first – a most obvious criterion – is that Connectors know lots of people. They are the kinds of people who know everyone. All of us know someone like this. But I don't think that we spend a lot of time thinking about the

importance of these kinds of people. I'm not even sure that most of really believe that the kind of person who knows everyone really knows everyone. But they do. There is a simple way to show this. . . .

Sprinkled among every walk of life, in other words, are a handful of people with a truly extraordinary knack of making friends and acquaintances. They are Connectors.

Connectors have an instinctive and natural gift for making social connections. He's not aggressive about it. He's not one of those overly social, back-slapping types for whom the process of acquiring acquaintances is obvious and self-serving. He's more an observer, with the dry, knowing manner of someone who likes to remain a bit on the outside. He simply likes people, in a genuine and powerful way, and he finds the patterns of acquaintanceship and interaction in which people arrange themselves endlessly fascinating.

Connectors are important for more than simply the number of people they know. Their importance is also a function of the kinds of people they know. Connectors have network of "weak ties"

They are people whom all of us can reach in only a few steps because, for one reason or another, they manage to occupy many different worlds and subcultures and niches. In the case of Connectors, their ability to span many different worlds is a function of something intrinsic to their personality, some combination of curiosity, self-confidence, sociability and energy.