

<b>1</b>	<b>Why Super Weak Relationships?</b>	<b>1</b>
<b>2</b>	<b>The Human in the Network of Relationships</b>	<b>13</b>
	Simultaneous Presence and its Measurement: Two-Mode Networks	14
	The Classification of Relationships According to Their Strength	19
	Strong Weak Relationships, but a Problem: Relationships are Multidimensional	22
	Support, Intimacy and Even Sex—What are Strong Relationships For?	29
	Weak Relationships for Information Exchange and Reach	33
	Learning through Presence: Super Weak Relationships	35
	Comparison of Relationship Strengths	39
	The Interplay of Different Relationship Strengths	42

<b>3</b>	<b>Components of the Effect of Super Weak Relationships</b>	47
	Situations: Where We Meet and What is Shared There	48
	Oh, What a Coincidence! No, It's Not a Coincidence	
	Who We Meet by Chance—The Effect of Structuration	51
	What is Allowed and What is Not—The Inherent Logic of the Situation	56
	We are All Very Limited, Especially in Social and Cognitive Terms	61
	What we Perceive is Determined by Others	62
	How do we Know How to Behave?	65
	Negotiating and Bargaining, These are Completely Different Things	68
	How Cultural Preferences Become Relationships: Ties and “Cultural Ties”	69
	Dance Initiators and Audience—Who Does What Depends on the Position	72
<b>4</b>	<b>Super Weak Relationships: The Traffic Light and the Opera</b>	79
	Who Stops at Red? The Pedestrian Traffic Light	83
	Dependence on Authority Relationships in Positional Structures	87
	Different Types of Super-Weak Relationships	89
	Ambiguity of the Demarcation between Different Relationship Strengths	89
	Basic Idea of Mutual Observation	90
	Super Weak Relationships in Media	90
	Mutual Super-Weak Relationships	95
	Frequency of Encounters and Ambiguity of Terms	96
	Differences in the Effectiveness of Super Weak Relationships	99
<b>5</b>	<b>The Leaning Tower of Pisa</b>	103
	The Leaning Tower	106
	The Tower of Pisa—A Special Place?	107
	Why Behavior is Contagious	109

The Situation at the Tower Square, or Who Comes into Contact with Whom?	113
How and Why Does One Vary the Tower Holding?	116
People of the World in One Place	119
Social Media or the Knowledge of Holding the Tower	122
Network Research and the Problem of Imitation	125
<b>6 How Super Weak Relationships Affect Fashion</b>	129
From Dogs to Students	129
Can We Tell What Someone is Studying by Their Clothing?	131
The Outfit, and Who is Out and About with Whom in the City	132
Who Studies What?	135
Difference through Demarcation	139
<b>7 Conclusion: What Makes Super Weak Relationships     So Significant</b>	151
<b>Literatur</b>	157