Gefura measures: Γ

Colleagues working in social network theory and marketing observed that the term Q-measure as used by Flom et al. (2004) and by ourselves (see references below) is non-descriptive and, moreover, is also used in other contexts. Indeed, in marketing Tobin's Q is equal to the ratio between the market value and replacement value of the same physical asset (Brainard and Tobin, 1968). Q-analysis, a mathematical technique to study and analyze structures was introduced by Atkin (1972) and described for information scientists by Davies (1985). In 2004 Sakai (2004) introduced a Q-measure as an information retrieval metric in a graded relevance context (as opposed to binary relevance); see also (Sakai, 2007). The best known Q in network theory is probably Newman and Girvan's Q denoting modularity in a network (Newman & Girvan, 2004). So, indeed, the use of the term Q to study "bridgeness" is not optimal at all.

As the Q-measure is used to gauge the bridging role of nodes the old Greek term gefura (γεφυρα) measure, meaning bridge measure might be a more descriptive term with universal appeal. Recall that in the Roman times Greek was the lingua franca in the eastern part of the empire. Hence, we henceforward propose the term gefura measure instead of the non-descriptive term Q-measure and will denote it by capital gamma Γ, instead of Q.

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