

South Dakota State University
**Open PRAIRIE: Open Public Research Access Institutional
Repository and Information Exchange**

Extension Extra

SDSU Extension

4-1-2011

Community Capitals: Social Capital

Kari Freuchte
South Dakota State University

Follow this and additional works at: http://openprairie.sdstate.edu/extension_extra

Recommended Citation

Freuchte, Kari, "Community Capitals: Social Capital" (2011). *Extension Extra*. Paper 521.
http://openprairie.sdstate.edu/extension_extra/521

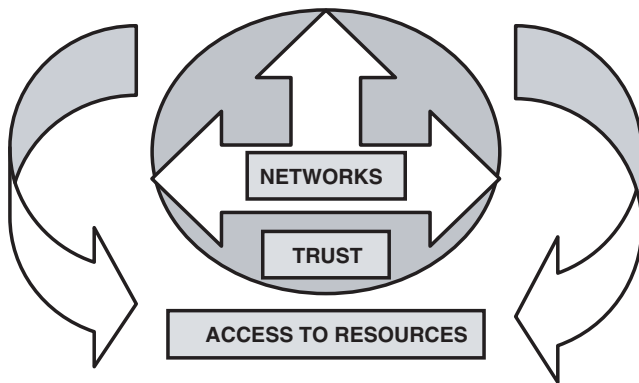
This Other is brought to you for free and open access by the SDSU Extension at Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. It has been accepted for inclusion in Extension Extra by an authorized administrator of Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. For more information, please contact michael.biondo@sdstate.edu.

Community Capitals: Social Capital

Kari Freuchte, Extension community development associate

INTRODUCTION

What makes a community a desirable place to live? While the answer may have to do with resources, location, size, or jobs, people ultimately enjoy living where they feel connected and included. Social capital is that network of connections among individuals and organizations in a community, and even between communities themselves (fig. 1). Basically, social capital is the glue that holds a community together.



Source: Schneider, 2004

Figure 1. Three key elements of social capital

WHY IS SOCIAL CAPITAL IMPORTANT?

Social networking can become one of your community's greatest resources. Individual, group, and community-wide efforts are more effective when that network is functioning. A well-functioning network in a community may be a resource for shared knowledge

and ideas, reciprocal labor and money, or mutually beneficial endeavors. It can also create norms and trust that give a community its reputation (Coleman, 1988).

When there is a strong presence of social capital in a community, goals are set and decisions are made based on consensus. Members want to be part of the group; they generally like each other and get along well. They are loyal and united in the pursuit of group goals. A shared vision of optimism is present, not in the form of a fantasy, but with realistic hope. Six related dimensions to social cohesion:

- sense of belonging
- feelings of high morale
- trust
- goal consensus—many voices are involved in decision making
- reciprocity—favors are done with confidence of favors being returned
- network cohesion—sharing between organizations, agencies, neighbors

(Figuroa et al., 2003)

Social capital is significant because it affects a rural community's capacity to organize for development. Tasks such as planning, evaluating, mobilizing resources, coordinating activities, and resolving conflicts are more manageable in a community that is well connected both internally and externally.

HOW CAN A COMMUNITY DEVELOP SOCIAL CAPITAL?

Building social capital is a necessary part of any community-development effort. Different types of social capital are involved in fostering healthy communities; one type is *closed social capital*, which is built within the community and may begin with taking an inventory of existing assets. Getting groups to communicate and work on projects together also builds closed social capital.

Bridging social capital among local communities and regional or state institutions is an important step. Rural communities must build cohesiveness internally, and then be willing to work with other communities to establish bridges necessary to obtain more regional resources. The goal is for individual communities to keep their own identities while forging new relationships with other communities—relationships that build a regional reputation.

Bridging social capital relies on long-term trusting relationships and requires citizens to venture beyond their familiar communities and culture. In a community setting, bridging brings together groups of individuals—groups collectively possess more knowledge and ideas than individuals acting alone.

A caution of building social capital is to be aware of the possibility of exclusion. A small, cohesive group may develop that is hard for newcomers to join. Groups based on racial or ethnic backgrounds, faith formation, or political preference are examples of closed groups. While such groups have a place in a community, care should be taken to bridge between these groups and ensure that other, broadly based community groups that encourage cross-representation of citizens are also available.

CONCLUSION

Strengthening communities where residents have a sense of ownership and pride is a long-range goal of community development. This requires a mix of investments in individuals, families, and institutions that aim to build trust in existing and new social networks.

Community-wide social capital depends not on the number of relationships or groups but on the quality of relationships between individuals, institutions, and socially defined groups. The process takes time and energy, and it is a task that is never quite complete, but it helps making a community a more desirable place to live.

REFERENCES

- Coleman, J. 1988. "Social Capital in the Creation of Human Capital." *The American Journal of Sociology*, 94:S95-S120.
- Figueroa, M., D. Kincaid, M. Rani, and G. Lewis. 2003. *Communication for Social Change: An Integrated Model for Measuring the Process and Its Outcomes*. Johns Hopkins University's Center for Communication Programs for the Rockefeller Foundation Working Paper Series. No. 1.
- Schneider, Jo Anne, 2004. *The Role of Social Capital in Building Healthy Communities*. Annie E. Casey Foundation, Making Connections Initiative. www.aecf.org.
- The World Bank Group. www1.worldbank.org/prem/poverty/scapital.



South Dakota
Cooperative Extension Service

South Dakota State University, South Dakota counties, and U.S. Department of Agriculture cooperating. South Dakota State University is an Affirmative Action/Equal Opportunity Employer and offers all benefits, services, education, and employment opportunities without regard for race, color, creed, religion, national origin, ancestry, citizenship, age, gender, sexual orientation, disability, or Vietnam Era veteran status.

EXEX16009 Access at http://pubstorage.sdstate.edu/AgBio_Publications/articles/ExEx16009.pdf