

State Social Capital and On-Line Nonprofit Advocacy: Does Traditional Social Capital Support or Diminish On- Line Social Action?

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Civil Society, Social Capital & Politics

- Advocacy & Social Change as part of Third Sector Mission
- Promoting Social Capital is part of that mission



Research Questions

- Is there a relationship between state level social capital and on-line advocacy?
- Does the digital divide affect this relationship?



Social Capital & Political Participation

- ❑ Putnam (1993) found social capital was related to political system functioning
- ❑ Associations as schools for citizenship
- ❑ Managing Participation



On-line Social Capital

- ❑ Online vs. Off Line Social Capital (Wellman)
- ❑ Alloy Social Capital (Sanders)



Internet Advocacy

- ❑ Using the Internet for Social Change and Advocacy
- ❑ Functions as a supplement or alternative to traditional advocacy



Framework

- ❑ Traditional Social Capital
- ❑ On-line Social Capital
- ❑ On-line Political Action



Hypotheses

- ❑ States with Higher Levels of Traditional Social Capital will have lower levels of Internet Advocacy
- ❑ The Digital Divide will also lead to lower levels of Internet Advocacy



Methods

- Secondary Analysis
- Data
 - Putnam's 2000 Index on Traditional Social Capital
 - Data from 2004 Child Advocacy Study
 - Data from NTIA on the Digital Divide
- OLS Regression



Results

- Interest Group Data
 - No relationship with Traditional Social Capital
 - Digital Divide does not influence the relationship



Findings

- ❑ Data seems to support the idea that off line social capital does not lead to on-line social action. In fact, there is no meaningful relationship
- ❑ The Digital Divide does not affect this relationship