

The CJ Household Surveys

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NRE
THE NEW RURAL ECONOMY

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Outline

- Survey Objectives
- The Framework
- Some Results (A Survey Adventure)
- Comparison – J and C Surveys
- Challenges and Opportunities

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HH Survey Objectives

- Identify HH characteristics
- Measure/Understand processes of:
 - Social cohesion
 - Social capital
 - Capacity
- Access to and use of services
- Role of Informal Economy

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HH Survey Objectives

- Identify HH characteristics
 - Compare with census and survey material to test limits of available data
 - Introduce theoretically significant control for testing hypotheses
- Measure/Understand processes of:
 - Social cohesion
 - Social capital
 - Capacity
- Access to and use of services
 - Evaluate impacts of policies and strategies
 - Identify conditions and types of people creating vulnerability
- Role of Informal economy
 - Part of capacity analysis

Topics Covered

- HH composition (J-side)
- Impacts of agricultural transformation
- Important changes to the HH (+tradeoffs)
- Use of services
- Participation in organizations (J-side)
- Political and social action
- Perception of community and leadership (J-side)
- Self-provisioning and exchange of services (J-side)
- Vision for future of community

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Topics Covered

- HH composition
 - Age
 - Labour force
 - Income
 - education
- Impacts of agricultural transformation (financing)
 - Labour force
 - Responses to changes
 - Evaluation of changes
 - Changes in dependence
- Important changes to the HH
 - Responses to changes
 - Tradeoffs
 - Evaluation
- Use of services
 - Including Internet
 - Special focus on home care (financing)
- Participation in organizations
 - Role
 - Location
 - Area served
- Political and social action
- Perception of community and leadership
- Self-provisioning and exchange of services
 - With who?
- Vision for future of community
 - Hope for community
 - Objectives for community

Framework

The CRRF/NRE Approach:
Rural Revitalization

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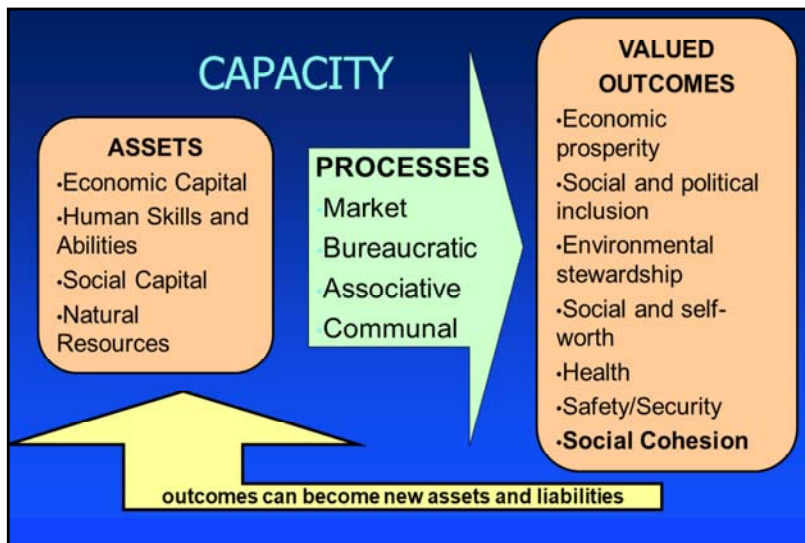
How can rural communities (re)vitalize?

- By challenging the conditions that have contributed to devitalization
- By organizing their assets and resources to do the things they consider important

This ability to organize is:
Capacity

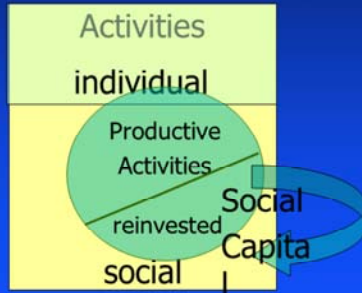
Capacity transforms **assets** into valued **outcomes**

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(Re)vitalization occurs when capital and resources are (re)organized to produce desired outcomes. The ability of rural communities to do this in an appropriate and successful fashion is what we refer to as the community's capacity.

Social Capital is **Capital**: that part of production that is reinvested into future production



- Social Assets become Social Capital depending on how they are used
- Only the part that is reinvested into future production

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Social Capital is **Social**: based on coordinated social action

- Coordinated through expectations and norms
- Enforcement formal or informal
- Reflected in:
 - Institutions
 - Organizations
 - Networks

i.e. Types of Social Relationships

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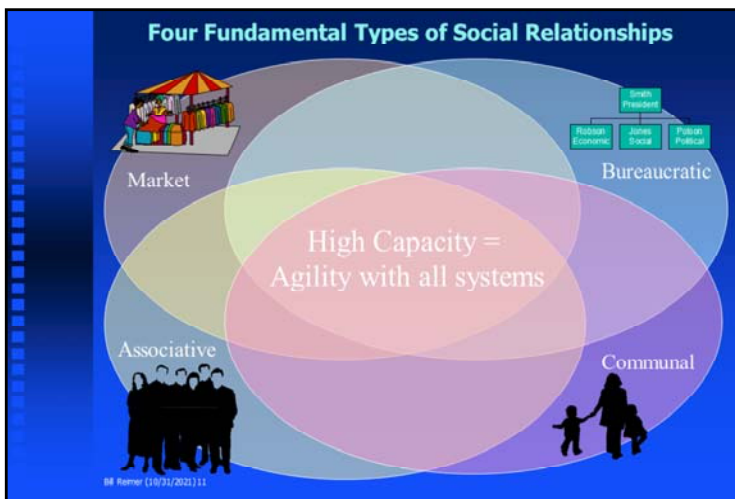
Social Cohesion

The extent to which people respond collectively to achieve their valued outcomes

- SoCo is temporal – specific to activities
- SoCo scales – specific to groups
- SoCo requires evaluation – may be positive for some, negative for others

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- (S) Social Cohesion: The extent to which people respond collectively to achieve their valued outcomes
- (S) SoCo is temporal – specific to activities
 - Community may be fragmented around where to put the garbage dump, but cohesive with respect to fighting a fire.
 - (S) SoCo scales – specific to groups
 - Community may be divided into 2 or more cohesive groups – producing a lack of cohesion for the community in general
 - (S) SoCo requires evaluation – may be positive for some, negative for others
 - Cohesion of biker gangs may be negative for the rest of society

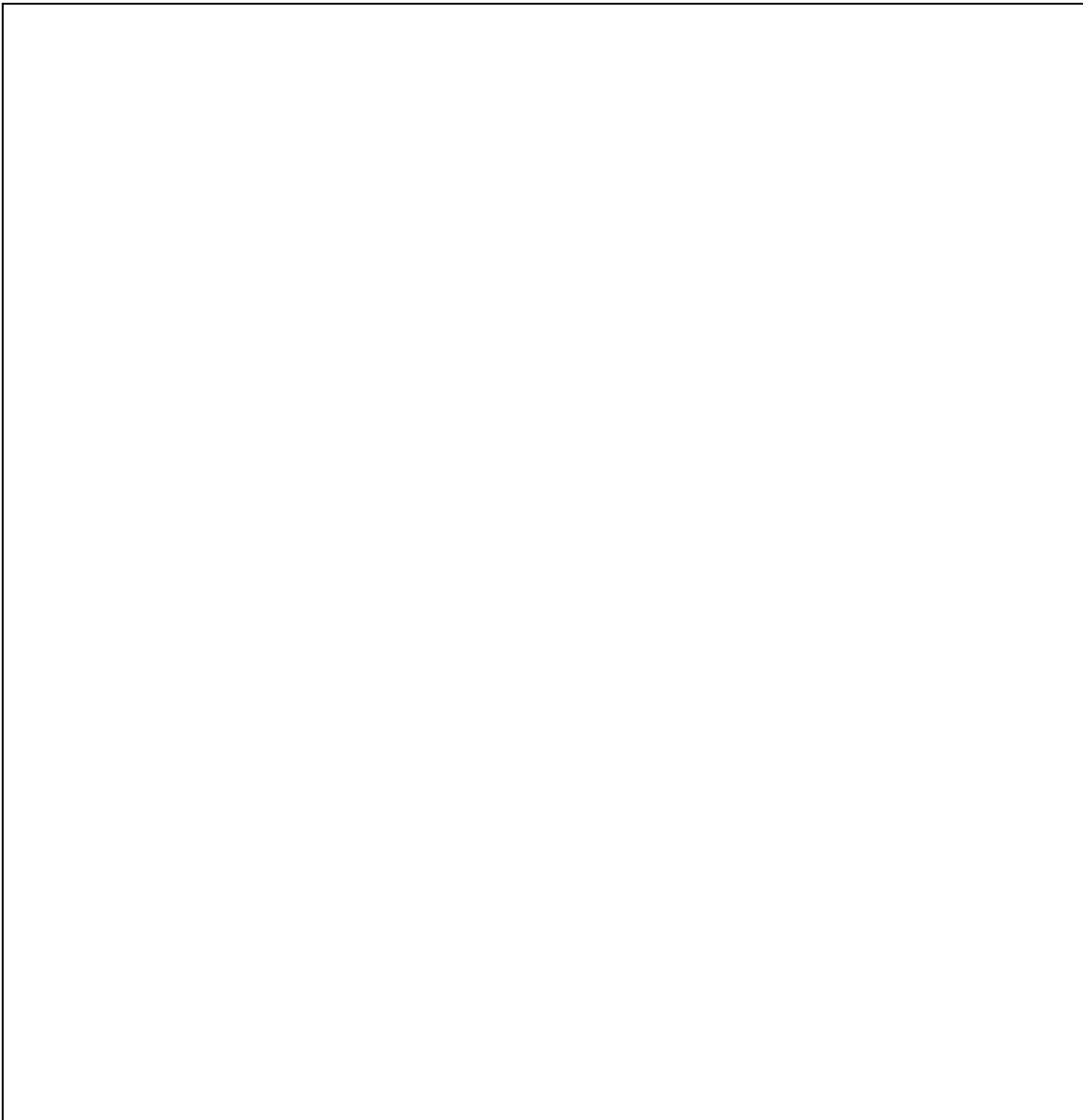


- This insight arises from our recognition that social cohesion is based in social relations
- Social relations are organized in different ways
 - Expectations, norms, institutions, rights, obligations are all different and integrated
- Each is supported and enforceable by socially recognized institutions (entitlements, laws)
 - (S) Market relations
 - Based on supply & demand, contracts
 - Supported and controlled by trade agreements, competition legislation, labour law, better business bureau, and the courts
 - (S) Bureaucratic relations
 - Based on rationalized roles, authority and status, generalized principles
 - Controlled by legislation, corporate law
 - (S) Associative relations
 - Based on shared interest
 - Controlled by civil law, municipal by-laws, social norms, and informal sanctions
 - (S) Communal relations
 - Based on biology, reciprocity, favours
 - Controlled by informal norms, legislation, family law, and government support agencies
- The systems by which they are organized can reinforce or conflict with one another.
 - Several of our research sites relied primarily on associative relations in the face of school closings. In some, the citizens learned how to articulate, lobby their case on the basis of bureaucratically recognized principles, and got their school back.
 - the Hutterite community next door to one of them uses communal relations intensively (family supported by religious belief) and combines them with bureaucratic relations (again legitimized by religion) to successfully compete using market relations (have even been able to expand while others fail).
 - In this case, the three systems reinforce one another
- Primary thing to note: (S) All forms are necessary in a complex, changing environment - The more agile a group is in being able to use all systems, the greater will be their capacity - especially under conditions of change

Building Capacity

- In what ways do SoKp and SoCo contribute to rural revitalization?
- What are the processes by which they emerge and grow?
- In what ways do services facilitate capacity?
- What is the role of the informal economy?
- What options or strategies do the above suggest for rural revitalization?
- What are the limits to local options?

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Results: A Survey Adventure

- Social Capital
- Social Cohesion
- Volunteers
- Media
- Social support (formal and informal)
- Measurement
- Questions and answers – policy
- Challenges
- Comparison – C and J Surveys
- Highlights

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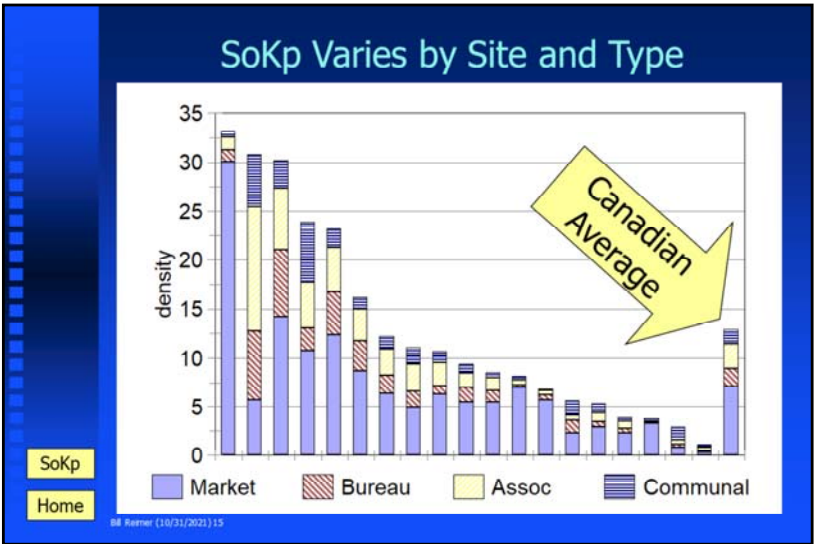
Results - Social Capital

- Important variations by site and type of SoKp
- Types of SoKp strongly related at site level
- Types of SoKp weakly related at HH level
- Available social capital is 'underutilized'
- SoKp Matters for site outcomes
- SoKp used varies by household type
- SoKp Matters for HH outcomes
- Relationship between SoKp and Social Cohesion varies by type of relationship
- Summary

SoCo

Home

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Correlation between types of Social Capital: Site-level

	Bureaucratic	Associative	Communal
Market	.95**	.99**	.78**
Bureaucratic		.92**	.65**
Associative			.78**

SoKp
Home

19 sites

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Density of Social Capital

Examples:

- Market-Associative
 - Cap a l'Aigle - Liliacs
 - Awano – herb restaurant
- Bureaucratic-Associative
 - Schools, hospitals, and voluntary groups
- Associative-Communal
 - Voluntary groups and daycares and seniors homes
- Market-Communal
 - But: high levels of business and commerce doesn't mean daycares and seniors homes
- NOTE:
 - None of the relationships are negative
 - Would be expected if compensation effects between state and 3rd sector, for example
 - Market, associative, communal are low:
 - Reflects:
 - Assessment by communities leaders re. Business-community relations
 - Tensions between types of relations involved:
 - Mistrust of market relations by Associative-based relations

Correlation: Use of Social Capital by Individuals

	Bureaucratic	Associative	Communal
Market	.32**	.29**	.19**
Bureaucratic		.38**	.32**
Associative			.22**

SoKp
Home

1995 cases

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Examples:

- Home health care – communal and bureaucratic
- Associative and market: mistrust of what business people will do with knowledge?
- Communal and market: Bureaucratic and market – job search using friends and relatives or government agencies?

Note:

- More use of hospitals and schools, more use of voluntary associations (.38)
- More use of commercial businesses, still more use of informal economy with family (.19)
- No compensatory relations
 - If excluded from one, then more likely to be excluded from others
 - Consistent with health care results: family and voluntary groups → pathway to more formal services
- Traditional measure of SoKp (Associative Use) is only weakly tied to other types: mostly Bureaucratic

Available Social Capital is not always Used

		Site-Level Social Capital (Raw)				
HH SoKp Use	Market	Bureau.	Assoc.	Comm.	Total	
Market	.10	.23	.20	-.06	.20	
Bureaucratic	.12	.20	.16	.17	.20	
Associative	.24	.40	.33	.19	.38	
Communal			-.05	.10		
Total	.18	.33	.26	.14	.30	

SoKp
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SE Palmer (10/31/2021) 18 r^2 (1995 cases) $p < .01$

Findings and Implications

- Weak relationships between availability and use of SoKp
- Traditional measures focus on mix of use (Participation in Voluntary Associations) and perception (trust)
 - Participation (Associative Use) is equivocally related to site level
- Even fewer correlations if we look at the density of Social Capital
- Implications: Various types of SoKp underutilized, opportunities lost?

SoKp Matters for Site Outcomes					
	Mkt	Bur	Assoc	Comm	Tot
Employment Rate					
Median CF Income*		-.53	-.66	-.77	-.58
% Gr9 to 13 educ.			.48	.80	.58
Old dependency?		.50			
% paid labour				-.51	
% below LICO (EF)	-.49	-.56	-.60	-.60	-.66
% need minor repairs?				.52	

SoKp Home (20 sites) Significant correlations only; SoKp=density by census families

Correlation coefficients (20 sites)

- Included Employment to show there is no relationship
- Income: negative relationship with Social Capital (except Market)
 - Reflection of compensation effect at level of site?
 - Low incomes → government services? (no First Nations communities in our 20 site sample)
 - Low incomes → greater self-reliance?
- Education:
 - No relationship with lowest or highest education levels (< gr 9 or university)
 - Gr. 9 to 13 → minor to market, high with communal
 - Certificate → primarily negative
 - Needs further exploration – Is this related to the industrial structures of the sites?
 - Primary industries vs. others → implications for availability of Social Capital?
- Paid labour → low levels of communal-based
 - Reflection on availability of time?
 - Note that employment need not be within the site (unlike the Social Capital)
- Poverty → low levels of most types of social capital
 - Reflection of additional burdens of exclusion?
- Location important for most types
 - Important for policy re. Service provision?
- NOTE that these are site-level characteristics
- Much of the discussion regarding social capital reflects and individual focus
 - Especially as it is measured
 - Trust
 - Participation in voluntary associations
- From our perspective, this is a focus on the USE of social capital, not on its level or existence
- Our data provides us with the opportunity to separate these two
- *** these values drop to insignificance if Spalding removed (high market, low incomes)

Relationship: Use of SoKp and Outcomes

	Mkt	Bur	Assoc	Comm	Tot
Income	.53	.10	.21		.34
Gov't Transfers	-.36	.23			-.07
Employment	.58	.08	.10	.09	.34
Low Income Support	.20	.22		.17	.20
Education	.37	.23	.20	.10	.34
Perceived SoCo	.08	.09	.21	.17	.20
Community Commitment			.08	.06	
Neighbourliness	.14	.09	.14	.20	.20
Volunteer	.24	.28	.93	.13	.61

(N=1995) Significant correlations only: $p < .05$

SoKp

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Question: Does Social Capital make a difference to the usual outcomes as found in the literature?

Relationship between Use of Social Capital and selected outcomes (1995 cases)

- Higher correlations than with Social Capital at the site level
- Income
 - Positive with market, but not with all
 - Traditional measures insensitive to communal type
 - Reinforces importance of identifying types
- Gov't transfers
 - As expected with both market and bureaucratic
 - Little 3rd sector compensation for unemployment
- Employment: at least 1 person in HH employed
- Receipt of Low Income support (eg. Welfare)
 - Not so strongly linked to market relations
 - However, communal relations more important
- Education
 - All forms of Social Capital related to education
 - Reaffirms relationship between human capital and use of social capital
- Perceived SoCo
 - Strongest relationship with associative relations
 - Fits with bias of traditional measures of Social Capital
- Associative use strongest for commitment to community
- Communal use strongest for neighbourliness

Social Capital Matters for HH Outcomes			
Individual Use of SoKp	Income	Gov't Transfers	Employment
Adj. R ² (N)	.36 (1697)	.28 (1947)	.44 (1989)
Education	.27	.21	.06
Market	.47	.45	.68
Bureaucratic	-.10	-.14	-.17
Associative	.08		-.08
Communal	-.11		.04

SoKp
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Regression of types of social capital on selected outcomes

Findings and Implications

- Weak relationships between availability and use of SoKp
- Traditional measures focus on mix of use (Participation in Voluntary Associations) and perception (trust)
 - Participation (Associative Use) is equivocally related to site level
 - Participation in Associations (Individual Associative) is negatively related to sites with high levels of market and communal Social Capital
- High levels of Market-based social capital shows a negative relationship to the use of Bureaucratic, Associative, and Communal types
 - Tradeoff in sites?

Correlation between Use of Social Capital and Social Cohesion					
	Social Cohesion				
HH SoKp Use	Market	Bureau.	Assoc.	Comm.	Total
Market	.90	.31	.29	.19	.60
Bureaucratic	.26	.90	.34	.27	.67
Associative	.26	.35	.95	.22	.71
Communal	.19	.30	.21	.98	.58
Total	.66	.63	.68	.56	.95

SoKp
Home
SE Foster (10/31/2021)22 (1995 cases) p<.01

Findings and Implications

- Weak relationships between availability and use of SoKp
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- High levels of Market-based social capital shows a negative relationship to the use of Bureaucratic, Associative, and Communal types
 - Tradeoff in sites?
- Implications: Various types of SoKp underutilized, opportunities lost?

Conclusions – Social Capital

- Variation suggests sensitivity
- SoKp not always compensatory
- Location and Income related to SoKp
- Types of SoKp show conditional effects
- Weak relation between SoKp and its Use
- HH characteristics related to SoKp Use
- SoKp type related to outcomes

SoKp

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Conclusions

- The level of social capital varies considerably from one location to another. This bodes well for the sensitivity of the measures and the potential for analysis.
- There is also considerable variation with respect to the four types of social capital identified. This also supports the value of the framework and the potential for increased understanding regarding the significance of the four types.
- The four types of social capital are all positively related, but not at the same level. Bureaucratic and associative relations, for example, are strongly related within sites ($r=.91$), but market and communal relations show a relatively low ($r=.14$), statistically insignificant relations. These results suggest that the four types of relations do not always serve to compensate one another – a conclusion that would emerge if a negative correlation were to be found. Those sites that tend to be high on one type of social capital also tend to be high on others.
- Some anomalies are to be found in the indicators for social capital. Several of the more isolated sites, for example, showed very high levels of market-based social capital as a result of a large number of small businesses. These are often seasonal and resource-based characteristics.
- Overall, social capital appears to be most strongly correlated with location and income characteristics. High levels of per capita social capital are found among sites in western and northern Canada and in those with relatively low incomes.
- Once we distinguish the various types of social capital, however, the range of conditions increases. Labour force characteristics are related to the market type, minority and employment to bureaucratic, minority status and education to associative, and income to communal.
- There are significant, but weak relations between the availability of social capital and its use by local citizens. The maximum correlation coefficient, for example, is .088. Several of the coefficients are negative. This finding suggests that considerable caution must be used when drawing inferences about social capital from data gathered directly from individuals regarding their use.
- Individuals with higher incomes, education, larger households, and younger families are more likely to use social capital than others. The data also show that the type of social capital makes a difference to the characteristics of the person using it. For example, communal social capital is more likely to be used by families with young children.
- The various types of social capital also vary with respect to the types of outcomes for individuals and households. Persons in sites with high levels of social capital were less likely to be poor and were more likely to have high levels of education. We were surprised to find that they were also more likely to perceive their site as having a low level of social cohesion. There were some variations from this pattern if the type of social cohesion is taken into account

Results - Social cohesion

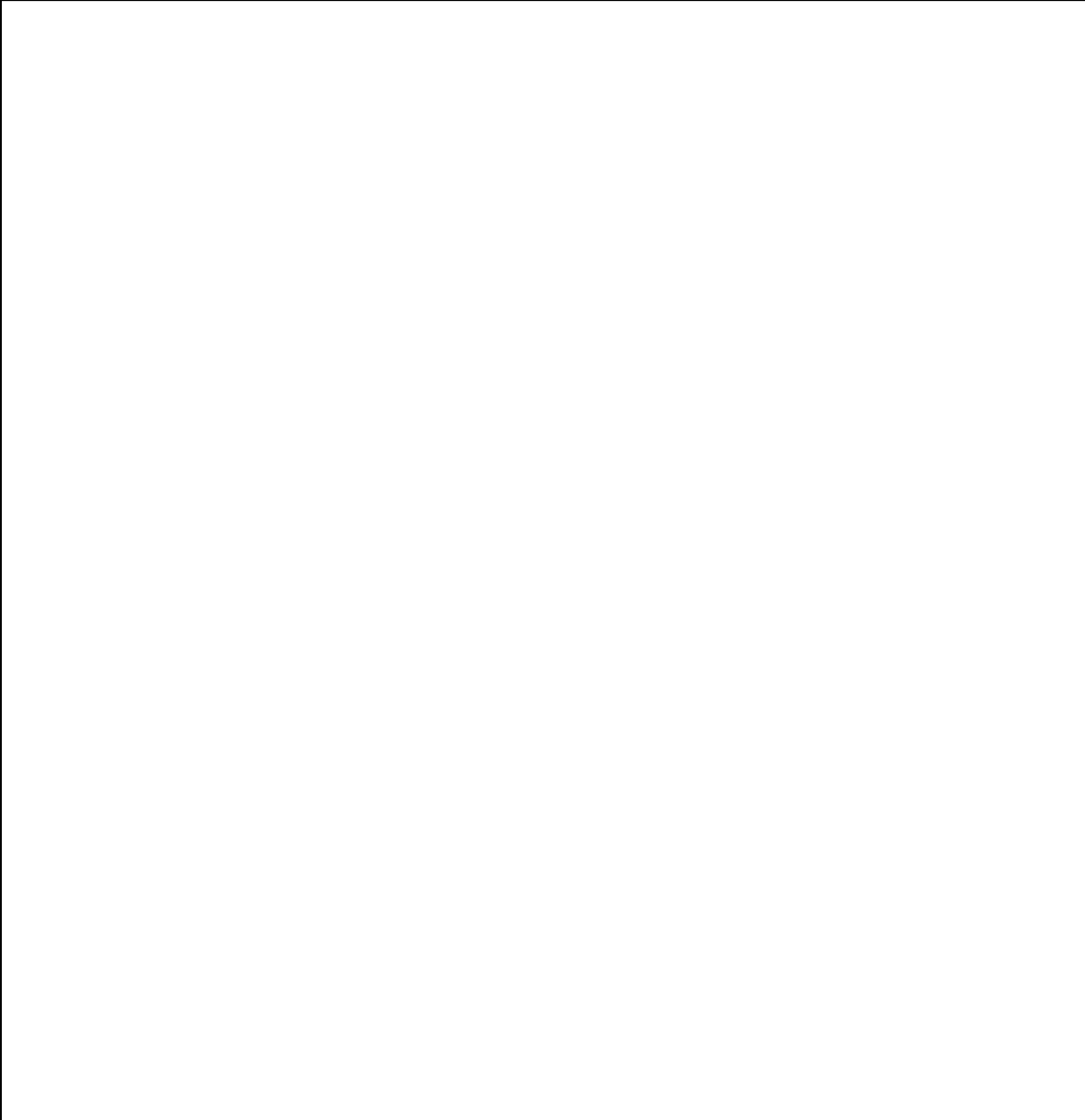
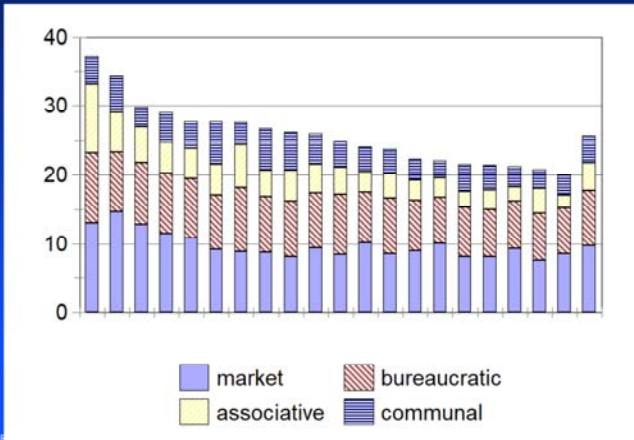
- Important variations by site and type of SoCo
- SoCo matters for HH outcomes
- SoCo Perception and Practice weakly related
- SoCo matters for site outcomes
- SoCo may mitigate external effects
- SoCo and HH characteristics
- SoCo is not always under local control

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4 Types of SoCo by NRE Sites



SoCo Matters for HH Outcomes

	Market	Bureau.	Assoc.	Comm.	Total
Incomes	.47	.08	.15		.26
Poverty	.23	.22		.18	.22
Employment	.57	.06	.06	.09	.29
Gov't Transfers	-.34	.26			
Volunteer	.24	.26	.87	.12	.60

SoCo

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$r^2; p < .05$ in 1995 NRE Households

Types of SoCo by Outcomes

- LICO (economic families)

SoCo: Perception and Practice Weakly Related

	Practice					
Perception	Market	Bureau- cratic	Associative	Communal	Total	
Cohesion (Buckner)	.10	.11	.25	.18	.24	
Identity	.09	.12	.25	.17	.24	
Attraction to community			.14	.08	.09	
Neighbourliness	.13	.08	.15	.20	.21	
Significant correlations for 1995 households					SoCo	Home

- Low correlation between perception and practice
- Most of the literature relies on perception
- Our classification: result of Buckner items plus factor analysis
- Community cohesion (Buckner scale)
- Psychological identity
 - I feel like I belong
- Attraction to community
 - Overall, I am very attracted to living in this community
- Neighbourliness
 - I visit with my friends in their homes
- Perception-based narrow?
- Perception more sensitive to identity?
- Perception less sensitive to incidents?

Social Cohesion Matters for Site Outcomes

<h3 style="color: yellow;">Getting Together</h3> <ul style="list-style-type: none"> • Higher Incomes • Higher LF participation • Lower Employment Rate 	<h3 style="color: yellow;">Feeling Together</h3> <ul style="list-style-type: none"> • Fewer separated or divorced • Outside Quebec • Below LICO
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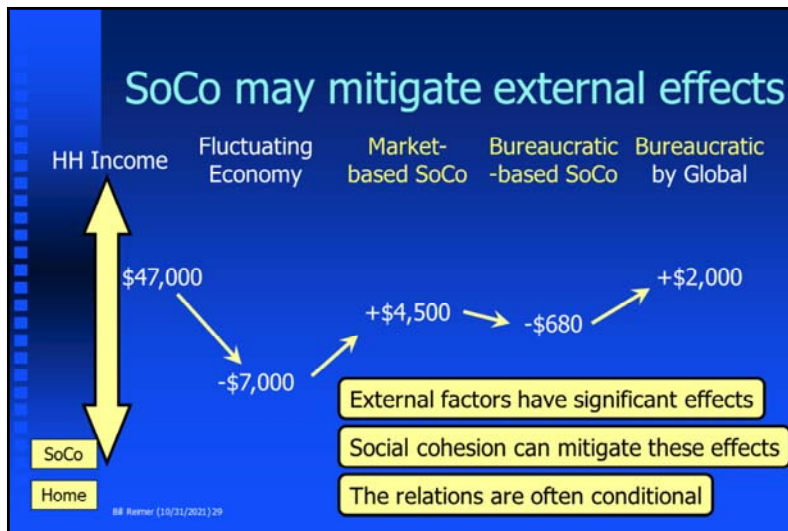
but... **getting** together and **feeling** together are not strongly related ($r=.24$)

SoCo
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Social Cohesion Matters

- Examined field sites in terms of their levels of social cohesion
- Represented in 2 ways
 - Do they work together?
 - Do they perceive the community to be cohesive?
- Getting Together
 - Regression analysis with total behavioural SoCo
 - R^2 adjusted = .138
 - Median CF income: $\beta = .217$
 - Participation rate: $\beta = .151$
 - Unemployment rate: $\beta = .146$
 - % 9-13 years of education: $\beta = .136$
 - Prairies: $\beta = .113$
- Feeling Together
 - Regression analysis with total Buckner (community cohesion)
 - R^2 adjusted = .086
 - % separated or divorced: $\beta = -.170$
 - Quebec: $\beta = -.158$
 - % Lone parents: $\beta = -.069$
 - % below LICO: $\beta = .032$
- But: perception and behaviour are not strongly related: $r = .24$; $r^2 = .057$ ($p<.01$)



- One of the major advantages of a systematic study such as the NRE
 - Allows us to estimate interactions among variables: Relative, Additive, Conditional effects
- What happens to a rural community that faces a fluctuating economy?
 - (S) Focus on household income for simplicity
 - Multiple regression analysis
- R^2 Adjusted = .281
- Constant: \$46800
- Market: \$4455 $\beta = .517$
- **Stability**: \$7167 $\beta = .129$
- Communal: -\$1097 $\beta = -.110$
- **GloxBuse30**: \$1917 $\beta = .105$
- Associative: \$573 $\beta = .077$
- Bureaucratic: -\$680 $\beta = -.074$
- **CapxAuse30**: -\$876 $\beta = -.059$
- **High Cap**: \$2667 $\beta = .051$
- **Stab x C sue30**: -\$868 $\beta = -.042$
- (S) If household is located in a site with a fluctuating economy -> Decrease of \$7,000
- (S) If they rely on market-based social cohesion -> Increase of \$4,500
- (S) If they rely on bureaucratic-based social cohesion -> Decrease of \$700
- (S) However: important interaction effect between Globalization and reliance on bureaucratic-based SoCo
 - Bureaucratic-based in Global or Non-bureaucratic-based in Local economy: higher incomes (+\$2000)
 - Bureaucratic-based in Local economies or Non-bureaucratic based in Global: lower incomes (-\$2000)
 - Perhaps:
 - In Global economies -> best strategy is to build bureaucratic-based social cohesion
 - In Local economies -> best strategy is to build other types of social capital
- Summary
 - (S) Many factors beyond the control of local people: Global, Fluctuating, Location
 - (S) Still some ways in which local action can mitigate those exogenous factors
 - (S) Beware of generally applied policies – many conditional effects

SoCo and Household Characteristics

- Higher incomes
- Higher education
- Larger households
- Younger families
- Bureaucratic → young children and elderly
- Market → larger households

SoCo

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SoCo not under local control

	Market	Bureau	Assoc	Comm	Variety
Global	.22	.05		.07	.12
Stable	-.13		-.06	-.08	-.11
Adjac			-.05		
Capac	-.09			-.15	-.07
Leading	.18	.08	.13		.15

SoCo

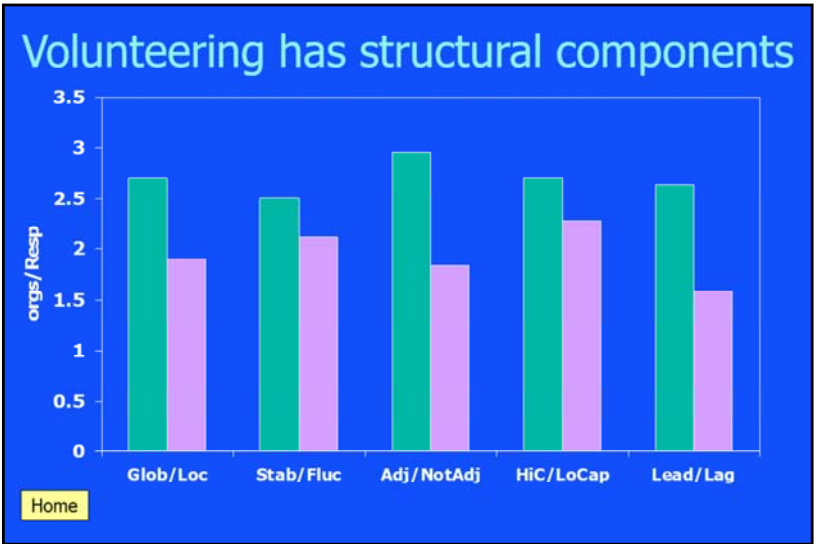
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$r^2; p < .05$ in 1995 NRE Households

SoCo is not necessarily under control of local people

- Variations in social cohesion are often due to factors beyond the control of local people
 - Exposure to the global economy
 - Stability of the economy
 - Adjacency to metro centres
 - Institutional capacity
- Effects vary by the type of social relations involved.
- This does not mean that local people have no influence at all, however.



Results – Use of Media

- [Use of Media by HH changes - summary](#)
- [Newspapers and Internet for HH changes](#)
- [TV, Bulletins, and Radio for HH changes](#)
- [Financial, employment, living changes](#)
- [Health, parenting, home care, education](#)
- [Health changes](#)
- [Communication services by goverance](#)
- [Evaluation of leaders by media](#)

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Use of Media by HH Changes

	Finance/ Employmt/ Living Arrangemt	Health	Child care	Home Care/ Education	Personal achievement
Newspaper	*	*			*
TV		*	*		
Bulletins		*			*
Radio					*
Books		*	*		*
Magazines		*	*		
Internet	*	*	*	*	*

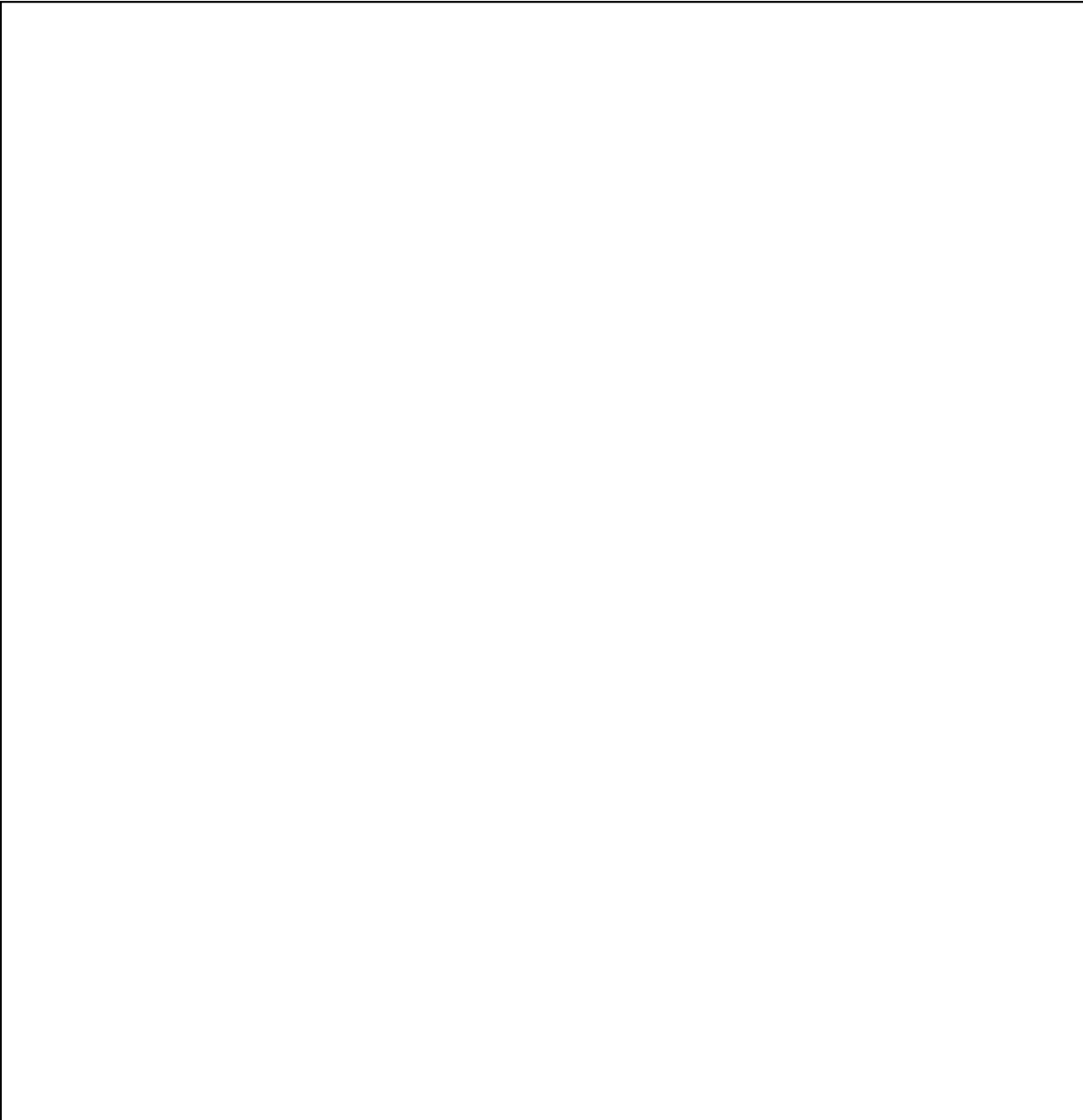
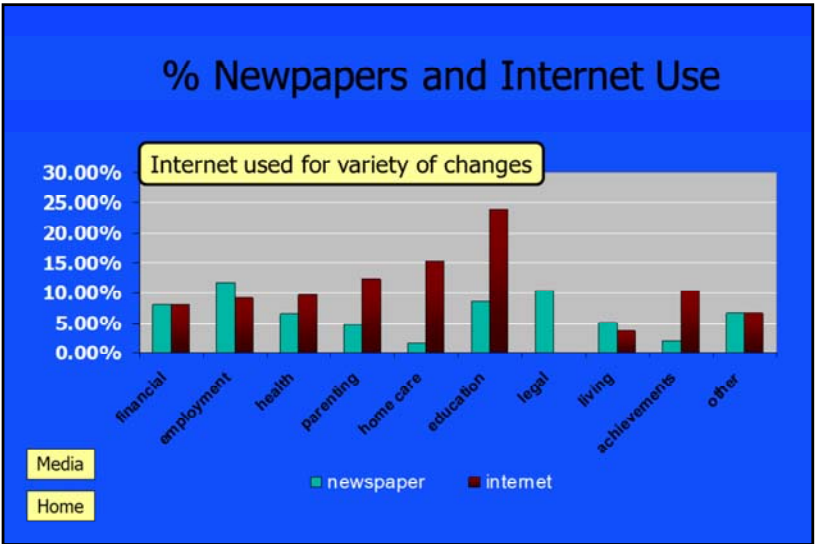
NRE Household Sample - 1995 cases

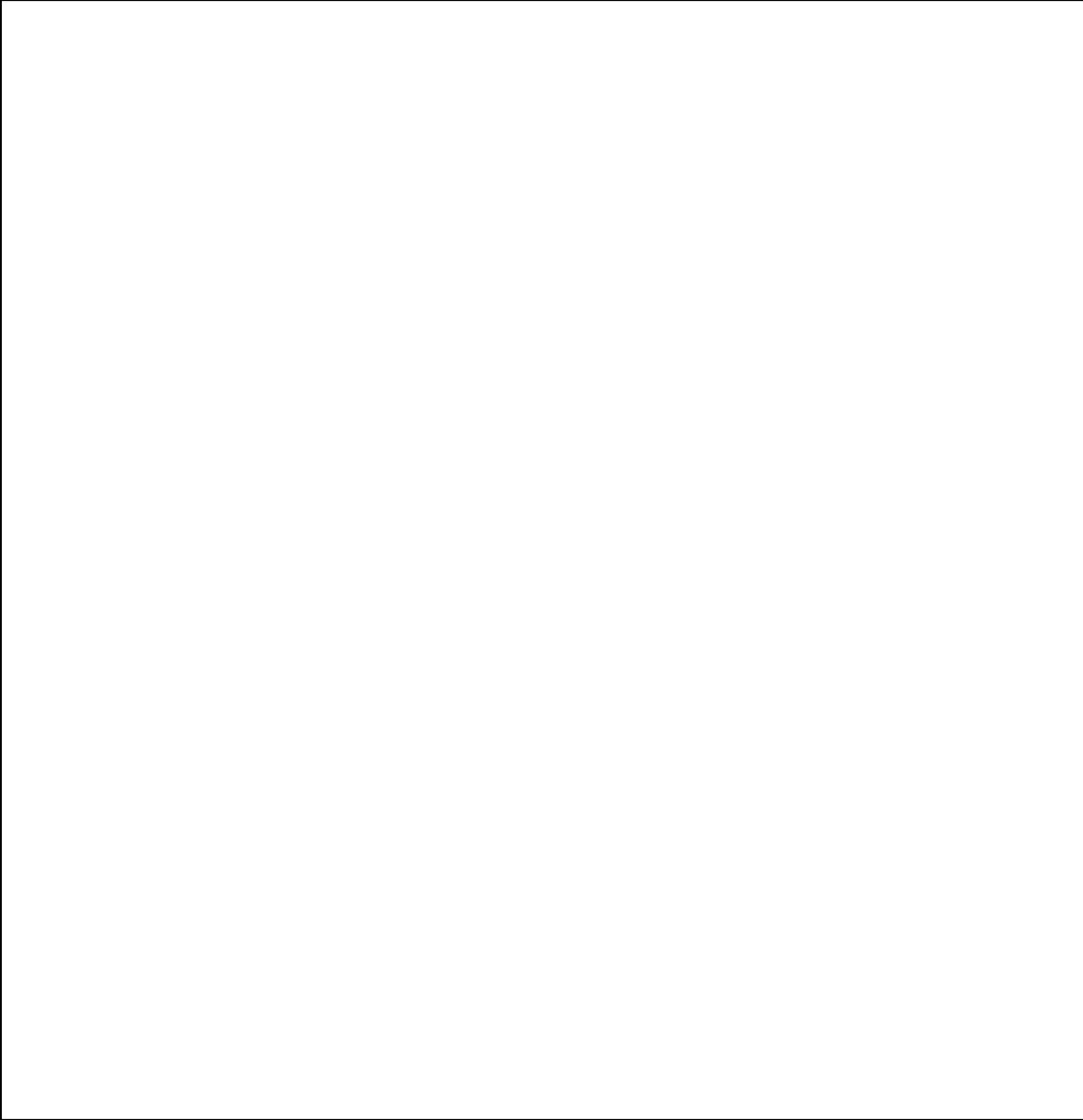
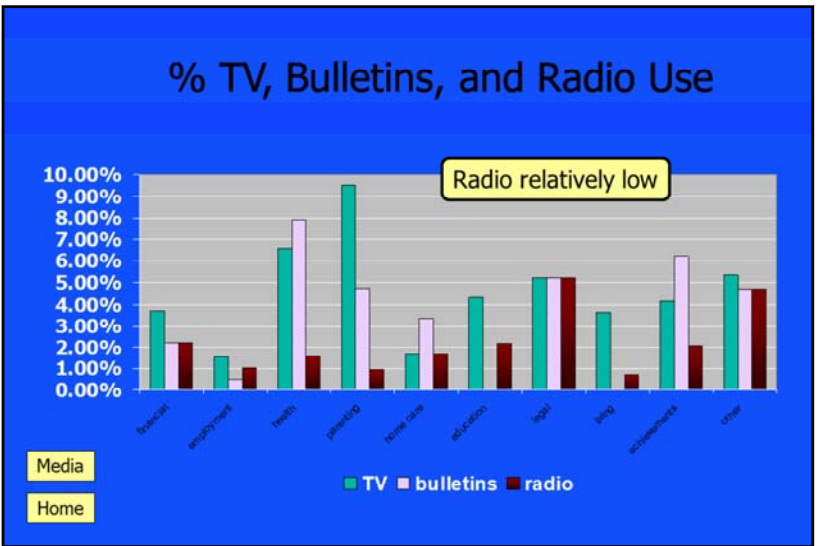
Media

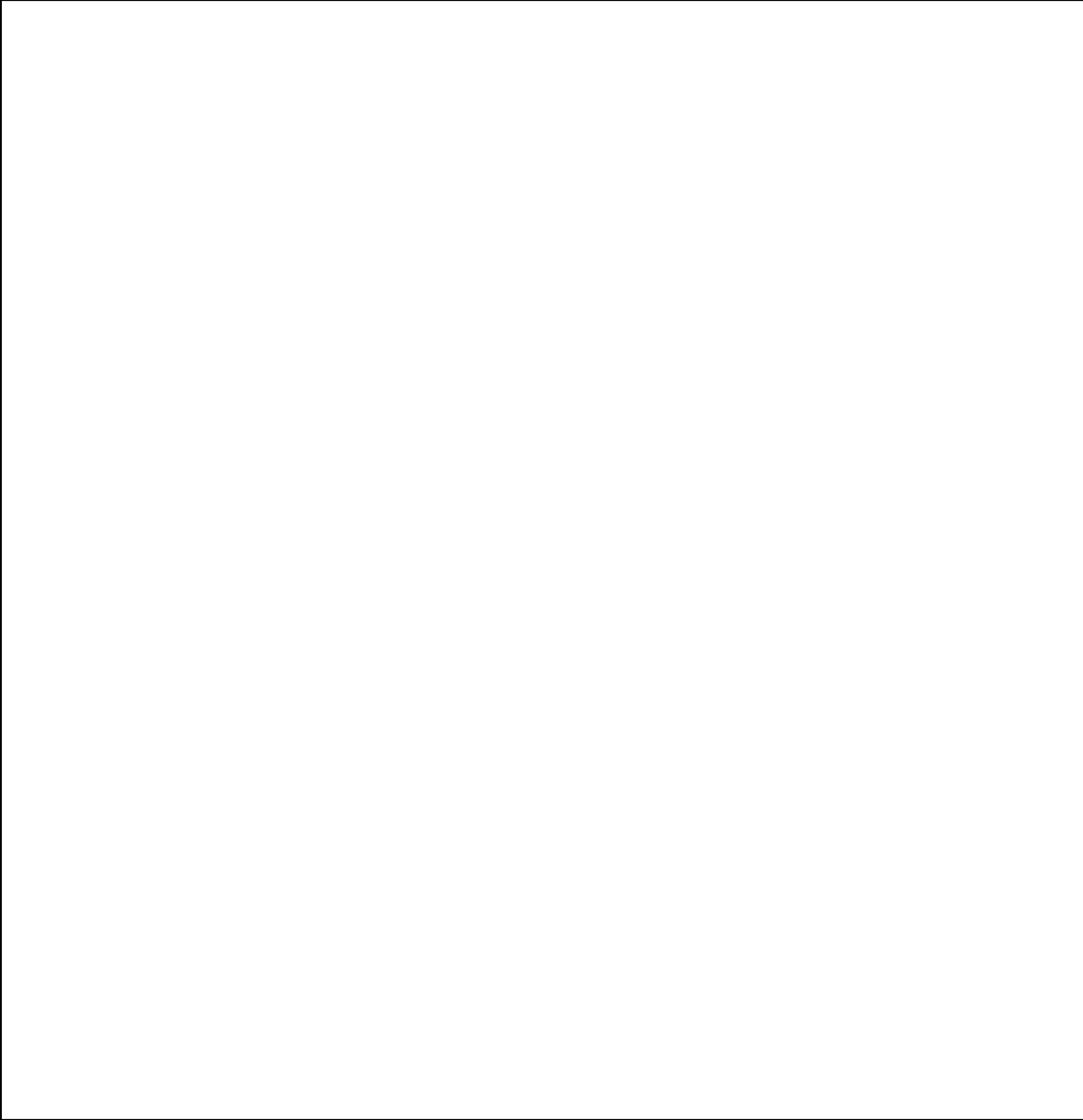
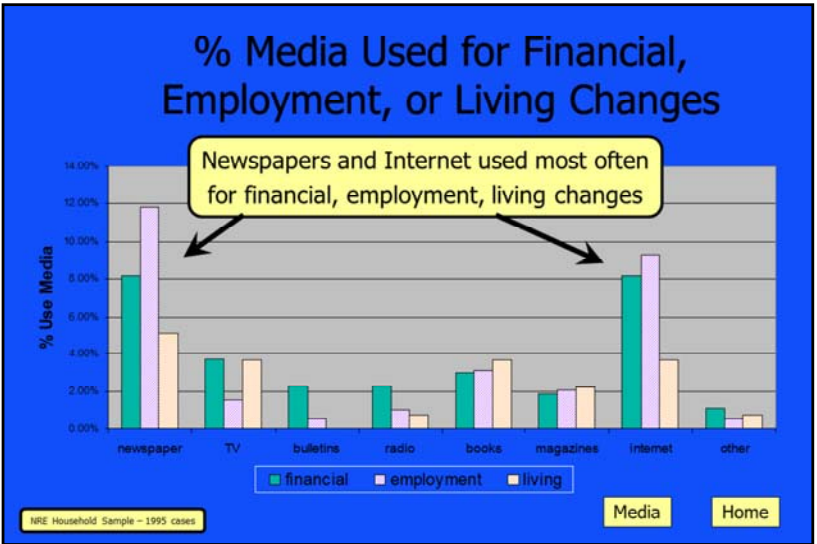
Home

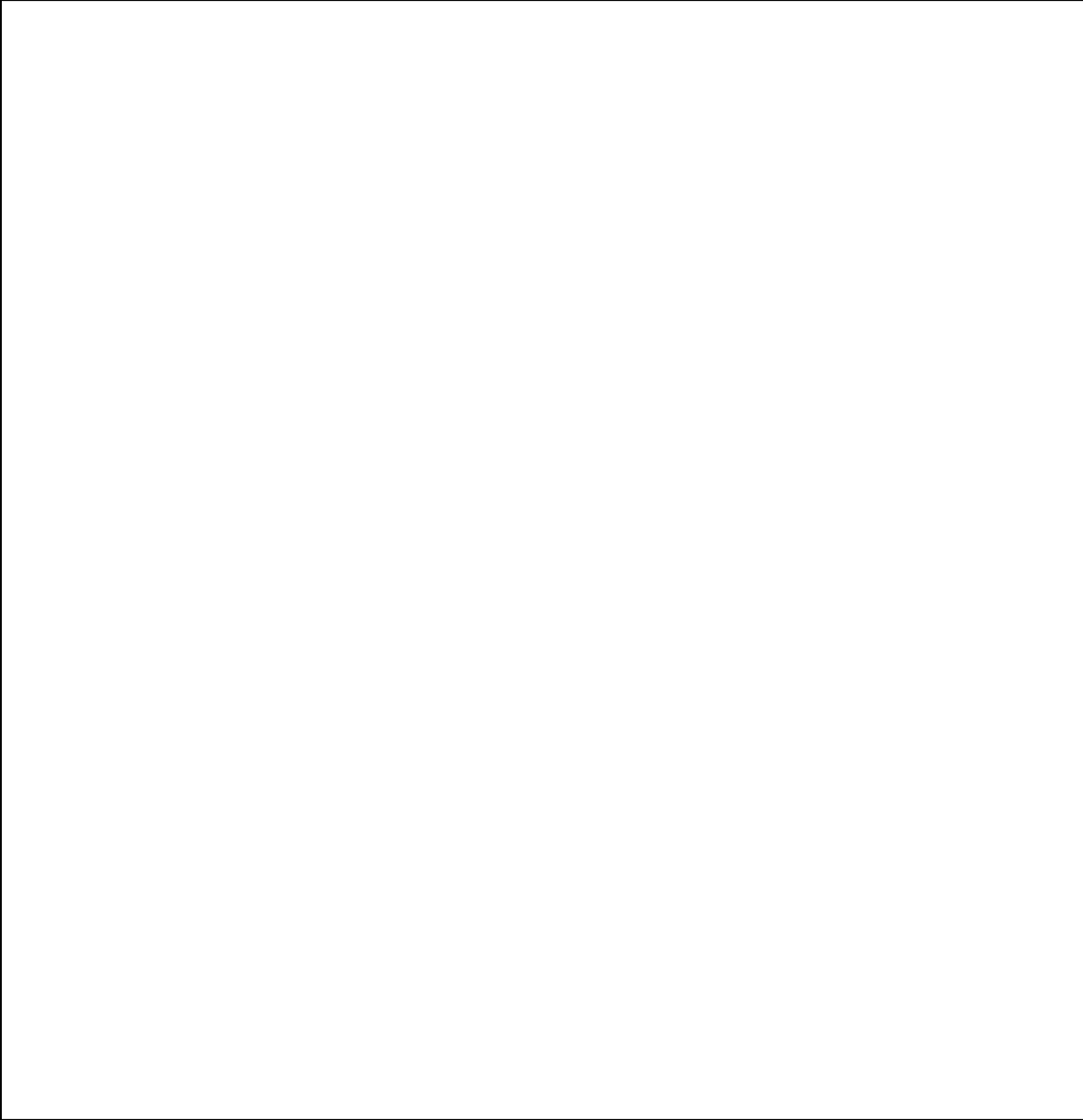
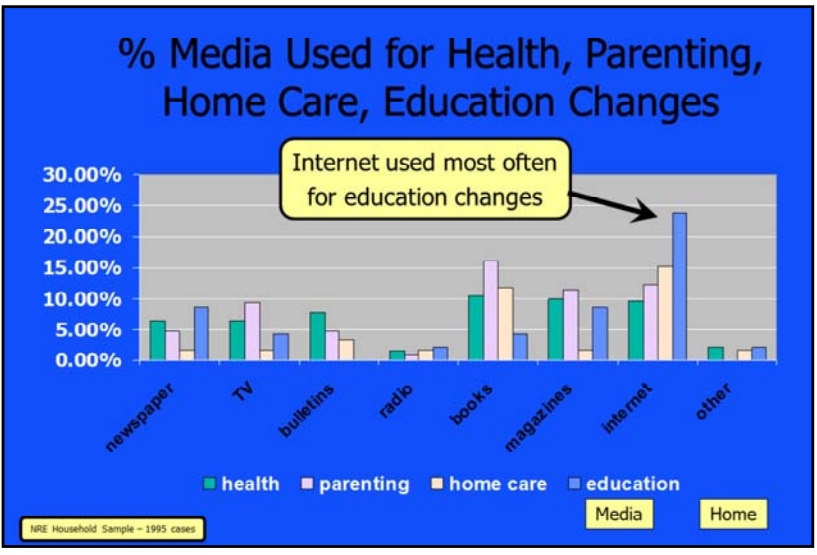
Use of Media by HH Changes

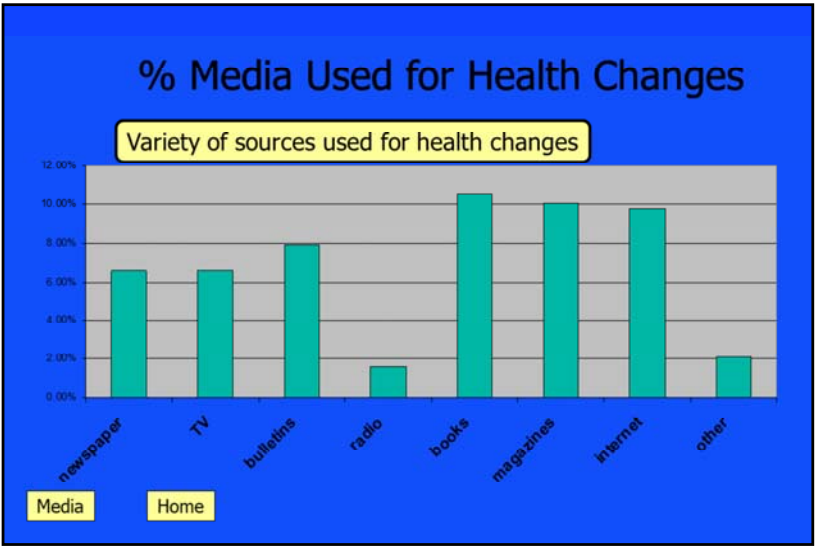
- * = statistically significant relationships
- Legal -> none significant
- Internet for those who have it – use it for all
- Health and Personal Achievement: most variety of media

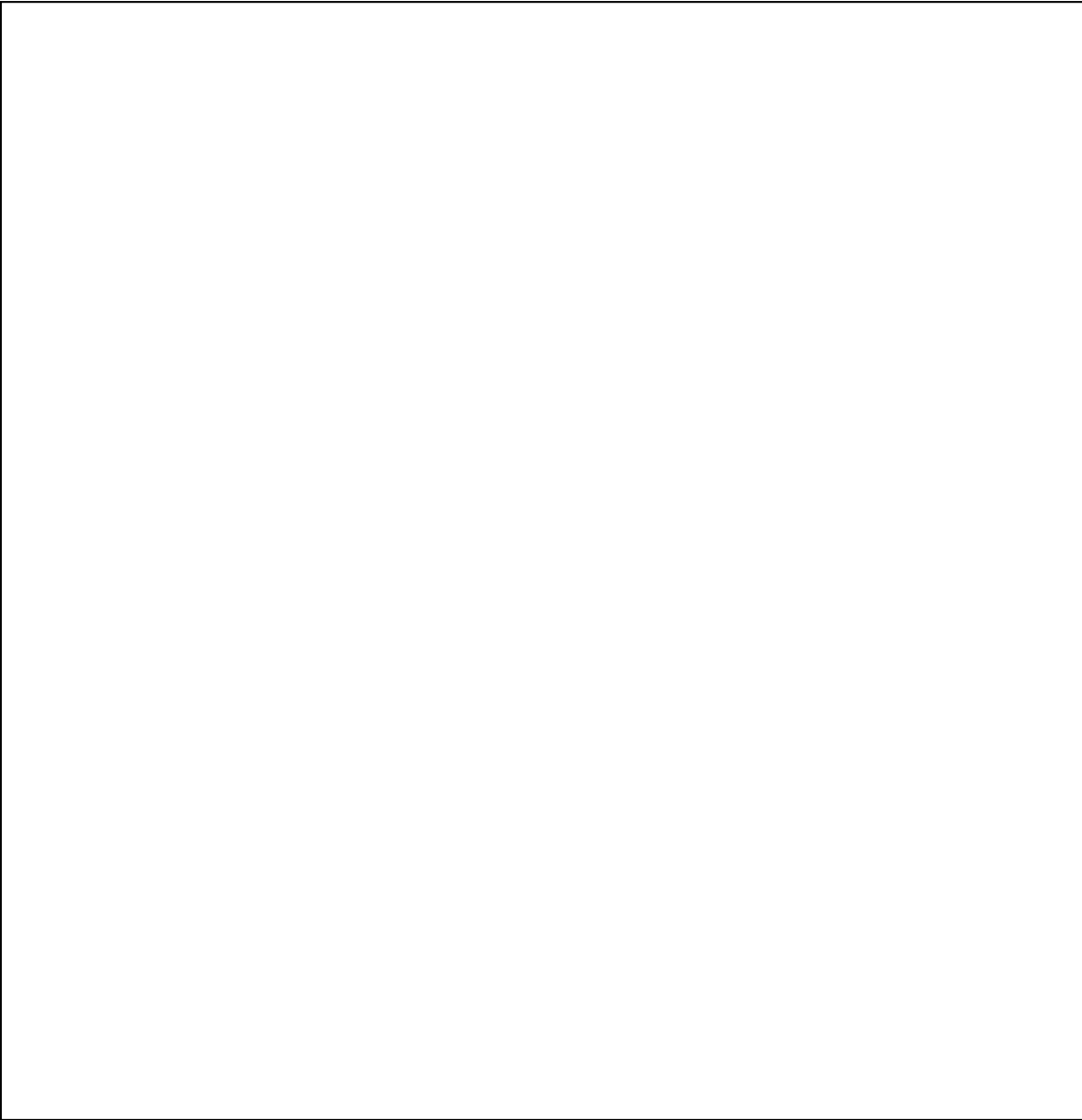
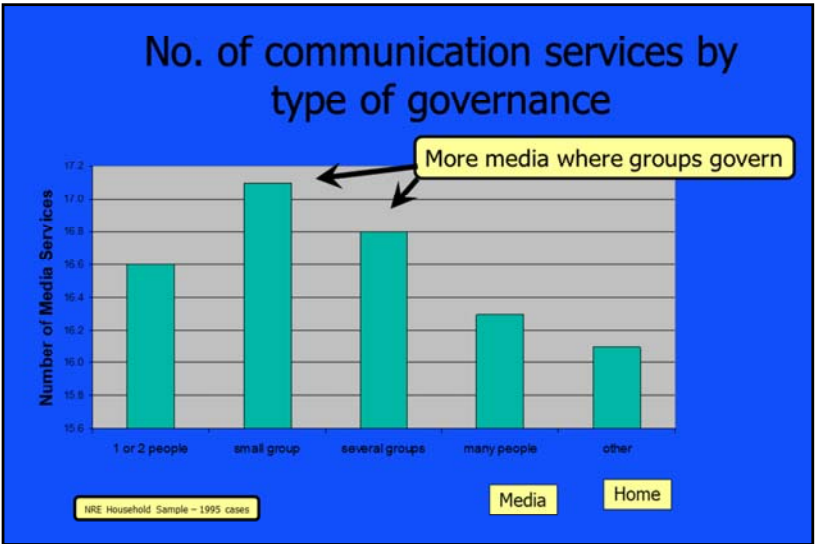


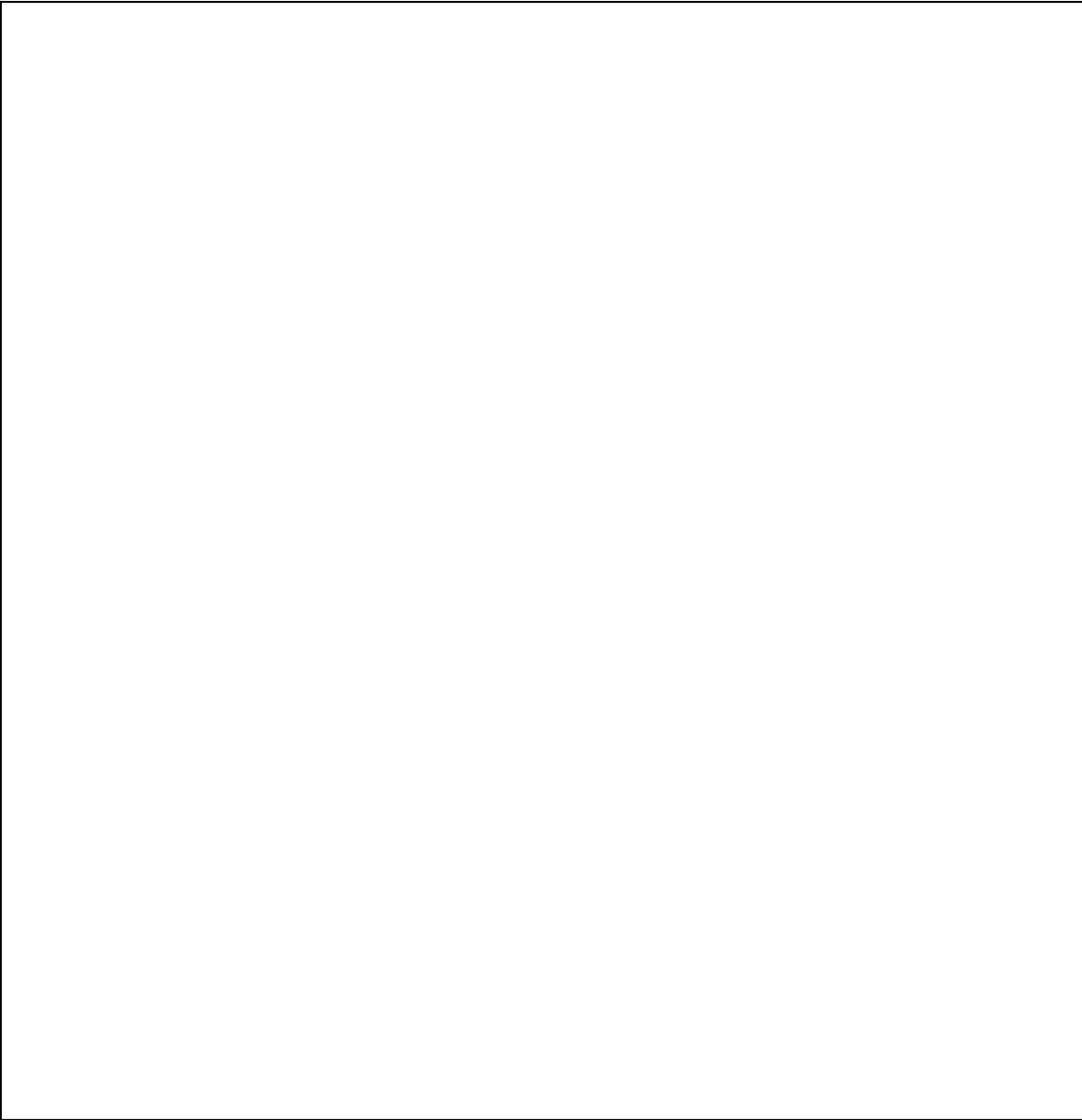












Results – Social Support

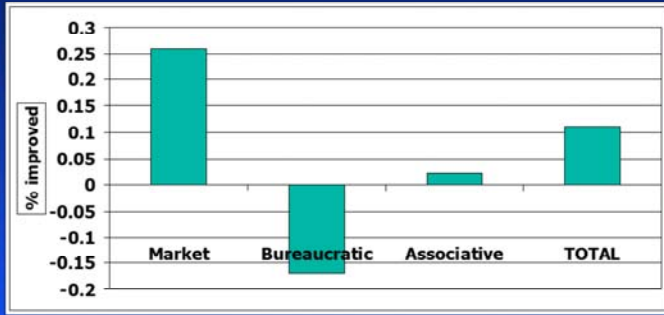
- 5-year changes in perceived SS
- Type of Change by Type of S
- Type of Change by Type of S
- Social Support by Type of Change
- Social Support by Type of Change
- Evaluation of Social Supports

MSKp

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5-Year Change in Perceived Service Access



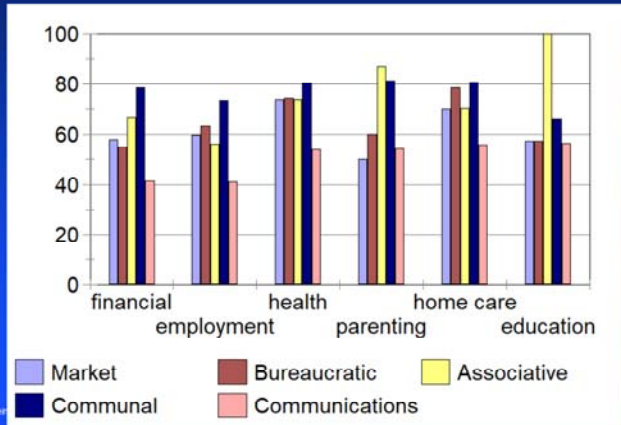
SSup

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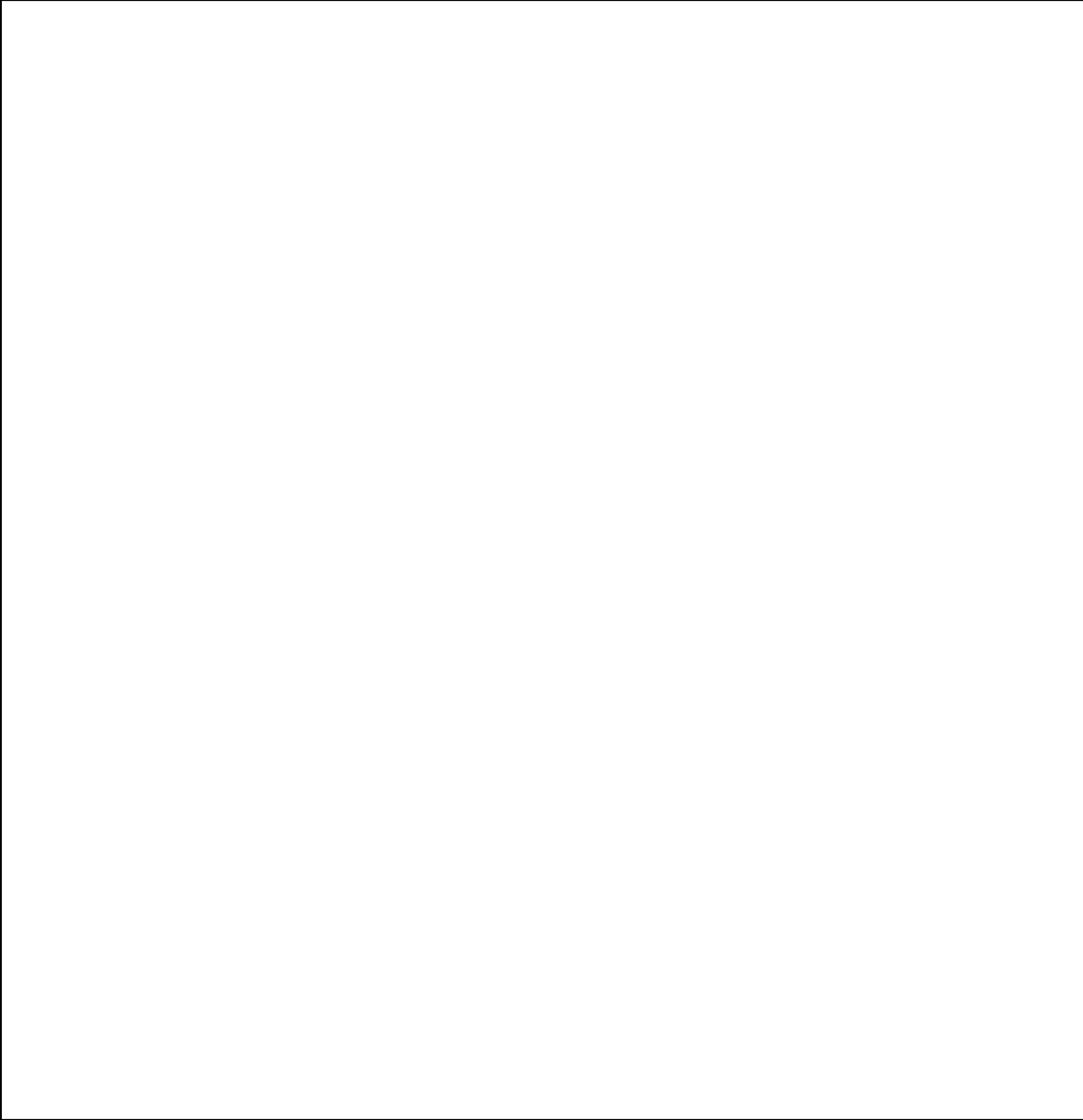
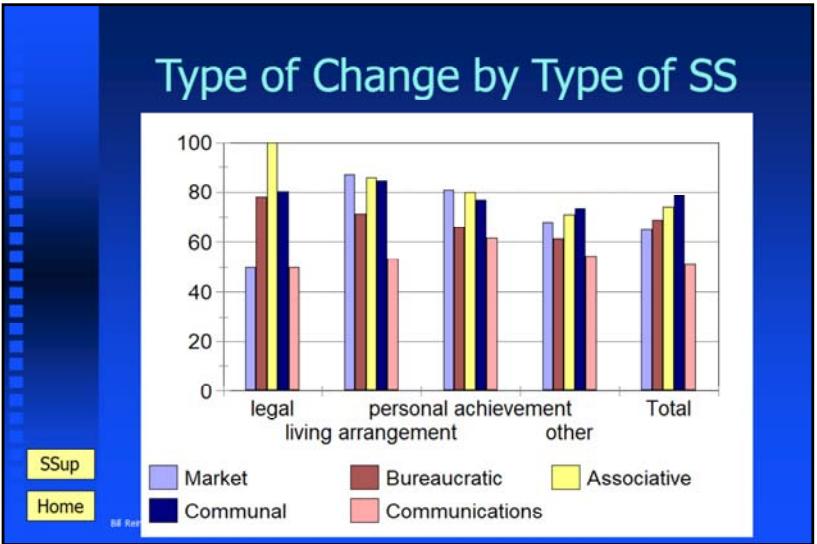
20 NRE Field Sites - 2001

Type of Change by Type of SS

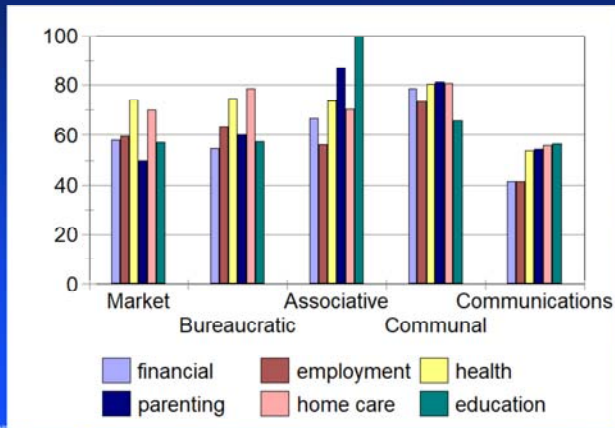


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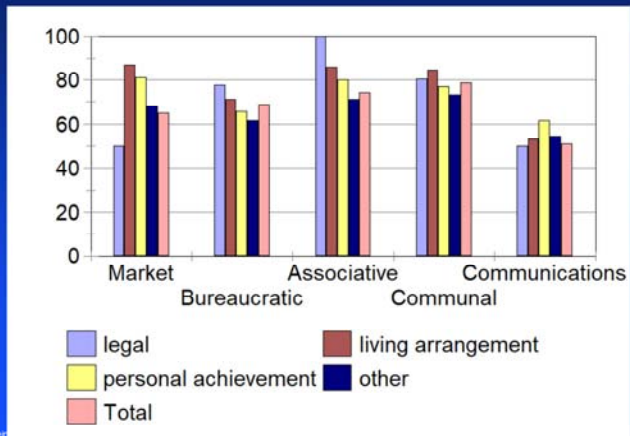
Social Support by Type of Change



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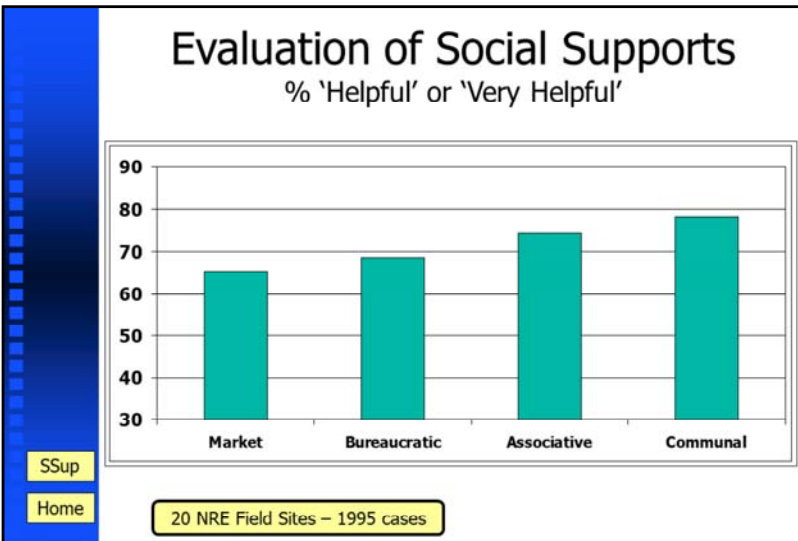


Social Support by Type of Change



SSup

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How do people evaluate the different types of social supports?

- Social support a critical element of behavioural social cohesion
- Asked them what were the major changes that had occurred in their households over the last year
 - How did they deal with/respond to these changes?
 - To who did they turn?
 - Important component of social cohesion
- Were the supports helpful or very helpful for the majority of people
- (S) Varies by the type of social support
- Varies as well by the type of change that occurred (additional analysis)
 - E.g. home care: communal and bureaucratic
 - Financial: communal much higher, associative second, then market, with bureaucratic last

Measurement – Social Capital

- Measurement Assumptions
- Site-level
 - Social Capital in market relations
 - Social Capital in bureaucratic relations
 - Social Capital in associative relations
 - Social Capital in communal relations
- HH Level
 - Use of Market-based SoKp
 - Use of Bureaucratic-based SoKp
 - Use of Associative-based SoKp
 - Use of Communal-based SoKp

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Measurement Assumptions

- All organizations, groups, or networks involve all 4 types of social relations
- In a specific organization, group, or network some of the types predominate

We use this to measure Social Capital

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Social Capital embedded in Market Relations

- Enterprises (within 30 minutes)
 - Business enterprises – goods and services
- Financial institutions (formal and informal)
 - Provide access to financial resources
 - Require skills to use them
 - Banks, credit unions, ATM machines, micro-financing groups, insurance offices
- Media with market information, access
 - How do people find out about market options – goods, service, employment?
 - Cable, Internet, newspapers, radio, local newsletters and newspapers
- Level of commercial services
 - Stabler framework:
 - Minimum convenience centre (gas and basic groceries)
 - Full convenience centre
 - Partial shopping centre
 - Complete shopping centre
 - Secondary wholesale-retail centre
 - Primary wholesale-retail centre
- Summary index
- Standardized on a per capita basis
 - The availability of these market-based sources will be affected by the number of people drawing upon them

Social Capital in Market Relations

- Enterprises
- Financial institutions (formal and informal)
- Market-related media
- Level of commercial services (Stabler)

Density per 100 families: .30 to 30.07

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Social Capital embedded in Market Relations

- Enterprises (within 30 minutes)
 - Business enterprises – goods and services
- Financial institutions (formal and informal)
 - Provide access to financial resources
 - Require skills to use them
 - Banks, credit unions, ATM machines, micro-financing groups, insurance offices
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- Standardized on a per capita basis
 - The availability of these market-based sources will be affected by the number of people drawing upon them

Social Capital in Bureaucratic Relations

- Formal Organizations
 - Schools
 - Medical facilities and personnel
 - Welfare facilities and personnel
 - Emergency services
 - Legal facilities and personnel
 - Political offices
 - Transportation
- Media (Internet, newspapers)

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Density per 100 families: .10 to 7.01

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Social Capital embedded in Bureaucratic Relations

- Formal Organizations
 - What resources are available that require knowing how to relate to bureaucracies?
 - Schools, hospitals, medical personnel, welfare, emergency services, legal facilities and personnel, political offices, transportation
- Internet, newspapers

Social Capital in Associative Relations

- Voluntary associations
 - Recreation
 - Services
 - Hobbies
 - Charitable
 - Environmental
 - Political
- Media

MSKp Density per 100 families: .19 to 12.74

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Social Capital embedded in Associative Relations

- Voluntary associations
 - Recreation
 - Services
 - Hobbies
 - Charitable
 - Environmental
- Media (Internet, local newspapers, community newsletters, local radio stations, community bulletin boards)

Social Capital in Communal Relations

- Average size of census families
- Daycares and senior citizens' homes
- Religious organizations
- Community-integration events

Density per 100 families: .10 to 6.15

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Social Capital embedded in Communal relations

- Encourage multiplex types of relations as found in communal
 - Average size of census families
 - Number of daycares and senior citizens' homes within 30 minutes
 - Number of religious organizations
 - Number of community integration events
 - Festivals, community picnics, celebrations

Use of Market-based SoKp

- Level of employment
- Internet use for business or market
- Use of market services
- Participation in employment organizations
- Market-based sources of HH income
- Persons used for market-relevant support

Market-based Use Index: 0 to 27

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Use of market-based social capital was measured using the following information.

- the level of employment and self-employment (Q8 - employ and employer) [maccess]
- the number of ways the Internet is used involving market relations (Q25: contacting businesses or obtaining market information, making on-line purchases, paying bills or banking on-line, searching for a job or contacting potential employers, conducting paid employment) [imuse]
- the number of market-based services that have been used in the last 12 months (Q26: gas station, grocery store, drug store, home furnishing or furniture store, ATM or banking machine, bank or credit union, financial advice services, homemaking services) [smuse]
- the number of employment organizations in which the respondent participates (Q31, Q32) [mpart]
- the number of sources for household income that are market-based (Q48: wages and salaries, income from self-employment, farm income, dividends and interest) [mincome]
- the number of persons or groups from whom the respondent sought market-based support for the change that had the most impact on the household (Q21: employer, financial advisor, business friend(s), a business, accountant, employment and economic organization, or other business people) [tmarket]

Use of Bureaucratic-based SoKp

- Internet use for bureaucratic relations
- Use of bureaucratic services
- Actions directed to bureaucracies
- Bureaucratic-based sources of HH income
- Persons used for bureaucratic-relevant support

Bureaucratic-based Use Index: 0 to 21

MSKp

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Bureaucratic-based social capital was measured using the following information.

- the number of ways the Internet is used involving bureaucratic relations (Q25: obtaining information or communicating with federal or provincial governments, completing government forms on-line, contacting health-care providers, finding health information) [ibuse]
- the number of services based in bureaucratic relations that have been used in the last 12 months (Q26: legal services, family doctor, dentist, ambulance services, emergency room at hospital or clinic, therapy services, home support services, visiting nurse, social services such as child or family intervention programs, public health nurse, post office, public library, public adult education service, provincial government service, federal government service) [sbuse]
- the number of actions addressed to a bureaucracy that have been taken over the last 12 months (Q33: written a letter to a municipal, provincial, or federal representative) [baction]
- the number of sources for household income that are bureaucracy-based (Q48: employment insurance, worker's compensation, Canada or Québec pension plan, retirement pension, old age security, guaranteed income supplement, child tax benefit, provincial or municipal social assistance or welfare) [bincome]
- the number of persons or groups from whom the respondent sought bureaucracy-based support for the change that had the most impact on the household (Q21: doctor or other health professional, lawyer or legal professional, counsellor or other social service professional, teacher or other education professional, mayor or council member, municipal staff member, economic development officer, contacting other government resources or employees, applying to one or more government programs, contacting an elected representative, law or justice organizations) [tbureau]

Use of Associative-based SoKp

- Internet use for associative relations
- Use of associative services
- Participation in associative-based groups
- Actions reflecting associative involvement
- Persons used for associative-relevant support

MSKp **Associative-based Use Index: 0 to 26**

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Associative-based social capital was measured using the following information.

- the number of ways the Internet is used involving associative relations (Q25: as part of volunteer work) [iause]
- the number of services based in associative relations that have been used in the last 12 months (Q26: second-hand clothing store, meal program) [sause]
- the number of groups of an associative nature in which the respondent currently participates (Q32: environment/wildlife, arts/culture, health, law/justice, social service, sports/recreation, public benefit, religious, education, women, men, youth, casual/social) [apart]
- the number of actions taken reflecting an associative involvement (Q33: written a letter to the editor of a newspaper, called a radio talk show about a public interest issue, signed a petition, given money for an emergency action, volunteered for a specific community action, posted a comment to an e-mail or web-based discussion groups about a public issue) [aaction]
- the number of persons or groups from whom the respondent sought associative-based support for the change that had the most impact on the household (Q21: community or voluntary organizations that had a health, social service, public benefit, religious, or education/youth development focus) [tassoc]

Use of Communal-based SoKp

- Internet use for communal relations
- Sharing goods with family
- Sharing services with family
- Persons used for communal-relevant support

Communal-based Use Index: 0 to 15

MSKp
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Communal-based social capital was measured using the following information.

- the number of ways the Internet is used involving communal relations (Q25: keeping in touch with family or friends) [icuse]
- the number of family and extended family members with which the respondent shares locally grown fruits and vegetables, wild foods, meat, wild meat, or firewood. (Q38 to Q42) [t1share, t2share]
- the number of family and extended family members with which the respondent shares skills and services such as painting, carpentry, plumbing, mechanical or electrical work, sewing or knitting, housework, babysitting or child care, adult respite care, automotive or boat repair, technical or professional services, snow removal, garden work, or transportation. (Q46) [nshserv]
- the number of persons from whom the respondent sought communal-based support for the change that had the most impact on the household (Q21: spouse, parents, children, other relatives, close personal friend, friend, work-mate, or neighbour) [tcommune]

Measurement - Details

- Site-level
 - [Social Capital in market relations](#)
 - [Social Capital in bureaucratic relations](#)
 - [Social Capital in associative relations](#)
 - [Social Capital in communal relations](#)
- HH Level
 - [Use of Market-based SoKp](#)
 - [Use of Bureaucratic-based SoKp](#)
 - [Use of Associative-based SoKp](#)
 - [Use of Communal-based SoKp](#)

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NRE Site Interviews – 2000

(enterprises, co-ops, 3rd sector, leaders, events, institutions)

- Market relations:

- Number of jobs
- Number of enterprises
- Business networks: participation, interest (local, regional, national, international)
- Information sources
- Labour relations within community
- Sources of financial capital
- Commercial enterprises
- Business climate in community
- Aspects of informal economy

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NRE Site Interviews – 2000

(enterprises, co-ops, 3rd sector, leaders, events, institutions)

- Bureaucratic relations:
 - Number of institutional services and access points (local, regional, national, international)
 - Information sources
 - Implications of loss of service
 - Relative importance of institution/service

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NRE Site Interviews – 2000

(enterprises, co-ops, 3rd sector, leaders, events, institutions)

- Associative relations:
 - Number of associations
 - Association networks (local, regional, national, international)
 - Communication tools and techniques
 - Funding levels and sources
 - Implications of loss of association

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NRE Site Interviews – 2000

(enterprises, co-ops, 3rd sector, leaders, events, institutions)

- Communal relations:
 - Family structure and changes
 - Migration
 - Ethnic and religious heterogeneity
 - Social support services
 - Informal economy-related production

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NRE HH Survey – 2001

(1995 Households in 20 Sites)

- Market relations:
 - Employment (with location)
 - Use of market-related sources of support
 - Market-related Internet activity
 - Use of market-related services (with location)
 - Participation in market-related organizations (with location)
 - Informal economy (market-related)
 - Assessment of local business leaders

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NRE HH Survey – 2001

(1995 Households in 20 Sites)

- Bureaucratic relations:
 - Employment (with location)
 - Use of bureaucratic-related sources of support
 - Bureaucratic-related Internet activity
 - Use of bureaucratic-related services (with location)
 - Participation in bureaucratic-related organizations (with location)
 - Informal economy (bureaucratic-related)
 - Assessment of political leaders (all levels)

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NRE HH Survey – 2001

(1995 Households in 20 Sites)

- Associative relations:
 - Use of associative-related sources of support
 - Associative-related Internet activity
 - Use of associative-related services (with location)
 - Participation in voluntary associations (with location)
 - Assessment of voluntary groups

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NRE HH Survey – 2001

(1995 Households in 20 Sites)

- Communal relations:
 - Employment (with location)
 - Use of communal-related sources of support
 - Communal-related Internet activity
 - Use of communal-related services (with location)
 - Informal economy exchanges

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Policy – Questions and Answers

- Which media are most effective?
- Which sites are most vulnerable?
- How do media help?
- Policy questions re. Services
 - Answers to service questions
- Rural Services and Social Cohesion
- Questions re. Economic performance
 - Economic performance and social cohesion
- Questions re. Governance
 - Answers to governance questions
 - Governance and Social Cohesion

Chall

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Which media are most effective for:

- Income: Internet (but not as important as gender, education, leading status of site)
- Identity: Little relation to media
- Governance:
 - More media where groups govern
 - More critical where more media exist
- Social cohesion:
 - Little direct relation to media
 - Associative media negatively related to Communal SoCo

Policy
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Which media are most effective for:

•Economic performance:

•Regression: $r^2 = .35$; Gender of HH (beta=.343), Education (beta=.338), Leading (beta=.225), Internet (beta=.175) on Income

•ANOVA: internet-gender-leading, internet-gender, internet-leading effects eliminate unique effects of internet. Other unique effects remain on income.

•Internet use shows strongest relationship of media – but superceeded by gender, education, leading status of site.

•Identity:

•Examined 'psycom' – psychological commitment to the community

•No media use for support were related to psycom

•Tcomm30 (total number of communication services at the site level) was unrelated to psycom – even when controlling for metro adjacency and newcomer status (the latter was significantly related to psycom)

•Communications availability or use does not appear to be a significant factor in identity with the local community

•Governance:

•More media where groups govern – one or many

•Effectiveness of governance:

•Q37 by # media and 5 NRE dimensions: more critical where more media exist

•Social cohesion:

•Little direct relation between total number of media and indicators for SoCo

•Some correlation between market and bureaucratic communication services and associative-based SoCo, but they are less influential than global exposure or Institutional Capacity

•Associative (local) communication services negatively associated with communal-based SoCo – even when 5 NRE dimensions and gender of HH are controlled.

•Implies local communication undermines family-based social cohesion?

•Or it compensates

Which types of community are most vulnerable?

- Fluctuating Economies:
 - Fewer associative-oriented services
 - Fewer local-oriented services
- Low Institutional Capacity:
 - Fewer market-oriented services
 - Fewer associative-oriented services
- Lagging Sites:
 - Lower use of radio, books, magazines, and internet for dealing with major HH changes

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Which types of community are most vulnerable?

•Ran IWG - mcomser bcomser acomser tcomser locomser by 5 NRE dimensions – t-test (iwgprn.sps)

•Results are significant t-test differences ($p < .05$)

•Fluctuating Economies:

•Fewer associative-oriented services

•Fewer local-oriented services

•Low Institutional Capacity:

•Fewer market-oriented services

•Fewer associative-oriented services

•Ran HH – Type of media used in response to changes by 5 NRE dimensions

•Only significant correlations: + between leading and use of radio, books, magazines, and internet

How do media help?

- More internet, more open
- Stability and capacity affect availability
- Availability and use not highly correlated
- Type of media used related to type of change
- Little direct relation to identity, some to governance, most to site characteristics
- Internet use related to all types of SoCo, income, education, most HH changes
- Communications necessary but not sufficient condition for SoCo

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Policy Questions re. Services

- How is rural service delivery changing?
- How effective is service delivery?
- Who gains and who loses?
- How might service delivery be improved?

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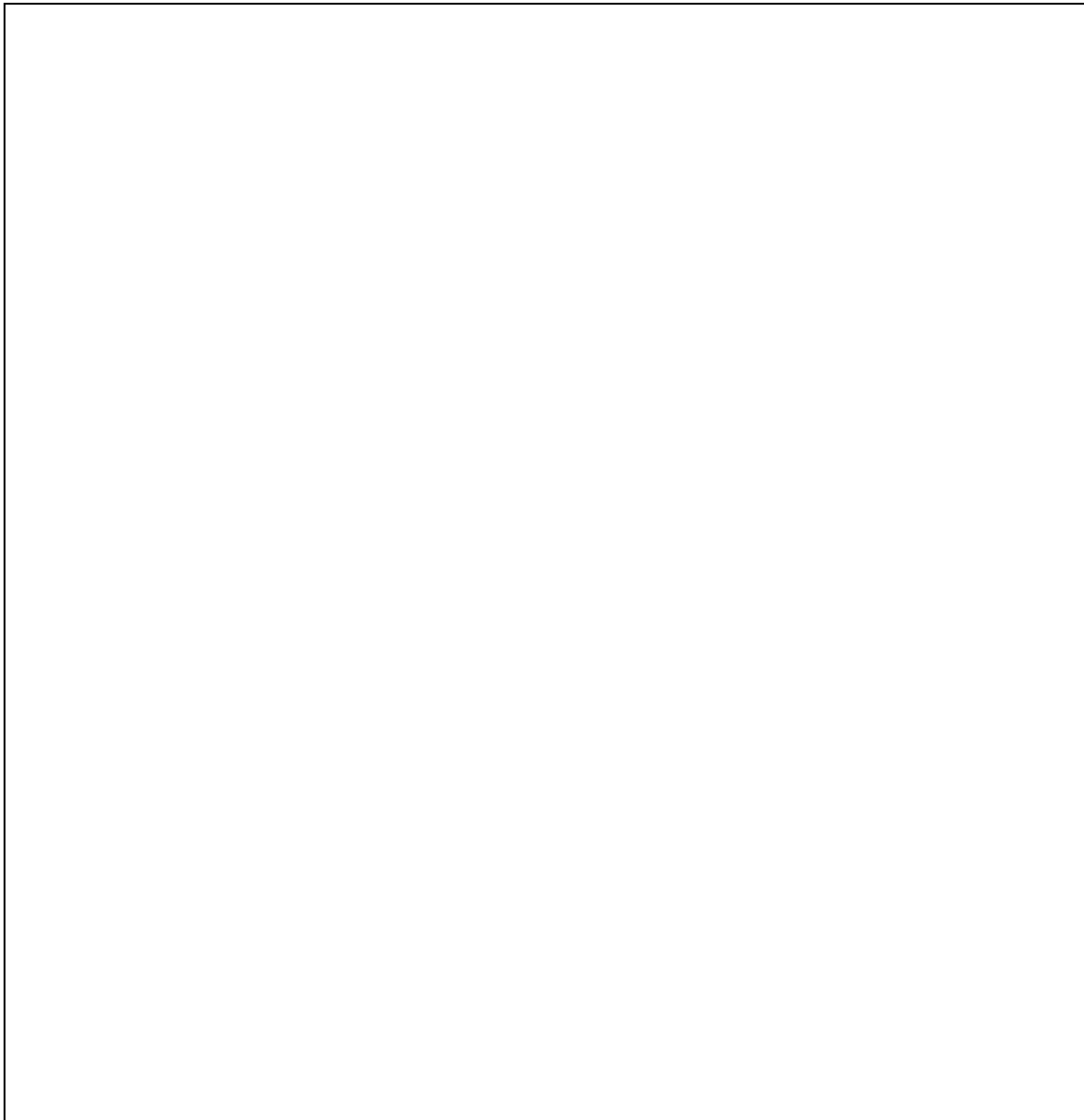
NRE Answers - Services

- Bureaucratic services greatest decline
- Market services greatest increase
- Women vulnerable
- Rural 3rd sector in difficulty
- 3rd sector doesn't take over
- Interaction effects on service declines (esp. Global and Adjacency)

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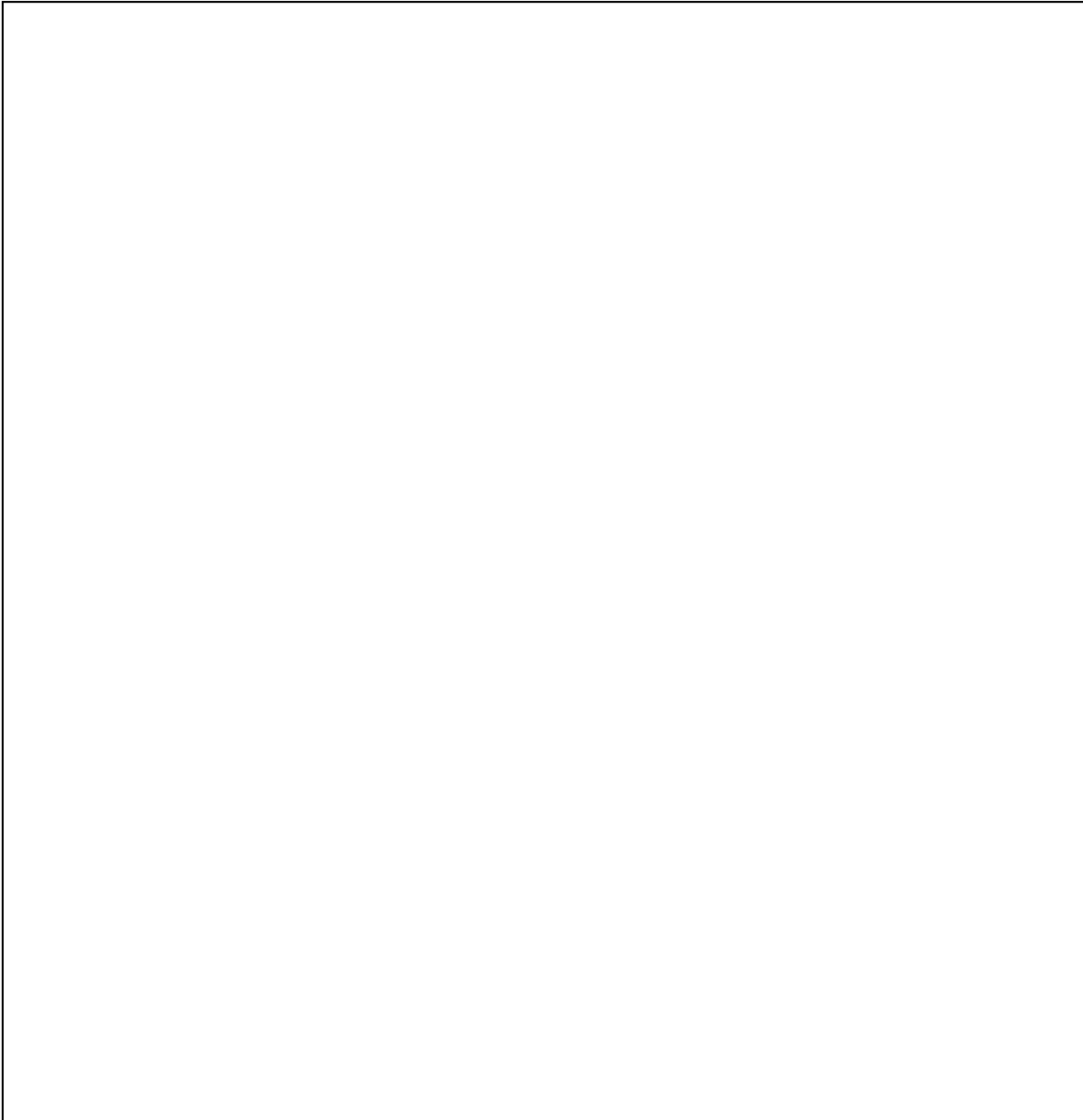
Rural Services and SoCo

- Services need social cohesion
- Social cohesion facilitates service delivery
- Service delivery is changing

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Policy Questions - Economy

- How is rural economy changing?
- How does SoCo contribute to the rural economy?
- Who wins, who loses?
- How can local capacity be increased?

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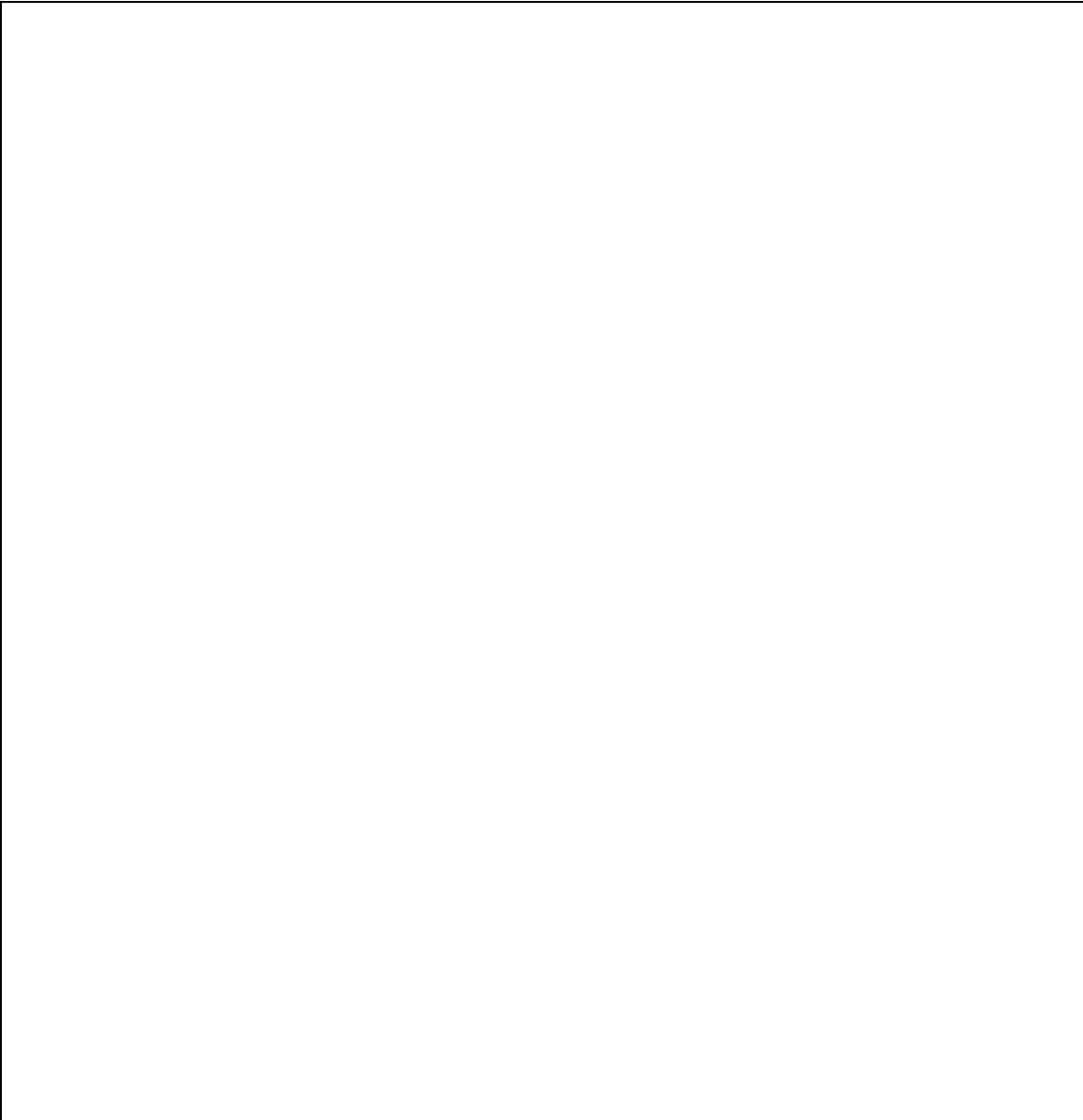
Economic Performance and SoCo

- Social cohesion strengthens the economy
- Strong economy strengthens SoCo
- Both are challenged in rural context
- Beware:
 - Focus on perception only (unrelated to action)
 - Focus on associative-based SoCo only
- Market-based SoCo strongest impact
- SoCo as mitigating factor for vulnerable persons
- SoCo and Human Capital about same impact

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Governance and SoCo

- Governance as broadly defined
- Social cohesion necessary for any collective action
- New economy requires flexibility in governance
- Reduction in state acceptance of diversity in governance
- 'Partnerships' cannot occur between unequals

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Policy Questions - Governance

- How is rural governance changing?
- What new forms of governance are emerging?
- How do they contribute to social cohesion?
- How can governance innovation be increased?

Policy

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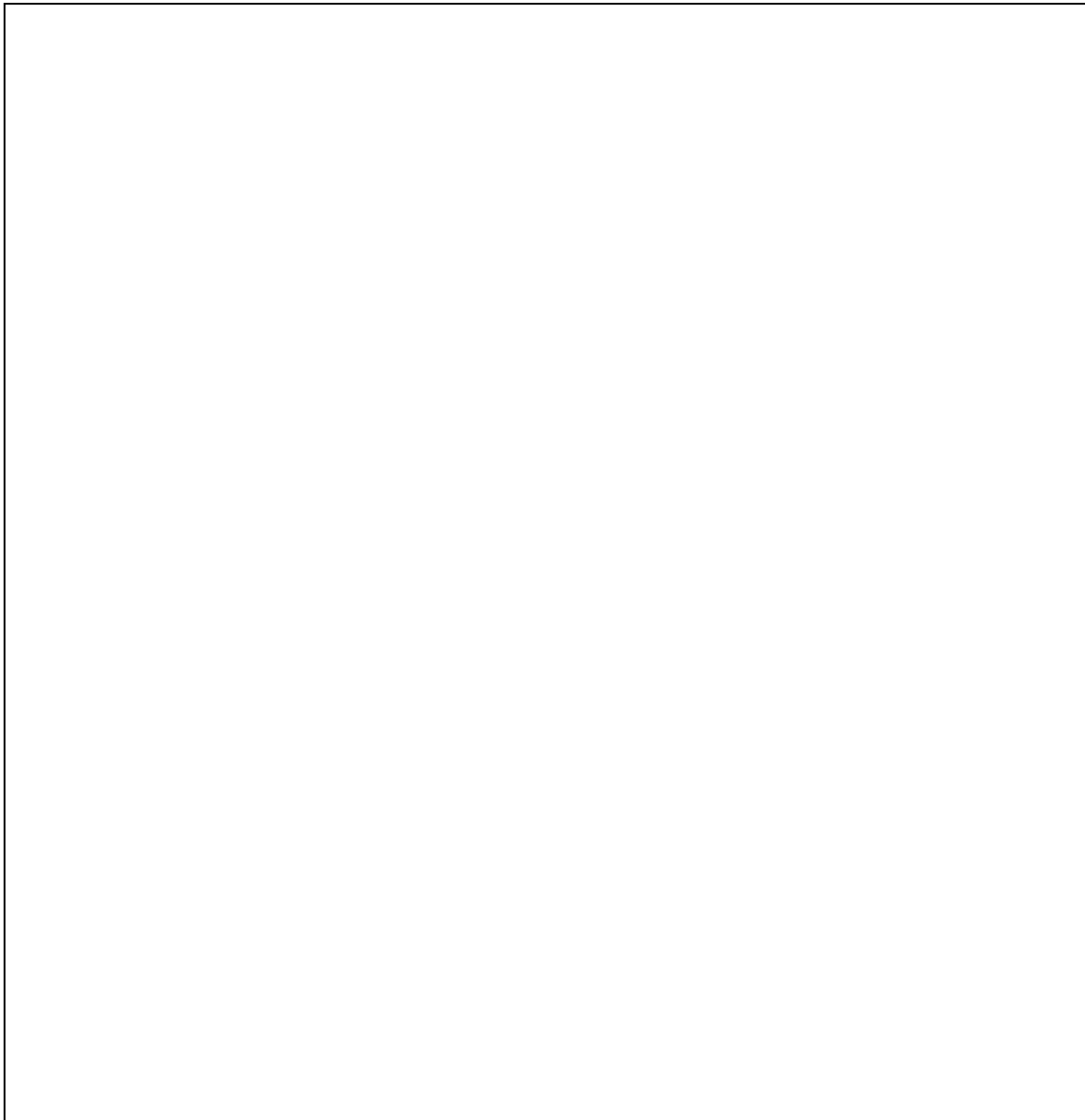
NRE Answers - Governance

- Low levels of local control
- Shifts in types of social cohesion
- Conflicts between old and new residents
- Social innovations in governance
- Lack of resources undermines options

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Challenges and Opportunities with the HH Surveys

- Standardization of indicators
 - Social capital, social cohesion
- Hierarchical data and analysis
- Informal economy
- Integration of C and J surveys
 - Comparative analysis

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Comparison – C and J Surveys

Japan

- More male respondents
- More born in community
- Fewer lived all life in community
- Fewer use the internet
- More have friends in the community
- Participate less in organizations
- More domestic food production
- More 'neutral' on opinion questions

J%	C%
52	37
60	41
57	63
13	42
63	30
37	59
74	41

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Highlights

- Exogenous processes matter
- SoKp, SoCo, Capacity processes are important mitigating factors
- Relations are often conditional
- Behaviour and perception not always in line
- HH surveys are rich sources of information and 'ground-truthing'

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The NRE Project:
Building Rural Capacity in the New
Economy

A Project of the Canadian Rural
Revitalization Foundation

www.crrf.ca
nre.concordia.ca
November 21, 2002



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