

Love Thy Neighbor

Or Know Them, At Least

Social Capital (n)

the networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

Bonding



Tight bonds between similar groups

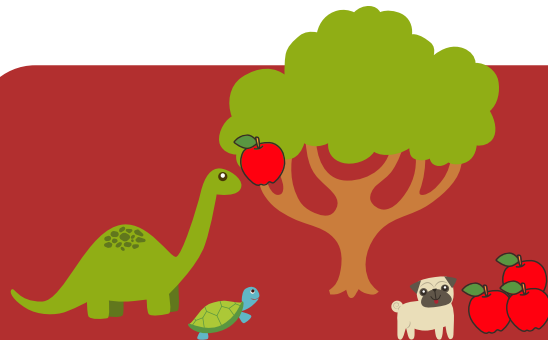
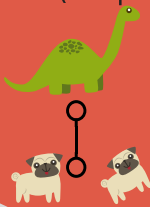
Bridging



Relationships that span social groups

Linking

Connects citizens to a group with more power (i.e. politicians)



Get more done

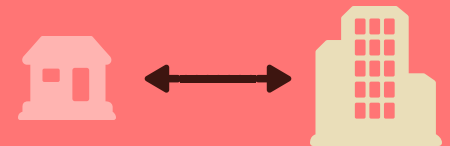
With more eyes and resources around your neighborhood, expect it to be safer and more convenient for all.

... especially when you least expect it

Although social capital can help on an everyday basis, you're definitely going to want that neighbor who you lent sugar to last month to help save you from the rubble after an earthquake.



"But I'm too busy!"



Don't have time to knock on everyone's door? Increasingly, Americans don't have time for the "third spaces" that come after home and work, which are crucial for building relationships.

You're not alone.



Apps like Nextdoor and private Facebook groups are attracting more and more users, and mimic the trust-building qualities of third spaces.