



The media and its influence in three dimensions of social capital, an opportunity for social marketing?

*Los medios de comunicación y su influjo en las tres dimensiones del capital
social. ¿Una oportunidad para el marketing social?*

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Abstract:

The aim of this article is to carry out an exploratory analysis and literature review about the influence of the traditional and digital media on social capital. The concept-variable social capital refers to the set of attributes of the social dimension that promote cooperative behaviors and favor the functioning of the economy and society in general. Its study as a development factor has grown strongly in recent years. Social capital has three different dimensions: cognitive (norms and values), structural (networks of interpersonal relationships), and relational (trust). This text gathers various effects of the media in each of these dimensions and concludes that this influence can be considered as an opportunity for the implementation of social marketing, whose ultimate goal is the well-being of citizens.

Keywords: media, social capital, norms and values, trust, social networks, social marketing.

Resumen:

El objetivo del presente artículo es llevar a cabo un análisis exploratorio y de revisión de la literatura en torno a la influencia de los medios de comunicación, tradicionales y digitales, en el capital social. El concepto-variable capital social alude al conjunto de atributos de la dimensión social que promueven comportamientos cooperativos y favorecen el funcionamiento de la economía y la sociedad en general. Su estudio como factor de desarrollo ha crecido con fuerza en los últimos años. El capital social tiene tres dimensiones diferenciadas: la cognitiva (normas y valores), la estructural (redes de relaciones interpersonales), y la relacional (confianza). Este texto recoge variados efectos de los medios en cada una de estas dimensiones y concluye que este influjo puede plantearse como una oportunidad para la implementación del marketing social, cuyo fin último es el bienestar de la ciudadanía.

Palabras clave: media, capital social, normas y valores, credibilidad, redes sociales, marketing social.

1. INTRODUCCIÓN

In recent years, the attention given to social capital has grown significantly. A construct whose nature seems merely economic but which is nevertheless very useful as a glue of what the “social dimension” is and what it does.

Useful because the conformation of this social dimension, which includes norms and values, trust, attitudes and beliefs, or networks of interpersonal relationships, affects issues such as the functioning of society, collective well-being, cohesion, the progress of the economy, or institutional good work.

In 2000, Robert Putnam, a leading author in this field of research, published an iconic work, a base book on the study of the theory of social capital. He titled it: *Bowling Alone*. This title was a good choice, both because of “its appeal” and because it expresses what Putnam wanted to convey, which was the fall in social interaction, the growing individualism and the destruction of social trust in North America. That is, what he called “the decline of social capital”.

An essay that alludes to the decline in social capital is logical to develop an analysis of the factors that have promoted this scenario. In this sense, Putnam cited the deterioration of traditional social structures such as family and community; the increase in time pressures and consequently less relational activity; the importance of the massive entry of women into the labor market, sacrificing themselves as much as possible or partially abandoning their work in the community; the influences of television, internet and video games, through their degree of prosociality (antisociality) and their reducing effect in interaction activities; secularization and the loss of religious participation, affecting the inculcation of civic virtues and the associative and volunteer activities that flow from it; residential changes and suburbanization; the transformation of values and referents (Putnam, 2000, pp.183-277).

From the above, it can be deduced that there is a close relationship between the causes of the loss of social capital and the sources from which this variable is nurtured. That is

to say, said causes played against, a priori and without this being a one-to-one relationship, would favor the stock of social capital.

This article aims to analyze the effects of the media on the stock of social capital. It therefore goes back to what Putnam pointed out and carries out a review of the state of the art on this topic, which has been the subject of recent research due to the interest aroused by the spread of digital media and social media. In this sense, it is worth remembering the importance of “traditional” and “digital” media in the current global context, and on issues such as: lifestyles, public opinion, social interaction and the configuration of social structures, sexuality, consumer behavior, appearance and language, childhood development, trust, values, ... (Perese & Lambe, 2016).

For this purpose, in section 1 we present the methodology that this work follows. In section 2 we expand on the concept of social capital, its perspectives, dimensions and effects, in order to expose the real importance of this factor in favor of socioeconomic functioning. Section 3 carries out an analysis of the influence of the media on the three dimensions of social capital; In other words, the way in which the media affect norms and values, trust and networks of interpersonal relationships are examined. In section 4 we ask ourselves if there is an opportunity for social marketing in the media, beyond the public health and environmental campaigns that are frequently displayed in them. Finally, section 5 develops the conclusions.

2. METHODOLOGY

The methodology used to prepare this work is based on an exploratory analysis and, therefore, consists of a preliminary, review and flexible study, linked to the researcher's creativity, common sense and intuition.

It employs secondary sources, specifically, a review of the scientific literature that various authors have developed in the fields of social capital theory and the media. The use of secondary sources represents the first step in the information search process, since they help to identify the problems to be investigated and can be used a second time in the current systematization project (Tamayo, 2002, p. 45).

3. SOCIAL CAPITAL: CONCEPTUAL DISCUSSION, DIMENSIONS AND EFFECTS

3.1. WHAT IS THE SOCIAL CAPITAL

The term *social capital* is relatively recent. Although it dates back to the beginning of the 20th century and discontinuously appears in various essays over time, it is at the end of the 1980s that it began to take on “academic” form and become scientifically established (Castiglione, Van Deth & Wolleb, 2008, p. 2).

It is a multidimensional concept, as multidimensional is the social fact (Membiela-Pollán, 2016, p. 68). The word *capital* is widely used in economics and goes back to Böhm-Bawerk (1984, pp. 319-322) who defined it as the set of indirect and intermediate goods that, through fruitful productive detours and by consuming time, it has the virtue of making work more productive.

Thus, in this science it is common to find allusions to physical capital, natural capital, financial capital or human capital (Sánchez-Santos & Pena-López, 2005, pp. 138-139). The latter, human capital, which took off at the end of the sixties, together with the most innovative *social capital*, captures the person's singularities, capacities and relationships (Membiela-Pollán, 2016, p. 39).

Social capital has been criticized for the instrumental and economic appearance that emanates from the term “capital”. However, this concept is located in the field of socioeconomics, very critical of the utilitarian approach that links to the neoclassical paradigm. Social capital and socioeconomics pay attention to the social dimensions of the individual such as ethics, reciprocity, cooperation, altruism and duty, which respond to the concept of “non-instrumental rationality” and constitute essential aspects of any society (Pena-López & Sánchez-Santos, 2006, p. 55). Social capital has also been criticized for its marked multidimensional nature, being called an “umbrella concept”, since it means “many different things for many people” (Dasgupta & Serageldin, 2000, pp. X-XI). That is, it encompasses too many attributes and this for some researchers undermines its scientific credibility (Lin, 2008, p. 50).

As a mode of synthesis or consensus, it can be said that social capital is the set of attributes of the social dimension (norms and values, trust and networks of interpersonal relationships) that promote cooperative behaviors and favor the functioning of the economy and of society in general. In other words, it is possible to affirm that we are talking about the “value of the social dimension” (Membiela-Pollán, 2013, p. 27).

In any case, and based on numerous and different definitions present in the literature on social capital, it is possible to speak of three different perspectives regarding this concept (Membiela-Pollán & Pena-López, 2017, p. 146). The first (1) understands social capital as an “individual resource” (Bourdieu, 1986; Lin, 1999) that consists of the networks of relationships of the subject and the associated resources that can be obtained from them. The second (2) considers social capital as a “community resource” (Coleman, 1988; Uphoff, 2000), that is, as a set of attributes and properties present in a social structure that facilitate its operation and collective action. And the third (3) conceives social capital as a “macro-social and macro-institutional resource” (Putnam, 1993; Knack & Keefer, 1997), which resting on aspects such as civility, cohesion and social trust favors the functioning of the economy and society in general.

From the exposed approaches it is come off that the social capital and its effects are analyzable in all the levels of the society, in the micro-, in the meso- and in the macro-. That is, it analyzes both the relational networks that surround the focal subject by providing resources, and the structure and attributes of the “community” that make it function properly; It also pays attention to macrosocial resources that favor the implementation of society as a whole.

Furthermore, as we have previously stated, and based on the approaches outlined, social capital gathers an amalgam of attributes that can be classified into three categories or dimensions, a question that facilitates the analysis of the mechanics of this variable.

Both issues, the returns or effects of social capital and its dimensions or categories will be briefly discussed below, as a preliminary step to the study of our objective, which is the influence of the media on this important factor of development.

3.2. RETURNS AND FUNCTIONALITIES OF SOCIAL CAPITAL

The effects of social capital are very broad and are linked to its three conceptual approaches, which are not exclusive but complementary in understanding the value of the “social dimension”.

In general, it has been studied the effectiveness of social capital in institutional performance, economic efficiency, social cohesion, and the well-being and happiness of people. Likewise, this factor shows its usefulness in subjects as varied as education, politics, health, organization theory and even in technological innovation (Tsai & Ghoshal, p. 446; Castiglione et al., 2008, p. 1).

Being more concise, Table 1 shows the global returns and functionalities of social capital (Membiela-Pollán, 2016, p. 110), useful for the individual, for the community and for the social aggregate.

Table 1. Returns and functionalities of social capital

Expressive return	Instrumental return	Macrosocial return
<i>Support (material, physical and moral)</i>	<i>Social mobility</i>	<i>Trust</i>
<i>Link transmission</i>	<i>Knowledge dissemination</i>	<i>Social control and civility</i>
<i>Health</i>	<i>Collective Action</i>	<i>Social cohesion</i>
<i>Socialization</i>	<i>Education</i>	<i>Demography</i>
<i>Happiness and well-being</i>		<i>Fight against poverty and inequality</i>
		<i>Promotion of economic activity and welfare</i>
		<i>Governance</i>

Source: Own elaboration.

Instrumental return is associated with expert mobilization or effective use of the social network of weak ties (bridging social capital). Expressive return is linked to domestic mobilization or use of the social network of strong ties (bonding social capital). And the

macrosocial return has to do with the use of the social network of weak ties of a more vertical nature (linking social capital). However, one cannot speak of “exclusivity” and the three types of social capital originate both instrumental, expressive and macrosocial effects. Furthermore, these effects are interrelated and sometimes mutually reinforcing (Lin, 1999, p. 40).

This multiple functionality is dealt with in the specific literature and logically depends on the degree of strength of social capital. Thus, a lower stock of social capital at its different levels will result in less production of resources and less completeness in the development of the proposed functionalities.

It should be noted that the construct we are talking about is directly linked to the concept of civil society, since the latter does not include anything other than the set of informal relations not regulated by the state, which is why it brings together the various structures and social networks of informal and formal originated directly from the interaction between people (Membiela-Pollán, 2013, p. 247).

What is stated here regarding the returns and functionalities of social capital is not trivial. Beyond promoting the functioning of society and the subjective well-being of individuals (Pena-López, Sánchez-Santos & Membiela-Pollán, 2017, p. 881), it must be borne in mind that the economy is based on three pillars: the State, the Market and Civil Society. And if one of these three pillars fails, then the other two must alleviate their deficiencies, always in a more inefficient way and with the result of a worse allocation of resources (Esping-Andersen, 2002; Etzioni, 2007; Membiela-Pollán, 2016, p. 118). At this point it should be noted that social capital and civil society are responsible for the so-called non-monetary economy, which is based on reciprocal relationships (Sacco, Vanin & Zamagni, 2006, pp. 1-3) that internalize various socio-economic functions that are difficult to replace or with a high cost of substitution if they happen to be assumed by the State and the Market.

3.3. THE THREE DIMENSIONS OF SOCIAL CAPITAL

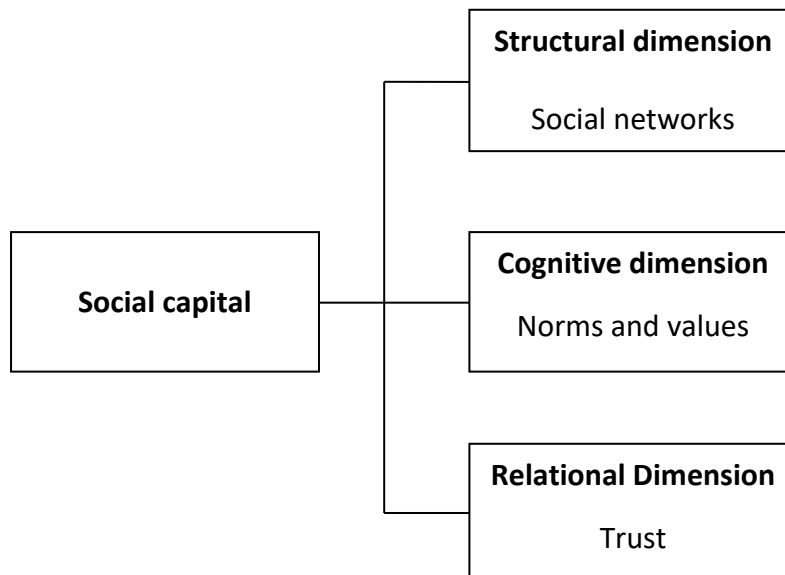
In the study of the concept and perspectives of social capital we saw that it is an amalgam of attributes or social assets, which are named: norms and values, trust, attitudes, beliefs, trust, social networks, roles and rules ... However, these attributes or assets are synergistic, as they do not operate separately but often infer causalities from each other. In this sense, Norman Uphoff defines social capital as “an accumulation of various types of assets that increases the sum [or probability] of mutually beneficial cooperative behavior. This behavior is productive for others as well as for oneself. It benefits others and not only oneself, following the Latin origin of the word 'social'” (Uphoff, 2000, p. 216).

The literature classifies these assets in different ways. There is talk of “structural aspects” (connections, social networks) versus “cultural aspects” (social norms, obligations, values, trust) (Van Deth, 2008, p. 151); the “thick conceptions” versus the “thin conceptions” (Castiglione, 2008, p. 558); “moral capital” versus “social capital” (Sánchez-Santos & Pena-López, 2005, pp. 142-143); the “structure” versus the “content” (Fennema & Tillie, 2008, p. 352); “institutional capital” versus “relational capital” (Krishna, 2000, p. 76).

We are going to follow the classification proposed by Uphoff (2000, p. 218) and Membiela-Pollán (2016, p. 62) with the aim of being as simple and defining when it comes to framing the different social attributes. In this sense, we propose three dimensions or categories in social capital: the cognitive dimension, the structural dimension and the relational dimension (Figure 1).

The structural dimension is associated with various forms of social organization, particularly roles, rules, precedents and procedures, as well as a wide variety of networks that contribute to cooperation, and specifically to mutually beneficial collective action, which is the stream of benefits that result from social capital (Uphoff, 2000, p. 218).

Figure 1. The three dimensions of social capital.



Source: Own elaboration.

The relational dimension refers to trust (particular or general) between the members of a certain group or throughout society. As Luhmann (1988) points out, trust is a general attitude or expectation about the behavior of individuals or the social system in which they are inserted. It is a mediator, a dynamic agglutinating factor that leads to the ultimate goal of cooperation, but which has a different nature with respect to the structural and cognitive assets of social capital.

Once these three dimensions are indicated, social capital can be apprehended as an accumulation of cognitive, structural and relational assets that promote cooperation and collective behaviors of mutual benefit (Membiela-Pollán, 2016, pp. 63-64).

The implications of this increase in cooperative behavior are specified in the reduction of transaction costs. These are the costs of information, coordination, negotiation, decision, surveillance of contracts, conflict, intermediation (Ayala Espino, 2005, p. 183), which are present in a world with social friction and conflicts of interest. Transactions not only take place in the purely economic scenario, since all social action requires some type of cooperation, coordination and common code.

In this way, minimizing transaction costs, as indicated by the neo-institutional theory, implies improving, making more efficient, the economic-social functioning.

Furthermore, it must be remembered that the accumulation of assets of different nature is not a mere summation but is subject to the synergistic effect. This means that assets are in turn “internal sources of social capital” because they potentially contribute to strengthening the rest of the attributes. In other words, in addition to being part of the social capital stock, they operate as input to other assets to be created, or already formed, which work continuously in an interactive game. As an example, the norms and values (cognitive assets) shared by a group may be prosocial in nature and promote financial, physical or emotional support for members of that group. Norms and values are then an asset of social capital. Furthermore, the fact that norms and values are “shared” and accepted by all is a fact that generates trust (relational asset) (Fukuyama, 2002, p. 27), a decisive factor that mediates cooperation and / or strengthens the social network (structural asset). Likewise, and taking another example, Putnam (1993, p. 89-90) expresses that associative networks instill a civic commitment in individuals by promoting habits of cooperation, solidarity and public spirit; ultimately favoring general trust. In this way, association networks are configured as (structural) assets of social capital that serve —as a network— to achieve the purposes of the group; but also, and following Putnam, these networks are a source of social capital because they extend civic virtues and norms of generalized reciprocity (cognitive assets).

4. THE MEDIA AND ITS INFLUENCE IN THE THREE DIMENSIONS OF SOCIAL CAPITAL

In a broad sense, the media are defined as “supports and transports of messages and / or responses; but with a more global, sociological scope, they are all those resources that serve or are used for communication, including social, formal and informal structures and the individual himself” (Herrera Guillermo, 1984, pp. 90-91).

In order to study the influence on social capital, in this text we break down the media into “traditional” and “digital” (Sulbarán & Rojón, 2006, p. 190), identifying the former with the mass media and the latter with the media of information and / or digital dissemination and with digital social networks.

The term *mass media* refers to those technologies that aim to reach a mass audience; disseminate information, advertising, opinion and culture to as many people as possible (Miu, 2019, p. 62). What it encompasses has evolved over time. According to Wimmer and Dominick (2013, p. 1), it brings together print media (books, magazines, newspapers ...), radio and different types of audio, film, television, Internet, mobile and social media.

The influence of the media in the social-political sphere goes back —as a reference— to an expression attributed to Edmund Burke at the end of the 18th century; when this British writer and political thinker called the press “Fourth Power” in the opening debate of the House of Commons of the United Kingdom in 1787 (Galán-Gamero, 2014, p. 154). This recognized ability to influence has grown over time, because if a century ago the media included newspapers and magazines, targeting a more selective audience, in successive decades it grew the number of people and groups that accessed them (Sesento, 2015). Taking off and becoming widespread afterwards radio and television, and in more recent years the Internet and mobile media.

The ascendancy of the media in the sociocultural is not merely unidirectional, since the link is partially bidirectional (Amadeo, 2002, p. 6); even of “feedback”, given that they “drink” and / or are a reflection of the state of the social. Further. the effect on the social dimension or “social capital” is disparate depending on the media we are referring to.

In any case, outside and within the literature on social capital, the weight of traditional and digital media has been expressed in issues such as: tastes and perceptions, trends, norms and values, attitudes and habits, political preferences, social trust, public opinion, ways of relating, social structures ... (Castells, 2008, p. 6; Rodelo & Muñoz, 2016, p. 243; Miu, 2019, p. 62).

As we have been proposing, social capital is a “social unifying” concept that analyzes how the social dimension itself as a whole affects the functioning of the economy, institutions and society. Consequently, an adequate stock of this factor is desirable, whose prosperity is analyzable through the effects or functionalities that have also been described in this text.

Next, and with the pertinent review of the state of the art, we classify the outlined “media effects” in each of the three dimensions of social capital: cognitive, structural and relational; remembering that these categories are interdependent and act synergistically.

4.1. THE INFLUENCE OF THE MEDIA ON THE COGNITIVE DIMENSIONS OF SOCIAL CAPITAL

The cognitive dimension is perhaps the most “anthropological” since it refers to the “background”, to the “content” that is ultimately relevant when it comes to shaping and operating social structures and even society as a whole. Thus we refer to the “cultural aspects” of social capital; and specifically to norms and values, mental processes, and attitudes and beliefs, which have the potential to lead to cooperative and mutually beneficial behaviors.

As we pointed out when introducing this section, the effect of the media on the sphere of values, public opinion, perceptions and lifestyles is “known”. In the theory of social capital this aspect is picked up by various authors, such as Putnam (2000, p. 243) who points to the role of television in promoting prosocial or antisocial values (eg anti-civic and materialistic); or Dasgupta (2005, p. 17) that describes this media as an important socializing agent that can encourage certain behaviors. Its contents impact on social perceptions, attitudes and beliefs, and affect mental processes and health (Bruni and Stanca, 2008, p. 510). Television and streaming broadcasts affect the “social norm”, that is, people's regular behaviors, what is considered “normal” (Giner, Lamo de Espinosa & Torres, 1998).

Films, series, advertising, programs of various kinds, and prescribers have influence. They create social references and in a certain way an imitation effect is produced (Wang et al., 2015). In the socialization of referents, which occurs when it is the individual who makes the decision to choose content (eg the Internet), media agents are still present, influencing digitally and creating what is called “mass self-communication” (Castells, 2008, p. 4).

As an example, the effects of the consumption of specific sexual content on the beliefs, values and behaviors of adult and adolescent individuals have been studied (Abanto, 2004, p. 10; Escobar-Chaves et al., 2005, p. 303). Regarding violent content, its negative impact on empathy towards others and even the greater tendency towards aggressive thoughts and emotions have been analyzed (Konrath et al., 2011, p. 180). Likewise, the effect of the media on language and verbal and non-verbal expression has been investigated (Pintos, 1995, p. 201). And in general, the narrative of the contents communicated can be said to affect the mental processes that individuals internalize (Amadeo, 2002, p. 27; Membiela-Pollán, Martínez-Fernández & Juanatey-Boga, 2019, p. 287).

The cultural effect of advertisements, present today in a wide range of media, has also been covered. As early as 1933, the literary critic Leavis accused them of “instilling the choice of the most immediate pleasures with the least effort”, while scholars from the Frankfurt School pointed out that advertising stimulated “false needs” linked to material comfort and conducive to social apathy. A question collected a posteriori by multiple investigations (Kuan, 2018, p. 6).

The media have, in short, different effects in the formation of social norms (McQuail, 1977, pp. 13-14); sometimes this is positive and other times deteriorating such norms and values under the prism of social capital. As an example, the positive impact of the media on campaigns for safe driving, smoking and the fight against drug addiction has been studied; and in favor of certain altruistic behaviors and also of the environment.

At this point, the concept of “prosociality” plays a very relevant role, which refers to the set of behaviors that favor the construction of social groups and cooperation and the collective good (Pena-López & Sánchez-Santos, 2006, p. 56). Zamagni (1996) points out that prosocial actions are prosocial not because they are in the public interest but because they are developed under the mental prism of the public interest.

In this sense, it is obvious that we can see the content offered by the media and try to analyze whether it is prosocial, that is, whether it generally favors the public interest, social construction and the common good.

4.2. THE INFLUENCE OF THE MEDIA ON THE STRUCTURAL DIMENSIONS OF SOCIAL CAPITAL

An essential axis in the theory of social capital is the “social network” (Conill, 2004). Both in the micro dimension, that is, in the individual social capital understood as a set of relations of the focal subject. As in the meso dimension, when we speak of the community and what can emanate from it through cooperation and collective action.

Network social capital includes, as we said before, “bonding social capital” (strong ties, family and very close social circle) and “bridging social capital” (acquaintances, contacts, weak ties) (Gittel & Vidal, 1998, p. 15).

The ad hoc literature has been dealing with the influence of the media in this structural social capital, both due to the traditional media and to that which has to do with the effects produced by digital media, of wide interest in the last years.

Taking up Putnam's work, *Bowling Alone* (2000), this author pointed to the effect of the media on the stock of social capital. He noted the positive impact of newspaper reading on civic engagement; although the effect of television on social interaction and the community in the United States should be understood as negative since the 1960s. Other authors such as Bruni and Stanca (2008, p. 510) have been in the same line as Putnam, highlighting the opportunity cost, and / or the crowding out effect that television has on face-to-face relationships, the time spent in family and group activities; a question that also leads to the lower production and consumption of relational goods, decisive due to its positive influence on the subjective well-being of the individual (Pena-López, Sánchez-Santos & Membiela-Pollán, 2017, p. 881).

However, traditional media (radio, television, press), as well as digital (Internet, social media, mobile media) can also be useful as promoters of cooperation and collective action, the latter understood as as common and shared interests and as the consequences of said action, specifically the action that provides a collective good (Oliver, 1993, p. 273); Because they provide information and can promote effective citizen action in cases of need. Along these lines, various authors have pointed out their

usefulness as channels that provide information in cases of earthquakes, fires, hurricanes, and other disasters, and also to report blood donation campaigns, to organize citizen protests, and prevent suicide attempts (Turner and Killian, 1957, p.49; Fothergill & Maestas, 1999, p. 159; Bimber, 2005, p. 365; Segerberg & Bennet, 2011, p. 2). Likewise, the mass media can promote cohesion within communities and function as vertical information channels. Fennema and Tillie (2008, p. 361) point out that ethnic newspapers and television often support the structures of the ethnic civic community and thus create social capital at the group level.

As we have expressed, in recent times attention has grown towards the impact of digital media on physical or real social networks. Although in the first works originating in parallel to the rise of the Internet, the possible negative impact of the Internet was indicated because of the time it took away from face-to-face interaction (Putnam, 2000, p. 245), in more recent times numerous studies have been published that they point the contrary. In any case, the relationship is not unidirectional or “unique”, therefore, from the literature review, the following can be explained:

- When we talk about network social capital we refer to networks capable of providing resources to the individual and the group. Therefore, it is of little use to have a wide digital network if there is no possibility of generating resources from it. This will depend on the interaction, intensity and frequency of the contacts (Katz, Rice, Acord, Dasgupta & David, 2004, p. 33).
- The potential generation of social capital is influenced by which digital social networks and what use is made of them. As an example, the so-called “Facebook browsing”, extrapolated to other social media, does not result in social capital and may even harm individual subjective well-being (Mayol & Penard, 2017). While the communicative intention of this and other networks can indeed strengthen bonding and bridging social capital and subjective well-being (Chen and Li, 2017, p. 959).
- The balance between online and offline interaction is desirable and necessary (Vidales-Bolaños & Sádaba-Chalzquer, 2017, p. 26), otherwise, the advantages

to be obtained relative to social capital are considerably reduced. Since multiple functions derived from bridging and mainly from bonding social capital (eg collective action, socialization, physical support, emotional support and well-being...) require physical presence or cannot be fully realized without the total existence or partial of it, both due to the mere impossibility of realization and because the physical presence generates the confidence necessary to strengthen the network (Bohórquez & Rodríguez-Cárdenas, 2014, p. 328).

- Physical interaction and identity are many times promoted through digital communication media (Sabatini & Sarracino, 2014, p. 5; Schrock, 2016, p. 8), which facilitate the creation of groups of friends and acquaintances and make it easier maintaining personal contact that would otherwise be less frequent.
- Social media can also destroy social capital network when the individual is extremely confined and compulsively consumes them, not paying attention to face-to-face relationships (Chen & Li, 2017, p. 959), which are more enriching for the individual's socialization and as scenarios where relational goods are produced and fully consumed (Pena-López et al., 2017). They can deteriorate personal relationships leading to negative effects for the individual and society (Echeburúa, 2012, p. 438), being potentially harmful due to different risks, such as isolation, cyberbullying, sexting, "Facebook depression" or exposure to inappropriate content (Fagan, 2009, p. 2; O'Keefe & Clarke-Pearson, 2011, p. 800).

4.3. THE INFLUENCE OF THE MEDIA ON THE RELATIONAL DIMENSION OF SOCIAL CAPITAL

Trust is the essential element in the relational dimension of social capital. The value of trust in the socioeconomic field is continuously emphasized. In this sense, Fukuyama (1995, p. 151) points out that trust is an important lubricant of the social system, and that it is extremely efficient. And in general, the theory of social capital highlights trust as an element that leads to cooperation and that leads to the general reduction of transaction costs. The importance that some researchers assign to trust is such that they

go so far as to point out that the deepest definition of social capital finds trust, while many of the statements offered derive from its consequences (Paldam, 2000, p. 2).

We can talk about different types of trust. Social trust or generalized trust is defined as trust in strangers, about whom we have no information (Herrerros, 2004, p.605). In contrast, the particular trust or special trust is the faith or “familiarity” that is granted to a part of the people, usually to the group of membership of the individual (Membiela-Pollán, 2013, p. 90). Finally, institutional or political trust, considered by some authors to be a specific case of private trust (Paldam, 2000), is the one that is given to specific, private and public institutions, and to the subjects that govern them; Very often this type of trust is referred to formal government institutions, including the intangible fairness of the rules, official procedures, the resolution of disputes and the allocation of resources (Stone, 2001, p. 26).

The media affect the three types of trust, private, social and institutional, through different channels.

- **Prosociality and trust.** On the one hand, the degree of “prosociality” of the broadcast content affects the perceptions of viewers. In this sense, various researchers point out that currently the media may —partially— be creating skepticism about the benevolence and trustworthiness of other people (Freitag, 2003, p. 223). This is due to the high number of events emitted or reported and to the conflict and relational aggressiveness exhibited at the various social levels. At this point it is interesting to cite the “boomerang effect”, because even the anti-violence message could increase the predisposition to develop violent behaviors, by putting on the table a problem that would increase the predisposition of certain people to act in an undesired way (Ruiz- San Román et al., 2011, p. 161).
- **Shared identity and trust.** From another point of view, the media offer information on acts, cultural and sports events, periodic traditions and news of various kinds that recall the identity and emotional heritage of the territory, establishing an environment of common knowledge that favors citizen certainty

and social cohesion (Akerlof & Kranton, 2010, p. 4). However, in parallel, the media can also undermine cultural identity, which is strongly correlated with general trust (Knack and Keefer, 1997, p. 1278). Grossberg et al. (2006, p. 220) express themselves in this sense, writing that there is no doubt about the weight loss suffered by the main sources of identity (religion, family and work), affected by the current role of the media as cultural modelers of the society.

- **Fake news and trust.** On the other hand, the spread of fake news —a hot topic— in traditional media and, mainly through digital media, linked to the fertility of the online information ecosystem in this case (Shao et al., 2017, p. 2), can undermine trust both in the media, in institutions and in the political spectrum. This is due to manipulation, disinformation, digital propaganda, hoaxes campaigns ... all of which generate skepticism, reduce trust and sometimes polarize society, also undermining cohesion and social trust (Bradshaw and Howard, 2018, pp. 4-5).
- **Digital social media and multiple causalities in trust.** The effect of digital social media (Facebook, Twitter, Whatsapp, Instagram ...) on trust has been analyzed from other points of view. On the one hand, authors such as Sabatini and Sarracino (2014, p. 33) find a negative correlation between the use of online social networks and social trust, one of the essential indicators of social capital. Others like Warren et al. (2014, p. 29) point out that digital social networks can be spaces that generate civic engagement and institutional trust. On the other hand, the presence of brands in social networks tends to increase the particular confidence of consumers towards them (Laroche et al., 2012, p. 1755).

5. MEDIA AND SOCIAL CAPITAL: AN OPPORTUNITY FOR SOCIAL MARKETING?

In recent years, various elements of “the social” have been gaining weight in the field of marketing. Faced with the traditional orientation of transactional marketing, with a short-term vision and that seeks the exclusive maximization of individual utility in the exchange with other agents, new approaches originated mainly from the mid-eighties, concerned with the convenience of working together with other organizations and due

to the need to analyze the socio-economic and environmental externalities of organizational activities (Membiela-Pollán, 2019, p. 78).

Thus they spread among others, relational marketing, societal marketing, sustainable marketing, socially responsible marketing, non-profit marketing and social marketing.

The effect of marketing on society as a whole is therefore transcendent and there is practically no human activity in which it is not present with its undeniable potential (Páramo, 2016, p. 1). This dissemination of marketing has allowed its study as an agent of social change and as an institution aimed at modifying the behavior of individuals who are part of a human conglomerate.

As far as we are concerned, the term social marketing was first coined by Kotler and Zaltman (1971, p. 5) to refer to the application of marketing to solving social and health problems. These authors defined it as the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product, planning, pricing, communication, distribution, and market research. Subsequently, multiple definitions have been placed on a similar line. Kotler and Roberto (1989) identify it as a technology for managing social change that offers a framework to change the unhealthy or non-social behavior of others. While French and Blair-Stevens (2010, p. xi) point out that it is the systematic application of marketing concepts and techniques to achieve specific behavioral objectives relevant to a social good. For his part, Páramo (2016, p. 2) points out that what characterizes social marketing is that it is aimed at society or part of it; focusing on problems of a collective nature, for the welfare of citizens.

By its nature, social marketing, more than a theory, is a framework that brings together a set of knowledge also derived from psychology, sociology, anthropology and the theory of communications, with the aim of understanding how to influence behavior of people (Kotler & Zaltman, 1971, p. 12). What is sought in this case is to persuade the prospect (citizen) to change positively. Examples of social marketing are campaigns against smoking and alcoholism, in favor of safe driving, in favor of caring for the environment, food diet ... (Lee & Kotler, 2015, p. 20; Hastings & Stead, 2017, p. 694).

Social marketing differs from other concepts, previously mentioned, with which it sometimes tends to be confused. Regarding societal marketing, Schwartz (1971, p. 32) points out that it deals with the ethical or social implications of commercial activity; This is to ensure that commercial marketing specialists drive their business properly, without harming their clients or society in general. For its part, socially responsible marketing is one that takes advantage of desirable social causes, such as the environment and consumerism, to promote the interests of a commercial organization (Maignan et al., 2011, p. 313); At this point it is noteworthy that in recent times there has been a proliferation of organizations that have sought to position themselves as socially responsible or ethical. Finally, non-profit marketing is concerned with the marketing management of non-profit institutions or organizations, such as charities or educational institutions (Hastings and Stead, 2017, p. 697).

Thus, social marketing does not refer to the social effect of commercial business activities, nor does it refer to the socially responsible side of marketing. It is much deeper, it is much more related to the social dimensions of a given culture. And its main role is to contribute to the dissemination of causes and ideas; upon acceptance; to the modification of perceptions and behaviors for the welfare and collective progress; being its medium and especially long-term horizon (Páramo, 2016, p. xi).

Social marketing does not only operate on consumers, in this case general or specific citizenship. Rather, its use as a strategy for social change, as Lambin (1986, p. 90) expresses, must be implemented at four levels: the cognitive; the action; behavior; and the values. Cognitive change concerns understanding and knowledge; for example, the value of healthy habits or using the safety belt. The change in action refers to the effort of market members to undertake the specific action in a specific time; like voting in a referendum. The behavioral change seeks that the target market assumes a certain model of behavior; for example recycling or quitting smoking. The change in values aims to modify the values anchored in the depths of society with respect to any type of conception (Páramo, 2016, p. ix).

Furthermore, social marketing strategies must take into account three different markets. Because they not only affect the consumer market, that is, the more or less broad target public or citizens, but also the organizing market and the sponsoring market, in charge of developing such actions of conviction and of supporting the proposed social activities (Lindon, 1985). With what in this scenario workers, volunteers and managers come into play, and also the companies that support the cause and in general public and private institutions, legislators, journalists or international organizations.

The topic of social marketing is in any case complex, and that degree of complexity will also depend on the purpose it understands. This is due to the fact that it touches the conscience of human morality, going into the “dark side” of a certain social and cultural environment, and potentially being subject to criticism and condemnation (Páramo, 2016, p. X). In any case, it is called to become a very valuable tool for the rulers in search of the development and advancement of society.

The study of the media in relation to their role in social marketing strategies is seen basically reduced to their role as transmitters or (de) motivators of certain behaviors or habits; that is, they function as an organizing and / or sponsoring market, in many occasions linked to institutions and administrations. It is common to find in the media the aforementioned campaigns in favor of healthy habits and discouraging certain behaviors that harm individual or collective health and also the environment.

However, in this text we have raised the multidimensional effects that the media have on social capital, in its cognitive, relational and structural categories; that is, at the levels of social trust, perceptions, values and social norms, and in the structures and networks of personal relationships. These attributes make up a general stock of social capital, a factor that, as we have explained, is decisive in the proper implementation of the economy, society and institutions and that has notable effects on individual and collective well-being.

In this way, we ask whether the media is a “broader” opportunity for social marketing, not only by visualizing objectives linked to health and the environment; but taking into account the concern for the set of social capital.

In any case, and as we have commented, in the field of social marketing we deal with socio-cultural aspects that are sometimes sensitive and with precepts established at a certain time in a specific society. But not for this, given the precise argumentation, this knowledge about the impact of the media on society should be avoided, as well as the study of possible measures that positively reinforce the common citizens. For this reason, and derived from the analysis of the influence of the media on social capital, the possibility of bearing in mind the global nature of this reason for making related decisions between the organizing, sponsoring and consumer markets is raised so that the media reinforce their credibility and foster trust and cohesion, prosocial values and the strength of social networks and structures.

6. CONCLUSIONS

The allusion to the influence of the media on the sociocultural and political spectrum is not new. However, this article has tried to systematize the effects from the social capital variable-construct, which does not represent anything other than the “value of the social dimension”.

The traditional and digital media affect all three dimensions of social capital. On the one hand, they show ability to influence social norms and values, perceptions and attitudes; but they also derive relevant effects on trust in all its forms: private, social and institutional; acting also in the ways of relating and in the configuration of social networks such as family, community or associative entities.

The influence of the media can be positive or negative for the stock of social capital. Knowing these effects and the way they occur is an opportunity in the development of social marketing, whose ultimate goal is the well-being of citizens.

This article contains the limitations of any exploratory and revision text. Mainly, the causalities analyzed in the media-social capital relationship are subject to further

development and also to the possibility of contrast. Likewise, in subsequent studies we will seek to focus the analysis on the possible social marketing strategies that may be undertaken in this area.

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