

Social Capital and The Power of Relationship

The 1st International Conference on Social Studies

Strengthening Social Studies Education in Society 5.0

Universitas Lambung Mangkurat, Indonesia

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PROF. DR. MOHD MAHZAN BIN AWANG

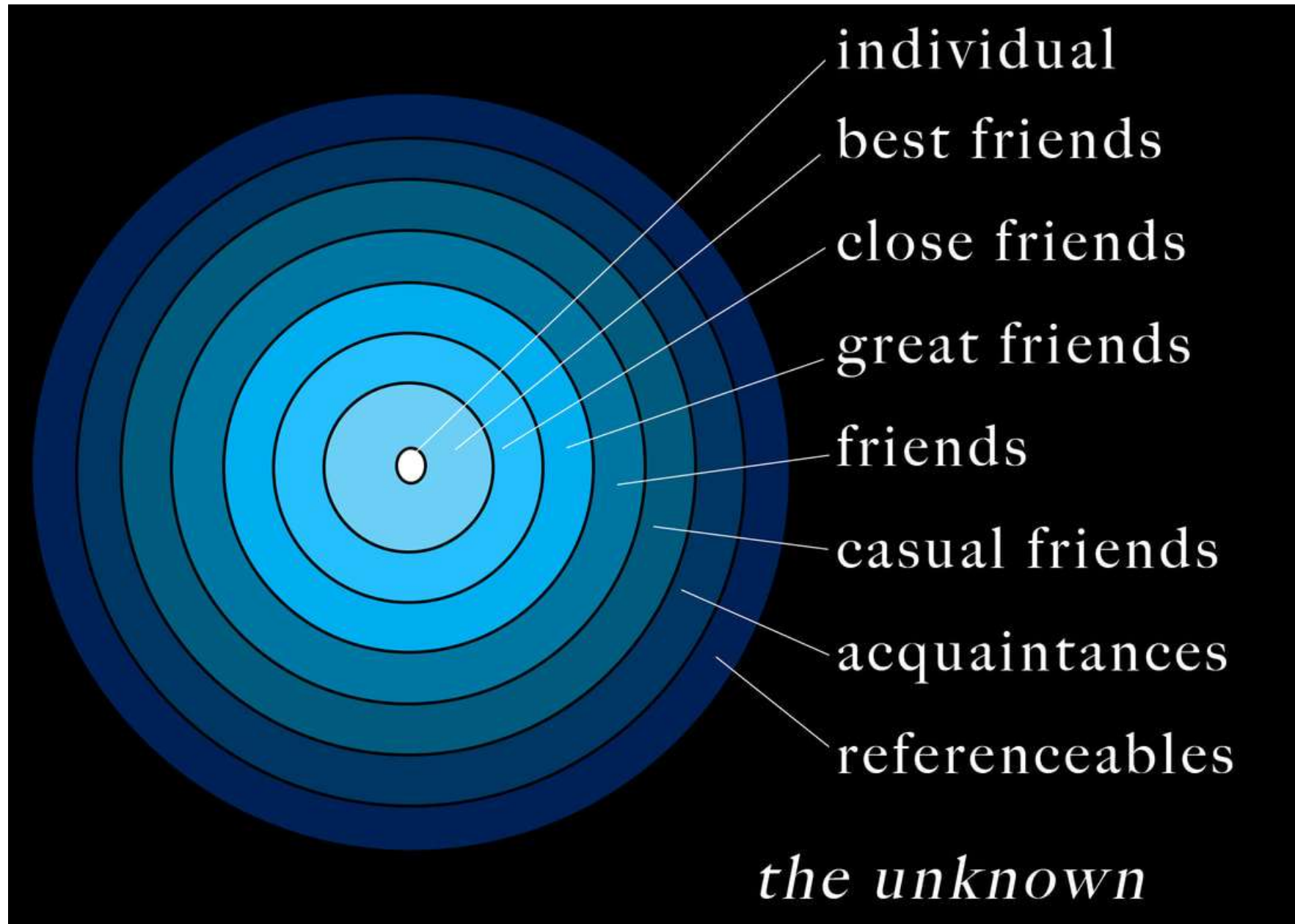
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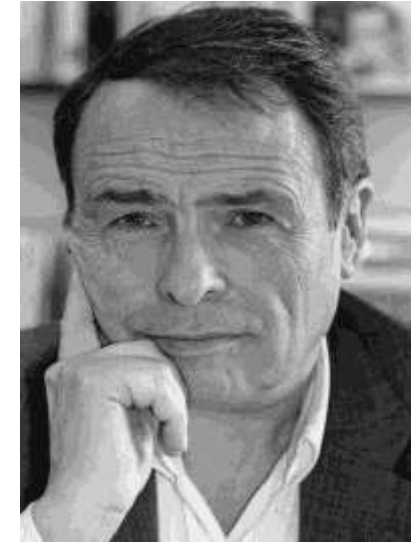
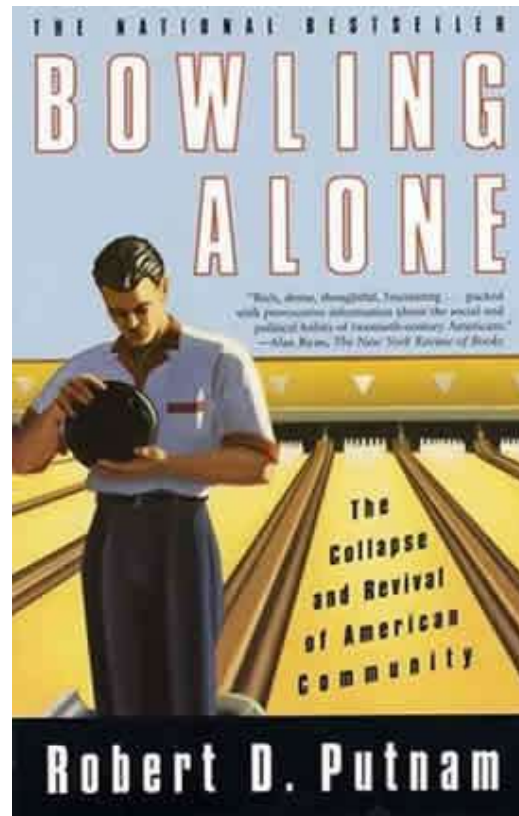
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Social Capital Theories



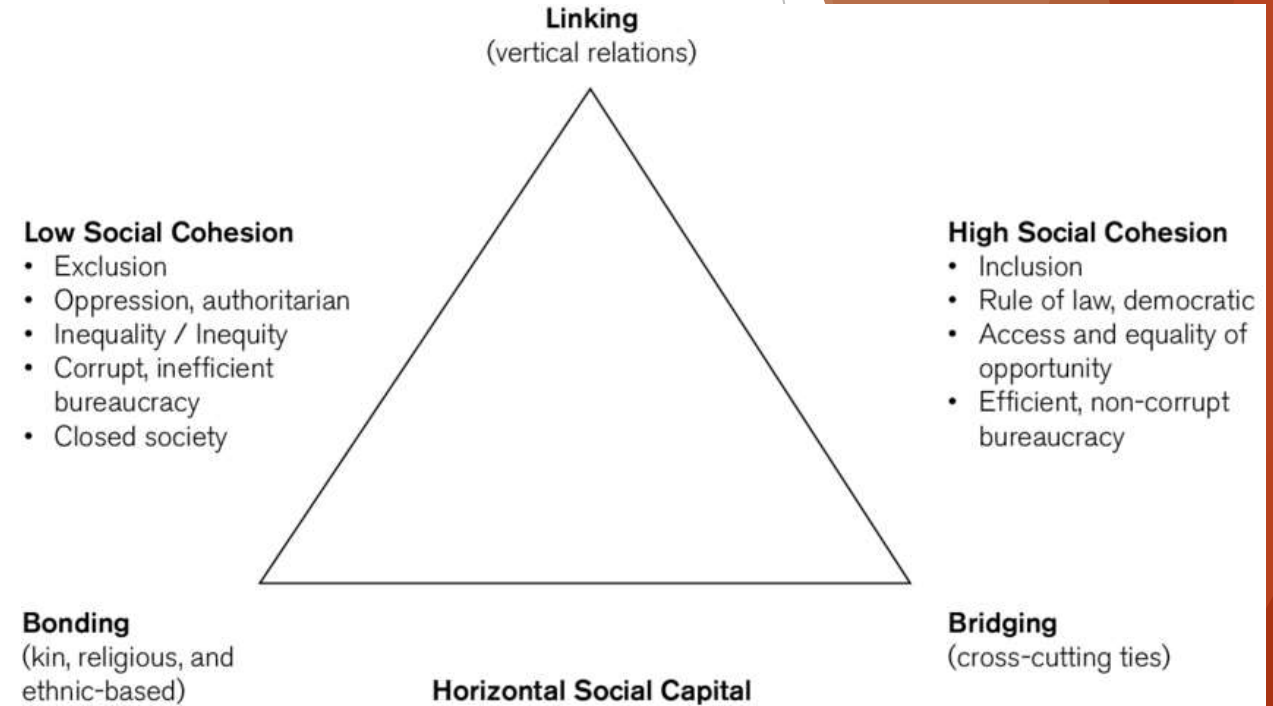
Robert D. Putnam

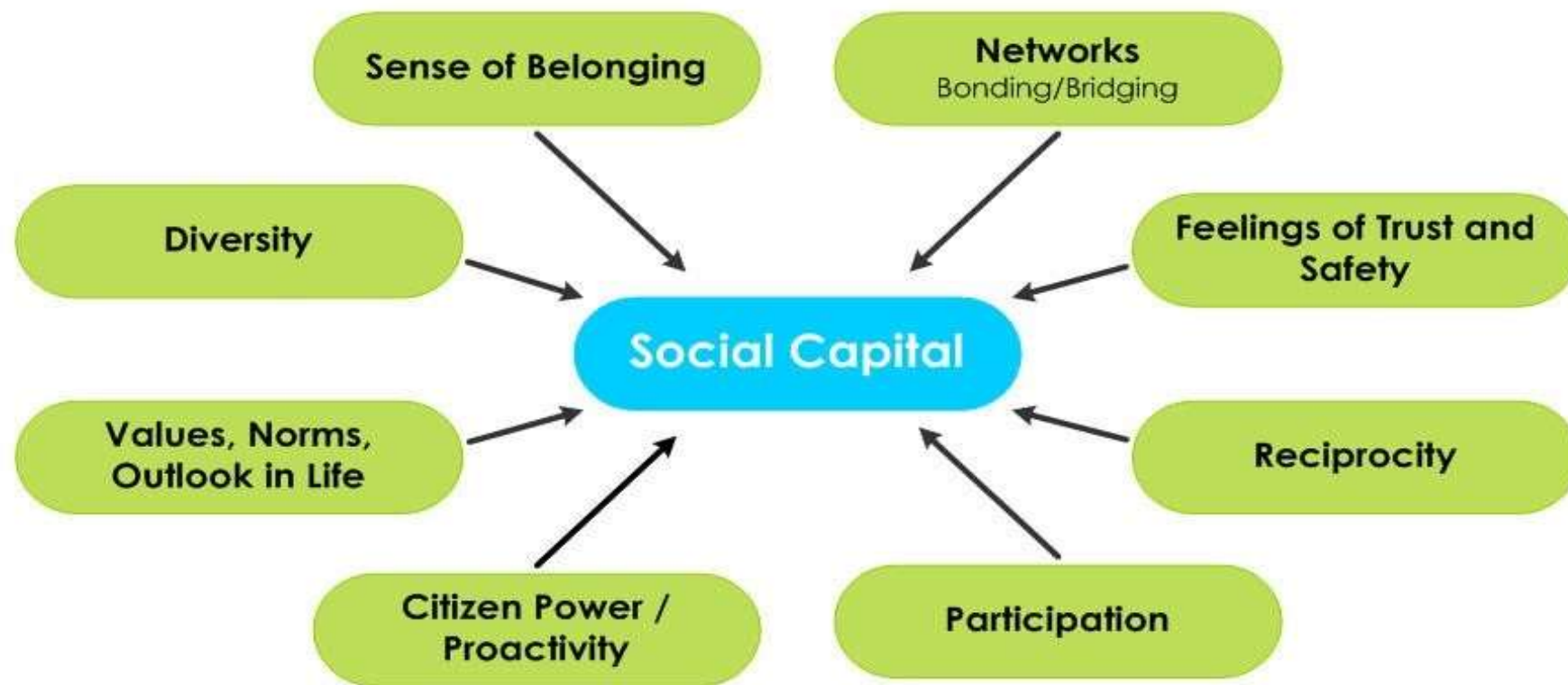


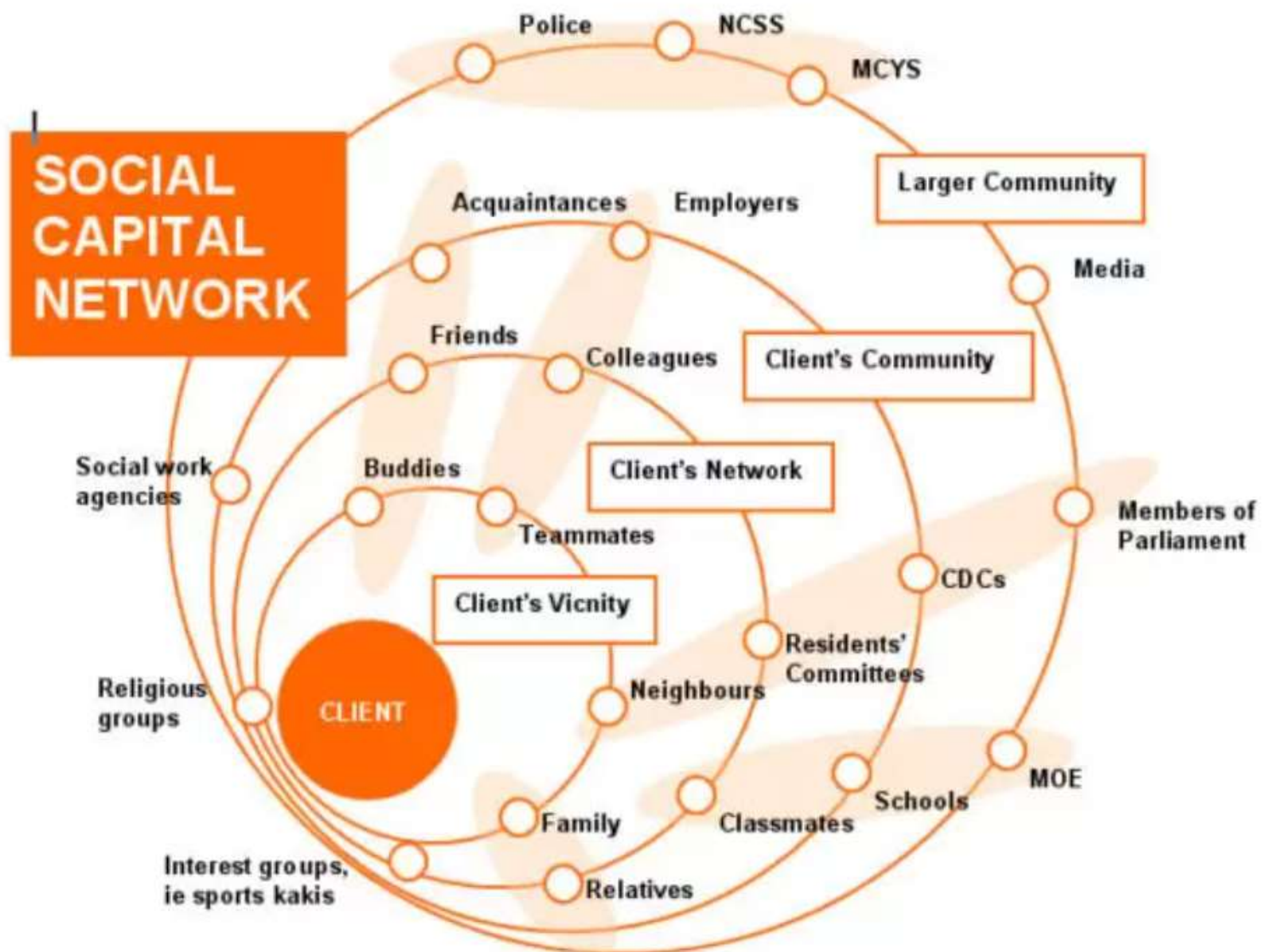
Pierre Bourdieu

Social Capital

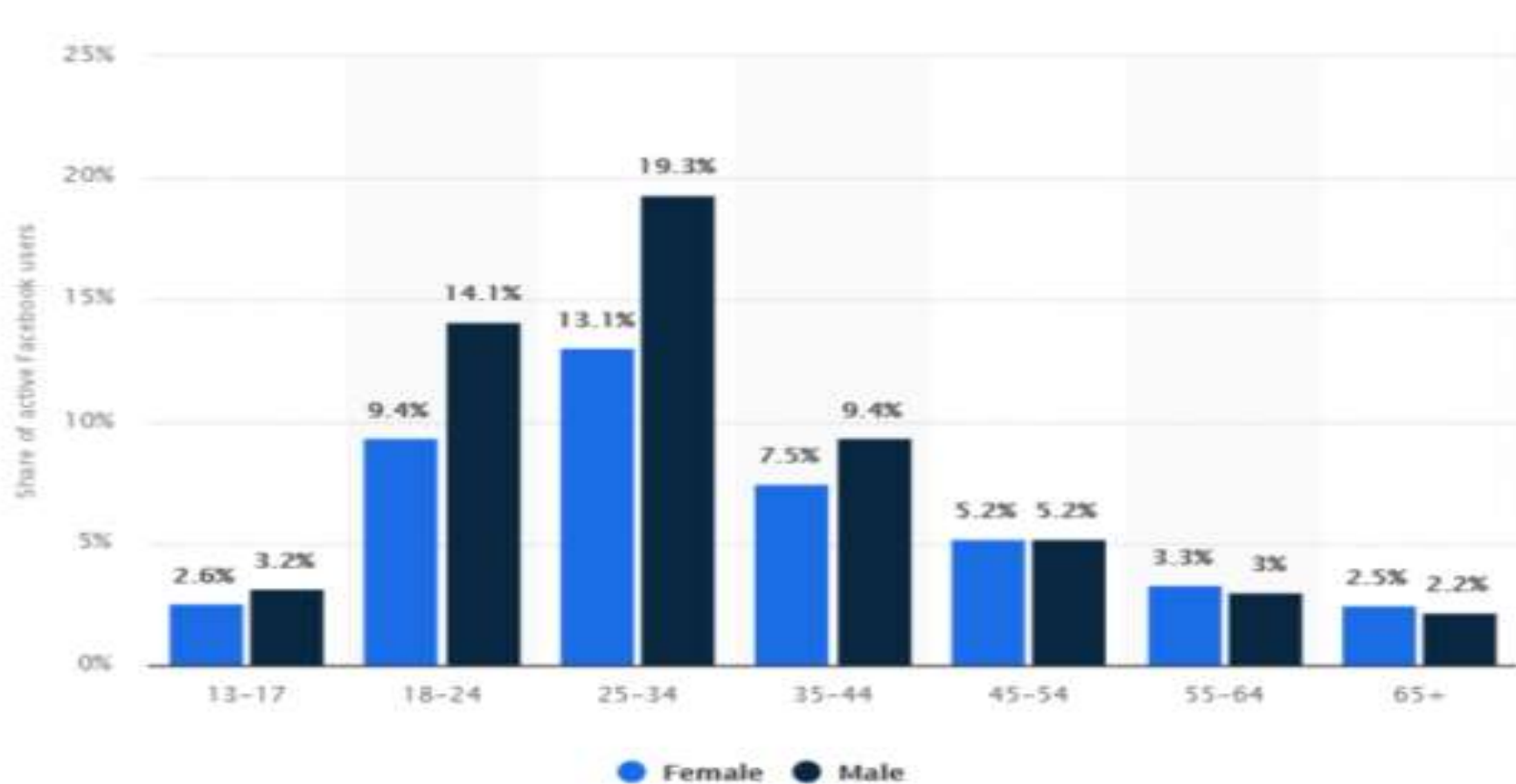
- ▶ “connections among individuals—social networks and the norms of reciprocity and trustworthiness that arise from them”
- ▶ “... **bonding social capital** refers to connections to people like you [family, relatives, kinship]...**bridging social capital** refers to connections to people who are not like you in some demographic sense,” and “**linking social capital** pertains to connections with people in power (Woolcock and Sweetser 2002:26).”







Global Facebook demographics



The biggest demographic on Facebook is males aged 25-34. For females also this age range represents the largest user pool.

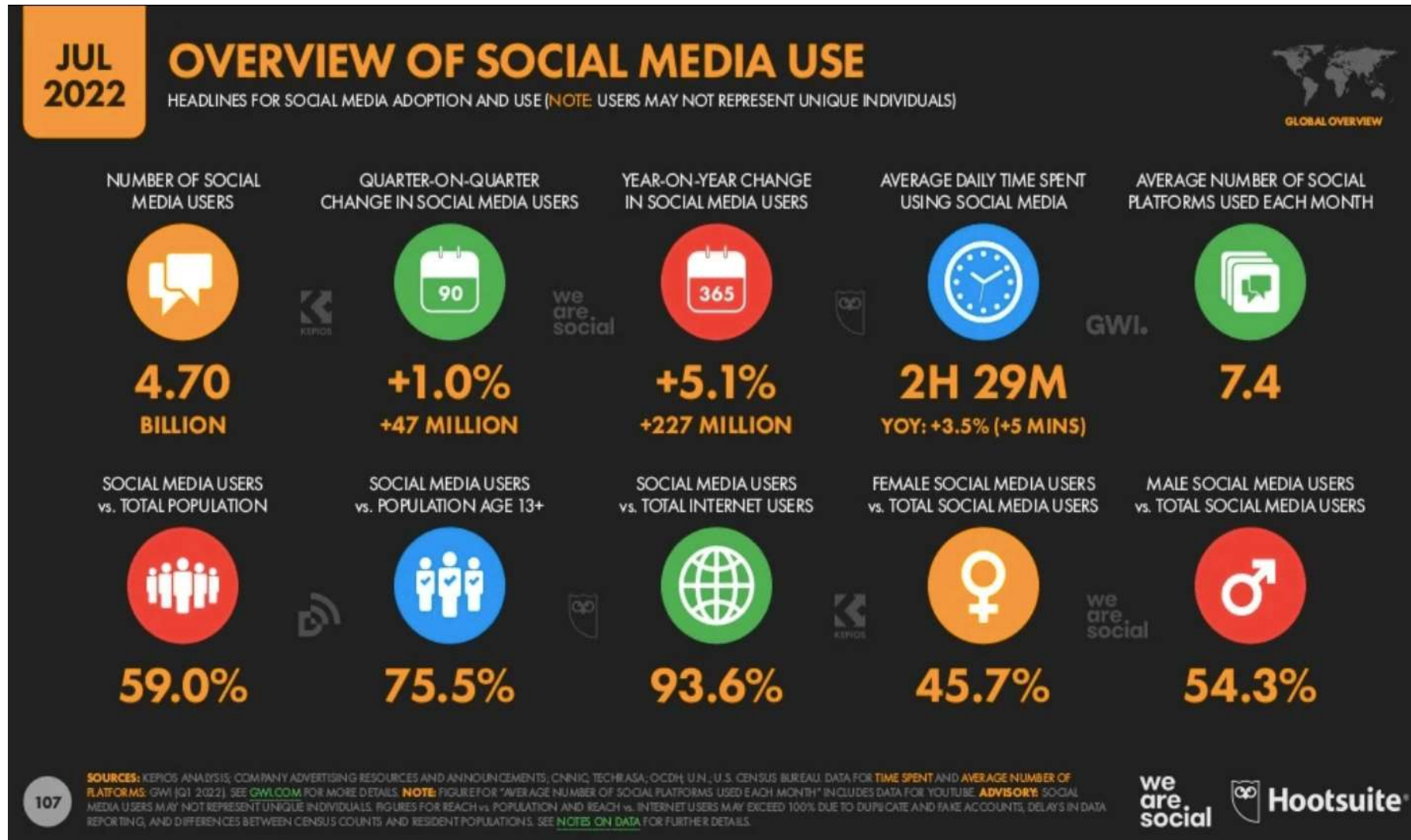
Source: Global social media statistics research summary 2022 (© Smart Insights (Marketing Intelligence Ltd))

The Power of Social Capital Relationship



Social Capital Nowadays

Source: Global social media statistics research summary 2022 (© Smart Insights (Marketing Intelligence Ltd))



59% of the world's population uses social media. The average daily usage is 2 hours and 29 minutes (July 2022).

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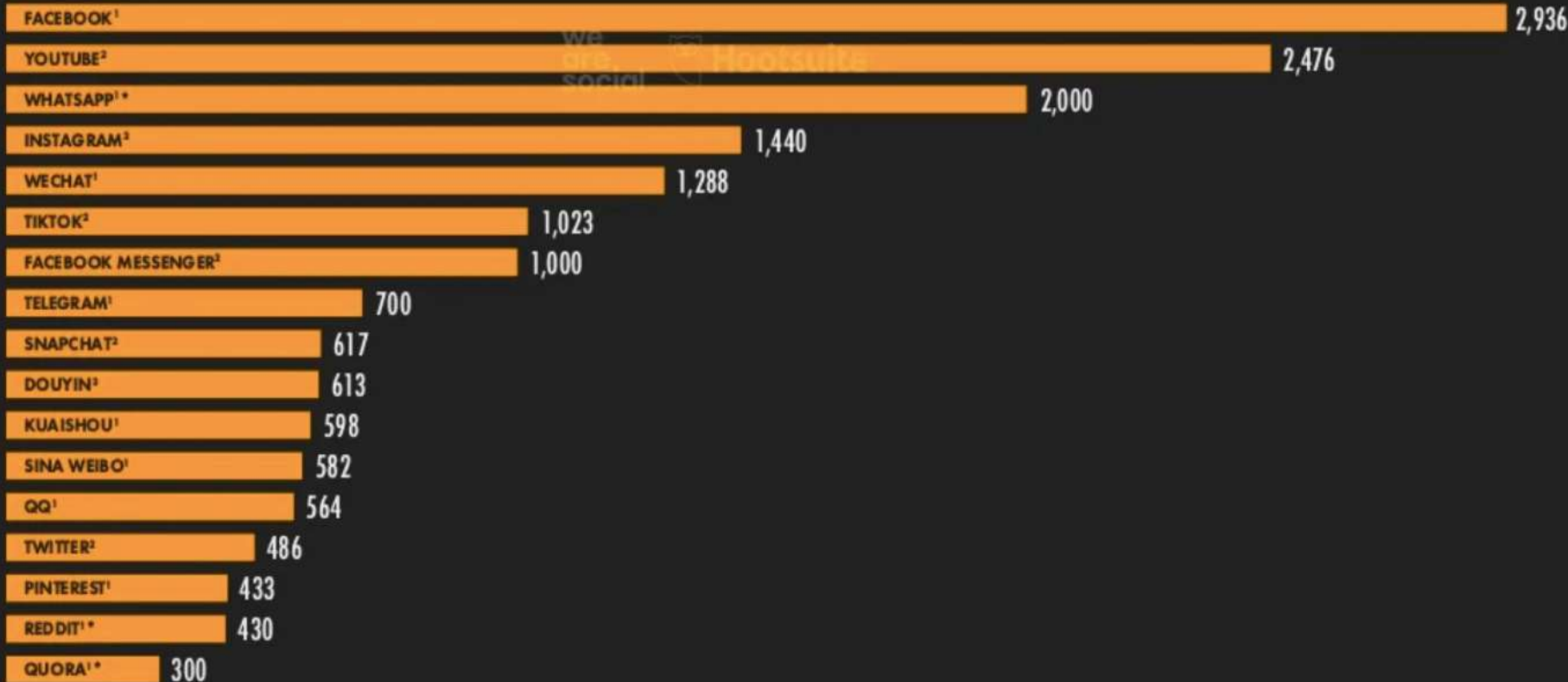
Why is social capital important?



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THE WORLD'S MOST-USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



121

SOURCES: KEPIOS ANALYSIS OF (1) COMPANY ANNOUNCEMENTS OF MONTHLY ACTIVE USERS; (2) PLATFORMS' SELF-SERVICE ADVERTISING RESOURCES; (3) IMEDIA POLARIS. **ADVISORY:** USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES ARE LESS REPRESENTATIVE. BASE CHANGES AND METHODOLOGY CHANGES; DATA MAY NOT BE DIRECTLY COMPARABLE WITH PREVIOUS REPORTS.

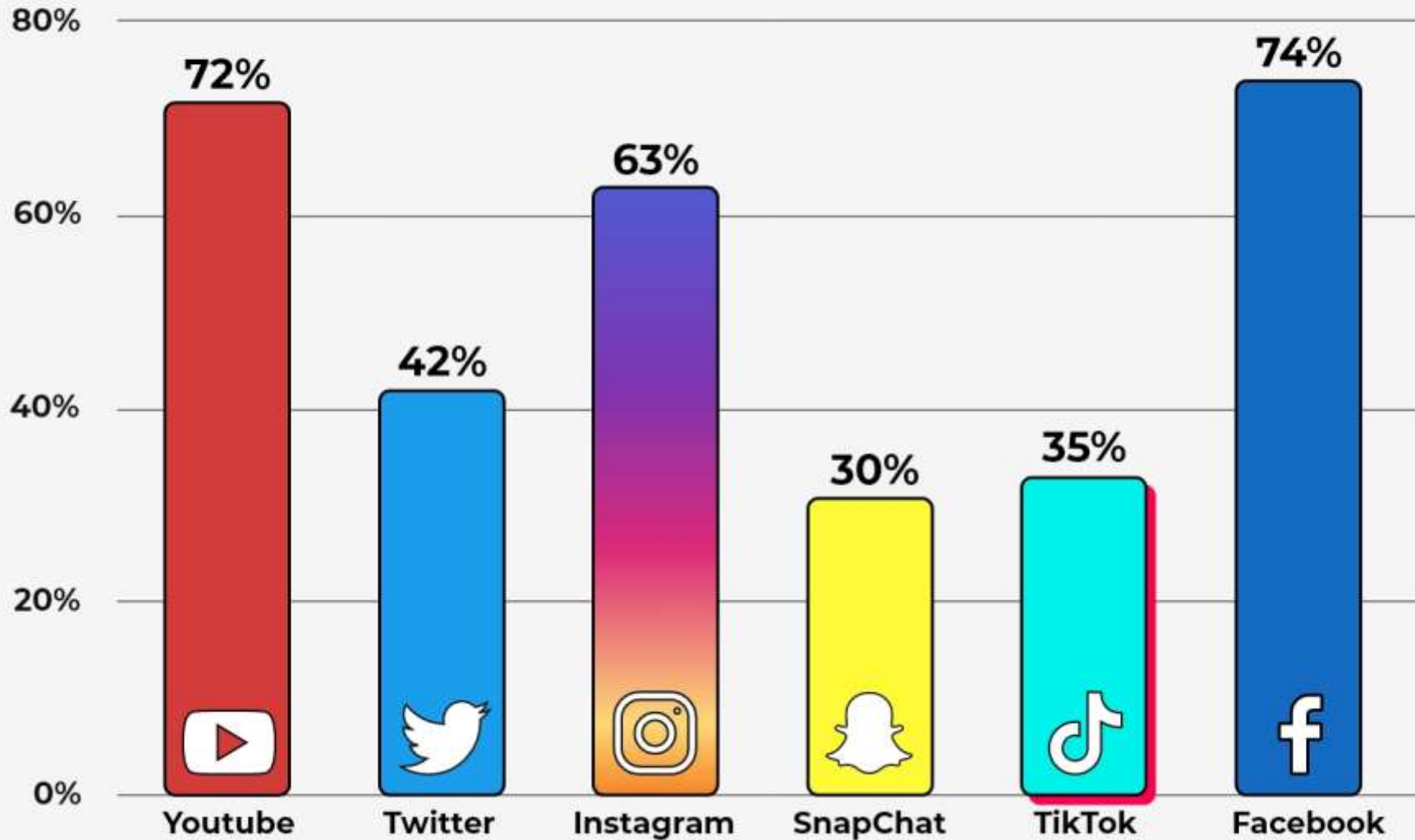
we
are
social



Source: Global social media statistics research summary 2022 (© Smart Insights (Marketing Intelligence Ltd))

Facebook is the most-used platform in total

Percentage of People Using Social Media on a Daily Basis



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SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

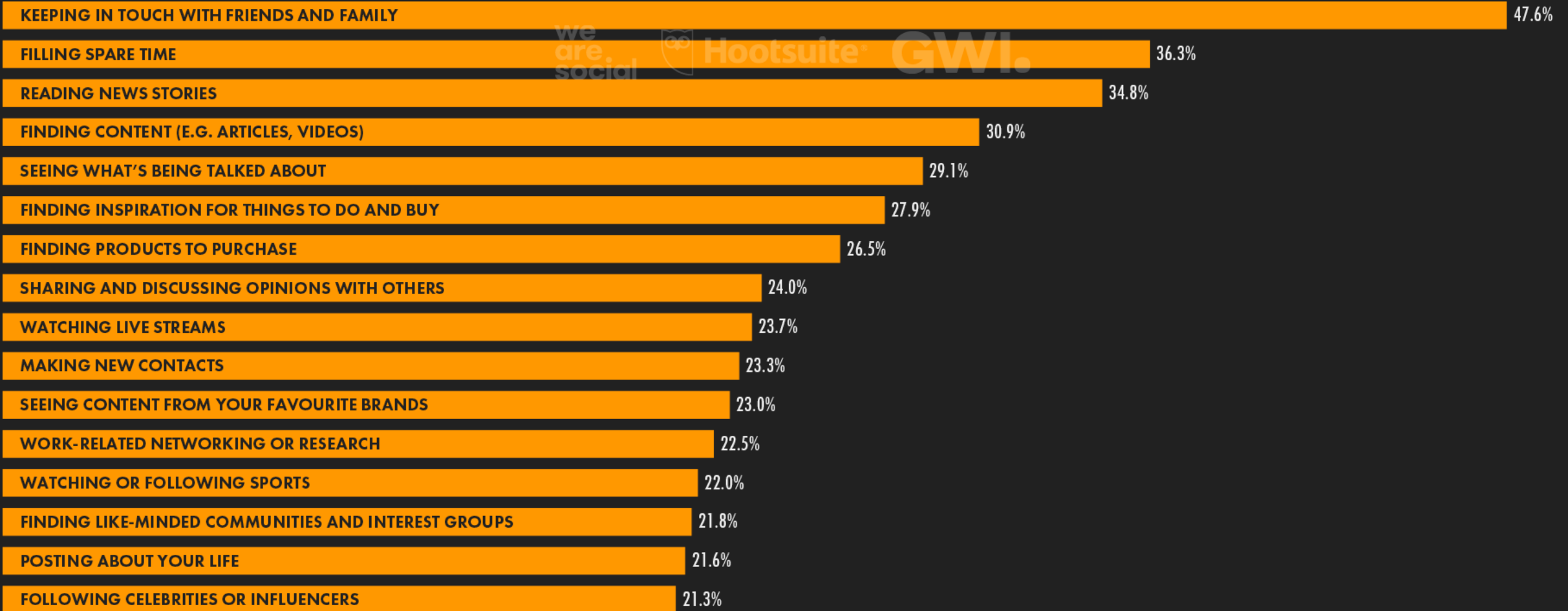
	UNIQUE TO PLATFORM	ALSO USING FACEBOOK	ALSO USING YOUTUBE	ALSO USING WHATSAPP	ALSO USING INSTAGRAM	ALSO USING TIKTOK	ALSO USING TELEGRAM	ALSO USING SNAPCHAT	ALSO USING TWITTER	ALSO USING REDDIT	ALSO USING PINTEREST	ALSO USING LINKEDIN
FACEBOOK USERS	0.7%	100.0%	74.7%	72.7%	78.1%	47.8%	42.0%	31.9%	48.8%	14.4%	36.1%	31.5%
YOUTUBE USERS	0.9%	79.0%	100.0%	72.4%	77.5%	45.8%	44.8%	30.0%	51.3%	16.7%	39.0%	30.7%
WHATSAPP USERS	1.5%	81.0%	76.8%	100.0%	80.2%	46.4%	48.9%	34.0%	49.0%	13.8%	37.7%	33.0%
INSTAGRAM USERS	0.1%	82.9%	77.8%	76.4%	100.0%	50.4%	47.0%	36.6%	54.2%	15.5%	40.0%	31.7%
TIKTOK USERS	0.1%	84.6%	80.5%	73.7%	83.9%	100.0%	46.9%	40.9%	56.6%	17.1%	43.6%	31.2%
TELEGRAM USERS	0.2%	83.2%	81.5%	86.9%	87.6%	52.4%	100.0%	40.0%	60.4%	18.0%	43.1%	39.3%
SNAPCHAT USERS	0.0%	83.1%	79.2%	79.3%	89.6%	60.1%	52.6%	100.0%	61.8%	23.0%	49.6%	39.0%
TWITTER USERS	0.2%	83.7%	80.1%	75.5%	87.6%	54.9%	52.3%	40.8%	100.0%	21.8%	44.1%	39.8%
REDDIT USERS	0.1%	81.2%	81.8%	69.6%	82.1%	54.6%	51.1%	49.8%	71.6%	100.0%	58.6%	50.7%
PINTEREST USERS	0.2%	82.7%	79.8%	77.5%	86.2%	56.5%	49.9%	43.6%	58.9%	23.8%	100.0%	41.8%
LINKEDIN USERS	0.2%	87.8%	77.8%	82.6%	83.3%	49.1%	55.4%	41.8%	64.7%	25.1%	50.9%	100.0%

SOURCE: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** ONLY INCLUDES USERS AGED 16 TO 64. **DOES NOT INCLUDE DATA FOR CHINA.** VALUES REPRESENT THE USERS OF THE PLATFORM IDENTIFIED IN THE LEFT-HAND COLUMN WHO ALSO USE THE PLATFORM IDENTIFIED IN THE ROW AT THE TOP OF EACH COLUMN. PERCENTAGES IN THE "UNIQUE TO PLATFORM" COLUMN REPRESENT USERS WHO SAY THEY DO NOT USE ANY OTHER SOCIAL NETWORK OR MESSENGER SERVICE, INCLUDING PLATFORMS NOT FEATURED IN THIS TABLE. **COMPARABILITY:** SURVEY CHANGES.

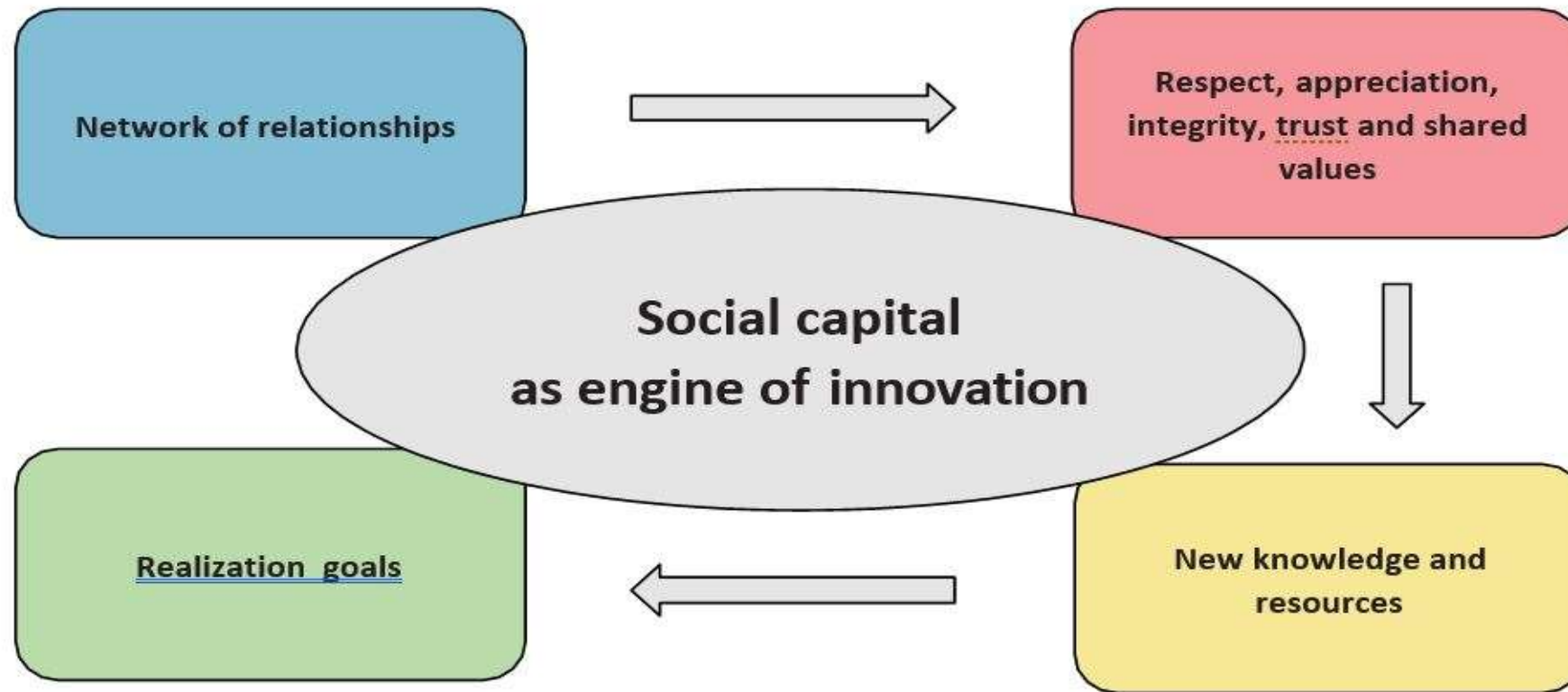
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



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OBERLO

Facebook Advertising Revenue

Facebook brought in

**\$27.2
BILLION**

in ad revenue
in Q4 2020.

(Facebook, 2018)



Conclusions

Ranks

42nd
on the Legatum
Prosperity Index™



OVERALL PROSPERITY

Malaysia is 42nd in the overall Prosperity Index rankings. Since 2011, Malaysia has moved up the rankings table by 4 places.

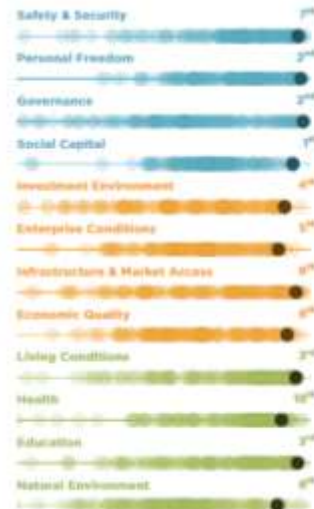
PILLAR RANKINGS

Malaysia performs most strongly in Social Capital and Investment Environment but is weakest in Personal Freedom. The biggest improvement compared to a decade ago came in Social Capital.

Visit our [Rankings](#) table to see how Malaysia compares to other countries.

Ranks

1st
on the Legatum
Prosperity Index™



OVERALL PROSPERITY

Denmark is 1st in the overall Prosperity Index rankings. Since 2011, Denmark has moved up the rankings table by 2 places.

PILLAR RANKINGS

Denmark performs most strongly in Social Capital and Governance but is weakest in Health. The biggest improvement compared to a decade ago came in Investment Environment.

Visit our [Rankings](#) table to see how Denmark compares to other countries.

Ranks

62nd
on the Legatum
Prosperity Index™



OVERALL PROSPERITY

Indonesia is 62nd in the overall Prosperity Index rankings. Since 2011, Indonesia has moved up the rankings table by 10 places.

PILLAR RANKINGS

Indonesia performs most strongly in Social Capital and Economic Quality but is weakest in Living Conditions. The biggest improvement compared to a decade ago came in Social Capital.

Visit our [Rankings](#) table to see how Indonesia compares to other countries.

<https://www.prosperity.com/rankings?pinned=SGP,MYS,IDN,THA,PHL,MMR&filter=>



Creating the Pathways
from Poverty to Prosperity

Terima kasih UKM

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