

Examining the link between stakeholder views on land management and social networks

Christina Prell

For this paper, we interviewed stakeholders regarding their perceptions on a number of issues regarding land management in the Nidderdale Area of Natural Beauty, located in Yorkshire, England. In addition, we asked these stakeholders questions regarding their social relations with others in the area, in particular, with whom they spoke with regarding land management, and a number of additional questions on the nature of the tie with that other person. In a previous paper (Prell et al, 2010), findings from these data showed significant correlations between respondents' views regarding land management and their social networks; i.e. respondents hold similar views regarding land management as those to whom they are socially tied. These findings suggest that stakeholders are less influenced by their particular organizational affiliation or category (e.g. 'conservationist' versus 'farmer'), and more by whom they speak with on a regular basis regarding land management. In the present paper, we again look at these data, but make use of the p* model; again, we ask questions regarding the link between views and social ties, but we also examine the local structures of the network (e.g. the extent to which reciprocity and/or transitivity are present as tendencies in the network) and draw conclusions based on these analyses.