

PROCEEDINGS

Twenty-Fifth Annual Forest Vegetation Management Conference
"25 Years of Excellence—Where We Are,
Where We've Been & Where We're Going"
January 20-22, 2004
Holiday Inn, Redding, California

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Speaker Nicholas Lovrich

1. Identify and describe at least one theory presented by Dr. Lovrich.
 - The theory of social capital or trust determines the accomplishment of an institution in a community or society. This type of study views people's tendency to cooperate as a community to produce efficient outcomes.

2. Explain the process of conceptualization in relation to the stated theory.
 - The concept of trust is a broad one and means different thing to a variety of people, so the researchers have conceptualized this term by the following.
 - To measure this theory, the researchers conducted psychographics. These are questions concerning trust issues with not only each other but different institutions and departments. Political affiliation questions were asked such as if you were liberal or conservative, and open/closed minded. Other questions asked were about a person's self esteem and leisure activities.
 - Five items were used and ranked using the + and – sign indicating the mean survey score for the 28 cities studied. Item #1- Trust in people; Item #2- Trust in favorable outcomes from reasonable risk; Item #3-Trust change will bring favorable outcomes; Item #4- Trust one's opinions will be taken seriously; and Item #5-Trust in public officials.
 - There were five areas to measure. The first one how many resources are being used for public health and maintaining their wellbeing. Environmental quality protection is an area that is concerned about the air and water quality in that area and if it is cancer causing. Economy is the third area that was measured, for example unemployment and child poverty rates. Counter measures such as traffic delay, utility demands, and support systems were addressed. The last area of measure is if the city was doing anything about these issues. Do they have mission statements or goals to implement the changes?

3. State the findings and conclusions relevant to the selected theory.
 - Out of the 28 cities studied, the top five were San Francisco, Seattle, Minneapolis, Kansas City, and Albuquerque. Excluding Minneapolis, the rest of these states are in the western part of the region and for the most part, moralistic, inherited from the migration from the east coast to the west. These are the “movers and shakers”, later established states and also liberal. At the bottom of the list are Atlanta, St. Louis, Cincinnati, Louisville, and Long Beach, LA. These are all east of the Mississippi River, individualistic and have traditional European conservative views.