Social Capital Atlas How-To Guide

This guide provides an overview to using the Social Capital Atlas at www.socialcapital.org. You can find a technical description of how the data in the tool was constructed here. Please feel free to contact us with any questions at info@opportunityinsights.org.

Step 1. Select a Setting
The setting is the type of group you will explore.

In the main Social Capital panel, use the four options—County, ZIP Code, High School, or College—to select the setting you want to view. These options are displayed the top of the left-hand subpanel.

Your setting selection will automatically populate the rest of the Social Capital Atlas. You can select a new setting anytime by returning to the Social Capital panel and clicking the desired setting.

Step 2. Select a Measure

The map shows how your selected measure varies across   places.

Measures of social capital are divided into three categories:
Economic Connectedness, Cohesiveness, and Civic
Engagement. These three categories are listed in the left-   hand
subpanel of the Social Capital panel. To display a list of
measures in a given category, click the menu button to the   left of
the category name.

The category of Economic Connectedness is divided into   two
subcategories: measures based on current (own) income,   and
measures based on parent income. In each subcategory,   there
are three measures of social capital: Economic
Connectedness, and its two components, Exposure and Friending Bias. Thus, there are six available
options in the Economic Connectedness category of social capital measures.

The category of Cohesiveness includes two measures: Clustering and Support Ratio.

The category of Civic Engagement also includes two measures: Volunteering Rates and Density of Civic
Organizations.

Step 3. Interpreting the Data

Use the panels to explore the setting and measure that you selected.

The main exploration panel is the Social Capital panel, which contains an interactive map of the selected
social capital measure across the selected setting.

Depending on the setting and measure you selected, there are either one or two distinct additional
exploration panels. If you selected County or ZIP Code, then the Economic Mobility panel will become
available. If you selected the Economic Connectedness measure, then the Determinants panel will
become available.

Jump links for the available exploration panels are on the right-hand side of the top bar.
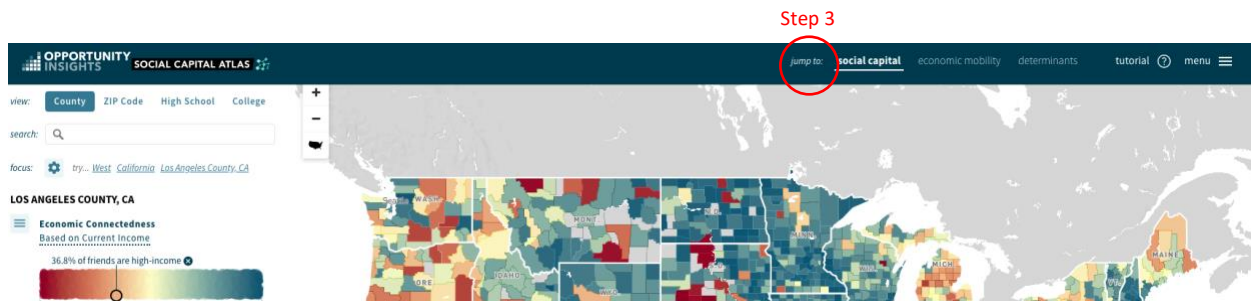
Step 3. Panel 1: Social Capital

Step 3, Panel 1
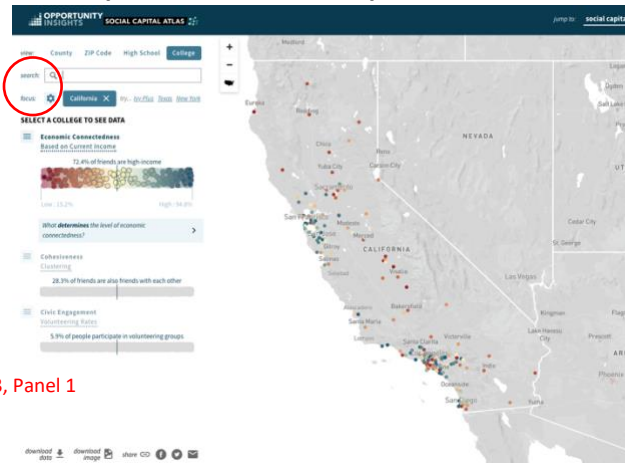
When you first open the Social Capital Atlas, Economic Connectedness based on current income across counties is displayed as the default. You can adjust the view to explore another setting or social capital measure by selecting the corresponding button from the view panel. Not every social capital measure is available for all settings. For example, Density of Civic Organizations is not available by high schools or colleges.

You can use the **search bar** to find a specific place of interest, such as a particular ZIP code or school. You can also use the **focus** feature to filter the data by certain pre-defined categories. If you selected County as your setting, you can focus on a particular commuting zone, state, or region of the U.S (Northeast, Midwest, South, West). If you selected ZIP Code as your setting, you can focus on a particular county, state, or U.S. region. If you selected High School or College as your setting, you can focus on a particular type of school, such as public schools.

The colors of places on the interactive map represent the corresponding point estimates of the measure you've selected. Colors range from red to blue; places that are shaded in blue have higher values, and places in red have lower values.

Hover over or click on a place to view a point estimate. The chart on the left-hand subpanel will display your selected place relative to all other places in the same setting (for example, relative to all other ZIP codes or high schools in the U.S.).

Step 3. Panel 2: Economic Mobility

If you selected County or ZIP Code as your setting, then you can explore the relationship between upward mobility and social capital across places in that setting.

The Economic Mobility panel is available in two modes, Scatter Plot and Maps, with the former the default option.

In the **Scatter Plot mode**, you can explore a scatter plot showing the relationship between upward income mobility (predicted income in adulthood for a child with low-income parents) on the y-axis, and your selected social capital measure (for instance, economic connectedness based on current income, or clustering) on the x-axis. Hover over or click on points to see point estimates for upward mobility and the selected social capital measure in that county or ZIP code.
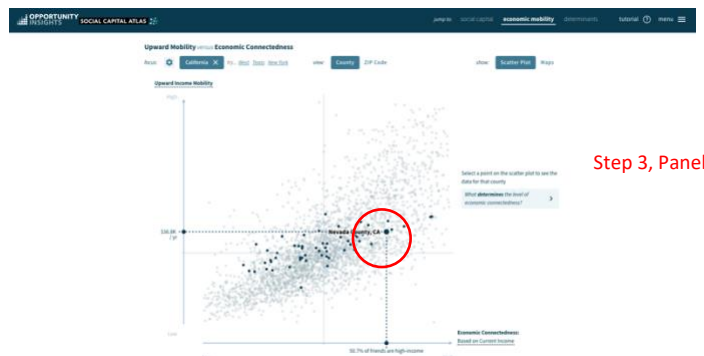

Step 3, Panel 2

In the **Maps mode**, you can compare spatial variation in upward mobility and your selected social capital measure across the selected setting (for example, compare variation in upward mobility across ZIP codes with variation in clustering across ZIP codes). The Maps view contains two pairs of charts and national maps, with points in the chart and places on the maps colored red to blue. The top pair of chart and map shows data on upward income mobility, while the bottom pair shows data on your selected social capital measure.

Step 3, Panel 2
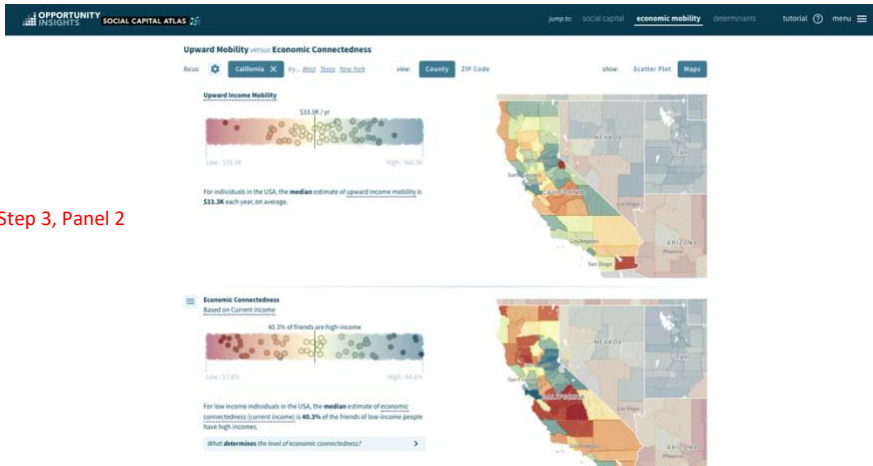
As in the interactive map from the main Social Capital panel, you can hover over or click on a place to **view point estimates** for upward mobility and the selected social capital measure. The charts on the left-hand side will display your selected place relative to all other places in the same setting.

Step 3. Panel 3: Determinants
If you selected either Economic Connectedness Based on Current Income or Economic Connectedness Based on Parent Income, then you can explore the two components of Economic Connectedness: Exposure and Friending Bias. (Economic Connectedness is the product of Exposure and one minus Friending Bias.) Like the Economic Mobility panel, the Determinants panel is available in two mode, Maps and Scatter Plot. Maps is the default option.

In the **Maps mode**, you can use the three interactive strip charts to see how Economic Connectedness, Exposure, and Friending Bias vary across all other places in the selected setting (for example, across all high schools in the U.S.). As in the Economic Mobility panel, the Exposure and Friending Bias charts are each paired with a national map that illustrates spatial variation in the corresponding measure.

Step 3, Panel 3

Depending on your view, each point on the charts corresponds to a county, ZIP code, high school, or college in the United States. Hover over or click on points in the charts or places on the maps to see point estimates of Economic Connectedness, Exposure, and Friending Bias for the corresponding place. The point estimate is displayed above the relevant chart, and the name of the place is displayed below all three charts. If the cursor is hovering over a place in one of the maps, the name and point estimate of that place will also appear in the map.

In the **Scatter Plot mode**, you can explore a scatter plot showing the relationship between Exposure (on the x axis) and Friending Bias (on the y axis) across places in the selected setting. As in the Scatter Plot mode of the Economic Mobility panel, hover over or click on points to see point estimates for Economic Connectedness, Exposure, and Friending Bias for the corresponding place (county, ZIP code, college, or high school).
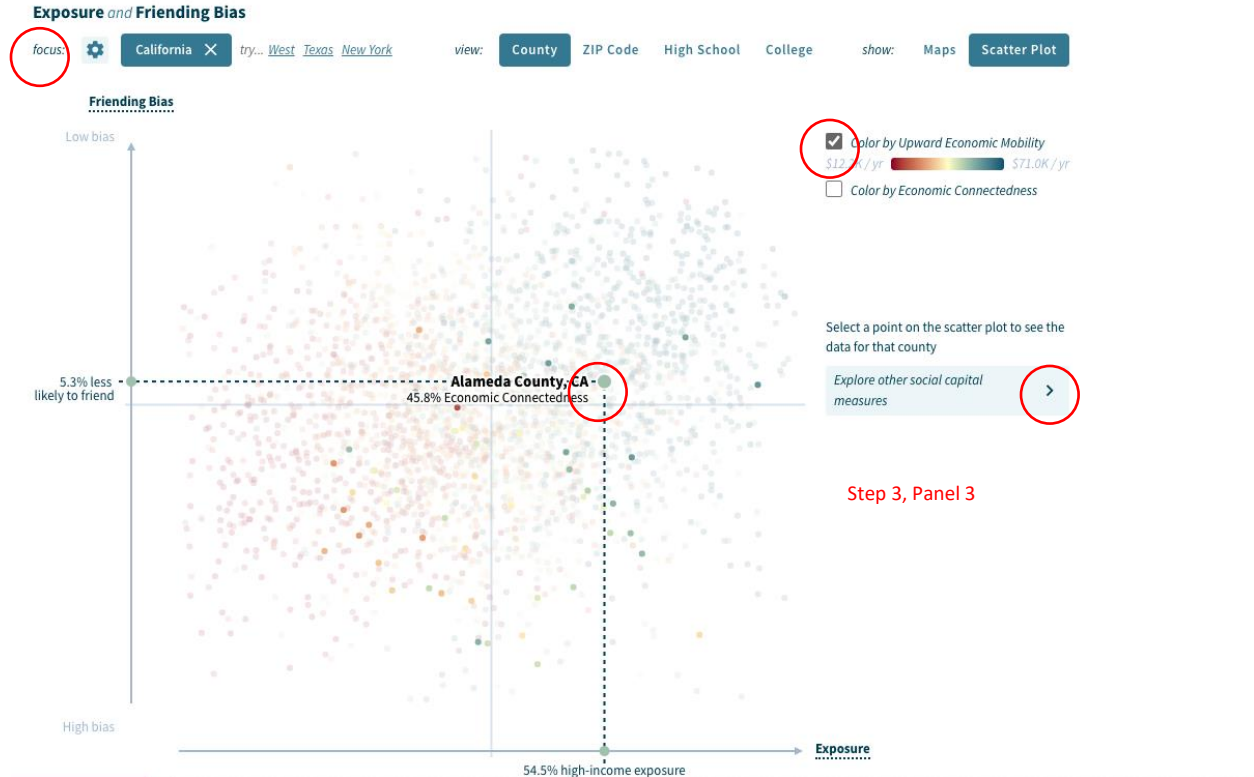
Depending on the selected setting, there are one or two options for coloring the points in the scatter plot, which can be selected using the checkbox(es) on the right-hand side. For any selected setting, the points can be colored by Economic Connectedness. If the selected setting is County or ZIP Code, then points can alternatively be colored by Upward Mobility.

As in the interactive map from the main Social Capital section, you can use the **focus feature** to filter the data by certain pre-defined categories, where the list of available categories depends on the selected setting.