THE **SOCIAL NETWORKS** OF IRISH PRIVATE FOREST OWNERS:

The role of membership of forest owner groups & harvesting behaviour

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SIMWOOD
Sustainable Innovative
Mobilisation of Wood

Private forestry in Ireland

46 % are private forests
$^2/_3$ of forests younger than 20 years

(National Forest Inventory 2012)

Irish timber market 2020

DEMAND   >   SUPPLY
2 million m^3

(COFORD 2015)

Irish timber market 2020

DEMAND   >   (SUPPLY)
2 million m³

(COFORD 2015)

Irish timber market 2020

Forest owner groups → (SUPPLY)

FACTORS INFLUENCING HARVESTING BEHAVIOUR

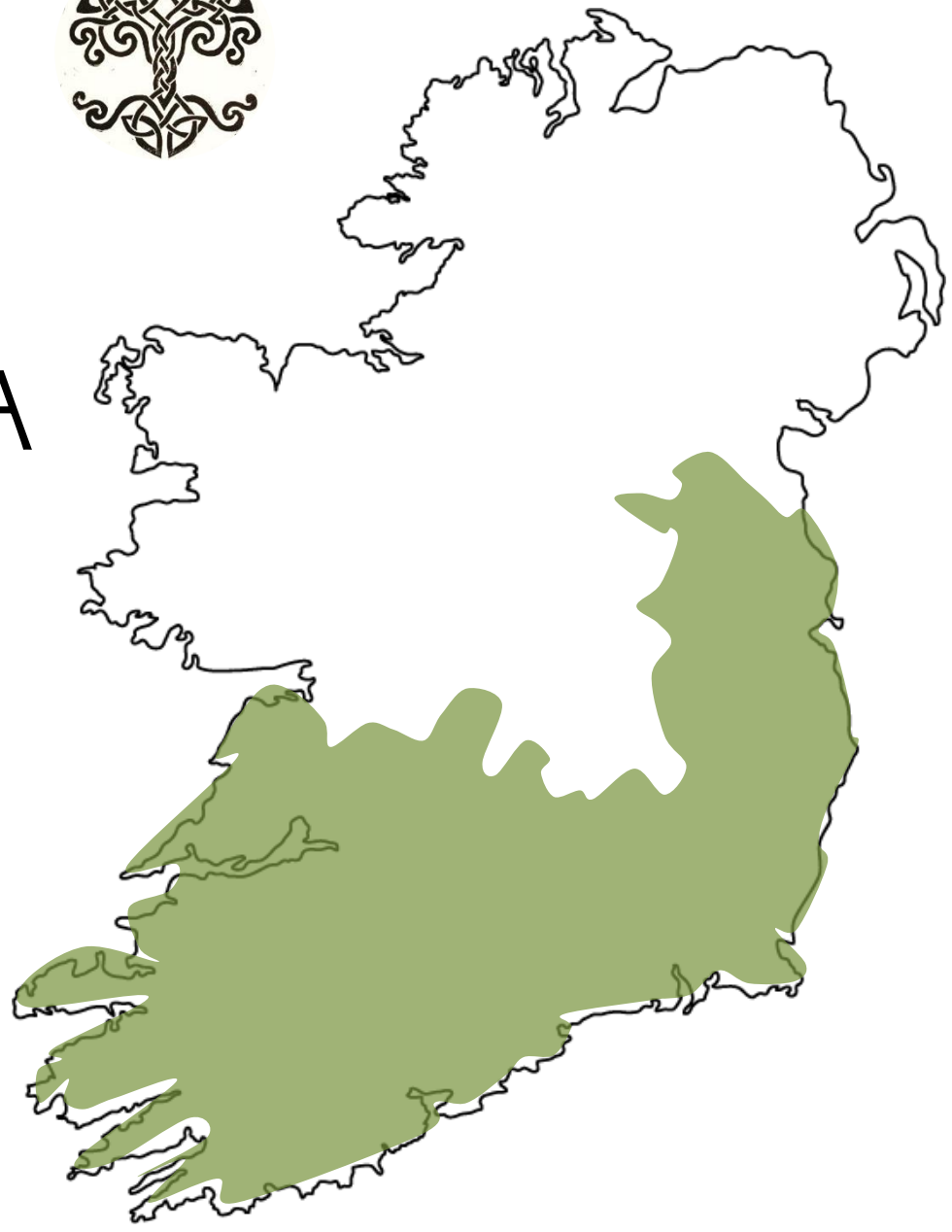# FACTORS INFLUENCING HARVESTING BEHAVIOUR

STUDY AREA

South-Eastern
Ireland
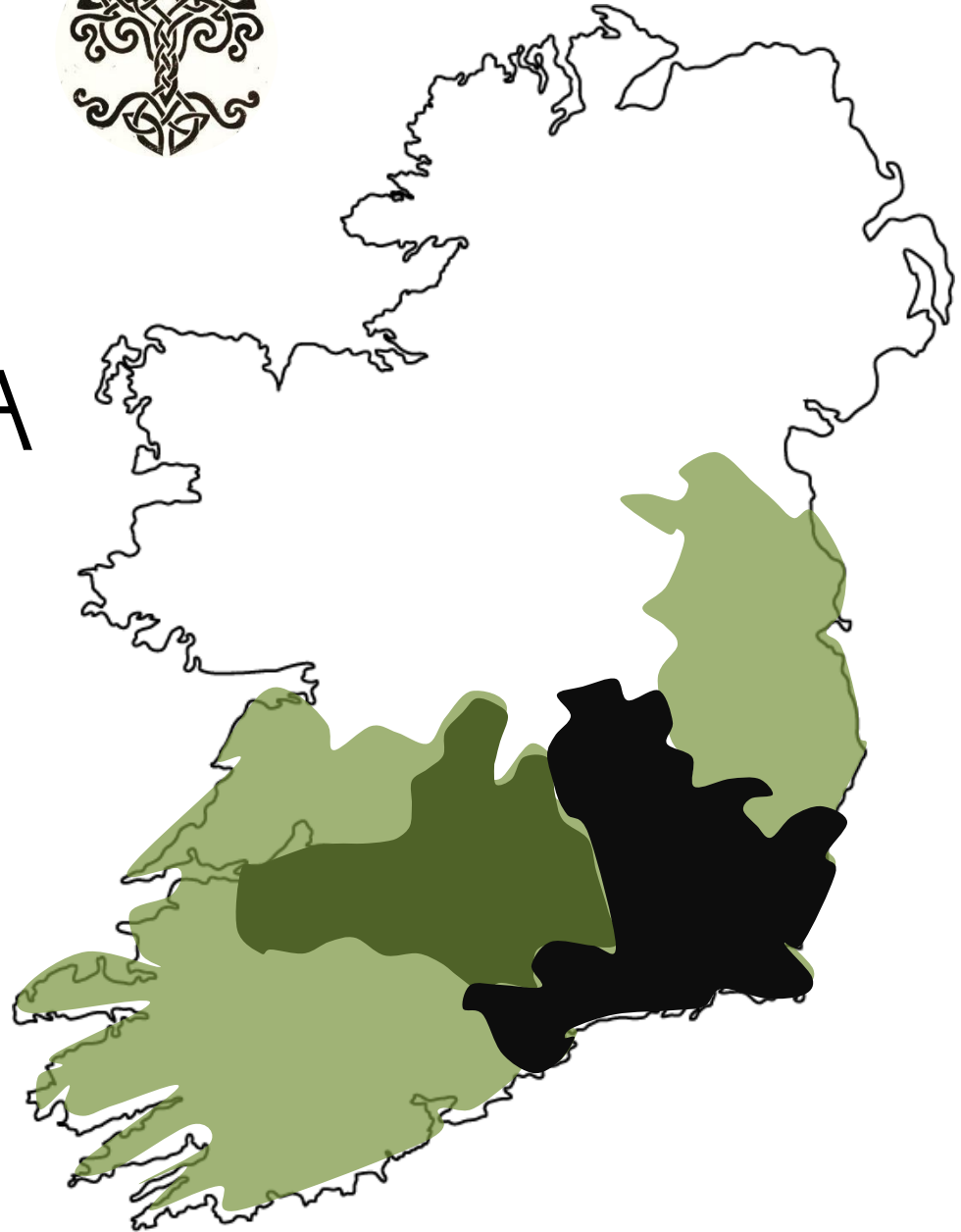
12.000 owners

STUDY AREA

2 forest owner groups

80 members
& 650 members

MATERIAL

56   Members   &   Non-Members
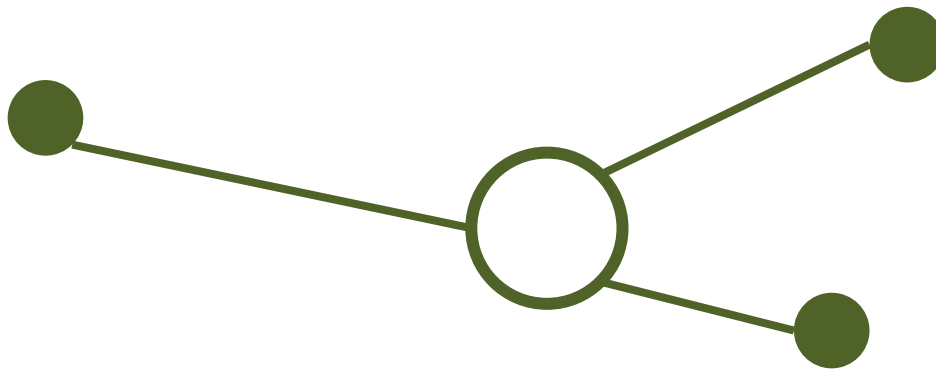
MATERIAL

Members
Harvested

Non-Members
Harvested

Members
Not Harvested

Non-Members
Not Harvested

METHOD

Social Network Analysis

Ego-centric network

METHOD

Social Network Analysis

56 interviews (ea. 60 min)
Quantitative & qualitative analysis

FOREST SERVICE

FOREST OWNER

FORESTRY CONSULTANT

NEIGHBOUR

Based on Schiffer 2007

FOREST SERVICE

FOREST OWNER

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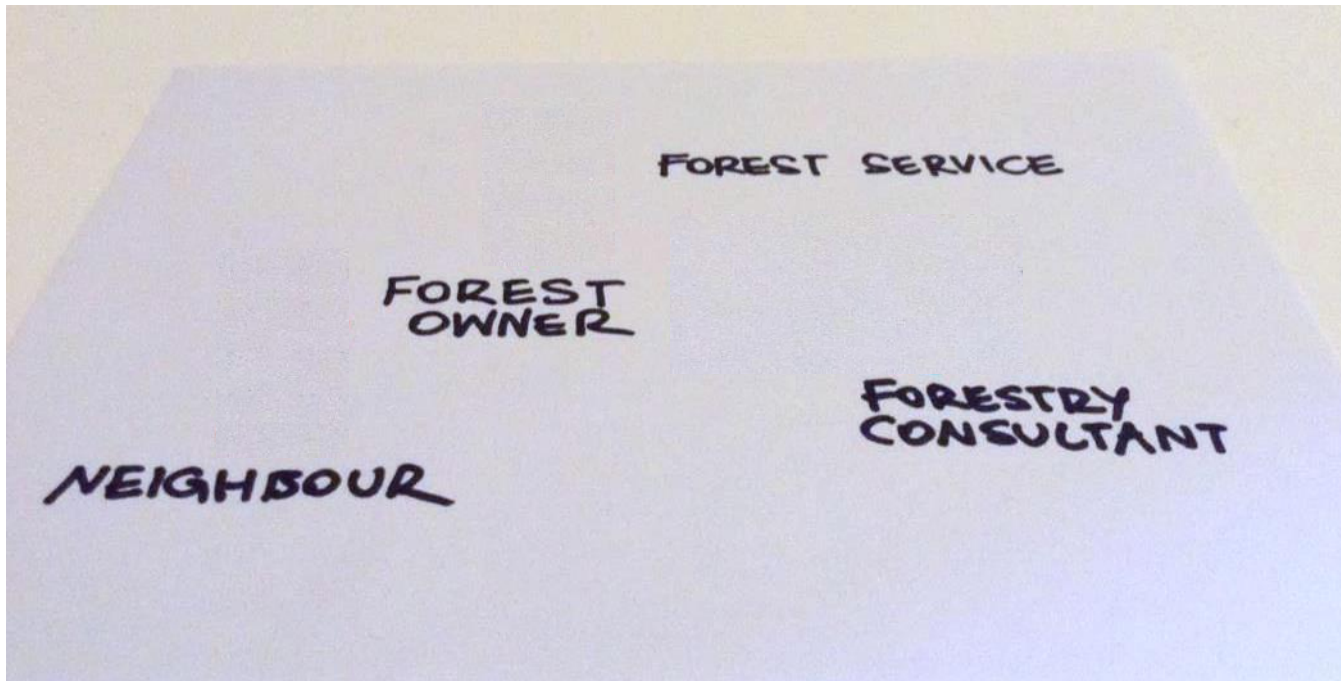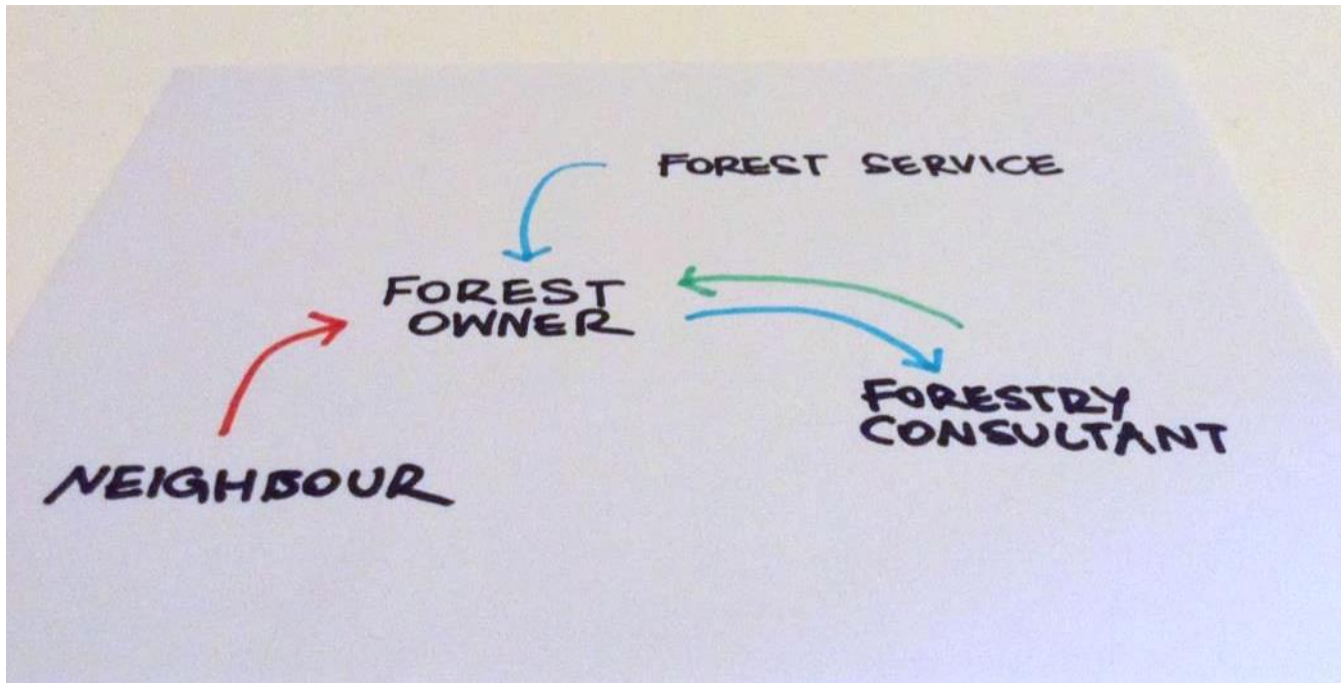
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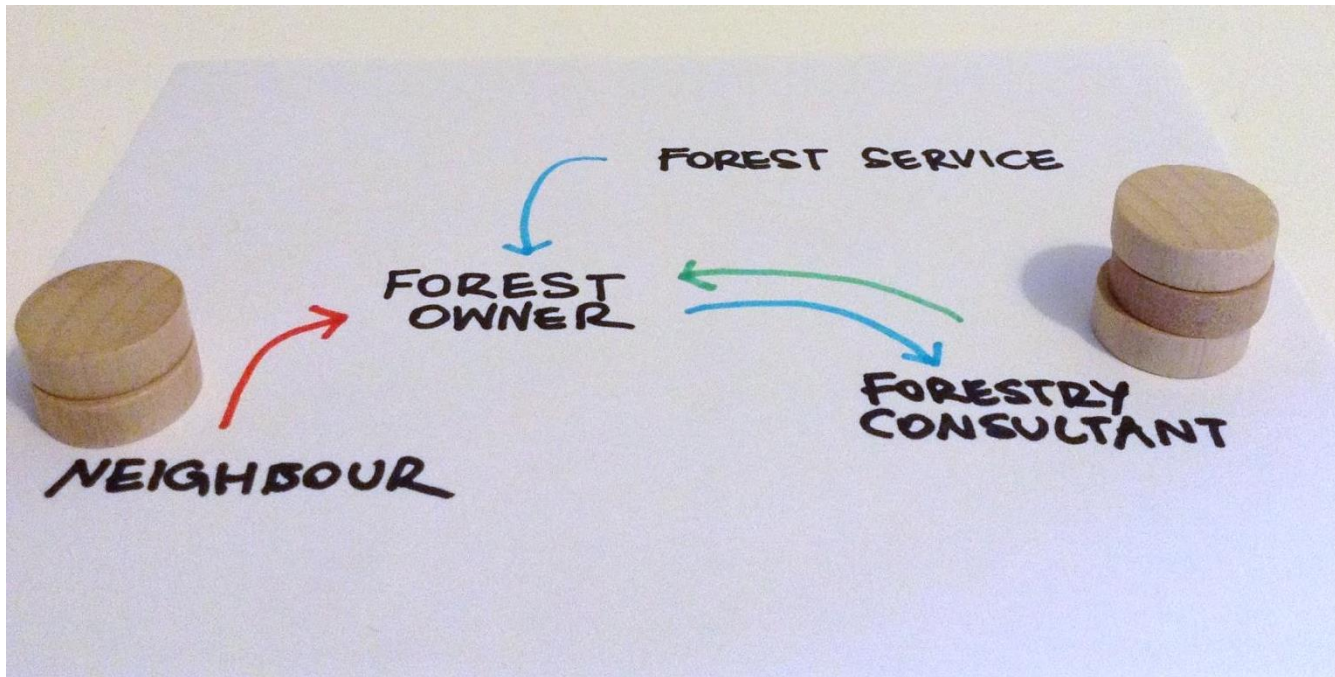
Based on Schiffer 2007

RESULTS

Network composition
Network size
Network diversity
Influence
Trust

RESULTS

[Network composition]
Network size
Network diversity
Influence
Trust

Table 1. Proportion of participants that named categories.

Categories	Harvested		Not Harvested	
	Members (n=24)	Non-Members (n=16)	Members (n=9)	Non-Members (n=7)
Forest Service				
Teagasc				
Professional				
Logger				
Family/Friend				
Staff				
Member				

Table 1. Proportion of participants that named categories.

Categories	Harvested		Not Harvested	
	Members (n=24)	Non-Members (n=16)	Members (n=9)	Non-Members (n=7)
Forest Service	0.42	0.63	0.22	0.28
Teagasc	0.88	0.34	0.78	0.57
Professional	0.88	1.00	1.00	1.00
Logger	0.58	0.50	0.56	0.14
Family/Friend	0.88	0.94	0.78	0.86
Staff	0.67	n/a	1.00	n/a
Member	0.79	n/a	0.22	n/a

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Table 2. Properties of participants' social networks .

	Harvested		Not Harvested		
	Members (n=24)	Non-Members (n=16)	Members (n=9)	Non-Members (n=7)	P-value
Network size	8.7	7.4	6.2	4.7	0.008

Table 2. Properties of participants' social networks .

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Network size	8.7	7.4	6.2	4.7	0.008
Diversity – No. of categories	5.1	3.6	4.6	2.9	<0.001

Table 3. Strength of influence on the participants' decisions.

Categories	Harvested		Not Harvested	
	Members (n=24)	Non-Members (n=16)	Members (n=9)	Non-Members (n=7)
Forest Service	0.07	0.10	0.00	0.00
Teagasc	0.24	0.39	0.21	0.16
Professional	0.13	0.18	0.00	0.31
Logger	0.12	0.02	0.00	0.88
Family/Friend	0.16	0.10	0.13	0.00
Staff	0.46	n/a	0.33	n/a
Member	0.32	n/a	0.00	n/a

0= no influence, 1=strong influence

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RESULTS

"You see Teagasc … can say what they want to say.
They mightn't always want to be quoted but they have no vested interest."

DISCUSSION

Members & Harvested → largest network

Networks = large
Networks ≠ complete
Networks = strong & stable

(Brewer 2000)

DISCUSSION

Members & Harvested → most diverse network

Diverse network = novel information

(Granovetter 1973; Burt 1992; Sagor & Becker 2014)

DISCUSSION

Teagasc   → most influential
Forest owner group   most trustworthy

Trust = take-up of information

(Hujala & Tikkanen 2008)

CONCLUSION

Social networks **vary** in regards of membership & harvesting activity.

Forest owner groups **diversify** the social networks of forest owners.

Forest owner groups are an **influential & trusted** actor in the social networks.

THANK YOU

LITERATURE

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