The purpose of this study was to assess the indicators of social capital and the innovation dynamics in two groups of corn producers in the same social network, one with productive units of less than 2.2 ha (small farmers) and another with properties of 6.44 to 150 ha (midsize farmers) in a representative sample of the Rural Development District 088, Zamora, Michoacán de Ocampo, Mexico. We used the theoretical concepts of social capital in order to identify the elements involved in the enhancement of technological and institutional capabilities in the framework of the innovation process and its transmission to the rural sector. The methodology used was based on innovation and social relationships networks. Midsize producers had an average yield of 5.75 t/ha-1, almost three times higher than what smallholders achieved, largely due to their rate of adoption of innovations (INAi), which was 48.22%, in contrast to 12.55% in the other group, and to their excellent trust relations (social capital). Furthermore, the midsize farmers’ network is more comprehensive because it has higher density, size and number of links, and a smaller standard deviation. In addition, their centralization index is lower than in the small farmers’ network, a fact related with unequal access to information and knowledge.

Keywords
Adoption rate, transmission, technology, key players, trust relationships, zea maize.