

Trust and its Relationship to Demographic Factors

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Abstract: Problem statement: Social trust is the main theme in the social life. Trust is “the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms”. Development, social trust and security are intertwined categories and have interaction to each other. Social trust, as a main factor in social capital, provide social context for developmental programs. This study, examine the affect of Demographic factors on the social trust to others. As social trust is a key factor in social relationship, this study is needed to evaluate such factor according to demographic factors. **Approach:** This study has been done on existing data about Iranian values and attitudes. Some factors such as gender, age, education level, job situation, marital situation have been studied in this study. Some of these variables such as education, correspondence to development level, especially in social development. This study is done via documental method (archive and Documental data about mentioned themes) and second analysis of The Iranian National Values and attitudes Survey (2000). **Results:** Findings of this study indicated that there is significant relationship between all of independent variables (Gender, age, education level, job situation, marital situation) and social trust to families and relatives, there is significant relationship between variables such as gender, education level, job situation, marital situation (independent variables) and social trust to friends. Analyzing the data showed that, the residents of less and more developed cities have different situation in trust. **Conclusion/Recommendations:** This study introduces three types of trust upon the development level of societies. Trust in Iran is an example of trust structure in developing societies.

Key words: Sociology social trust, development, demographic factors, demographic factors

INTRODUCTION

Social trust is one of the critical subjects in contemporary sociology, which has been considered as one of the social capital indicators. Human life is differentiated from other animals by achieved and social behaviors.

Social trust is one of the critical and facilitator elements of human relations. Its situation in each society could be lead to convergence and divergence among human beings and human communities.

There are various levels of social trust toward individuals, groups, institutions and different social classes in each society. These levels of social trust may be changed during the social, cultural, political and economic changes.

Modernization process, has affected the social and economic structures of different societies. These changes have considerable consequences in cultural and social structures.

Iran society, as well, has accepted social changes which, in part, have transformed the social relations and

social trust. During the past century all dimensions of Iran society affected by modernization process, directly or indirectly.

The transition to the 21st Century is characterized by glaring differences in the levels of development among states along with the widening scope and intensification of economic, political and cultural interdependence. This internationalization of politico-economic and socio-cultural processes designated by the term “globalization” has two effects: Positive and negative (Tonkiss and Passey, 2000).

Socially and individually, it seems that security and trust in societies affected by universal changes in social and economic structures.

This study intends to study the social dimensions of social trust. It is done upon The Iranian national values and attitudes survey (2000).

MATERIALS AND METHODS

Every study is needed to review the literature and its theoretical background, thus, in this study reviewing

Table 1: Socio-cultural traits of respondents

	Factor (variable)	Percent
Gender	Male	49.3
	Female	50.7
Age	15-29 years	49.0
	30-49	35.9
	50 and up	15.1
Education	Less than diploma	62.1
	Diploma and upper	37.9
Job Situation	Employed	32.4
	Unemployed	11.6
	Housekeeper	31.6
	Student (school and higher education)	18.9
Marital situation	Married	35.8
	Single	64.2
Ethnicity	Fars	56.6
	Azari	18.8
	Kurd	10.0
	Lour	8.20
	Other ethnic groups	6.40

the previous studies, include the internal (Iran) and international studies, is a considerable part of the study. Using the documentary method, this part of study has been done.

This study is a descriptive-analytical case that seeks to evaluate the degree of trust to others.

As there was proportional data from Iranian national value survey (2000), the second analysis has been used on the related data to the subject. This survey is the first wave of such types of studies in Iran.

The Iranian National Values and Attitudes Survey (INVAS) (2000), has been done via the interview with 16824 of 15 years and older people whom were chosen by systematic random sampling. Table 1 shows the information about sample population, were being studied.

The measurement tool (questionnaire) was provided upon The World Values Survey (WVS) and General Social Survey (GSS).

The validity of measurement has been evaluated via the face validity and criterion validity and the reliability analysis showed that the measurement items have reliability (alpha) more than .70. The factor analysis, as well, has been used for reducing the variables and items.

Trust, in this study, is referred to interpersonal trust includes: Trust to family members, trust to relatives and trust to friends.

As the interpersonal trust items (as dependent variable) and socio-economic variables (as independent variables) in INVAS were limited to mentioned cases, dependent and independent variables in this study are as

same as that survey (trust in correlation to socio-economic factors).

Using the Survey data, the research method of this study is second analysis method. In addition, reviewing the theories and studies is done in this study.

This survey has been done in the capital of provinces in Iran. As there are different provinces upon developmental levels, this study is to evaluate the trust degree in different development-based areas.

In the and 1 the Socio-cultural traits of respondents have been offered.

As the and n.1 data show, the most of respondents were young and most of them were single.

Selecting the two cities from all cities has been done due to different levels of development in Iran cities.

As Iran is a developing society in which could be traced the less and more developed communities and cities, in this study the data of relatively two different cities (Esfahan and Zahedan) have been compared in a second analysis method.

Review literature: As trust is considered so vital, it has been studied extensively in many research disciplines (Golembiewski and McConkie, 1975; Kramer and Tyler, 1996).

Fukuyama (1996; 1999) examines the impact of culture on economic life, society and success in the new global economy. He argues that the most pervasive cultural characteristic influencing a nation's prosperity and ability to compete is the level of trust or cooperative behavior based upon shared norms. In comparison with low-trust societies (China, France, Italy, Korea), which need to negotiate and often litigate rules and regulations, high-trust societies like those in Germany and Japan are able to develop innovative organizations and hold down the cost of doing business. Fukuyama argues that the United States, like Japan and Germany, has been a high-trust society historically but that this status has eroded in recent years.

Both the direct and mediating effects of different motives of Internet use on social trust. Rejecting the time displacement hypothesis assuming that overall Internet use decreased social connectedness and therefore social trust, this study revealed that different motives of Internet use directly affected social trust in different directions.

You (2005) in his study analyzed the relationship between corruption and inequality from one side and social trust from the other side. His study had been done on the world values surveys (1995-97, 2000-1).

This study declared that about 65.3% of Iranians agree that the most people can be trusted, of course, many interviewees did not answer the question and by this situation, the level of social trust in Iran may be less than the mentioned percentage.

Hastiani and Sarlak (2008) in their study "Trust in Virtual Universities" have studied the trust in new kind of universities. This study showed that students with low trust in virtual universities may be less likely to enroll in distant learning courses. Many factors contribute to student's trust level, including perceptions of the virtual university's quality of education, teacher's skills, academic reputation, etc... . This research examined five factors (academic reputation, administrative efficacy, size of institution, fairly tuition and Suitable environmental Conditions) as antecedents and three factors (student's attitude, willingness and risk taking) as consequences of student's trust. The relationships among factors were determined using a structural equations model and path analysis. Our analysis suggests that the academic reputation and the Suitable environmental Conditions for activity a virtual university are the most important determinants of student's trust. Furthermore, the student's trust level significantly affects student's willingness to study in virtual universities.

Lubell (2007) in his study "Familiarity Breeds Trust: Collective Action in a Policy Domain" analyzed the development of trust within the domain of agricultural water policy, where trust is a critical resource for solving collective action problems. The analysis uses data from a mail survey of farmers in agricultural water policy to integrate three theoretical frameworks: the conventional generalized trust perspective, Levi's transaction cost theory of trust and Sabatier and Jenkins-Smith's Advocacy Coalition Framework. The results demonstrate that while there is a close relationship between the attitude of trust and beliefs about the behavior of policy actors, the dynamics of trust within policy domains should be understood within the context of institutional structures and competing political values.

Alpu and Kurt (2004) studied the parameters of heteroscedastic bivariate Probit model established for the induced abortion and the contraceptive use by using socio-economic and demographic factors and their affects by eliminating the observed heteroscedasticity. Using a heteroscedastic bivariate Probit model and

Turkish Demographic and Health Survey (1998) data on married women aged 15 through 49 years, we estimated the probabilities of their having an induced abortion, if induced abortion have, of their using contraceptive methods. The results of the research show that induced abortion is perceived and used as a contraceptive method among the women in Turkey. This shows that it is correct way to examine those two variables, induced abortion and contraceptive use, together.

D'Silva *et al.* (2010) inspected the attitude of Malaysian youths toward contract farming and socio-demography factors that affect it. A sample random sampling were performed where a total of 400 undergraduates were selected to be the respondents of the study. The data were analyzed using PASW software. Results gained depicted that youths have a positive attitude towards contract farming. Moreover, from the independent t-test and ANOVA test done, it can be concluded that information regarding contract farming, type of course taken and university where the students study play a major role in influencing their attitude towards contract farming.

Yassin *et al.* (2010) investigated whether the future Pahang Muar Waterway could have significant socioeconomic impact on the local community or not. This is a qualitative study. Observations, structured and unstructured in-depth interview and literature analysis were used to gain the data needed the research team has traversed along the way (University Putra Malaysia to Muar to Bahau and ended in Pekan) these two rivers flow. For the in-depth interviews, a total of seventeen informants among the public and government officers were selected. Data from the in depth interviews was transcribed verbatim and subsequently analyzed by identifying similarities and consistent themes. A constant comparative method was employed in order to uncover patterns in the data. The data in this study is presented descriptively. From the observation, interviews and literature analysis done, it can be concluded that the Pahang Muar Waterways is believed to develop economic activities, recreational activities, tourism industry, enhance the socio-economy life of local community and provide sustainable mobility.

A survey about the trust toward the job groups showed that the most trust in Iran is for teachers. Trust towards the sport jobs, army jobs and medical jobs were in the next stages (The Islamic Culture ministry of I. R. of Iran, 2000). This finding shows the importance of education and cultural system and training in Iran society and its social capital.

Table 2: Trust degree to own family members in cities by different levels of development

City	Trust degree to own family members (percentage)						
	Never	Very less	Less	Moderate	Much	Very much	Completely
More developed city (Isfahan)	0/6	1.2	1.4	13.9	21.7	21.2	40.0
Less developed city (Zahedan)	-	0/2	1.4	5.3	27.3	28.5	37.3
Total (country)	0/3	0/5	1.0	9.7	22.3	26.6	39.6

N: (Country), 16801; Isfahan: 770; Zahedan: 561

Table 3: Trust degree to own relatives in cities by different levels of development

City	Trust degree to own relatives (percentage)						
	Never	Very less	Less	Moderate	Much	Very much	Completely
More developed city (Isfahan)	5.5	8.6	10.3	36.4	20	12.9	6.9
Less developed city (Zahedan)	2.5	4.7	10.6	25.7	38.1	12.9	5.6
Total (country)	3.7	5.3	8.5	33.5	27.2	15.3	6.5

N: (Country), 16732; Isfahan: 770; Zahedan: 557

Table 4: Trust degree to own friends in cities by different levels of development

City	Trust degree to own friends (percentage)						
	Never	Very less	Less	Moderate	Much	Very much	Completely
More developed city (Esfahan)	5.5	7.5	9.6	37.6	20.8	13.5	5.6
Less developed city (Zahedan)	3.8	6.6	11.1	29.8	33.4	10.2	5.2
Total (country)	4.5	6.9	9.7	34.4	25	13.7	5.6

N: (Country), 16703; Isfahan: 764; Zahedan: 560

There are some analysis on the finding of The Iranian National Survey on Values and Attitudes (INSVA). These analyses almost have been published in Farhang va Pazuhesh Journal. One of these analyses overviewed the findings in various aspects such as gender, generational gap, life's satisfaction, ethnic identity, religious attitudes, social capital and social trust. All of findings show the changing conditions in Iran.

In his study has studied the social trust among the graduate students of Tabriz University (Iran). This study has been done via the interview with 248 graduate students of Tabriz University. Results of this study shown that there is significance relationship between social trust (as dependent variable), from one side and some variables such as socio-cultural factors (as independent variables), from the other side.

Giddens (1991) has analyzed the identity in the modernity and late-modernity era and showed that trust to other is the key to development of a sense of ontological security in the young child.

Theoretical background: Trust regularly features-together with norms and networks-within definitions of social capital (Putnam, 1993).

Williamson (1993) believes that “trust is a term with many meanings”.

Table 5: Trust to family members according to demographic factors

	Gender	Age	Education	Activity (Job)	Marital situation
Valid N.	16801	16801	16689	16703	16769
Statistic	0.051	130	0.034	0.048	0.046
Sig.	0.000	0.000	0.045	0.000	0.000

Table 6: Trust to relatives according to demographic factors

	Gender	Age	Education	Activity (job situation)	Marital situation
Valid N.	16732	16732	16622	16634	16701
Statistic	0.020	0.146	-0.103	0.060	0.106
Sig.	0.032	0.000	0.045	0.000	0.000

Table 8: Trust to friends according to demographic factors

	Gender	Age	Education	Activity (job situation)	Marital situation
Valid N.	16703	16703	16591	16606	16672
Statistic	0.024	0.008	0.038	0.046	0.036
Sig.	0.008	0.464	0.000	0.000	0.000

Fukuyama (1996) definition of trust is “the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms”. In his view, trust is not a component or indicator of social capital, but it is its precondition, because “social capital is a capability that arises from prevalence of trust in a society or in certain parts of it” (Ibid.). Thus is a hard term to pin down. Fukuyama believes that trust, represents an understanding form of social solidarity, as well as a specific relation. In

contrast, others believe that trust is treated more simply as a component of social capital (Putnam, 1993; Tonkiss and Passey, 2000).

Fukuyama (1996) focuses on the effects of trust: "Trust, it should be recalled is not in itself a moral virtue, but rather the by-product of virtue, it arises when people share norms of honesty and reciprocity and hence are able to cooperate one another.

Tonkiss and Passey (2000) believes that trust in Fukuyama's definition, is understood as a kind of latent capacity for action. In this study, we consider trust as a key factor in social solidarity and regular behavior of society.

Hypothesis and questions:

- Do the trust among others, changing according to development of community
- It seems that the social trust towards others is affected by socio-economic factors
- It seems that less developed societies have more trust to others than more developed societies
- It seems that changing social and economic condition is the main reason of trust level towards others

Findings: As this study is done upon the national value survey, data of some sample cities that have different levels of development summarized as below. Isfahan as a developed city and Zahedan as an undeveloped city, being considered as representative of two different levels of development among Iran cities: developed and undeveloped cities, respectively.

These cities have different situations in social, cultural and economic structures. Thus, in this second analysis-based study we declare the trust degree in these different communities.

Trust to different groups: Trust to family members: As the statistics (Table 2) show, degree of trust to own family members in less developed city is much more than the degree of developed city. In less developed city (Zahedan) about 55.8% of respondents, totally, have told that they have much and very much amount of trust to their own family members, while in Isfahan this case reach to 42.9%. In country based, this case is 48.9 %.

Trust to relatives: According to statistics (Table 3), the degree of trust to own relatives in less developed city is much more than the degree of developed city. In

less developed city (Zahedan) about 51% of respondents, totally, have told that they have much and very much amount of trust to their own relatives, while in Isfahan this case reach to 32.9%. In country based, this case is 42.5%. The gap between less developed and much developed in terms of trust to relatives is much more than the family members' case.

Trust to friends: According to statistics (Table 4) the degree of trust to own friends in less developed city is much more than the degree of developed city. In less developed city (Zahedan) about 43.6% of respondents, totally, have told that they have much and very much amount of trust to their own friends, while in Isfahan this case reach to 34.3%. In country-based, this case is 38.7%.

Correlations: In this survey, the V Cramer analysis has been used to examine the relation between trust degree to each group (dependent variable) and demographic factors (independent variables).

For being more briefly, some of descriptive data (such as demographic distribution of respondents) deleted from this report.

The statistics (Table 5) show that there are significant relationship between all of demographic factors and the trust to family members. In other words men have represented more trust to their family members than women. The old ages represented more trust than youths. Employed and retired respondents represented more trust to their family members than other kind of activities (unemployed, students and housekeepers). There is no considerable difference between people with different education level due to the trust to their relatives.

The statistics (Table 6) show that there are significant relationship between all of demographic factors and the trust to relatives. In other words, like trust to family members, men have represented more trust to their relatives than women. The more educated people represented less trust to their relatives than less educated. The old ages represented more trust than youths. Retired and housekeeper respondents represented more trust to their relatives than other kind of activities (unemployed, students and housekeepers).

The statistics (Table 7) show that there are significant relationship between all of demographic factors and the trust to friends. In other words, like trust to family members, men have represented more trust to their friends than women. The more educated people represented less trust to their relatives than less educated. The old ages represented more trust than the

youths. Students and retired respondents represented more trust to their relatives than other kind of activities (unemployed, students and housekeepers).

The statistics (Table 8) show that there are significant relationship between some of demographic factors (gender, education, job situation and marital situation) and the trust to friends.

DISCUSSION

Trust as a key point in human life, have various dimensions and, usually, being affected by different variables. Social theorists such as Fukuyama (1996) and Putnam (1993; 1995), have presented basic theories in this regard.

This study which has been done upon the second analysis of Iran National value survey, show that trust in Iran society is different among people according Demographic factors. The data of two different cities of Iran, Isfahan and Zahedan, more and less developed cities, respectively, analyzed in this study. As Fukuyama pointed out, trust is a main and basic factor for social solidarity. This study showed that there is significant difference between two mentioned cities in terms of trust to others. The respondents of less developed city, Zahedan, have declared more trust to others than Isfahan.

As we considered trust as a key factor in social solidarity, we can show three face of trust in societies:

- Traditional face of trust and solidarity, which based on traditional interests and beliefs such as ethnicity, kinship systems, traditions and historical links
- Semi-traditional (semi-modern) face of trust and solidarity, in this case we encounter with a temporary and changing face of such traits; to some extents we have modern characteristics and also traditional characteristics in trust and solidarity situation. This face is, basically, for developing communities and societies
- 3-Modern face of trust and solidarity: In this face the process of institutionalization of regularities, behaviors, organizations and solidarity has been completed. Logically, the trust degree to other individuals and communities in the first and third stage would be more than the second stage. This difference is because of weak institutionalization and also changing condition of economic, social, cultural and political structures of these societies and communities

In case of Iran, upon this study, it could be said that there is the two levels of trust and the two levels of related or accompanied development. In the other word, Iran society is a changing one that experiences the two levels of development:

- The less developed areas that could be named as: Undeveloped areas, economically and traditional areas, socio-culturally. Co-existing of historical and ethnographical traits such as ethnicity, language and religion has appeared some kind of diversity in national scale and socio-cultural solidarity in regional scale. In less developed- or more traditional areas- where the ethnographical factors have more influence on the socio-cultural attitudes and behaviors, it seems that there are more trust degrees to others in compare to more developed areas. It could be concluded that such situation is the result of low degrees of social, economic and cultural changes in less developed areas. Being consistency of traditional traits has been caused to social trust to others (include family members et al.). We can conclude that traditional institutionalization dealt to traditional trust
- In changing areas where, in one side, there are historical and traditional socio-cultural organizations and, in other side, experience new and ongoing conditions; we are encounter with uneven, changing and inconsistency conditions and social organizations

In the later communities, human beings experience, somehow, uncertainty and disorganization in all matters, subjectively and objectively.

As a result, trust to others in compare to traditional communities, is low. As far as the distance to others, trust would be more decreased.

The re-institutionalization of developed society is caused to a new consistency and therefore an even and coherent condition which accompanied to high level of trust.

As a result and sociologically, it can be said that there are various types of trust due to development level of societies and communities: Traditional trust, low trust and modern trust. The later is related to citizenship culture and civic society in which the structures and rules act as internal and trust and contexts for socio-economic and political participation. This kind of trust can be found in developed societies such as western ones. In changing communities and societies there is neither traditional trust nor modern trust, because of instability of social organization, behaviors and structures. In these societies there is weak and low trust.

Zahedan city is a case of less developed areas in Iran and its survey results showed the more trust to others in compare to more developed cities such as Esfahan. Esfahan city, in contrast, is a changing area that has less trust in compare to less developed communities. In other words, as Iran society almost deals to changing conditions; modern trust can be found rarely.

Contribution of this study to sociological knowledge is dividing trust upon the development of societies: Trust in traditional societies which is almost high, trust in changing societies which is almost low and trust in modern societies which is almost high. Trust in traditional societies is upon the traditional ties and trust in developed societies is upon the institutionalized ethics and contracts. Thus, it seems that two types of social order cause two types of social trust.

CONCLUSION

Analyzing the data showed that, residents of the less and more developed cities have different situation in trust. This study introduces three types of trust upon the development level of societies. Trust in Iran is an example of trust structure in developing societies. Less institutionalized norms and values which correspondent to developing societies, is found in this society. Thus, this study proposes empowerment of residents of less developed areas for achieving the institutionalized trust to others. As trust is a key factor in social and economic development, it is necessary to improve the modern indicators of development in less developed societies.

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