

Japan-Russian Joint Workshop

SOCIAL TRUST IN RUSSIAN AND JAPANESE CONTEXTS

Institute of Social Sciences

Chuo University, Tokyo

March 26-28, 2013

ORGANIZING COMMITTEE

Masamichi Sasaki, Head, Professor, Chuo University

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Program

March 26: 17.00 – 18.30: Preliminary meeting (SUNROUTE PLAZA SHINJUKU)

March 27: 10.20: Opening Speech (M. Miyano, Director of the Institute)

10.30 – 12.30: Theoretical and Methodological Discussion (1)

(M. Sasaki, R. Yoshino, T. Skripkina, A. Kupreychenko +

I. Mersiyanova, Y. Yano)

13.30 – 15.00: Theoretical and Methodological Discussion (2)

(T. Shuto, I. Antonenko, V. Grishin + I. Svyatskevich

H. Mori)

15.15 – 17.45: Trust in Economy, Business and Organization

(Zh. Toshchenko, E. Molodykh, Sh. Oguma, A. Tarasova,

R. Akhmedzyanova)

18.00 – 19.30: Reception Party

March 28: 10.20 – 12.00: Japanese and Russian: Similarities and Differences

(N. Dryakhlov + S. Mitupova, A. Ishikawa, S. Yasuno)

13.00 – 14.50: Russian Characteristics in Eastern Europe

(R. Anisimov, M. Tsapko, E. Kogay)

15.00 – 16.00: Concluding Session (M. Sasaki, N. Dryakhlov)

List of the Participants

Japanese

- Hayashi, Fumi:** Professor, Toyo Eiwa University
- Ishikawa, Akihiro:** Professor Emeritus, Chuo University
- Mori, Hideki:** Associate Professor: Hyogo University of Teacher Education
- Oguma, Shin:** Research Fellow, Labor Research Council
- Sasaki, Masamichi:** Professor, Department of Sociology, Chuo University
- Shuto, Toshikazu:** Associate Professor, Hyogo University of Teacher Education
- Yoshino, Ryoza:** Professor, Director of Survey Research Center, Institute of Statistical Mathematics
- Yano, Yoshiro:** Associate Professor, Department of Sociology, Chuo University
- Yasuno, Satoko:** Professor, Department of Social Information, Chuo University

Russian

- Akhmedzyanova, Rusilya:** Associate Professor, Tyumen State University
- Anisimov, Roman:** Associate Professor, Russian State University for Humanities
- Antonenko, Irina:** Associate Professor, Moscow State University of Design and Technology
- Dryakhlov, Nikolay:** Professor, Faculty of Psychology, Moscow State University
- Grishin, Vladimir:** Director, Ural Region Office, Russian Public Opinion Research Center
- Kogay, Evgeniya:** Professor, Kursk State University
- Kupreychenko, Alla:** Professor, National Research University, Higher School of Economics
- Mersiyanova, Irina:** Dr., National Research University, Higher School of Economics
- Molodykh, Ekaterina:** Associate Professor, National Research University, Higher School of Economics
- Patosha, Olga:** Associate Professor, National Research University, Higher School of Economics
- Skripkina, Tatiana:** Professor, University of Russian Academy of Sciences
- Svyatskevich, Irina:** Researcher, Ural Region Office, Russian Public Opinion Research Center
- Tarasova, Anna:** Associate Professor, Tyumen State University
- Toshchenko, Zhan:** Professor, Russian State University for Humanities
- Tsapko, Miroslava:** Associate Professor, Russian State University for Humanities

Collection of the Abstracts of Presentation

Akhmedzyanova, Ruzilya

Trust as a Key Factor in Managing Relationships between Market Participants

Trust is one of the key questions at the market today. It accompanies any partnerships in business and relationships with customers. Trust between market participants is the essential factor which provides effective functioning of any business. Development and maintenance of exchange relations take ultimate importance in the retail sector. All organizations, in general, as well as retailers, in particular, are focused on entering in long-term agreements with suppliers and building long-term relationships with their customers. This fact becomes problematic in conditions of constantly changing business environment, implementations of competitive strategies by market participants and development of new organizational structures. Risks associated with the lack or loss of trust can cause substantial damage to the activities of retailers in the market. As a result, an increase in the trust level between key market participants is the main goal in development of the modern market relations. Therefore, evaluation of trust, analysis of the ability to manage it, increase in its level as one of the most important resources is essential factor affecting operations in the retail sector.

These facts add urgency to consider the role of trust in building partnerships between market participants on the basis of research analysis.

Mass popularization of the sources describing methods of successful business, building and maintaining long-term partners relationships are usually not based on empirical research and have no systemic nature. This fact highlights the relevance of this problem.

The analysis of the trust as a key factor of success in the retail sector faces a number of serious questions. First is the interdisciplinary of the research. Trust is the object of study for many scientific fields, economics, sociology, political science, psychology, and each of these studies analyses certain subject areas. Secondly, inaccessibility of materials obtained as a result of empirical research, which could reliably describe the mechanism and procedures of concluding and maintaining business relationships. There are insufficient coverage, and study of this phenomenon in

almost all research activities. The multiplicity of approaches and difficulties in working with empirical data emphasize the difficulty of operationalisation of the trust phenomenon.

Trust appears a significant indicator which measures the success in developing business partner relationships in the analysis of relationships between market participants. Experience of market participants and the scope of their tasks have a directly proportional effect on the importance of trust. The more experience and more scale of activities business partners have, the more valuable trust becomes for them. And the success of these partnerships will increasingly depend on the strength and stability of business network.

In many research projects partners' relationships between market participants are characterized by parameters of the phenomenon of trust, such as equal consideration of interests by business partners, fulfilment of informal agreements and formal rules of business, maintaining open communication and timely feedback.

Lack of trust is a serious threat to market participants. Firstly, it may be due to a breach of business agreements, which, in its turn, leads to multiple charges. The costs associated with the collection of additional information on current or potential partners and the damages resulting from wrong strategies or misallocation of resources are incurred. The risk of loss making activities leads to the scanning and continuous updating of business information. In this case, the lack of trust extends to regular partners, personal friends and acquaintances. It should be noted that the system of collecting information on business environment is only in initiation stage in Russian practice and therefore many businesses are using their own partners as a source of such information.

Analysis of the interaction between market participants, partners' relationships and trust as a factor influencing their success has scientific and practical significance. Objectively all market participants are committed to maintain a high level of trust among the target audience. Organisations form a special department dealing with the development and increasing reputation. The company must take into account the factor of trust, when making strategic decisions, planning, marketing, financial and other activities.

The concept of social capital has been introduced by Pierre Bourdieu. According to contemporary economic sociology it describes the leading market participants and is formed through the establishment and maintenance of relationships with its business partners. These networks are based on the assumption that other agents will fulfil their commitments without sanctions. The actual contractual partnerships between market participants tend to have incomplete negotiated agreements and contracts. This is due, first of all, to the fact that is impossible or costly for market participants to cover all terms and conditions of contracts. As a result, the formal rules and agreements are often ineffective. In this case the trust complements them. In making transactions decisions market participants are using their own past experience, and are more likely to enter into partnerships with

those who have already dealt with earlier, ensuring their reliability. In this way, market participants, first of all, based on mutual trust in selecting business partners. High level of trust promotes the development of new social contacts and as a result new forms of organization. In the conditions of absence of trust, partners' relationships are only based on the formal institutions that require additional efforts in the implementation of appropriate controls. Hence, in the conditions of absence of trust, business costs increase, and the processes based on trust, such as personnel management are ineffective.

Most conflicts between market participants arise as a result of distrust to each other, which, adversely affects the performance of companies and the public welfare in general. Therefore, the strategy of sustainable development based on a high level of mutual trust is the most successful option for a company operations.

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1. Dirks K.T., Ferrin D.L. 2001. The Role of Trust in Organizational Settings. *Organization Science*. 12 (4): 450-467.
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5. Rao A.N., Pearce J.L., Xin K. 2005. Governments, Reciprocal Exchange and Trust among Business Associates. *Journal of International Business Studies*. 36 (1): 104-118.

Anisimov, Roman

Interpersonal Trust: Intercountry Analysis

The paper presents the results of a study devoted to the social trust which was conducted in December 2010. All were interviewed 5118 respondents. These were the students of five countries (Ukraine, Russia, Poland, Lithuania and Czech republic).

I put forward a hypothesis about the *compensatory character* of inter-individual trust. Assuming that the hypothesis is true, the highest level of inter-individual trust is in those countries, where the trust level is the lowest in all other areas of public life.

To test this hypothesis, the following had to be done: firstly, the level of interpersonal trust in different countries had to be measured. Secondly, the level of interpersonal trust had to be compared with the trust levels in other areas of public life. The following is a description of the tests that had to be completed to check the validity of the hypothesis.

I compared the level of interpersonal trust with the levels of local and institutional trust.

Based on the data, the following can be said. The hypothesis about the compensatory nature of trust as a whole was not confirmed. Poland is the country with the highest level of trust on all levels. The Czech Republic and Lithuania are in second and third place. Ukraine leads in the level of distrust among the surveyed country. An unusual situation in the various levels of trust has been noted in Russia. Russia has a low level of trust on the interpersonal and local levels, while on the macro level, while there is still a low average level of trust, has a total of 19.4% of respondents with a medium level of trust, outstripping The Czech Republic and Lithuania. This is an unexpected result. When I began the analysis of the data, I anticipated that Russia would have the lowest level of trust on the institutional level and the highest on the interpersonal level, which is why I put forth the hypothesis of the compensatory nature of social trust. The research, however, proved that the opposite is true. Russian people, just like the Ukrainians, do not trust friends and neighbors, whereas they trust the government more than Czech, Ukrainian and Lithuanian people. This can possibly be explained by the absence of questions about parent-child trust in the series of questions about interpersonal trust. I say this because in Russia the tie between parents and children is broken rather late in life. Furthermore, it is possible that during the 20th century informal horizontal bonds between Russian people were destroyed, and replaced by the government created institutions, that performed the part of the no longer existing local communities. After the fall of the Soviet Union these institutions were also destroyed, but the memory of them remained and this shows, among others in the trust that the Russians have in the government. It is possible that this trust is not built on facts, but rather on the «ideal» view of the state by Russian students. In any case, this unexpected result deserves a second check and verification. In case of confirmation of my conclusions, an adequate interpretation of the data must be created.

It is concluded as follows

1. Russia and Ukraine are the most atomized societies among the surveyed countries.

2. Distrusted on the institutional level in Russia is lower than in Lithuania and the Czech Republic. This is an unexpected result and it needs confirmation or refutation and in case of confirmation, the creation of an adequate interpretation of this fact.

3. In the subsequent studies of social trust on an interpersonal level it is necessary to take into account the trust between family members, particularly when it concerns the countries of the former Soviet Union.

4. The lack of social trust on some levels is not compensated by higher trust level on others. *The trust does not shift to another level, instead, it simply disappears.*

Antonenko, Irina

The Dynamic Model of Confidence

The main structural elements of confidence as a socio-psychological phenomenon are: the subject and the object of trust, confidence relationship, activity-content confidence, functional organ of confidence, the subject, object, environmental and situational factors of confidence and confidence situation, socio-psychological mechanism of confidence, the characteristics of confidence as relationship of confidence, the characteristics of confidence as the functional organ, perceptual, interactive and communicative content of confidence and socio-psychological functions of confidence. The confidence should be seen in the narrow (actually confidence) and broad sense (the whole range of relations of confidence - mistrust, different degrees of confidence and mistrust).

Gradual deepening of the essence of confidence makes it possible to deploy the structure of confidence, revealing the content of some of its aspects. Confidence is always an area of socio-psychological sense of confidence from the subject to the object (according to the classical understanding of the subject and the object), and such a representation is its most general model without any qualitative characteristics of confidence actually. The subject of confidence is an individual, a social group, large and small, and the society as a whole. The object of confidence can be individuals, groups, society, various social phenomena, objects and information (in the last three cases, the object of social confidence is the result of human activity, and indirectly - the same people

and their associations). According to it, confidence can be studied as confidence of a person or a particular social group in relation to the listed objects of confidence. The immediate subject of developed social-psychological concept is confidence in interpersonal relations.

Davydenko, Vladimir

Tarasova, Anna

**Reproduction of Social Capital, Trust and Enterprise Networks:
The Empirical Studies of Small- and Middle-scale Businesses
in the Ural Federal District of Russia**

This article describes the modern theoretical and empirical research in the field of implementation a partnership relations and business- relations of the point of view of the practice of corporate networks and the theory of social capital. Such components of the business as descriptions of obstacles business, description of informal the relationships, separate directions of corruption, and methods of overcoming of obstacles business were studied as key parameters of enterprise network the subjects of small and medium-sized firms. The reproduction of social capital and trust was examined as the base phenomenon of social «engrained» («embeddedness») in the modern economy of the corporate enterprise network. Intercorrelations of business success as resulting network description were studied with along with other parameters of business by the functioning of the networks surveyed firms. The article focuses attention upon changes in the modern organizational mechanisms and institutional arrangements including property rights, governance structures, and interfirm relationships. In particular, did such dilemma pass verification: that promotes really efficiency of work of network structures – corruption charts and/or business-partnership?

Keywords: social capital, enterprise networks, modern business organization, the problem of embeddedness, personalized social capital, empirical study of entrepreneurial networks, small and average business, the Ural Federal District

Dryakhlov, Nikolay

Kalekina, Anna

Kalekin, Vladimir

Professional Culture and Social Trust on the Industrial Enterprises of Modern Russia

The article is devoted to the problems of the interaction of professional culture and social trust in modern industrial enterprises of Russia. The work reveals the essence of the concepts of «professional culture» and «social trust», the structural components of professional culture, with the help of which it is possible assessment of its level. The article presents the results of studies conducted on a number of large industrial enterprises of Russia, which testify to the fact that the professional culture has a direct impact on the interaction of the subjects of labour and increases social trust on the different hierarchical levels of their interaction.

Key words: *social trust, professional culture and industrial enterprises.*

Dryakhlov, Nikolay

Mitupova, Sayana

Popov, Viktor

Trust: Problems and Contradictions of Development and Functioning in Contemporary Russia and Japan

The article discloses the problem of *trust* as an important element of social structure. *Trust* is studied by a series of scientific directions but all of them interpret *trust* as dependence, i.e. enforced trust. Such approach to the study of the given problem is not a happy one since trust in a democratic society cannot be generated from the concept of dependency. In this respect the studies of trust made by Goethe, G. Simmel, M. Weber may be of great interest. The main focus of the article is on the comprehension of differences of freedom and unfreedom of trust. For better

understanding of some theses of the article we provided some tables.

The following theses are the fundamental key points of the article: trust in modern society is studied as a mechanism of the formation of dependence of personality and society from the government; studies of models of trust as a basis of the development of a society are practically not being made at present; the thesis of trust under study to a greater degree complies with aims of penetrating of foreign corporations into the national markets (this direction of trust studies is not compatible with national tasks). Trust as a factor of social and international relationship does not mean, in its strong position, managing the others.

Key words: *social trust, distrust, social exchange.*

Grishin, Vladimir

Svyatskevich, Irina

Social Optimism and Level of Trust in Authorities

Since the publication of Decrees of the President of the Russian Federation No.825 dated 28.06.2007 «On Assessment of Performance Efficiency of Executive Authorities in Constituent Entities of the Russian Federation» and No.607 dated 28.04.2008 «On Assessment of Performance Efficiency of Local Authorities in Urban Districts and Municipal Areas», experts of Russian Public Opinion Research Center (“VCIOM”) have developed sociological tools and for several years have been taking annual measurements in several Russian regions of parameters of public satisfaction with the quality of medical services, general secondary education, primary and secondary vocational education, preschool and supplementary education for children, quality of services in the cultural area, as well as parameters of public satisfaction with the performance of executive authorities of the constituent entities of the Russian Federation and local authorities including their information transparency.

The tools of the sociological research are designed in such a way that they allow to evaluate a subjective importance and contribution of different parameters of public satisfaction to the overall performance assessment of authorities and local governments as well as to the general parameters of public satisfaction with the quality of life in this or that area.

Factors determining the performance assessment of the authorities by the population may differ in each region, urban district, municipal area. Nevertheless, a number of studies conducted by OAO "VCIOM" suggests that in many cases this assessment is connected with such a sociopsychological parameter as social optimism, i.e. general tendency of the population to perceive social reality in a positive (social optimism) or negative (social pessimism) way.

Earlier, this hypothesis was tested and supported in the context of the analysis of the perception of Russian political leaders by the Russian electorate¹. Similar findings were reported by our colleagues from Volgograd², who succeeded in showing a relationship between the parameters of social optimism and public assessment of the authorities' actions in coping with the consequences of the world economic crisis.

This article presents the results of testing the hypothesis about the relationship between the parameters of social optimism and the level of public trust in authorities based on empirical data obtained in the research study *«Performance Efficiency of Regional and Municipal Executive Bodies in the Tyumen Region»* carried out in April 2012.

Purpose of the research study: acquisition of sociological information meeting the criteria of completeness and reliability regarding the level of public trust in the existing regional authorities in the Tyumen Region, level of public satisfaction with the quality of medical services, preschool education, general secondary education, supplemental and secondary vocational education, services provided by cultural institutions in the Tyumen Region as well as the level of public satisfaction with the information transparency of the executive government bodies of the Tyumen Region, local executive bodies in the urban districts and municipal areas of the Tyumen Region in accordance with the Decrees of the President of the Russian Federation No.825 dated 28th of June 2007 and No.607 dated 28th of April 2008.

Object of the research study – adult (over 18 years old) population of the Tyumen Region.

¹ Grishin Vladimir. Social Perceptions and Irrational Ideas of the Russian Electorate (Sociopsychological Aspect). // LAP LAMBERT Academic Publishing, -2010. – 208. – P. 78-84.

² Moisov, V.V. Regions amid the Economic Crisis – A Few Strokes to the Sociocultural Portrait / V. V. Moisov, N. V. Dulina, V. V. Tokarev // Sociocultural Grounds of the Development Strategy of Russian Regions: Proceedings of the All-Russian Training Conference "Sociocultural Evolution of Russia and its Regions ". – Smolensk, October 6-9, 2009 / Smolensk: "Universum", 2009. – P. 107-115.

Subject of the research study – level of public trust in the existing authorities expressed through a performance assessment of the executive government bodies of the Tyumen Region and local executive bodies in the urban districts and municipal areas of the Tyumen Region.

Data collection methods – standardized face-to-face interviews at the place of residence of respondents.

Period of the field stage of the research study (data collection) – from the 20th of March until the 4th of April 2012.

Sample size – 1406 respondents.

Sample control – by gender, age and place of residence of respondents.

For the purpose of testing the hypothesis about a possible influence of the factor of «social optimism» on the performance assessment of the authorities by the population, three contrasting groups were formed from the total number of respondents taking part in the research:

1. «Social pessimists» – a group of respondents having a permanent residence on the territory of the Tyumen Region and showing rather low values for such parameters as «general level of social adaptation», «satisfaction with certain aspects of a respondent's life: housing, financial situation, work, leisure-time availability and activities, personal and family security, health status, relationship with family members», «satisfaction with the conditions of life in the city (municipal area)» - a total of 10 interview positions assuming the respondent's evaluation according to the scale ranging from min. = 1 – «Completely dissatisfied» to max.= 4 – «Completely satisfied»;
2. «Social realists» – a group of respondents having a permanent residence on the territory of the Tyumen Region and showing average values for the parameters in question;
3. «Social optimists» – a group of respondents having a permanent residence on the territory of the Tyumen Region and showing rather high values for these parameters.

The descriptive characteristic of the contrasting groups in terms of «social optimism» is shown in Table 1. Pairwise differences between all three groups by Mann-Whitney criterion (Mann-Whitney U Test) are statistically significant ($p=0.00$).

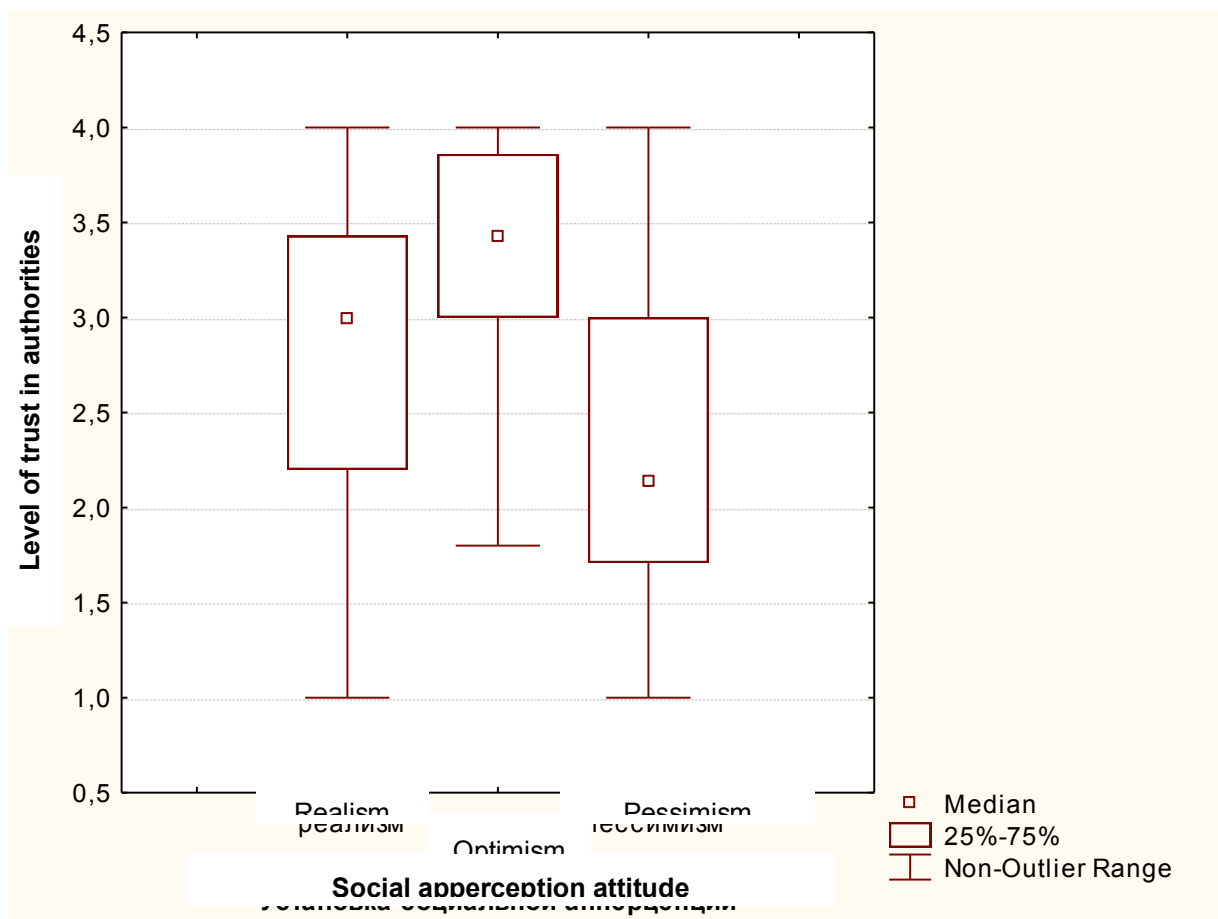
Table 1.**Descriptive characteristic of comparison groups for the parameter of «social optimism»**

Descriptive Statistics	Valid N	Mean	Median	Mode	Minimum	Maximum	Variance	Std. Dev.	Standard Error
Whole Sample	1406	2,93	3,00	3,00	1,10	4,00	0,2207	0,4698	0,0125
1. Social pessimism	204	2,19	2,30	2,40	1,10	2,44	0,0675	0,2599	0,0181
2. Social realism	1007	2,93	3,00	3,00	2,50	3,40	0,0629	0,2508	0,0079
3. Social optimism	195	3,69	3,67	3,50	3,44	4,00	0,0336	0,1835	0,0131

Diagram 1 shows the results of public performance assessment of the regional and local authorities for the groups with different level of social optimism.

Diagram 1.

SOCIAL APPERCEPTION AND LEVEL OF PUBLIC TRUST IN AUTHORITIES



One of the important results of this research study was the understanding that the parameter of «social optimism», i.e. general tendency of the respondents to perceive social reality in a positive or negative way, was more closely connected with the level of public trust than the parameter of material well-being of a respondent's family.

Diagrams 2 and 3 show the empirical dependence of the authorities' performance assessment by the population on the characteristics of social optimism and material well-being of a respondent's family. The pattern of this dependence suggests a higher importance of «social optimism» in this context.

Diagram 2.

SOCIAL OPTIMISM AND LEVEL OF TRUST IN AUTHORITIES

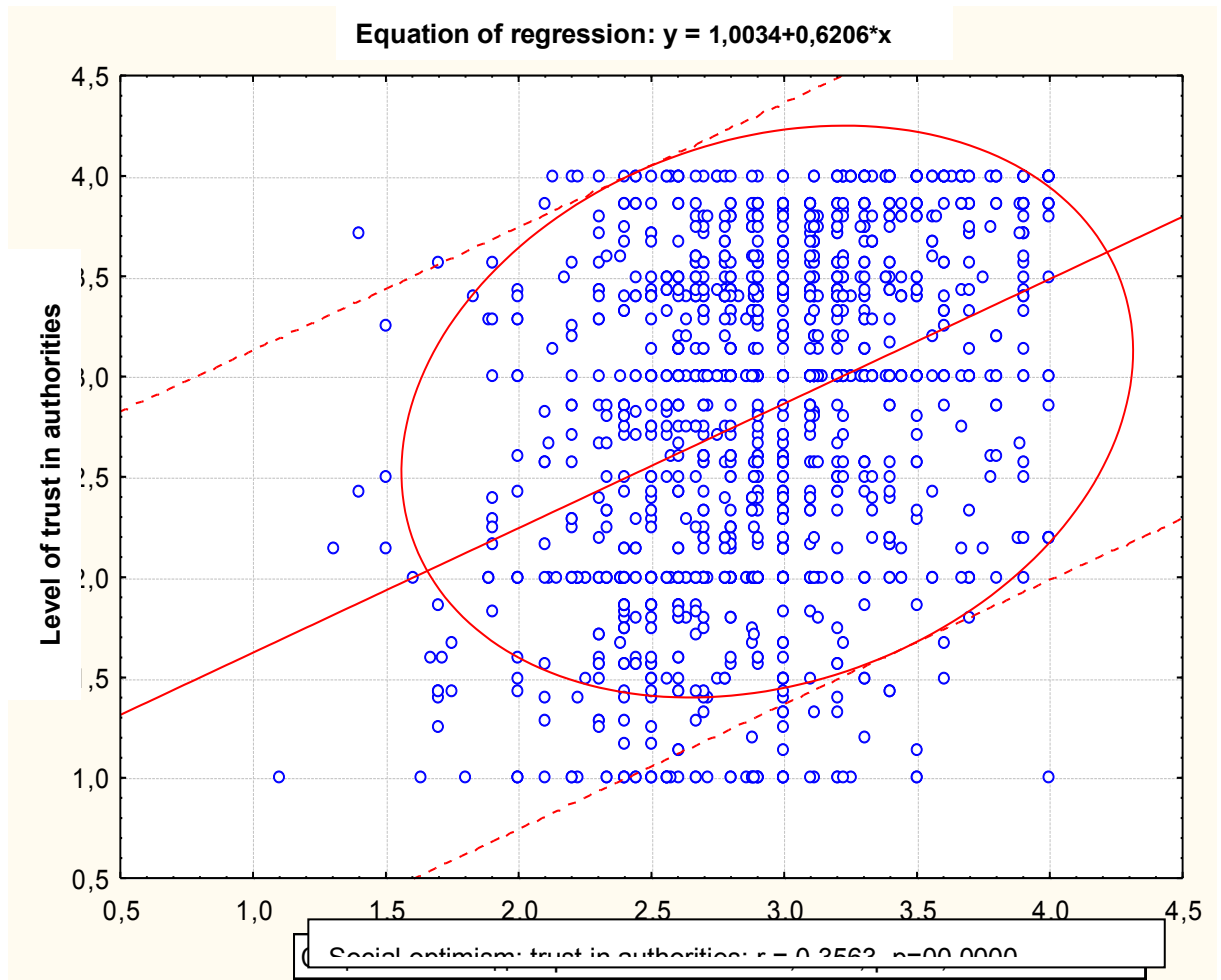
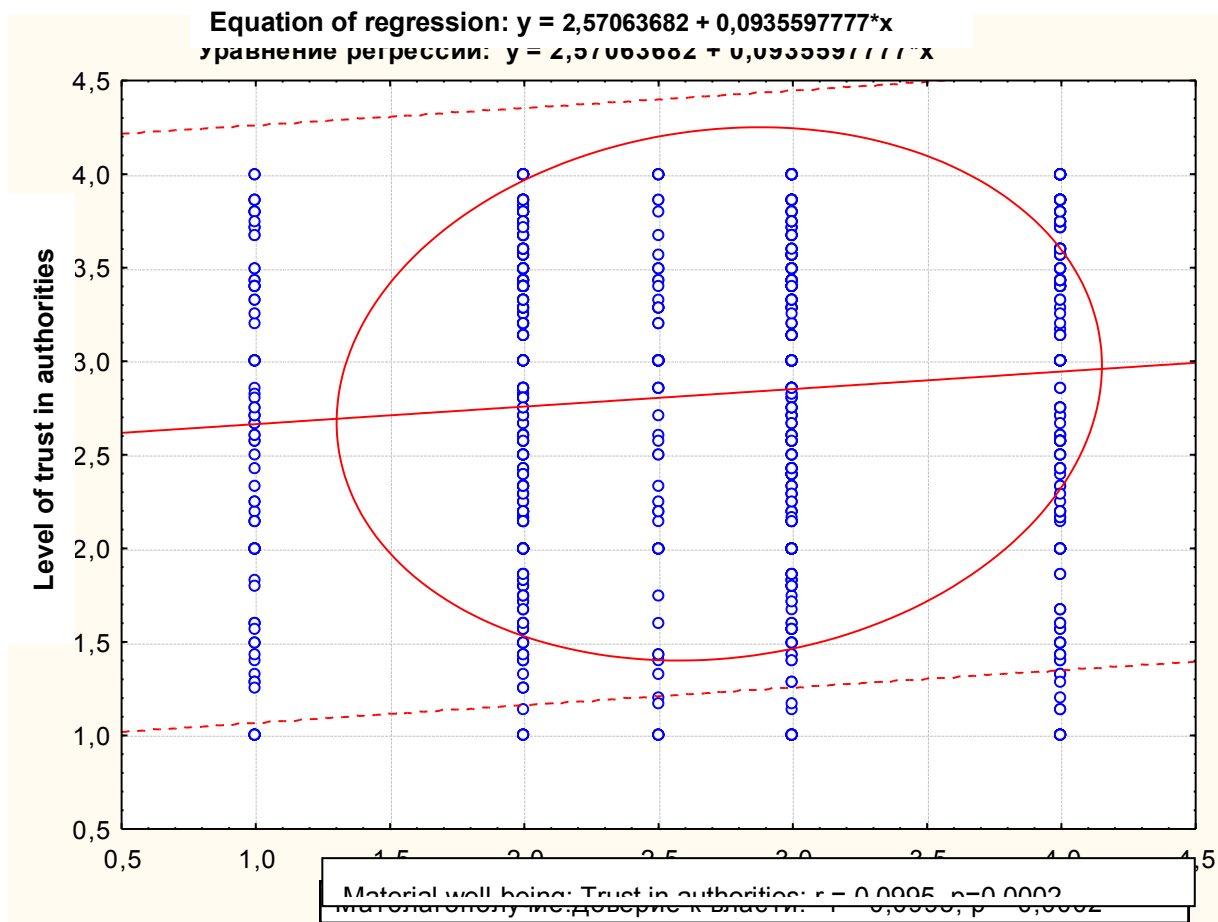


Diagram 3.

MATERIAL WELL-BEING AND LEVEL OF TRUST IN AUTHORITIES



Therefore, we may suppose that ensuring high employment level for the population and actions taken by the authorities to establish conditions favoring the growth of public welfare are not sufficient to mitigate public criticism against the authorities. Inspiring confidence in people that the general situation in the country, region or city is moving in the right direction, establishing conditions allowing people to believe and hope – it is this sociopsychological factor that has the most effect on the basic level of public trust in state and local authorities. And vice versa, a blow to the social optimism of the society or a more long-lasting process resulting in an erosion of optimism causes an increase in the public criticism of the authorities in power.

Hayashi, Fumi

Relations between Interpersonal Trust and Religious Attitudes: An International Comparison

This presentation aims at revealing the similarities and the differences between nations in terms of the correlation between the sense of interpersonal trust and the religious mind. Data is obtained from the value survey over ten Pacific nations conducted in 2004-2009.

The sense of interpersonal trust is measured by the trust indicator that is consisted of the three questions used in the survey, while the religious attitudes are measured with two items: religious belief and religious spirit. "Religious spirit" is an essential factor for understanding the religious attitudes of Japanese people. In general, among the nations living in the Pacific rim, with an exception of China, the degree of interpersonal trust is significantly correlated with the degree of attachment to the religious spirit, which does not necessarily mean any explicit belief of a certain religion.

Ishikawa, Akihiro

Sense of Trust in Japan and Russia: Similarities and Differences

This presentation aims at illustration the similarities and differences between Japanese and Russian peoples regarding the sense of trust, by using the international comparative data collected by Prof. Masamichi Sasaki. The sense of trust is classified into three dimensions: Trust in friends, trust in others, and trust in the government. The relations (1) between those three dimensions and (2)

between those dimensions and two sociological indicators of civil society (the awareness of public norm observation and the participation in civic associations) are to be analyzed. Findings are:

1. There is no great difference between Japan and Russia in terms of the sense of trust in friends and that in others, but is a significant difference in the sense of trust in the government: Russian is higher (like US), while Japan is lower (like Germany). This difference presumably from the difference of an awareness of State.
2. In Japan, trust in friends and that in others are significantly correlated with each other, but those two dimensions of trust are not correlated with trust in the government. In Russia, Sense of trust in friends seems to be independent from that in others and in the government. In Japan, seemingly, trust in friends and trust in others are connected to form one set of trust, confronting to the trust in government, while in Russia the trust in friends is an independent domain, separated from the trust in others and the government.
3. Concerning two indicators of civil society, Japan is significantly higher than Russia. In Japan, those two indicators do not have any significant correlation with any of three dimensions of the sense of trust. Russia is similar to Japan in this case. Both countries are remarkably different from US where all of the sense of trust is significantly correlated with each of the civil society indicators.

Kogay, Evgeniya

Dynamics of Social Well-being and Trust of the Central Russia Region's Population³

In the conditions when Russian society is undergoing a structural transformation, it is important to give integral representation to the dynamics of sociocultural structures and processes that are going on in particular regions, and it is vital to examine these processes analytically in the context of dynamics of sociocultural space in all post-soviet Russia. To study this, one should focus on the changes in socio-economic indicators, investment potential, integral risk, innovative activity, parameters of standard of life, and civil activity, as well as on recreation of profiles and contours of a

³ The study has been carried out with support of the RHSF (project No. 12-03-00426a).

region's sociocultural modernization. Social well-being and social/personal trust are important indicators of how the country's population estimates the on-going social processes.

Kupreychenko, Alla

Dialectics of Social Trust and Distrust

Consideration of trust and distrust as relatively **autonomous** psychological phenomena been indicated in 50-70-ies of the XXth century in the works by M. Deutsch, G. Mellinger, B.F. Porshnev, W. Read, etc. A more simplified approach to the problem of the correlation between trust and distrust has spread later as of these phenomena were seen as contradictory, conflicting, and thus interconnected. However, in recent years, an increasing number of works that shows that the trust and distrust as psychological phenomena are largely independent from one another.

The study of distrust is important due to the fact that in real social interaction the conflicts, differences in goals and values as well as in norms and rules of conduct are typical. Interaction often takes place in conditions of high uncertainty, in the absence of regulation and control capabilities. In such circumstances, the most effective form of relationship is the balance of optimal levels of trust and distrust. Similar trends of social life determine the high relevance of joint analysis of trust and distrust as relatively independent phenomena that perform specific functions in the regulation of life of the individual and the group. This joint analysis is the goal of our study.

As a result of theoretical and empirical research the definition of trust and distrust as mutually exclusive phenomena of polar valence has been proved wrong. The analysis of the conditions under which individuals are capable of simultaneously trusting and not trusting each other have been implemented. Conditions of ambivalence of trust and distrust are, first, the multidimensional and dynamic relationship between people, and second, a partner in the interaction having contradictory qualities, and third, high subjective assessment of risks arising from the high trust and openness of an individual (the subject) and partner for interaction, fourth, the contradictory attitudes of the subject to a number of individual traits of a person under assessment.

Trust and distrust common traits, the conditions of occurrence and functions in the regulation of an individual's life have been distinguished. The main functions of trust are cognition and exchange. The main functions of distrust are the self – protection and segregation. Results of factor analysis and of variance analysis studies have enabled us to select criteria of trust and distrust to

other people. They have both the similarities and the differences. Difference between criteria of trust and distrust appear in the asymmetry in the following indicators: power, activity, courage and optimism of a partner were highly significant criteria of trust for the vast number of participants in the study. But their antonyms (weakness, passivity, fear, pessimism) for the majority of the respondents are not distrust criteria.

This paper presents an approach to assess separately people's trust and people's distrust for social institutions. Have been identified predictors that contribute to building trust and distrust, as well as contribute to overcoming distrust and strengthening of trust from the public. These characteristics are universal to different social institutions.

Kupreychenko, Alla

Molodykh, Ekaterina

Subjective Factors of Estimate of Organizational Culture

The basis of our research is the conception that employees of the same organization are inclined to estimate its organizational culture in different ways. One of such factors is mechanism of projection of individual preferences (conceptions of desired organizational culture) on real organizational culture estimation. Conceptions of desired organizational culture in their turn are connected with social and demographical characteristics and peculiarities of needs and motivation. Therefore employees are prone to apprehend and estimate current culture of their organization in accordance with their own expectations, motives and needs; thus they're forming personal cultural space. This leads to appearance of different subcultures (for example, gender, age-related, status-role) inside the organization and in many respects this may cause unconformity of estimates during analysis of company's organizational culture. As the object we were choose eight organizations from different kind of business.

Kupreychenko, Alla

Molodykh, Ekaterina

Interdependence of Organizational Culture and the Employees' Attitudes to Moral Norms Observance in Business.

In the modern business environment often speak that the neglect norms of business ethics become economically inexpedient. The increasing number of the companies is anxious by creation of ethical codes and rules of organizational behaviour. Thus at all do not mention psychological mechanisms of moral regulation of business behavior: assimilation and interiorization of ethical standards, transformation these standards for personal behaviour control. In the world of organizations where workers spend the most important part of the life, studying of these mechanisms become especially significant.

The subject of research is interdependence of organizational culture and the employees' attitudes to moral norms observance in business. As **the object** we were choose eight organizations from different kind of business. In summary, 257 employees were taking a part in our research. The underlying hypothesis was about probability of correlation between some characteristics of organization culture and the attitude to moral norms observance in business. Under the attitude to moral norms observance we understanding one of the aspects of morality relations, closely related with moral behavior. It's consisting in motives, intentions and readiness to make the acts connected with moral regulation. Research techniques:

1. Organizational Culture Assessment Instrument (OCAI) by Kim S. Cameron & Robert Quinn. Their model assumes that there are four different "models" of organizational culture, six essential dimensions of culture, and that each model has different preferred approaches for each of the six dimensions. Six key dimensions of organizational culture, according to Cameron and Quinn, are *Dominant Characteristics, Organizational Leadership, Management of Employees, Organizational Glue Strategic Emphasis, and Criteria for (judging) Success*. Models of Culture are: the Hierachy Culture, the Market Culture, the Clan Culture and the Adhocracy Culture.
2. The technique "Attitude to moral norms observance" by Kuprejchenko A.B. It's measure individual readiness to be *tolerant, based on principles, true, responsible and just* in business behavior.

Moral norms	High level	Low level
Tolerance	Leniency with another's opinion, features and weaknesses of people	Intolerance to another's opinion, features and weaknesses of people
Adherence to principles	Following to principles sometimes to the detriment of itself, business or other people. High demands to itself and other people without fail	Submits to authority even if they have strong views on the matter
Justice	Makes decisions from a position of equality of rights, instead of from a legality position. Does not put own interests above interests of others	Often shows passivity in case of violation of other people or own rights, especially in collisions with force, authority, the law.
Truthfulness	It is not capable to lie or make a dishonest act for the sake of personal benefit	Considers benefit or interests of business as the sufficient justification of dishonest behaviour
Responsibility	Take upon oneself responsibility for work and for other people always when it is required. Ready to offer help.	Take upon oneself responsibility only if there is a clear provision for that in official document.

The basic results are as follows.

1. *The Management of Employees, Organizational Glue Strategic Emphasis, and Criteria for (judging) Success*, has appeared the basic measurements of the culture which has shown significant correlation with the level of attitude to moral norms observance, namely:
 - Teamwork, consensus, and participation has an inverse correlation with the level of readiness to be tolerant adhering to principles, truthful and responsible
 - The *Strategic Emphasis* on human development, high trust, openness has an negative correlation with the level of readiness to be truthful.
 - The winning in the marketplace and outpacing the competition as *Criteria for (judging) Success* has an negative correlation with the level of readiness to be truthful, and just in business.
 - Dependable, efficient, low cost as *Criteria for (judging) Success* has a positive correlation with the level of readiness to be responsible.

2. The Organizations in which competing values of Market and Clan culture are dominant have shown the lowest level of truthfulness, justice and responsibility.

Conclusion: the received results going to be a basis for construction Moral Regulation Model of business behavior, and they will help to work out methods of increase moral behaviour in organizations.

Molodykh, Ekaterina

Truthful, Responsibility and Justice in Organizations with Different Types of Corporate Culture

The moral component of the corporate culture is the main focus of our researches. Confidence in the organization, responsibility, truthful and justice - play an important role in the organizational relationships, relate to effectiveness of employees and their well-being. According to our model, the moral component of organizational culture is closely connected to moral behavior. We are studying it as the attitudes to moral norms observance in business. It's consisting in motives, intentions and readiness to make the acts connected with moral regulation. For the corporate culture assessment we used the OCAI (Organizational Culture Assessment Instrument) based on Competing Values Framework (Cameron, Quinn, 2011) According this framework there are four different organizational forms or "models" of corporate culture, six essential dimensions of culture, and that each model has different preferred approaches for each of the six dimensions. This six key dimensions of culture are Dominant Characteristics, Organizational Leadership, Management of Employees, Organizational Glue Strategic Emphasis, and Criteria for (judging) Success. Models of Culture are: the Hierarchy Culture, the Market Culture, the Clan Culture and the Adhocracy Culture.

As the object we chose eight organizations from different kind of business. As a result of the study, we found that:

The Management of Employees, Organizational Glue Strategic Emphasis, and Criteria for (judging) Success, has appeared the basic measurements of the culture which has shown significant correlation with the attitudes to moral norms observance, namely:

- Teamwork, consensus, and participation has an inverse correlation with the level of readiness to be truthful and responsible.
- The Strategic Emphasis on human development, high trust, openness has an inverse correlation with the level of readiness to be truthful.
- The winning in the marketplace and outpacing the competition as Criteria for (judging) Success has an inverse correlation with the level of readiness to be truthful, and just in business.
- Dependable, efficient, low cost as Criteria for (judging) Success has a direct correlation with the level of readiness to be responsible.

As a conclusion we have suppose that the received results going to be a basis for construction Moral Regulation Model of business behavior, and they will help to work out methods of increase moral behaviour in organizations.

Mori, Hideki

The Interrelationships of Three Aspects of Trust

Recently sociologists often argue on “the collapse of trust”. “Trust” is however not only one of the central issues of sociology, but it has also always been discussed in the context of its decline. First this paper surveys the genesis of “trust” in the history of life. Second it obtains a general view of the useages of this concept in the history of philosophy. On that basis, we abstract three aspects of “trust”, inquire how these aspects are related to each other and make it clear that “trust” is a composite and dynamic phenomenon that occur in the interactions among human beings and the environment and that the issue “the collapse of trust” can be explained as an episode in the reconstruction process of “trust” in the late modernity.

Keywords: *trust, collapse of trust, late modernity*

Oguma, Shin

Trustful Relation at Work : The Present State of Japanese Organization

This presentation aims at illustration the actual situation of human relations in the workplace. From the result of the questionnaire survey about the present condition of human relations carried out for the Japanese regular employee, it was revealed that the difference between the reality of human relations and an ideal is not small. However, the index of generalized trust which can be called base of formation of human relations is not low. There are some other prevention factors of the human relations in the workplace, such as character of work, and the degree of utilization of the Internet to communication.

Patosha, Olga

TRUST AND CONSUMER CHOICE OF MEDICAL SERVICE

There was only state medical care in USSR. Nowadays, the part of private medical care is increasing. According to some recent investigations, trust is considered to be a factor of appeal to medical services.

Thus the main issue of the research is the lack of knowledge about the characteristics of trust to different types of medical centers and their influence on the consumer behavior.

Trust is an important condition for choosing paid medical clinic. On the one hand, understanding the foundations of trust may be useful in the government's regulation of social policy in the areas of health. On the other hand, results may be useful for increasing "popularity" of medical centers.

The main problems for the investigation are the following:

1. To identify demands for choosing a medical clinic;
2. To determine the factors of trust to medical facilities (clinics)

3. To reveal relationship between the level of trust to the medical center and the result of consumer choice.

The investigation was conducted in two stages. The first phase was an in-depth interview. The sample was represented with 20 men and women, who regularly visit doctors in medical clinics.

According the results of in-depth interview, the questionnaire was made, which was the second stage of the investigation. It consisted of the following questions:

- demands and peculiarities of choosing a medical clinic;
- significance of the factors, which form trust to medical services, and level of trust.

These questions were presented sequentially for the assessment of private and state medical clinics.

The sample of the second stage of the investigation consisted of 160 people (88 women and 72 men) in the age from 20 to 60. All of them regularly visit doctors in both kinds of medical clinics.

As the result, the following demands of medical clinics choose were found: high level of service in the medical centers; high quality of services; the location of medical clinics; low quality of services in the other clinics; high level of trust to medical centers. Also, two groups of factors, which form trust to medical centers were found – logical and emotional. Logical characteristics reflect consumers' proceeding different information - qualifications of the doctor (diplomas, certificates); the coincidence of the results of the treatment; positive past experiences of the visit to the doctor. Emotional components show the choosing of medical centers according irrational factors: personnel sympathy to the doctor; expectation of service quality and highly qualified staff because of paying money; advertising in the media.

Also, there was found positive correlation between level of the trust to medical center and its choosing by patient.

The results of investigation are of great practical importance. In the one hand understanding the foundations of trust may be useful in the government's regulation of social policy in the areas of health. On the other hand results may be useful for increasing "popularity" of medical centers.

Sasaki, Masamichi

Attitudinal and Behavioral Indicators of Trends in General Trust among Eight Nations

Today, it has been observed that trust levels are declining among many nations, thus calling for greater attention and concern. Trust is a problematic subject for sociology, with its origins and expressions stemming from so many different sources: psychology, philosophy, political science, morality, ethics, economics. But trust for sociology seems often to have been considered as intrinsic, rather than a topic for empirical or theoretical exploration. This intrinsic quality prevailed, not only from pre-modern society but also in the transition from pre-modern to modern and globalizing societies.

There is a contextual element to trust. What is the context in which trust must be expressed? This gets at the importance of the underlying social structural context which plays an essential role in interpersonal and social relationships. And it must not be overlooked that quite often an important part of the underlying social structural context is the accompanying cultural context. How do nations and cultures differ regarding trust, especially in an era of ever increasing contact among nations and cultures?

The present study examines, using nation-wide trust surveys among eight nations: 1) the validity of a measurement of general trust (i.e., the Three-Item Rosenberg Scale, which focuses intensively on trust from various perspectives and which has been used frequently, mainly by trust researchers in the West); 2) How general trust, as revealed by the three questions, relates to social and demographic features such as class, age, gender, education, and marital status for each nation; 3) How responses to these three questions relate to subjective feelings such as satisfaction toward one's present life and family; 4) How socialization on trust and/or past interpersonal experiences with trust impact general trust among these nations; and 5) What behavioral indicators of general trust are important for mutual personal interactions. The present study discusses these important and controversial issues based on the survey research findings using correspondence analysis.

Shuto, Toshikazu

Trust and Modernity in Taiwan: A.Giddens' Approach

The result of the questionnaire carried out in Taiwan is analyzed from the working hypothesis relevant to Giddens' "access point." As a result, I would like to arrange the knowledge acquired about trust in Taiwan society.

Giddens is explaining the "access point" as follows. That is, an "access point" being a place where a system pursuer meets ordinary people and which evokes continuously that system pursuer is a human being who may commit an error.

Then, I would like to summarize the knowledge acquired from the following working hypotheses about trust in Taiwan society. Namely, [the working hypothesis 1] "ordinary people have an opportunity to access a system pursuer", [the working hypothesis 2] "people have uneasiness to the credibility of a system pursuer", [the working hypothesis 3] "people have uneasiness to the credibility of the special knowledge or skill of a system".

Moreover, Giddens says that the maintenance of trust to a system is achieved through both "the commitment whose face is visible" and "the commitment whose face is not visible" in the "access point." Giddens thinks that execution of the role expected has brought sense of security to the daily life in "the commitment whose face is not visible." Therefore, the feature of trust in Taiwan society could be checked also from [the working hypothesis 4] "the un-personal attitude according to a role and manner of a system pursuer influence whether the system is sufficient for reliance".

On the other hand, "the commitment whose face is visible" is the relation which had full knowledge of the attribute of the sincerity and the courtesy of a partner through the relations which reach for years. It is thought that "the commitment whose face is visible" brings about "reciprocity of a relation" and "intimate relationship" in relation to the feeling of fullness of living. The system pursuer in an "access point" must practice the both sides of "the commitment whose face is visible", and "the commitment whose face is not visible." For the maintenance of trust to a system, it is also called for that a system pursuer plays the human being who can trust it in addition to un-personal role performance. Therefore, it is useful to understand the feature of trust in Taiwan to verify [the working hypothesis 5] "when judging whether people can trust a system, the attribute of the sincerity and the good will of the system pursuer has an important meaning".

Furthermore, Giddens says that "the commitment whose face is not visible" becomes more important from "the commitment whose face is visible" for the maintenance of trust to a system. Therefore, I would like to check [the working hypothesis 6] "for the maintenance of trust to a system, the un-personal role performance of a system pursuer is more important than the attribute of the sincerity and the good will of a system pursuer".

Skripkina, Tatiana

Basic Concept of Reliable Personality

This article describes the main provisions of the author's conception of reliable personality. The essence of the concept is that reliability is regarded as a condition of human interaction with the world, on the one hand, as a condition of subjectivity and identity, on the other. In this context, reliability is interpreted as the ratio of the two-pole setup, which, on one side facing the world, and on the other - in himself. Thus, there are two relatively distinct types of reliability: reliability in the other and reliability in you as a value in its own sovereign entity activity. The level of confidence in itself is always associated with a level of confidence to the other, so that these two types of reliability are only relatively independent value, and there is never one without the other.

In this case, credibility appears fundamental to the full mastery of them, is part of the ability to predict the outcome of their life, determine the adequacy of the critical positions in relation to itself, is an indication of the sincerity with oneself, and affects the choice of strategies to achieve compliance with internal personal meaning. In this context, the level of formation credibility is a condition of subjectivity of the individual.

Reliability exists as a personal or a social setting, as attitudes, as attitudinal relation to others and to him/herself. Interaction (harmonious - disharmonious) between personal and social aspects of reliability, emotional, evaluative and behavioral components determines the quality, differentiation of reliability. Thus, an important condition for the occurrence of a certain quality of reliability - is the degree (or measure) of its harmonic components (attitudinal, cognitive, behavioral).

Reliability in others is seen as a special case of reliability in the world. Every act of communication is always a certain amount of, or a measure of reliability, without which communication becomes an act of impersonal communication. Going beyond the "best measure" of confidence both in relation to themselves and to others, leads to negative consequences in

communication. Genuine personal harmony is the ability to feel this measure and at the same time be open as the world, to yourself, and to others.

Skripkina, Tatiana

The Level of Tolerance, Reliability, and Xenophobia in the Russian Youth: The Main Results of the National Monitoring

Paper discusses the main results of the monitoring aimed at identifying the level of expression of tolerance, social, and interpersonal reliability and xenophobia in Russian pupils and students living in different regions of the country.

Monitoring was conducted from 2004 till 2010. The monitoring took part 446 pupils and 382 students living in five tentatively identified areas of Russian Federation: Far East, Siberia, Central Russia, the Northern Caucasus region and Moscow.

The following indicators were included in the methodology: social and interpersonal reliability, ethnic tolerance, social tolerance, and tolerance as a trait of the individual; xenophobia toward stigmatized others, xenophobia towards strangers.

The data of the research allow first to identify the "at risk" young people and to predict intolerant and xenophobic manifestations of youth across the country.

The paper also examines the relationship between these phenomena in society.

Toshchenko, Zhan

Trust as the Indicator of Economic Consciousness and Behavior

Economic consciousness, throughout the history of mankind, has always reflected, and still reflects, developing situation in the sphere of social life. It has always included many indicators:

results of activity, needs, motives, values, interests and other indicatives. Among them the significant place takes up the trust, which always reflects one of the main forms of comprehending existing social relations, and at the same time, level of knowledge, awareness and evaluation of the ongoing changes in the socioeconomics.

Role and place of trust in this sphere were studied in process of All-Russian comparative research of 1989 and 2012. The main goal was the comparison between the situation in the last period of Soviet time, when the market relations were beginning, and situation in Russia after 25-year realization of these reforms.

Data of this study showed, that there are the different tendencies in the development of trust. In connection with the division of levels of social organizations - All-Russian, regional, enterprises and personal - the researchers tried to analyze the specific features of trust on these levels.

This study showed that on the level of Russian society the trust to political, social, economic institutes to a great extent decreased. On the regional level he trust has the contradictory character in depending in situation in region: the reach or poor, agricultural or industrial, political activity and ethnical specifics.

Trust in enterprises depends from the forms of property - state or private, municipal or public company.

On the personal level the trust has increased and played the leading role among the kinds of trusts existed all over the places.

Tsapko, Miroslava

Social Trust and Russians Life Quality

Problems of social trust are in direct relationship with the life quality. First of all this connection is clearly seen in people's trust in authority structures and formal state institutes. In the

first place there are President, Government and State Duma, local administration and legislative assemblies, political parties, law enforcement authorities and justice of different level.

There is a tradition in Russian Sociology of defining the level of trust in those Governmental bodies. Extensive research has been done in this field including sociological studies of different socio-demographic groups, revealing nuances of Russian society, and political research, forecasting electoral behavior of different regions' residents.

As it seen, it is particularly interesting to analyze the results of such measurements with data research, reviewed to the Life quality of citizens, conducted by the School of Sociology of RSUH under the direction of Toschenko Zh.T in October 2012 using questionnaires. Such analysis gives understanding of how Russians feel about specific life aspects in a state: personal economic situation, social status, personal security, level of education accessibility, social welfare and medical care, protection of motherhood and childhood, employment, organization of leisure time. The research investigated four main groups: youth, pensioners, urban and rural population of working age.

Different sources show relatively low level of trust in particular state institutions due deep-rooted social-economic problems. These problems are housing and facilities issues, accessibility of children preschool educational establishment, medical care quality, roads construction, level of civil servants' salaries and pensions, improvement of population aggregates, organization of leisure time. Each research document mentions such or similar problems in every region of Russia.

Meanwhile Russians' believes about the level of their own social-economic welfare is considered reasonably high. For example majority of the interviewed identified their income as average or above the average. Traditionally the answers to indirect questions support this conclusion.

Probably the low level of social trust is compensated by rather high level of interpersonal trust, that is also shared with specific persons who represent authority structure. So personal trust in particular political figures is higher than it is in their formal political status. That applies to the President and mayors of particular towns, particular party leaders and some ministers.

The representatives of different social-demographic groups from different Russian regions associate their wishes specifically with the potential of particular personality.

It is planned to show at Tokyo conference display of such kind of features of social trust illustrated by solid numbers of recent sociological research combining the results of previous studies.

Trust in the Weberian Context: Toward a Cultural-Historical Inquiry of Trust

What can the classical approaches of Max Weber inspire us when we consider the sociological questions of trust? Broadly speaking, there were four types of theoretical questions concerning this well-argued topic: a) functional, b) behavioral, c) cultural, and d) interactional. Weber's legacy still provides insights for concerning comparative *cultural* questions like why Japan is a low-trust society. Especially, his concept of *Lebensführung* and the typology of Cities will help to place the modern Japanese circumstance in a more historical context.

1. Four realms of theoretical sociological questions on Trust

	Explanation	Understanding
Holistic	a) Functional questions Putnam: <u>(H) social capital</u> Luhmann: system-/personal trust/distrust Durkheim(earlier): organic/mechanical solidarity	c) Cultural questions Weber: <u>(H) Lebensführung</u> (Tocqueville: Habit of the Heart)
Individualistic	b) Behavioral questions Yamagishi: security-/trust based societies Hardin: trust/trust-worthiness Pareto: <i>residui</i> I/ II (Adam Smith, Hobbes)	d) Interactional questions Goffman: interaction rituals, stigma Elias: <u>(H) Civilization process</u> Durkheim (latter): rituals, moral education

(*Inspired by the schemes of Martin Hollis: *Philosophy of Social Sciences*.)

(H) denote approaches that take historical context into account.

2. Trust in the Weberian Context

2.1 Development of Self governmental cities

Typology of Cities

Western (Medieval) cities — self-government/autonomy

English cities/German cities/Italian cities

Non Western cities — lack of self-government/autonomy

Similarities of the Japanese/Russian historical paths

Existence of some exceptional self-governing cities in late medieval era

Japan: Kyoto, Sakai (Civil war era)

Russia: Novgorod (destroyed in 16th C.)

Closed paths of city autonomy leading to highly centralized governments

2.2 Co-selection of Culture and Individual Life-directions (*Lebensführung*)

Problem of trust in the Economic Ethics of World Religions

Culture	Main-stream religion	<i>Lebensführung</i> of the elites
Western modern	Protestantism (esp. Quakers/Mennonites)	trust among the Bourgeois
Chinese	Confucianism	“structural distrust”, opportunism, dependence
Indian	Hinduism /Buddhism	indifference to others
Ancient Israel	Ancient Judaism	dual ethics (trust among the inner circle)

Are distrust and indifference the traits of the Japanese culture?

Cf. Yamagishi’s theory of Security based society (Japan) / Trust based society (U.S.)

Yasuno, Satoko

Trust and Social Capital in Japan

Generalized trust is one of the key factors of social capital (Putnam, 2000). It has been commonly argued that generalized trust is low in Japan compared to other countries, like the United States. According to Yamagishi (1998), it can be explained by high level of social stability in Japan, where people do not need to interact with strangers. He also argued that traditional commitments have been collapsed in Japan. Japanese community might be changing, using Putnam's term, from bonding to bridging one. Indeed, some researchers pointed out that the level of the generalized trust in Japan increased in 1980s and 1990s.

The purpose of the presentation is to examine the status of generalized trust and group participation among Japanese people based on several surveys.

The main findings are as follows: (1) the generalized trust is low among the middle-aged, compared to the younger and the elderly. (2) personal experiences of trusting other people and parents' attitudes could facilitate a sense of generalized trust. (3) those who think that most people can be trusted tend to be involved in more formal groups. (4) generalized trust is correlated with other personal characteristics, such as self-esteem and self-efficacy.

Other findings and implications will be discussed.

Table 1. Predictors of “Most people can be trusted”(Logistic regression)

	B	SE	p
age_20s	-.202	.384	.598
age_30s	-.211	.260	.417
age_40s	-.583	.270	.031
age_50s	.113	.220	.609
gender (M=1/F=2)	.068	.176	.699
standard of living	-.175	.113	.124
married	.288	.231	.213
job	.346	.190	.069
college (ref: HSgraduate)	.332	.202	.101
juniorhigh (ref: HSgraduate)	.200	.243	.410
the number of friends	.006	.074	.932
the number of formal groups	.074	.058	.201
the number of people the respondent trusts/trusted	.063	.035	.068
the respondent's parents used to tell that most people can be trusted	1.025	.165	.000
Constant	-1.861	.534	.000
-2 Log Likelihood	962.894		
Cox Snell R-sq	.083		
Nagelkerke R-sq	.121		
N	924		

Data: Kurashi to shakai ni kansuru ishiki chousa(The survey on lifestyles and social attitudes), conducted by Prof. Masamichi SASAKI, in 2008. Representative sample interview, N=924.)

Table2. Predictors of the number of formal groups the respondents involved(OLS regression)

	B	SE	beta	t	p
constant	-.106	.303		-.351	.726
age_20s	-.898	.201	-.162	-4.473	.000
age_30s	-.421	.148	-.104	-2.851	.004
age_40s	-.012	.150	-.003	-.078	.938
age_50s	-.106	.134	-.029	-.791	.429
gender (M=1/F=2)	-.014	.103	-.005	-.139	.890
job	.170	.108	.057	1.570	.117
college (ref: HSgraduate)	.172	.121	.049	1.422	.155
juniorhigh	-.475	.142	-.115	-3.347	.001
married	.580	.123	.162	4.722	.000
standard of living	.149	.065	.075	2.294	.022
the number of friends	.249	.042	.193	5.901	.000
Most people can be trusted	.181	.106	.056	1.715	.087
Most people try to help others	.235	.104	.074	2.261	.024
Most people try to take advantage of me	.009	.101	.003	.089	.929
N	851.000				
R-sq	.164				
Adj. R-sq	.150				

Data: Kurashi to shakai ni kansuru ishiki chousa(The survey on lifestyles and social attitudes), conducted by Prof. Masamichi SASAKI, in 2008. Representative sample interview, N=924.)

	range	generalized trust	political efficacy	formal group involvement	the number of job categories	political knowledge	loneliness	general self efficacy	self esteem	extraversion	emotional stability	openness	consciousness	agreeableness
generalized trust	(1) 6-30	1	.137**	.118**	.071**	.065**	-.172**	.299**	.226**	.215**	.182**	.178**	.064*	.179**
political efficacy	(2) 3-15	.137**	1	.191**	.277**	.311**	.059*	.225**	.293**	.218**	.256**	.199**	.193**	.177**
formal group involvement	(4) 0-13	.118**	.191**	1	.425**	.043	-.079**	.191**	.184**	.251**	.089**	.246**	.143**	.164**
the number of categories mentioned as jobs of acquaintances	0-24	.071**	.277**	.425**	1	.172**	-.066**	.223**	.201**	.232**	.110**	.247**	.068**	.107**
political knowledge	(4) 0-5	.065**	.311**	.043	.172**	1	.030	.106**	.143**	-.029	.121**	.108**	.047	.059*
loneliness	(5) 20-80	-.172**	.059*	-.079**	-.066**	.030	1	-.223**	-.027	-.097**	.110**	-.218**	.055*	-.016
general self efficacy	(6) 10-50	.299**	.225**	.191**	.223**	.106**	-.223**	1	.622**	.440**	.395**	.653**	.314**	.278**
self esteem	(7) 9-36	.226**	.293**	.184**	.201**	.143**	-.027	.622**	1	.511**	.554**	.511**	.422**	.392**
extraversion	(8)	.215**	.218**	.251**	.232**	-.029	-.097**	.440**	.511**	1	.480**	.427**	.347**	.495**
emotional stability	(8)	.182**	.256**	.089**	.110**	.121**	.110**	.395**	.554**	.480**	1	.228**	.272**	.350**
openness	(8)	.178**	.199**	.246**	.247**	.108**	-.218**	.653**	.511**	.427**	.228**	1	.303**	.240**
consciousness	(8)	.064*	.193**	.143**	.068**	.047	.055*	.314**	.422**	.347**	.272**	.303**	1	.459**
agreeableness	(8)	.179**	.177**	.164**	.107**	.059*	-.016	.278**	.392**	.495**	.350**	.240**	.459**	1

* p<.05

(1) the sum of six items, (2) the sum of three items, (3) the sum of three items, (4) the

(5) UCLA loneliness scale, (6) the GSE scale, (7) Rosenberg's self esteem scale,

(8) the factor score of the factor analysis with 60 items of the Big Five

Data: Seiji ishiki ni kansuru yoron chousa (The survey on political attitudes), conducted by Satoko YASUNO, in 2012. Web-based survey on the registered monitors of an internet survey company.

Yoshino, Ryoza

On the Trust of Nations:

The World as a Hierarchical Cultural Manifold

The Institute of Statistical Mathematics has been conducting a longitudinal nationwide survey on the Japanese national character every five years since 1953. Since 1971, this survey has been extended to foreign nations for a more advanced understanding of the Japanese national character in the context of a cross-national comparative study. The main focus of a cross-national survey is the comparison of the social values, ways of thinking, feelings, and other relevant aspects of people from various nations. Another important purpose of our study is to investigate those conditions under which meaningful cross-national comparability of social survey data is guaranteed.

The objective of this presentation is to overview people's sense of trust as it is reflected in the response data of questionnaire surveys. I study the variability of people's trust systems in order to explore as to which aspects of their sense of trust are stable over many decades and which aspects are variable under the longitudinal changes of economic and political conditions. To begin with, I will explain briefly the history of our longitudinal and cross-national survey research on national character. Secondly, I will summarize some aspects of people's sense of trust in our longitudinal survey of Japanese national character. Thirdly, I will present cross-national comparative analysis of trust in our seven-country survey. Fourthly, I will consider the acculturation of the Japanese immigrants in Brazil, Hawaii, and the West Coast of USA. All through this paper, I attempt to present a scheme to view the world as a dynamic structure of a cultural manifold where certain hierarchy of Japan, the East Asia and the world are clarified. Finally, I will provide some comments for our future research.

In this research, we have developed our research paradigm, referred to as 'cultural manifold analysis (CULMAN)'. I will explain about it, discussing the methodological problem of cross-national survey.