

Investigating Social Trust among the Public in Chalus Emphasis on Affective Factors

Banafsheh Gharayagh Zandi

MA of Sociology, Robat Karim Branch, Payam Noor University, Parand, Tehran, Iran

Received: Dec. 2014 & Published: Feb. 2015

Abstract: Nowadays people are living in a world of risks and people have to trust other people whom they are dealing with. Paying attention to the concept of trust and research in this domain is among the features of modern societies. Geographically speaking, Chalus is located in a tourist spot and it has attracted many strangers from other places that has brought the subject of trust into attention. The goal of the present study is to investigate social trust in Chalus and the effect of contextual variables such as age, marital status, gender, social, economic and income status on social trust. The study is a survey and data collection tool is a questionnaire that was distributed among 384 subjects aged more than 15 years old in Chalus. Results show that there is weak significant but positive relation between the variables Job, economic status, gender, marital status and social trust. And there is a weak negative significant relation between age, education, income and social trust.

Keywords: trust; social trust; generalized trust; institutional trust; interpersonal trust; social capital.

1. Introduction

Social trust is one of the social phenomena that plays a vital role in human relations and interactions and it is spread through micro level (family) to macro level (society) and even in higher constructs (globally) social trust is a phenomenon that facilitates human relations. Trust can be considered as a feeling that people have about something that has been recognized. Trust is in fact a positive attitude towards an external factor and explains the evaluation from the phenomenon that we are faced with. Trust has different dimensions and should be considered as a social phenomenon that is learned through the sociability process. So, one of the dimensions of trust is its social dimension (Abbaszade, 2004, p. 269).

Because of the rapid growth of population in recent years and more needs of people to each other and the work division in society and the abundance of communication in the society and also differentiations in the society in cultural, economic and levels, the interactions are shifted from their traditional form based on closeness, kinship, and close neighbors to a new modern form of relations i.e. competition, not recognition and not familiar, so in this environment the concept of social trust because of not intimate relations with strange people in

the working relations and social interactions shows itself more than ever.

As trust starts from family and continues in a major level, human relations and others actions also affect the formation of these behaviors. Urban modern life with its population density from one hand, and moral density from other hand, has changed the social relations and turned circumstances into cold and fragile ones. In such an environment, cooperation and participation becomes minimized and trust making behaviors are reduced and strangeness resulted from density provides proper conditions for crimes and criminality.

Investigating social trust in a city such as Chalus that is a touristic spot with its natural environment has provided a perfect condition for different passengers to come to this city and some temporary relations are formed (permanent residents with strangers) are seen and the type of these relations has effects on permanent relations (permanent residents with other permanent residents). So, one of the important social issues in touristic cities is the existence or non-existence of trust. As was mentioned, the investigation of social trust is one of the important social components because it is related to social order and everyday life of people. To what extent can people trust each

other in their actions? And that what factors affect social trust and the enhancement of the trust of people and groups between people? Is there a specific model affecting social trust? So, it is necessary to study factors such as social class, gender, education, ... that affect social trust and the trend of the formation of trust among people. In this study besides evaluation of social trust in Chalus the factors affecting it will also be investigated.

The existence of trust in touristic cities can be important for the confidence of passengers. In order for the hotels, inns, drivers and sellers to attract more tourist, they should be honest and trustworthy in touristic cities. The existence of trust can attract tourists as a mechanism.

In addition to the above, a question can be posed that does a change in interpersonal relations, changing from mechanic relations to organic ones, the growth of actions and interactions in the major level, the growth of population, economic pressures, change in the family institute and the change in its action, changing other institutes such as the institute of policy, religion, traditional economic to modern institutes and ... has the amount of trust changed in the society? Investigating the form of trust and its change and the factors affecting the enhancement of social trust among people can help us understand what social classes have higher levels of trust and what are the factors affecting the existence or non-existence of trust among the people of society.

2. Definition of concepts

2.1 Trust

The simplest definition of trust is having no doubts to other's social actions in future and accepting them and have their interests in mind and expecting others to have helpful behavior or at least not harmful actions for the interests of the confiding person. Generally trust is the belief that others through their actions help the welfare of confiders and abstain from harming them or their interests (Alipour et.al. 2009, p. 111). In this study, trust has the meaning of social trust and includes three dimensions: interpersonal, generalized and institutional.

2.2 Interpersonal trust

Interpersonal trust is recognized through direct and face to face relations and is based on interpersonal relations. Direct coexistence between participants is one of the characteristics that differentiates interpersonal trust from other forms of trust. Interpersonal trust is reflected in relation and interaction and relations among family members, friends, coworkers and other cases (Alipour, et al . 2009,116). This trust is for the people that we know their names and have face to face relations with them as friends, neighbor, coworker and business partners (Sztompka, 1999, p.42).

2.3 Generalized trust

Generalized trust can be defined as having a high opinion toward the members of society apart from their attachments to ethnic groups. This definition has some main points: 1) generalized trust is not just limited to the people who have interactions and have face to face relations, 2) generalized trust includes people who have interactions with us or have the potential to have interactions with us, 3) generalized trust goes further than the limits of family, neighbors, ethical and local, and is distributed in the nationwide. 4) generalized trust is a recent phenomenon that is mentioned with the formation of modern governments or national states, 5) and finally generalized trust needs the cooperation and participation of millions of citizens that form the complex and modern societies (Alipour et al. 2009, p.116).

2.4 Institutional trust

In institutional trust we trust to the governing body, to the people who build the rules and regulations' frameworks of the country and people that lead the country and supervise the implementation of programs in the country (the members of governing body, judges, the members of legislation commissions, free group media, special investigators and the members of parliament and ...) (Golabi, 2010, p.20).

Institutional trust implies the extent of acceptance and efficiency and trust of people to institutes. In Dogan's idea, the reflection of the lack of trust to the institutes is in most of the cases the result of distrust to people that have responsibilities in them. So, the amount of institutional trust is evaluated based on the assessment of people of the staff of these

institutions that are in the form of offices, bodies, and different institutions that have relations with them in their everyday life (Alipour et.al. 2009, p.116).

3. Theoretical framework

The aim of the theoretical framework is to build a model upon which it becomes possible to extract the hypotheses, concepts and variables and to test the hypotheses in the sample population. Based on the view point of social psychology, trust is the feeling of the person toward the thing that has been emphasized, so trust can be recognized as the positive attitude toward a person or outside thing. Trust shows our evaluation of the phenomenon that we face and is always positive in the discussions about social psychology and the circumstances of individual and social trust in the level of people to each other or evaluated through external phenomena, so trust is toward a thing or person, so trust is a process. One of its dimensions is social trust and another dimension of it is personal trust and in this way the trustee and trusted are talked about (Zahedi and Ojaghlo, 2005, p.96). The other approach is the approach of sociology towards trust that implies that trust is a characteristics, not for people, rather for social system. Based on this view the study of trust needs a top down approach that concentrates on systematic features or characteristics of the societies. Based on this, trust is dealt with in three micro, middle and macro levels. In each of these levels different theories can be put into practice that each of them look at trust through different point of view.

In the micro level, trust is mentioned as a personal trait and emphasizes on feelings, emotions and individual values. Based on this view, trust is close to concepts such as cooperation, honesty, loyalty, intimacy, hope and helping others. Theorists such as Coleman, Ericson, Peter M Blove and Johnson and ... have investigated and analyzed this dimension of trust. In the Macro level, trust is conceptualized as a feature of social relations or a feature of social system, and generally as a collective feature. Theorists such as Tonis, Zimel, Fokoyama, Luman and have tried to study

social trust with an emphasis on the social structure of the society. All of these theorists have chosen the macro level of analysis for their studies about trust. They have centered their studies on the social construct in their study and analysis of trust. In between the micro and macro theories, theorists such as Giddens have offered the theory of structuring and Sztompka with the combination of structure and functionality have rejected any kind of reductionism in the study of trust and have combined the micro and macro levels and construct and action have analyzed the concept of trust.

So, there have been different points of views for trust and trust is a multidimensional concept that includes different levels. Trust can be a personal subject (micro) an also social (macro). Trust can be toward another person or to an organization or institute and also be used in different dimensions. So, based on this multidimensionality and also the theoretical basics that were mentioned before, we will combine some theories from some theorists that have common points with our subject and other theories related to trust. In fact, our attention for the investigation of social trust is taken from Giddens's typology about trust and also from the theories of Sztompka about social trust and the formation of a common mental and cultural model and the intellectual selection theory of James Coleman about trust.

We will discuss three types of trust taken from the theories of well known theorists. In this respect that institutional trust is taken from the theories of Giddens about expert institutes and knowledge systems and risk in modern societies. Interpersonal trust is taken from the Sztompka theories that are more about friends, healthy family, religious beliefs and personal issues and evaluated and the generalized trust is taken from the attention of Coleman to trust among activities that belong to non-familiar groups. Of course it should not be forgotten that paying attention to all three dimensions of trust exists in the theories of all of them.

As was mentioned in the theoretical background, Giddens differentiates between two types of trust, first is trust to special people and the second is trust to abstract systems. In his

discussion of trust to abstract systems, Giddens pays attention to technical and professional symbols. So, it is expected that people with high levels of expertise such as doctors, engineers, architects, lawyers, ... have a high level of trust because abstract and academic institutes can have a significant effect in this case. So, it is expected that people with scientific expertise have high level of trust, also it is expected that the level of education and the social-economic basis of people affects the institutional trust of people specifically and the social trust generally. Based on the theories of Sztopka there are many structural factors in Chalus that affect the individual and individual factors and also trust and social trust. In fact, factors such as the amount of religiousness, common language and culture and cultural similarities can affect trust in a society. So, based on the structural discussion it is expected that because of the existence of a set of common structural factors among the citizens of Chalus, there is more trust among fellow citizens than to the tourists. The formation of common mental cultural models is also among the factors affecting social trust. The existence of these factors and common cultural codes results in the enhancement of this trust. It is also possible that in Chalus based on common codes among citizens, interpersonal trust in this city toward tourists is lower than the trust to fellow citizens with the same culture. It is also expected that gender (female) and marital status affect interpersonal trust.

4. Experimental background of the study

Ojaghlou and Zahedi in a study with the title of "investigating social trust and factors affecting it" in Zanjan studied the dependent variable of generalized trust, with six dimensions of directness, honesty, sharing, cooperative tendencies, confidence and trust based behavior.

Tavasoli and Yarmohammadi in a study with the title of "bases of social capital based on social trust (case study: the students of Arak in 2005) conducted a study. Their study about social capital was carried out considering two important basis of family and communicational networks among the students of Arak.

SharePour et.al. in a study with the title of "studying the relation between different types of trust and social trust among the students of Mazandaran University" found relations between different types of trust including institutional trust with existential security, interpersonal trust and institutional trust with social trust.

Adel Ebrahimi Laviyeh carried out a study under the title of "social trust and factors affecting it among the people of Garmsar". The results of their study showed that 63.5% of respondents had an average level of social trust, around 20.5% had a low social trust and only 16% of them had a high social trust.

Tabrizi et.al. conducted a study under the title of "factors affecting social trust of Iranian students studying abroad" (case study: Universities of Germany) in which 9210 Iranian students in 32 cities of Germany were studied.

Kamali and Eskandari carried out a study under the title of "Women and social trust": case study the women of Tehran. The goal of their study was to investigate the role and effect of different factors such as level of relations and the types of relations of women, keeping the honor, institutional trust and feeling of having no power on social trust.

Ketabi et.al. in 2009 studied the evaluation of social trust and factors affecting it in the centers of cities of Chahrmahal and Bakhtiari and investigated the social trust and its relation with the variables feeling secure, being religious, government's performance, following regulations, assumption of how religious people are, the feeling of justice and moral values.

Fatemeh Javaheri and Ghader Balakhani in a study under the title of "collective media and trust" investigated the effect of collective media on social trust (case study: Tehran citizens) with a survey. They studied 400 subjects in order to investigate the effect of collective media on social trust. In this respect, the relation between the use of three types of collective media (national TV, Satellite and newspaper) with three types of trust, interpersonal, general and institutional were investigated. The results of this study show that the amount of the use of collective media does not have a significant relationship with interpersonal trust.

Saeid Moeedfar and Parviz Jahangiri in their study under the title of “generalized social trust and social factors affecting it” studied Oromiyeh through the use of survey. They investigated the generalized social trust among the citizen’s of Oromiyeh and social factors affecting it.

In a PhD thesis of sociology under the title of “investigating social trust with a generation perspective” (in Tabriz) that was presented in Tehran University has tried to compare social trust of different generations and factors affecting it. It was a survey and research tool was a questionnaire and distributed among 670 people above 15 years old in Tabriz.

Dick in 2009 in the political studies of America Quarterly presented an article with the title of “fundamental distrust in the relation between democracy and trust to the government”. In that paper it has been emphasized that democratic institutions through the implementation of voting provide an environment for the enhancement of awareness, empowerment, political participation and even increasing the spirits and freshness of citizens and guiding them toward a democratic citizenship.

Seligman and Fuzer investigated social trust (both interpersonal and trust to institutions) existing in the society of Hungary before the collapse of Soviet Union and its becoming a democratic regime and based on the market.

Patnam (1993) in a study in Italy has proved that different levels of public trust leads to the levels of social capital and the levels of development and based on it, the difference between the efficiency of institutions in the north and south of Italy is rooted in the difference in the level of trust and social capital.

One of the most important and thorough studies in the domain of social trust is related to the study of Peter Sztompka. Sztompka in order to empirically study trust, sets the location of his study in East Europe that underwent some changes after the collapse of communism. He illustrated the shifts of trust and distrust before the 1989 revolution, during the revolution and after the collapse of the communism and especially the formation of the post-communist system and the establishment of democratic

regime and the economy of the market in a western way.

5. Research method

This is a survey study. First through documentary studies, the research tools were formulated and after that through survey and questionnaire the necessary data were collected. Then the collected data were analyzed through SPSS and descriptive and inferential statistics proper to the level of the evaluation of the variables and the type of the assumed relations. The present study is done within Chalus during 2013. The sample population of this study were all of the people over 16 years old who lived in Chalus. Based on Cochran’s formula the sample volume equals 384 subjects. Based on the nature and the type of the subject the best data collection tool was a questionnaire which was based on the research background, the resources and observations and also based on the theoretical framework and the hypotheses of the study. After the designing of the questionnaire, it was distributed among the subjects carefully by the social sciences students. after the collection of the answers and reviewing of the data, they were put into the SPSS and each of the variables had a specific statistics. The present study was carried out evenly in all of the regions of Chalus and it has been done in 2013. The reliability of this questionnaire was calculated by Chronbach’s alpha.

Table1. the coefficient of Chronbach’s alpha for each of the dimensions

Number	Criterion choices	alpha
1	Interpersonal trust	0.84
2	Generalized trust	0.85
3	Institutional trust	0.95
114	Social trust	0.92

Based on the above table and the column related to the alpha coefficient, it is observed that all of the dimensions under study had an acceptable alpha and an acceptable trust coefficient.

6. Research hypotheses

Based on the previous theoretical framework the following hypotheses can be made:

There is a significant relationship between gender and social trust.

There is a significant relationship between marital status and social trust.

There is a significant relationship between occupational status and social trust.

There is a significant relationship between the type of job and social trust.

There is a significant relationship between the social, economic status and social trust.

There is a significant negative relationship between the level of education and social trust.

There is a significant relationship between age and social trust.

7. Findings

From the total samples, 53.1% were male and 46.9% were females.

The results from the age of the respondents shows that 7% were below 20, 38.3% between 21 and 30, 31.5% between 31-40, 16.1% between 41 to 50, and 7% above 51 years old.

Out of the total sample population, more than half of the subjects were married and the rest of them were singles (unmarried, widowed or dead wives). Out of the 384 sample population, 51.6% of the participants were married, 40.1% of them were single, 5.2% of them were divorced and the rest of the participants 3.1% were widowers.

Most of the participants had a bachelor's degree followed by high school, Associate degree, M.A, guidance school, elementary and the least frequency was for PhD.

64.3% of the subjects had jobs and 35.7% were unemployed. Students have been considered as the unemployed as well.

The income level of the participants shows the existence of an average class in a way that, 11.2% of the subjects had a monthly income less than 135\$, 17.2 % between 135-200\$ and 27.3% had a high income of 200-300\$ a month. 19.5% had income between 300-400\$, 13% had income between 400-535\$ and 11.7% had an income higher than 535\$ and the highest frequency was

for the subjects with an income between 200-300\$.

According to the social class, more than half of the respondents considered themselves as the average class and only 11% have considered themselves as the low class families and the rest has considered themselves as the higher class families.

8. The evaluation of social trust of different social classes

The level of trust is different related to different jobs in the study that was evaluated by Friedman's test. In this study from among different groups of jobs in the questions 19 to 38 of the questionnaire, doctors had the highest level of trust compared to other occupational groups. Details of the test is presented in the following table.

Table2.

Ranks		Ranks	
Me		Me	
an rank		an rank	
11.7	Workers	14.0	Teachers
6		2	
12.4	Athletes	9.02	businessmen
3			
8.91	Taxi drivers	11.9	Employers
		7	
6.82	Passengers	6.66	Real states
7.21	Tourists	13.6	University professors
		1	
8.54	Hotel owners	9.12	Shop owners
7.82	Inn keepers	14.6	Physicians
		6	
8.49	Travelling agencies	10.1	clergymen
		1	
10.9	Judges	10.5	Police officers
4		1	

Also in this test based on the Chi-Square in the significance level less than 0.05 it can be concluded that the trust factor has a significant difference in different occupational groups.

Table3.

Test Statistics ^a

N	384
Chi-Square	1597.944
df	18
Asymp. Sig.	.000
a. Friedman Test	

9. Trust evaluation for organizations and public and private offices

In trust to public and private institutions, based on the obtained results in the questionnaire among the 384 subjects, for 19 institutes and public organization and private, according to the following table, Welfare Organization received the highest amount of trust and municipality received the lowest amount of trust among the public and private institutes.

Table4.

Ranks		Ranks	
Me an rank		Me an rank	
9.61	Islamic Parliament	8.95	IRIB
11.90	Red cross	11.51	Public banks
12.03	Welfare Organization	9.00	Private banks
10.62	Emdad committee	11.70	Public schools
9.12	Governor's office	10.27	Private schools
11.31	Universities	9.60	courts
9.79	Guardian Council	7.91	City council
9.33	Courts	7.50	municipality
11.58	hospitals	8.56	Police officers
		9.46	Executive power

Also in this study based on the Chi-Square at the significance level less than 0.05 it can be

concluded that the trust factor is significantly different between public and private institutes.

Table5.

Test Statistics ^a	
N	384
Chi-Square	515.188
df	18
Asymp. Sig.	.000
a. Friedman Test	

In the performance of the institutes and public and private organizations, based on the results for 19 institutes and organizations from among the 384 subjects based on the following table we realized that public schools had the best performance and municipality had the worst performance from the point of view of the subjects of this study.

Table6.

Ranks		Ranks	
Me an rank		Me an rank	
9.79	Islamic Parliament	9.95	IRIB
11.80	Red cross	11.26	Public banks
11.71	Welfare Organization	9.61	Private banks
10.33	Emdad committee	11.86	Public schools
8.93	Governor's office	10.58	Private schools
11.10	Universities	9.21	courts
9.36	Guardian Council	8.23	City council
9.00	Courts	7.89	municipality
11.44	Hospitals	8.68	Police officers
		9.28	Executive power

Also in this test based on the amount of Chi-Square at the significance level less than 0.05 it can be concluded that the performance factor is significantly different between public and private institutes.

Table7.

Test Statistics ^a	
N	383
Chi-Square	428.901
df	18
Asymp. Sig.	.000
a. Friedman Test	

Also comparing 3 types of trust in this study, it can be concluded that there is a difference between the trusts mentioned in this study and second, institutional trust is higher than the other two types of trust. The analysis gained from this evaluation is shown in the following table:

Table8.

Ranks	
	Mean Rank
E1	1.76
E2	1.98
E3	2.26

The amount of Chi-Square in the following table shows a significant difference between personal trust, generalized trust and institutional trust.

Table9.

Test Statistics ^a	
N	384
Chi-Square	47.566
df	2
Asymp. Sig.	.000
a. Friedman Test	

Table10. The results of correlation test

Depe ndent variable	Sub- variable	Correl ation coeffic ent	r	p
---------------------------	------------------	-----------------------------------	---	---

trust	gend er	Spear man	0.1 66**	0 .001
	age		- 0.080* *	0 .019
	Mari tal status		0.0 50**	0 .033
	educ ation		- 0.096* *	0 .059
	job		0.1 51**	0 .003
	inco me		- 0.174* *	0 .001
	Econ omic status		0.0 66*	0 .020

*: significant at 0.05 error and **: significant at 0.01 error

The significance level in table 10 for all of the variables is achieved at a acceptable level of P<0.05 that shows that there is a relation between the variable trust with other variables of the study. The r index is used to show the direction of the relationship. As you can see in table 10 the direction of the relation of the variables gender, marital status, job and the social-economic status is positive. In the next sections the results will be discussed in more details.

10. Hypothesis testing

Hypothesis1

H10: there is no relationship between gender and social trust.

H1a: there is a relationship between gender and social trust.

We have assumed that there is a positive significant relationship between gender and social trust. As shown in table 10, the correlation analysis between these two variables shows a positive statistical relationship (P<0.05, r=0.166). In addition, the linear regression was calculated to test that the amount of the usage of the gender variable will explain the amount of social trust in Chalus. As shown gender variable with a Beta coefficient of 0.120, has a 12%

ability to predict the changes of the dependent variable of social trust. So, the null hypothesis is rejected and hypothesis 1 is acceptable. So there is a positive and significant relationship between gender and social trust.

Hypothesis 2

H20: there is no relationship between age and social trust in Chalus.

H2a: there is a relationship between age and social trust in Chalus.

We have assumed that there is a positive and significant relationship between age and social trust in Chalus. As shown in table 10 , the correlation analysis between these two variables shows that for $P < 0.05$ and $r = 0.080$, with an increase in age, the amount of social trust is increased. Linear regression was also calculated, to test that age is able to explain social trust or not. As shown the age variable with a beta coefficient of 0.009 is able to predict the changes of the dependent variable for less than 1%. So, null hypothesis is accepted and hypothesis one is rejected. So, there is a negative relationship between age and social trust in Chalus.

Hypothesis3

H30: There is no relationship between marital status and social trust in Chalus.

H3a: There is a relationship between marital status and social trust in Chalus.

We have assumed that there is a positive and significant relationship between marital status and social trust in Chalus. As shown in table 10, the correlation analysis between these two variables shows a positive statistical relationship ($P < 0.05$, $r = 0.050$). In addition, the linear regression has been calculated to show that the use of the marital status variable can explain the amount of social trust or not. It has been shown that with a Beta coefficient of 0.014, this variable is 1.4% able to predict the dependent variable. So, null hypothesis is rejected and hypothesis one is accepted. So, there is a positive and significant relationship between marital status and social trust.

Hypothesis4

H40: there is no relationship between the level of education and social trust in Chalus.

H4a: there is a relationship between level of education and social trust in Chalus.

We have assumed that there is a positive and significant relationship between level of education and social trust in Chalus. As shown in table 10 , the correlation analysis between these two variables shows a negative relationship for $P < 0.01$ and $r = 0.096$. Linear regression was also calculated to test that level of education is able to explain social trust or not. As shown the level of education with a beta coefficient of 0.056 is able to predict the changes of the dependent variable for 5%. So, null hypothesis is accepted and hypothesis one is rejected. So, there is a relationship between level of education and social trust in Chalus.

Hypothesis5

H50: there is no relationship between the variable job and social trust in Chalus.

H5a: there is a relationship between job and social trust in Chalus.

We have assumed that there is a positive and significant relationship between job and social trust in Chalus. As shown in table 10 the correlation analysis between these two variables shows a positive statistical relationship ($P < 0.01$, $r = 0.151$). In addition, the linear regression has been calculated to show that the use of the job variable can explain the amount of social trust or not. It has been shown that with a Beta coefficient of 0.061, this variable is 6% able to predict the dependent variable. So, null hypothesis is rejected and hypothesis one is accepted. So, there is a positive and significant relationship between job and social trust in Chalus.

Hypothesis6:

H60: There is no relationship between income and social trust in Chalus.

H6a: There is a positive relationship between income and social trust in Chalus.

We have assumed that there is a positive and significant relationship between income and social trust in Chalus. As shown in table 10 the correlation analysis between these two variables shows a negative statistical relationship ($P < 0.01$, $r = 0.174$). In addition, the linear regression has been calculated to show that the use of the income can explain the amount of social trust or not. It has been shown that with a Beta coefficient of 0.062, this variable is 16% able to predict the dependent variable. So, null

hypothesis is accepted and hypothesis one is rejected. So, there is a negative relationship between income and social trust in Chalus.

Hypothesis7:

H70: there is no relationship between the economic status and social trust in Chalus.

H7a: there is a positive relationship between the economic status and social trust in Chalus.

We have assumed that there is a positive and significant relationship between the economic status and social trust in Chalus. As shown in table 10 the correlation analysis between these two variables shows a positive statistical relationship ($P < 0.01$, $r = 0.066$). In addition, the linear regression has been calculated to show that the use of economic status can explain the amount of social trust or not. It has been shown that with a Beta coefficient of 0.045, this variable is 4% able to predict the dependent variable. So, null hypothesis is rejected and hypothesis one is accepted. So, there is a positive relationship between economic status and social trust in Chalus.

11. Conclusion

Based on the relation between gender and social trust based on Spearman correlation test, it can be said that there is a significant relationship between gender and social trust.

Based on the statistics it can be said that there is no relationship between age and social trust it

The results related to the relation between marital status and social trust in Chalus showed that there is a significant relationship between these two variables.

The results of the relation between level of education and social trust in Chalus, with the correlation analysis shows a negative statistical relationship for $P < 0.01$, $r = 0.096$. So, based on the data there is a weak but negative relationship between level of education and social trust in Chalus.

The correlation analysis for job and social trust shows a positive relationship. So, there is a weak but positive and significant relationship between job and social trust in Chalus.

The results of the correlation analysis of income and social trust in Chalus shows a negative statistical relationship. So, there is a

weak but negative relationship between income and social trust in Chalus.

The results of the Correlation analysis of economic status and social trust in Chalus shows a weak but positive statistical relationship. So, there is a positive relationship between economic status and social trust in Chalus.

Based on what was said in the study, generalized trust can be defined as having a high opinion about the people of society apart from their attachment to ethnic groups. Based on the results of the questions asked from the participants about the jobs of the people and their trust to the jobs, physicians, teachers, university professors, and athletes respectively had the highest trust among people and real state agencies, passengers, tourists and inn keepers had the lowest amount of trust.

Based on the definition of institutional trust which is trusting the efficiency of them and the reflection of the lack of trust to institutes in most of the cases is the result of distrust toward the people who work there. So, the amount of institutional trust is evaluated based on the evaluation of people of the personnel of these institutes in the form of offices, bodies and different institutes that deal with in their everyday life (Alipour et.al. 2009, p.116). Based on the questions in the questionnaire and the results, among the 384 subjects for 19 institutes and public and private organizations, Welfare Organization, Red Cross, and hospitals attracted the highest amount of trust and municipality, city council and police force attracted the lowest of trust among the public and private organizations. So, it can be said that institutes that have the responsibility to help and deal with people and have benevolent aims are among the organizations that people trust the most.

In the discussion about the performance of the public and private organizations, people gave the highest scores to public schools, Red Cross and Welfare Organization, and they believe that these organizations and bodies have the best performance and organizations or bodies such as municipality, city council and police force have the worst performance from the point of view of the people of Chalus.

Based on the results and the theoretical framework of the study and the use of the

theories of Sztompka and Giddens, the Chalus community has its special type of structural trust. As Sztompka discusses, what is important is the existence of a trusting culture in the society. He mentioned trust as a cultural rule and believes that trust is not just in the relations and the personal traits, rather it is the trust culture in the society that determines each person trust who, what, how and where. Sztompka considers that trust formation is the result of two series of factors. Personal factors (micro level) and structural factors (macro level). Structural factors are the norm solidarity, organizational clearance, familiarity with the environment and the responsibility of individuals and institutes. Sztompka believes that emphasis on structural factors prepared the grounds for social ethics and collective capital. Based on the performance of the institutes, people have developed trust or distrust in them. The existence of passengers and tourists in this city and getting familiar with the other cultures from other cities have not affected the trust of the people to strangers. As shown in the results, interpersonal trust which is related to the family members has a better score compared to other types of trust such as generalized trust.

Based on the results of the study about institutional trust among the people, jobs and organizations, in the future studies we should look for reasons and roots of the problems that why organizations such as the police force which has the responsibility of establishing security and protecting people has gained such low trust from people and an organization such as Welfare that has less encounters with people, has a higher social trust. People oriented institutes can help other institutes to become more trustable through the use of some models and methods.

Based on all of the discussions so far, as a general discussion or a theory it can be said that, in the discussion of social trust, people who have higher scientific (cultural) and social capitals, have higher trusts towards other people, and this is a good thing for their view toward people and society and on the other hand, individuals and organizations that work in the cultural and social domains, can help other organizations through

their knowledge and power and the high trust among people at the times of difficulties and problems to make better conditions.

References

1. Bashiriyeh H. Political sociology, Tehran, Ney Nashr, 2007, 8.
2. Coleman J. Foundation of Social Theory, translated by Sabouri M. Tehran, Ney, 2001, 3.
3. Fokoyama F. the end of order: investigating social capital and maintaining it, translated by Tavaso G, Tehran, Iranian Jameh Nashr, 2000, 1.
4. Giddens A. Modernity and overbearings, translated by Movafeghian N, Tehran, Ney Nashr, 2008.
5. Giddens A. the results of Modernism, translated by Salasi M. Tehran, Nashr Markaz, 2011, 6.
6. Habibpour K, Sarari R,. Comprehensive guide of SPSS in surveys, Tehran, Motefakeran, 2012.
7. Hafeznia M. an introduction to research methods in humanities, Tehran, Samt, 2002.
8. Jalalipour H, Mohammadi J,. Recent theories of sociology, Tehran, Ney Nashr, 2008, 1.
9. Koen B. An introduction to sociology, translated by Salasi M., Tehran, Tutia, 1997, 3.
10. Momeni M. Statistical analysis through SPSS, Tehran, Ketabe No, 2010.
11. Ojaghlou Z. Sociology magazine of Iran, Winter of 2005, 24.
12. Rafipour F. Investigations and ideas, Tehran, Sahami Enteshar company. 2004, 14.
13. Sztompka P. Trust, sociology theories, translated by Ghafari G.,Tehran, Shirazeh, 2008, 2.
14. Sztompka P. Trust, sociology theories, translated by Golabi F. Tabriz, Sotoudeh, 2005, 1.
15. Sztompka P. Trust ,Distrust and Tow Daradoxes of Demoracy in European jornal of Social Theory, 1999 1:19-32