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**Title of Session:** Social Trust

**Name of Session Convener(s):** Masamichi Sasaki

**University/Organization incl. City:** Chuo University

**Chair:** Masamichi Sasaki

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**I) Title of Selected Paper:** Institutional Economics of Co-operation and the Political Economy of Trust

**Name/s of Author/s:** José G. Vargas-Hernández

**University/Organization incl. City:** Universidad de Guadalajara, Mexico

**Abstract:** The aim of this paper is to analyze the institutional economics of co-operation and the political economy of trust. It is reviewed the transactions costs, the principal – agent theory, market power, increasing-returns theory and value creation, strategic management: competitive forces, resource-based theory, organizational knowledge and learning, strategic choice theory and the collective efficiency theory. Finally, it is sustained the political economy of trust.

**II) Title of Selected Paper:** The Trustworthiness of Difference

**Name/s of Author/s:** Morten Frederiksen

**University/Organization incl. City:** Dept. of Sociology, University of Copenhagen

**Abstract:** The formal structure of regression analysis seems to shape much of contemporary trust research within sociology, political science and economy. Social trust is approached as a substantive attribute of the individual, explained by the forces of exogenous and endogenous factors. The unquestionable strengths of such an analysis aside, this is far from an *understanding* of the social phenomenon trust, as hermeneutic sociologists such as Max Weber would call for. Understanding trust entails studying how trust comes about, what trusting in fact means to the truster and how information about the trustee adds to this equation.

This paper conducts a mixed methods study of trust, combining the analysis of cross-sectional and panel data from the Danish part of the European Value Survey 1990 – 2008 with analysis of in-depth interviews on trust as a generalized and specific phenomenon. Combining these studies the interplay of a social structure of differentiation with the biography of the individual is uncovered as a disposition for trust. This disposition breaks down the concept of generalized trust into a nuanced grammar of differences and similarities within social relations that guides the propensity to trust within a given relation. This questions a straightforward relation between trust and social order as suggested by for instance several social capital theories. Rather trust is contingent on a sense of competence in given interaction settings as suggested by Barbalet. This sense of competence stems from both a familiarity with the setting as well as the possibility of a cooperative social ordering of the interaction.

**III) Title of Selected Paper:** Trust building as a mechanism of forming social capital

**Name/s of Author/s:** Hakob A. Matevosyan

**University/Organization incl. City:** Yerevan State University

**Abstract:** Today Armenia is involved in transformation process and here some issues are characteristics for it such as: changes in political regimes, forming a new economic field, ambiguous and undefined situation for all fields, emergence of new systems of values. Above mentioned are basis for changes not only in the social structure of the society but also in the personal level influencing on their behavior, thinking systems choice, actions etc. All these change the picture of trust both in personal and institutional level.

Society cannot function properly without trust. No trust, no civil engagement. All kind of relations: personal, institutional based on trust.

This paper will find out the feature of trust: personal, common, institutional, horizontal-vertical. Another important emphasize is to understand the content of the factors influenced on trust-building: corruption, information flows, experience, security, cooperation, risk situation.

We also have to analyze the subjects of trust-building process: trusters and non-trusters. At the end of this paper I will introduce analyzes on the direction of trust-building: bottom-up, up-down.

**IV) Title of Selected Paper:** Common Values as the Basis of Social Trust in the Age of Globalization

**Name/s of Author/s:** Tetsuo Maruyama

**University/Organization incl. City:** Bukkyo University, Japan

**Abstract:** Today, the exchange and flow of people, goods, money, information and images are emerging on a trans-national level. In the late 20th century, the innovation of information technology, the new systems of telecommunications and computerized information networks, and the growth of the world-wide capitalist economy through multinational corporations and the international division of labour brought about remarkable globalization. However, in this global sphere, it is still far from creating

picture in our mind about an integrated global society with certain common values which have a close relationship with social trust.

Social trust, as a major research theme in sociology, should be investigated with reference to common values or ethics ruling over the society. In the globalization process of human society, those values and ethics which have been formed at the nation-state level become relativized and lead to the fluidity and instability of cultural identities. Furthermore, it also becomes clear that such dominant values as based on modern rationalism have revealed their limitation. The main purpose of this presentation is to consider what kind of values are adequate as the basis of social trust in the new global sphere.

**V) Title of Selected Paper:** Social trust in Japan based on a current nationwide attitudinal survey

**Name/s of Author/s:** Masamichi Sasaki

**University/Organization incl. City:** Chuo University, Japan

**Abstract:** Social trust is a major theme in sociology. Years ago trust was discussed by many eminent scholars. Today, many are taking another look. Many see trust as declining. Social isolation, via modernization, is cited as one of many reasons for reexamining social trust. Comparative studies can illuminate empirically what is happening to trust in modern societies. We can analyze trust empirically and extend the results to theoretical modeling. In its preliminary data analytic stage, the present study is based on a nationwide attitudinal survey on social trust recently conducted in Japan, explicating findings from 45 questions related to personal relations, everyday events, etc.