



Modeling and Analysis of Social Trust Using the System Dynamics Approach

Shahram Saeidi^{1*}

¹ Department of Industrial Engineering, Tabriz Branch, Islamic Azad University, Tabriz, Iran.

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Abstract

Social trust is defined as an individual's reasonable opinion towards other members of society, which leads to expanding and facilitating social relations. Trust is vital as a social mechanism with diverse social, political, economic, and psychological functions. Many studies have been conducted on social trust, and several factors have been introduced. Most of these studies are primarily static and focus on the structural investigation of social trust and do not consider the inter-relation effects among essential parameters. To cover this gap, a dynamic approach is presented in this manuscript. This research identifies and models factors affecting social trust using the system dynamics approach and aims to analyze the behavioral equations of the subject under dynamic conditions which is addressed as the main contribution of this paper. For this purpose, an online questionnaire is designed, data are collected from 1238 Iranian social network users, and the cause-effect model is presented. The proposed model is simulated in Vensim under three scenarios, and the results revealed that having a 0.68% population growth rate, social trust will reach a maximum of 56% over 35 years and begin to decrease afterward. More simulations showed that a 1% population growth rate leads to a 52.5% equilibrium in the long term. Besides, a slightly higher growth rate (1.2%) does not lead to balance, and social trust will continue to experience a declining situation.

Keywords: Trust; Social Trust; System Dynamics; Vensim

Paper Type: Original Research

1. Introduction

Social trust is the perception of others' honesty, integrity, and trustworthiness, also referred to as faith in a human being, and is a simple idea to describe humanity. However, figuring out who to trust and why takes work easy. Low trust indicates a society in which one should be careful. Where busyness deals require lawyers rather than handshakes, citizens do not care about paying their taxes or recycling because they doubt their neighbors will. Many theorists of social trust believe that the more people communicate with each other, the more it is possible to trust them (Boies et al, 2015; Schlichter & Rose, 2012; Mohd Yusuf, 2012). It shows that whether they trust them or not, suburban and rural residents rate their communities higher as a place to live, while city and small-town residents rate their communities lower. There is a significant difference between metropolitan and country residents regarding social trust, but the reason needs to be clarified (Singha, 2019). Zack and Nock (2003) claim that trust is essential to countless aspects of civil society. People have a certain level of trust in dealing with others and expect specific responses. Without trusting the behavior of others, people may have to consider many contingencies and uncertainties before taking any action, destroying society and its foundations. With social trust, a country's economy can perform well because of the exchange costs; the costs of economic transactions by economic units will be very high. According to studies in Korea, social trust has recently been a severe social and economic issue. The level of social trust regarding living standards in Korea is shallow compared to other countries. Regarding interpersonal trust, a component of social trust measured by the Global Values Survey, Korea ranked 31st, with a score of 31.7 from 1981 to 2008 (Algan & Cahuk, 2013). This result shows that only 31.7% of Koreans answered that most people can be trusted. This score compares with Norway's score of 68.1, which was the highest in the same period. A more severe issue is that social trust has declined over the past four decades. Social trust refers to the public's trust in content creators or media sources to provide accurate and reliable information. Higher levels of social trust lead to greater credibility. Factors such as accuracy, expertise, transparency, and ethical reporting standards influence the level of trust. Trust brings many individual and public benefits. Trust accelerates social interaction and entrepreneurship (Hasan et al. 2010). By building social trust, creators generate goodwill and loyalty among followers. This allows viewers to respect creative rights and intellectual property, protect against theft and piracy, and support monetization efforts. High social trust reduces the risks associated with the digital distribution of written, visual, audio, and multimedia works. Feeling that people can depend on another person sets the stage for

*Corresponding Author: sh_saeidi@iaut.ac.ir

social exchange, which provides benefits such as attachment, a sense of security, and achievement that would not be possible alone. When trust is lacking or someone betrays the trust that was placed in them, the possibility of a successful future relationship diminishes. There are as many different types of trust as there are relationships between people. In well-functioning relationships, individuals can trust that a parent or romantic partner will show them, love, that business partners will hold up their end of the bargain, and that someone in a position of authority will handle it responsibly. To some extent, people trust strangers, doctors, taxi drivers, and first-time babysitters to follow social rules and not take advantage of them or their loved ones, even when they have the opportunity (Fukuyama, 2004). Trust is the key to collaboration, open exchange of ideas, and a strong work culture. Workplaces have less trust, better relationships, and less susceptibility to groupthink. Employees in organizations that lack trust are less likely to speak up or help others in need, which can undermine morale and the company's bottom line. Trust, in many ways, is the key to harmony. Team members who trust each other will want to collaborate more, so they can achieve more, than individual members; Trust also creates a sense of security and allows people to use their energy to improve their lives (Hasan, et al., 2010). In addition, studies show that social trust depends on several factors, including location and geography, age, education, skin color, occupation, social class, etc. (Mohseni Tabrizi et al., 2013). The important thing that has yet to be noticed in many previous research studies is the dynamics and variability of people's social trust, which is not constant over time and fluctuates. The literature review reveals that most of the previous studies have mainly investigated the existence of a correlation between the involved factors, and instead of describing the system's behavior, they have focused on identifying its structure. Solving the problem from this point of view is a basic shortcoming of previous research. Social trust is a dynamic issue and should be deeply assessed considering inter-relational interactions. Therefore, in this research, the concept of social trust has been modeled using the systems dynamics method to cover the shortcomings of previous work, and the influence of these factors has been investigated in dynamic and interactive conditions that have not yet been taken into consideration. This paper contributes to the gap in empirical, qualitative, quantitative, and contextual research by providing a dynamic analysis of social trust. The primary purpose of this research is to investigate the impact of cultural, economic, and social factors on the level of social trust. To conduct this research, after reviewing the literature, the required data was collected using an online questionnaire from media users, where 1238 participated, and the causal diagram of social trust was proposed and simulated in Vensim. The simulation results reveal that the trend of social trust in the understudy society is not desirable if the population growth rate remains still. As a practical application in real-world society, providing suitable infrastructures to encourage childbearing policies is highly recommended to be performed by the government. This article is prepared in five sections. The second section deals with the literature review and previous work. The third section introduces the proposed method and presents the cause-effect model among the problem variables. The fourth section is devoted to the numerical simulation results. The fifth section contains conclusions and suggestions for future work.

2. Literature Review

The current research focuses on social trust, not on social capital. Social capital is generally defined as a resource embedded in relationships between individuals that facilitates societal collaborative action (Coleman, 1988; Putnam, 1993). Although there is disagreement about the specific components of relationships that create social capital, these include social trust, social networks, and membership in voluntary associations (Coleman, 1988; Putnam, 1993). All components of social capital are expected to bring benefits to society. However, social trust appears to be the most critical component of social capital (Fukuyama, 1995; Paldam & Svendsen, 2000; Newton, 2013). Interpersonal trust is defined as people's expectations from other members of society to act and behave in a way that is beneficial for these people or at least not harmful for them (Coleman, 1990). Interpersonal trust reflects people's subjective view of the reliability of others without legal commitment and involves a degree of risk and uncertainty. Hence, trust consists of two components: expectations and willingness to take risky actions based on expectations. There are two types of interpersonal trust: trust in family members, friends, and members of groups or associations, and trust in strangers. The first is limited or ingroup trust, and the second is public trust (Algan & Cahuk, 2013). However, general trust among strangers is a concept of interpersonal trust commonly used in the literature and often measured by global organizations such as the WVS, the European Social Survey, and the General Social Survey. People with a strong group identity with limited ingroup trust do not feel needed or have little need for more experience interacting with outsiders. Groups may also increase differences and competition, causing conflict and reducing public trust (Knack & Keefer, 1997; Ermisch & Gambetta, 2010).

2.1. Social Trust and Management

Trust affects organizations through social, cultural, financial, political, and managerial concepts. Trust affects behavior by reflecting the performance through the authority of leadership. Management methods are closely related to the implementation of strategy and operations, which include management tools in the implementation process

of management changes. Trust as an important indicator of organizational effectiveness affects the performance of the employee. Furthermore, trust can increase the work effort of employees and the degree to which shared goals are achieved (Karhapaa & Savolainen, 2022). Organizations can improve performance and organizational commitment by increasing managers' confidence, which can lead to increased perceived support and team exchange. Trust can be strengthened through various policies to promote the integrity of managers and management skills through training, and create an environment of trust. Byrne et al. (2011) showed that managerial trust is positively correlated to job performance and organizational commitment through Perceived Organizational Support (POS) and inter-organizational exchange. Selling principles are linked to organizational commitment through cultural exchange with the organization. When it comes to managing opportunities, a high-trust environment becomes ineffective because of the strong reliance on exploitation. Previous studies have explored how this locus of control is reduced by several factors, including popular concerns about managing families, social media, media analysts, and labor market trends. External impact on managers (Chowdhury et al., 2020). However, there is still little evidence on how a country's social conditions, particularly levels of social trust, shape managers' negative information-gathering behavior (Byrne et al., 2011). Guan et al. (2020) claimed that the effect of public trust on managerial income expectations is negatively correlated to the country's formal institutions. An environment with a low level of social trust can be a regulatory substitute for long-term management investors (Shi et al., 2023). This relationship persists after controlling for individual variables and country-specific variables in the regression analysis. In high-trust situations, managers tend to take advantage of shareholder interests rather than social sanctions. Besides, highly trusting firms may be useful in managing opportunistic managerial behavior because shareholders in this sector put more effort into monitoring corporate governance (Shi et al., 2023).

2.2. Social Trust Types

The level of social trust in a country, both interpersonal and institutional trust, is created over time by several factors. Two broad schools of thought regarding interpersonal trust and its determinants (Delhey & Newton, 2003; Newton, 2013; Algan & Cahuk, 2013). The first theory believes that interpersonal trust is an individual characteristic related to individual characteristics such as personality characteristics of people and their social and demographic characteristics such as age, social status, education, income, religion, and gender. The second school of thought believes interpersonal trust is not a property of individuals but rather a systematic and emergent feature of society. The community-based theory argues that interpersonal trust is determined not by individual characteristics but by societal and national characteristics such as history, culture, economics, institutions, geography, and public policy (Uslaner & Eric, 2008; Newton, 2013). A long tradition of psychology argues that people learn a basic tendency to trust during their childhood and formative years. In this regard, Katz and Rotter (1969) showed that 75% of the variation in adolescents' trust levels can be explained by their parents' tendency to trust most other people. Interpersonal trust resulting from experiences of interacting with others argues that people develop interpersonal trust not from early childhood socialization but from their adult life experiences through interacting with others. People with positive experiences with others, such as being treated well, increase their trust in others. Generally, in a society, people treated well are the winners. Hence, those who are more successful, prosperous, and educated, and those with a higher social, political, and economic status, are more inclined to trust others because others have treated them well. Trust involves a degree of risk, and wealthier people can take more risks than the poor so that they can trust more (Offe, 1999). Successful people are generally more optimistic, satisfied, and happy in life; as a result, others treat them better, so they tend to trust others (Warren, 1999). In contrast, people who are "losers" in society have little inclination to trust others. These include people who suffer from poverty, discrimination, exploitation, unemployment, social exclusion, and fraud (Newton, 2013). Community-based theory argues that individuals develop trusting attitudes and behaviors from participation in the community (Putnam, 1993). In this theory, the critical determinants of interpersonal trust include social and national characteristics or conditions listed in Table 1. In several developed and emerging countries, honesty, cooperation, reciprocity, and respect are similar. However, their public trust levels are different. Institutional trust is citizens' trust in institutions. People's trust in institutions is different from trust between individuals. Interpersonal trust is based on direct, first-hand experience with other people, while institutional trust is generally learned indirectly and at a distance, usually through the media and social relationships (Newton, 2013).

Table 1. Reported Factors Affecting Social Trust

Reference	Factors				
	History	National Culture	Life Standards	Equality, Organisations, Ethnic composition	Geography
Newton(2013)	√			√	
Hofstede (1991)		√	√		√
Berggren & Bjomskov (2009)		√			
Donry et al. (1998)		√			
Putnam (1993)		√			
Knack & Zak (2003)		√		√	√
Delhey and Newton(2005)	√	√			√
Zak & Knack (2001)			√		
Algan & Cahuk (2013)			√		√
Nak & kifer (1997)	√		√		
Rothstein & Uslaner (2005)			√		
Bjornskov (2007)			√		
DeConick (2010)	√		√		√
Warren (1997)				√	
DeBruine (2002)		√		√	
Le (2013)					√
Alesina & Ferrara (2002)	√				√
Rothstein & Stolle (2008)				√	√
Fukuyama (1995)		√			√

2.3. Measuring the Social Trust

Two components of social trust, interpersonal and institutional trust, are measured differently, as described below. Measuring interpersonal trust: The percentage of a country's population that agrees with the statement that "most people can be trusted" is the country's level of interpersonal trust. The World Values Survey (WVS) has conducted six waves of surveys since 1981; as of 2019, the last one was conducted in 2010 for 2010-2014. This study considers interpersonal trust a public trust (Justwan & Bekker, 2019). Measuring institutional trust: Institutional trust is generally measured through surveys that ask people to rate their trust in institutions and organizations. A typical question is: "How much do you trust the institutions that operate in your country?" although some surveys may ask differently worded questions. Several well-known international organizations measure specific aspects of institutional trust across countries. These organizations include the World Economic Forum (WEF), the International Institute for Management Development (IMD), Transparency International (TI), and WVS (Justwan & Bekker, 2019).

2.3. Previous Work

Mohseni Tabrizi et al. (2013) studied and compared the social trust of different generations and the affecting factors. They also paid attention to the difference or lack of difference in the social trust of generations and the factors affecting it. The tool of this research is a questionnaire, and it has been implemented among 670 people aged 15 years and above in Tabriz city. The results of their research show that there is a significant difference between the social trust of different generations. Kaffashi and Fathi (2013) studied the social trust and factors affecting it among the residents of Zanjan City. The dependent variable in this research was generalized trust, measured with six dimensions of openness, honesty, sharing, cooperative tendencies, confidence, and trust-based behavior, and the independent variables were defined as traditionalism, social position, and education. The results showed no significant relationship between traditionalism and social trust. In their article, Saraei and Safiri (2009) investigated social and cultural factors affecting social trust. Kiakajuri and Afrasiabi (2013) studied social trust and factors related to it among students and studied the factors and consequences of social trust among students. The study results showed that students' social trust level was higher than average. Mohammadi and Zanganeh (2013) measured the factors affecting citizens' trust in the municipality of Neishabur city. The research results showed that 30% of the people had a low level of trust in the municipality, 50% had a medium level, and 20% had a high level of trust. Abed Jafari et al. (2009) studied citizens' trust in urban management using questionnaires and regression calculations. They concluded that trusting characteristics (urban management) were five times more influential than trusting characteristics (citizens) on citizens' trust. Ojaghloou and Zahedi (2014) investigated social trust and the factors affecting it among the residents of Zanjan City. They concluded that there is no significant relationship between traditionalism and generalized trust, but there is a direct significant relationship between traditionalism and openness and honesty. No significant relationship was observed between the social base variable and generalized trust, but the residence area showed a direct significant relationship with social trust. Also, a significant and direct relationship exists between respondents' education and social trust. The results of the hypothesis test related

to individual variables also showed a direct significant relationship between the amount of study and social trust, so that people who studied more day and night have a high level of social trust. Bagheri and Elmi (2010) investigated and studied the pathological signs of social relations in Iran and concluded that with the development of civil society, more people become members of voluntary and non-governmental social groups and organizations, and the expansion of social relations between individuals and others. Active participation in people's destinies and society's establishment of competent social management can increase social capital and social trust. Ghadimi (2007), investigated the level of social trust and the factors affecting it among university students. He concluded that among some of the components affecting social trust, especially social participation, social solidarity, social anomie, social alienation, social hope, the tendency to social risk, social security, support of the existing social order, social commitment, and social trust have a strong relationship and this relationship between some other components such as social dignity and social authority are moderate. The literature review shows that in all previous studies, social trust is considered an independent variable that is affected by some dependent variables, the structure of the concept is studied, and interactions/correlations among the components are ignored. This issue is covered in current research using a system dynamics approach.

3. The Proposed Model

As discussed in Section 1, the social trust concept and its components depend on cultural, historical, and regional specifications, and presenting a general formulation for the whole world's societies is not applicable. This research is performed based on the information gathered from the statistical population of social media users (Telegram, Whatsapp, Instagram, and Facebook) over 18 years of age in Iran, and data was collected by using an online questionnaire using the Google Docs tool. The link to the designed questionnaire was provided to the users of several home pages, groups, and channels through social networks, and they were requested to cooperate with the research responding to the questions. In total, 1415 people completed the questionnaire, 177 of which were incomplete and were removed. Finally, 1238 complete answer sheets have been used to conduct the research. In this sample, 524 were men, and the rest were women. The minimum and maximum age of the statistical sample was 18 and 75 years, respectively, with an average of 36 years old. The validity of the questionnaires was determined by the formal validity method based on 35 experts' evaluations. Cronbach's alpha index was used to measure reliability, and its value was calculated above 0.75 for all variables. The potential factors affecting social trust in the understudy society were identified by studying the literature on the subject, and the research questionnaire was designed on this basis. The participants were requested to rate a list of factors influencing the level of trustworthiness in dealing/interacting with unknown people in the public/social environment. Based on the respondents' opinions, the factors affecting social trust and their average rating scores are listed in Table 2.

Table 2. Considered Factors Affecting Social Trust in the Proposed Method

Factor	Avg. Score
Age	9%
Gender	6%
Social position	17%
Education degree	11%
Having eye contact	2%
Behavior and expression	4%
Extraversion of the person	1%
Being frank/serious	9%
A sense of intimacy	1%
Work discipline	11%
Persons' self confidence	1%
Visual appearance	13%
Humor and sincerity	1%
Job Title	14%

In this research, the relationship and dynamics among the factors listed in Table 2 are investigated and considered in the proposed model, and the cause-effect diagram is presented in Figure (1).

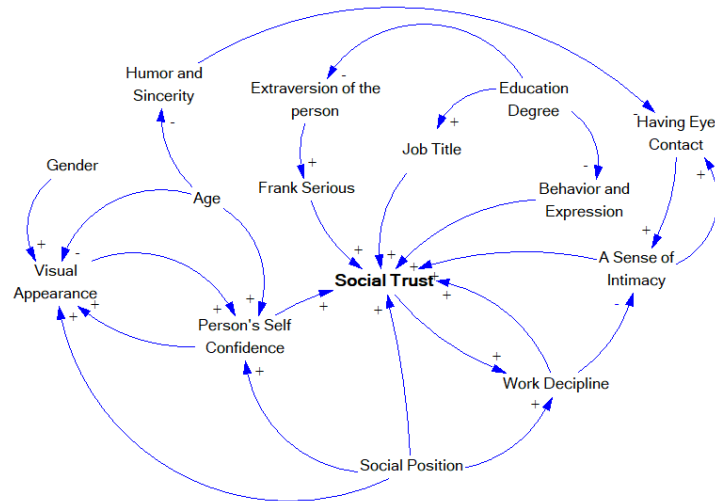


Figure 1. The causal diagram of the factors affecting social trust

In this diagram, a causal circulation through the components is running over, and the dynamism manages the system. Each factor affects/is affected by other factors (except age and gender, which are out of our control). So, the essential research question arises: What is the behavior of the social trust variable if the current system runs for a long enough time? This research aims to answer this question under specific scenarios by simulating the model for 100 years. Based on the proposed causal diagram, the flow diagram for the proposed model is designed and depicted in Figure (2). In this diagram, social trust is considered a level variable whose value changes by the *trust update* rate variable over time. Less critical factors with a negligible impact rating (less than 7%) were removed from the model, and some factors were combined and defined as a single auxiliary variable (e.g., seriousness in communication).

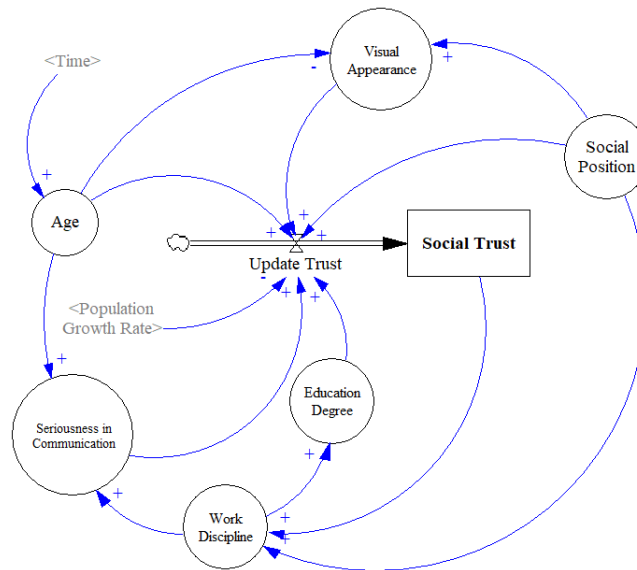


Figure 2. The flow diagram of the proposed model

4. Simulation and Results

Simulation of the proposed model in Vensim PLE software ver. 6.0b was conducted under Windows 10 operating system on a personal computer with an Intel Core i5 processor. The time unit is in years, and the simulation duration is 100 years. By examining and analyzing the responses provided by users to the questionnaire questions, and according to the results conducted by previous research Performed in the same society, the proposed model is simulated considering the following assumptions:

- 1) Social trust decreases while aging (Mirfardi & Ahmadi, 2017).
- 2) Social trust decreases with higher education and social position (Heydarabadi, 2010).

According to official reports of the Iranian Population Policy Studies and Monitoring Committee, the net population growth rate has decreased during the past 15 years and is reported to be 0.68% in 2021. Assuming the population growth rate is equal to 0.68% and combining the assumptions mentioned above, three scenarios were considered for simulation as follows: *The First Scenario*: In this scenario, the former assumption is applied, and the latter is ignored. So, it is assumed that the degree of trust increases with aging. In other words, older people trust others less than young. This assumption is valid if individuals' optimistic thoughts change to pessimistic ones after gaining life experience. In this case, the effect of the age variable on the *trust update* rate is negative, and its trend is linearly decreasing. Figure 3 demonstrates this issue, where the horizontal axis is age, and the vertical axis is the coefficient of this variable. Non-linear decreasing trends were not considered to maintain simplicity.

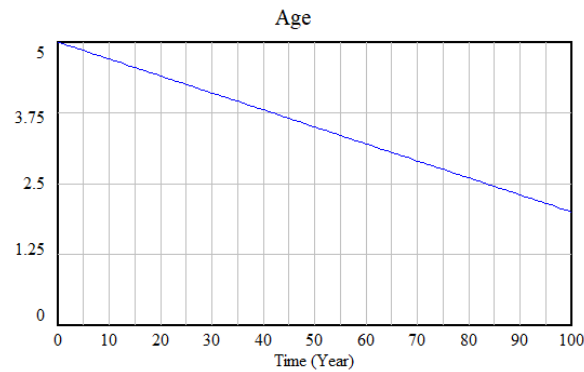


Figure 3. Decreasing coefficient of age variable over time

The social trust fluctuation during a 100-year simulation is obtained in Figure 4. The vertical axis shows the percentage of total social trust of the society having 50% initial value. The diagram shows that social trust is decreasing in the short term, and this trend will continue with a steep slope for about 40 years down to almost 42% of social trust; then, the trend of the diagram changes upward. This situation happens due to the increasing young population leading to a decrease in the population's average age.

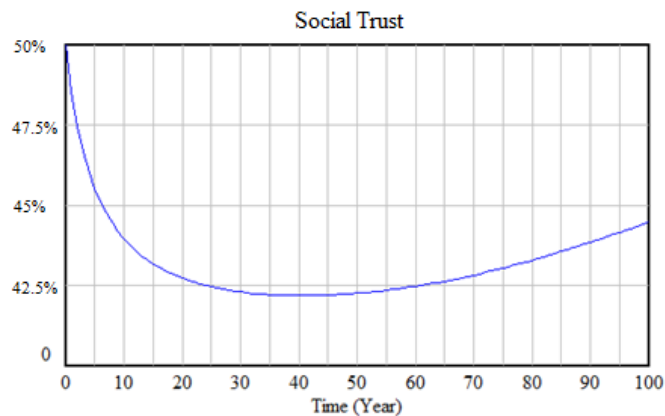


Figure 4. The social trust change diagram in the first scenario

The Second Scenario: In this scenario, the former assumption is ignored, and the latter is applied. It is assumed that the increase in education degrees and the social position of individuals has a positive and direct effect on the rate of social trust increase. According to the results reported by (Heydarabadi, 2010), people need to be more trustworthy in a more educated society. According to the proposed causal diagram, education affects job titles and leads to effects on social trust. Under these conditions, the social trust changes diagram during the 100-year simulation period is obtained and depicted in Figure (5).

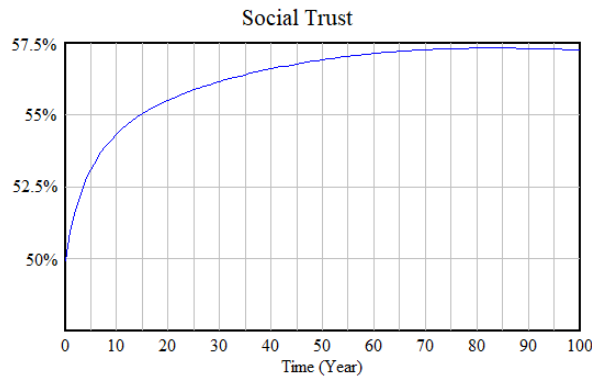


Figure 5. The social trust change diagram in the second scenario

In this case, due to the increase in the level of education of the society throughout the year and the growth of their social position in the long term, they can hardly trust people with lower social classes. As a result, social trust will exponentially change and reach the maximum level of 57.5%, provided that the population growth, socio-economic conditions, and government policies do not meet unexpected situations. The Third Scenario: This scenario, which reflects the actual situation of the understudy society, combines the first and second scenarios where both assumptions are applied. Social trust is assumed to decrease while society develops in education and individuals' age. The simulation result is depicted in Figure (6).

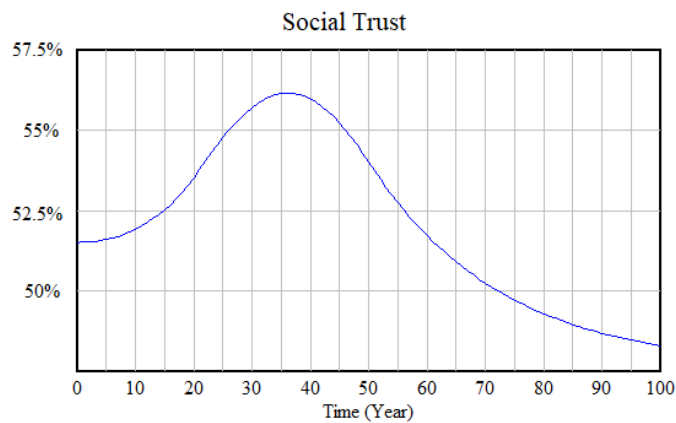


Figure 6. The social trust change diagram in the third scenario

In this scenario, a transient increasing stage affects the social trust for 35 years, reaching a maximum level of 56%, and then, a steady exponential decrease begins. Hence, social trust in such conditions is unstable, and Society tends toward mistrust. A proposed solution: Among the variables studied in this research, the population growth rate is the only controllable variable by applying encouraging policies to have children's population growth. The proposed model was simulated, assuming a net growth rate of 1% and 1.2%, to evaluate the impact of increasing the population growth rate. The social trust rate change results are depicted in Figures 7 and 8, respectively.

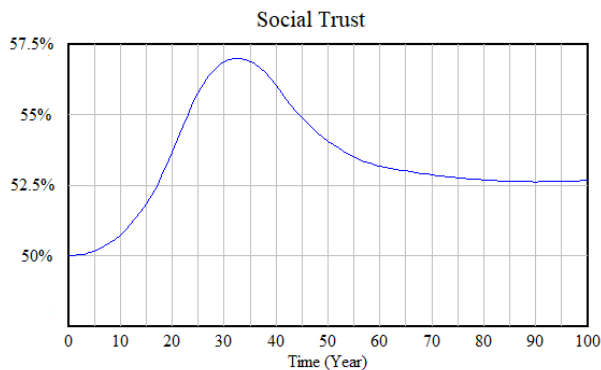


Figure 7. The social trust fluctuation with a 1% net population growth rate

Figure 7 indicates that the decreasing trend of social trust diminishes after year 50, and a steady and stable social trust occurs and is preserved if the net growth rate is equal to 1%.

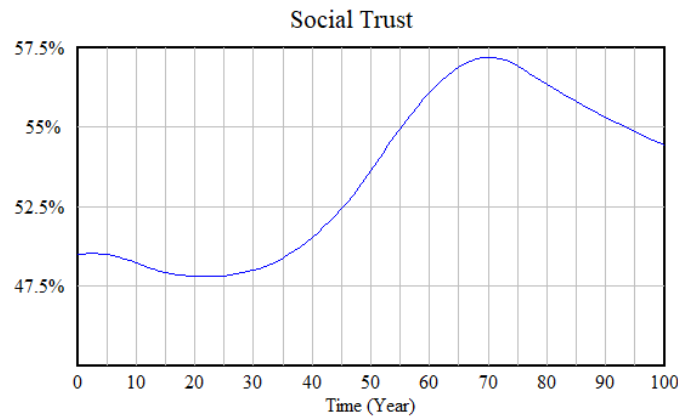


Figure 8. The social trust fluctuation with a 1.2% net population growth rate

Considering Figure 7, increasing the growth rate will lead to an increasing trend of social trust in the long term. Assuming 1.2% net growth, the results depicted in Figure 8 indicate an unexpected behavior. With the population explosion of society and the increase of the young population, social trust increases exponentially from year 20 to 55 and meets a 56% peak. Then, the middle-aged population of society increases and overcomes the young generation. Therefore, social trust decreases again, and a balance is not established. As a critical result, it can be concluded that the population increase beyond a certain amount can have a more negative impact on social trust.

5. Conclusions

Social trust is the degree of people's ability to trust each other in a society with different affecting components in different cultures, and its rate changes over time. This concept originates from several variables and items, and diverse factors play a role in its formation. Using the system dynamics approach, this research investigated the concept of social trust, its types, and influencing factors for modeling social trust in Iran under dynamic circumstances. A questionnaire was designed to identify the affecting factors and their related impacts, and needed data were collected from 1238 social media users. Based on the gathered information, the proposed cause-effect model for the research problem was presented, and the flow diagram was simulated using Vansim software. Based on the results reported in previous research, it was assumed that social trust decreases while society's population ages and the individuals' social status improves. On this basis, three scenarios were considered. The first scenario investigated the impact of aging on social trust, ignoring the impact of social status. The simulation results showed that social trust decreased to 42% over 40 years, and then, an incrementing stage began. The second scenario ignored the aging factor and considered the negative impact of individuals' social status on social trust. The simulation results revealed that social trust would increase in a goal-seeking manner and reach a 57.5% trust rank after 75 years. Finally, in the third scenario, both assumptions were applied to simulate the conditions in the under-study society. The simulation results showed that the social trust rate would increase during the first 35 years and reach a maximum of 56%, and then, a decreasing era would emerge. Hence, it was concluded that the fluctuating trend of social trust is inappropriate under the current conditions and would not reach an equilibrium. To overcome this unfavorable situation, it was suggested to increase the population growth rate from its current value of 0.68% to 1% or 1.2%, and the proposed model simulation for both rates. The former state preserved 52.5% of social trust after year 50, which could be considered hopeful compared to other scenarios. The deceptive latter state revealed complicated and delusive results. Excessive population increase may be a temporary solution in the short term, but it will have adverse effects in the long term. The simulation showed a moving wave of social trust rate from 20 to 70. Afterward, a decremental stage happened without stability or equilibrium. Reducing social trust would be postponed and cannot be a permanent solution. This research is performed under the mentioned conditions in Iran, and its results may not be generalized or applied to other societies. As suggestions for future work, the following can be mentioned:

- Considering economic, political, and religious factors affecting social trust
- Classifying social trust by gender
- Comparison of social trust between two different societies

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