

Measuring the Relationship between Cultural Capital and Social Trust (Case Study: Citizens of Zanzan City)

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Abstract

In this article, the role of cultural capital in strengthening social trust in Iran has been studied. Social trust is one of the most important components of social development. It is one of the important aspects of social relations. Cultural capital, which is an indicator of cultural development, is used objectively and the scientific and cultural qualities of a person can affect social trust. The research approach in this study is descriptive-causal and has been conducted in a cross-sectional and temporal manner. The statistical population includes women and men over 18 years of age in Zanzan. Findings showed that there is a relatively high correlation between cultural capital and social trust and this correlation is statistically significant. Household income showed a negative relationship with social trust, so that by increasing the income level of families, their level of social trust was reduced. But there was a positive and direct correlation between the education of citizens and their parents' education and social trust, as the level of education and also literacy of individuals increased social trust. Similarly, the results of regression analysis showed that the variables of cultural capital, income and education of the individual and responsible parents were 64 percent of the total dependent variable variation, but the share of the main variable of the research, namely, cultural capital, in this explanation was 33 percent.

Keywords: Social Trust, Generalized trust, Cultural capital, Visualized capital.

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1. Statement of the Problem

Trust as an influential element can shape all aspects of human life and make social life possible and easy. Social trust is one of the most important components of social development and modernity. Today, trust is also understood as one of the characteristics of individuals with emphasis on behavior, interactions and biases. Trust facilitates exchanges in the social space and minimizes the cost of exchanges and social negotiations and plays a decisive role in solving social issues. It is a preconceived element of social life (Amirkafi, 1996; Rafipour, 1999; Sharipour, 2001; Azadarmaki & Kamali, 2004; Azadarmaki, 2004; Ojaghlo & Zahedi, 2005; Azkia & Ghaffari, 2013; National Survey of Social Capital, 2015). The level of social trust has decreased for some reasons. In a report by the National Social Capital Project in Zanjan Province (2015) showed that the social capital of 41% of respondents was low and very low, and 48% were moderate, and only 10% of social capital was high. More than 70 percent of the social capital is on average level, and only 18 percent of the social capital of the intermediate level is high and only 14 percent of the social capital of the micro-level is at high level. Comparing the status of social capital levels in the province shows that the macro and micro levels of social capital of the province is in a moderate situation, and only the average level of social capital with a very low difference is better than other levels of social capital. Analyzing total social capital in the province showed that only 10% of respondents have high social capital. Respondents, in comparison with the family and neighbors and acquaintances, have low sense of responsibility towards strangers, have little confidence in strangers, and have less interaction with this group. It seems that demographic and immigration policies in the province have not prevented the migration of villagers to the city during the recent years, and inevitably the city has a large population of different cultural groups, including lack of sufficient space and public places. In order to interact with social and cultural groups, the lack of attention to the needs of individuals and the uneven distribution of urban facilities and unequal protection of all groups in society have reduced social capital and social trust and increased social and urban damages too. Considering such conditions, on the other hand, in the urban community of Zanjan and among the citizens, it is increasingly witnessing the availability of academic degrees. Cultural capital, as a fundamental component, affects the social trust of the community. The cultural capital is the skill and knowledge that every community provides, and the social field provides equal opportunities for all members of that community (Bourdieu, 1971). In recent years, the city of Zanjan has been divided into subcultures and tribal groups who have migrated from and around the

remote villages during the last few decades. Each tribe has its own values and norms, behavioral patterns and lifestyles. This combination of traditional and new life in Zanjan has led to the intensification of inter-tribal and inter-group rivalries and creation of group distance to weaken our citizenship and collective confidence in spite of the lack of integrated social planning. Considering the importance of cultural capital in the present life and especially its important role in determining and increasing the social trust, ultimate goal of the present research is to measure social trust based on cultural capital.

2. Theoretical Background of the Study

2.1. Social trust

Seemingly Giddens' theory can analyze and explain the issue of social trust in the urban community of Zanjan. Giddens typology of social trust is important in terms of combined structure of agency with respect to the temporal and spatial conditions. Given the changes in the modern world and the rapid growth of communication and information technology, the concepts of time and space, and the inertia of Giddens theory are of great importance. Individuals can believe on the value of trust in abstract systems such as institutions. This process can be called the institutional level of trust (trust in specialized systems). The actor may not be cognizant of the person who made his car or his house but has a degree of confidence in relation to the standard system, regulation of rules, supervision and quality control. From Giddens's point of view, the dynamism of modernity has three important sources: the separation of time and place, the evolution of mechanisms of restraint and redeployment. In his eyes, the symbolic signs and the specialized systems in which the trust is based are the main mechanisms of restraint. He is referring to specialized systems of technical work or specialized skills that organize the vast areas of the material and social environment of our present life (Giddens, 2001, p. 33).

2.2. Cultural Capital

Cultural capital means the ability to recognize and use the cultural goods in each person. The cultural capital can be defined by the ability to seize and use cultural goods as well as literary literacy skills. Hays (2000) describes the term cultural capital as representing non-economic forces such as family, social class, various investments, and commitments to education, various sources, and so on, which affects academic success. The main focus in the theory of cultural capital is that culture is transmitted and encouraged through a system of education that reflects the culture of the ruling

class and ultimately leads to the reproduction of the same culture. Bourdieu's theory of cultural capital, which leads to the reproduction of the culture of the dominant class, suggests that since the dominant classes have more material resources and more access to types of music, sports, food, etc., they can make their own shape. In other words, cultural capital can be defined as an asset that represents, preserves, or supplies cultural value in addition to any economic value it can have. Therefore, considering the dimensions of social trust and cultural capital, it can be said that one of the important factors influencing social trust and interpersonal trust is cultural capital. High cultural capital can create social trust and strengthen trust in all dimensions (generalized, interpersonal, and institutional). Therefore, in this research, it is assumed that cultural capital has been objectified by having dimensions such as cultural capital and institutionalization.

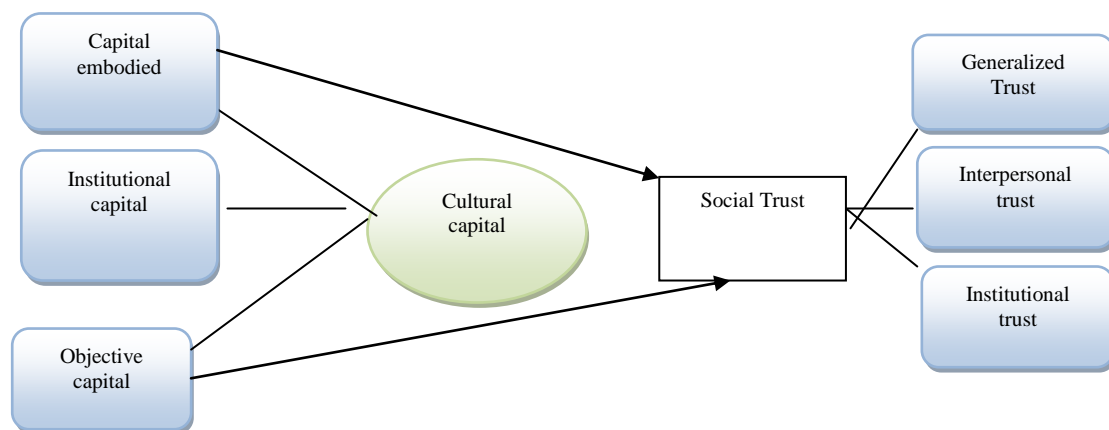


Figure 1. Theoretical and analytical research model

3. Hypotheses

1. There is a relationship between cultural capital and social trust.
2. There is a relationship between incarnated cultural capital and social trust.
3. There is a relationship between the objectively endowed cultural capital and social trust.
4. There is a relationship between institutionalized capital culture and social trust.

This research has been conducted with a descriptive-causal approach and a survey method. It seeks to investigate the effect of capital on social trust among citizens of Zanjan city. The research was done in terms of time scale and cross-sectional method in 2017. The statistical population includes women and men over 18 years of age in

Zanjan. 380 persons have been selected based on the Cochran formula. Sampling method was simple multi-stage cluster sampling. The data gathering tool was a researcher-made questionnaire. In this study, in addition to formal validity, construct validity (factor analysis) has also been used. The results of Keser-Mir-Oaklin test (KMO) showed that factor analysis is feasible, and on the other hand, according to the Bartlett test, which has a significance level of less than 0.05, the result was that there was a significant relationship between social trust and cultural capital. To measure the reliability of the data gathering tool, a pre-test was performed and the Cronbach's alpha coefficient of the indices and scales was determined. The high alpha coefficient (above 70%) showed that the questionnaire has the ability to perform. In other words, the items had internal consistency. In this research, Cronbach's alpha, which examines the internal correlation of variables, was used. Therefore, a pre-test of 30 people in the study population was conducted and reliability of the questionnaire was evaluated and some deficiencies of the questionnaire were definite. The dependent variable is social trust, which has been measured with three dimensions of generalized trust, personal trust and institutional trust.

4. Findings

The descriptive findings of the research showed that the average of generalized trust was high among 28% of respondents and 34% were low and 38% were moderate. Similarly, the average personal trust among the 48% of the respondents was high and 20% was low and 32% was moderate. The average of institutional and organizational trust among the 35% of respondents was high. Histograms (Normal Distribution Scores) and Kolmogorov's test to measure the normal distribution of social trust variable data showed that social trust data were normally distributed.

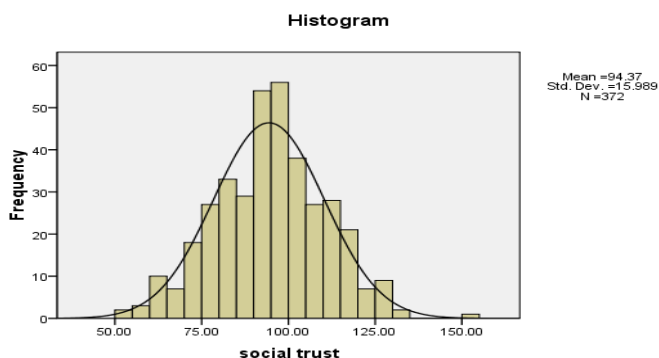


Figure 2. Histogram diagram and distribution pattern of social trust scores

Norms on the estimation of normal distribution also show that zero assumption of the approved pattern of distribution and the data are not significantly distant from the normal distribution. The test used here was according to the sample size and the statistic of the normal distribution of Smirnov Kolomogrov which can be used in volumes of more than 200 cases. Regarding the value of Z (977) and the significance level greater than 5 hundredths, it is possible to use parametric tests by confirming the normal distribution of social trust scores.

4.1. Distribution of Dependent Variable (Social Trust) in Different Classes

The main dependent variable, which consists of three dimensions, is social trust. In the research section, we discussed how to measure and estimate this variable. According to the presented discussions, respondents are categorized in low, medium and high class in terms of social trust. The results are presented in Table 1. It can be seen that the estimation of social trust is low for about 23% of respondents and they have lower social trust.

Table 1. Distribution of estimation of social trust in different classes

Variable Name	Classification	Frequency	Relative frequency
Social trust	low	85	22.8
	average	261	70.2
	high	26	7
	Total	372	100

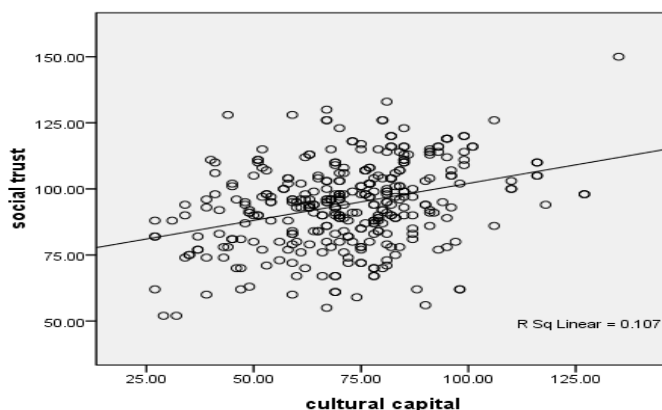


Figure 3. Distribution of bipartite relationships between cultural capital and social trust

4.2. Multivariate Analysis (Regression) of Dependent Variable

The results of regression analysis show that the first variable that is included in the model, namely, cultural capital. The corresponding beta coefficient indicates that one unit of increase in the individual cultural capital, 0.31. He will increase his social trust. At this stage, cultural capital alone accounts for about 10% of the changes in social trust, which is relatively significant. The second variable that has been correlated with social trust is the person's income status, which was analyzed in the second model. The entry of this variable has slightly changed the contribution of cultural capital to the previous stage, with its beta coefficient increasing by two units. The beta coefficient of income is $-.12$. And negatively, we know that the interpretation of this mark must be based on the type of variable encoding. This variable is a two-factor variable, so there is no problem entering it into multiple regression. People without income are logged in with code 0 and people with income code 1 are in regression. Regarding the statistics on the coefficient of determination, it is seen that this variable adds about 5% to the extent of the model's explanation of the model.

4.3. Path analysis

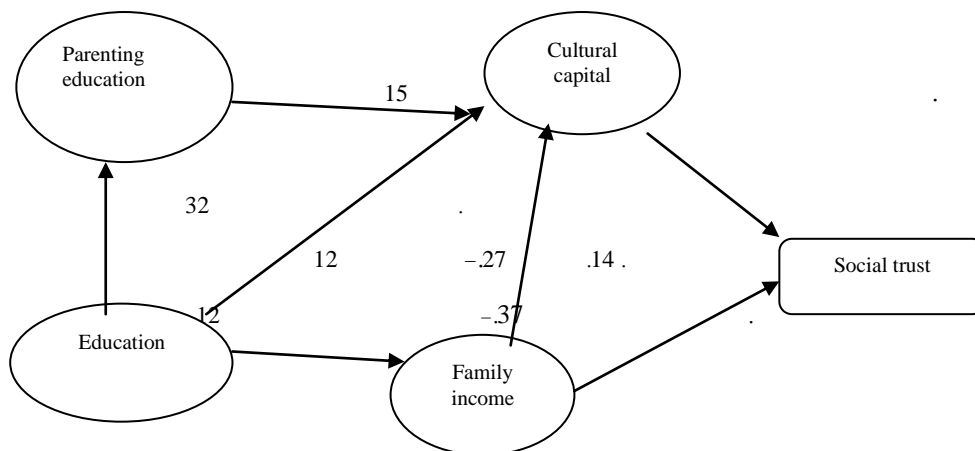


Figure 4. Chart and path coefficients of independent variables affecting social trust

The paths of influencing independent variables on social trust are shown in Figure 4. Of the variables introduced in the regression equations, four variables, either directly or indirectly, have affected social trust. As seen in the multivariate analysis, two variables (cultural capital and family income status) have direct effects and therefore, the other two variables are only indirectly affecting social trust.

5. Discussion and Conclusion

This study examines the effect of cultural capital on social trust. Social trust has been measured as the dependent variable in this research with three dimensions of generalized, interpersonal and institutional trust. The main independent variable is the cultural capital, which is embodied in three dimensions: cultural capital, objective cultural capital and institutional cultural capital. The results showed that social trust in Zanjan City is not desirable, but most respondents in the distribution of social trust are in the middle level. In line with the previous research, the study also indicated to the trust in people and family members. According to Bourdieu, "cultural capital can help maintain the position or change the position of individuals in the hierarchy of social structures and affect their lifestyles. It also creates a climate of trust among citizens. With regard to the absence of these spaces, people did not have the opportunity to trust strangers.

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