

The Relationship between Social Trust and Extreme Individualism (A Case Study of Mashhad)

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Introduction: The main purpose of the study is to show that the extent of extreme individualism can cause a decline in "social trust". Extreme individualism as a social problem is based on the priority of individual goals and tendency to autonomy. On the other hand, increasing the seeking of selfishly benefits, reducing the individual attachments and liabilities on their societies. In such conditions, individuals prefer to choose their individual benefits, when they face with conflict interests (the collective or individual benefits) even if harm to others.

Method: The research is a survey which used of questionnaire technique to gathering the data that performed in one's presence in 1390. The statistic society is the people over 20 years in Mashhad (1,530,827 people) and for the sample size (384) we used of multi-stage cluster sampling.

Results: Finding verified the essential hypothesis and indicates that the mean of extreme individualism is in average level (2/6), and the mean of social trust is in low level (2). Furthermore, there is a significant counter relationship between the social trust and extreme individualism ($r = 0/591$).

In multiple regression analysis, 53% of the variation of dependent variable (the extreme individualism) explained by the independent variables that remained in the final model. The beta coefficient of "Civic trust" was (-0/63), "education" (0/18), "social class" (0/17), "interpersonal trust" (-0/12), "generalized trust" (0/09) and the "edg" (0/09) percent.

Discussion: The result of the research shows that the level of social trust has been low in all aspects of social interactions and thus the increase in distrust, the increase in extreme individualism in society and vice versa. So, in dimensions of social trust, interpersonal trust has main effect on extreme individualism.

Keywords: Social trust. Extreme individualism. Generalized trust. Interpersonal trust. Civic trust.

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