



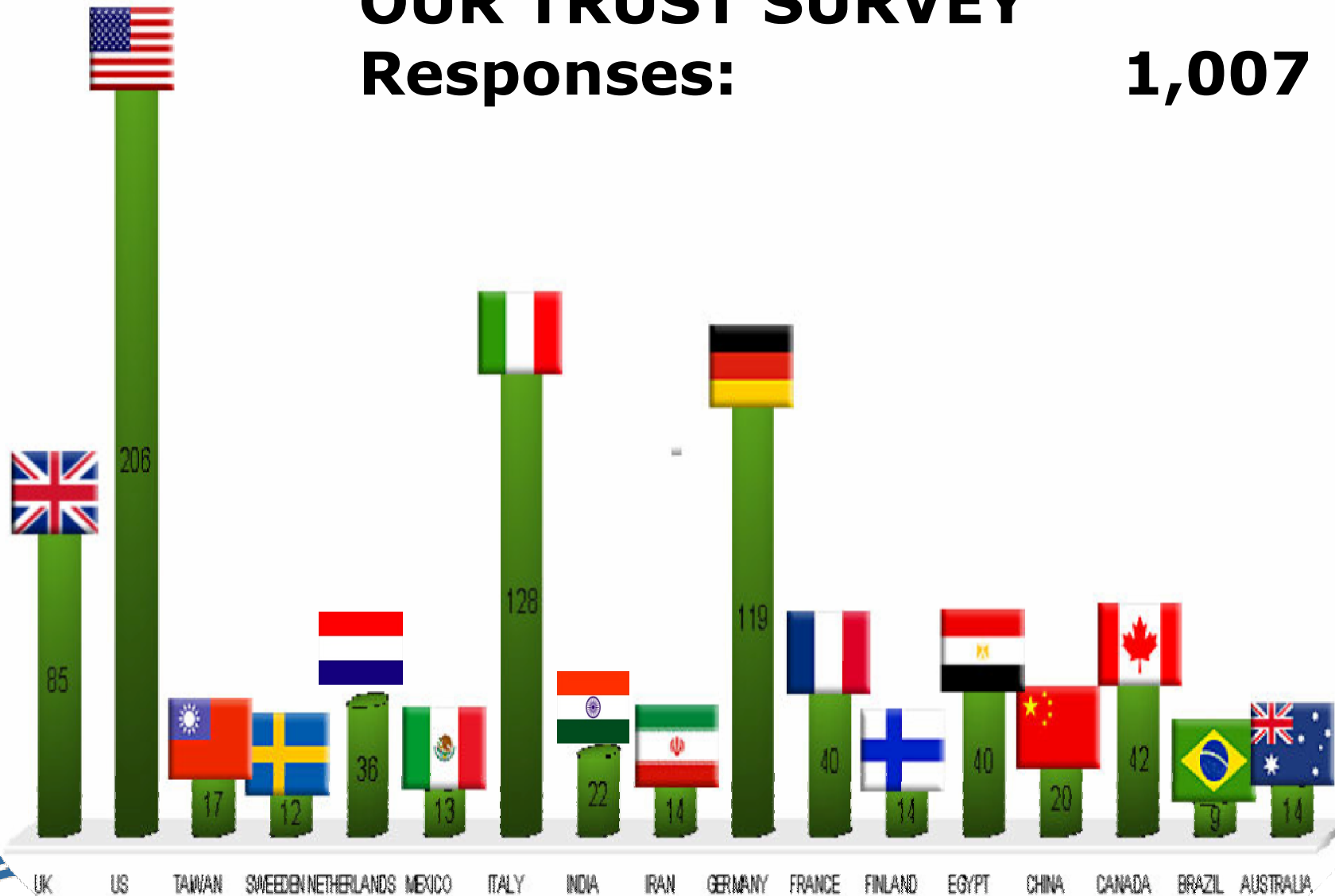
Exploring Trust Across Cultures & Gender



OUR TRUST SURVEY

Responses:

1,007



Hypotheses: The Core

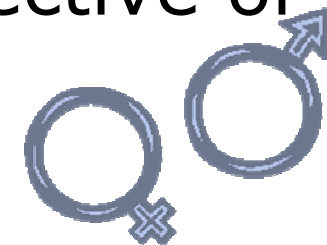
To explore interpersonal
rather than
institutional trust



Hypotheses: Trust Across Cultures and Gender

Disposition to trust

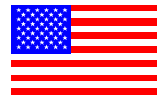
- Italian lower than UK & US
- Netherlands relatively high compared to Italy
- Women higher than men irrespective of cultural background



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Training and Research

Responses



US American

182



German

98



Italian

93



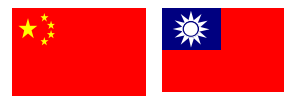
British

69



Dutch

30



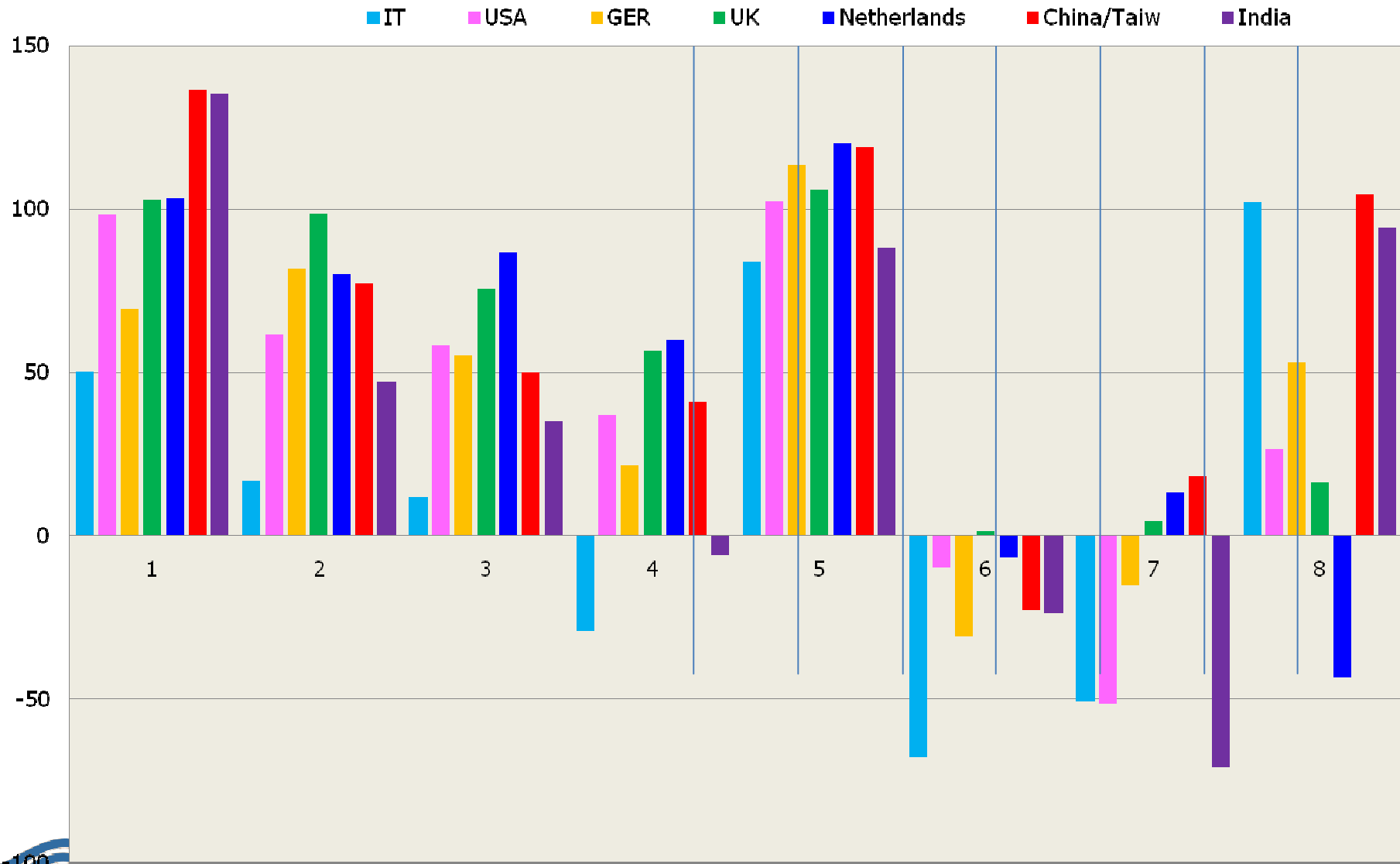
Chinese/Taiwanese 22



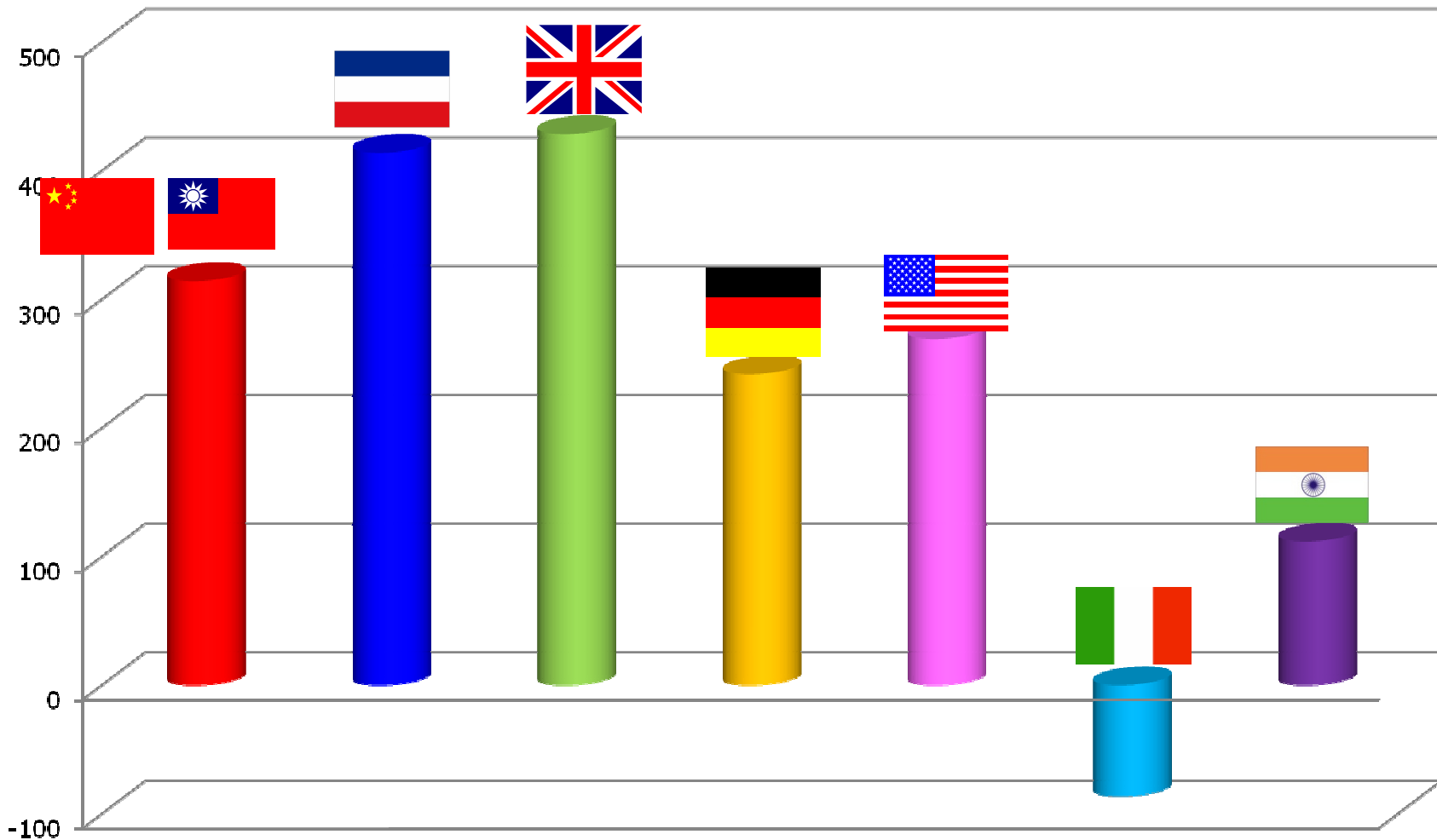
Indian

17

TRUST DISPOSITION:



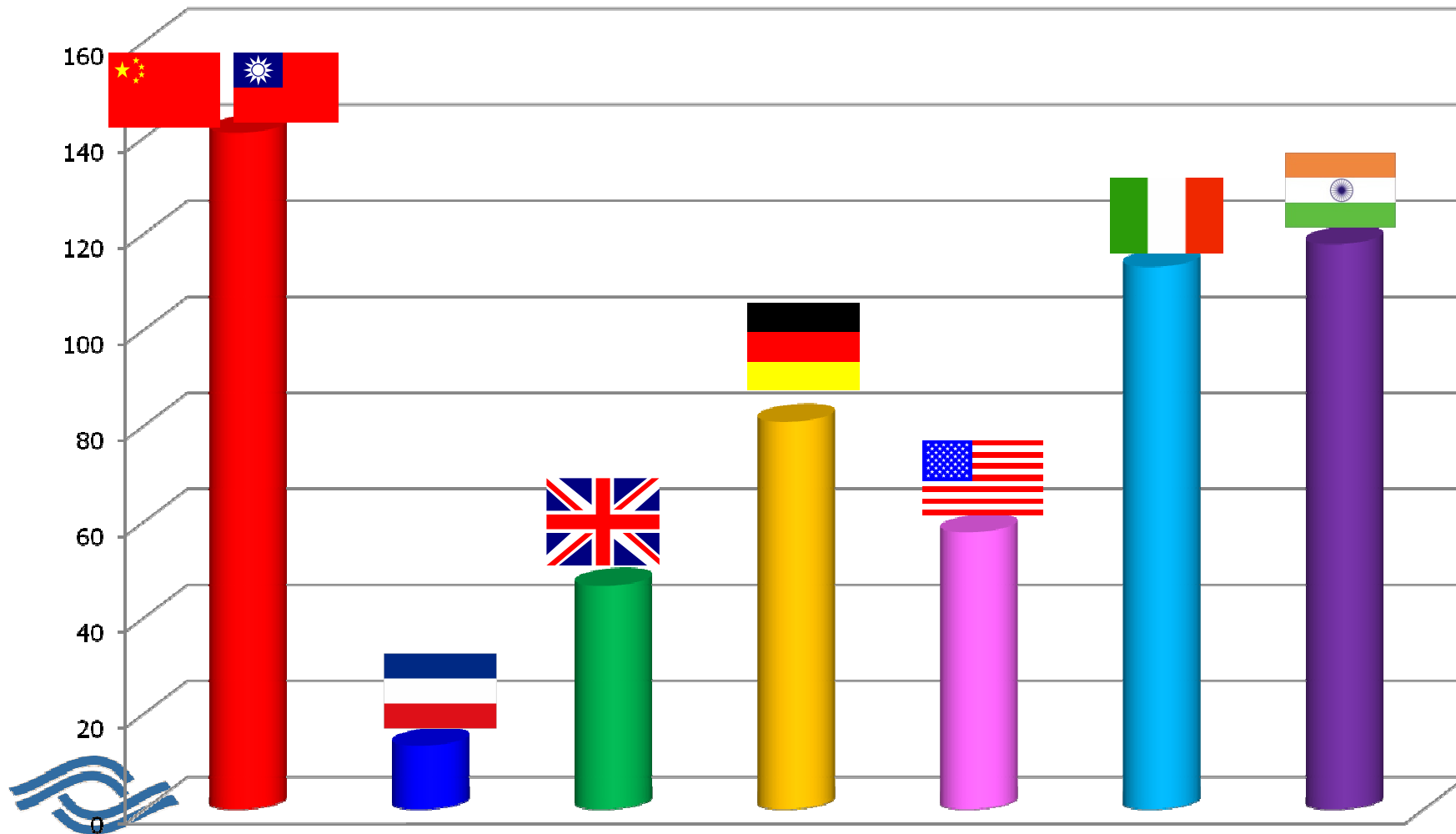
Overall trust disposition ratings based on an aggregate of responses to all 8 items



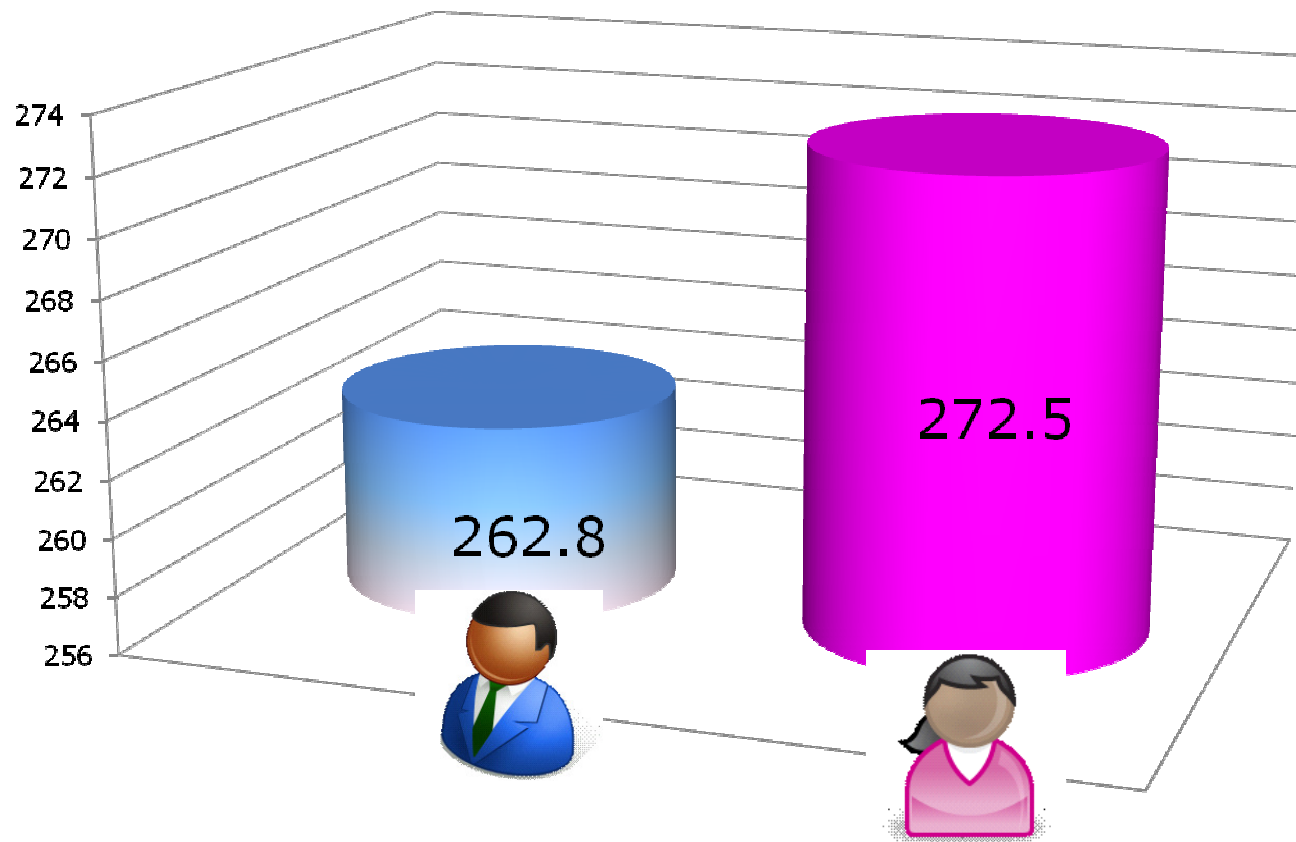
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“In my experience, outsiders remain strangers unless they are integrated into our group. We are friendly but careful with outsiders until they can be trusted personally. This takes time so we invest in getting to know people personally.”





Men vs Women: overall disposition across 7 factors (3.7% more trusting!)

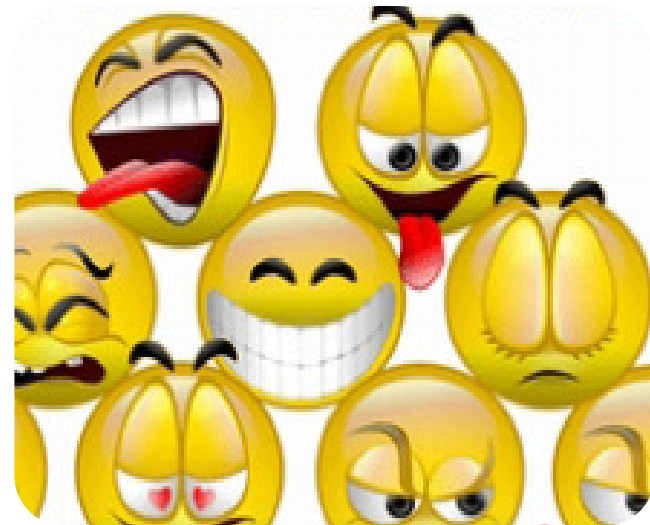
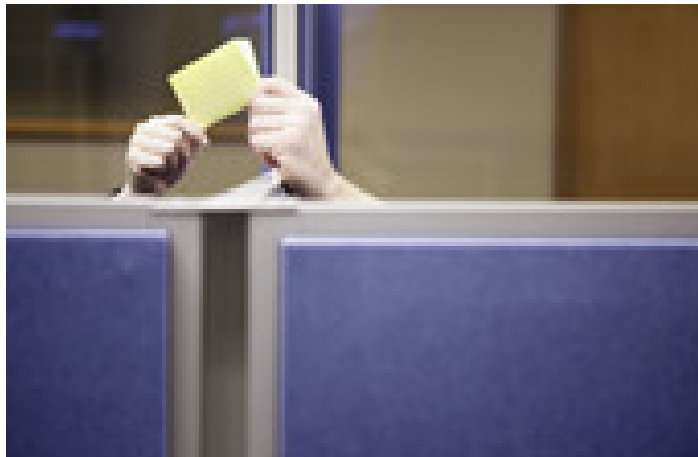


Based on 34% men (342) and 66% women (658)

Results: Disposition to Trust

- ▶ Italians lowest among 7 
- ▶ UK highest among 7 followed by The Netherlands 
- ▶ Cultural background has a stronger effect on disposition to trust than gender

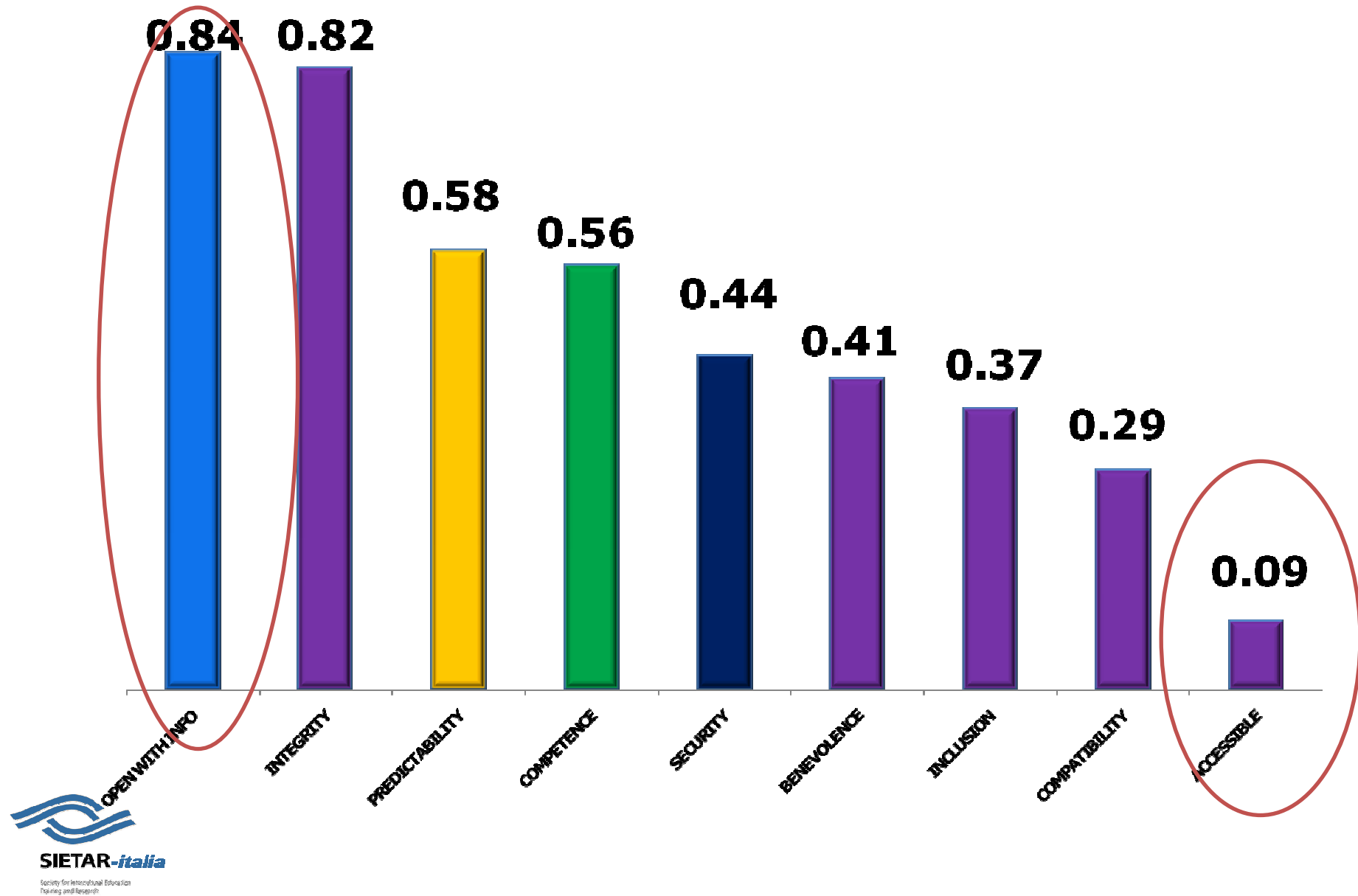
Openness with Information & Emotional Accessibility

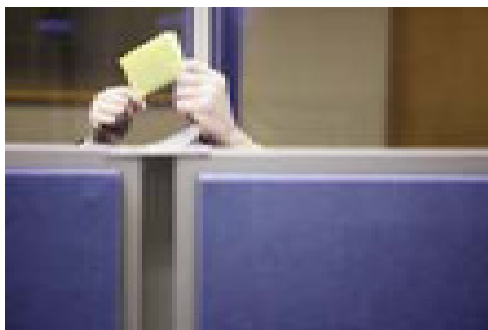


Basis for Research

- WorldWork's 10 Trust Criteria
- Based on extensive review of literature on trust development, including Western & Asian cross-cultural research
- Results of 30 international teams completing the *International Team Trust Indicator*

WorldWork's Results





Openness with Information & Emotional Accessibility



Across Cultures and Gender

Hypothesis

Emotional Accessibility across cultures

IS

- the primary criteria to fill
- linked to low context, emotionally neutral & masculine cultures
- Germany, Usa, UK and The Netherlands should show a relatively higher focus on openness with information than Latin (or Asian) cultures



Hypothesis

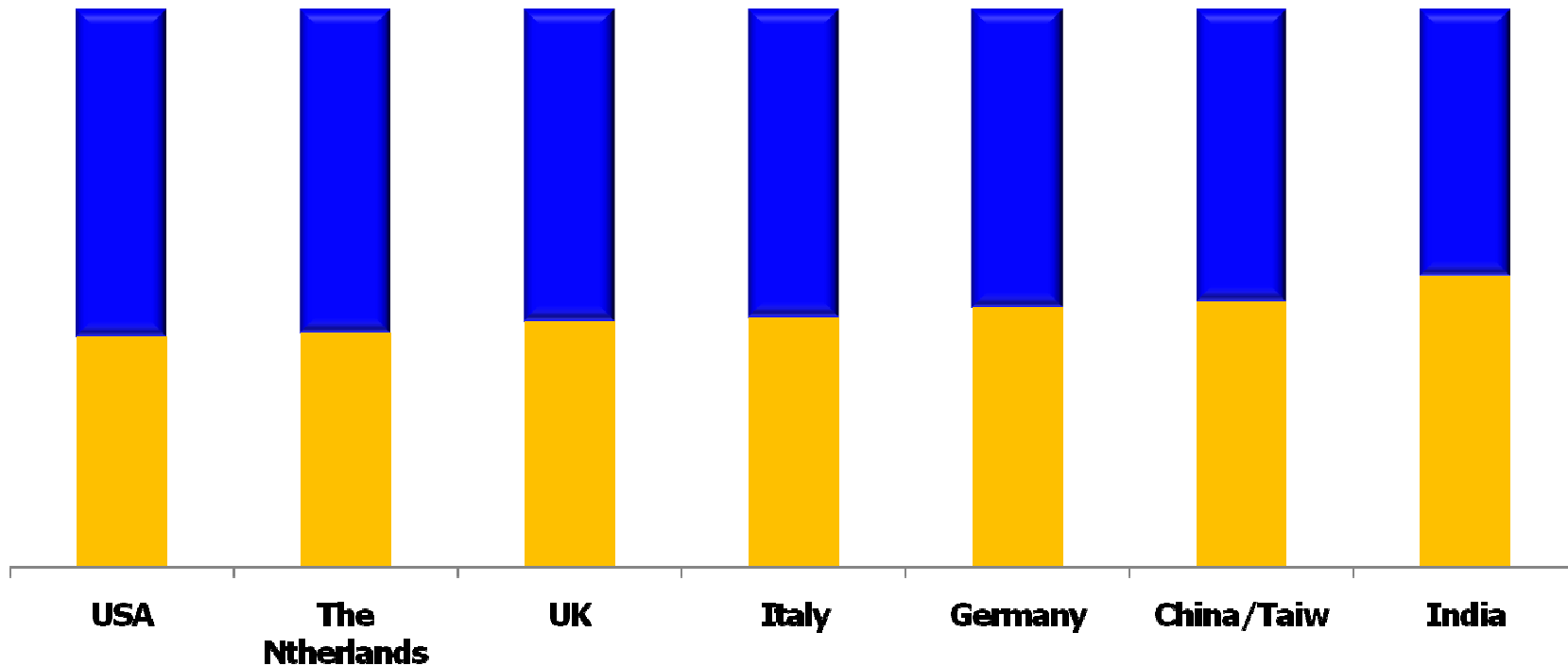
Emotional Accessibility across cultures

IS

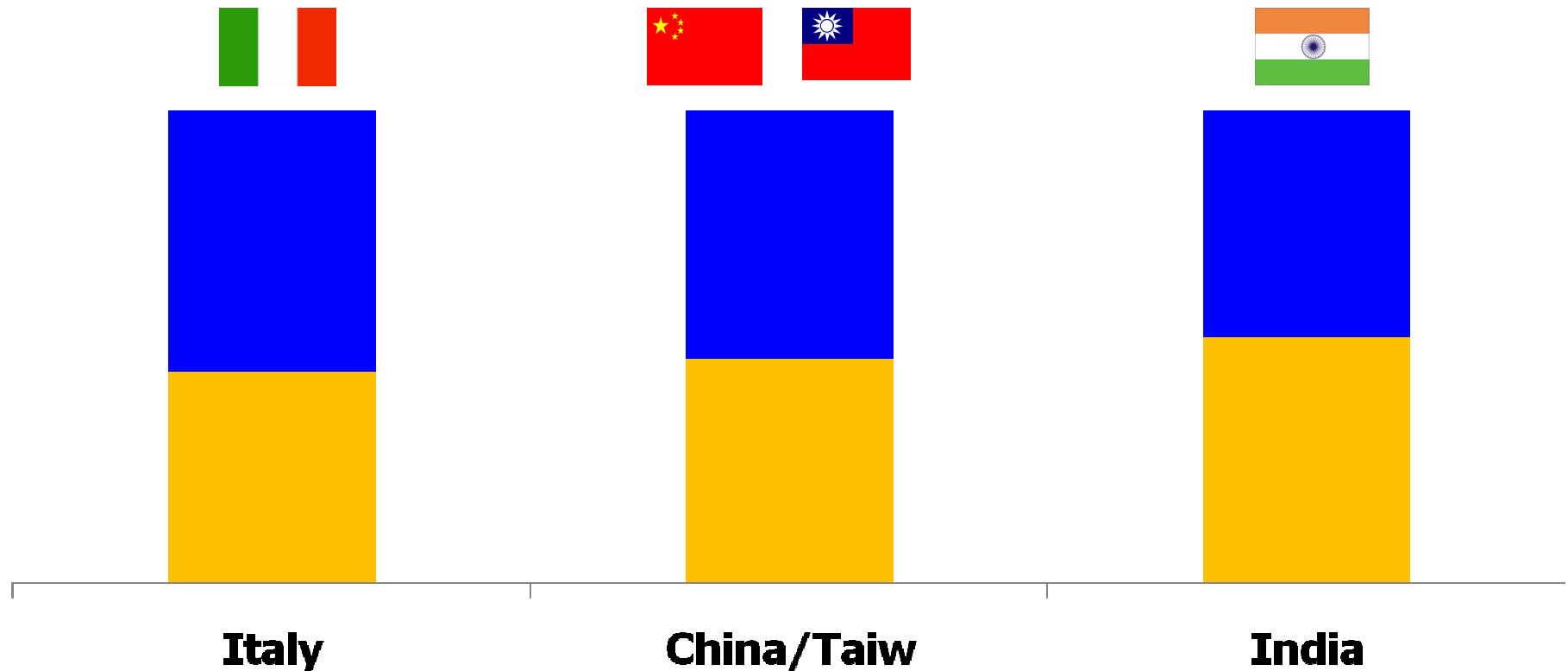
- perceived as satisfactory for team purposes
- linked to high context, affective or feminine cultures
- Germany, UK, USA and The Netherlands should show a relatively lower focus on emotional accessibility than Latin (or Asian) cultures



USA respondents have the strongest informational focus



Emotional factors are relatively more important than informational factors in India, China/Taiwan and Italy



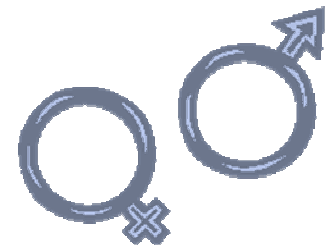
Results: Openness With Information vs Emotional Accessibility across Cultures

- Openness with Information is key criteria for trust ✓
- Emotional Accessibility is especially visible among Asian cultures but in Europe, Italy is highest ✓

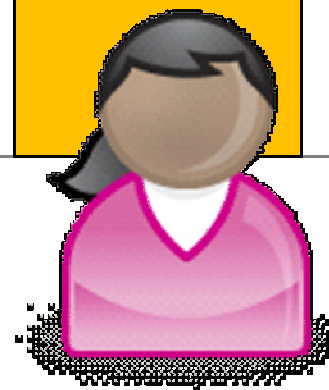
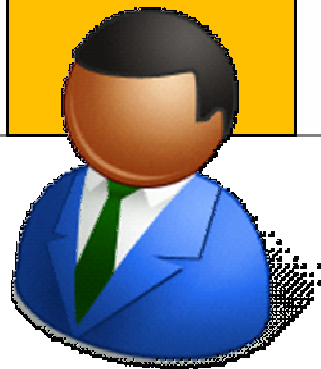
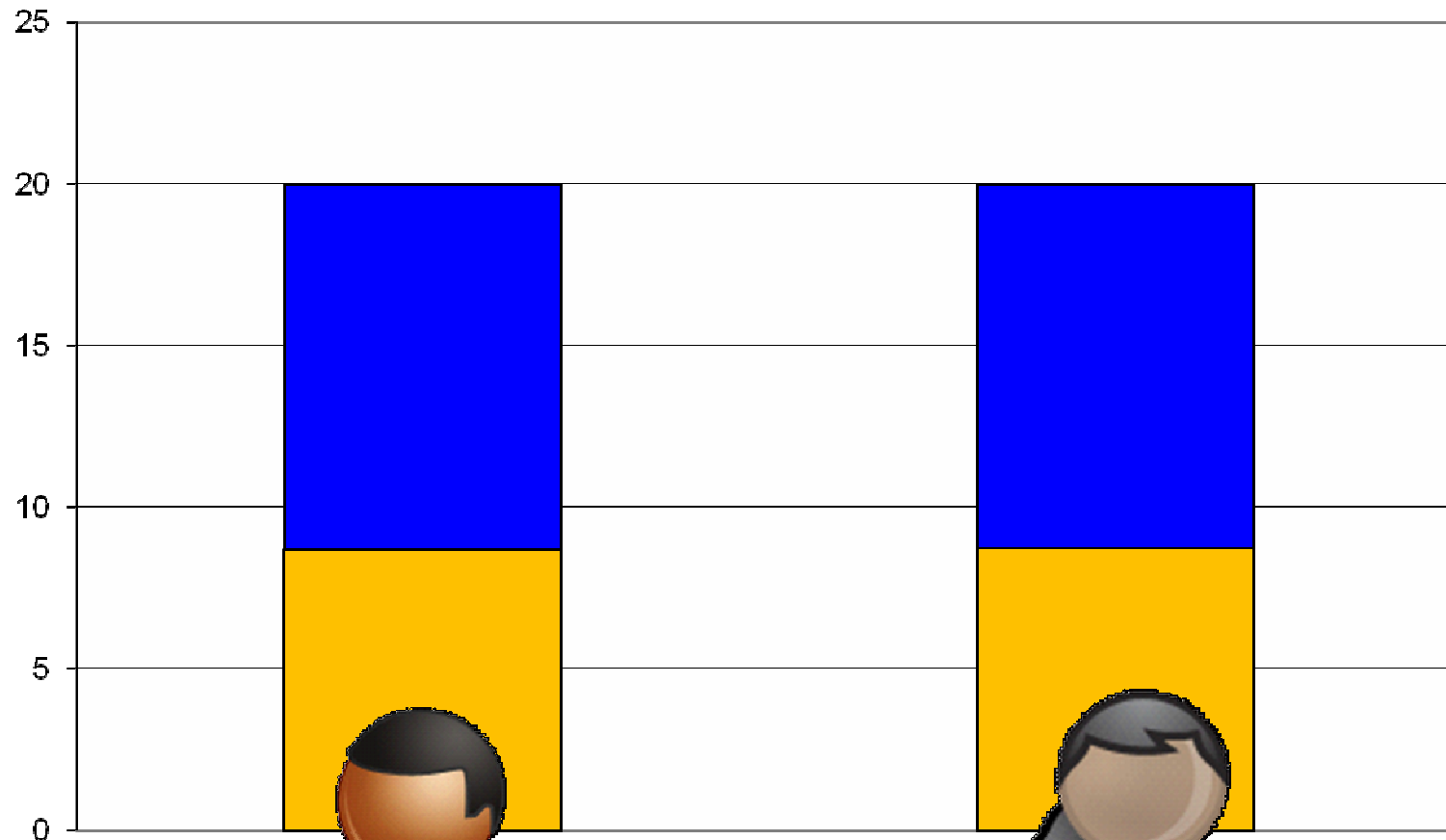


Results: Openness With Information vs Emotional Accessibility across Gender

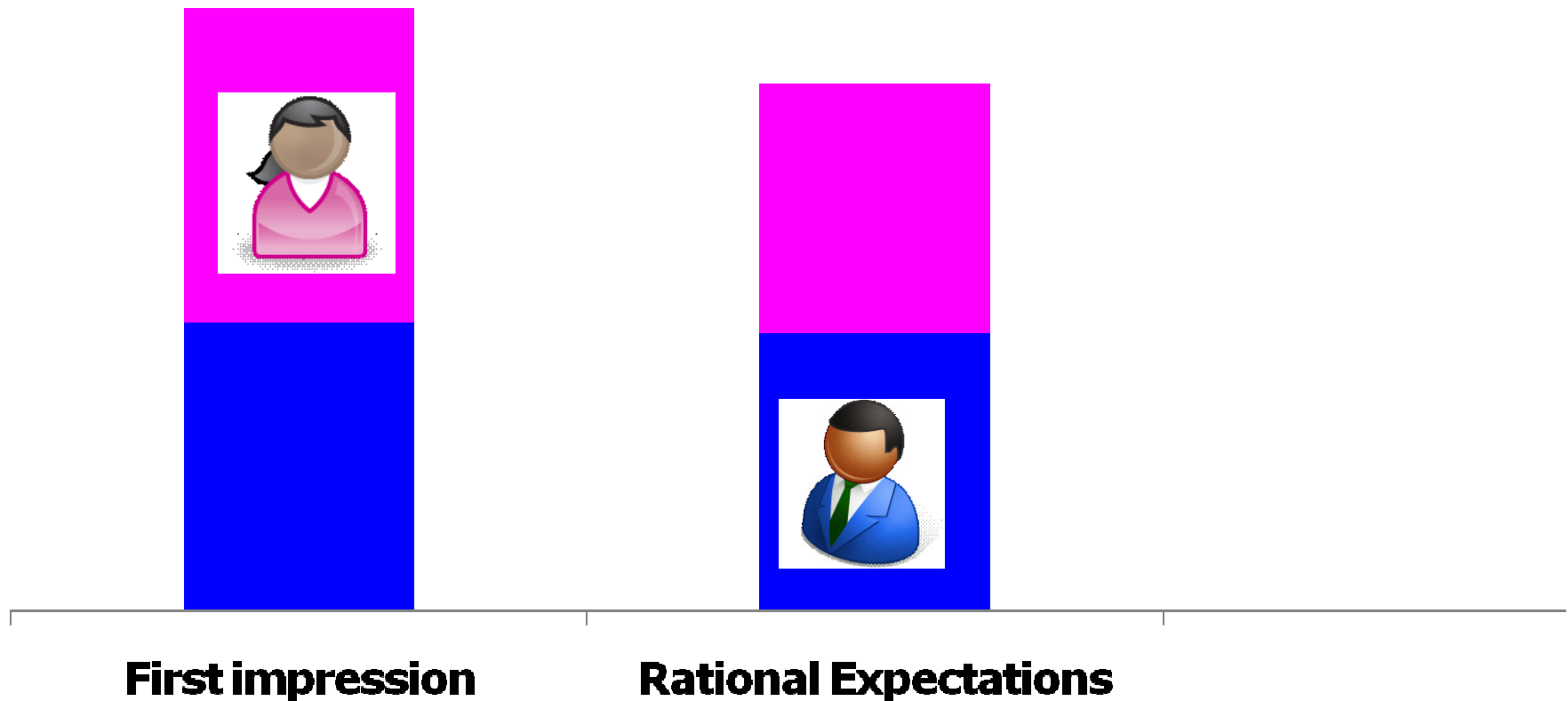
- openness with information linked more to men than to women
- emotional accessibility linked more to women than to men



Overall relative focus on Openness with Information criterion vs Emotional Accessibility criterion



WOMEN: first impression, instinctive feelings
MEN: rational expectations based on specific information about people



Results: Openness With Information vs Emotional Accessibility Across Gender

- no overall gender differences
- But some subtle (and unexpected) variations on first instincts and the need for emotional openness

THANK YOU



www.sietar-italia.org/