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Psychology of Trust

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Abstract

Conventionally, in social psychology research, “perceived competence” that is rooted in a specialized technique and knowledge, and “perceived motivation” that is rooted in the attitude to carry out one’s duty have been targeted, as important factors for earning trust. Today, attention is being drawn to the salient value similarity (SVS) model whose viewpoint differs from that of these two factors. In the SVS model, trust is assumed not only to be dependent on characteristics of the trusted party but also to be determined by the commonality of both the trusting and trusted parties, in particular, by sharing salient values. That is to say that the SVS model insists that “we can trust in and entrust something to a person who has the same viewpoint and shares similar feelings.” Studies related to trust in recent years have clarified that all of the perception of competence, motivation, and value sharing are significant defining factors of trust. In addition, it is reported that the weight of trust in value-sharing perception increases and the weight of competence perception decreases relatively, in the event that the problem someone faces is important to the individual, in the event that there exists an argument in the society concerning the pros and cons of the problem, and in the event that trust in the risk management organization subject to assessment is reduced.

Key words: psychology, trust, salient value, motivation, competence.