

Social Networks : Time to Win Back Trust

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Abstract

In the context of digitalization, it is essential to establish good relationships with individuals within social networks. The objective of this paper is to address trust within these networks, in particular: the nature of this trust, its determinants and its evolution over time.

In this paper, trust is presented first as a multidimensional variable, aiming at maintaining lasting relationships, and then as a dynamic concept that evolves over time. The paper presents an empirical study that is based on a survey using a questionnaire with a sample of 26 social network users.

The results highlight the uncertain nature of trust in social networks. Indeed, the development of a favorable communication climate could serve for a better trust building.

In the context of our current study, special attention should be paid to good communication and contact between individuals encountered on the same networks. If this communication is presented as a basic element, it seems to have a positive effect on the evolution of trust within social networks.

Keywords : trust, social networks.