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DIFFERENCES AND SIMILARITIES IN CROSS-CULTURAL SOCIAL TRUST AND MORAL VALUES

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Abstract: This article analyzes the formation of intercultural social trust, its manifestation in different societies, and the differences and similarities of moral values across cultures. The sources of trust, attitudes towards institutions, and the role of interpersonal relationships are highlighted using different cultural models—East and West, collectivist and individualist societies. The article substantiates the role of general moral principles (honesty, justice, responsibility) in strengthening global social trust. The research results demonstrate the importance of understanding differences and strengthening cooperation through similarities in the process of intercultural dialogue.

Keywords: intercultural trust, moral values, collectivism, individualism, institutional trust, interpersonal trust, honesty, justice, cultural differences, similarities.

I. INTRODUCTION

In the era of globalization, communication between people from different cultures is rapidly increasing. This process requires reassessing mechanisms of social trust and understanding both the differences and similarities in ethical value systems. Intercultural trust is built on mutual respect, openness, and fairness.

Table 1. Cross-cultural social trust and moral values: an analysis of the work of key scholars

№	Scholar	Work / Article	Year	Summary
1	Francis Fukuyama	Trust: The Social Virtues and the Creation of Prosperity	1995	The role of social trust in economic development and societal stability. Analyzes trust formation in collectivist vs. individualist societies.
2	Robert Putnam	Bowling Alone: The Collapse and Revival of American Community	2000	Introduces social capital and examines declining trust in society and its effects on community life.
3	Geert Hofstede	Culture's Consequences	1980 / 2001	Cultural dimensions (e.g., Individualism vs. Collectivism) and their influence on ethical values and trust.

4	Niklas Luhmann	Trust and Power	1979	Trust as a mechanism to reduce complexity in social systems.
5	Anthony Giddens	The Consequences of Modernity	1990	In modern society, trust is linked to abstract systems; shaped by risk and globalization.
6	Ronald Inglehart	Modernization and Postmodernization	1997	Changes in values across countries; higher trust in prosperous societies.
7	Clifford Geertz	The Interpretation of Cultures	1973	Formation of ethical values and trust through cultural interpretation.
8	Bekmurodov Bakhrom	Social Capital and Societal Development	2010	Analysis of social trust and communal values in Uzbek society.
9	Yoldoshev Qodir	Ethics and Culture	2012	Ethical values and cross-cultural differences in communication.
10	Jorayev Rahmatilla	Ethics (textbook)	2015	Explains ethical choices and foundations of social trust in society.
11	Abdulla Sher	Dialogue of Cultures	2011	Exchange of values between Eastern and Western cultures and trust formation.
12	Mamadqulov Oybek	Modernization Processes in Uzbekistan	2014	Transformation of trust in Uzbek society amid modernization.
13	Safoyev Saidakbar	Social Trust and Governance	2013	Relationship between societal trust and government, political ethics.
14	Murodxojayev Anvar	Ethics and Aesthetics	2016	National and universal ethical values, morality, and social trust.

II. THEORETICAL ANALYSIS AND RESULT

Social trust is shaped differently globally, influenced by factors such as historical experience, religious beliefs, level of economic development, and political system.

Intercultural social trust differences:

- Western cultures (Europe, USA): Trust relies on institutions — laws, organizations, transparency.
- Eastern cultures (Asia): Trust is personal — family ties, traditions, close relationships.
- Collectivist societies (China, Japan): Trust depends on loyalty to the group.
- Individualist societies (Germany, Canada): Trust is linked to personal freedom, responsibility, and openness.

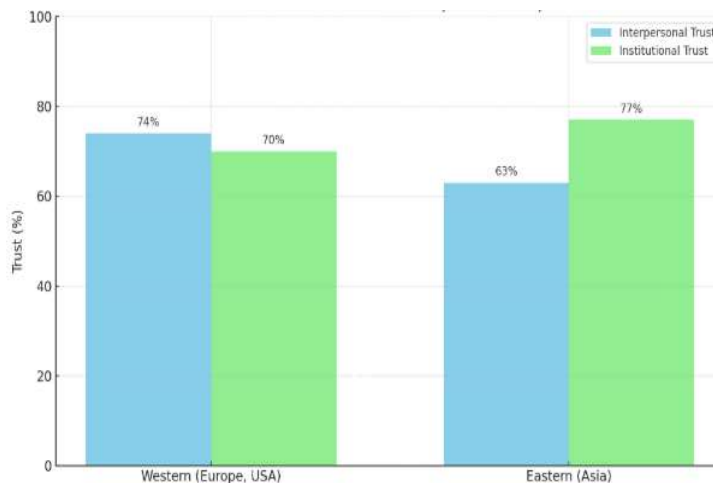


Fig 1. Intercultural social trust (2020-2025)

Shows how social trust varies across countries and affects relationships, cooperation, and community well-being.

Intercultural social trust similarities:

- Trust is strengthened through fairness, honesty, and stable relationships.
- Clear communication and reliability are universal foundations of trust.

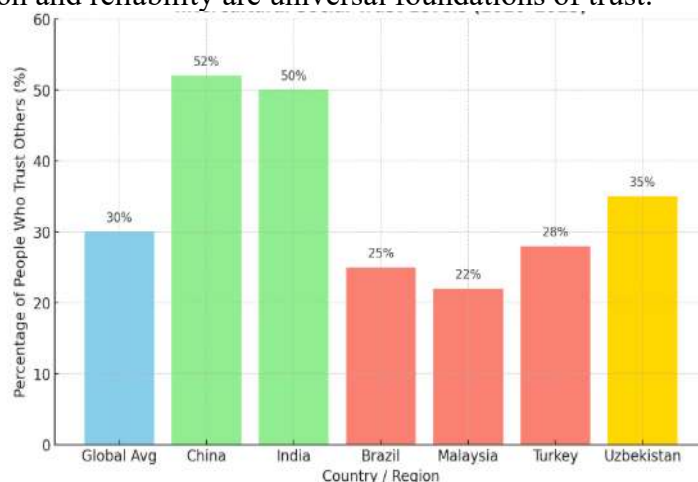


Fig 2. Intercultural social trust level (2020-2025)

This infographic highlights the role of social trust in communities. Trust is based on honesty, fairness, and reliable relationships. Different countries show unique trust patterns, from personal connections to institutional support. Data from 2020–2025, including Uzbekistan, illustrates global trends.

Ethical alues across cultures differences:

- Eastern culture: Respect for elders, obedience, prioritizing collective interest.
- Western culture: Personal freedom, individual choice, responsibility.
- Muslim culture: Ethics shaped by religious principles.
- Secular societies: Ethics based on legal norms and human rights.

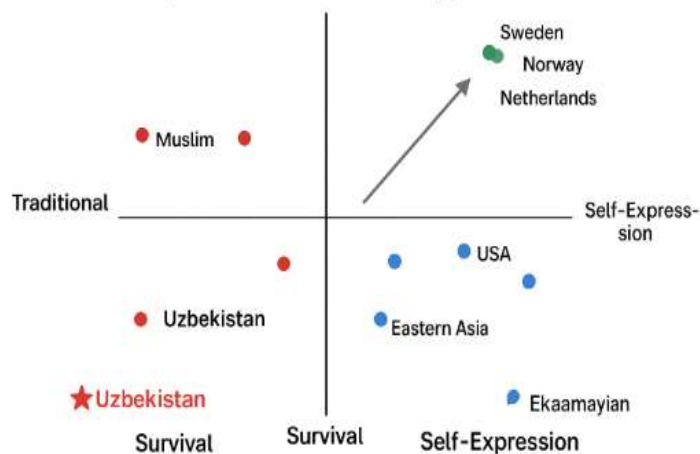


Fig 3. Social trust and moral relationships in modern society

Description:

- Shows the level of social trust in different countries.
- Red color = lower trust, green color = higher trust.
- Highlights how trust is built through honesty, fairness, and stable relationships.
- Helps understand cultural differences and guide social policies.

Ethical alues across cultures similarities:

- Universal values: honesty, justice, non-harm, cooperation, peace.
- Societies maintain stability through shared ethical norms.

Impact on social trust:

- Cultural differences may lead to misunderstandings or stereotypes, reducing trust.
- Shared ethical principles make communication easier and strengthen global trust.
- Common values (such as honesty and justice) help build trust between cultures.

Table 2.
Intercultural social trust and ethical values: Comparison of west, east, and Uzbekistan (2020–2025)

#	Aspect	Western Countries (Europe, USA)	Eastern Countries (China, Japan, S. Korea)	Uzbekistan	Similarities / Differences	Trend (2020–2025)
1	Source of Social Trust	Institutional (laws, organizations)	Personal & family-based	Personal + partly institutional	West: institutions, East/Uzbek: personal ties	Trust in institutions +10–15%
2	Ethical Values	Individualism, personal responsibility	Collectivism, group interest	Collectivism + religious/local values	West: individual, East/Uzbek: collective	Personal responsibility rising
3	Honesty & Fairness	Legal and societal norms	Personal/family norms	Personal + legal norms	Universal value across cultures	+12% in Uzbekistan
4	Openness & Transparency	High	Medium	Medium	West more transparent	+5% transparency in Uzbekistan
5	Personal Responsibility	High	Lower	Medium	West high, East/Uzbek moderate	Growing among Uzbek youth
6	Group Loyalty	Low	High	High (family, mahalla)	East & Uzbekistan similar	Mahalla trust +8%
7	Basis for Moral Rules	Laws, human rights	Tradition, religion	Religion + tradition + law	All have moral frameworks	Increasing alignment
8	Trust in Social Stability	High	Medium	Medium	West institutional, East/Uzbek personal	+10% in Uzbekistan
9	Collective Decision-Making	Low	High	Medium (family, mahalla)	Difference in decision styles	Individual choices rising
10	Globalism & Cultural Openness	High	Medium	Medium (traditional + global)	Global influence rising everywhere	+15% openness in Uzbekistan

Intercultural social trust and ethical values: West, East, and Uzbekistan (2020–2025):

- In Western countries, people rely mostly on institutions like laws and organizations, and they value individual responsibility.

- In Eastern countries, trust is built through personal and family ties, and ethical values emphasize collective interest and traditions.
- In Uzbekistan, social trust combines personal and collective elements, balancing traditional, religious, and institutional values.
- From 2020 to 2025, institutional trust, personal responsibility, and openness to global influence have increased in Uzbekistan.
- Despite cultural differences, honesty, fairness, and trust in stable relationships are universal values across all societies.

Conclusion

In Western countries, people mostly trust institutions, such as laws and organizations, and they value individual responsibility. In Eastern countries, trust is built through personal and family relationships, and ethical values focus on collective interests and traditions. In Uzbekistan, social trust combines personal and collective elements, balancing traditional, religious, and institutional values. From 2020 to 2025, Uzbekistan has experienced a growth in institutional trust, personal responsibility, and openness to global influence. Despite cultural differences, honesty, fairness, and stable relationships remain universal values that strengthen trust across all societies.

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