Research on private trust in network society

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Abstract: With the development of Internet communication software, more and more people rely on instant messaging software. The development of Internet communication software not only increases the development channels of intimate relationship, but also brings new problems. In the network, it is easy to produce private trust crisis because of individual differences and the existence of labeling behavior. This study uses the method of network ethnography to investigate, and interviews the samples to understand the causes of personal trust crisis in intimate relationships, and analyze and judge the impact. Through the comparison and analysis of the interview results, it is found that the private trust crisis is affected by the familiarity of both sides of the intimate relationship, individual differences and other reasons. Before the existence of the Internet, there was also a crisis of private trust in intimate relationships. In today's society, this crisis reappears with the help of the Internet as a medium.

1. Introduction

According to the Statistical Report on the Development of the Internet in China released in 2023, various types of Internet applications in China continue to develop, and the scale of users of many types of applications has increased to a certain extent. First, the user scale of instant messaging, network video and short video is still in the top three. As of June, the number of users of instant messaging, network video and short video reached 1.047 billion, 1.044 billion and 0.26 million, respectively, with user usage rates of 97.1%, 96.8% and 95.2%, respectively. Second, the number of users of online car-hailing, online travel booking and online literature has achieved rapid growth. As of June, the user scale of online car-hailing, online travel booking and online literature increased by 34.92 million, 30.91 million and 35.92 million, respectively, compared with December 2022, with growth rates of 8.0%, 7.3% and 7.3%, becoming the three types of applications with the fastest user growth. In traditional society, the trust model is mainly private trust and interpersonal trust. [1]With the development of Internet technology, people began to use the Internet as a medium for social interaction, online social networking once became a boom, but also triggered a new situation of social interaction. Under the background of changing times, trust has become an important dimension of social structure and is participating in changing the world. [2]For example: "online love", "cloud New Year" and other new social ways along with online social emergence.

Instant messaging software (such as wechat, QQ) exists as an online social field, while in recent years, non-instant messaging software (such as: Douyin, Kuaishou, Bilibili) communication trend,

this kind of software mainly games, entertainment, leisure and other basic functions exist, with chat, voice, video and other social interaction functions, has the potential to develop into an online social field. Instant messaging software and non-instant messaging software complement each other, forming a new type of online social networking based on instant messaging software and non-instant messaging software. To a certain extent, it increases the variability and complexity of the online social field, and people have more online social channels and ways. They can choose social platforms according to their personal characteristics and preferences, and screen out the online social ways that are more in line with their preferences.

2. Literature review and theoretical assumptions

2.1 Literature review

As a new social field, people use the Internet as a carrier to accelerate their entry into the digital age, breaking the traditional social interaction field and creating a more convenient and efficient way of interpersonal communication. Jiang Qin believes that identity crisis refers to a kind of confusion and anxiety about the uncertainty of self-identity that affects the normal social life of the subject, which is mainly manifested as self-denial, alienation from others and indifference to society.[3]In the digital age, the group differences caused by the new social interaction mode have led to the development of digital inequality, digital divide and other practical problems. Research shows that online social networking can expand contacts and improve the heterogeneity of interpersonal communication, which is the extension of offline social networking. At the same time, online social interaction can get rid of the influence of preconceived factors in social interaction, and build a more equitable online social structure. Inequality is the product of a practical process in which social groupings are created rather than given in reality. [4]

2.2 Theoretical assumptions

On the other hand, Social trust is the concentrated embodiment of social cohesion, which reflects the sense of participation and belonging perceived by individuals in interpersonal communication. [5]with the rise of social interaction based on the Internet, the use of the Internet not only brings convenience to people, but also brings many problems. The influence of online social interaction on society and individuals is gradually increasing, and the research on the influence and change of the "trust" degree between people by the Internet is also increasing. According to the scope of social interaction, trust can be divided into private trust and public trust. The former refers to a limited range of interpersonal trust, which is often based on familiarity and habits, and occurs between people who are close to each other. From the perspective of social development theory, Luhmann regards "familiarity" as an indispensable factor of trust behavior. Familiarity, in his view, is a prerequisite for trust, as well as distrust. Familiarity raises the threshold of expectation between agents and leaves the opportunity for risk to arise. The latter refers to trust relationships that apply to a larger range of social interactions. According to Klaus Ofer, public trust is built more on the basis that "I know the traditions, culture, and values of a particular group, and I can extend the trust to everyone who belongs to that group." The social problems caused by social interaction mediated by the Internet mostly focus on the research on the relationship between Internet use and social trust, that is, how the Internet, as a new information transmission and communication channel, affects the level of social trust. Or they think that the increase of Internet use time has crowded out the frequency of offline communication. The problem research focuses on the irreconcilable contradiction between online and offline, whether online social communication has narrowed or alienated the distance between people, and whether it is worthwhile to expand the relationship with

strangers by increasing online social communication at the cost of alienating reality.

Based on Cooley's Looking-glass theory and labeling theory, this paper explores the causes of the private trust crisis in intimate relationships caused by the way of social interaction mediated by the Internet, explores the causes and effects, and finally puts forward relevant suggestions according to the causes and effects of social problems.

3. Description of current situation

Group activities and social processes are based on social actions that are conditions and results of each other, and social interaction is formed when the parties involved take social actions against each other. Social interaction, also known as social interaction or social interaction, is the process by which people take social actions and react to social actions of others. Social interaction mostly occurs between individuals. Traditional social interaction has a fixed field, and people interact with each other through face-to-face communication. After the emergence of the Internet, people have a new social interaction field and begin to use the Internet as a medium for social interaction. The way of social interaction with the Internet has also developed from chat rooms to instant messaging software such as QQ and wechat, and then to non-instant messaging software such as Tiktok and Kuaishou. Under the background of the Internet, the way of chatting has developed from monism to pluralism, from a single channel to contact with the interaction to a variety of channels, from only words to pictures and other ways of expression, communication methods are becoming more and more humanized and convenient, but also bring communication pressure and problems, and even irreconcilable contradictions. The relatively stable social environment conforms to People's Daily expectations, and there will be no abnormal behavior.[6]

As a special emotion of human beings, the true content of love lies in the spiritual world, in the running-in of both sides of love. As an independent individual, each person accepts different social contents in the process of growth with individual character as the base color, so as to grow into an individual with personality. The process of love is the process of two independent individuals with different personalities running in with each other, and the process of running in both sides' living habits, values, outlook on life and world outlook. After a period of time, the characteristics of the other side began to appear in the personality, that is, the conciliation of each other's personalities and the generation of commonalities. The spiritual fusion of each pair of lovers is a difficult process of combining personality and sociality.

Generally speaking, if the relationship model is campus love, the couple can have most of the time to contact each other in the real world and get to know each other. If the other party cannot be contacted in time through the Internet communication software, you can also go to the place where the other party often stays at a certain time. Long-distance love and online love often can not have such convenience, the commonality of these two love models is the need to use instant or non-instant software to communicate with each other, and learn more about the other half of the Internet image. There is a difference between online chat and real chat. Online chat can only express feelings with words and pictures.

In real chat, we can judge each other's emotions and attitudes by their expressions and actions, and even the speed of their speech. However, in the Internet, we can not perceive each other's emotions, more through the text, this process is easy to join the individual fantasy and conjecture, the result is that the actual image of the love object is not consistent with the reality. The market needs the same balance in love. In the Internet media love group, if one of the two parties in love has a high demand desire (refers to having a high frequency of contact with the other party to share the characteristics of their lives), the other party has a low demand desire (refers to having a low frequency of contact with the other party to share the characteristics of their lives). If the demand of

the party with high demand desire cannot be satisfied by the party with low demand desire, it is easy to cause conflicts. As the party with low demand desire cannot reply to the message in time, conflicts arise and trust crisis occurs. Or when the communication between the two parties is not equal, it is also easy to produce a crisis of trust.

4. Analysis of results

Trust is generally understood as a basic condition for inter-subjective communication. Luhmann sees it as "the 'nature' of human nature and the self-evident state of affairs of the world, a fundamental fact of social life." According to the applicable scope of trust, trust can be divided into two types: private trust and public trust. The former is trust established within a limited scope, usually based on familiarity and habit. The latter is beyond the particularity of private trust, and has the characteristics of universality. Both partners need to communicate to get to know each other and build personal trust.It is normal for intimate relationships to have trust crisis and contradictions. With the rapid development of the Internet today, this kind of contradiction shows up in a new form. People no longer carry out social interaction through single forms such as "face-to-face communication", but communicate with instant or non-instant software on the Internet. Communication has more selectivity, and contradictions have a new expression carrier. It cannot be absolutely said that the Internet is the root cause of the private trust crisis in intimate relationships, and the Internet is just a new expression carrier of inherent contradictions. Online communication not only helps people to break the time and space limit and expand the scope of interpersonal communication, but also occupies the time of real interaction with others. It makes people focus on the distant world and ignore the relatives and friends around them.[7]

5. Research Conclusion and Countermeasure Suggestion

As an information technology, the Internet makes people more closely connected. Since the Internet was developed, the way of human life has undergone profound changes. It changes people's way of life, allowing them to break the geographical restrictions and connect with others anytime and anywhere. In addition, the Internet has anonymity, so people can express their opinions freely and make their own remarks. Because the Internet is a virtual space, people cannot fully know what others say. As a result, people can get some information from various sources. At the same time, the Internet also provides people with a lot of information sources. Therefore, the Internet makes it possible for people to obtain all kinds of knowledge and information. Although the Internet has a lot of benefits for people, it also has some negative effects. The spiritual fusion of each pair of lovers is a difficult process of combining personality and sociality.[8]

In the past, when it was not easier to communicate with others "anytime" through communication software, the lack of contact between close relationships could be explained by the excuse of distance. But now that the development of the Internet has made it possible to successfully keep in touch with others at all times, the difference between "not wanting to connect" and "not connecting" has become clear. Communication software helps the two sides of the intimate relationship break the time and space limit, expand the possibility of communication, and occupy each other's time and spirit from the electronic space. If one party pays too much attention to the frequency of contact with the other party on the communication software, and the other party cannot reply to the information in a timely manner, maintain the same frequency with the other party of the intimate relationship, that may produce a private trust crisis, which may seriously end the intimate relationship.

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