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THE EFFECT OF NEIGHBORHOOD MANAGEMENT BASED ON

Abstract:

Tehran over the past several decades have had a rapid growth and extensive development and the result of such rapid growth, is the weaken the balance between social stability and trust and social capital of citizens.

This particular issue was raised at the neighborhood level and this is one of the main reasons for the managers to manage urban neighborhoods and thriving discussion centered in this area in the recent.

In this context, this paper, based on the findings of a survey in the region 3 of Tehran Municipality has been carried out, Sought to examine the impact of neighborhood management based on the trust of the citizens of the municipal entity.

The findings of this study show that the "participation rate", "SPM", "responsibility", "Networking - Building" and "interpersonal trust", according to the theoretical model of neighborhood management component can be ignited, and there is a range of social trust relations Also, examine the multivariate relationships among the five indicators that show mentioned, the only indication of "interpersonal trust" direct communication with the citizens' trust in city management and an indirect effect through other variables as interpersonal trust can be.

Keywords:

Neighborhood -based management, social trust, urban management, cognitive value of the trust

Introduction

Neighborhood-based management is one of the main pillars of development and was considered as the fundamental lever of sustainable development that through it we can enhance and reinforce participation and the responsibility between members of society.

Neighborhood-based management is one of the modern concepts that in socio-economic review is considered and it is the main element of development and social order.

Meanwhile, confidence, an important aspect of human relations and cooperation among community members is an underlying factor.

In fact, social trust is a mechanism for providing social bonds and creating the conditions for citizen participation that it is also affected by a dialectic relationship.

Urban spaces in modern period has the major characteristics including city body that it made different from the past times. City is not made by buildings and parks and urban furniture but interactions between citizens and the feelings of belonging to city will form identity of the city. In this study we considered the concepts of participation and social trust. The concepts that were considered as the critical elements to achieve democracy and sustainable development. Today, the issue of local communities and their organizing plays important roles in urban sociology, urban planning and urban management. Experts believe that the people of the neighborhood-based institutions by offering new behaviors and institutionalized them, can play an important role in creating and recreating the concept of citizenship. From aspects of this disintegration are weakness of social capital and lack of interest in neighborhood, lack of reciprocal trust and social responsibilities.

The researches show that, where the high trust based relationship exist, the society members are more intended to voluntary participation and social interactions.

Hence, the trust proves relations and dialogue, receiving the objects of modernization. The issue is, given the extent of the high volume requirements and duties; urban management services incurred in connection with the lack of resources, monitoring and performance, the weakness of the elements citizen-trust and common sense of citizens, Current dominance of centered planning, lack of urban planning for civic participation (that would improve the local environment and social life) deterioration of physical and social security. This research is seeking to study the possibility of stabilizing a neighborhood-based urban management that is an important step toward good Governance and reinforcement of civic trust, in Tehran city. Tehran city over the past several decades due to various political, social and economic elements has been developed extensively and rapidly. The result of such a rapid growth is as following: social stability and environmental imbalances and spatial inequities, eliminate of trust and social capital in certain areas, and particularly in the neighborhood.

On the other hand, in terms of Giddens, confidence in pre-modern societies has less importance than modern societies.

Because the more time and space distances between them is greater, the more confidence they'll need. (Ritzier, 767:1386)

One of the most important needs of citizens in the metropolitan city like Tehran is the trust in Urban Management.

Since the creation of the trust, reduce the cost of control and evaluating, and increase the effectiveness, the necessity of identifying the factors that can create trust, is palpability.

Many researches have been done to show the outcomes of trust in organizations.

They point out that, trust makes an information distribution to all persons in the organization and sharing of information, commitment decision, organizational-citizen behavior, job satisfaction, leader-member interaction and intention of stay in organization.

Therefore, the main goal of this research is the study of impact of neighborhood – based management on citizen trust and urban management.

Meantime receiving profound knowledge of some important elements in this process.

Research

objectives

- 1 - Check the status quo trust of citizens in the neighborhoods of Tehran
- 2 - Check the status of neighborhood management in the city center of Tehran
- 3 – The study of such situation in Tehran city residents
- 4 - To provide context for the development of social trust, to enhance social and cultural interaction through neighborhoods.
- 5 – Providing strategies to exit from the current situation

The theoretical background

The researcher, has been studied the two types of theories in the field of neighborhood-based management and trust.

The theoretical part of the neighborhood management area is that is about "the history of the Neighborhood-based management objectives and its executive instructions.

On the other hand, for studying the concept of social trust has been explored a range of the theories (from the classic to modern) including:

Tönnies, Durkheim, Fukuyama, Putnam, Eric Eriksson, Inglehart, Johnson, Class Of, Le Mans, Parsons, Chalabi, Coleman, Ztunka, Giddens

According to the conceptual framework of this research, the social trust can be achieved by gathering the three type of Trust including: institutional trust, instrumental trust to employees and the cognitive value trust.

The institutional trust, means; belief in the Efficiency and stability and continuity to planning for it.

The conceptual framework of institutional trust in the general form of citizens' trust in institutions and municipalities have been analyzed.

Trust instrument, means the trust to the Municipal officials and employees as tools, the interest in the enforcement of laws and regulations, operation rules, special measures for employees, employees' experience and ability, skills and knowledge of employees, acting responsibly by employees and officials of Tehran Municipality.

Value and cognitive trust means, trust to respect forethical values such as honesty, personnel, problem solving, understanding the needs of staff and expectations of the community, the financial health of employees, interest and response personnel, respectful treatment of employees, ensuring employee, how staff behavior and staff and officials of the municipality.

Theoretical Framework

In this research, neighborhood-based management elements and indicators such as community participation, monitoring their neighborhood, their accountability, networking and increased interpersonal trust is measured.

According to the point of views that expressed in this research and the research that has been done in this field, a combined theoretical framework appropriate to the research question and the approach of theorists such as Putnam, Zukav and Giddens made. For investigating the relationship between social trust on general and social participation, we used Putnam's theory that emphasizes on the social capital importance. Also for studying the dimensions of social trust and their relationship we used Giddens theories. According to his theory, social trust has three dimensions that include: fundamental trust, interpersonal mutual trust and abstractive (institutional) trust. In investigation of institutional trust on urban management we used Ztumka theory that is affected by value and instrumental trust. This theoretical framework is theoretical foundation for this study that the theoretical solution to the problem could be come out from it.

In comparison with all theorists, Giddens, provides the more comprehensive theory of social trust than other theorists.

He examines different types of trust (basic, interpersonal interaction, abstraction) and within his theory structured analyzes the concept of trust in both micro and macro level.

People also can have belief in value trust in abstract systems, such institutions. We could call this process as the Institutional level. This is what Giddens calls that trust idea to "expert systems" (Iran Social Issues, 1383, 307-306). The purpose of Giddens, about expert systems, is systems that do technical work or specialized skills that vast areas of physical and social environments of our present life (Giddens, A., 1388: 33).

According to Ztumka's point of view, Trust is a prerequisite for cooperation and the product of successful cooperation (Ztumka, 1387 : 114). He believes that the culture of trust will enforce the cohesion of individual and society and will affect on identity feeling that creates common congruity. This congruity will causes cooperation, reciprocal help and even readiness for sacrifice for others. (Ztumka 1387 : 187-186). On other hand, he knows the more abstract trust situation is focused on institutions and organizations.

In this study the effectiveness of neighborhood-based management, according to the listed criteria (involvement, supervision, responsibility, and networking), on social trust in urban management is measured.

Trust in urban management, has been measured with examining the role and function of municipality and the trust that exist between citizens and municipality.

This type of trust is institutional trust. Once, this trust must be existing at the interpersonal level and then have gradually grow up and reach to macro level in society.

Within the framework of this study, trust in the organization that comes under the heading of institutional trust, affected by the primary branches of trust that is the basic and interpersonal trust.

Considering this issue, in addition of institutional trust, we decided to examine interpersonal and fundamental trust to revealing their impact on institutional trust.

Under the proposed framework, the main question that will be answered in this study is: Neighborhood-based management how could impact on the enhancement of citizens' trust in urban management? Accordingly, the assumptions that have been examined in this study are including:

1. It seems with increasing community participation in neighborhoods, the level of institutional trust in citizens will be increased.
2. It seems to increase oversight of the district's residents will enhance confidence in the institution.
3. It seems with increasing responsibility of the people in neighborhood affairs, the trust of the citizens in urban management will be increased.
4. It seems there is a relationship between networking in sectors and increasing trust.
5. It seems the interpersonal trust will cause institutional trust of Citizens.

The Method of the study

In this study, we have tried to manage the impact on citizens' trust in Neighborhood-based urban management by holding a "Survey" assessed. For doing this study, three methods of documentation, survey and field study will be used. The instrument for documentary method, in this study, on the survey, "questionnaire" and filed methods, interviews and observations are used. The instrument measurement for survey method is questionnaire. Our questionnaire contained two types of questions: questions of identity and questions related to the main variables.

These questions are based on the assumptions of the study and has been designed to measure variables and its reliability was assessed by calculating Cronbach's alpha coefficient. This questionnaire was designed in the form of a Likert questionnaire and it has done through interviews and field work. Thus, all citizens over 15 years old resident in region 3 municipality of Tehran have been selected as the sample society out the questionnaire, there was calculated 384 persons for region 3 by putting numbers in Cochran formula, that this quantity reduced to 370 questionnaire after putting out the corrupted questionnaire. The final analysis was performed on the same scale. Practices making Samples used in this study, a multi-stage sample clusters is determined.

In this sampling method, the sample population that was studied was divided into smaller cluster in one or several stages. And for doing sampling in each cluster, it will

be used by simple coincidental sampling or systematic coincidental sampling. Accordingly, in this study, at first the geographic area of region 3 and its 6 districts was selected, then every district has been divided in sectors. Finally, the final respondents in each sector was selected by systematic coincidental sampling.

Findings

In this section of the report we present the findings and results of the research. To achieve this goal, two types of descriptive statistics and inferential statistics were used. The descriptive statistics section, in order to describe variables of the study we have used, descriptive statistics such as frequency distributions and in the inferential statistics section, we have studied relations between variables, generalized estimating the parameters and results of sampling variability.

In this section, in order to study the relationship between two variables, we have used Pearson's correlation exam and also for studying multivariate relationship, we have used regression analysis and the path of profit analysis. Profile of the respondents indicated that in the sample, the sex ratio was balanced. More than half of the participants (it means equivalent to 58.4%) were in the age range 15 to 34 years and the rest (41.6%) were more than 35 years. About one-third, (approximately 60.1% of the respondents) were married and 36.8% were single.

About 99.8 % of the respondents were literate, between this, 33.2 % of them had bachelor degree, and 22.5% were high school graduates. Distribution of respondents on the basis of residence in Region 3, indicates that, 22.8 % of those have lived in this region, since more than 40 years and 29.3 percent, have lived in region 3 since between 21 to 30 years, also 10.6% of them are living less than 10 years in this region.

In regarding the history of settlement in the sector, the results are a little different. The most proportion of people in the sectors appear to live in this sections less than 10 years (44.6%) and only 4.7 % of respondents have lived have lived in their sector for more than 40 years. Also, 79.3 % of respondents knew their community manager.

In general, institutional trust of citizens in urban management that is combination of cognitive-value and instrumental trust in municipality is in moderate level.

The results indicate that 73.6% of respondents, have the instrumental trust in the employees and officials of the municipality in intermediate level and 22.3% of respondents, have had high level cognitive value trust in the staff and municipal officials and only 9.6% of them, have low cognitive value trust in urban management. In the following, we will discuss about the relationship between the main variables to examine the validity of existing hypotheses.

Table 1: the relationship between variables

Dependent variable	Independent variable (institutional trust)
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Participation rate	R = 0/276 Sig = 0/000
The rate of Monitoring responsibility	R = 0/215 Sig = 0/000
Interpersonal trust	R = 0/299 Sig = 0/000
Networking	R = 0/047 Sig = 0/384
Neighborhood management	R = 366/0 Sig = 0/000

The information of above table shows that, there is a relation between the four independent variables including, participation rate, degree of supervision, accountability and interpersonal trust and institutional trust that is dependant variable. The level of significance of this table about these four variables indicates that, significant relation that exists between the four independent variables and the dependent variable is extensible to statistical society.

Also, the direction of the relationship between these four variables are positive that means, with increasing each of these variables, the institutional trust increases. Meanwhile, participation rate has the most correlation with institutional trust.

The information of table shows that there isn't any significant correlation between two variables "networking" and "institutional trust". Therefore, the hypothesis of this variable is rejected. The main hypothesis of this study is, the existence of relationship between two variables, "Neighborhood-based management" and "trust in the municipal ". For evaluating this relation, the variable "neighborhood-based management" was composed by combination of 5 above variables. And it was evaluated the relation of that with trust on municipality. The information of above table shows that there is a correlation between "neighborhood-based manager" and "institutional trust".

This correlation has been positive and in terms of intensity, is more than moderate (366/0).

In other words, this relation indicates that respondents who have a high community management approach, have the higher trust to the municipality (trust) than other respondents.

The significance level (000/0 sig =) of the table indicates that the relationship between the two variables is statistically significant and with high level of confidence (99%) is

extensible to statistical society. In next step, the variable institutional trustis inserted in the regression analysis system as the dependent variable and 5-variables: "participation rate", "rate of monitoring", " responsibility", "interpersonal trust" and "networking" as independent variables, are inserted in the regression analysis system. Forinserting the variables in regression analysissystem, we used contemporary entry method.

Table 2: Summary of regression model

Standard provisioned Error	Modified coefficient Rate	Coefficient Rate(R^2)	Rate(R)	Model
10/9122	0/152	0/171	0/413	1

The information of table 7 shows that, there is a positive correlation generally between the five independent variables, the "participation rate", "rate of monitoring," responsibility "interpersonal trust" and "networking", and the dependent variable," institutional trust".

This correlation shows number 0/41 in term of intensity, it is a moderate correlation. Thethird column of the table shows Determine Coefficient model and the next column is theModified Determine Coefficient that is the Coefficien or(R^2) that has been modified in the regression model.

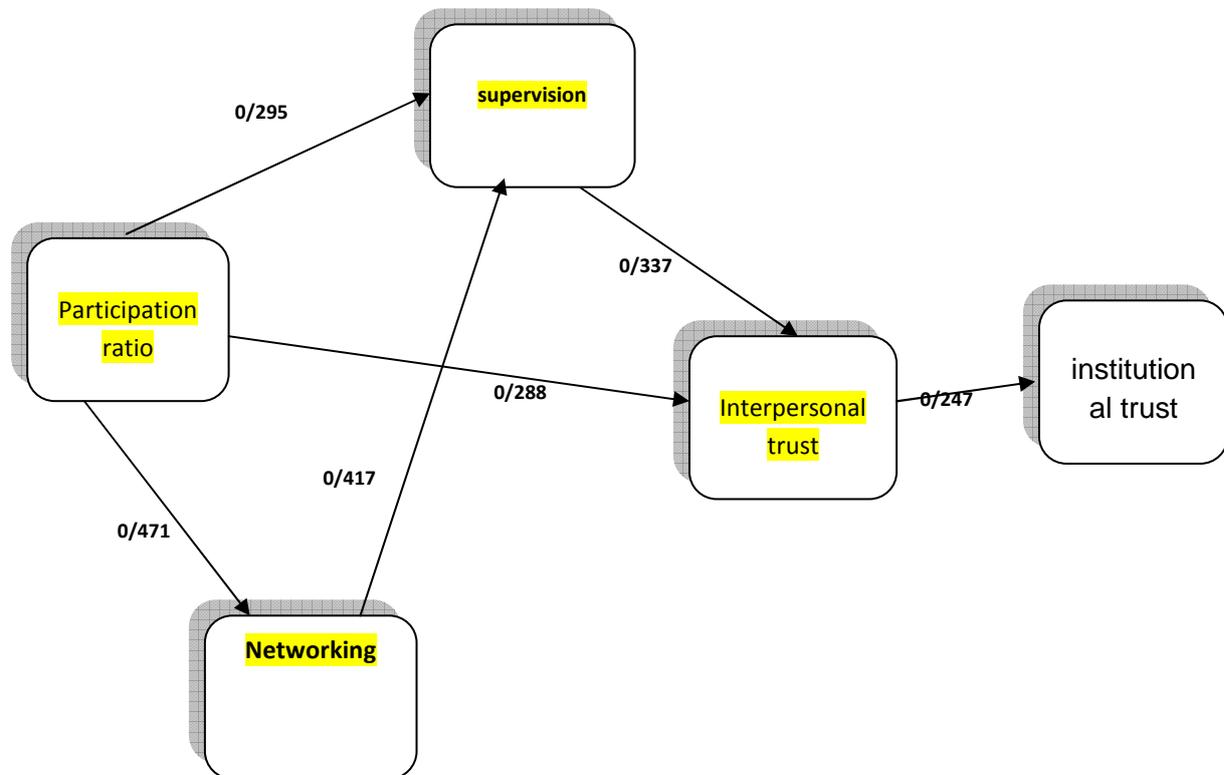
this number(152%) shows that all aforementioned independent variables in the regression model, could be able to explain approximately 15 percent of changes of dependent variable(institutional trust).

But in addition to this information, the regression analysisalso shows the amount of effectiveness of Standardized impact ofeach variableon the dependent variable separately.The exact extent of these effects is in the table below.

Table3 :Coefficients

Entranced variables	Standardizedcoefficient(Beta)	Significance level
Participation ratio	0/154	0/055
Supervision ratio	0/147	0/068
Accountability	0/033	0/664
Interpersonal trust	0/247	0/001
Networking	0/122	0/122

The above table shows the exact amount of Standardized impact of each independent variable on dependent variable. As you can see in the table, through the 5 variables that have been entered in the regression analysis, only one variable, namely interpersonal trust, has a significant effect on institutional trust.



This effect (0.247) in terms of intensity is rather weak effect. In following, according to information that we have got from regression analysis, the schematic view of unilateral path analysis is presented for explaining institutional trust variable.

Conclusions

To measure Neighborhood-based approach, as the main independent variable in this study, 5 variables "partnership", "responsibility neighborhood", supervision on the neighborhood, "networking" and "interpersonal trust", have been combined together.

The dependent variable in this study is the "trust to municipality" that has been made by combination of "cognitive value trust in municipal employees and officials" and "instrumental trust in municipal staff and officials."

Results show that the overall confidence of citizens in urban management is in moderate level.

Changes in this trust, is function of five variables listed above, generally explain only 15 percent.

The most amount of effectiveness is related to interpersonal trust.

This means that the more interpersonal trust among the people increases, the more their trust in municipal entities will be increased.

Another noteworthy point in this discussion is that, despite of community-wide network has been created in sectors in moderate level, but this variable is not effectiveness alone to increase trust on urban management.

In this paper, at first, the relation of each of variable with the main variable (trust) has been tested.

Results showed that, there is a significant relationship between four variables, "partnership", "responsibility", "monitoring" and "interpersonal trust" and the main variable (trust) and this relationship is statistically matched data are regenerable to the statistic society.

Only, the "networking" variable doesn't have any significant relationship with "citizens trust in urban management".

In this study we have also found that, there is a significant relationship between two variables: "the scale of social trust" and "Neighborhood-based approach".

Due to the absolute value of the correlation coefficient ($r = 0.366$), the intensity of this relationship is in moderate level and the direction of it is upstanding. And it means that, by increasing the community-based approach in respondents, their "trust in urban management" will be increased.

According to the results of this study, we approve the Zetumka Putnam's theory.

On the other hand, trust in municipality, affected by "instrumental trust" and "value trust in municipality"

Instrumental trust of citizens in municipality employees and officials, and also their cognitive-value trust to staff and officials are in moderate level. But the amount of "instrumental trust" is higher than "cognitive-value trust".

By comparing the "instrumental trust" and "value-cognitive trust", we can get result as following: the respondents, have evaluated the municipal officials and employees as empowered and high knowledge persons but in terms of compliance ethical values (No Governing Relations) they have been evaluated in lower level.

These findings, confirms the Zetumka theory that means: trust in institutions affected by "instrumental trust" and "value-cognitive trust" in executive agents and responsible of them.

In his opinion, a lack of trust in institutions, in most cases, reflected in lack of trust in persons who are responsible to their affairs.

The point is that, in regard of the results of this paper, seems pay more attention to factors such as meritocracy and election of directors is closely related to trust people in "Institutions".

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