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THE IMPACT OF COOPERATION ON THE REPRESENTATION OF TRUST IN A COMPETITIVE INTERACTION IN A SMALL GROUP

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Abstract: The article discusses the results of studying the impact of cooperation on the idea of trust in a competitive environment in a small group. The approach to trust as a psychological phenomenon presupposes the selection in its structure of the cognitive, emotional and behavioral component. The results of the study showed that regardless of the nature of the relationship in small groups, the level of trust perceived by the subject varies. It was revealed that cooperation in the conditions of competitive interaction affects the level of trust within the group, and it is in this situation that the subject has increased confidence in the members of his group.

Keywords: trust, ideas, interaction, small groups, subject, competition, cooperation.

Introduction

In social psychology, there are phenomena that have received various kinds of figurative characteristics: "category of increased complexity", "subtle psychological phenomena." Thus, the authors try to indicate the excessive laboriousness of their research, due to the high dynamics, multifactorial dependence, versatility and situational manifestation. These categories include the phenomenon of trust [6,7]. What is trust? What is its essence, structure and content? What role does it play in the formation of the personality, in interpersonal relationships and in society as a whole? Many researchers have tried to answer these questions.

Over the entire period of the study, a large number of definitions of trust were formulated, specific components, structure and content of the phenomenon were identified. Many researchers disagreed not only on the content of trust, but also on what category of concepts it belongs to. Trust was seen as an attitude, state, feeling, expectation, attitude, process of social

exchange and information transfer. Also, much attention was paid to the cultural aspect of trust, often it was understood as the competence of the subject [4]. There was no certain unity not only in scientific thought, but also in the everyday understanding and concept of trust.

Despite the variety of concepts of the phenomenon of trust, we considered the following as key definitions:

Trust is a feeling of reliability and security experienced by a person in relation to objects (things) and subjects (people) of the surrounding world and based on belief in their positive nature [6]. The concept of trust is a network of concepts, statements and explanations of the phenomenon of trust, which are born in everyday life in the course of interpersonal communication.

Special attention to the study of the idea of personal trust in other people was given in the studies of A.B. Kupreychenko. As a result of studies aimed at identifying implicit ideas about the trust of a person to other people, it was found that the characteristics of a person who

can and cannot be trusted differ significantly. Formally dynamic indicators (appearance, behavior, temperament of the evaluated person, belonging to a certain social group, etc.) are more significant for distrust. The criteria of trust are mainly the content characteristics of interpersonal relations and the values of the person being assessed (moral, intellectual, volitional and communicative qualities; optimism; similarity of interests, life goals and worldview, etc.) [4].

In the formation of an attitude of trust to another, for the subject of trust, both past experience of interaction with him and his current needs play an important role. A.A. Bodalev, V.N. Knyazev, Ya.L. Kolominsky believed that the leading role in the regulation of interpersonal communication is played by ideas, concepts about another person, which are attributed on the basis of past experience of interpersonal interaction. The idea of another person is the result of "selection", filtering the most important for a certain type of interaction of the personal properties of the reflected person.

As the researchers note, one of the important conditions on which the degree of mutual trust depends is the personal characteristics of the participants in the interaction. The so-called "personality type" is distinguished, which is understood as a person's adherence to cooperative or competitive methods of interaction [3].

The approach to trust as a psychological phenomenon presupposes the allocation of cognitive, emotional and behavioral components in its structure. The cognitive component includes ideas about oneself, the second participant in a trusting relationship and the conditions of interaction, as well as expectations related to the behavior of a partner. The emotional component is characterized by emotional assessments of the interacting parties and the very process of interaction.

The behavioral component includes the readiness for certain actions in relation to the second participant, in relation to himself and the prevailing conditions. For example, the willingness to comply with moral norms when

interacting with him or the willingness to sacrifice their own interests in order to maintain a certain level of trust [4].

Main part

The problem of trust is an urgent problem of modern society. This is in the last turn due to the fact that it is trust that is one of the main factors of organizational success, where the degree of teamwork efficiency is determined by the trusting relationship of the organization's members to each other. At the same time, the efficiency of group work can increase both under cooperative and competitive conditions. For a very long time, it was believed that competition and cooperation could not coexist. In Russian psychology, cooperation was understood as "coordination of individual forces of the participants," that is, the combination, ordering and summation of these forces [1]. According to AI Dontsov, cooperation forms an integral system of interacting individuals, which is a way of implementing a certain type of joint activity, and the group acts as an aggregate subject in a historically specific social context [3].

Cooperative behavior, contributing to the organization of joint activities, is characterized by the support of interacting individuals to each other, the exchange of information between them, taking into account the point of view of each, open discussion of opposing opinions, joint decision-making [9].

Competition in psychology is also one of the main forms of organizing social and interpersonal interaction, characterized by the achievement of individual or group goals, interests in conditions of confrontation with other individuals or groups seeking the same goals and interests [5]. Competition is usually characterized by the high involvement of individuals in the struggle, the intensification of their interaction, and the partial depersonalization of ideas about the enemy.

Competition is genetically linked to cooperation, since competitive interaction requires the establishment of certain rules and regulatory sanctions, without which it turns into open war. Thus, competition and cooperation are interactions that are characterized by the

presence of a goal and a resource to achieve it, as well as the activity and motivation of the subject in the interaction.

Considering the competitive type of interaction, it should be noted that it can be not only negative, but also positive. AG Shmelev divided the competition into "benign" and "malignant". "Good" competition, or productive competition, is characterized as humane, honest, fair, creative, in which the partners have a competitive and creative motivation.

In this case, single combat is preserved in the interaction, but it does not develop into a tough struggle between its participants. "Malignant" competition is characterized by the confrontation of partners, their desire to harm each other, in other words, rivals turn into enemies. This form of competition can develop into conflict interaction [8].

As for organizational culture, here competition acts as the main factor of development, and competitiveness is regarded as the quality of a successful organization. In an entrepreneurial organizational culture, which is characterized by the presence of a competitive environment, other subjects are perceived as an opportunity and a means for their own development and achievement of their goals, and the self-awareness of its subjects includes evaluating themselves in the "mirror of others' evaluations" and comparing themselves with others in relation to achieving the result of [1].

Thus, it is necessary to separate the positive and negative effects of competition, which range from the easy sports passion of the participants to the burning hatred of the opposing subject and the willingness to act contrary to him always and everywhere [2]. Based on a number of studies of competitive and cooperative types of interaction, we can say that these concepts are not mutually exclusive, but theoretically represent two scales independent of each other. A high level of cooperation and competition is spoken of in the following situations:

1. Maintaining elements of competition in a cooperative environment in order to improve performance.
2. Establishing cooperation between competing entities to regulate relations.

3. Cooperative behavior for individualistic purposes (the phenomenon of pragmatic altruism).

In an organizational culture, the coexistence of both competitive and cooperative interaction contributes to an increase in the efficiency of activities. At the same time, competition and cooperation remain independent types of interaction in relation to each other. As foreign researchers note, such collective subjects as organizations often have to simultaneously compete and cooperate in the field of business.

Adam Brandenburger and Barry Neilbuff - experts in negotiation and game theory, in their work "Co-opetition" proposed the theory of cooperation of competitors, where the central concept is the term "co-opetition" - competitive cooperation [10]. Co-opetition goes beyond competition and collaboration while combining the benefits of both. Subjects of this type of interaction strive to increase productivity by exchanging additional resources with the opposite party in order to achieve common goals, while competing with them, they independently improve in other areas. Thus, cooperation and competition are considered as mutually complementary types of interaction that contribute to the successful development of an organization and business as a whole. An important role in such interactions is played by the trusting relationship of the subjects of interaction to each other. In this regard, we assume that the type of interaction, cooperation, rivalry or competitive cooperation directly affects the idea of trust and the degree of mutual trust. The subject's attitude to his social environment is described in terms of trust - distrust.

Cooperation implies the unification of the subjects of interaction, their rallying and mutual assistance to each other in achieving a common goal, therefore, we can talk about increasing the degree of trust and optimizing joint activities. As for the competitive type of interaction, a high moral rating of competitors breeds trust and dramatically increases the likelihood of decent behavior, while a low moral rating creates distrust and a desire to get ahead of the rival. Thus, we assume that any type of

interaction leads to a change in the trust of the subjects of interaction. At the same time, the factual material does not allow to unambiguously determine the ratio of personal and situational factors in the determination of human behavior, as the researchers note [1].

In order to test the above hypotheses, we conducted an experimental study, where the purpose of the study was to identify the influence of cooperation on the idea of trust in a competitive interaction in a small group. The object of the study is small groups, the subject is the level of trust and beliefs about the members of a small group.

The experiment involved 74 people, including 25 people in a competitive situation, 25 - in a cooperative and 24 subjects - in cooperation in a competitive situation. For competitive and cooperative types of interaction, 5 small groups of 5 people in each were created, for a situation of cooperation in conditions of competitive interaction - 6 small groups of 4 people in each. The age composition of the sample: from 18 to 35 years old. The participants in the experiment, united into one group, were not familiar with each other, had not previously interacted and did not perform jointly a common activity.

To implement the experimental study and achieve the set goal, 2 methods were used: a questionnaire to identify the level of personal trust in other people (a modification of the methodology of AB Kupreychenko "Methodology for assessing personal trust / distrust in other people"), where the subjects assessed the level of trust by 5 scales: reliability, knowledge, unity, affection, calculation; and the questionnaire developed by us for identifying a person's idea of trust, which consists of three scales: situational-personal, situational-age and situational-business characteristics.

The experimental research procedure was as follows: in a competition / cooperation situation, 25 people enter the experimental audience, who are distributed into groups (5 groups of 5 people in each), in a competitive cooperation situation - 24 people are divided into 6 groups of 4 people in each. Then, the subjects are asked to fill out a questionnaire aimed at identifying the idea of trust, after which 5 minutes are allocated to

introduce the subjects to each other in each small group. A questionnaire is distributed to determine the level of trust in relation to the members of their group.

After the subjects fill out the questionnaires, the experimental influence in the form of games follows: in a situation of competitive and cooperative interaction, the subjects are offered two tasks (drawing up examples from numbers and signs in the form of cards and building a paper tower in a certain time) with such conditions that contribute to the creation of cooperative / competitive situations within the group. In a situation of competitive cooperation, the game "Cards" is carried out, which includes two tasks with such conditions that contribute to the emergence of competitive-cooperative interaction within the group. After the experimental exposure, the subjects are given a questionnaire to fill out to determine their level of trust in relation to the members of their group, then a questionnaire to identify the idea of trust.

The independent variable in the experiment is the type of relationship, namely, competitive, cooperative and cooperative-competitive interaction of the participants in the experiment. The dependent variable is:

- 1) the level of trust of the participants in relation to the members of their group;
- 2) the subjects' perceptions of trust. The experiment we have modeled is a quasi-experiment with a design for 2 randomized groups with preliminary and final testing (according to the classification of experimental designs according to D. Campbell). The data obtained during the experimental study were processed quantitatively in the SPSS statistical package. In order to check the existence of a significant difference between the two related samples ("before" and "after" the experiment), the Wilcoxon test was used to determine whether the responses of the subjects differ statistically or not. As a result of the experimental study, it was revealed that in all three situations of competition, cooperation and competitive cooperation, the perceived level of trust of the subjects increased (Graph No. 1 A, B, C). In a competitive situation, changes took

place in the scales Reliability (0.006), Knowledge (0.005), Pleasure (0.013), Calculation (0.075). In a situation of cooperation - in all scales: Reliability (0.001), Unity (0.008), Knowledge (0.000), Pleasure (0.026), Calculation (0.009). In a situation of competitive cooperation, the changes affected the scales Reliability (0.026), Unity (0.048), Knowledge (0.038). Competition, cooperation, and competitive collaboration also influenced the subjects' perceptions of trust. In a competitive situation, significant changes in the scales were not found, but the cognitive (0.061) and behavioral (0.030) components changed in the structure of perceptions. During cooperation, the scale of the situational-business characteristic (0.026) of ideas about the phenomenon of trust changed. As a result of cooperation in the context of competitive interaction, the scale of the situational-business characteristic (0.044) of ideas about the phenomenon of trust has changed.

As a result of the research carried out, the following conclusions were formulated:

1. All three types of interaction: cooperation, competition and cooperation in conditions of competitive interaction affect the personality's perception of the phenomenon of trust, and change the level of situational trust of the individual to other people.
2. Competition leads to an increase in the level of trust within the group.
3. Competition affects a person's perception of trust. Changes occur in the structure of perceptions, namely in the cognitive and behavioral components.
4. Cooperation increases the level of personal confidence in relation to the members of their group.
5. The situation of cooperation affects a person's beliefs about trust. At the same time, this type of relationship contributes to a change in the situational and business characteristics of ideas about the phenomenon of trust.
6. Cooperation in the context of competitive interaction affects the level of intragroup trust, namely, this situation leads to an increase in the trust of participants in relation to members of their group.

7. As a result of cooperation in conditions of competitive interaction, the situational and business characteristics of ideas about the phenomenon of trust are changing.

8. The situation of cooperation affects a person's beliefs about trust. At the same time, this type of relationship contributes to a change in the situational and business characteristics of ideas about the phenomenon of trust.

9. 6. Cooperation in the context of competitive interaction affects the level of intragroup trust, namely, this situation leads to an increase in the trust of participants in relation to members of their group.

10. As a result of cooperation in conditions of competitive interaction, the situational and business characteristics of ideas about the phenomenon of trust are changing.

To summarize, we can state that any type of interaction affects trust. Regardless of whether it is cooperation or competition, or more complex relationships, where both cooperative and competitive relationships between actors are present at the same time, the perceived level of trust changes. Moreover, participants revise and reevaluate their pre-interaction perceptions

In our case, cooperative relationships contributed to the cohesion of the group and the formation of a single team, which influenced the increase in the level of trust in the group. This type of interaction contributed to a change in the situational and business characteristics of beliefs about trust. The positive emotional background influenced the change not only in the cognitive and behavioral components of ideas, but also affected the affective one.

Competition is one of the complex relationships that can have both positive and negative features, be both constructive and destructive. In our simulated situation, competition acquired positive features, in the process of which the partners developed a competitive and creative motivation. This circumstance contributed to those changes that we did not expect: competition increased the reliability of the group members, and, consequently, the level of trust in them increased.

In addition, competitive interaction contributed to a change in the structural components of a person's perception of trust. The cognitive and behavioral components have undergone changes. At the same time, the emotional side of beliefs about trust remained unchanged. Competitive cooperation is currently the most widespread and popular type of interaction, which is due to the growing interdependence of various organizations among themselves, as well as the growing demand for strategic flexibility and collective action in certain areas. In other words, co-opetition - competitive cooperation - is a model of interaction in which stakeholders simultaneously cooperate and compete with each other in order to maximize the success (benefit) for their organization. In our experimental situation, this type of interaction contributed to an increase in the intragroup level of trust; moreover, changes took place in the subjects' ideas about this phenomenon. The situational-business characteristics of beliefs about trust have undergone a change, due to the importance for the subjects of professionalism in such relationships, rather than situational-personal and situational-age characteristics.

Conclusion

The revealed results can find their application in the field of management activities. Today, trust is becoming increasingly important as the organization's struggle for market leadership intensifies in a highly competitive environment. Trust is needed when organizations use "coordinated empowerment" that provides employees with the autonomy they need in their work, while requiring them to actively collaborate to achieve company goals.

Correct construction and formation of cooperative-competitive relationships between employees of the organization helps to increase trust between them, and the availability of such a resource and its effective use leads to an increase in the competitiveness of the organization. Thus, trust is a powerful universal force, a company resource that can be used with tremendous success, influencing virtually

everything that happens within an organization and in the relationships between organizations.

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