Research on the Construction of Social Platform Trust Relationship: Based on the Analysis of College Students' Social Networking Platform

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Abstract: This paper chooses how to build trust relationship in social platform as the research topic, taking college students as the research object. Through the definition of trust relationship on social platform and the analysis of the elements of trust relationship on social platform, it is established that "the trust tendency of the trusting party is influenced by the environmental characteristics and the characteristics of the trusted party; Trust and be trusted individuals to further exchanges on both sides to risk identification and judgment, to determine the next trust behavior is to deepen trust or reduced even interrupt trust "theoretical framework, and verify the hypotheses by multiple linear regression.

1. Introduction

With the development of information technology and the popularity of the Internet, the number of Chinese netizens has achieved explosive growth in recent years. According to China Internet network information center (CNNIC) 43 times the China Internet network development state statistical report shows that in December 2018, the scale of Chinese Internet users reached 829 million, Internet penetration rate of 59.6%, of which 817 million mobile Internet users, social platform has gradually from the reality of People's Daily life of platform extensions to the network platform.

However, while the social networking platform has become a social necessity, the problem of trust has gradually spread. Due to network communication in the social platform is mainly by text, image, and a variety of symbolic information, lack of realistic society the entities and relationships in the environment, people can hide their identity or fiction, which makes the social platform growing out of a fraudster and vandalism, and affected the orderly operation of social networking platform, interpersonal trust issues in the social network has become a social platform to continue to develop.

College students who are in the transition stage from school to society generally have a strong demand for social contact. According to survey data, network platform social contact reaches 100% coverage among college students [1]. Against the social background of lack of trust, this paper studies the issue of trust on social platforms from the perspective of how college students establish trust on others in social platforms.

2. Definition of trust relationship in social platforms

There is no relevant research on the definition of trust in social platforms at home and abroad, but it can be defined by referring to online trust. Network trust can be said to be a necessity of information life, but just like the research on trust in reality, scholars of various disciplines do not agree on its definition, but representative views can be summarized as follows :(1) network trust needs to ensure the security and reliability of information in the network [2].(2) network trust is the trust of users pursued by e-commerce companies in the e-commerce environment, which is similar to the credit of enterprises in the real world [3].(3) online trust is basically the same as interpersonal trust in the real world, but the establishment platform of this trust relationship is extended to the network. In this paper, the interpersonal trust in the social platform to be studied is defined as: in the online social

platform, strangers still believe that strangers can fulfill their responsibilities even when they are aware of risks in the communication process [4].

Trust relationship in social platform refers to the relationship established between the trustor and the trusted party in the process of trust generation and subsequent trust behavior based on trust tendency. Trust relationship on social platform is the foundation of social communication on social platform, and it is a dynamic process. During this process, the trustor constantly conducts cognition and judgment on the trusted party [5].

3. Research hypothesis

The characteristics of trusted party include the characteristics of social platform and the characteristics of trusted individual. When the functions and systems of the trusted platform can be recognized by the trusted party, such as the relatively responsible protection of users' privacy, the trusted party will have a trust tendency, thus creating a trust relationship. When the trusted individual shows similar words and deeds or shares common interests with the trusting party, the trusting party will have a trusting tendency, which is to say, a trusting relationship. The following hypothesis is made:

Hypothesis1 (H1): the characteristics of the trusted party will positively affect the trust tendency.

Hypothesis1a (H1a): social platform characteristics can positively affect trust tendency.

Hypothesis1b (H1b): the characteristics of the individual who is trusted can positively affect the trust tendency.

Environmental features, as features of macro level, mainly include social consciousness, legal environment, technical environment, economic factors, etc. The following hypothesis is made:

Hypothesis2 (H2): environmental characteristics can positively affect the trustor tendency.

When the trustor is willing to trust the state shown by the trusted party, and has a relatively high trust on the social platform and the trusted individual, it will have a positive impact on the trust behavior, that is, it will deepen the trust relationship with the trusted party. The trust party's identification of risks will affect the trust behavior after the trust is generated. For example, when the trust party thinks that continuing the social interaction on the platform will have a negative impact on psychological feelings, the trust relationship will be weakened or interrupted. It is assumed that:

Hypothesis3(H3): trust tendency positively affects trust behavior.

Hypothesis4(H4): risk identification negatively affects trust behavior.

4. Result

4.1. Research Method

The main method of data collection in this paper is questionnaire survey，and SPSS 20.0 was used for statistical analysis of data in this paper.

4.2. Data

All questionnaires used in this data collection were distributed through the network platform. A total of 294 questionnaires were distributed, and 274 valid questionnaires were collected, with an effective recovery rate of 93.20%. There were 112 male and 162 female respondents, accounting for 40.88% and 59.12% respectively (see Table 1).

Table.1. Basic information

		Frequency(n)	Percentage (%)
Gender	Male	112	40.88
	Female	162	59.12
	Total	274	100.00
Grade	Freshman	15	5.47
	Sophomore	26	9.49
	Junior	46	16.79
	Senior	171	62.41
	Graduate	16	5.84
	Total	274	100.00
Major	Liberal arts	111	40.51
	Science	87	31.75
	Engineering	76	27.74
	Total	274	100.00
Daily Online Time	1 Hour and under	6	2.19
	2-3 Hours	85	31.02
	4-5 Hours	96	35.04
	6 Hours and above	87	31.75
	Total	274	100.00
Network Platform Friends Experience	None	92	33.58
	Ever	182	66.42
	Total	274	100.00

4.3. Regression analysis

Multiple linear regression is performed on the hypothesis, and the results were shown in Table 2.

Table.2. Regression Models

	Model 1	Model 2	Model 3
Dependent variable	Trust Tendency (TT)		Trust Behavior
Trusted Party	0.320 (0.000)		
Environment	0.302 (0.000)	0.308 (0.000)	
Social platform		0.132 (0.021)	
Trusted individual		0.187 (0.001)	
Trust Tendency			0.288 (0.000)
Risk Identification			-0.241 (0.000
R^2	0.268	0.269	0.233
Adjusted R^2	0.262	0.261	0.227
F statistic	49.572	33.085	41.154

We can see from the data:

(1) the influence factors of college students produce trust tendency, trusted individual features more attention, one of the dependence of trusted individuals to can establish trust the influence of the proportion is the largest, it shows that whether the college students in the social network platform to establish trust relationship with each other depends on whether psychological needs are met;

(2) among the influencing factors of college students' trust behavior, the identification of risk has a greater impact on it. The data shows that college students generally believe that the trust relationship in social platforms is unstable, which also hinders further deepening the trust relationship between the two sides;

(3) the hypothesis of the trust relationship model of college students is verified.

5.   Conclusion

Through the research on the construction of college students' social platform trust relationship, this paper draws the following conclusions:

(1) The gender, grade, major and online time of college students have no influence on trust behavior. Only the experience of making friends on Internet platforms has influence on trust behavior. College students who have made friends on Internet platforms are more likely to deepen the trust relationship among net friends;

(2) The influence of objects of trust relationship, such as social platform characteristics and environmental characteristics, mainly exists in the trust tendency of the trustor, that is, at the early stage of the establishment of trust relationship, it has little influence on the transformation of trust behavior at the later stage;

(3) The college students, the formation of the trust relationship in social platform, that is, from trust begets trust tendency to trust behavior converted to deepen trust or weaken or even interrupt trust or is to maintain the original trust relationship, mainly depends on the trust relationship between the main body, namely the trust the trust of the party to be trusted individuals tend to be risk identification as well as to the relationship between the two sides.

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