

TRUST: A RESOURCE FOR COMMUNITY MANAGEMENT

Elvia Oralia Villegas Olivar¹ & Osvaldo Leyva Camacho²

¹Instituto de Investigaciones Sociales, Autonomous University of Baja California, Baja California, Mexico

²Faculty of Architecture and Design, Autonomous University of Baja California, Baja California, Mexico

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ABSTRACT

In view of the growing panorama of urban poverty and a limited impact of social policies aimed at fighting such poverty, it is necessary to analyze the strengthening of the population's capacities to manage improvements in their quality of life. Some of these capacities are explained by social capital, to be understood as the set of associative and cooperative relations based on trust and reciprocity. This would enable the population to expand its field of opportunities and obtain collective benefits. The purpose of this article is to find out from a poor neighborhood of the city of Mexicali, Baja California, Mexico, the trust levels that its population experiences with members of its community, authorities, and institutions. The purpose is to determine if the existing level of trust is favorable, or otherwise if it constitutes an obstacle for the development of community-oriented initiatives to improve their living conditions. For this purpose, a survey was applied and in-depth interviews carried out in the Ampliacion Xochicali neighborhood. As a result, it was found that, although the level of trust is low, mainly in the authority, the population jointly participates in the search for actions to increase their well-being.

KEYWORDS: *Trust, Social Capital, Community Management*