Contents

List	of figures	viii
List	of tables	ix
List	of editors	X
List	of contributors	xii
Ack	nowledgements	xiv
1	Introduction. Researching trust: the ongoing challenge of matching objectives and methods Fergus Lyon, Guido Möllering and Mark N.K. Saunders	1
PAI	RTI CONCEPTUAL ISSUES	
2	Pursuing ecological validity in trust research: merits of multi- method research Roderick M. Kramer	25
3	An abductive approach to investigating trust development in strategic alliances Véronique Le Gall and Ann Langley	36
4	Trust research: measuring trust beliefs and behaviours Roy J. Lewicki and Chad Brinsfield	46
5	Agent-based simulation of trust Bart Nooteboom	65
6	Researching trust in different cultures Friederike Welter and Nadezhda Alex	75
7	Trust and social capital: challenges for studying their dynamic relationship Boris F. Blumberg, José M. Peiró and Robert A. Roe	86
8	Measuring generalized trust: in defense of the 'standard' question Eric M. Uslaner	97

PART II QUALITATIVE RESEARCH

9	Access and non-probability sampling in qualitative research on trust Fergus Lyon	109
10	Working with difficult to reach groups: a 'building blocks' approach to researching trust in communities Christine Goodall	118
11	Cross-cultural comparative case studies: a means of uncovering dimensions of trust Malin Tillmar	126
12	Using mixed methods – combining card sorts and in-depth interviews Mark N.K. Saunders	134
13	Mixed methods application in trust research: simultaneous hybrid data collection in cross-cultural settings using the board game method Miriam Muethel	145
14	Using scenarios as part of a concurrent mixed methods design Susan J. Addison	154
15	Utilising repertory grids in macro-level comparative studies Reinhard Bachmann	170
16	Deepening the understanding of trust: combining repertory grid and narrative to explore the uniqueness of trust Melanie J. Ashleigh and Edgar Meyer	178
17	Studying trust relationships using social network analysis Roxanne Zolin and Deborah E. Gibbons	189
18	Hermeneutic methods in trust research Gerard Breeman	198
19	Using critical incident technique in trust research Robert Münscher and Torsten M. Kühlmann	210
PAI	RT III QUANTITATIVE APPROACHES	
20	Survey measures of trust in organizational contexts: an overview Nicole Gillespie	225

21	The actor-partner interdependence model: a method for studying trust in dyadic relationships Donald L. Ferrin, Michelle C. Bligh and Jeffrey C. Kohles	240
22	Embedded trust: the analytical approach in vignettes, laboratory experiments and surveys Davide Barrera, Vincent Buskens and Werner Raub	251
23	Measuring the decision to trust using metric conjoint analysis Richard L. Priem and Antoinette A. Weibel	265
24	Diary methods in trust research Rosalind H. Searle	279
25	Measuring implicit trust and automatic attitude activation Calvin Burns and Stacey M. Conchie	292
26	A voice is worth a thousand words: the implications of the micro-coding of social signals in speech for trust research Benjamin Waber, Michele Williams, John S. Carroll and Alex 'Sandy' Pentland	302
27	It takes a community to make a difference: evaluating quality procedures and practices in trust research Katinka M. Bijlsma-Frankema and Denise M. Rousseau	313
	ne index ject index	331