**The behavior of minorities and group trust in investment games. (HSE Scientific Fund sponsored program, project 14-01-0021, 2014-2015)**

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The aim of this project is to study the process of trust building in economic behavior (in this case, the investment behavior). The main question of this research is the following: how much “behavioral trust” of the minority can affect the level of trust of the majority in conditions of financial risk? Does it appear in such conditions the so called "effect of the minority"? Does it operate in such conditions so called "norms of reciprocity"? Modern social psychology discuss different factors that affect level of trust of the person. Big amount of information about the psychological and non-psychological factors affecting trust in the economic behavior has been accumulated in behavioral economics and economic psychology (Johnson, Mislin, 2011). However, nobody studied the effect of the trustful behavior of the minority on the trustful behavior of majority in these conditions. The hypothesis of the proposed study is that trust behavior of minority in the group can change the trust attitudes of the majority. This happens despite of the fact that trust is associated with the risk of financial loss if three conditions are met: 1) if the trust brings a guaranteed win, even if it is small; 2) if the trust behavior of a minority is consistent over time; 3) if a minority group has not disagreement regarding trustful behavior (Moscovici, 1976). The main psychological mechanism, thanks to which trust is distributed from the minority to majority, is considered by us as compliance with culture-determined norms of reciprocity (Gudykunst et. al. 1988). Trust in the newly created group can be formed quickly if norms of reciprocity are shared among members of the group, even if its members did not know each other before. Trust building in a small group goes through a series of stages. We suppose that it exist two of them: at the first stage the majority group begins to trust the minority group, and a total intra-group trust is formed at the second stage.

The planned study will be an experiment using special software and the possibility to work in on-line mode in a single Internet network.