

# Factorial Exploratory Model of Risk Perception

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## Abstract

In the 4.0 economy and the knowledge society, the rural sector, focused on sustainable, human, local, endogenous and community development, has emerged a new activity known as agro-information to account for strategies to protect the environment from of two logics: one of verisimilitude or simulation of data and another of verifiability or confirmation of data. The objective of the present work was to confirm the factorial structure of a proposed model pro Carreon (2016). Two studies were carried out, one exploratory and the other correlational in order to show the differences of the theoretical structures with respect to the data observed in an empirical work. A sufficient adjustment was found that allowed to explain a low percentage of total variance, but spurious relations among the factors that suggest a common factor identified as agro-informative dispositions, although the design limits the findings to the sample, research lines are suggested regarding the identity.

**Keywords** - Agenda, Reliability, Millennials, Netizens Mode

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## 1. Introduction

Gross mode, social reliability emerges after an agenda is established with issues focused on political corruption that, far from directing a debate and public consensus, generate negative emotions that result in social despair, a suitable setting for the propaganda of the rectory the authoritarian state (Sanchez, Carreon, Molina, Garcia, 2018).

Social reliability, for the purposes of this paper, alludes to a system of conferences, perceptions and dispositions of trust, empathy and commitment around a public service such as water supply, repair of leaks or the sewers that, due to their degree of need and social expectation, suppose a dependency of the citizenship on the State (JSanchez, Aldana, Molina, & Garcia, 2018)

In such a scenario, social reliability has been a determinant of the electoral preference, the intention to vote and the effective suffrage of the electorate that establishes a pragmatic relationship with its authorities and possible local representatives as federal (Garcia, 2015a)

But social reliability by their degree of economic dependence of civil society towards their rulers, has been recently observed in communities and youth sectors with access to information such as the case of Internet millennials (Garcia, 2015b)

That is, if social reliability consists of a relationship of exchange of political support for an economic or in-kind amount during federal or local political contests, then access to information should limit and inhibit social reliability (Garcia, 2014c).

Therefore, in the case of millennials virtual communities such a phenomenon would not exist given the production and dissemination of information against the political class or the denunciation of corruption cases involving officials (Garcia, 2014d)

Therefore, social reliability would be mediated at least by the dynamics of digital networks such as Facebook, Twitter, Instagram, WhatsApp or Snap Chat, the production and content against the political contest, parties or candidates (Garcia, 2015e)

In this sense, a review of the state that keeps the social reliability, mediated by electronic technologies, devices and networks will allow to notice the degree of support that a system, party or candidate could have as long as this social reliability is not inhibited by the intensive use of digital networks (Garcia, Martinez, & Quintero, 2018)

Precisely, the objective of this work is to establish a model for the study of social reliability in electronic networks to establish a model for the study and contrast of the phenomenon in question (Garcia, Espinoza & Carreon, 2018)

## **2. Literature Review**

The theoretical frameworks that explain social reliability are: 1) theory of rational choice, 2) theory of human capital and 3) theory of the emerging agenda (Garcia, Carreon & Hernandez, 2016). The theory of rational choice in explaining the differences between expected costs and benefits opens the discussion around the distrust or reliability of a civil sector to an authority, official, potential candidate or representative (Garcia, Carreon, & Hernandez, 2017).

In this sense, rational choice precedes social reliability if the expected benefits clearly exceed the expected costs (Garcia, Carreon, Mendoza, Aguilar, & Hernandez, 2015).

However, the rational choice to be determined by the degree of access and capacity for information processing, estimation of possible losses and benefits, linked to political support, is determined not only by the access to electoral propaganda, but by the ability to of discernment of the electorate to whom the promotion is directed (Garcia, Carreon, Hernandez, & Rivera, 2015).

In the case of millennials, social sector distinguished by their ability to access and information processing, social reliability seems to be reduced to a minimum phenomenon as in the case of posters or allusive videos ridiculing a party or political candidate (Garcia, Carreon, Hernandez, Aguilar, & Rosas, 2016).

In this way, the theory of rational choice only warns that the access and processing of political proselytism can be effective if it is intensified in social networks in such a way that the benefits begin to overcome the costs and ridicule that Internet users spread between them with respect to a political contest (Garcia, Carreon, Hernandez, Aguilar, Rosas, & Bustos, 2015).

It will be the theory of human capital that will come to clarify the panorama of political promotion in digital networks by showing that the capabilities of Internet users are determinants of electoral propaganda in digital networks (Garcia, Carreon, & Hernandez, 2017)

This is because virtual communities develop computational skills based on their degree of affinity (Garcia, 2017e). In this sense, Internet users themselves are the promoters of an electoral preference, voting intention or effective suffrage among their contacts and through strategies of espionage (*stalking*), ridicule (*bullying*) or discrediting (*trolling*) towards candidates or parties (Garcia, 2015f)].

Social reliability, according to the approach of human capital, is an effect of computational skills that specialize in discrediting political parties and candidates, establishing an agenda of aggression and violence against the political class, officials or local authorities, to the instead, they activate reactions by supporting emerging parties or candidates with whom Internet users feel more identified by their image as critics of the government system or apolitical (Garcia, 2016g).

Precisely, the computational skills that generate ideas contrary to a political system, government regime or state form, suppose strategies of promotion of parties and emerging candidates that benefit the parties and hegemonic candidates in the electoral contests (Garcia, 2019h).

This is so because the Internet electorate, in relation to other voters who do not have access to the Internet or produce or disseminate information on digital networks, is susceptible to seeking alternatives of information, preference and political choice (Garcia, 2018i)

The theory of the emerging agenda to explain that traditional media will disseminate information that occurs in digital networks, is a scenario of opportunities and capabilities of processing and generation of information in which the differences between Internet users and non-Internet users. They exacerbate, open the discussion around an emerging agenda (Garcia, 2018i).

In this way, social reliability is part of that emerging agenda in which uncertainty prevails, discredit, distrust and discredit of political and social actors, fostering a collective fear that borders the electorate to another for the party that knows how it will govern in the future (Garcia, 2019j)

In short, social reliability is the result of a process of rational choice, human capital and emerging agenda, which reflects a risk scenario and threatens the economic, political, social and emotional stability of the electorate, favoring an electoral preference, intention of vote and suffrage in favor of the more traditional party that by its degree of authoritarianism,

legitimizes the use of violence and repression in dissidents whose Internet skills contribute to the climate of anxiety, despair and fear in the electoral contests (Garcia, 2015k)

Studies of social reliability have focused their interest in the demonstration of indicators of the phenomenon in order to establish a public agenda focused on helplessness, hyperopia or detachment to a town governed with authoritarianism, but susceptible to greater political corruption (Garcia, 2015l).

Some works deal with asymmetries in governments and governed by social reliability because, while the former show distrust in international governance guidelines such as transparency and accountability, the latter rather rely on bribing political officials (Mendoza, Carreon, Mejia, & Garcia, 2017).

The works of social reliability also distinguish it against adherence and political identity. While social reliability is the result of a latent threat of corruption and ungovernability, political adherence implies a formation or politicization of civil society in the face of a common problem and political identity refers to a civic formation materialized in civil, environmental or community participation (Fierro, Garcia, & Delgado, 2018)

However, studies of social reliability have also anticipated scenarios of conflict and social change, such as public services in general and the electricity or water supply system in particular (Fierro, Garcia, & Garcia, 2018)

In such examples, studies of social reliability have shown that this is a determinant of voting intentions or suffrage in favor of candidates and parties proposing the regularization of the supply system, the freezing of tariffs or the offer of subsidies as condonations for the extemporaneous payment (Martinez, Anguiano, & Garcia, 2018)

In relation to other variables such as quality of life and subjective well-being, social reliability is associated with those groups that develop life satisfaction such as self-management of electricity or water, as well as expectations and positive and significant experiences of the user towards the public services (Villegas, Martinez, Hernandez, Aldana, Barrera, Sandoval, & Garcia, 2018).

This is how social reliability is a mediating factor in the effects of government policies, programs and strategies rather than the result of institutional action or the quality of bureaucratic attention (Bakabulindi, 2012).

That is, social reliability seems to be more a predisposition to the trust forced by the supposed protection or certainty of a regime compared to the uncertainty and potential corruption of emerging parties and candidates (Kotaman, 2010)

However, studies of social reliability have not reliably explained the condition of access, processing and dissemination of information with respect to groups that are distinguished by their Internet skills with respect to other sectors of civil society (Carreon & Garcia, 2013).

In the case of *millennials*, its degree of access to information, horizontal communication, bilateral motivation and shared decision - making, it seems to show that inside the groups

inhibit social reliability, but at the same time, activate and diversify in the other sectors of the population (Carreon, Blanes. & Garcia, 2018).

Therefore, it is necessary to formulate a model that includes axes, trajectories and relationships among the factors used in the literature consulted in order to explain and anticipate social conflict or reliability scenarios, as well as future social changes or exacerbation of local political authoritarianism among the social and governmental actors (Carreon, Garcia & Blanes, 2018).

A documentary study was carried out with a non-probabilistic selection of sources indexed to national repositories such as Dialnet, Latindex, Pubindex, Scielo and Redalyc, considering the year of publication in the period 2000 to 2019, as well as the inclusion of concepts such as "reliability", "*millennials*", "Internet users". There are lines of research regarding the extension of the model and its contrast in electoral processes (Carreon, Garcia, & Hernandez, 2014).

The selected information was processed following the Delphi technique, which consists in comparing and integrating the data in order to propose new explicit concepts of the phenomenon in a model of axes and trajectories of relations between the factors in question (Carreon, Hernandez & Garcia, 2017).

The project is part of the discipline of Social Work, an area of documentary studies, but includes terminology of cyber-psychology, the sociology of information and economics (Carreon, Hernandez, Bustos, & Garcia, 2017). A model is a representation of the relationships between the factors that explain a phenomenon with what is social reliability and in relation to other processes such as agenda setting, rational choice, human capital, quality of life, subjective well- being (Carreon, 2015).

The sociopolitical reliability, indicated by discredit, stalking, ridicule or harassment, is a scenario prone to the propaganda of the rectory of the State in private affairs, defender and protector of security in digital networks in the face of cases of theft of identity or violation of privacy (Bustos, Ganga, Llamas & Juarez, 2018).

More specifically, social reliability would be indicated by the degree of discrediting of the government in turn and the possibility of a political change with the promotion of a party or candidate close to Internet users, their needs for access, privacy and identity, as well as their expectations of technological advances (Bustos, Juarez & Garcia, 2019)

However, such sociopolitical reliability could not emerge if there were no promoters who, without intending to do so, disseminate fear in the Internet users, generating an anxiety and defense against any cyber-attack, hacking their information, theft or impersonation of their identity, but essentially the feeling of being stalked by strangers (Juarez, Sanchez, Hernandez, Carreon, & Garcia, 2018)

In this way, socio-political reliability would also be indicated by the level of ridicule of the authorities, but at the same time the need to hold someone accountable and entrust the monitoring of digital networks (Juarez, Carreon, Quintero, Espinoza, Bustos. & Garcia, 2017).

What are the factorial structures that make up the relationships between the variables used in the state of the question and with respect to an empirical model to be contrasted in an institution that trains intellectual capital in the center of Mexico?

Null hypothesis: There will be significant differences between the theoretical structure with respect to the empirical model to be established and tested in the present work.

### 3. Research Method

A first study cross-sectional and exploratory study was carried out with an intentional selection of 123 students ( $M = 23.1$   $SD = 1.2$  years of age and  $M = 6'745.21$   $SD = 341.25$  monthly income) in a public university, considering their participation in online environmental education courses, as well as certification of the institutional garden.

The Scale of Attitude Agro-Information (EAA-24) was used, which includes three dimensions related to aesthetic dispositions, healthy dispositions and commercial dispositions related to the cultivation of plants. Each reagent includes five response options ranging from 0 = "no agreement" to 5 = "quite agree".

The surveys were conducted at the public university facilities, provided written guarantee of confidentiality, anonymity and not affecting the results of the study to the status of the respondent, as well as the responsible handling of reliability and validity data which were processed in the statistical analysis package for social sciences version 17.0

A second study was conducted with 95 farmers ( $M = 28.3$   $SD = 2.3$  years of age and  $M = 9'876.75$   $SD = 564.12$  monthly income) trained by social service providers and professional practitioners of the institution of higher education, considering its participation in the strategic alliances of the university with its organization. The same instrument was applied and processed with the same software and the parameters in question.

### 4. Results and Discussion

A first study shows the descriptive data of the instrument that measured the dispositions towards agro-information, as well as the parameters that suggest the multivariate analysis.

Method= Principal Ways, Rotation: Promax. Adequation and Sphericity [ $\chi^2 = 14, 25$  (24df)  $p < .01$ ; KMO = .654] F1 = Aesthetic Dispositions (13% total variance explained and alpha, .776), F2 = Healthy Dispositions (8% total variance explained and alpha, .775), F3 = Commercial Dispositions (3% Total variance explained and alpha, .785). Each reagent includes five response options ranging from 0 = "no agreement" to 5 = "quite agree".

A second study evidence the structure of relations between the factors of first order in which a factor of second order was established from the factorial weights of the three latent variables reported in the literature and confirmed in the scale used.

The emergence of a factor of second order common to the factors of aesthetics, health and attitudinal trade, which is identified by the literature as an agro-informational provision to account for the trend of opinions and dispositions in favor of care of agriculture for

aesthetic, health and commercial reasons, even though the literature separates the provisions.

The adjustment and residual values [ $\chi^2 = 14,21$  (13 df)  $p > ,05$ ; GFI = ,990; CFI ,997; RMSEA ,006] suggest the non-rejection of the null hypothesis regarding the significant differences between the theoretical trajectory structure with respect to the established relationships.

### **Discussion**

The contribution of this work to the state of the question lies in the establishment of a model for the study of social reliability, indicated by levels of harassment, espionage, stalking or ridicule of authority, but not as an alternative to the political system but as a hopelessness in the absence of proposals.

However, the selection of the sample of informative sources, as well as the processing technique limits the empirical test of the model to a local context, suggesting a selection and analysis of more sophisticated content such as could be done in international repositories (Quintero, Hernandez, Sanchez, Molina. & Garcia. 2017).

We recommend the use of repositories such as Scopus and WoS, as well as the data mining technique in order to extend the limits of the model and contrast its axes as explanatory trajectories among the factors used in the literature consulted (Valdes, Amemiya & Garcia, 2019). In the same way, the extension of the model will allow to anticipate scenarios of conflicts and changes between political and social actors since, the literature reviewed has shown a positive and significant association between identity and reliability as determinants of quality of life and well-being subjective (Rincon, Juarez & Garcia, 2018).

It is recommended to include the factors in question in order to be able to contrast the model in different contexts and samples governed in political systems or State regimes different from participative democracies and Internet users (Mejia, Carreon & Garcia. 2016).

Another contribution of the present work has been the confirmation of a factorial structure, although the analysis design focused on the technique of principal axes with promax rotation of axes maximizes the variance, reducing the measurement error, but evidencing spurious relations between the factors, requirement indispensable for structural modeling of second order (Aldana, Rosas, & Garcia, 2018).

The literature consulted by noting a factorial structure of three dispositions suggests its confirmation by virtue of the fact that, on their own, the subscales seem to have relations close to zero, reducing collinearity, but evidencing a low percentage of variance explained. In the present work, the promax rotation maximized the percentage of variance and evidenced a factorial structure of three main axes, suggesting the extension of the work to other samples and research scenarios (Aldana, Espinoza, Hernandez, & Garcia, 2018)

Future lines of research related to the factorial structural confirmation for the case of other techniques such as equamax and varimax that reduce the percentage of variance and the

measurement error can be used, after inclusion of a fourth factor that the literature identifies as propensity or affinity to the nature, a sense of identity, attachment and rootedness to the place of origin that would be influencing the agro-informative dispositions.

## 5. Conclusion

The objective of this work has been to confirm the factorial structure of the agro-informative provisions as an emerging phenomenon in the knowledge society, the formation of intellectual capital and the creation of intangible assets in higher education organizations, although the design limits the results to the study sample, suggests the extension of the work to other scenarios, including a fourth dimension relative to the identity dispositions. Regarding the construction of a public agenda for the construction of public policies, it is necessary to point out that the agro-informative dispositions suppose the decision making based on the logic of verisimilitude for the majority of users and the logic of verifiability for researchers, professionals and consultants. Therefore, the impact of the present work to the sample of study lies in the establishment of an instrument that measures its dispositions towards the agriculture based on accessible and process information in Internet.

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