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SI 410 ETHICS AND INFORMATION TECHNOLOGY

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Week 6b: Trusting Virtual Trust

TRUST IN CYBERSPACE

○ Can trust evolve on the Internet between virtual strangers?

- Return to a previous discussion
- Apply to collaborative writing
- Anticipate virtual environments

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TRUST IN THE INTERNET? NO

- Nissenbaum ((2001)
  - Identities missing
  - Personal characteristics uncertain
  - Role confusion

  "Trust needs touch."

TRUST IN THE INTERNET - NO

- Pettit (2004)
  - Confidence (assumptions) versus Primary Trust (expectations)

  - Primary trust = A expresses reliance, which motivates B
    - Loyalty
    - Virtuousness
    - Prudence

  - Social settings reinforce primary trust
  - Secondary trust – acts of trust that

TRUST IN THE INTERNET - NO

- Pettit (2004)
  - Internet trust is impossible because of the lack of evidence: "trusts but verify"

    - Evidence of face
    - Evidence of frame
    - Evidence of file

- Discussion: propose at least one example of each type of evidence in personal interactions

TRUST IN THE INTERNET - YES

- The "Internet" is not a monolithic thing, but role-based communities.

  - Trading
  - Task groups
  - Non-task groups

TRUST IN THE INTERNET - YES

- Trustworthiness (moral intentions) may be established on the Internet by relying on:

  - Third parties
  - Reputation (from negative to positive)
  - Social cuing
  - (Quasi-) Institutions

- Discussion: how do each of these work in the online environment, broadly defined?

TRUST IN THE INTERNET - YES

- Trustworthiness may be imputed from judgments of competence

  - Qualifications
  - Roles and procedures
  - Reputation branding

TRUST IN THE INTERNET - YES

- Secondary trust may beget primary trust, especially in non-task groups.

  - Expectations of trust-responsiveness

  - All types of virtual groups can generate reputation mechanisms

- Conclusion: Trust in cyberspace may even be considered more cunning than 'real life' trust.

INTEGRITY AND TRUST

1. Assignment 2

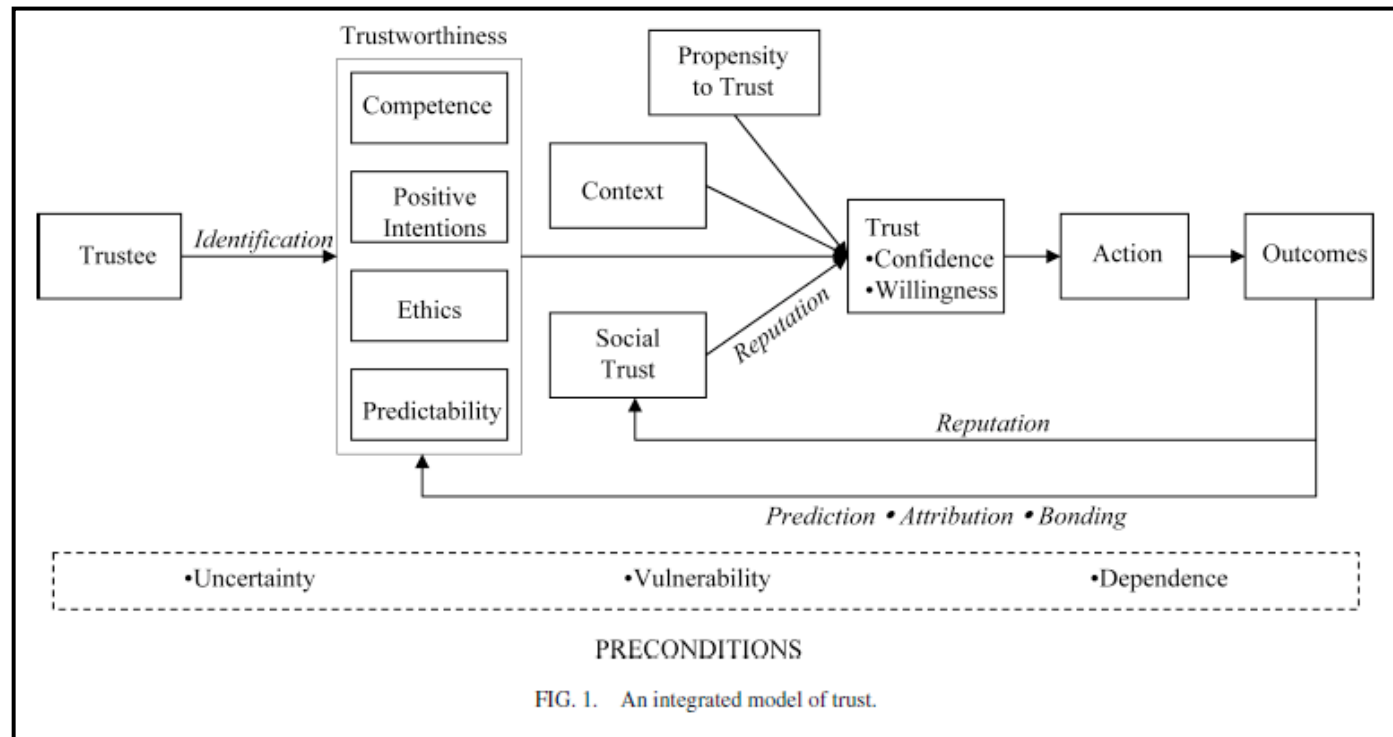**2. Integrity**

3. Wikipedia

4. Censorship

FIG. 1.   An integrated model of trust.

Kelton, K., Fleischmann, K. R. and Wallace, W. A. (2008), Trust in digital information

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INTEGRITY AND TRUST
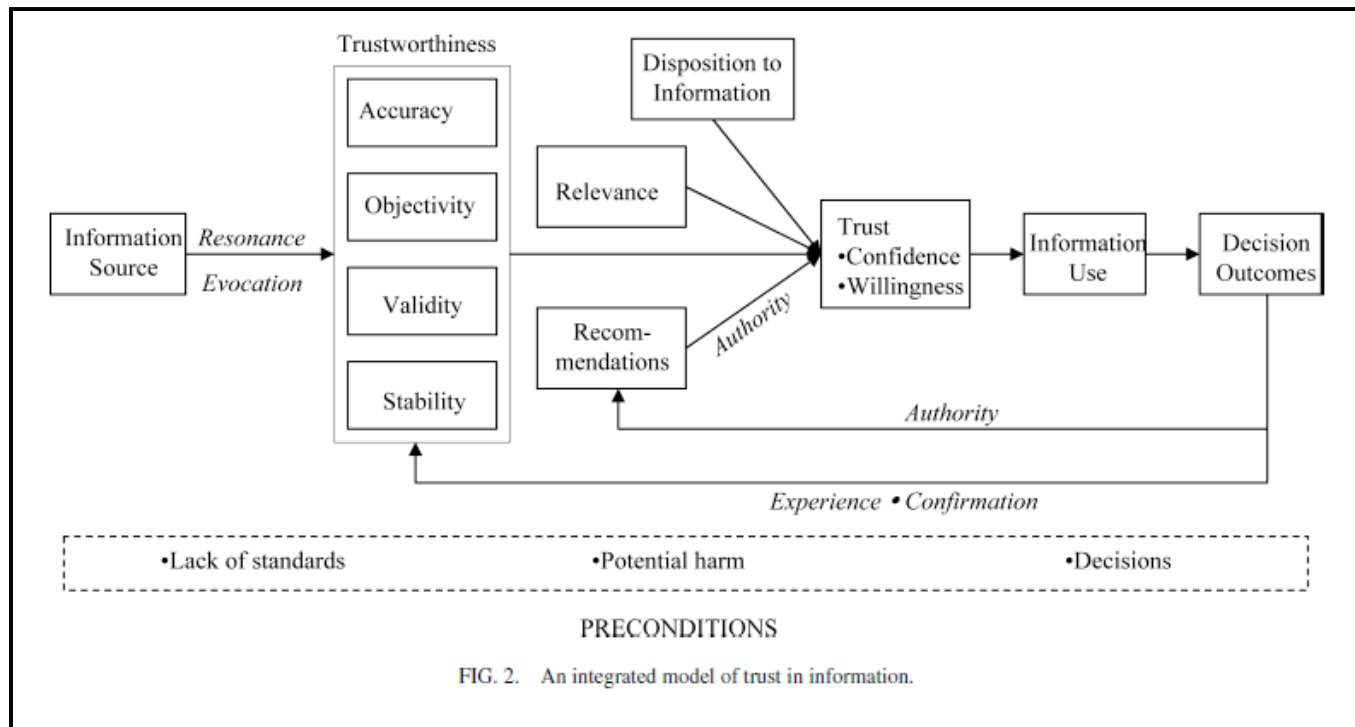
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FIG. 2. An integrated model of trust in information.

Kelton, K., Fleischmann, K. R. and Wallace, W. A. (2008), Trust in digital information

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Slide 10, Image 1: Kelton, K., Fleischmann, K. R. and Wallace, W. A. (2008), Trust in digital information. Journal of the American Society for Information Science and Technology, 59: 363%u2013374. doi: 10.1002/asi.20722, PD-INEL

Slide 11, Image 1: Kelton, K., Fleischmann, K. R. and Wallace, W. A. (2008), Trust in digital information. Journal of the American Society for Information Science and Technology, 59: 363%u2013374. doi: 10.1002/asi.20722, PD-INEL

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