

# Online Trust

**Cindy Corritore**  
Creighton University  
**Beverly Kracher**  
Creighton University

**Susan Wiedenbeck**  
Drexel University  
**Robert Marble**  
Creighton University

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Look how far we have come.  
Imagine how far we can go.



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# the object of trust

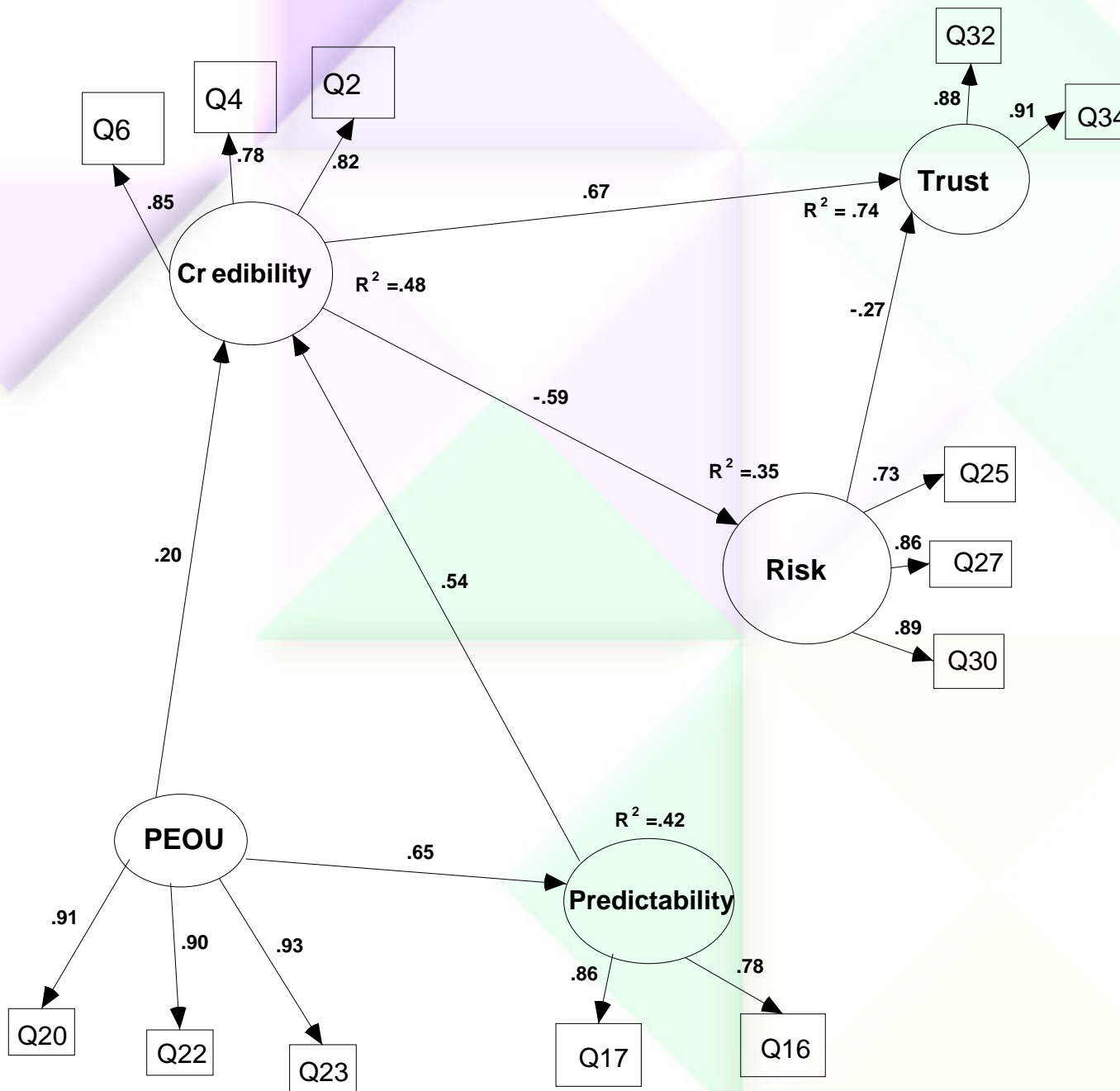
- the website
  - research all over the board in different fields
    - don't address this explicitly
    - address it explicitly
- our focus: informational websites
  - eg. health information (WebMD)
- our basis
  - Kracher the philosopher
  - Reeves and Nass CASA (Computers as Social Actors)
- trusting parties
  - users

# risks related to online trust

- model of high level online trust of a website
- risk is one of three constructs impacting trust that we study
  - perception of risk of using the website
- measured by three items:
  1. I believe there could be negative consequences from using this website.
  2. I feel I must be cautious when using this website.
  3. It is risky to interact with this website.

# current work

- examining online trust in the context of health promotion websites
  - well individuals seeking health information - diet, exercise, maintenance, etc.
  - methodology to have participants interact with a well-known website (WebMD), then evaluate their trust using a measurement instrument.
  - model we propose ....



# next

- different environments ....
  - MMVW (massively multi-user virtual worlds)
  - others?

[cindy@creighton.edu](mailto:cindy@creighton.edu)

[susan.wiedenbeck@cis.drexel.edu](mailto:susan.wiedenbeck@cis.drexel.edu)