

Objects of Trust

Empirical research

- > User trust in e-commerce web sites
[I3E 2001, CHI 2002, CHI 2003, Brit. HCI 2004]
- > Users' ability to identify trustworthy web sites
[CHI 2003, Brit. HCI 2004]
- > Trust in online advisors
[CHI 2005, Brit. HCI 2005]

Conceptual work

- > Framework for Trust in Mediated Interactions
[IJHCS 2005]

Risks in Online Interactions

Risks

- > Financial Loss
(transaction, credit limit, credit history?)
- > Waiting Times,
- > Spam,
- > 'Hassle'

More uncertainty

- > Inexperienced with decoding cues
- > Less surface cues are available
- > Cues might have no significance
(“anyone could set up a good-looking site”)

Symbols vs. Symptoms

Dis-embedding

Interaction is stretched over time and space and involves complex socio-technical systems
[Giddens, 1990]

... pervasive in modern societies (e.g. catalogue shopping)

TRUSTOR

TRUSTEE

TRUSTOR

TRUSTEE

1 Signals

TRUSTOR

TRUSTEE



Separation in Space
+ *UNCERTAINTY*



TRUSTOR

TRUSTEE



Separation in Space
+ *UNCERTAINTY*



Outside Option
← 2b Withdrawal



TRUSTOR

TRUSTEE

Separation in Space

+ *UNCERTAINTY*

1 Signals

2a Trusting Action

RISK

Outside Option

2b Withdrawal

3a Fulfilment

3b Defection

TRUSTOR

TRUSTEE



Separation in Space

+ *UNCERTAINTY*

1 Signals



2a Trusting Action

RISK



Outside Option

2b Withdrawal



Separation in Time

+ *UNCERTAINTY*



3a Fulfilment



3b Defection



Contextual Properties

TRUSTOR

Trust

TRUSTEE

Contextual Incentives

Temporal

Social

Institutional

Context ← Signal ←..... Incentive



