

New developments in long-distance trust

Nathan Bos, for CHI 2007 workshop on trust

1. Chemical signals and trust
2. Perception of distance affects attribution

Trust in long distance collaboration

- Why is trust is harder to achieve at a distance?
- Working assumption has been that the *thin information channels* of computer-mediated communications are what makes trust difficult at a distance
- Two new developments suggests there is more to it

Oxytocin affects trust

- Intranasal administration of neuropeptide oxytocin increases trust
 - Oxytocin is associated with pair bonding and infant attachment
- Subjects were more trusting and trustworthy in a well-established trust game
 - Did not lead to general increase in risk behavior
- What does this mean for videoconferencing?



Kosfeld, M., Heinrichs, M., Zak, P.J., Fischbacher, U., & Fehr, E. (2005). Oxytocin increases trust in humans. *Nature* 435 (2), 673-677.

Perceptions of distance affects trust

- Previous research has shown that at long distance people make different attributions (Cramton) and pay less attention to others
- Recent experiments show that people viewing the same information but told they are watching events at a distance make different attributions and perceive fewer distinctions



Henderson, M.D., Fujita, K., Trope, Y., & Liberman, N. (2006). Transcending the “Here”: The Effect of Spatial Distance on Social Judgment. *Journal of Personality and Social Psychology*, 91 (5), 845-856.

What does this mean?

- Do these findings change the trust research agenda?