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SI 410 ETHICS AND INFORMATION TECHNOLOGY

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
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
4. Censorship

• Kelton, Trust in Information (2007)

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