

Perceptions of Security and Risks on the Internet

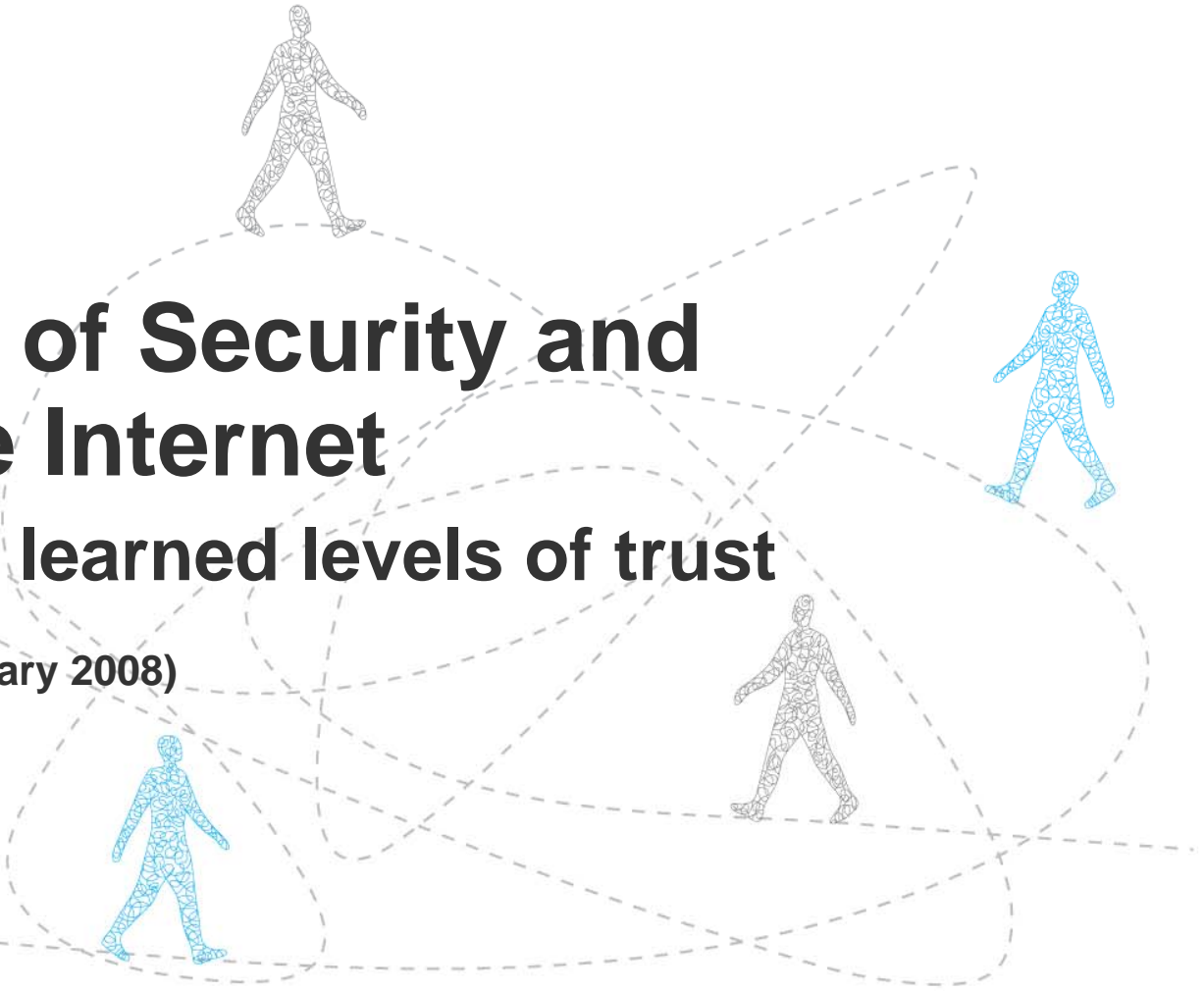
Experience and learned levels of trust

Aarhus University (24 January 2008)

Ellen J. Helsper



Oxford Internet Institute
University of Oxford

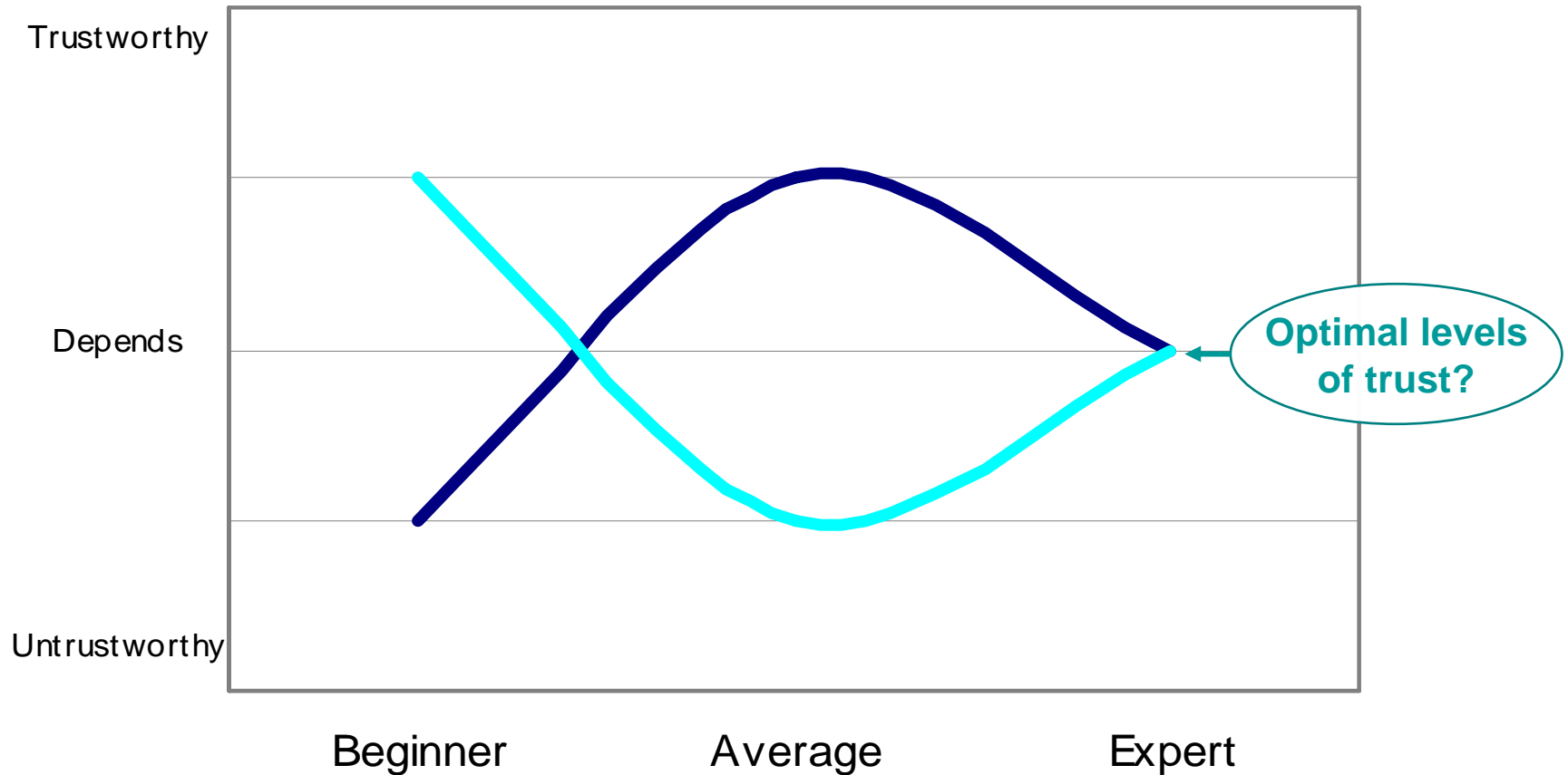


A selection of ideas about risks and trust

- **Certainty Trough:**
 - Beginners and experts are more weary
 - Experts take more (measured) risks – Learned levels of trust
- **Experience technology**
 - With exposure comes trust
- **Optimal levels of trust?**

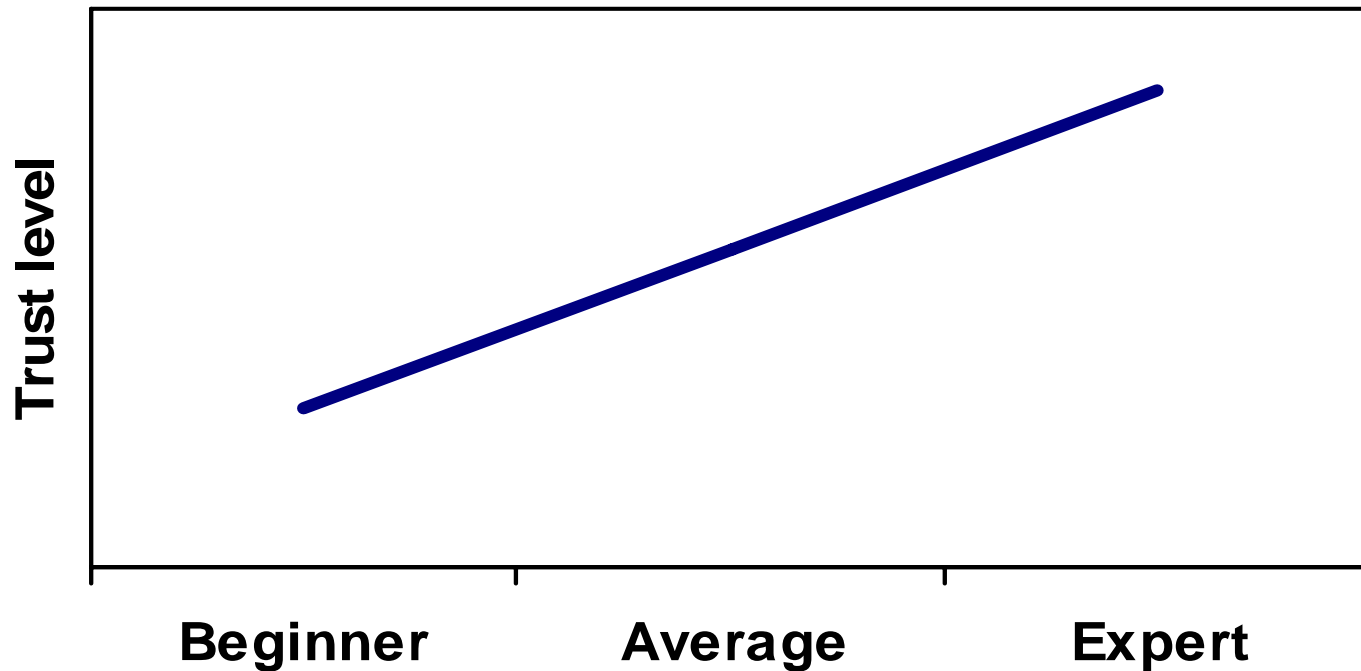
Too much and too little trust are counter productive
- **Trust online versus offline**
 - Lack of Face to Face contact
 - Lack of skill (control)

Trust models: Certainty Trough



Trust models: Experience

Experience technology



Questions

- Have levels of risk and trust changed since 2003?
- What explains trust?
- What does trust explain?

Sample and design OxIS

- Fieldwork: 2003, 2005 and 2007
- Probability sample of England, Scotland & Wales
- Respondents: 14 year olds and older
- Face-to-face interviews
- Sponsorship: Hefce, British Library, Cisco, Ofcom, Talisma, AOL, BT, and Orange



TALISMA

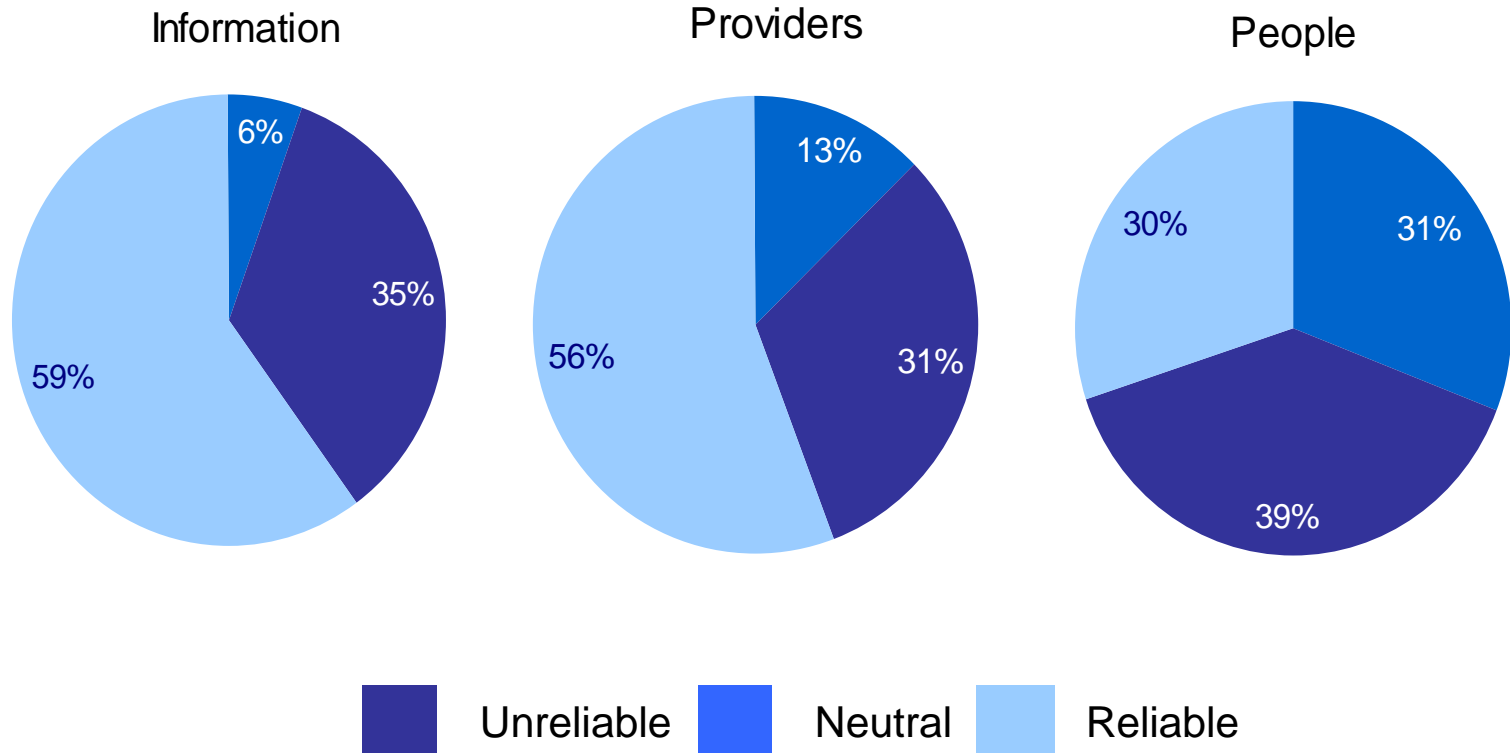


Sample composition

	2003	2005	2007
Fielded in	June-July	February-March	March - April
Number of respondents	2,030	2,185	2,350
Response rate	66%	72%	77%

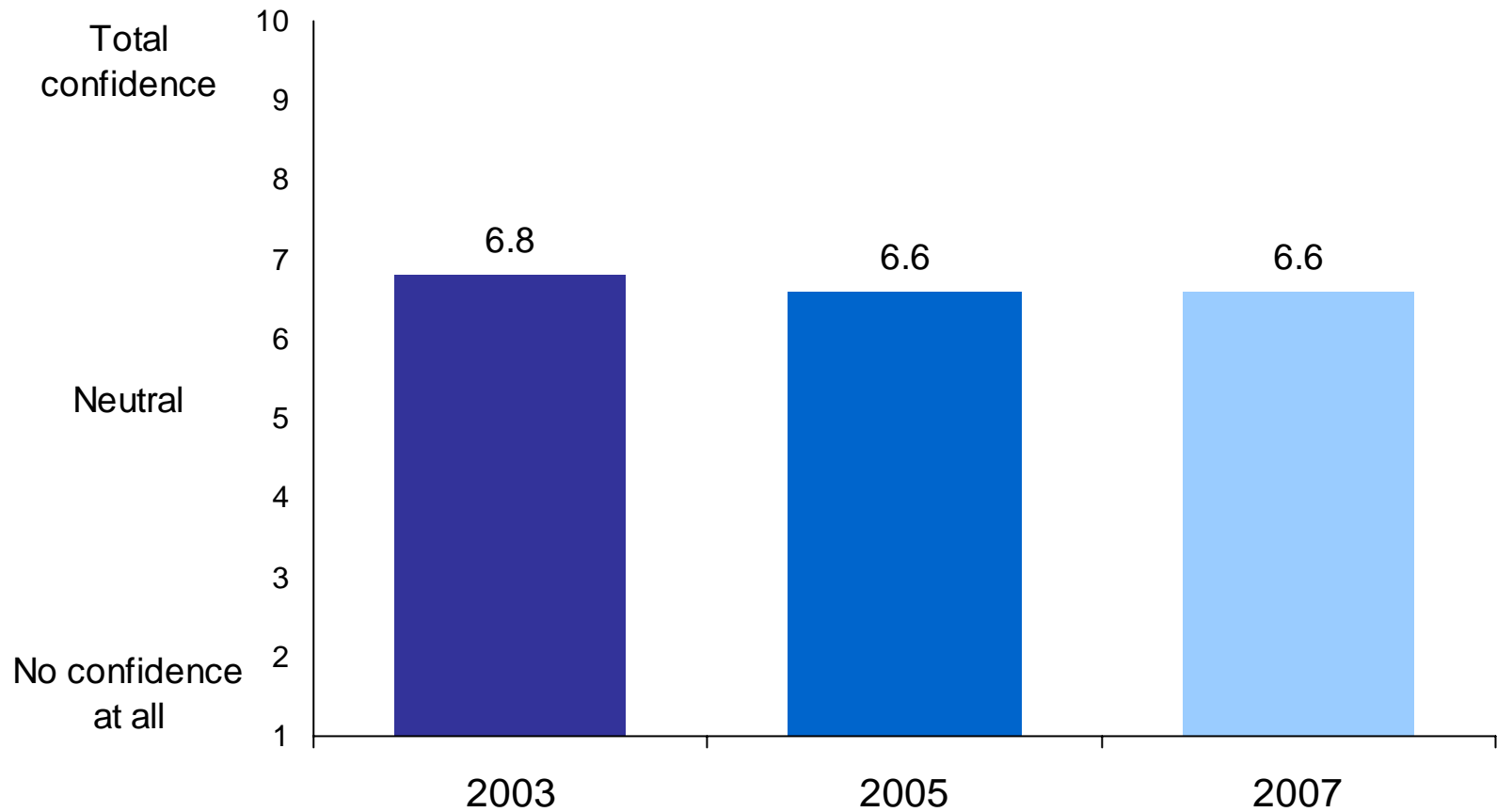
Trust in the internet

Trust in Internet....



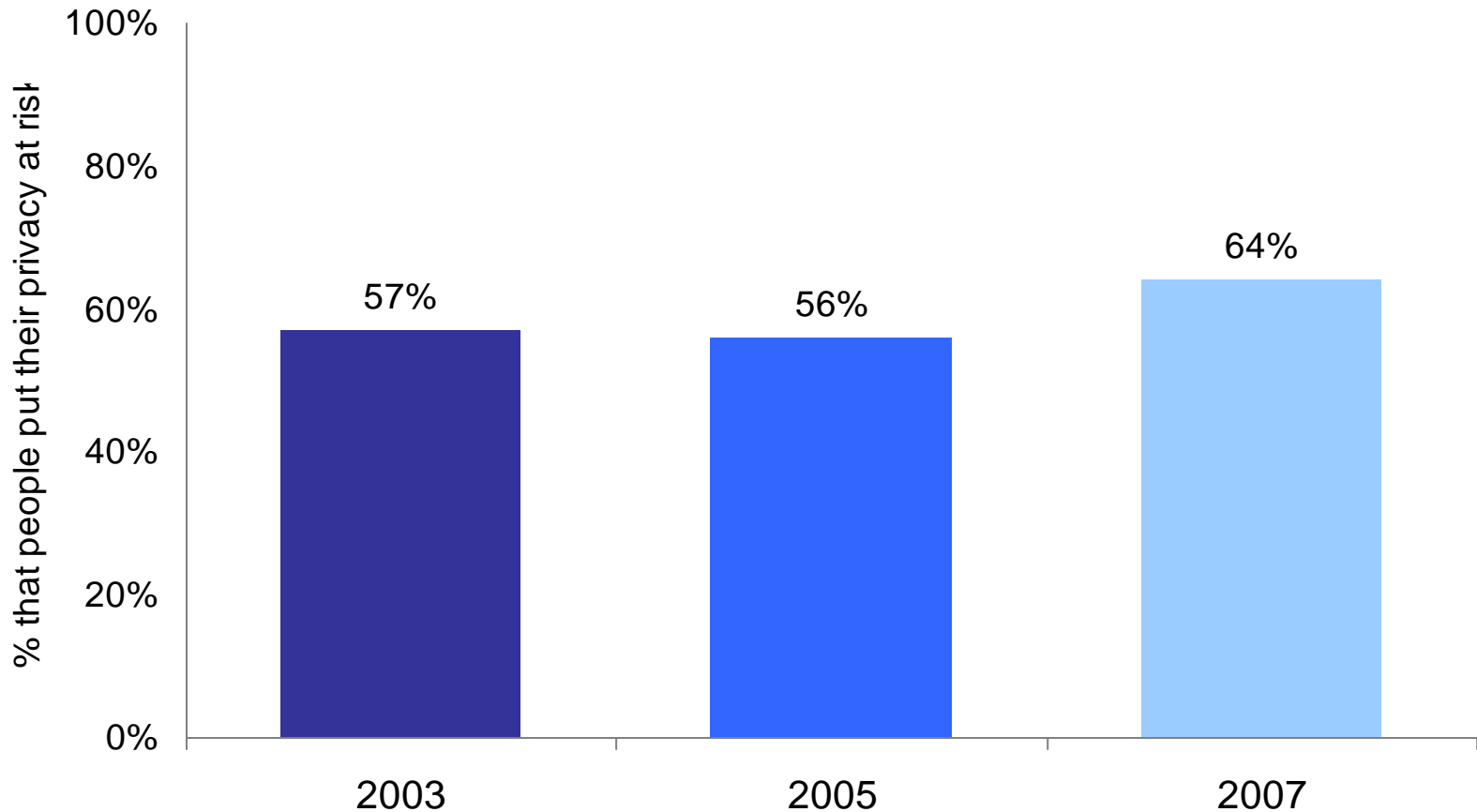
OxIS N=2,350 (users and non-users)

Trust trends



All: OxIS 2003 N=2,029 ; Oxis 2005 N=2,185 ; OxIS 2007 N=2,350

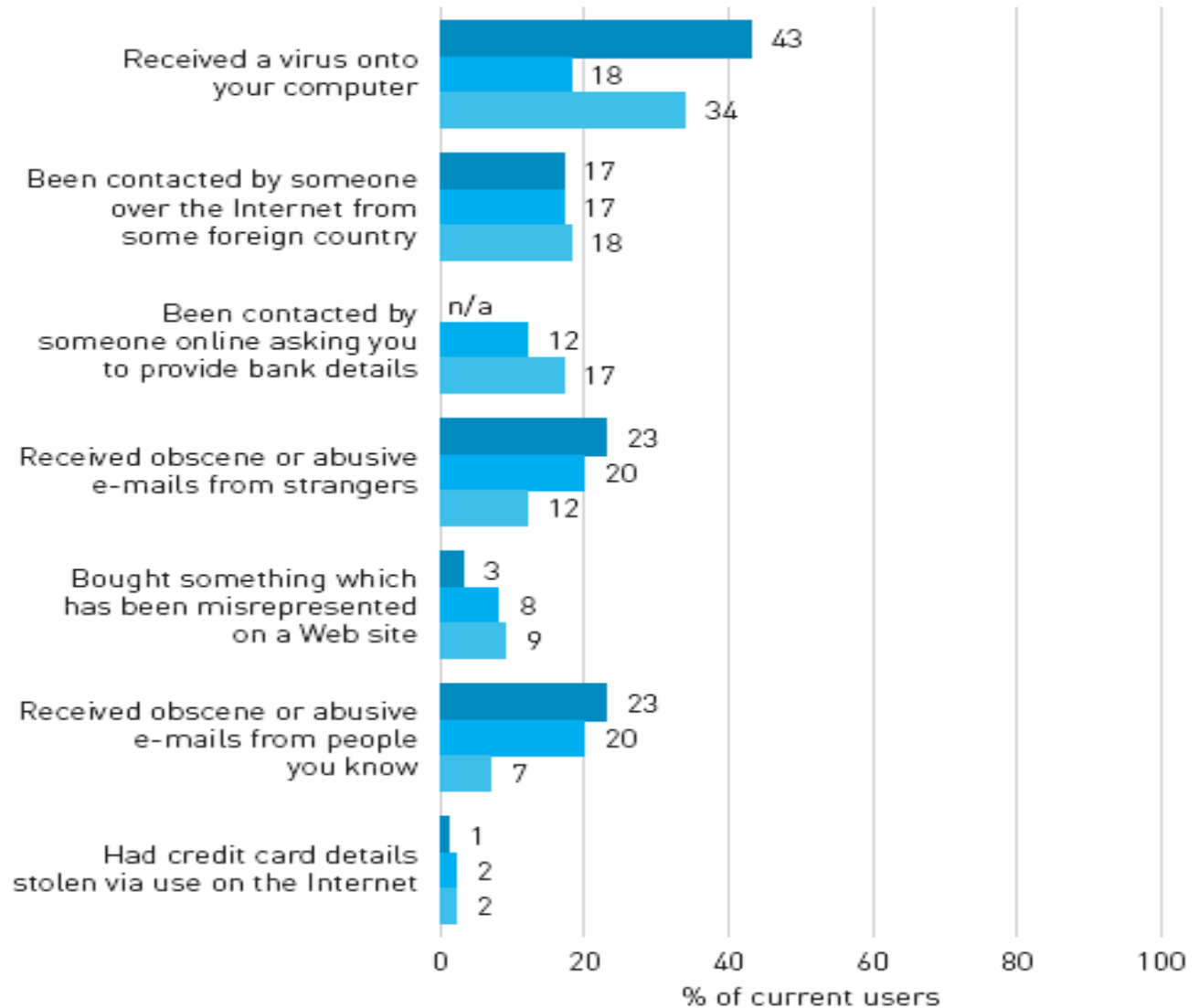
Risk perception: Privacy at risk?



Internet Users: OxIS 2003 N=1,201 ; OxIS 2005 N=1,309 ; OxIS 2007 N=1,578

Unpleasant Experiences Person Has Had on the Internet (QC13)

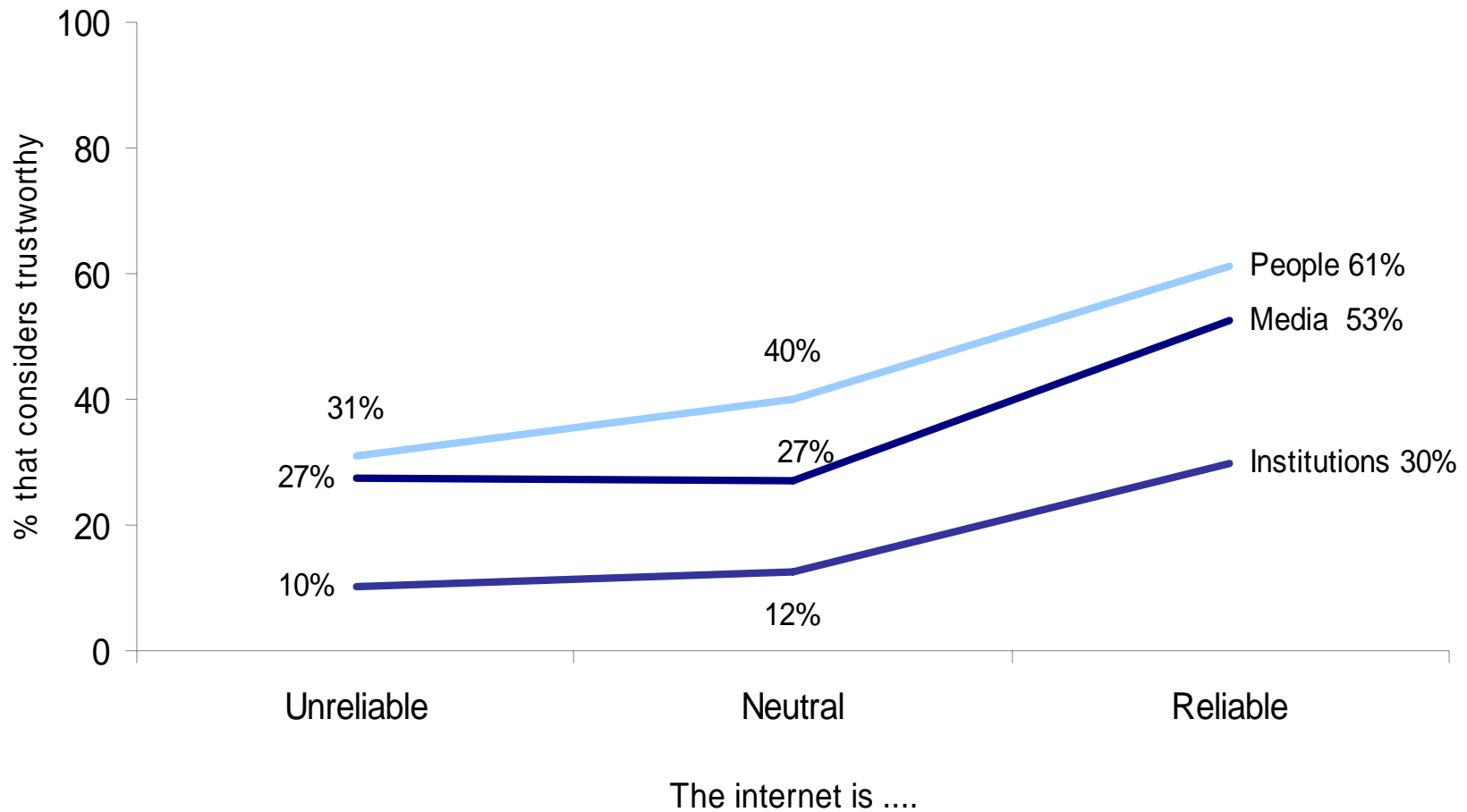
■ 2003 ■ 2005 ■ 2007



Negative Experiences

Current users. OxlS 2003: N=1,201; OxlS 2005: N=1,309; OxlS 2007: N=1,578

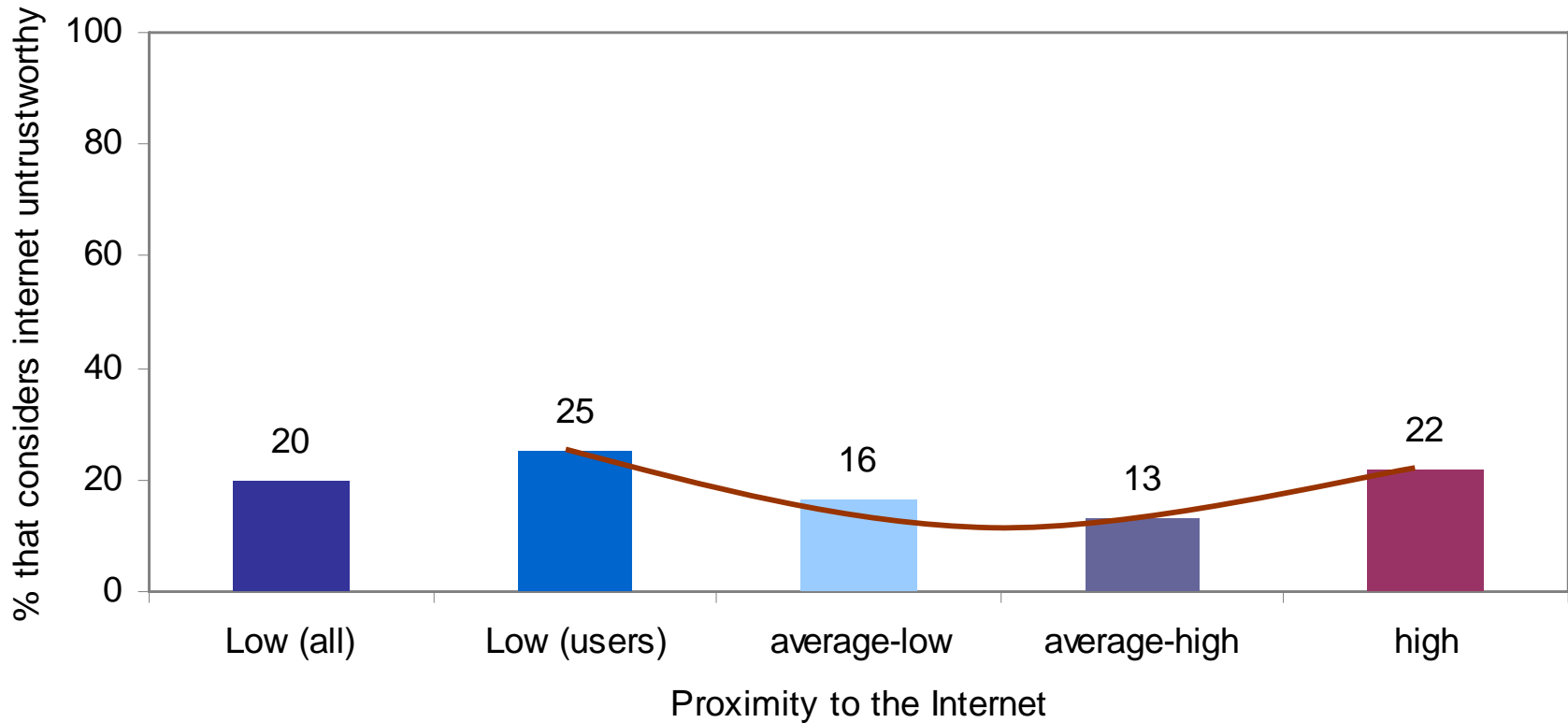
Internet trust in comparison to other sources



Explaining Trust: Risks, Experience & Skill

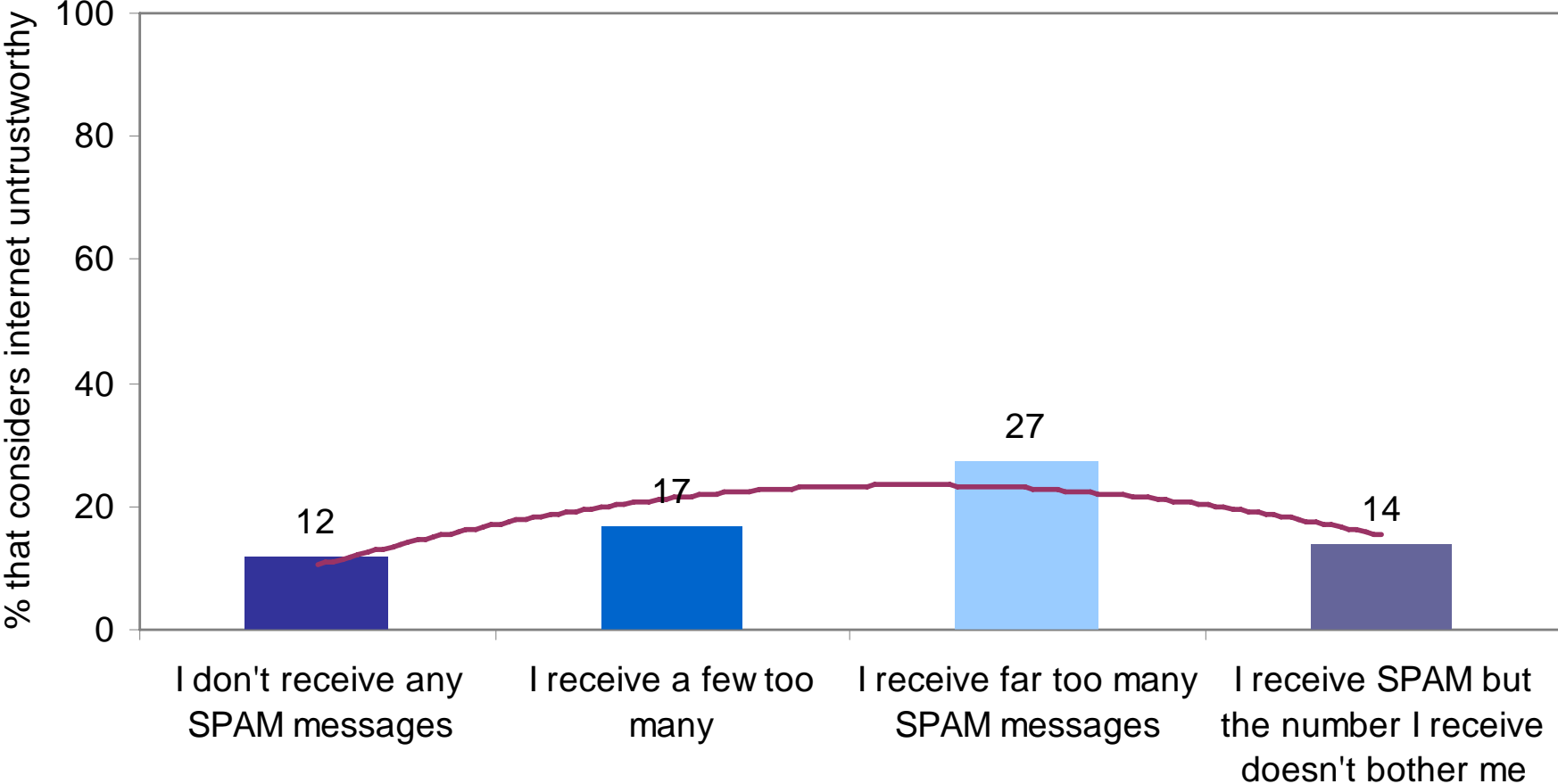
- Demographics
- Access (Broadband)
- Proximity (years, confidence and breadth of use)
- Negative experiences
- Risk perception
- Skill

Trust and proximity to the internet



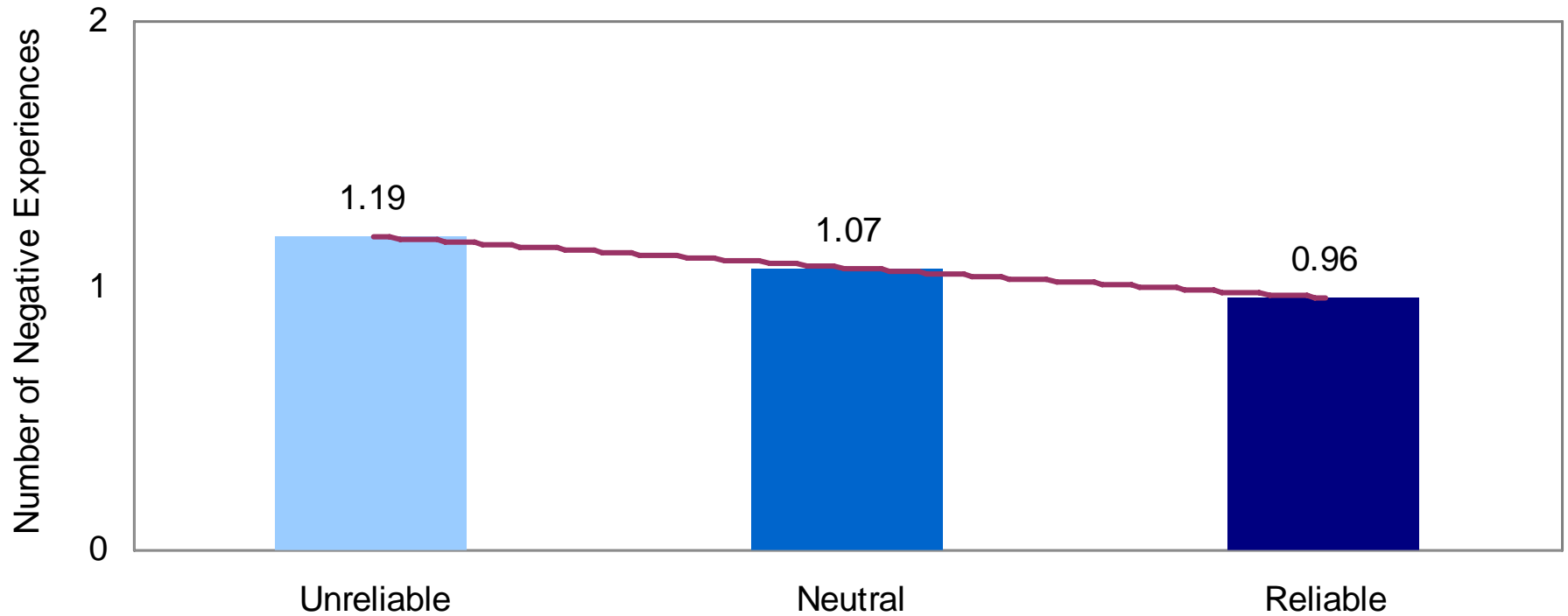
OxIS 2007 All N=2,350; Internet Users: N=1,578

Skill and Trust



OxIS 2007 Internet Users: N=1,578

Trust and negative experiences



OxIS 2007 Internet Users: N=1,578

Modelling trust

- Trends
- Non-Linearity (certainty trough model)
- Trusting 'types'

Trends

Trust since 2003 (for internet users)

	Trust 2003	Trust 2007
Gender	NS	NS
Social grade	NS	NS
Area characteristics		+
Age	NS	NS
Education	-	-
Broadband	NS	NS
Proximity	-	NS
Prox*SES	+	NS
Non Linear Proximity		
Negative experiences	-	-

In contrast to 2003 proximity no longer determines trust in the internet for internet users

Negative experiences diminish people's trust in the internet

Certainty trough

Trust (for internet users)

	Trust 2003	Trust 2007	Trust 2007
Gender	NS	NS	NS
Social grade	NS	NS	NS
Area characteristics		+	+
Age	NS	NS	NS
Education	-	-	
Broadband	NS	NS	
Proximity	-	NS	
Prox*SES	+	NS	
Non Linear Proximity			-
Negative experiences	-	-	-

A non-linear model of proximity is significant
→ certainty trough?

Modelling Trust (Internet Users)

	Trust
Proximity	NS
Area characteristics	+
Social grade	NS
Gender	NS
Age	NS
Education	-
Broadband	NS
Negative experiences	NS
Risk perception	-
Trust in Media	+
Trust in Institutions	+
Trust in People	+

Users in 2007 (N=1,587)

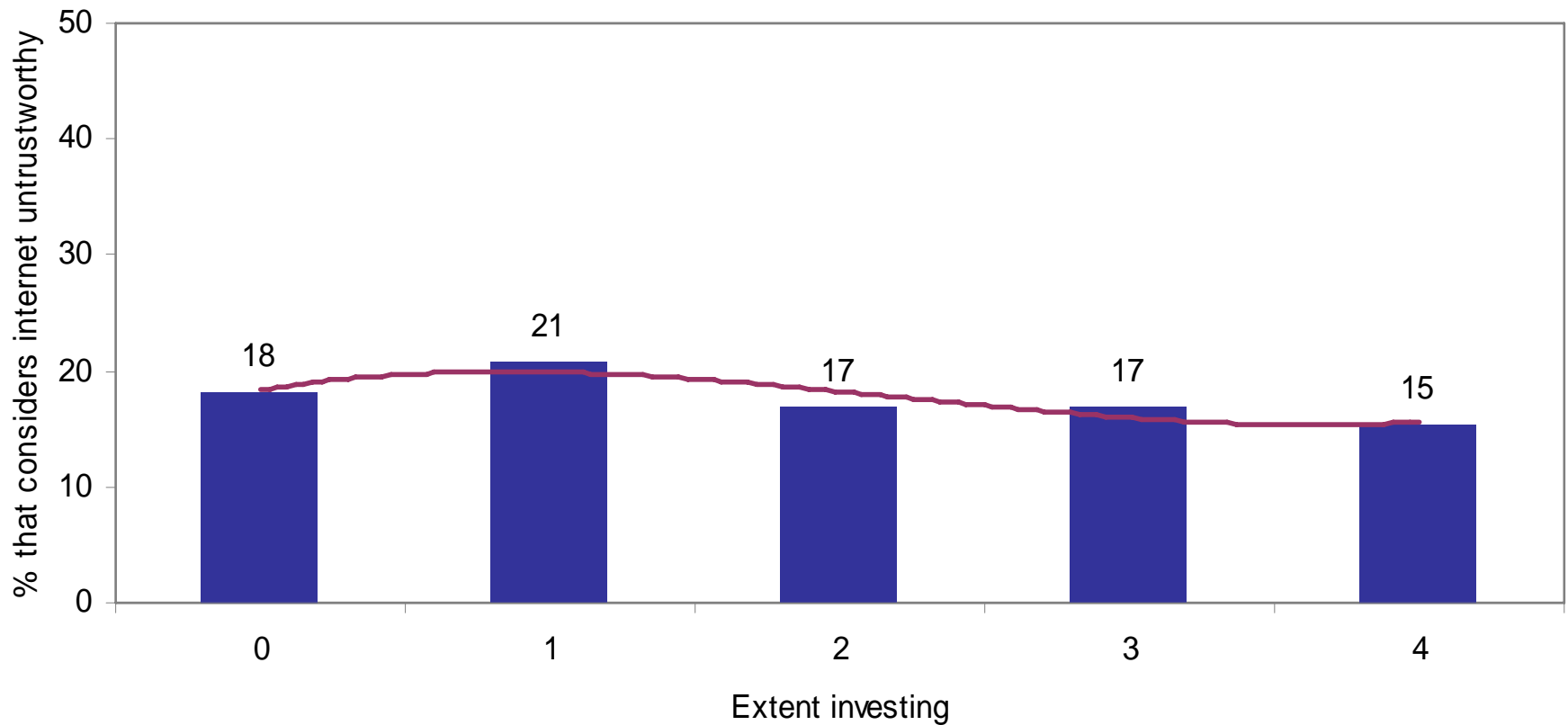
Trusting people trust the internet

Modelling trust and activities

Explaining activities (eCommerce & Communication)

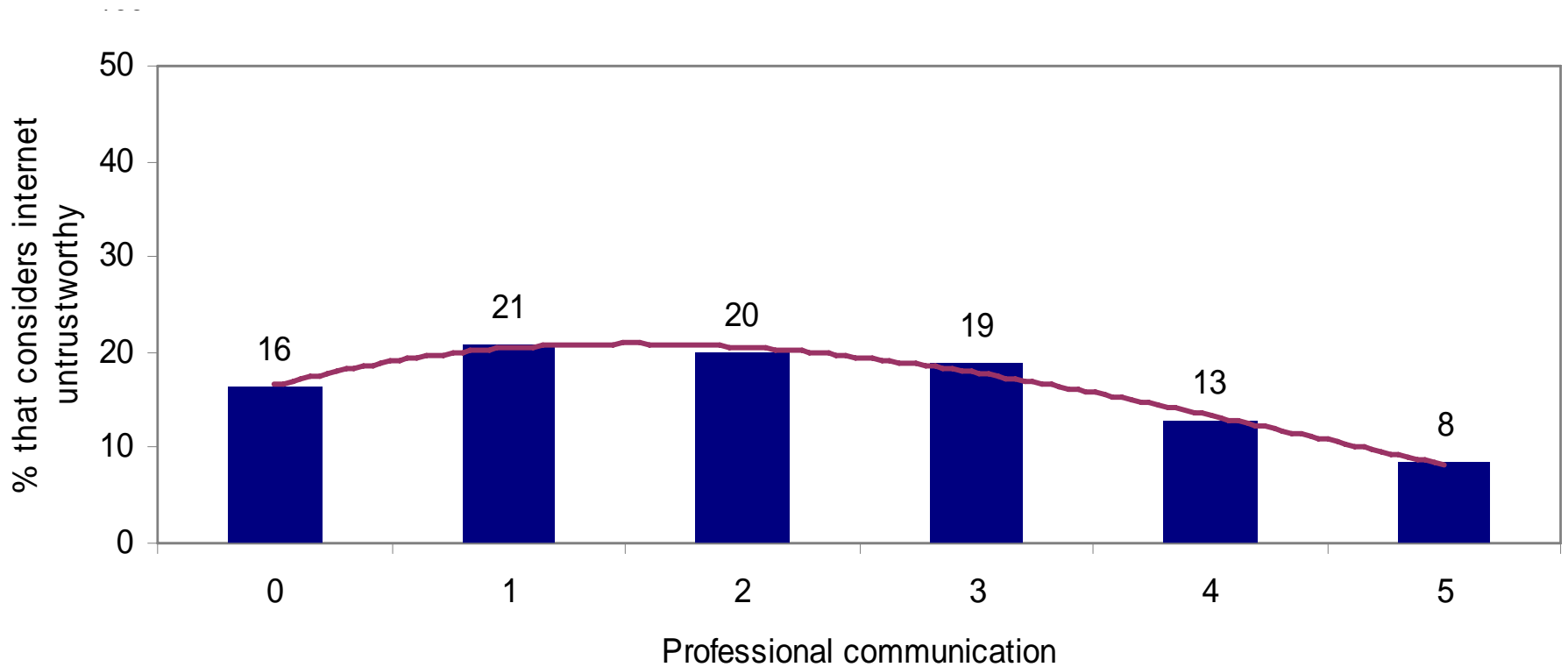
- Demographics
- Trust
- Proximity
- Broadband access
- Negative experiences

Trust and commercial transactions



OxIS 2007 Internet Users: N=1,578

Trust and communication



OxIS 2007 Internet Users: N=1,578

Modelling eCommerce

	Buying 2003	Buying 2007	
Trust Internet	NS	NS	
Proximity	+	+	Proximity increases buying activities
Area characteristics		NS	
Social grade	NS	+	
Gender	NS	NS	
Age	NS	NS	
Education	NS	+	
Broadband	NS	+	Negative experiences increase with activity
Negative experiences		+	
Privacy risks	-	NS	

Modelling eCommerce and Communication

	Buying	Communicating
Area characteristics	NS	NS
Social grade	+	NS
Gender	NS	NS
Age	NS	-
Education	+	NS
Proximity	+	+
Broadband access	+	+
Negative experiences	+	+
Privacy risks	NS	NS
Trust Internet	NS	+
Trust in Media	NS	NS
Trust in institutions	+	NS
Trust in people	NS	NS

Proximity strongly related to online activity

Different types of trust related to different activities

Trends in trust (since 2003)

Trust

Proximity is no longer sufficient to explain trust.

- Exposure model functional in 2003 but not in 2007.
- 'Certainty trough' models more appropriate in 2007.

Activities

- Proximity explains activities
- Trust in the internet DOES NOT explain eCommerce
- Trust in the internet DOES explain Communication

Tentative Conclusions: Ideal levels of trust?

- Negative experiences diminish trust and are related to higher online activity.
- Internet trust is strongly related to a general disposition towards media, institutions and people.
- Experts learn how to deal with online risks > Skills will diminish level of importance of risks.
- Internet literacy and exposure to the Internet will increase people's levels of trust
- Users need to feel that they can control the risks

Thank you.



Oxford Internet Surveys

<http://www.oii.ox.ac.uk/microsites/oxis/>
oxis@oii.ox.ac.uk

Oxford Internet Institute

<http://www.oii.ox.ac.uk>