



Trust and the Internet:

Experience technology or certainty through models?

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Thanks to:

William Dutton, Monica Gerber and Bianca Reisdorf



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A selection of ideas about risks and trust

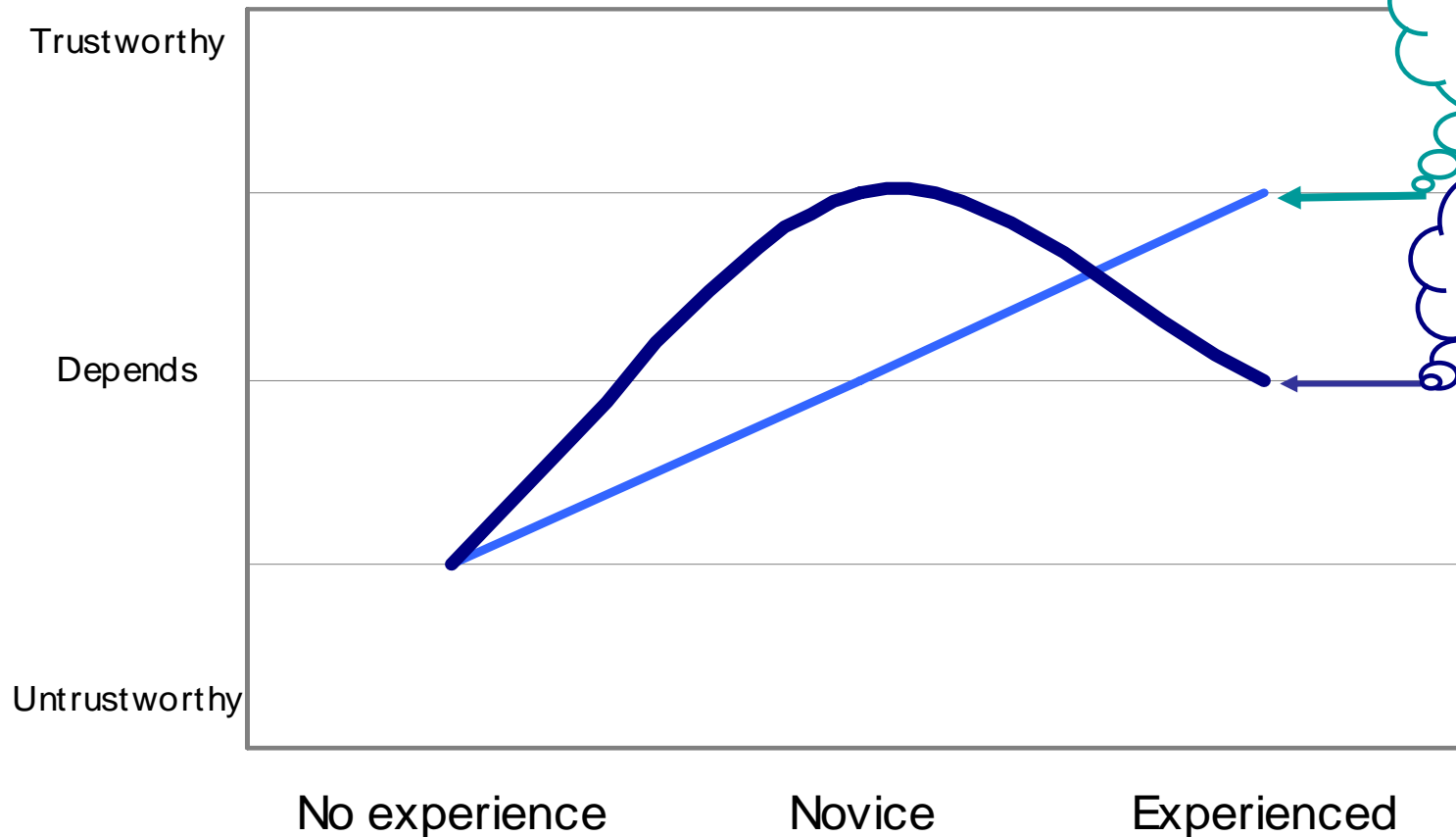
■ Certainty Trough:

- Those with no experience and experts are more suspicious than those with some experience
- Too much and too little trust are counter productive - Optimal levels of trust

■ Experience Technology

- With exposure comes trust – ‘Mere Exposure’ theories
- Experts take more measured risks – Learned levels of trust

Trust Models: Certainty Trough & Experience Technology



Learned levels of trust?

Optimal levels of trust?

Questions

- Has the relationship between proximity and trust changed for the Internet since 2003?
 - Over time Internet population starts to represent offline population more – Explanatory framework might have to change.
 - Internet has changed considerably since 2003 – Explanatory framework might have to change.

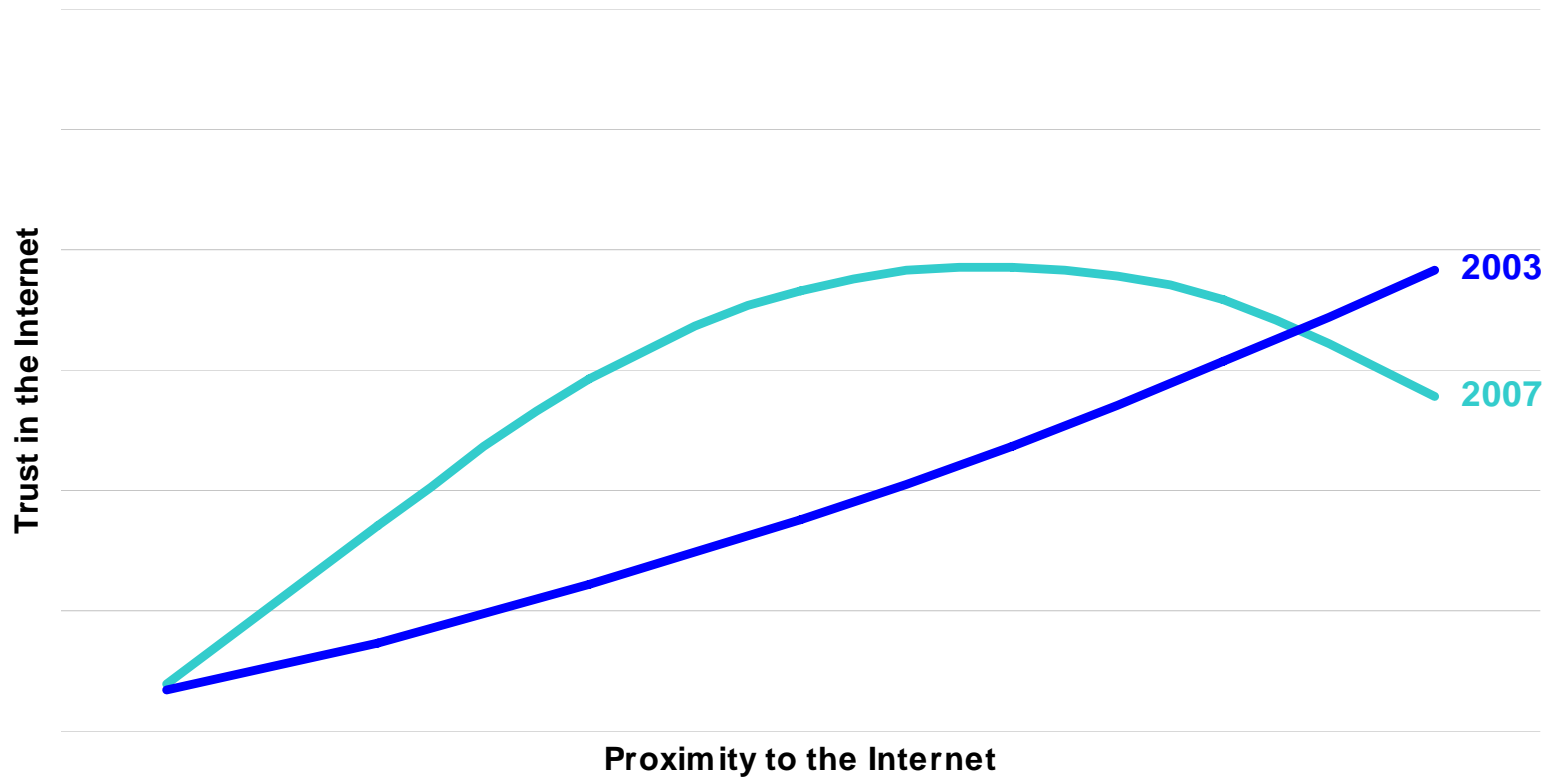
Trust over time

	Trust 2003	Trust 2007
Gender	NS	NS
Social grade	NS	NS
Age	NS	NS
Education	NS	-
Broadband	NS	NS
Proximity	NS	+
Nonlinear proximity	NS	-
Prox*SES	-	NS
Negative experiences	-	-

Non-linear proximity related to trust in 2007

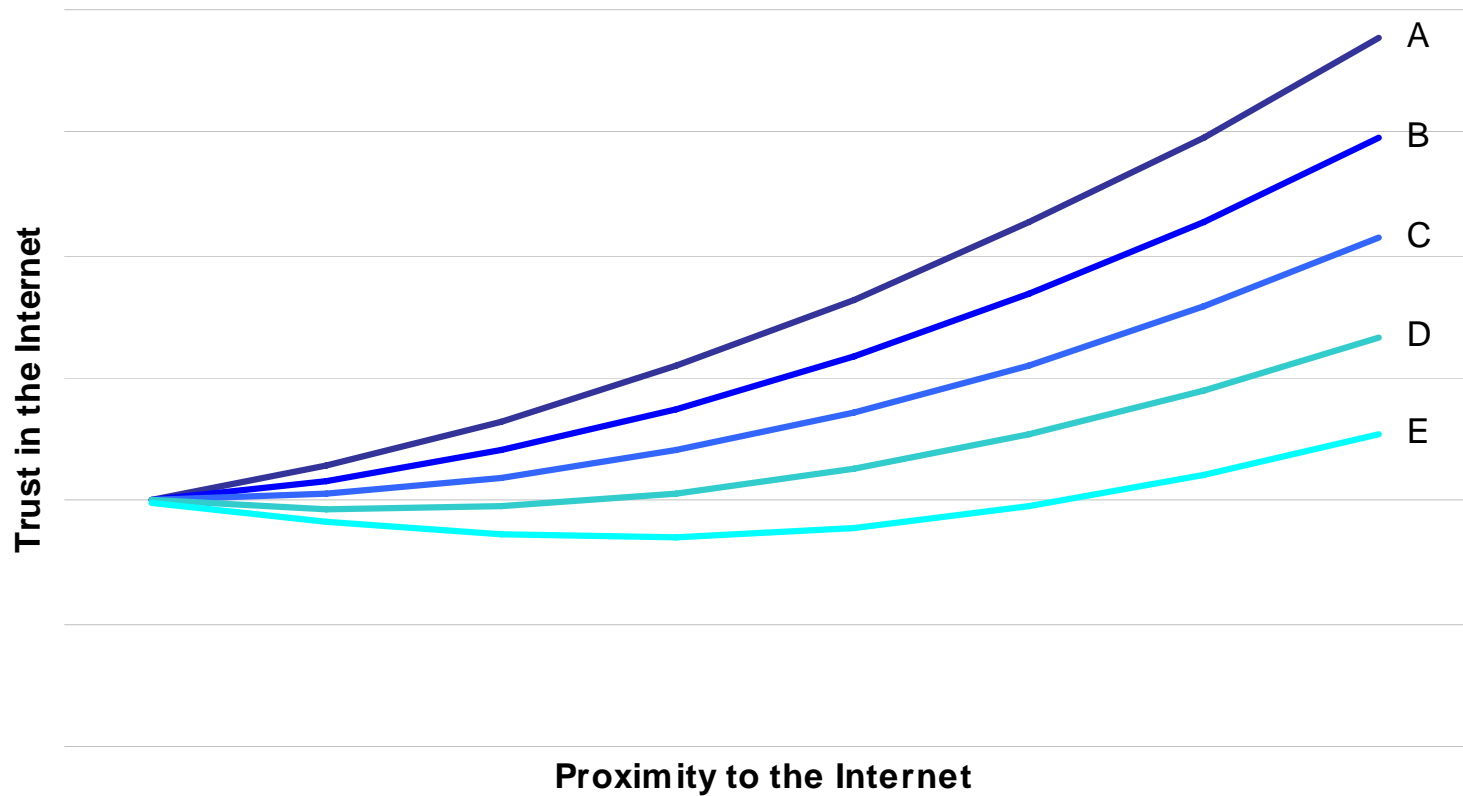
Internet Users OxIS 2003 N=1201; OxIS 2007 N=1,578

Trust and proximity to the Internet over time



OxIS 2007 Internet Users: N=1,578

Trust, proximity and SES in 2003



Conclusions 1

In 2007 (but not in 2003)

Proximity to ICTs explains trust in a non-linear fashion.

- Experience technology model perhaps applicable in 2003 but not in 2007.
- Certainty trough models more appropriate in 2007.

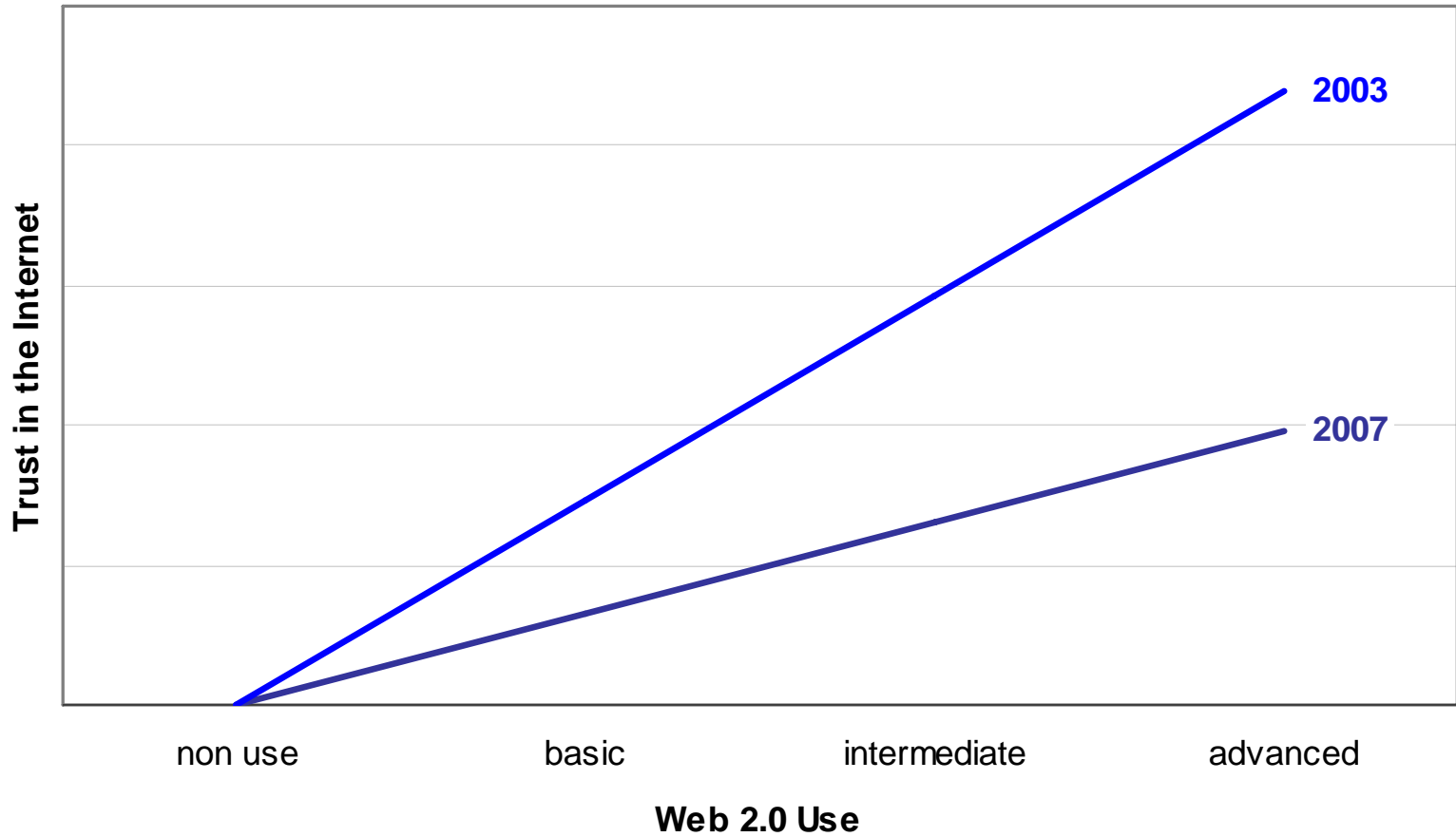
Is this because population has changed or because the internet has changed?

Trust, proximity and Web 2.0 use

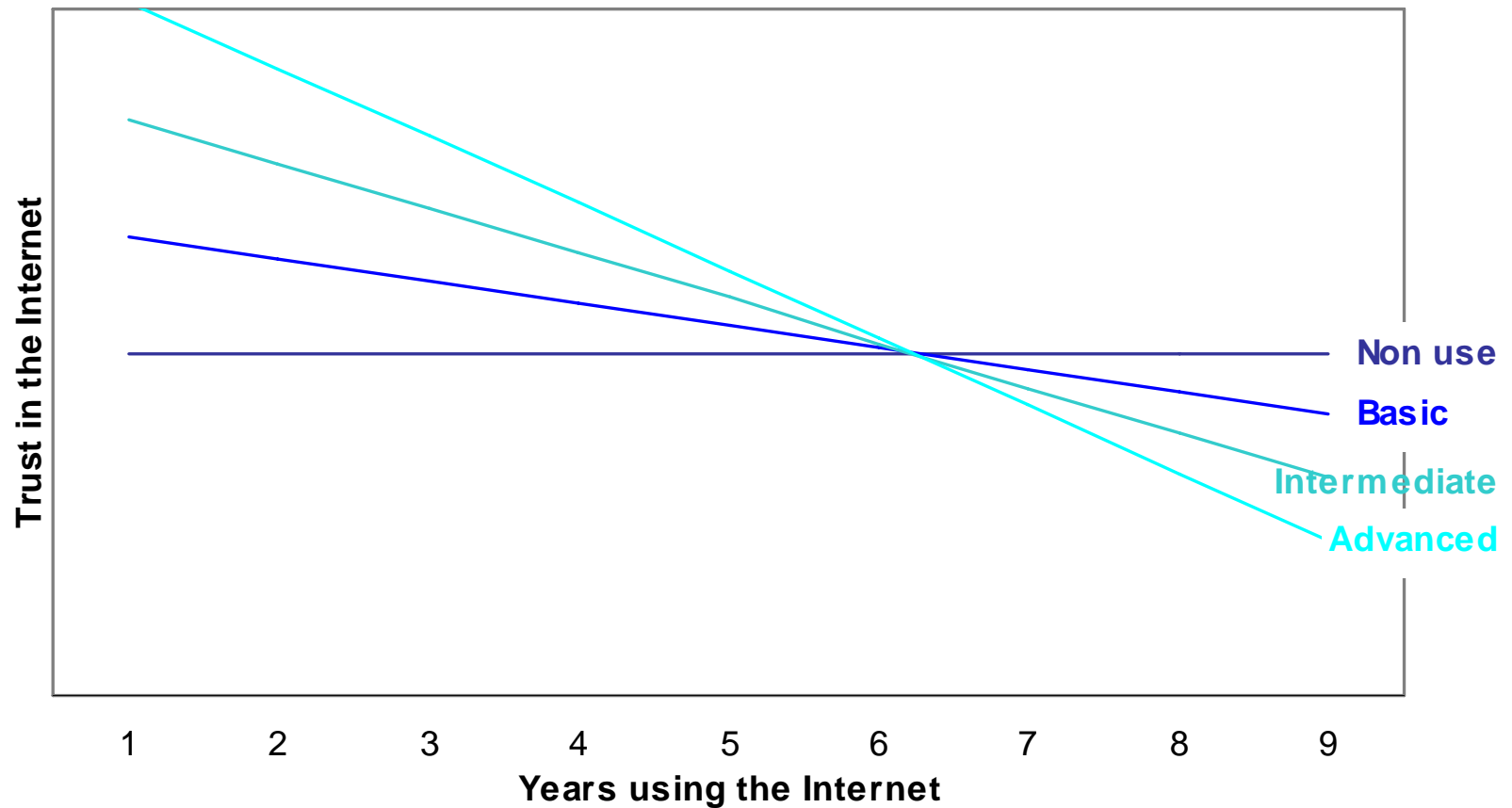
	Trust 2003	Trust 2007
Gender	NS	NS
Social grade	NS	NS
Age	NS	NS
Education	NS	-
Broadband	NS	NS
Proximity	NS	+
Nonlinear proximity	NS	NS
Prox*SES	-	NS
Negative experiences	-	-
Use Web 2.0	+	+
Years *Web 2.0	NS	-

Use of Web2.0 related to trust

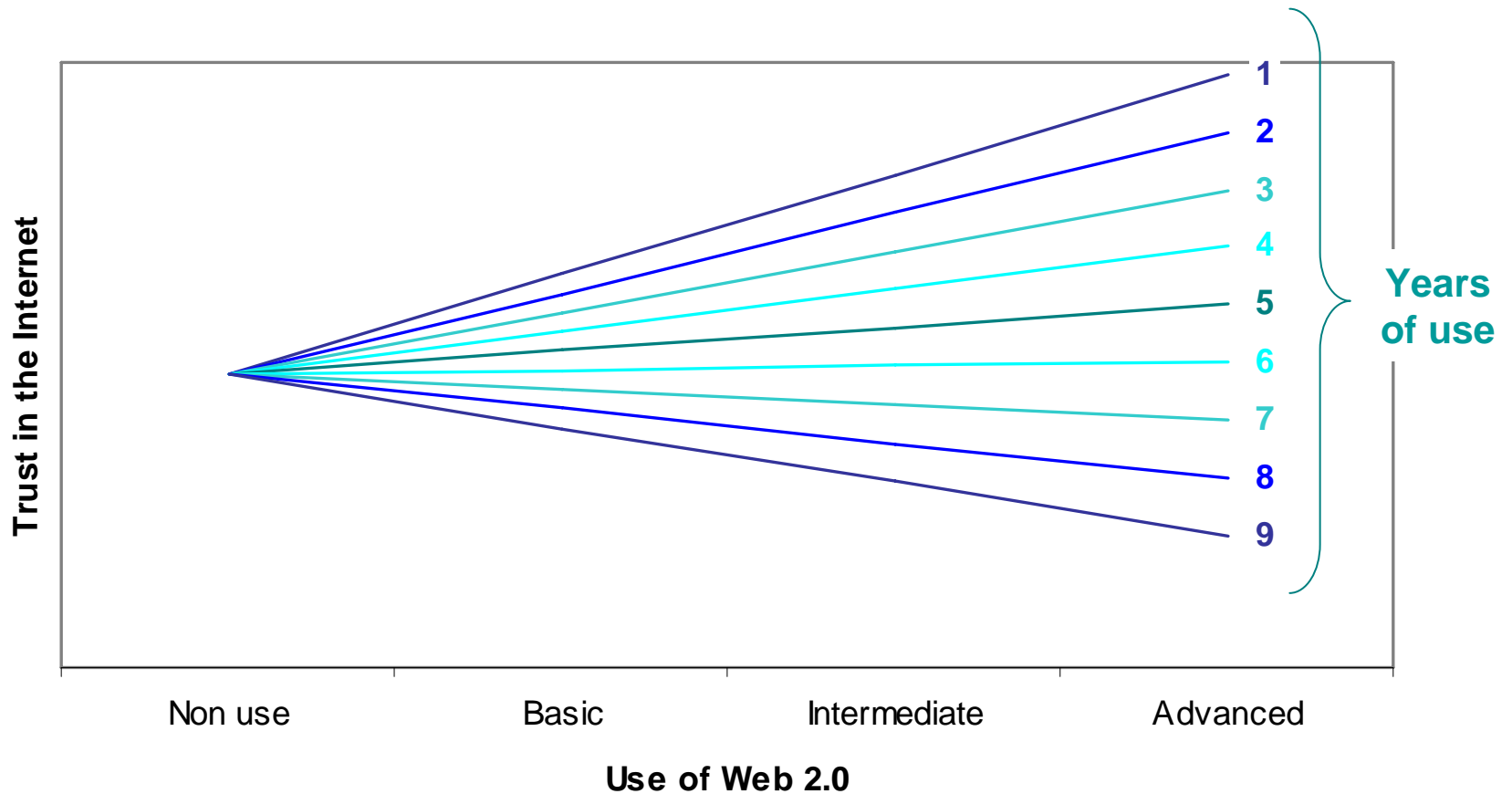
Trust and Web 2.0



Trust, Web 2.0 use and Years online



Trust, Web 2.0 use and Years online



Conclusions 2

- Experience technology model appropriate for those people who have grown up with the newest applications.

In 2003 - Those who were experienced (ie. very proximate to the Internet) trusted the internet more.

In 2007 - The Internet changed and exposure to Web 2.0 applications makes those who are experts less comfortable with the Internet.

Trust and online interactions

Does trust make people more likely to undertake certain activities that we would intuitively predict to require optimal levels of trust?

(eCommerce & eCommunication)

Modelling eCommerce

	Buying	Investing
Social grade	+	+
Gender	NS	NS
Age	NS	+
Education	+	+
Broadband	+	+
Proximity	+	+
Prox*SES	+	NS
Non-Linear Proximity	-	-
Negative experiences	NS	NS
Privacy risks	NS	-
Trust Internet	NS	NS
Trust Offline	NS	NS

Proximity strongly related to higher eCommerce activity

Trust does not explain eCommerce

Internet Users OxIS 2007 N=1,578

Modelling Communication

	Personal networking	Personal communication	Social Networking
Social grade	NS	NS	NS
Gender	NS	NS	NS
Age	-	-	-
Education	NS	NS	NS
Broadband	+	+	+
Proximity	+	NS	+
Prox*SES	NS	+	NS
Non-Linear Proximity	-	-	NS
Negative experiences	+	+	+
Privacy risks	NS	-	NS
Trust Internet (people)	+	+	NS
Trust Offline (people)	NS	+	NS

Proximity irregularly associated with communication activities

Trust in people on and offline related to communication

Internet Users OxIS 2007 N=1,578

Conclusions 3

Activities

- Proximity explains both eCommerce and eCommunication activities (non-linearly)
- Trust DOES NOT explain eCommerce
- Trust (in people) DOES explain eCommunication

Thank you.



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