



Berner Fachhochschule  
Haute école spécialisée bernoise  
Bern University of Applied Sciences



## Psychological aspects of trust – *What are the drivers of eID usage in the E-Society?*

Prof. Dr. Konrad Walser

Berner Fachhochschule, E-Government-Institut

<http://appadvice.com/review/quickadvice-in-fear-i-trust>

# What is trust from a psychological point of view?

- ▶ Situational aspects of trust generation => Risk of the subject
- ▶ Acting as a means of trust, taking into account benefits and vulnerability
- ▶ Hoping to have a positive outcome of acting (no bad thinking of the vis-a-vis)



What is my risk of trusting the public administration



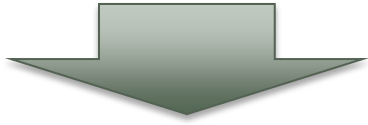
I believe, that the public administration is positive regarding my person



I use E-Government services because of my positive thinking about public administration behavior

What about Snowden?

# What shall I trust in?



Institutional characteristics  
of public administration?

Good will of institutions?

E-Gov-Services?

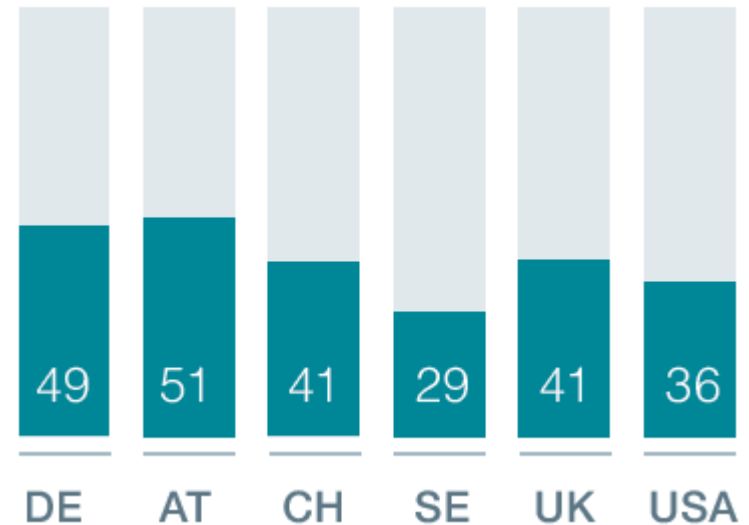
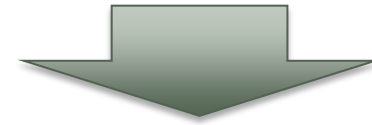
Electronic identity and the  
mechanisms of it's usage?

Technical equipment?

Virtual vis-a-vis?

=>

## BUT



**General lack of trust in  
public administrations**

Source: eGov Monitor D21 2013

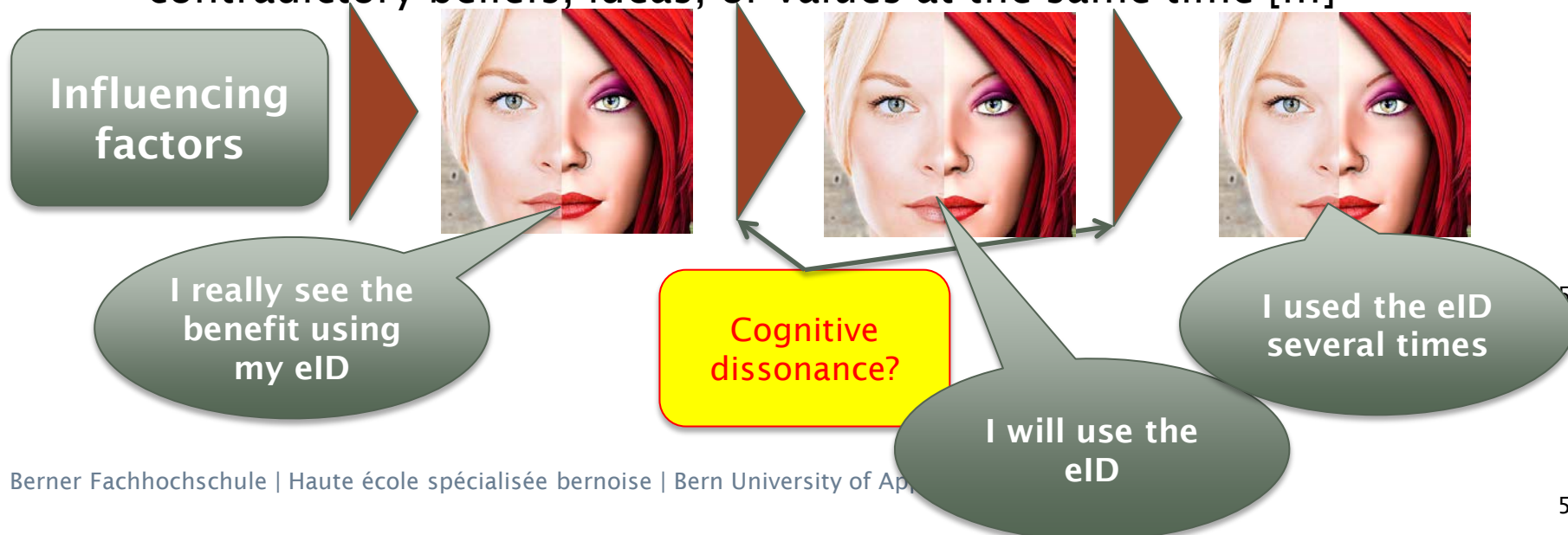
# What is critical for trust in E-Government?

- ▶ Anchor point for economical prosperity
- ▶ Policy maker have to take into account, that the eID-ecosystem not only consists of technical solutions
- ▶ eID-Ecosystems have to adress domain oriented viewpoints and governance
- ▶ Enlarged view: Not only the subject is part of E-Government services

# What can be done from a research perspective?

## Research, research, and more research

- ▶ Enlarging research about «trust of individuals using eID's»
- ▶ research the whole eID-ecosystem and the relationships of it's stakeholders regarding to trust, not the subject only
- ▶ Evaluation of «cognitive dissonance» as a further research construct to be implemented in the research model
  - ▶ Cognitive dissonance: “[...] excessive mental stress and discomfort experienced by an individual who holds two or more contradictory beliefs, ideas, or values at the same time [...]”



# Speaker's CV – Prof. Konrad Walser PhD

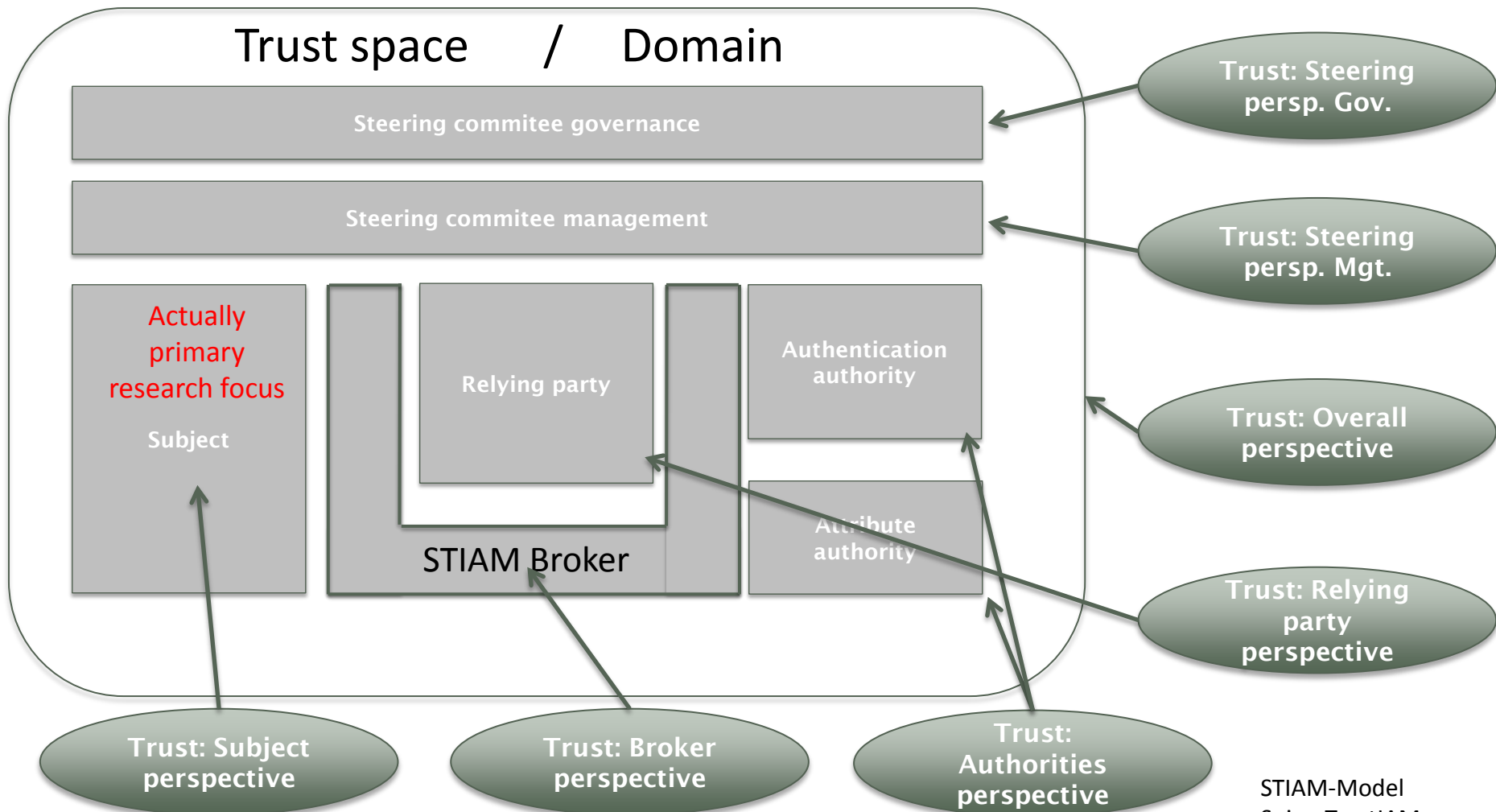
- ▶ Full time Professor at University of Applied Sciences, Berne – E-Government-Institute since May 2012
- ▶ PhD University of Bern – Information Science – CRM integration
- ▶ ITIL Expert, CGEIT, preparing CISA
- ▶ Teaching: IT Governance, IT Servicemanagement, Philosophy of Science
- ▶ Research: Behavioral science in information systems, IT Governance, E-Government, E-Business, IT management, IT service management
- ▶ Member of different ICT associations
  - ▶ GI (German society of informatics) – Fachbereich 5 – WI – FG Strat. Info-Mgt.
  - ▶ SwissICT – IT service management group
  - ▶ GMDS (German society for medical information science, epidemiology, biometrics)
  - ▶ AIS – Association for Information Systems
  - ▶ Member of ISACA (Switzerland chapter)



[konrad.walser@bfh.ch](mailto:konrad.walser@bfh.ch);

+41 79 648 21 33

# Different perspectives on trust from the STIAM ecosystem perspective



# Different perspectives on trust from the STIAM ecosystem perspective

- ▶ Subject versus relying parties (actual discussion/research D21/trusting public administrations)
- ▶ Dependencies between measures of public administrations and trust of the subject
- ▶ Requirement: Policy makers have to develop trust through policy making and have to eliminate factors which destroy trust

*STIAM: SuisseTrustIAM – a federated identity project of Berne University of Applied Sciences*