

# Trust

## What is Trust? A Definition

**Trust is a phenomenon of reliance on the good intentions and/or adequate competences of others in situations characterized by dependence, vulnerability and risk.\***

\*Luhmann (1968), Baier (1986, 1992), Gambetta (1988) and Pettit (1995).

The degree and kind of harm that may occur

The good will of others

The competence of others

# Do we trust a system that considers us as „DAUs“ rather than human beings?

## Current View on Citizens: „DAUs“



\* Duane Hanson's „Supermarkt Lady“  
- methaphor for Dumbest Assumable User

## Future View on Citizens? People we trust



SOLITUDE SOLO oleh Daniel Libeskind

Emmanuele Proulx „Solitude Solo“  
- methaphor for Nietzsche's „Übermensch“

# Are we to trust a system that wants to turn us into cyborgs?

## Current View on Citizens: „DAUs“



\* Duane Hanson's „Supermarkt Lady“  
- metaphor for **D**umbest **A**ssumable **U**ser

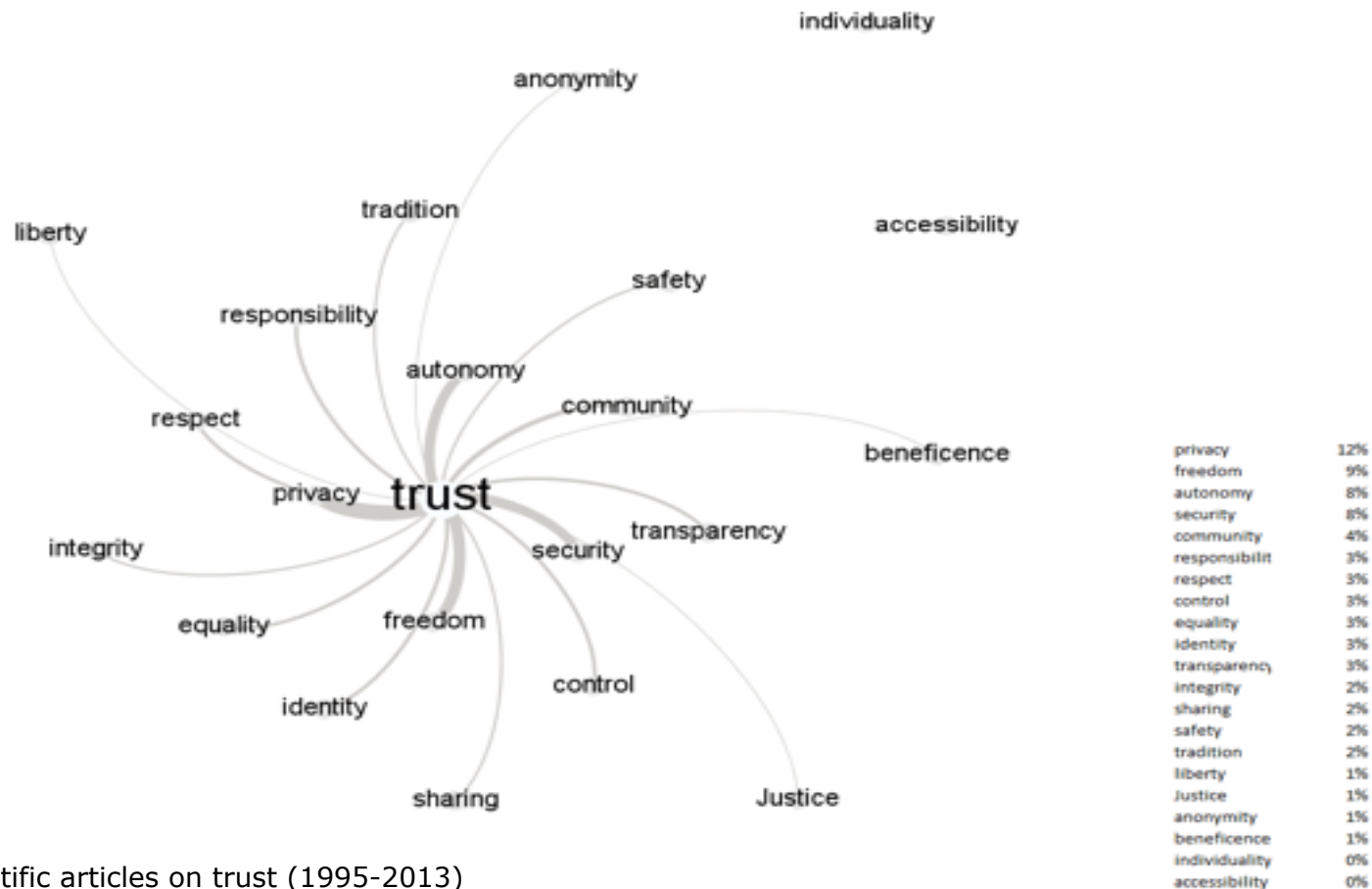
## Future View on Citizens? Cyborgs...?



\*<http://www.kulturologia.ru/blogs/030710/12712/>

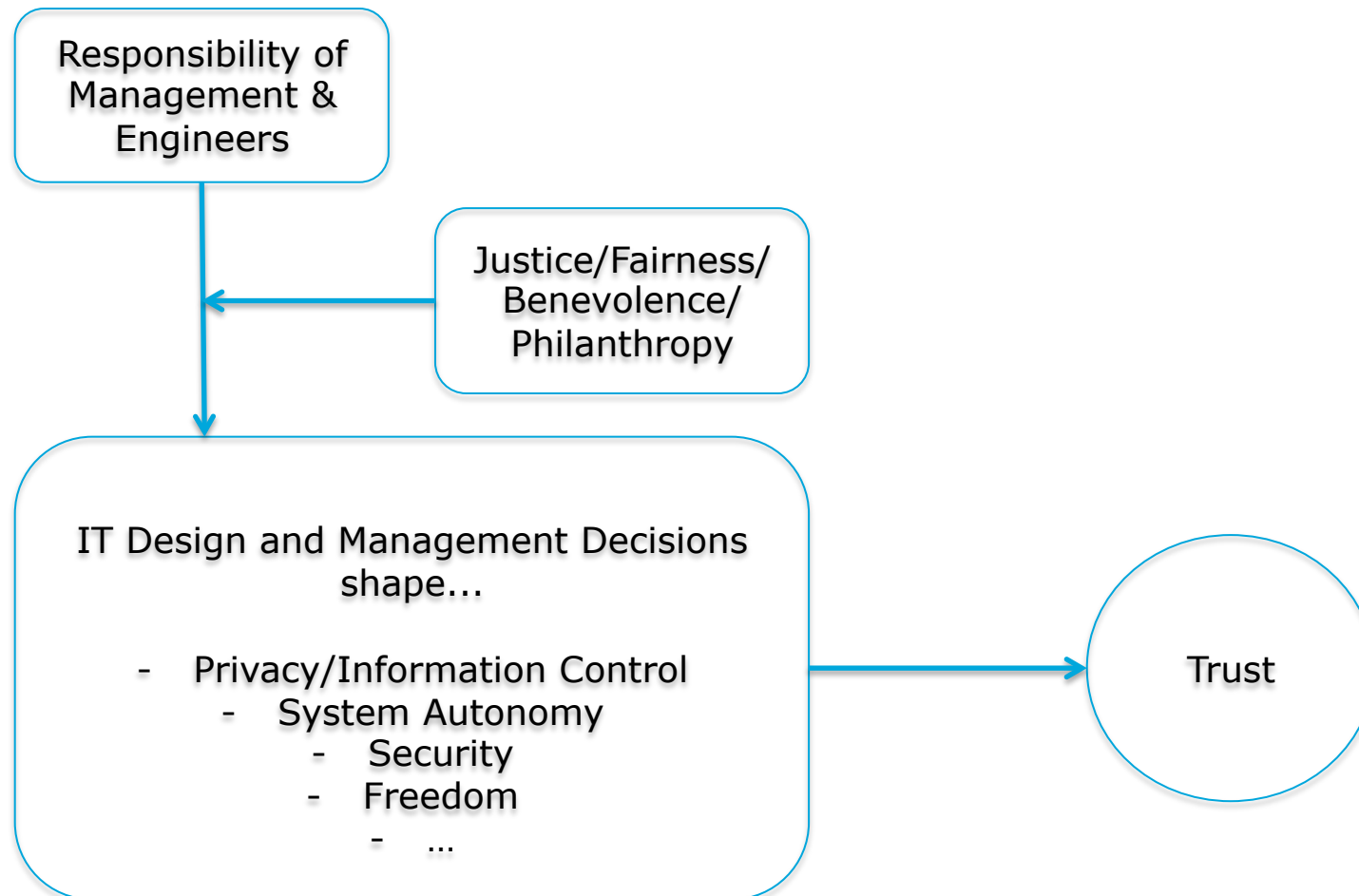
# The ethical dynamics of trust.

What trust is related to in the scientific literature ...

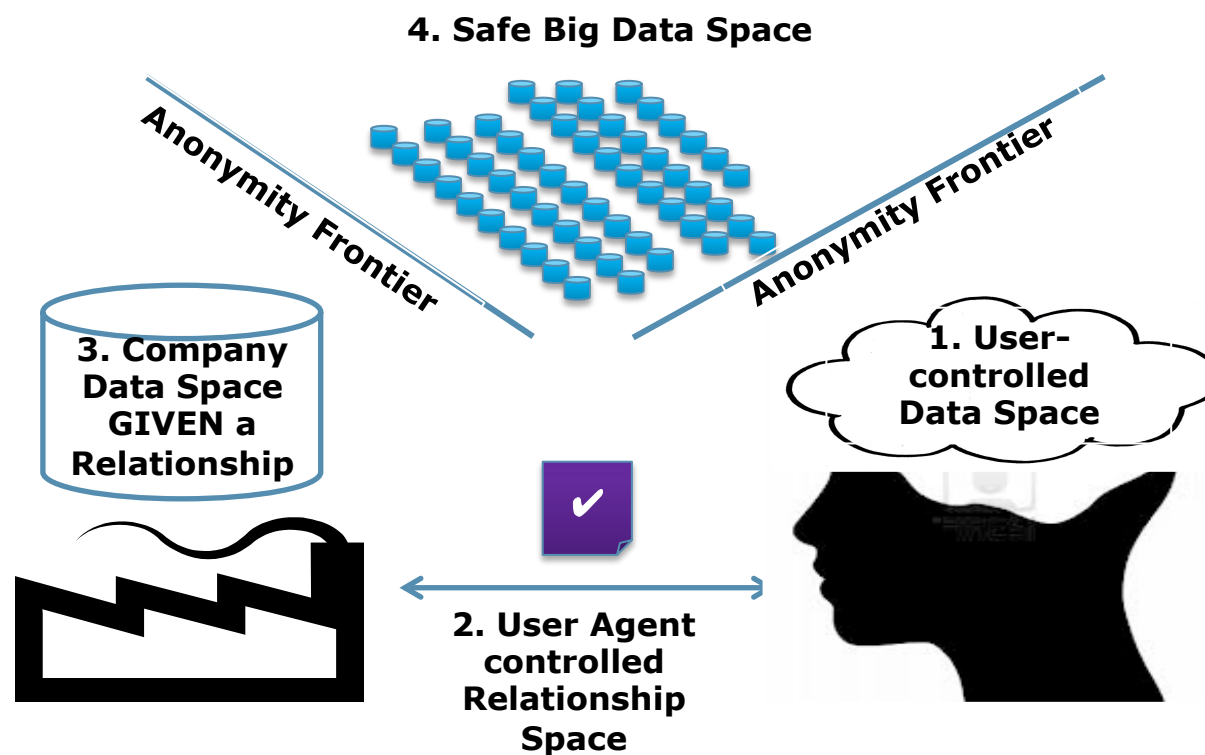


N=899 scientific articles on trust (1995-2013)

# Trust is the result of IT Design and Management Practices



# Trust components of privacy friendly ,smart' environments



Novotny, A., Spiekermann, S., „Personal Information Markets AND Privacy: A New Model to Solve the Controversy“, Digital Enlightenment Yearbook, September 2013