



2. Future of trustmarks, ratings & consumer feedback

Are trustmarks dead? In the last 10 years, various trustmarks have been established. Many websites solicit feedback from consumers; these "people's ratings" are increasingly featured on websites.

Issues to be discussed at the workshop include:

- Are trustmarks trustworthy?
- To what extent do trustmarks increase trust? Are they worthwhile?
- Who should rate the raters?
- Is there a role for independent ratings of health websites? Are consumers' ratings votes useful?
- Will advances in technology help or hinder consumers generation and use of ratings?
- How effectively do "sponsored" trustmarks compete against, or support, "organic" trustmarks?

Additional discussion items:

- Do consumers use trustmarks?
- Does the absence of a "sponsored" trustmark inhibit use of and reliance on a health website?
- Who defines the trustmark – the trustmark owner or the consumer?
- Are sponsors of trustmarks missing the mark? When parts of the medical establishment come under fire for the "anything-is-a-syndrome" syndrome, where does trust begin and end?
- What should trustmarks measure?
- How do you rate the scientific validity of health information?
- Are trustmarks trustworthy?
- To what extent do trustmarks increase trust? Are they worthwhile?
- Who should rate the raters?
- Is there a role for independent ratings of health websites? Are consumers' ratings votes useful?
- Will advances in technology help or hinder consumers' generation and use of ratings?