



Trustmarks, ratings, & consumer feedback *Workgroup 2 results*

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Goals of trustmarks

- Removes distrust
- Creates trust & credibility

But while trustmarks do remove distrust, they
create neither credibility nor trust.

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Trust/credibility created by

- Transparency of website source
- Website design (i.e. website's look & feel)
- Trusted Brand
- Information provided by knowledgeable people
- Recommendations
- Availability of contact information for website authors
- Links to other sites including competitors
- Comprehensive information

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Standards for websites

- Quality content demonstrated by:
 - Usability
 - Accuracy
 - Comprehensiveness
 - Appropriate amount of information
- Ethical Behaviors:
 - Transparency of ownership, privacy, ethics, etc
 - Lack of biased information
 - Explanation of processes & procedures

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Recommendations

Trustmarks should:

- Be dynamic over time
- Be awarded at page-level
- Base on a recommender system
- Be heterogeneous
- Improve selectivity, collaboration, tagging; automated
- Be from perspective of an informed skeptic
- Differentiate between organic & sponsored sites

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