



# A Historical Study of Cloud-Based Services (#11)

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Alexandra Wieland

# Three Aspects of Trust

- Cognition - impression
- Relational - direct or indirect experience
- Calculated - decision based on benefit in relation to cost



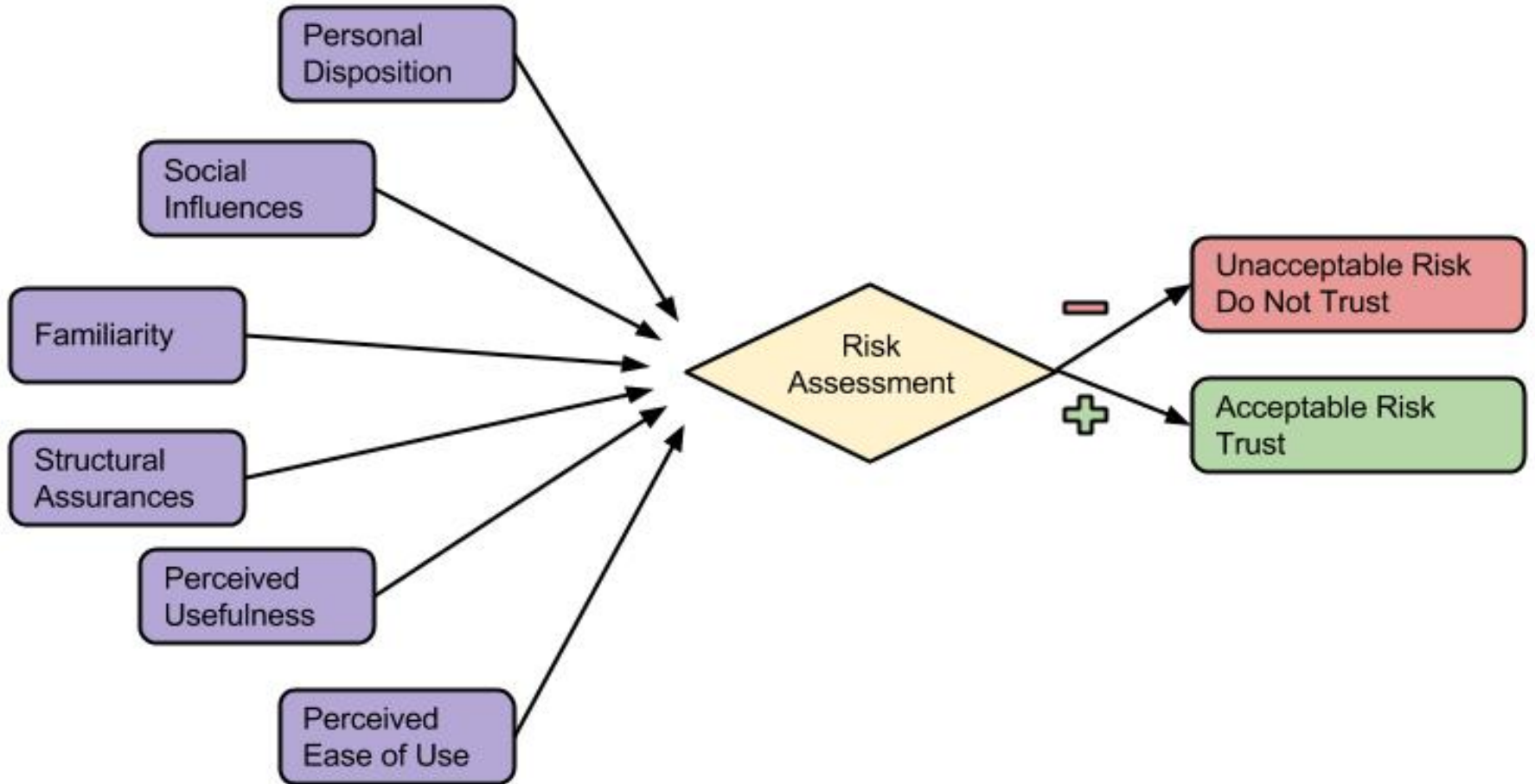
# Risk

- Risk is broadly defined as being vulnerable to a possible, but not certain, unwanted outcome
- Trust is only needed in a situation that is risky
- Trust mitigates both perceived certainty & severity of unwanted consequences thus reducing perceived risk





# Risk-Trust Assessment Model



# Case Study: Media Fandom

- Non-commercial, creative work derived from another text
- A look at FanLib, 2007 - 2008



# Suggested areas for further investigation

- InterPARES 2 defines “organization” as “a social system that has an unequivocal collective identity, and exact roster of members, a program of activity, and procedures for replacing members.” However, human networks, including those existing online, are not so clearly bounded. Perhaps we need to reconsider our definition.
- Nuanced comprehension of context

