

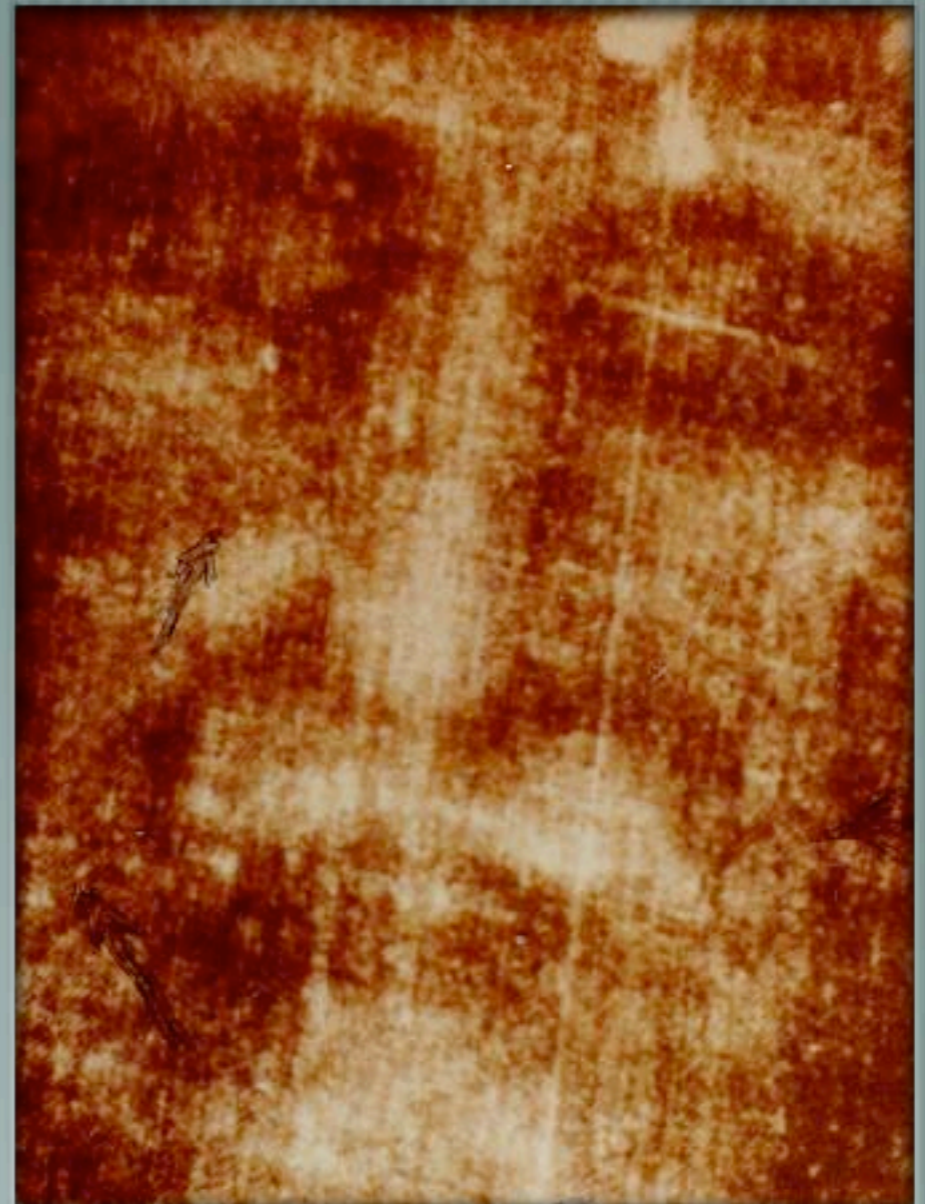


# Tools and Precision of a User Perspective

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# What's the Problem

— [ Not is Credibility a Problem...

— Credibility in Print, Art, Other

— [ Differentiating Conditions

— [ Goal is Precision in Discussion

# Differentiating the Internet

## — [ Not Digital Information

— Digital Information is Not Confined to the Internet

— Digital Information can be MORE Secure/Credible than Analogs

— Encryption: The Padlock Icon as a GREAT Advance

## — [ Not the Network

— Networks Exist in Many Modes (Social, Professional, Technical)

— Any Network Must, at Some Level, to Assure Credibility

# The Normalization of the Internet

— [ Early Internet as a “Social Closed” Network: all Information Seen as Credible

— [ New Media/Experimental Era: All Information Suspect - Few Traditional Credibility Clues

— [ Now: Introduction of Traditional Players and Consumer Attitudes re-Introduces Common Means of Determining Credibility

— Credibility Research Presented as Media Choice ... There is Less and Less Choice Each Day

# Significant Differentiators

- [ Increased Ability for “Self Service”

- Greater Integration of Users into Systems

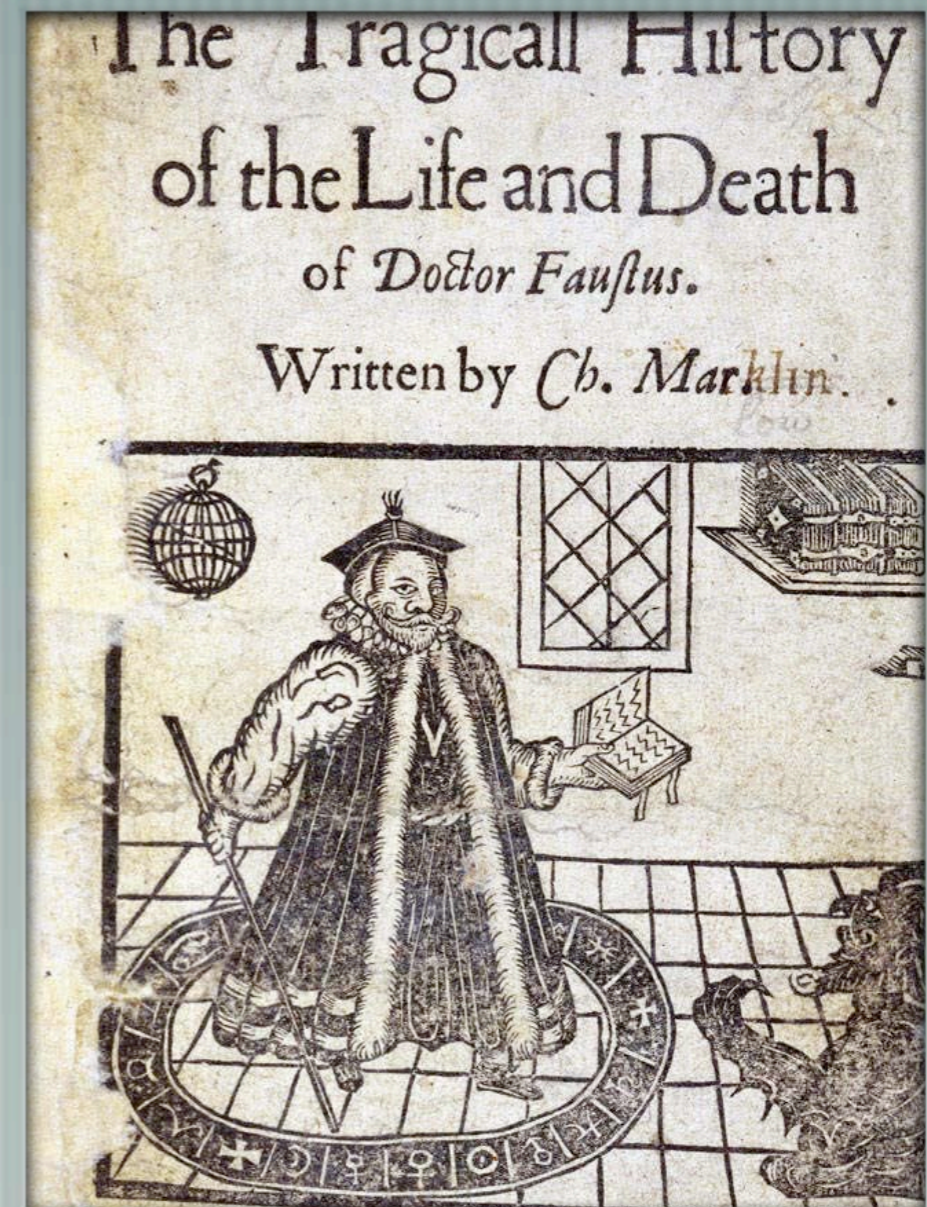
- [ Nature of Peer Tools

- Tools without Central Authorities

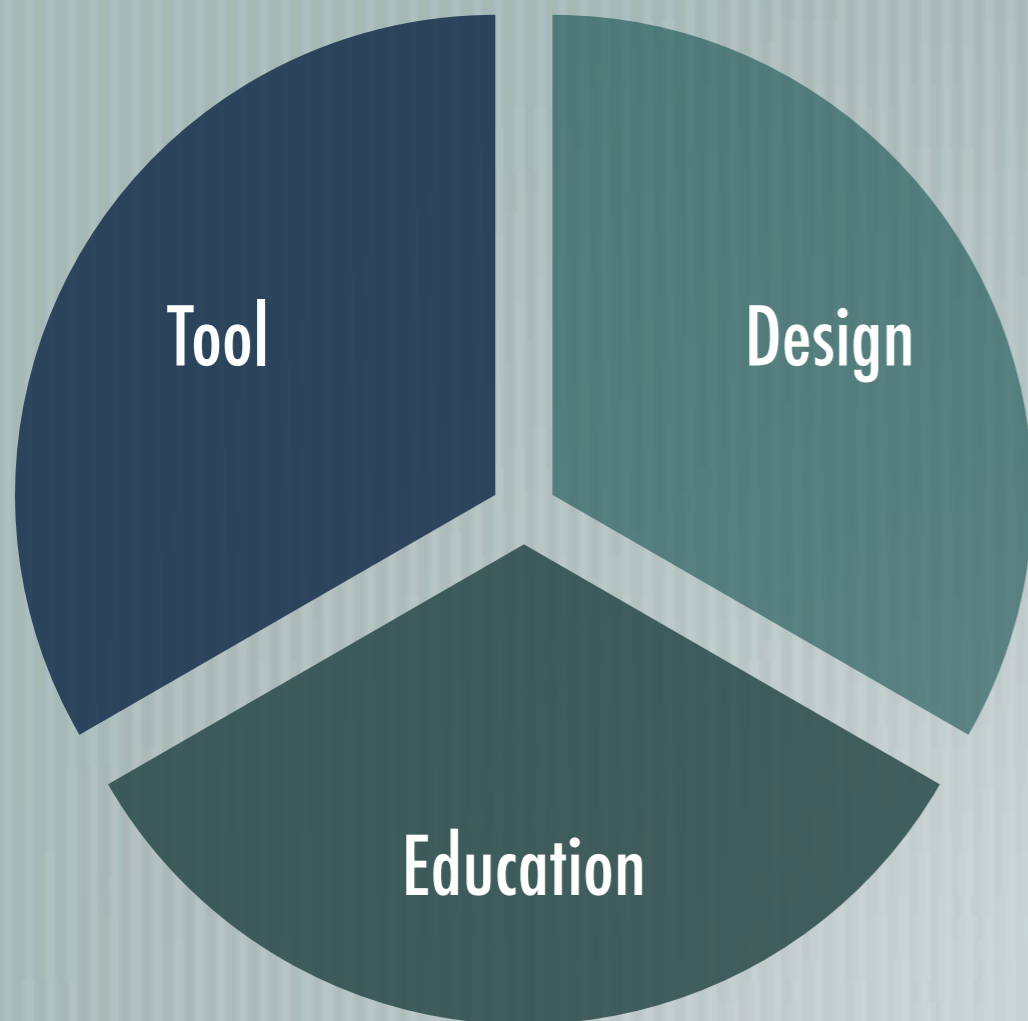
# Self Service: A New Obligation or Faustian Bargain

Increased Desire for Self-Service  
(OCLC Scan) Leads to a Greater  
Obligation for Literacy of all Types

In a Self-Service/Self-Selection  
Driven World All Authority Becomes  
Advisory, All Credibility Situational



# Means of Assuring Users



- [ **Design: Intellectual Constructs of a Creator Meant to Convey Meaning**
- [ **Education: An Active Process of Information Interchange Guided by a Larger (in this case) Objective**
- [ **Tools: Content Free Devices used to Manipulate Information**

# Paper Issues

— [ Assuring Users of Credibility is not a User Perspective, Because Someone Else is Doing to Assuring

— Institutions, Authors, Authorities, etc.

— [ The Papers Concentrated on Design, and Institutional Perspectives

— Design of Web Sites is a Source/Content Function

— Source, Message, Medium

— Design Principles Only Present the Perception of Credibility, Can be Misused - QuestionPoint Knowledge Base Example

# Paper Issues, Cont.

— [ One to One, One to Many, Many to Many

— Many to Many Does not Make Sense in User Context ... There is Only One User

— Need Many to One

— RSS Syndication, Search Engines, Aggregators

# Tools

- [ Awareness Tools (to Spur User Examination)

  - Tool Kits, Certifications

- [ Encryption

- [ Identity Management

  - Individual/Organizational

- [ Annotations

  - Peer, Expert, User, Audit Trail

# An Answer to Credibility in Tools

- [ “Deductive” Network with High Control

- Elegant and Efficient

- AOL, Prodigy, Intranets

- [ The Success of the Internet is Inductive (and Imperfections)

- 404 as Quality Control

# Diversity as Means to Credibility

- [ Spam control through Inductive Systems

- Bayesian, Neural Nets

- [ User Aggregation Tools

- Rise of Natural Language Processing, User Profiles

- [ Adaptive “Co-Pilots”

# Bias in an Inductive Network

— [ Traditional Concepts of Bias are Deductive and Driven by Traditional Mediums

— [ If, Credibility is (a) Situational and (b) Driven by Users' Current Knowledge/  
Beliefs then Bias is Situational as Well

— [ Furthermore, in a Diverse and Large Information Space, One Can Assume  
Neutrality with "Biased" Nodes