

# Trust and the Internet

Robin Wilton - Director, Internet Trust  
wilton@isoc.org

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# Topics

- Principles
- Stakeholders
- Implementation
- Trends



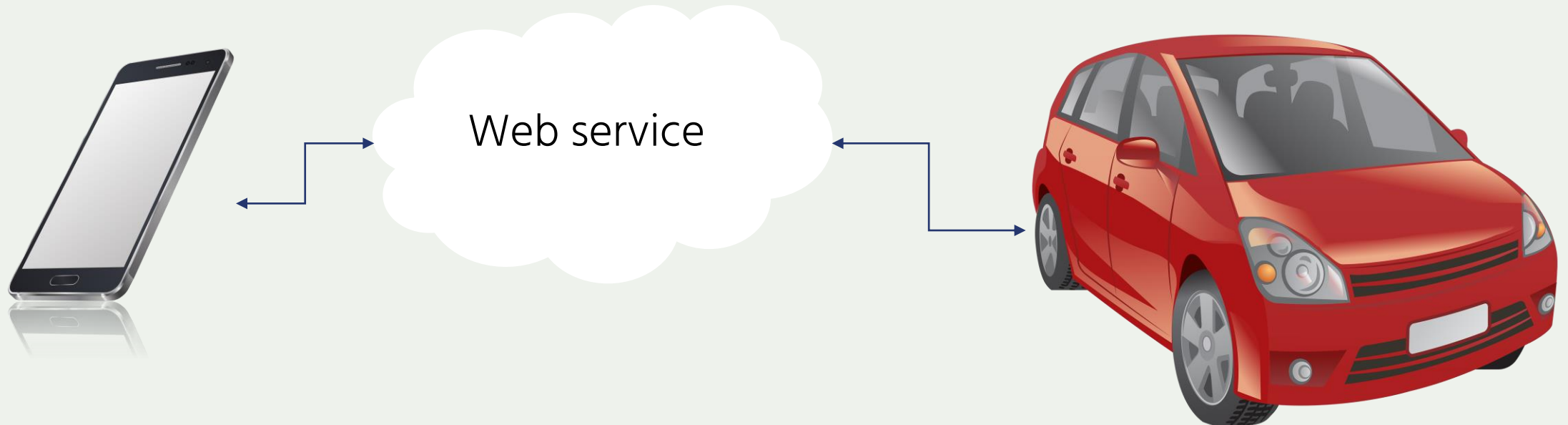
# Principles: what is trust?

- Trust: a belief that someone will act in your interests, even if they have the opportunity and the incentive to do otherwise.
- Like any belief, it may be well- or ill-founded.
- Technology may be part of the foundations of trust, but it is seldom, if ever, the only one:
  - You may have the best lock in the world, but if you don't take care of the key, it's useless.
- Trust is contextual.
  - Who are you trusting, and to do what?
- Trust is often expected to make up for a lack of power.



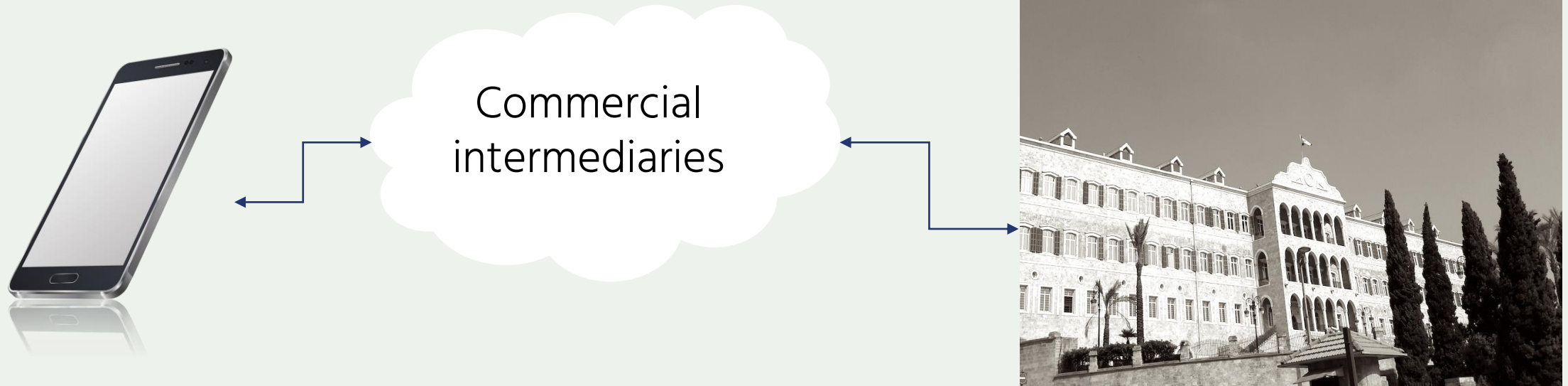
# Stakeholders

- In the online world, everything we do is mediated through at least one third party.
- This creates “chains of trust”, many of whose links are invisible to the user.
- Many of those third parties have different commercial/economic motivations.



# Stakeholders in Digital Government Services

- Citizens' interactions with government services are usually mandatory.
- There is an inherent power imbalance.
- Online, many of the intermediaries are commercial, not government entities, with data-driven business models:
  - This must influence the design and delivery of services.



# Implementation - examples

- Digital identity, authentication and authorization
  - Transparency, user control, selective disclosure
- Processing of sensitive personal data
  - Prevention and detection of data breaches
- Services that cross public-/private-sector boundaries
  - E.g. Paying for privatized municipal parking

Experience is clear: all of these are easier to do badly than to do well.



# Trends

- The more digital our societies, economies and lives become, the more is at stake.
- *Well designed* security technology minimizes human error: it is a bad idea to replace good design with reliance on humans.



Tapping the key is better than expecting a human to type in:

“cfhfgceckeildikvjvdjudfejbeucrucu”



# Trends

- Simplify, but don't over-simplify.
- If you expect the user to make a choice, make the correct choice as easy as possible.
- This may require a blend of awareness-raising, education, technology, and value-based design.





# Trends

- Online trust is highly contextual: trust technology must evolve accordingly –
  - End-to-end confidentiality of conversations
  - Privacy-respecting Internet infrastructure
  - Systems designed to prevent mis-use

The “Show Me” test: “show me what, in the system, gives effect to the individual’s preferences”.



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Building Trust in Digital Government Services

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Thank you  
شكراً جزيلاً

Robin Wilton - Director, Internet Trust  
wilton@isoc.org

