

Insiders' Poll on Trust in Online Social Networks

Results

September 22, 2008

Respondents agree:

- OSNs are important for business
- OSNs are underutilized by business
- Trust is critical for OSNs
- Rating and reputation systems are inadequate for trust
- More needs to be done to improve trust
- Controls and restrictions limit OSN effectiveness
- Risk management does not develop trust
- Trust enablement is a distinct management competency
- Management does not have sufficient competency in enabling trust
- OSNs need to invest more in optimizing conditions for trust

Respondents emphatically agree:

- OSNs are valuable for business
- OSNs are underutilized by business
- Trust is critical for OSNs
- More needs to be done to improve trust
- OSNs need to invest more in optimizing conditions for trust

Although most agree, greatest disagreement is that:

- Controls and restrictions limit OSN effectiveness
- Management does not have sufficient competency in enabling trust

Respondents are most divided about:

- Management's competency in enabling trust
- How risk management practices contribute to developing trust
- The effectiveness of controls and restrictions

Respondents are most uncertain about:

- How risk management practices contribute to developing trust
- Management's competency in enabling trust
- Trust enablement being a distinct management competency

Respondents with an opinion about the most contentious statements agree most strongly that:

- Trust enablement is a distinct management competency

Preliminary Conclusions

- OSNs are important for business and trust is critical to their success;
- Traditional managerial procedures and practices may be inadequate for addressing the trust requirements of OSNs; and
- Trust enablement may be a valuable incremental competency for OSN management.

Implications

- Companies should explore ways of using OSNs more effectively, favouring those that provide richer conditions for trust;
- Management should examine their approach to addressing trust considerations. How effective are traditional management practices in self-organizing environments?
- Organizations using and operating OSNs should address trust considerations explicitly, rather than relegating them to risk management.

Final Report

- Includes detailed analysis of data and comments
- Will be available for purchase and from sponsors
- Sponsorship opportunities are available
- Inquire about final report with Alex Todd at AlexTodd@TrustEnablement.com
- Download summary data from http://TrustEnablement.com/OSN_Trust_Poll-SummaryData.pdf