

Trust in Online Social Networks

1. We define Online Social Networks (OSNs) as any online community, including: social network web sites, e-marketplaces, exchanges, orchestrated process networks, collaborative communities, stakeholder ecosystems, peer-to-peer file sharing, social media, wikis, blogs, chat rooms, Internet forums, and electronic mailing lists. To what extent do you agree or disagree with the following 10 statements?							
	Completely Disagree	Disagree	Agree	Completely Agree	I don't know	Rating Average	Response Count
"OSNs are valuable for business."	0.3% (1)	6.3% (23)	49.2% (180)	42.1% (154)	2.2% (8)	1.27	366
"OSNs are underutilized by business."	0.5% (2)	5.5% (20)	42.2% (154)	45.8% (167)	6.0% (22)	1.27	365
"Trust is critical for realizing the business potential of OSNs."	0.8% (3)	5.2% (19)	32.5% (119)	59.0% (216)	2.5% (9)	1.44	366
"Reputation and rating systems are helpful, but insufficient conditions for OSN trust."	0.8% (3)	10.7% (39)	55.1% (201)	26.6% (97)	6.8% (25)	0.96	365
"More needs to be done to improve conditions for trust in OSNs."	0.5% (2)	7.7% (28)	50.5% (184)	34.3% (125)	6.9% (25)	1.10	364
"Excessive controls/restrictions over OSN usage and participation limit their effectiveness and business value."	2.2% (8)	22.7% (82)	40.9% (148)	23.8% (86)	10.5% (38)	0.61	362
"Defensive risk management practices designed to protect trust are not as effective for developing OSN trust."	1.4% (5)	14.9% (54)	40.8% (148)	18.5% (67)	24.5% (89)	0.60	363
"Trust enablement is a distinct management competency."	1.1% (4)	12.2% (44)	42.0% (152)	29.6% (107)	15.2% (55)	0.87	362
"Management does not have sufficient competency in enabling trust"	1.4% (5)	21.5% (78)	37.2% (135)	20.7% (75)	19.3% (70)	0.54	363
"OSN management needs to invest more resources in optimizing conditions for trust."	0.6% (2)	7.4% (27)	52.6% (191)	30.3% (110)	9.1% (33)	1.05	363
Do you have any comments you would like to share?							78
answered question							366
skipped question							0