Trust ITs color

Reinier van den Assum
Supervisor: Davide Ceolin & Lora Aroyo

Master Information Sciences
VU University in Amsterdam
Problem statement

• “How to become successful online?”

• *Trust* considered most important for e-tailer selection (even more than price)!

• Factors influencing trust
  • Website of ‘high quality’ has higher trustworthiness
    • Information quality
    • Interface design (e.g. color)
Problem statement (2)

- Significant relation between color, culture and trust (Germans prefer blue, Canadian grey)
- Studies based on specific colors and cultures (biased)
- Different definitions/consequences of distrust (and trust)
- Artificial environment of respondents (survey)
Research Questions

1. How can we define trust and distrust in websites?

2. What is the influence of trust and distrust on the success of a specific type of websites?

3. What is the influence of color on the perception of websites?

4. How does color influence the levels of both trust and distrust towards a specific type of websites?

Special attention to the environment of participants
Approach & Method

- Data analyses of A/B tests
  - Data retrieval
  - Data collection :: web application
    - Multiple channels (offline and online)
Web application

- Time limit
- First comparisons on trust, then on distrust
- Approximately 20 comparisons each
- Short form at the end of the test
  - (nationality participant and of parents)

- Possible feature:
  - Intelligence selects next comparison, vice randomness
Relevance

- Insight in definition of trust and distrust
- Using correct data
  - No natural habitat of user
  - Surveys with poor selection of participants
- Relevant for (starting) e-tailers