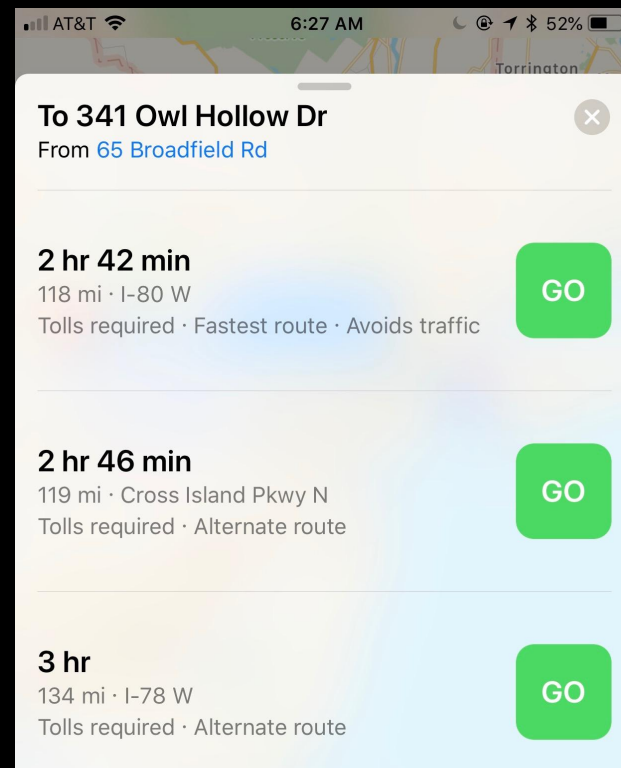
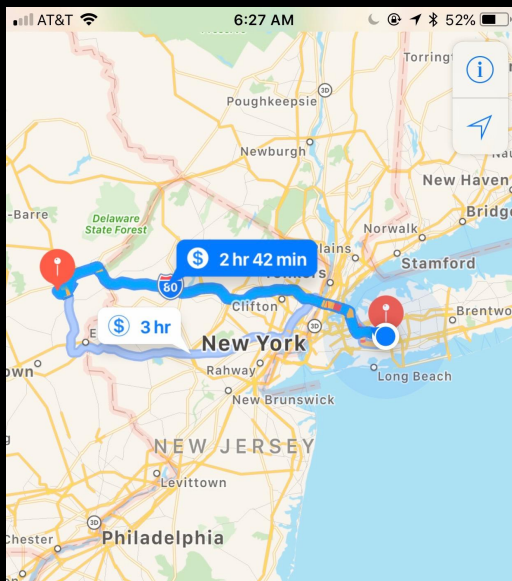


Computers and Credibility

SUMMARIZATION - When Does Credibility Matter? - Megan

When computers instruct and tutor users

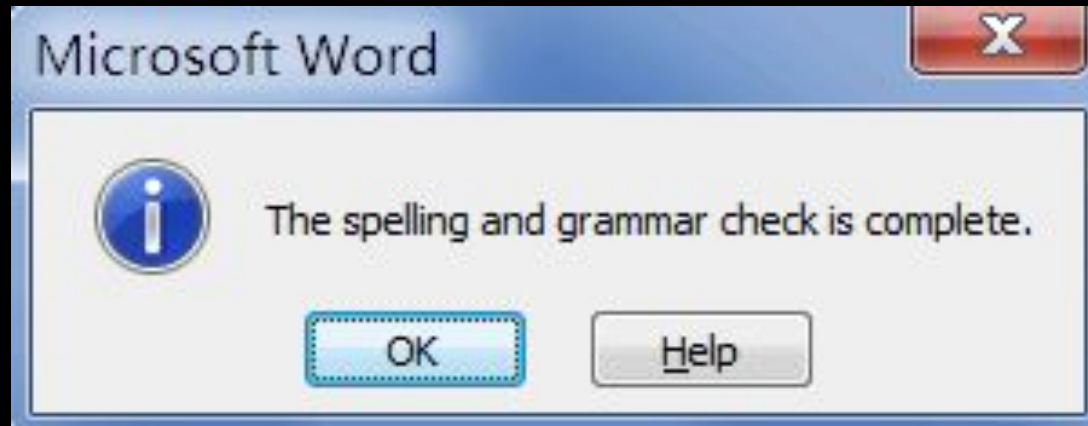
- Navigation systems with multiple routes offered



SUMMARIZATION - When Does Credibility Matter? - Megan

When computers report on work performed

- If a user uses the spell check tool in a Word document, but spell check misses a mistake, the credibility of the program will suffer



SUMMARIZATION - When Does Credibility Matter? - Megan

When computers report about their own state

- Amount of storage left
- Battery life



8 Guidelines to a Credible Website - Izzy

Guideline #1: Design websites to convey the “real world” aspect of the organization. Including elements such as credentials, photos, and contact information shows the user how reliable the website is. Showing that a website is legitimate will attract more people to use it.

Guideline #2: Invest resources in visual design. Many people base the legitimacy of a website off of its layout and design. The design of the website communicates a message to the user and allows the him/her to rely on the credibility of that message.

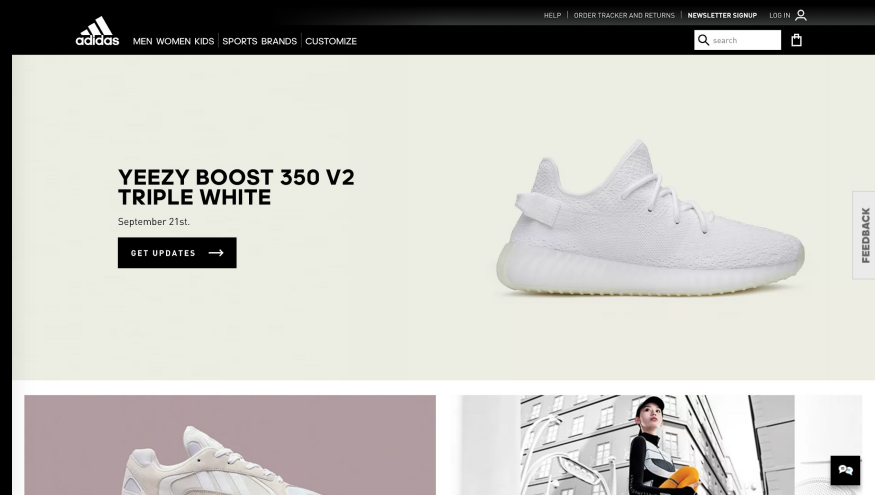
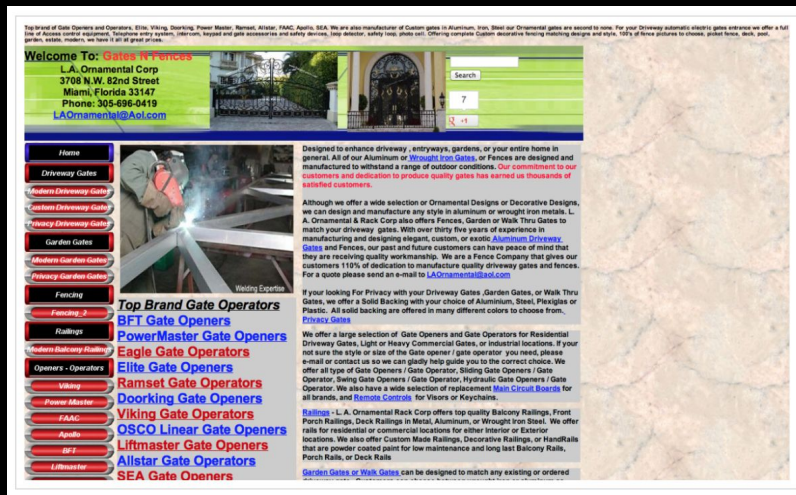
8 Guidelines to a Credible Website (Cont) - Izzy

Guideline #3: Make Websites easy to use. The more convenient and simple a website is to navigate, the more the user will come back to use it. “The site is arranged in a way that makes sense to you.” If the site is difficult to navigate, it takes away from its credibility.

Guideline #4: Include markers of expertise. Including an author’s credentials along with citations and references validates a website’s credibility.

8 Guidelines to a Credible Website (Cont) - Izzy

Guideline #3: Make Websites easy to use. The more convenient and simple a website is to navigate, the more the user will come back to use it. “The site is arranged in a way that makes sense to you.” If the site is difficult to navigate, it takes away from its credibility.



8 Guidelines to a Credible Website (Cont) - Izzy

Guideline #4: Include markers of expertise. Including an author's credentials along with citations and references validates a website's credibility.

Guideline #5: Include markers of trustworthiness. "Website elements that convey trustworthiness will lead to increased perceptions of credibility." Honesty is key in gaining trust. If a site is honest and unbiased in its sources and references, it will be more credible to users.

Guideline #6: Tailor the user experience. Ads are an example of tailoring to the user experience and influences the user into trusting the credibility of the website.

8 Guidelines to a Credible Website (Cont) - Izzy

shane dawson

betterhelp

Help us match you to the right counselor.

What type of counseling are you looking for?

Individual counseling (for myself)

Couple counseling (for myself and my partner)

BetterHelp.com/Shane

The Truth About Jeffrey Star

15,500,729 views

1.4M 5.9K SHARE

shane
Published on Aug 9, 2018

SUBSCRIBE 17M

Search

LOOTCRATE

Thank you!

Buzzfeed Hates Men

9,220,788 views

390K 5.9K SHARE

h3h3Productions
Published on Dec 17, 2016

SUBSCRIBE 5.9M

8 Guidelines to a Credible Website (Cont) - Izzy

Guideline #7: Avoid overly commercial elements on a website. “Web pages that mix ads with content to the point of confusing readers will be perceived as not credible.” Too much spam on a site is unattractive to users and will most likely push them away from further engaging with the site. Although it might not make the site less credible, it does lessen the chances of the user coming back.

Guideline #8: Avoid the pitfalls of amateurism. The flow of the website is crucial to user engagement. Technical glitches/typographical errors/broken links can lessen a website’s overall credibility because it will appear to be unreliable to the user.

Credibility Analysis (RW)

When Computers Instruct or Tutor Users

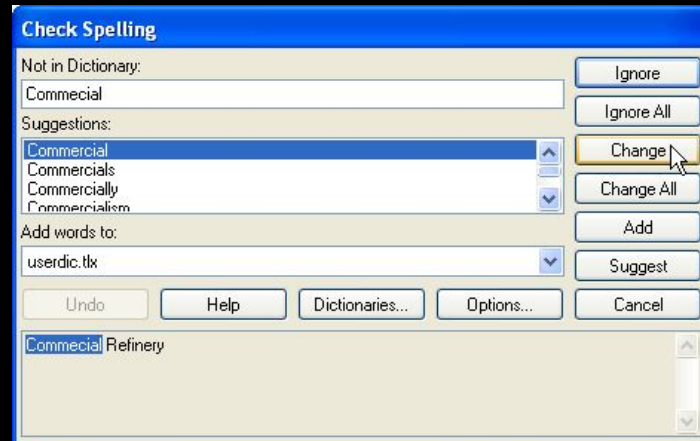
- When giving direction, guidance, and general instructions to users, credibility is important in that people are using the computer to be steered the right way. If a computer gives the wrong advice, its credibility will begin to dwindle.



Credibility Analysis (RW) [continued]

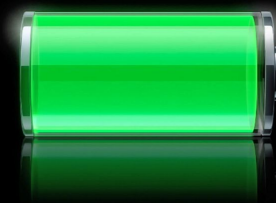
When Computers Report on Work Performed

- When reporting on work performed, the information reported must match up with the actual performance of the computer.

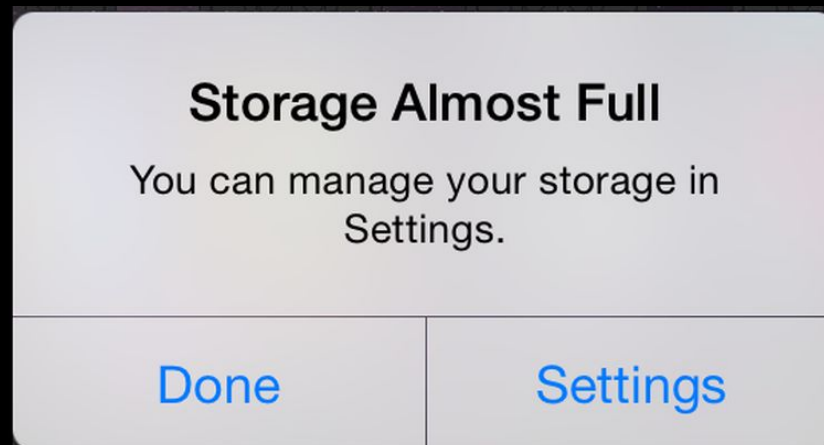


Credibility Analysis (RW) [continued]

When Computers Report About Their Own State



- When a computer reports on itself, its credibility is in question due to how accurate it can truly relay the information on itself.



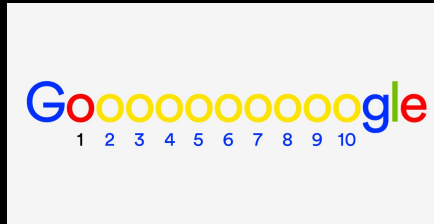
Guideline Analysis (RW)

1. When creating a website, credibility can be boosted based on the given amount of identity credentials found on the site, including photos and information on the business that the website is representing.
2. To help bolster credibility, the better the website's visual design, the more likely users are to judge its credibility in a positive manner



Guideline Analysis (RW) [continued]

3. A simple website that is easy to use has been found to be more credible than a website that is extravagant and more flashy.



4. Conveying your website with an emphasis on expertise will raise credibility. Including references, citations, and an author's background are elements that back up one's expertise and ultimately boost credibility.

Guideline Analysis (RW) [continued]

5. Making a website trustworthy and verifiable will instantly give it credibility. One can add outside links and sources to their website to further backup their trustworthiness.

6. If the website is tailored to the user experience by including certain ads and being aware that the user has previously visited the site before, credibility is often raised.

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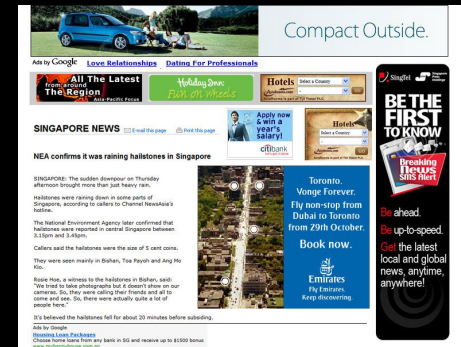
See who is linking to these

Wikipedia Content has been added to Home Automation

Guideline Analysis (RW) [continued]

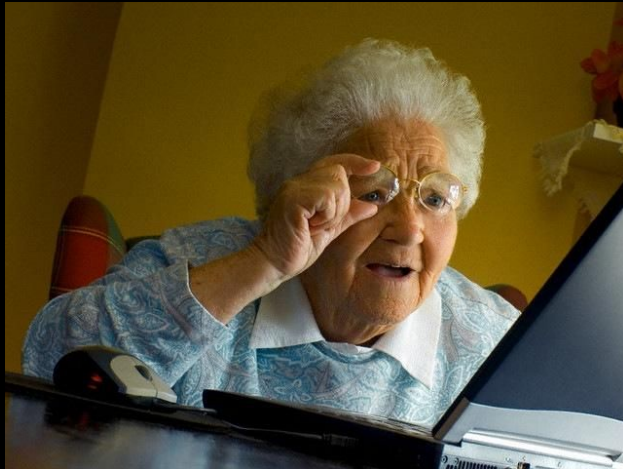
7. You should not overload ads with the content. Putting excessive amounts of commercial elements on a site can be an annoyance to the user, so a happy balance is ideal.

8. Fix even the smallest glitches. Try to be a perfectionist and a professional.



Speculation

- Easier to access reliable information
 - New ways to share from reputable websites
 - New ways to test sites for false information
 - Less internet savvy people won't fall for malicious sites as easily
 - Improvements to search engines to remove dangerous sites from search results



Speed of Technology

- Programs will be constantly refined
 - Software that records important data such as weather or seismic activity will be fine tuned to make less mistakes
 - Hospital equipment will be more reliable when reporting data about a patients' health
- Data will be safer
 - Medical records will be harder to tamper with
 - Bank data will be more secure

