The Interrelationship Between Credibility & Accuracy

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Web 2.0 Changes
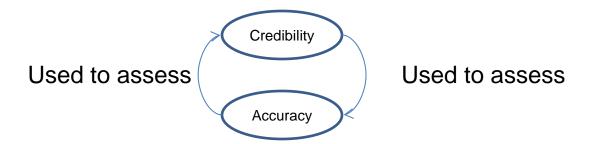
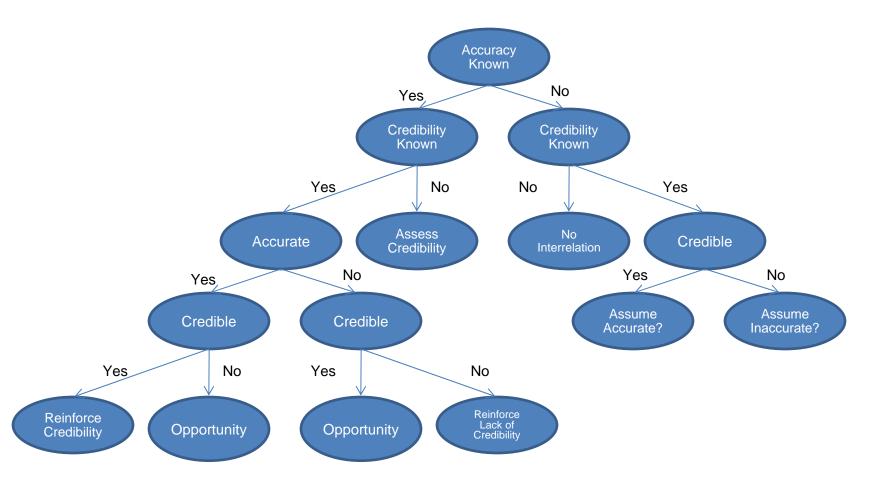|	Traditional	Web 2.0
News	New York Times Wall Stree Journal	Google News Blogs
Encyclopedia	Encyclopedia Britannica	Wikipedia
Purchasing	Retail Chains	E-Bay Amazon.com

Importance of Relationship

Abundance of distributed information sources…

- Non-Traditional accuracy checks
- Non-Traditional credibility "track records"

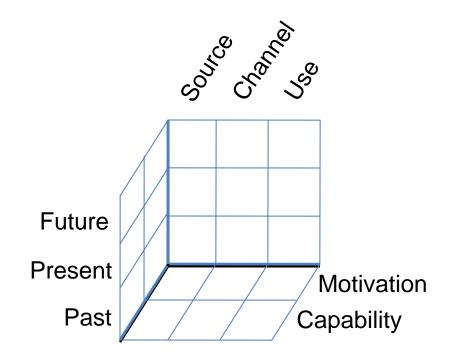… makes assessment of accuracy & credibility more difficult and important than ever.

Duality

Used to assess

Credibility

Accuracy

Used to assess

Accuracy Credibility Interrelations
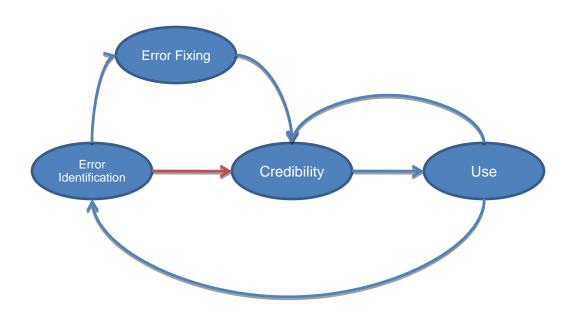
Agents of Credibility

Source → Channel → Use

Perspectives on Credibility

Indicators of Credibility

	Motivation	Capability
Historical	Historical motivations demonstrate the intent to provide accurate information in the past. If underpinning of that intent does not change, there is an expectation it will continue.	Like motivations, historical capabilities can be a good indicator of the accuracy of an agent in a current situation.
Present Situation	In a given situation, there may be strong motivations to part with historical motivations for accuracy.	It is important to consider if an agent has the resources, processes, knowledge to be accurate in a given situation.
Future	If the reputation of an agent will be critical in the future, current behavior will be more credible than if it is not.	Future capabilities can indicate a current interest and motivation to be accurate.

Credibility System Dynamics

Summary

- Web 2.0 source changes make understanding accuracy & credibility of information more difficult and more important.

- Understanding of one of the dimensions can help understand more about the other.

- Web 2.0 use characteristics can also help to improve credibility and accuracy.