

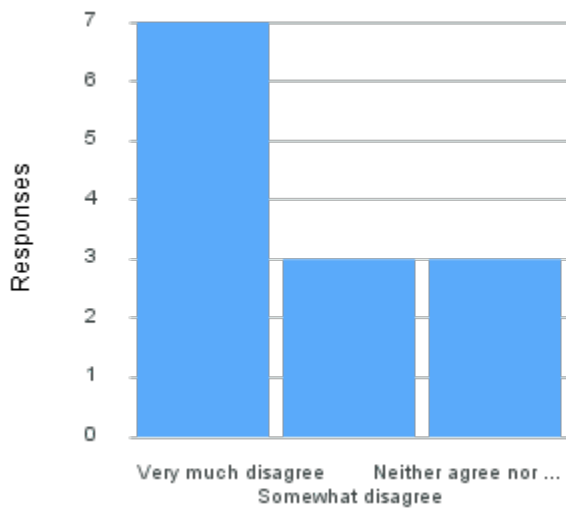
Trust In Online Services PDF

Cluster: **Cluster of clusters (9-14) 4 of 5**

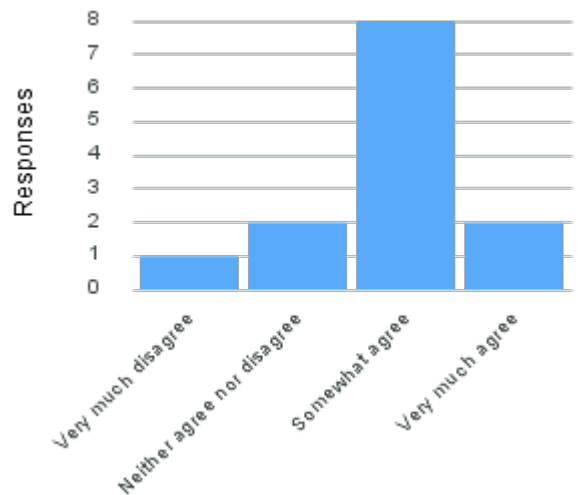
Experiences overload or very concerned about interruptions; low level of confidence and in online services, but prepared to invest effort in training; slightly more trusting of services than other clusters; pragmatic; switching off from work not a problem

Showing data for 13 responses

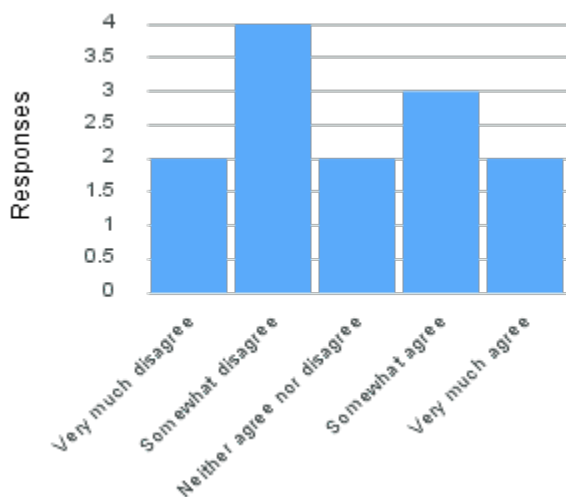
I trust online services to make the best decisions about what to show me



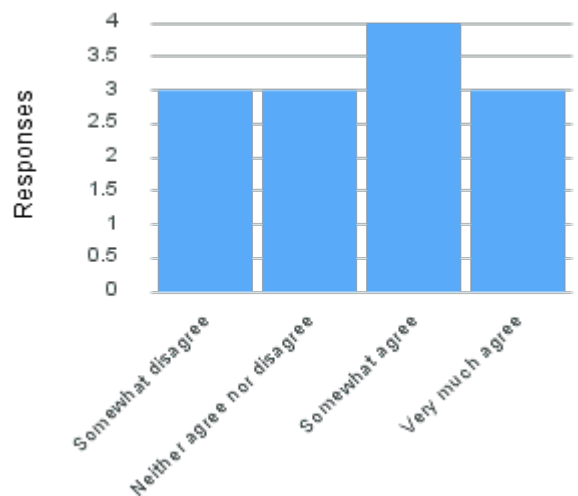
I'm happy to share information about my interests and activities with online services if it will improve the service



I am uncomfortable about sharing personal information with online services because I don't know what they do with it



I prefer to keep information about my interests & activities under my control



I'm more willing to let a computer program have personal information if I know that I can control it

