

Trust What? Understanding Users' Trust in Data Repositories

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Abstract: Over the years, archives and repositories have tried to understand how digital repositories can be trusted and have tried to build so-called “Trusted Digital Repositories (TDRs),” in which “trusted” information can be preserved. While these efforts have resulted in the development of general criteria for considering a repository to be trusted, it is unclear whether *users* of these repositories would accept them as “trusted.” Few studies have looked at the concept of trust from the user’s perspective, which is particularly significant as it is directly related to the fundamental mission of repositories—to serve particular user groups or designated communities and to meet (or exceed) the expectations or needs of these communities. This study attempts to investigate how users define and develop trust in digital repositories, particularly in data repositories. It investigates how users define “trust” regarding digital repositories; where trust comes from (e.g., from information, people, organization, or system); and which factors influence users to build and/or maintain trust. The poster will present preliminary results from interviews with 10 users of three major social science data repositories in the U.S. Users of the repositories were identified through a data citation tracking method and had published study results either in journals or conference papers using data sets from the repositories. By providing an in-depth understanding of the user’s perspective on trust, this study will broaden our understanding of TDRs and how repositories can meet users’ expectations of trustworthiness.

About the author:

Ayoung Yoon is a doctoral student at the School of Information and Library Science at the University of North Carolina at Chapel Hill. She received my BA in history from Ewha Womans University in Korea and also received MSI from the School of Information, the University of Michigan Ann Arbor.

Her broader research interests are in digital curation, specifically in users’ trust in digital repositories. Another area of research is personal digital archiving, particularly in the context of Internet use. During the summer, she is working on the Dissemination of Information Packages for Information Reuse (DIPIR) project at the University of Michigan Ann Arbor. Next fall, she will work on the DigCCurr II project as a Carolina Digital Curation Fellow.