Where to park my bicycle? The mindset needed to beat scammers

Digital trust is hard won and easily lost. Improving literacy remains our best shot at shoring up digital trust.

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Can you put a dollar value to trust? Perhaps billions. A recent study by Accenture targeting GSIC (Global Security Index) reveals trust to be a key factor in the stickiness of relationships and trust in digital banking services. Although GSIC later made a goodwill gesture, acknowledging that its reporting full sheet of expectations, the damage was done.

Such episodes, where a digital service fails to function in a consistent and secure manner, can weaken trust in everyday operations. Users in turn lose confidence in the value of the service. The consequences are far-reaching, as the loss of trust in digital platforms can even result in a loss of confidence in the economy as a whole.

Trust is, therefore, a valuable commodity. In light of the recent events, we must ask ourselves: How do we ensure that digital trust is not lost?

The first step is to understand what digital trust is. Simply put, digital trust is the belief that a digital platform or service will behave in a way that is consistent with its expectations.

To ensure digital trust is maintained, it is essential to have a strong foundation of trust in the underlying technology. This includes the ability to trust the platform and the data it uses.

The second step is to address the issue of digital literacy. Many users do not fully understand the risks associated with online transactions. This can lead to a lack of trust in digital platforms.

To combat this, it is essential to educate users on the importance of digital literacy. This includes teaching them how to recognize phishing attempts and how to protect their personal information.

Finally, it is important to ensure that digital platforms are designed with user trust in mind. This includes providing clear and accessible information about the platform and its data handling practices.

In conclusion, digital trust is a delicate balance between technology and user behavior. By understanding the importance of digital trust and taking the necessary steps to ensure its maintenance, we can build a safer and more secure digital world.

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