

Technology triggers trust

Novel technologies in the agro-food sector as a challenge to trust and trustworthiness



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Kennis voor de toekomst

Trust, what do we mean?

Trust is relevant if one is confronted with

(a) uncertainty and

(b) lack of personal control

Trust is a way of ‘managing uncertainty’ (Becker, 1996, p. 45).

In trusting, one acts ‘as if’ certain possible states of affairs will not occur (Lewis & Weigert, 1985, p. 969).



Trust, what do we mean?

Trust is different from:

(a) Hope

Acting 'as if' is not an escape in a make-believe world of certainty and control. One has the sincere belief that the other party can be trusted based on one's assessment of the trusted party.

(b) Risk taking

Risk calculation and trusting are two complementary, yet **different** mechanisms to deal with uncertainty. A truster runs a risk, but does not take a risk!



Trust and technology

Confronted with novel technologies a citizen/ consumer cannot but rely on many agents.

- You cannot control all of them
- You know that you do not know all the risks: uncertainty

.....a situation in which trust can be relevant.



Trust and technology

Confronted with novel technologies a citizen/ consumer cannot but rely on

Does is also apply to the technologies analyzed in these COST Action?

.....a situation in which trust can be relevant.



Trust and technology

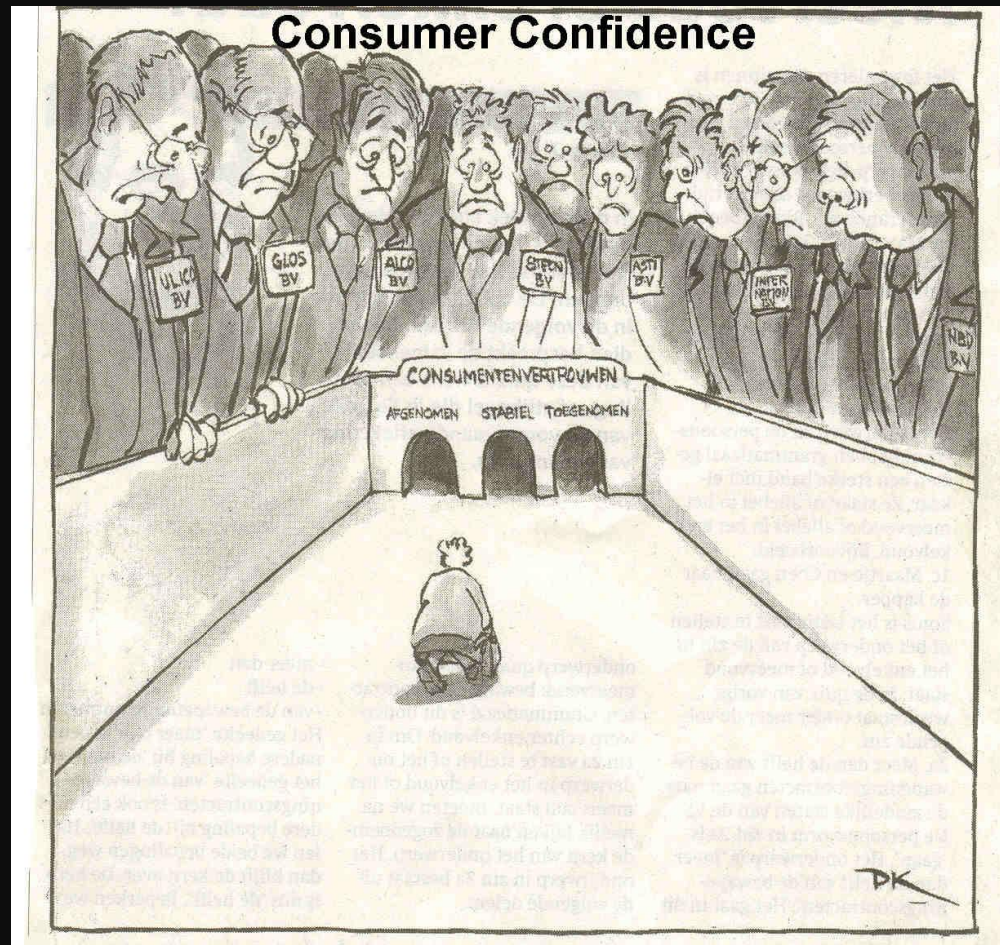
Confronted with novel technologies a

Initial answer: yes

1. Complex issues at stake, such as viral diseases of plants and biosafety of forest
2. Many agents involved, e.g., one of the Actions' aim is to establish a European Molecular Farming community



How to address problems of trust?



Problems of trust : 5 STEPS

1. From trust to trustworthiness
2. From risk to trust
3. From reliability to trustworthiness
4. From competence and motivation to the inclusion of respect for autonomy.
5. From arbitrary compromises to acting in a trustworthy manner

Trust



Trustworthiness



Problems of trust: Step 1

- Problems of trust are often start with individual opinions, but problems of trust should better not addressed as a **dilemma of the individual.**
- It is better analysed as a **problem of trustworthiness**



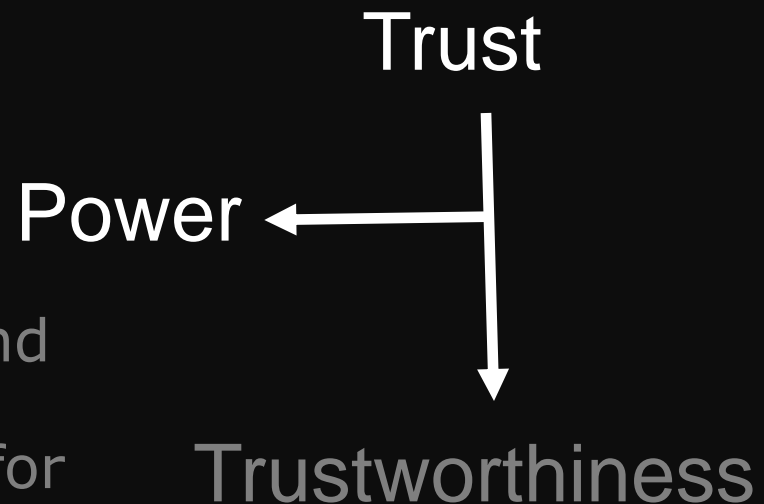
Problems of trust: Step 1

- It is better analysed as a **problem of trustworthiness**
1. **Practical/ Conceptual argument**: The problem of trust remains intangible if addressed as a problem of the truster. You cannot decide to trust. To enforce trust is impossible, but it is possible to show oneself trustworthy.
 2. **The argument from the implicit evaluation**: if a trustee assesses the lack of trust as problematic, it includes an implicit claim about his trustworthiness.
 3. In spite of his vulnerability the truster is **worthy of respect**: a lack of or hesitation to trust cannot longer be defined as a failure of the truster only.



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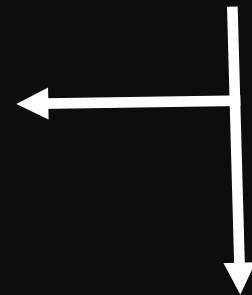
Problems of trust: Step 2

1. Problem of control: Empowering people

- New technologies: More influence on nature, on farming, on health and safety
- However, not everything will be under human control/ can be controlled by individual citizens

Empowerment is OK, but does not address the problem of trust. It only reduces the need to trust....

Power



Trustworthiness

Kennis voor de toekomst



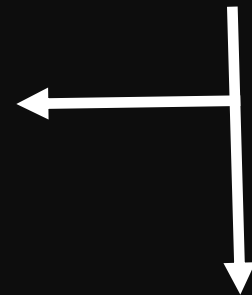
Problems of trust: Step 2

2. Risk: Turning uncertainties into risk

- Important line to follow, but highly questionable whether this is really possible. Link between technology and the issues at stake is complicated and still characterized by uncertainties.

Explicating risks enables a person to make an autonomous assessment. But: Risk calculation and trusting are two complementary, yet **different** mechanisms to deal with uncertainty. A trustor runs a risk, but does not take a risk!

Power



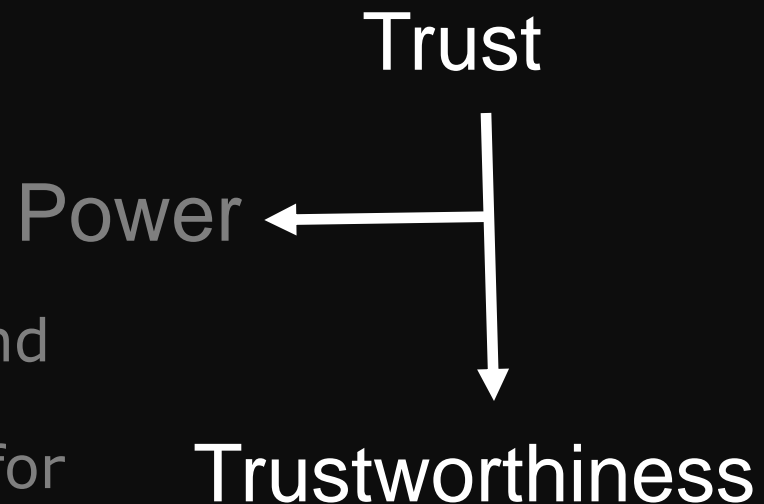
Trustworthiness

Kennis voor de toekomst



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Problems of trust: Step 3

Predictability often is helpful, but predictable patterns are not enough for trust in new situations & conflicts

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Problems of trust: Step 3

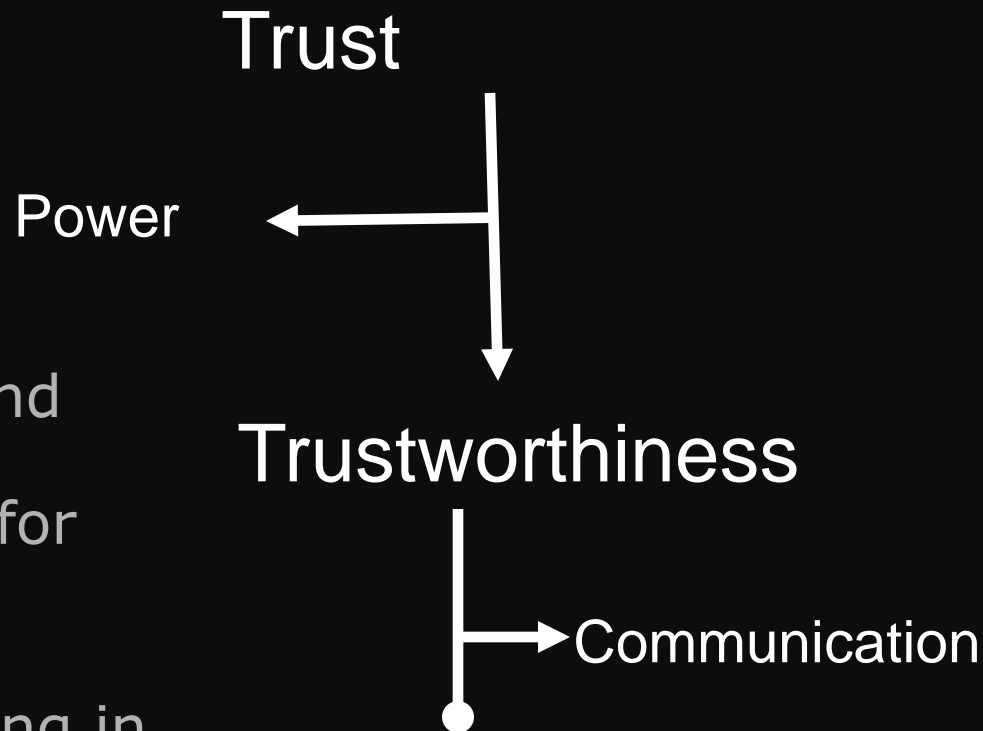
Predictability often is helpful, but predictable patterns are not enough for trust in new situations & conflicts

- novel technologies are by definition new: no apparent patterns available
- novel technologies may result in conflicts: e.g., safety vs profit, autonomy vs food production



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Problems of trust: Step 4

More than reliability that results from predictability.

Communication on Trustworthiness:

Not only showing *what* you do, but also *why* and *how*.

This includes clarity on

- competence and
- motivation



Problems of trust: Step 4

Trustworthiness includes clarity on

- competence and
- motivation

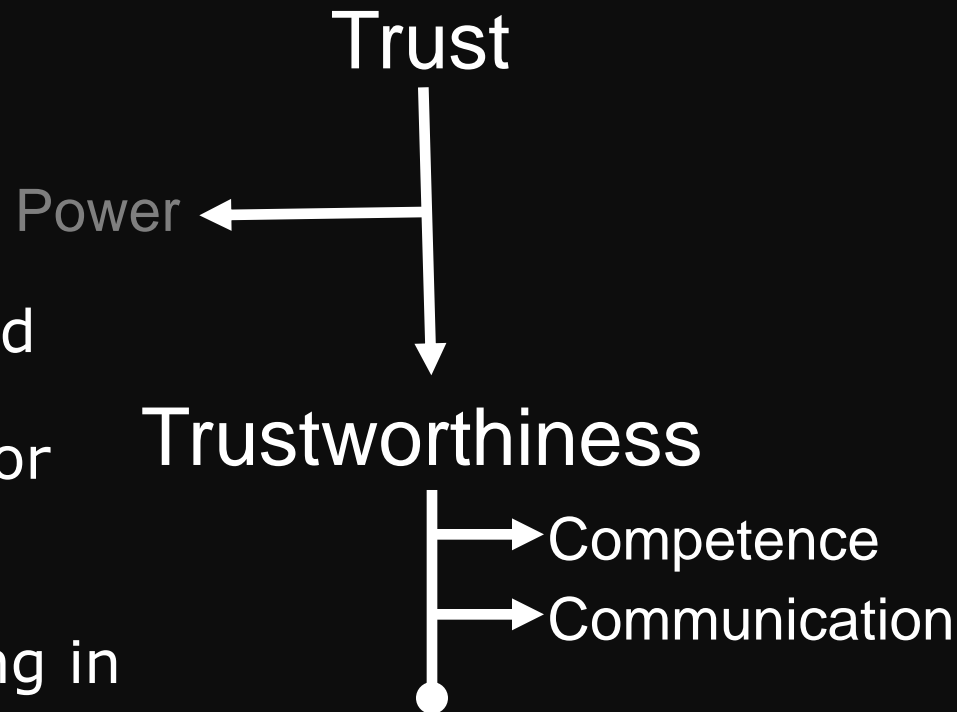
Quite often there is an exclusive focus on competence..... *mostly not a real problem*

Motivation: Explicate value similarities and conflicts between truster and trustee



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Problems of trust: Step 5

Communication on Trustworthiness should start from the duty to show **due respect for the trustor as a person who is capable of autonomous agency.**

A trustor is a vulnerable person, who often lack information. Nonetheless he should be treated as a person who has the capacity to chose his own goals and values.

Result 1: constraints on what counts as trustworthy behaviour: any form of exploitation / manipulation by the trustee rules out trustworthiness.

Result 2: The demand to take the moral dimension of what is entrusted seriously. (Recognition of the trustor as moral agent.)



Problems of trust: Step 5

TRUSTER



Moral agent



Moral beliefs

TRUSTEE



Moral agent



Moral beliefs



Conflicts

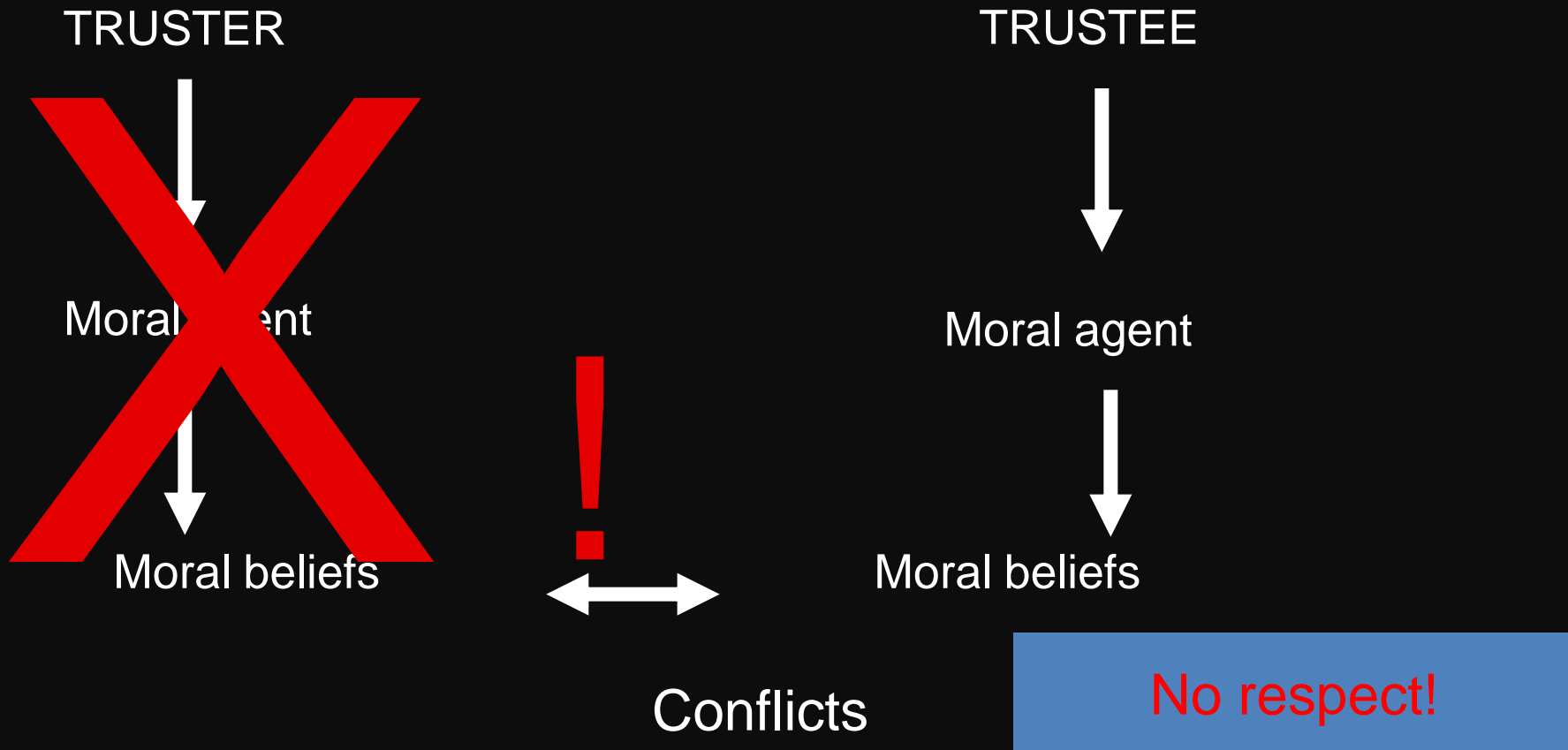


Problems of trust: Step 5

**A balance between
accommodation and integrity
is needed**



Problems of trust: Step 5



Problems of trust: Step 5

Trustworthiness requires a certain level of **accommodation** of the trustee.

- attitude of openness towards counter evidence concerning one's own view/ the preparedness to enter the discussion with the truster.
- stance of respect that results in a preparedness to make 'special efforts to "think outside the box" to find a way to accommodate [to the others'] moral view in the particular concrete case that confronts them.' (Postow, 2007, p. 202)
-However:



Problems of trust: Step 5

TRUSTER

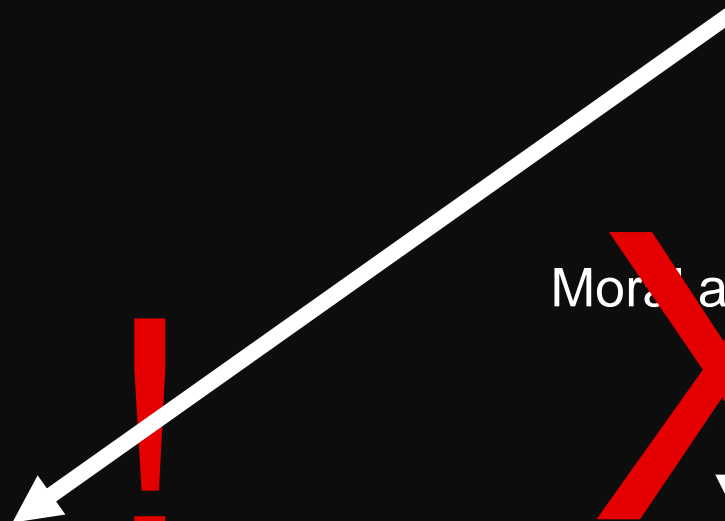


Moral agent



Moral beliefs

TRUSTEE



~~Moral agent~~



Moral beliefs



Conflicts

Full accommodation

Problems of trust: Step 5

Trustworthiness requires **having integrity**

‘We admire and trust those who have integrity’
(Calhoun, 1995, p. 235).

Integrity as **commitment to** the institution’s
(e.g., science, company) core tasks and
principles.

This can help the truster to be clear on what
can be expected of this institution in a way that
shows more than the institution’s reliability.



Problems of trust: Step 5

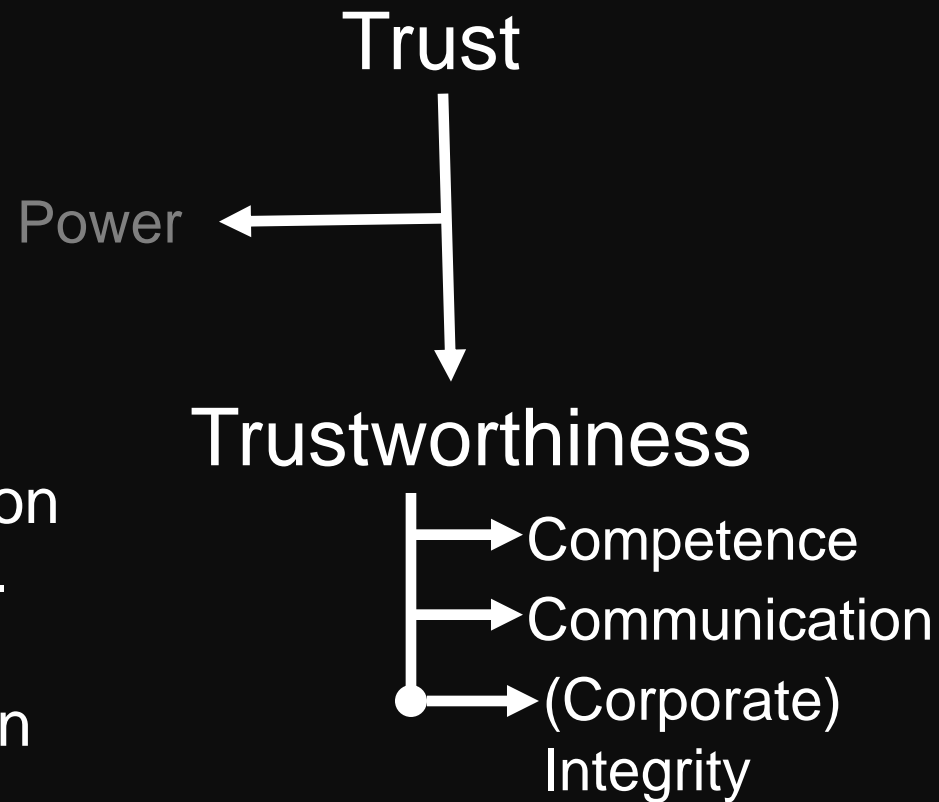
Communication in case of a (value) conflict:

1. Integrity can show that the behaviour of the trustee is **not** a sign of **arbitrariness**, but is based on respect for the truster and the institution's commitment to its core aims and tasks.
2. Integrity provides the institution with **reasons whether or not to accommodate** in a specific case – reasons that they can present to the potential truster.



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A tool for analysis & understanding

Questions of trust result from:

Uncertainty + Lack of Control



A tool for analysis & understanding

Questions of trustworthiness result from:

Competence + Motivation

Technical

Interests

Moral

Integrity



How to address problems of trust?

	Uncertainty	Control
Competence		
Motivation		
	<i>Lack of trust: one need to define the start and cause of the problem</i>	



How to address problems of trust?

	Uncertainty	Control
Competence	Yes/ Yes: trust possible Yes/ no: lack of trust No/ yes: no need for trust No/ no: no trust issue	
Motivation		
	<i>It is important to have clarity of the cause and type of the trust problem</i>	a. Uncertainty of control b. Competence or motivation

This helps to find better communication strategies to improve trustworthiness



Problems of trust & Communication

Aim of communication

Better: trustworthy, but not trusted
than: trusted, but not trustworthy



**Thank you for your
attention**



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