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The Effects of Identifiability, Trust, and Deception on Information Sharing Behaviors in an Anonymous System

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ABSTRACT

Sharing sensitive information can help organizations better understand risks in the environment in which they operate. However, the lack of a trusted, anonymous method for collecting and distributing sensitive information, together with substantial risks associated with disclosing such information, has limited the extent of information sharing among organizations. This research examines the potential of Trusted Query Network (TQN), a methodology for anonymously distributing information among trusted parties. Specifically, this research examines users' perceptions of trust towards the anonymity of the TQN system and the effect of identifiability on users' tendency to be deceptive. A free simulation experiment is proposed to test a theoretical model that explains how trust, identifiability, and deception affect users' information sharing behaviors in an anonymous system.

Keywords

Anonymity, deception, trust in IT, identifiability, adoption.