

I Trust 72.4% of People, How Many Things Should I Trust?

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~~“Trust is a peculiar resource;
It is something that is built,
rather than inherited over time”
anon~~

#1 Definitions



#2 Human Trust

FRIENDS



BCBG
MAXAZRIA

Calvin Klein

CHAPS
RALPH LAUREN

Charmant
GROUP

COACH
EYEWEAR

Dior

LAZAL

ELLE

ELLEN TRACY

EMILIO PUCCI

FENDI

FLEXON



GUESS

GUCCI



Twinn

LACOSTE



LIBERAL
DEMOCRATS



Conservatives

Liz claiborne



NIKEVISION

OGI
EYEWEAR

kate spade
NEW YORK

VERSACE

PRADA

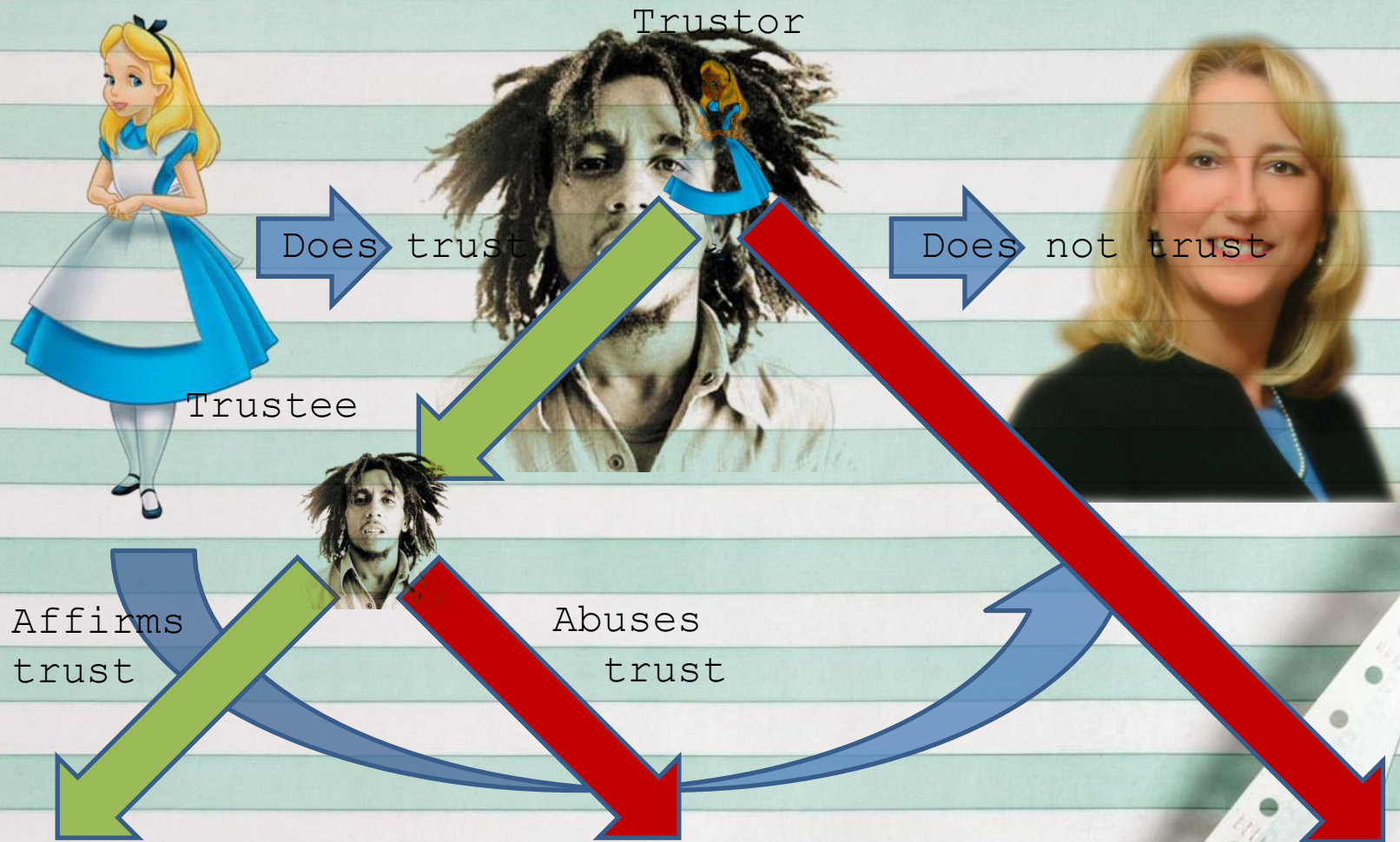


Labour



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#3 Mathematical Considerations

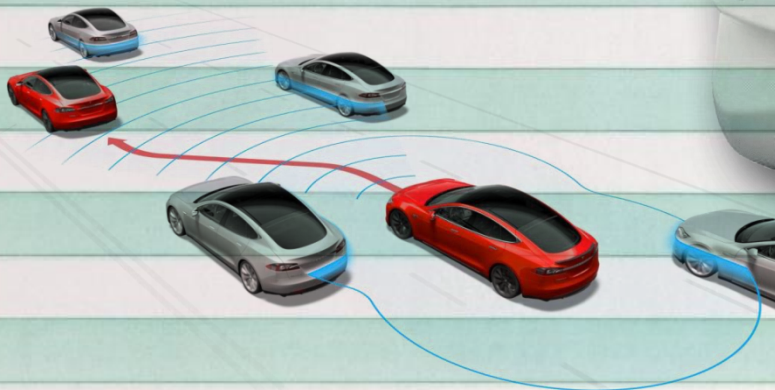
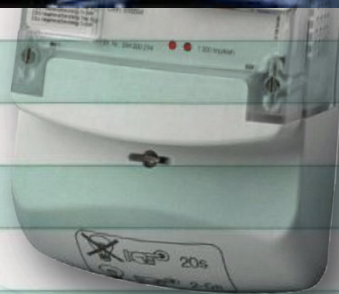


$$F(\text{alice}, \text{bob}) \text{ AND } F(\text{bob}, \text{karen}) = F(\text{alice}, \text{karen})$$

#5 Implementing Trust



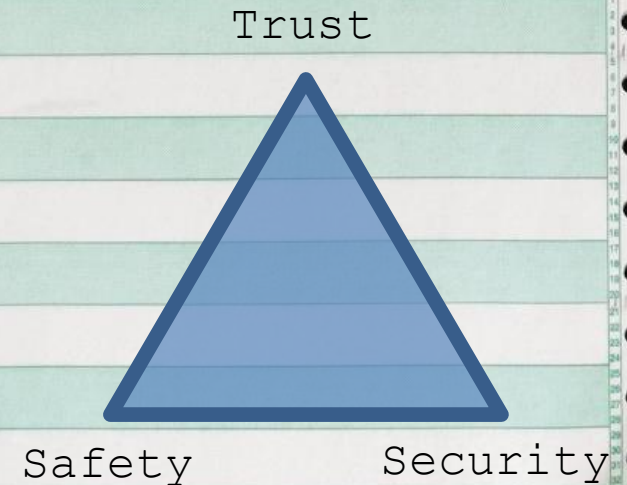
#6 Human-Machine Trust



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[illegible]

#8 What Is the Future for "Trust"?



Understand the Trust Stakeholders

Identify the Trust Grounding

Model the Trust

Secure and Trustworthy by Design