Trust me I'm a MOOC: Trust and Credibility in Informal Online Learning

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Whither MOOCs?

- Open aspects?
- Or Opening Pathways?
Fake News
MOOCs & Attitudinal Change

- Animal Welfare (Watson et al 2016a)
- Human Trafficking (Watson et al 2016b)

Trust & Credibility

Belief model:

Beliefs >> online interactions >> future beliefs and actions

Credibility

Perceived expertise (Skill)
Perceived trustworthiness (Morality, Goodness)
Dynamism (delivery)

(Berlow et al., 1969; Fogg 2003; Lowrey et al. 2014)


1. Does perceived **credibility** of a MOOC increase **trusting** beliefs of the MOOC learner?
2. Do trusting beliefs of the MOOC learner increase their trusting intentions towards MOOC providers?
3. What are key trust drivers according to MOOC learners?
Methodology

- Survey instrument
  - Credibility (Berlo et al 1969)
  - : Expertise; Dynamism; and Trustworthiness
- Trust in Provider
  - Benevolence, Integrity, Competence
- Trusting intentions
  - Willingness to Depend, to Follow Advice, Willingness to Purchase

Findings

- 61 responses
- Results indicated positive relationship between Source Credibly and Trusting Beliefs and Intentions

MOOC Trust Drivers

- Equity
- **Platform** Brand Equity
- **Institution** Brand
- Layout Design
- Content Quality
- Providers’ Expertise
- Navigation
- Cultural Markers
- Trustworthy
- Partnerships Security

- Ease of Contact
- Personalisation
- Advice Capabilities
- Community Features
- Usefulness
- Fulfilment capabilities
- Privacy protection
- **Certification**
- Instructor quality
MOOC Trust Drivers

- Fulfilment Capabilities: 13.7
- Institution Brand Equity: 13.7
- Content Quality: 9.59
- Platform Brand Equity: 9.59
- Instructor Quality: 8.22
- Providers Expertise: 6.85
- Layout Design: 6.85
- Community Features: 5.48
- Trustworthy Partnerships: 5.48
- Navigation: 5.48
- Certification: 4.11
- Usefulness: 2.74
- Advice Capabilities: 2.74
- Security: 2.74
- Personalisation: 1.37
- Privacy Protection: 1.37
- Cultural Markers: 0
- Ease of Contact: 0
<table>
<thead>
<tr>
<th>Platform Brand Equity</th>
<th>Institution Brand Equity</th>
<th>Content Quality</th>
<th>Provider Expertise</th>
<th>Fulfillment Capabilities</th>
<th>Certification</th>
<th>Instructor Quality</th>
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<tbody>
<tr>
<td>&quot;As for distrust, I would not feel comfortable acting on all the information given to me by the course since I know from my own first-hand experience that some pieces were one-sided histories.&quot;</td>
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<td>&quot;trust NIHR site and course good education, distrust experience it has of primary care led research it's not mentioned so far&quot;</td>
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<td>&quot;Trust that Stanford has a reputation to maintain. So, I trust the entire program&quot;</td>
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<td>&quot;My certificate was mailed to me as promised&quot;</td>
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"I love the experience and commitment of my instructors, such humble and learned professionals. Thanks to Coursera"

“It was reliable, challenging and interesting topic. The only thing I didn’t like was there was no option to get a honor code certificate.”

“I feel confident taking my new course as I have only had positive experiences with FutureLearn so far. The current educational provider is well established and regarded and I had no hesitation in signing up to the course”
Thank You
Go raibh maith agaibh

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