Project title: Trusting the Internet (Info I-222)

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Description: The purpose of this assignment was for me to list out the companies that I do and do not trust on receiving information from them. These are websites I looked at the news through everyday and trust them. This has to do with informatics because it related to computers and the security surrounding a computer.

1. I trust plenty of websites with my personal information such as social media, shopping, and school relates subjects. I am willing to give my personal information away to any of those type of websites, for I give my personal information to websites I use for school such as Canvas and Umail. I trust social media websites such as Facebook, Twitter, Instagram, and Youtube with my personal information. For shopping, I trust websites big companies such as Amazon and sometimes eBay, but I trust many of the smaller companies that are a well known clothing brand to order clothes. My decision on where to order my items online comes from how reputable the company is. If the company is known for having a good delivery and shipping policy, I would trust the vendor to actually sell me the product. Most trusted companies have good insurance policies for items that are lost in the mail making them a trustworthy company. For social media, I share some of my personal information including birthday, school, hometown, and several pictures. I only share this information with people who are my friends on Facebook, who are people who I have previously confirmed to be friends with me on the website. As the article by Urbana said, it is easy to create trust relationships with companies that have honest matching to customer needs. As I was saying, this is an easy way to establish trust to a customer by saying that your company will hear the demands of the customers and meet them. When a company has a good customer service sector, it is in my opinion trustworthy because you can have a person to
talk to about the product or situation you are purchasing. This is the most relevant statement I saw throughout the essay that matched my trust in internet websites. Internet sites have vastly encouraged trust throughout the years since 2000 vastly, and now have more online shoppers than ever. People have turned to just ordering clothes and several other things online instead of going to the store itself, this is due to the trust in the internet. New mechanisms such as insurance policies and reputable names have encouraged the trust of millions of customers.

2. I normally trust advertisements that appear on well known places, websites, applications, television, and several other places. It affects me in sometimes, but I am not the type of person to see an advertisement somewhere and then immediately go purchase the product that was shown. If I see the advertisement I would wait a couple of hours or days to see how reputable the company is and if it has a good customer relationship base. The techniques that work best on me are advertisements that sell a good product or food on sale or for a discount or cheap price. Other techniques such as free items or advertisements for sporting events are also extremely effective as well because they get me extremely interested and inclined to watch when it comes. I feel completely in control of my responses to advertising and retail architecture and in no way believe advertisers have the upper hand. I am not a person who is easily persuaded to be interested in a product because I already know which brands I like and what companies I trust. No advertisers have the upper hand on me because I will not make a quick decision right after seeing the advertisement, for I do not get influenced to purchase other products based on their advertising techniques. There is no line between fair and unethical forms of advertising, for companies can use whatever strategy they think will work best. Companies would do whatever it takes to get the attention of a customer to sell a product, including things that are unethical and
not politically correct. Advertisement companies in fact try to be manipulative to try and sell you a product, for they try to retain the idea in your head and get the customer obsessed with the product. I do not think an advertisement that is illegal would work on customers, for it would be seen as completely wrong and against the law. It would be completely wrong and the person purchasing this product would be seen as politically incorrect.