Trust In Virtual Healthcare Communities: Design And Implementation Of Trust-Enabling Functionalities

Abstract:
Trust in online communities, particularly in the healthcare domain, provides (apart from other success factors) the foundation for a successful implementation and operation of a virtual community (VC). A look at existing communities however leads to the conclusion that many VCs fail to meet requirements upon which trust is established. Based on the researchers’ experience, this paper describes how trust-enabling functionalities can be systematically designed and implemented in a virtual community for cancer patients. The presented components support the process of creating trust in the VC and contribute to the successful implementation and maintenance of the community. The paper concludes with a discussion on aspects of trust yet to be implemented and recommendations for further research in this area.
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