

Cultural Differences in Risk Perception of Trust in Cyberspace

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Abstract

This research investigates risk perception related to trust and bias in cyberspace under different levels of cognitive risks. It is hypothesized that risk perceptions in cyberspace are different by culture, gender, and education level and are influenced by trust and bias, and also by fear and privacy factors. This paper addresses the issues relevant to measuring cyberspace trust and bias and a theoretical framework that describes the differences of human behaviors depending on their personal status. An experiment using this framework was initially conducted with women from Saudi Arabia to voice their opinions and share their views on different aspects of life and its experimental results will be shared.