Chapter 15

How to Mitigate the Risk of Misinforming in Case of Mistrust?

ABSTRACT

This chapter discusses techniques to mitigate the risk of misinforming and serves as link to the next part of the book. It introduces the reader to different techniques used in mitigating various categories of misinforming hazards. The objectives of discussed business practices are to enhance the trust toward providers and received information. Techniques used in the following circumstances are included: 1) Techniques to reduce probability for rejecting useful information, and 2) Techniques to allow verification of received information. Traceability of information is essential to enhance trust by verifying origin and quality of raw data, and transparency and adequacy of applied data processing to build the outcomes. Techniques allowing traceability in both breadth and depth of the way the message is created. The role of visualization in indirect, via computer applications, communication is essential in verification in big data circumstances.

INTRODUCTION

Two ideas about using measures of misinforming risks to classify potential clients and to customize the approach to induvial one in the context of marketing circumstances were shared in the first two chapters of this part of the book. This chapter is dedicated to other issues related to managing risks caused by misinforming or mitigating the two aspects of risks – likelihood and impact. Several cases leading to hazards that

may result in misinforming and to harm receiver of information are discussed from point of view of mitigation the associated risks. The issue of data collection and data analyzing practices is regarding as needed special attention and design.

Nowadays the exposure of the risk of misinforming is a subject of increased likelihood, based on growing use of indirect communication conducted via IT, and also of increasing impact. This is a result of raising the volume and importance of information obtained through indirect communication. The recent pandemic of COVID-19 speed-up the process of transforming direct communication, including exploring techniques such as body-language, and obtaining immediate feedback to clarify the message, to indirect communication via use of computer technologies. In direct communication trust and correct understanding and correct interpreting are supported by factors outside of the content of the message itself, as opposite to indirect communication when message content, wording, jargon, format, etc. are the only properties to verify it ant to mitigate the risk of misinforming. COVID-19 highlighted one additional problem – reliability of laboratory tests to inform users regarding particular property of investigated phenomenon.

The chapter is organized in a way to discuss several issues associated with hazards leading to misinforming and ideas regarding the ways to mitigate the associated risk and caused harms. Answers to the following questions are needed to react adequately.

What are origins of the misinforming hazard? What causes the risk? In what circumstances this risk will occur?

What are factors influencing (contributing to it happening – likelihood) misinforming?

What is the magnitude of the harm (exposure) caused by misinforming risks?

How to identify, prevent and/or mitigate the misinforming risks in the informing process?

Different scenarios leading to misinforming, as well as factors contributing to the origin of misinforming are presented in Part 1 of the book. Here all cases are illustrated by considering a simple one-to-one informing process (see Figure 1.) to allow discussion on considered cases. The cases of misinforming and corresponding mitigation techniques considered in this chapter are:

- Emphasizing the trust:
  - Trusted-third Party.
  - Informing via use of mediators. Mediators as two-sided information brokers.
  - Block-chain technology as a tool addressing the trust problem by replacing costly mediators, with potential conflict of interests.
- Emphasizing the competencies:
  - Traceability in "machinery" delivered information.

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