

# Consumer, Manager, Domain Expert Proposal

## Subtopic: Unmet Big Data requirements

### 1. Title

The Human Trust Experience (tHTRX) in an Era of Big Data

### 2. Point of Contact (Name, affiliation, email address, phone)

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### 3. Working Group URL

<http://www.humantrustexperience.net>

### 4. Proposed panel topic: Unmet Big Data requirements

The Human Trust Experience in an Era of Big Data

### 5. Abstract

*The Human Trust Experience Initiative's* mission is to use Big Data to explore and lay the ground work for understanding the parameters, characteristics, attributes, information architecture, and reference and interaction models of the *human trust experience* in motion and at rest. Central premises of this work to be evaluated and interpreted are that:

- *The human trust experience* is foundational to Privacy, to the uptake of ICT innovation, education and the challenges of democratic governance.
- *The human trust experience* is a central component of all human labor and to individual and community well-being and survival.
- *The human trust experience* can be a measure and standard by which we understand and prioritize problem solving.

### 6. Working Group summary

- Create the human trust experience use case.
- Create the human trust experience context.
- Create a semiotics and information architecture of the human trust experience.
- Facilitate through CMS conversation about the *tHTRX* in a Big Data context.

## **7. Number of Participants, data working group began, frequency of meetings**

December 2013

## **8. Target Audience**

Individuals, Consumers and Producers of Big Data, Businesses, Government

## **9. Current initiatives**

The Human Trust Experience Initiative

## **10. Specific Big Data Challenges: Volume, Variety, Velocity, Veracity / Provenance, Visualization, Analytics, software tooling, usability, scalability, ETL / ELT, security, privacy, risk management**

Value, Valuation, Contextual Veracity, Identity, Pseudonymity, Anonymity, Privacy, Vetting, Contextual Vetting

## **11. Urgent research needs**

## **12. Related Projects or Artifacts**

The Human Trust Experience: *Informed Valuation Project*

## **13. Big Data metrics (describe your data to make a Big impression)**

Search, discovery, revelation, creation and analysis of the human trust experience from cyberspace data.

## **14. Keywords**

human trust experience, value, valuation, informed valuation, informed contextual value, informed contextual valuation, contextual veracity, identity, pseudonymity, anonymity, privacy, risk management