

**A trust-based approach:  
investigating how the use of  
big data and AI can affect  
trust in and within  
governments**

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Considering trust in big data/AI from an organizational/societal perspective

Useful developments, but using 'unfamiliar' technologies in government may impact:

- citizens
- governments themselves



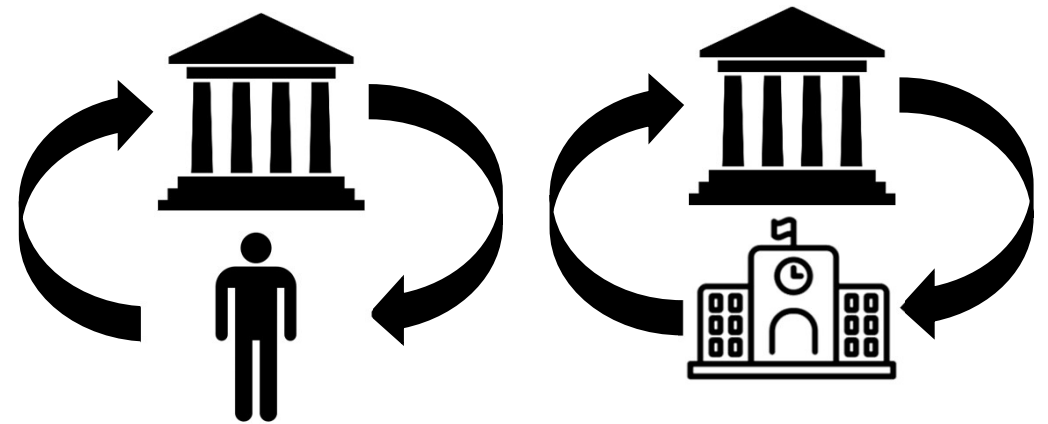
Lack of trust in government: lowered legitimacy, reduced voluntary compliance

Lack of internal trust (within government): cooperation issues, development issues, window-dressing problems

A disconnect between governmental action and citizen perceptions?

Are legal compliance, accountability, fairness and XAI sufficient conditions for citizen trust?

Algorithm aversion, reputations and audiences, perceived procedural fairness





## Maintaining trust in government/technologies

Under-researched, but some tentative hypotheses:

- Avoid trust breaches
  - Role for legal compliance/AI development likely lies here
- Work transparently (e.g. AI-registry/access for civil society organizations)
- Positive framing information seems to help, but avoid manipulating perception

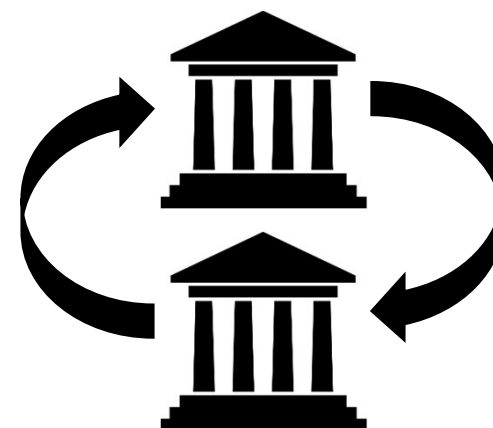
## Between classic and data-driven supervision

Trust within governments

Simultaneously: changing towards such a governance model requires addressing multiple challenges beyond data-gathering, development and analysis:

- Respecting institutionalized environments
- Changing cultures, priorities, procedures, structures
- Skepticism resulting from structures (client side vs. development side)
- Acceptance of new technologies

All these factors can generate internal trust problems

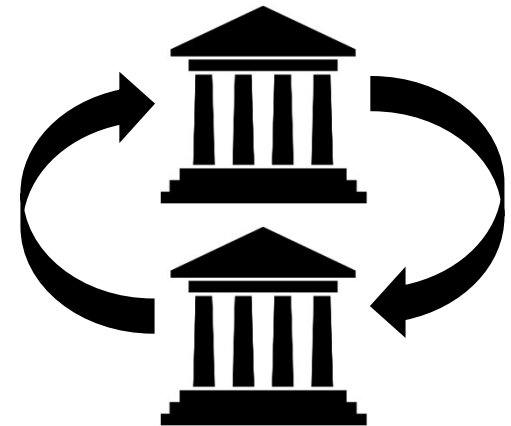


## Maintaining trust within governments

### Change management

- Information
- Participation

Focus on trust relationships between commissioners and developers



In conclusion

Relevance of societal/organizational trust may sound apparent

But at least some cases suggest this remains a challenge

Further research needed

