



# Risk Communication

# How Is Risk Perceived?

- Risk is socially constructed
- It can often have little correlation to actual risk
  - Assignment Project Exam Help
- After 9/11 many people drove instead of flying
  - https://powcoder.com
  - Add WeChat powcoder
  - Many more car accidents
  - Many more deaths

Beware of low flying aircraft

OUTDOOR SYSTEMS

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# How about?

3 million per year



1-2 per year (OZ)



10 per year (UK)

# Quick Quiz

1. Which of the following is most likely to happen to you?

- a) Being struck by lightning
- b) Being infected with flesh-eating bacteria
- c) Being injured in an elevator ride

lightning 1 in 750,000, flesh-eating bacteria 1 in 700,000,  
elevator 1 in 6 million.

## 2. At which establishment are you most likely to be poisoned?

- a) Fast food restaurant
- b) Delicatessen
- c) Mexican restaurant

Fast-food 1 in 440,000, Delicatessen 1 in 240,000 Mexican 1 in 136,000

**3. Which of the following is most likely to kill you in the next 12 months?**

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- a) Drinking detergent <https://powcoder.com>
- b) Dog bite Add WeChat powcoder
- c) Snake bite

Detergent 1 in 23 million, dog bite 1 in 20 million, snakebite 1 in 36 million.

# **4. Which of the following accounts for the most childhood accidental deaths?**

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- a) Fire**      <https://powcoder.com>  
fire 15%, choking 3%, poison 1%
- b) Choking**      Add WeChat powcoder
- c) Poisoning**

# 5. Which of the following takes the most off your life expectancy?

- a) Driving once without a seat belt  
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on <https://powcoder.com>
- b) Drinking one diet soft drink  
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- c) Smoking one cigarette

Driving without seatbelt 6 seconds, one diet soft drink 9 seconds, one cigarette 12 minutes.

**6. What is the risk of your being wiped out  
(with nearly everybody else) next year by a  
catastrophic comet, meteor, or asteroid  
impact?**

<https://powcoder.com>

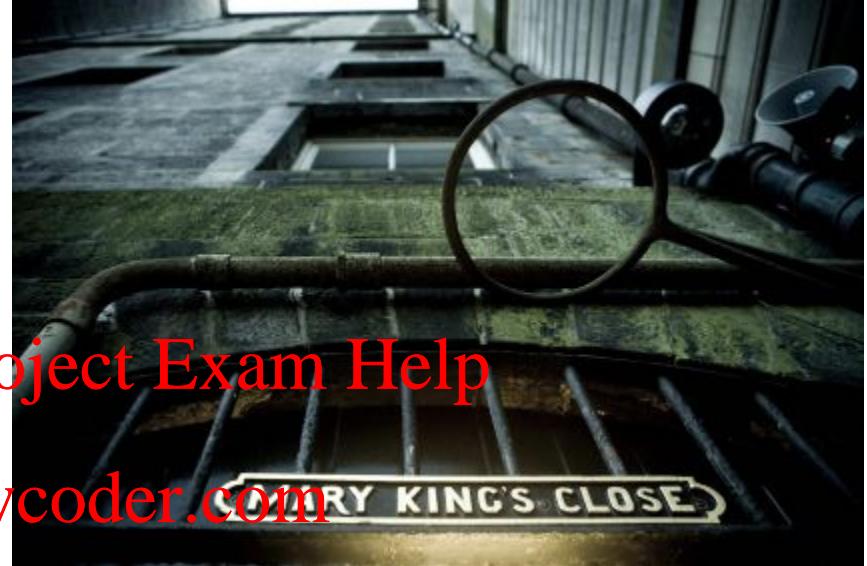
- One in 750,000
- One in 20,000
- One in 15 million

# Should we ban this substance?

- it can cause excessive sweating and vomiting
- it is a major component in acid rain
- it can cause severe burns in its gaseous state
- accidental inhalation can kill you  
<https://powcoder.com>
- it contributes to erosion  
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- it decreases effectiveness of automobile brakes
- it has been found in tumours of terminal cancer patients

Water

# Edinburgh – Mary King's Close



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in 1645 life of the close was shattered forever. The plague struck this little community and there is a myth that the local council decided to contain the plague by incarcerating the victims, bricking up the close for several years and leaving them to die inside to die. It is likely that this is why the close was nicknamed 'street of sorrows'

<https://powcoder.com>

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# Plague!

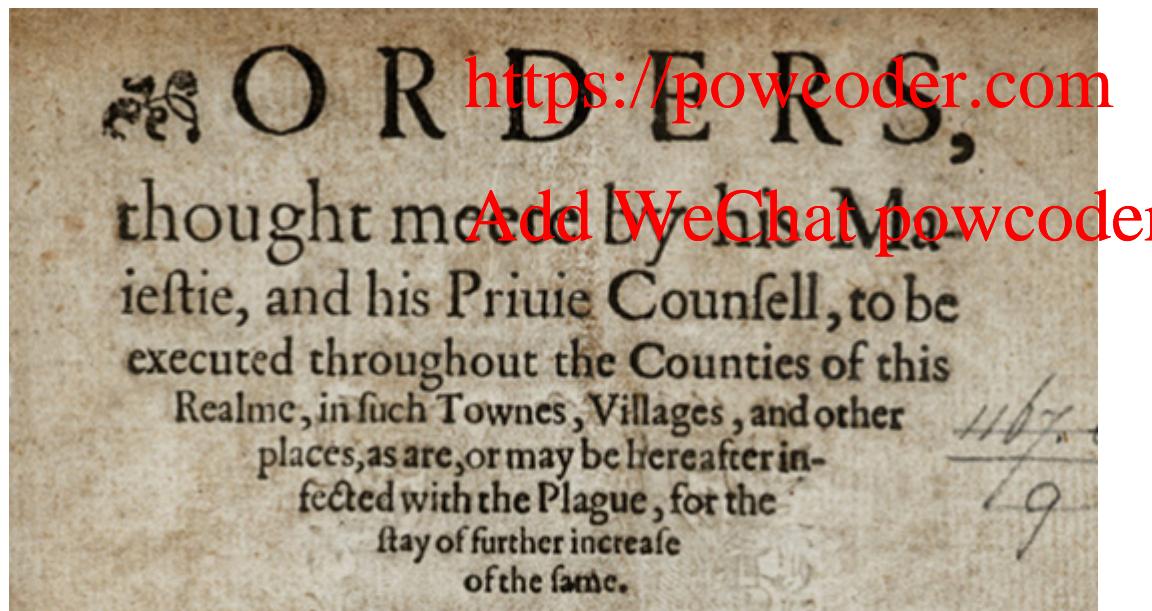
- People start getting worried!
- What should the authorities do?

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KEEP  
CALM  
AND

DON'T ASK  
SILLY QUESTIONS



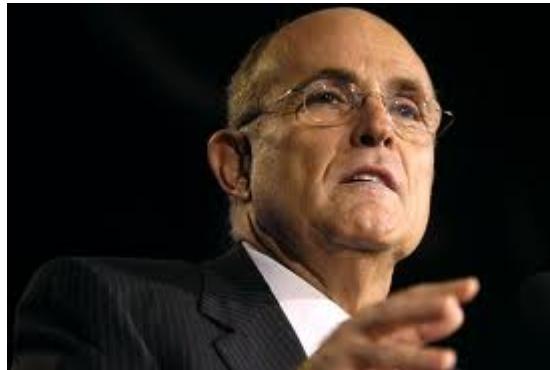
# Risk Communication

A skill that allows you to  
communicate  
Assignment Project Exam Help  
during difficult situations and to  
<https://powcoder.com>  
make sure  
that what you say is remembered  
in situations of stress

# Communicating Risk

- When stressed, people struggle to listen
  - Most emergency numbers have only 3 digits
- Keep your message simple
- Repetition is the key
- LISTEN! <https://powcoder.com>
  - Understand, appreciate, empathise
- People will probably be negative
  - Deliver a positive message

# 9/11



1. Well informed
2. Asked people to remain calm
3. Told them to evacuate lower Manhattan
4. Assured them that the city was being protected <https://powcoder.com> Add WeChat powcoder
5. Reassured residents of NY
6. Admits lots of lives lost
7. Says focus will be on saving as many as possible

# Giuliani's Secret

- **Preparedness!**

- They had prepared for any eventuality
- Including Assignment Project Exam Help how to communicate with a distressed populace <https://powcoder.com>
- And with the media Add WeChat powcoder
- Compassion
- Conviction
- Optimism

# TIDAL POOLS

DO NOT CLIMB ONTO TIDAL POOL WALLS.

CAUTION! ROCKS & WALLS SLIPPERY.

TIDAL POOLS ARE HOME TO MANY MARINE CREATURES - RESPECT THEM.

BEWARE OF SEA URCHINS & BROKEN OYSTER SHELLS.

~~THIS POOL IS CLEANED 4 TIMES PER YEAR ON SPRING TIDES.~~

DO NOT THROW LITTER OF ANY KIND INTO TIDAL POOL.

~~LOOK BEFORE YOU JUMP IN, ROCKS PRESENT.~~

REPORT ANY PROBLEMS TO NEAREST LIFEGUARD STATION.

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RARE CORALS HAVE BEEN KNOWN TO GROW IN POOLS - DO NOT TOUCH ANY CORAL.

REMOVAL OF ANY FISH OR SEA CREATURE IS PROHIBITED.

LOCAL EZEMVELO KZN WILDLIFE OFFICERS PATROL THIS POOL REGULARLY.

DO NOT RELEASE SHARKS INTO TIDAL POOLS.



environmental affairs  
DEPARTMENT OF ENVIRONMENTAL AFFAIRS  
REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME





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<https://powcoder.com>

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# Risk Communication

- 1. Decide what needs to be communicated  
(be informed)**
- 2. Understand how people perceive the risk  
(listen!)**
- 3. Come up with options to bring  
perceptions into line with reality (the  
facts, but don't be dismissive)**
- 4. Engender Trust (empathise)**
- 5. Give behaviorally realistic advice (simple  
message, repeated)**

# MMR Vaccine

- Until 1998 vaccination coverage was 92%
- In 1998 Wakefield was the first to make the claim that autism and the MMR vaccine are linked [Assignment Project Exam Help  
https://powcoder.com](https://powcoder.com)
- People stopped having their children vaccinated [Add WeChat powcoder](#)

# Mumps outbreak at university as 15 students take ill

By Katy McCloskey

2 February 2012 15:05 GMT



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<https://powcoder.com>

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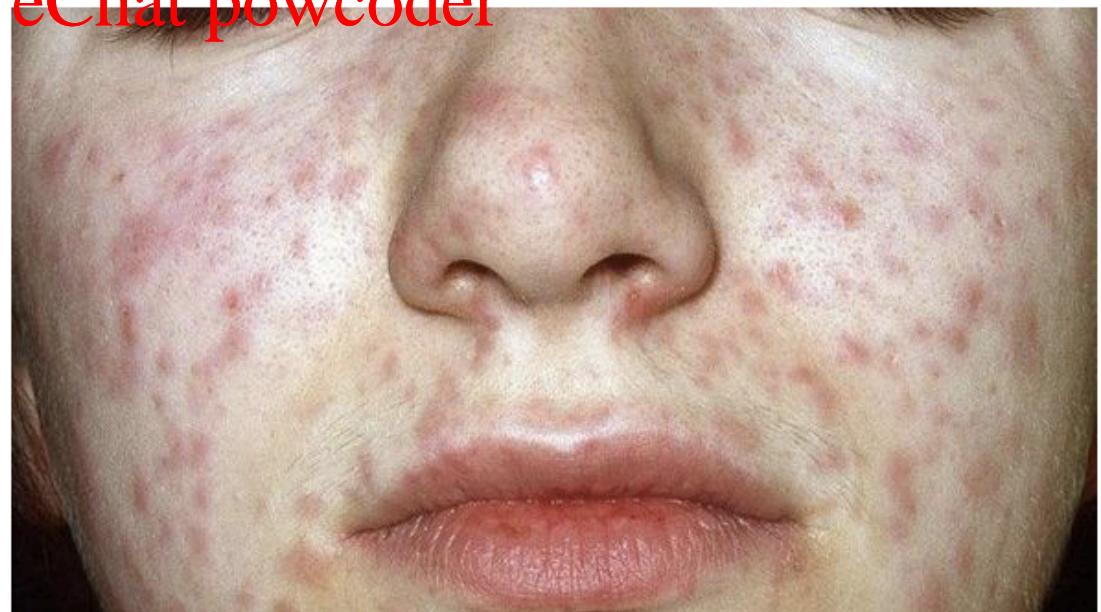
## Fears of fresh measles epidemic as new cases confirmed

TWO fresh cases of measles have sparked fears that the biggest outbreak of the virus for a generation is set to get worse - just months after it was declared officially over.

By: Benjamin Russell

Published: Sun, October 6, 2013

4 Comments



# What went wrong?

- Media hyped the threat
- The response of “the establishment” confirmed for some their suspicions that inconvenient truths would be covered up
  - The handling of the earlier BSE crisis lent support to this view
- the chief medical officer would not meet parents' concerns half way by sanctioning access to single disease vaccinations
- parents are acting conscientiously as norms dictate, not selfishly

# So What Should Happen Now?

- challenge to authority, including the authority of science, should be expected
- the establishment should disseminate evidence to the public in way that is sensitive to diverse groups
- communicating risk
- It is about much more than providing even the best of information

# **Paul Bellaby (BMJ)**

**It is a matter of two way  
communication and obtaining  
agreement. Concordance has to  
be the aim if compliance is to fall  
into place**

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The latest content from The Sunday Herald will be available today at 12 noon UK time.

## Leak found at former nuclear plant

Last updated 9 Oct 2011 - 10:15 am

Scotland's environment secretary has called for a full investigation after a radioactive leak was found at the former Dounreay power station.

The leak was discovered during a routine operation of the plant which is destroying the liquid metal used as the coolant in the Dounreay East Reactor (DFR).

Monitoring systems detected drips of caustic liquor from pipework in a shielded cell. Dounreay Site Restoration Limited (DSRL) said the plant was immediately shut down and the leak isolated and stopped.

The Scottish Environment Protection Agency (Sepa) said no material had been released into the environment and that the leak was "minor".

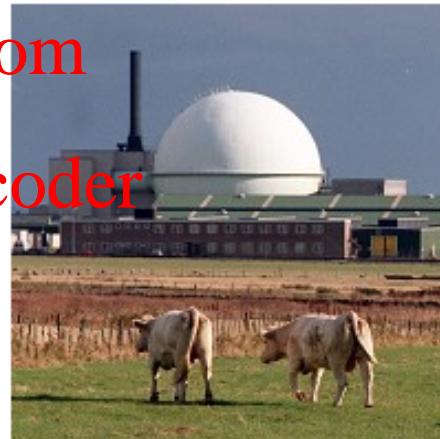
Environment Secretary Richard Lochhead said the Scottish Government was in close contact with Sepa over the incident.

He said: "I have also been briefed by senior management at Dounreay and have been assured that this is a very minor leak that was spotted quickly and contained within the plant. As no uncontrolled release of radioactive effluent has occurred outside the plant there is no direct role for Sepa."

"The Scottish Government expects this matter to be investigated fully by the operator - Dounreay Site Restoration Limited and regulator - the Office for Nuclear Regulation."

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A radioactive leak has been found at the former Dounreay power station

# Risk Communication

- The Scottish Environment Protection Agency  
**What needs to be Communicated: There is no Risk**

- "minor". Assignment Project Exam Help
- I have also been briefed by senior management at Dounreay and have been assured that there has been no uncontrolled release of radioactive effluent from the plant. As no uncontrolled release of radioactive effluent has occurred outside the plant there is no direct role for Sepa.

**Perceptions -> Reality**

- It is important that all those involved make informed decisions on an transparent and regular basis, principles that are especially important where the nuclear industry is concerned and I conveyed this point to ~~Assignment Project Exam Help~~ Dounreay's Management.
- DSRL said ~~https://powcoder.com~~ You don't have to do anything! Nuclear ~~Add WeChat powcoder~~ We will investigate investigation into the reasons for the leak. It said there was no release of radioactivity to the environment and no harm to the workers.

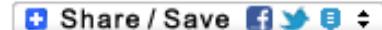
# Spider Phobia

14

votes

**VOTE!** 

## A Lot of People Are Scared of Spiders. Why?

 Share / Save   

About 30 percent of women and 20 percent of men are **afraid of spiders**. Scientists say that the obvious explanation is that people have obtained a fear of spiders due to the fact that we consider their bite poisonous.

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A psychologist who works at the [University of Würzburg, Germany](#), together with his team considers that if the upper stated theory is right then people should also be scared of [insects](#) that sting, such as, for example, bees and wasps, reports NewScientist.

In order to discover the truth that lies behind the fear of spiders, Georg Alpers and his colleagues carried out a survey asking 76 students to rate images of spiders, wasps, bees, beetles, butterflies and moths. The participants had to rate the photos on three counts: the level of fear they inspired, how much fear they aroused and the level of disgust. The study showed that **students had much greater fear of spiders** than other stinging insects. They rated spiders as the most dangerous.

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According to Stuart Hine, an entomologist at [London's Natural History Museum](#), being scared of spiders is a learned behavior. He believes that it only takes a person to see someone standing on a chair yelling "Spider!" and the individual will collect that fear.

*"It stems back to the days of plagues when people suspected anything that crawled out of the thatch as carrying disease," said Hine.*



# Venomous spider's nest found in Buckinghamshire garden

The nest of a biting venomous spider has been found in a Buckinghamshire garden and council officers have warned residents to be on the alert for more.

Milton Keynes pest controllers have dealt with the nest of a false widow spider but believe there may be others.



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people should be on the alert especially if they have children or pets."

They are closely related to the black widow, said Moore from Milton Keynes trading standards said.

"They won't kill you but one person's already had to go to hospital with symptoms including chest pain, nausea and vomiting."

The small spiders are related to the black widow and look similar to them but do not have the distinctive red spot.

Specialised insecticides

Only sixty-three deaths were reported in the United States between 1950 and 1989

## Related Stories

[Spider nearly kills grandmother](#)

[Exotic spiders crawl into the UK](#)

[Wa...  
mo...](#)



# Perceptions -> Reality

The poster features the European Union flag, the Coat of Arms of Sierra Leone, and the Irish Aid logo. The word "EBOLA" is written in large red letters. Below it, a black banner contains the text "Signs and Symptoms". To the right, there are several illustrations of symptoms: a person sitting on a toilet with a sign "BLOODY DIARRHOEA"; a person with a fever, indicated by a red arrow pointing down; a person with bleeding, indicated by a red arrow pointing left; a person with a skin rash, indicated by a red arrow pointing right; a person with muscle or joint pain, indicated by a red arrow pointing up; and a person vomiting blood, indicated by a red arrow pointing right. A central oval shows a person walking towards a "HEALTH CENTRE". The text "Assignment Project Exam Help" and the URL "https://powcoder.com" are overlaid in red. The bottom section contains the GOAL logo and the text: "If You Have Fever, Diarrhoea and Vomiting With or Without Bleeding GO IMMEDIATELY TO THE NEAREST HEALTH FACILITY For more information call 117 (Call free)".

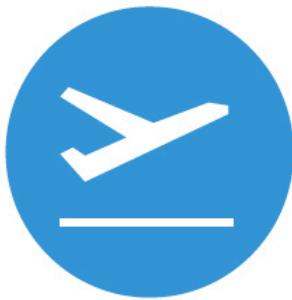
Assignment Project Exam Help  
<https://powcoder.com>

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If You Have Fever, Diarrhoea and Vomiting With or Without Bleeding  
**GO IMMEDIATELY TO THE NEAREST HEALTH FACILITY**  
For more information call 117 (Call free)

Behaviourally Realistic Device

# TRAVEL TO AND FROM EBOLA-AFFECTED COUNTRIES IS LOW-RISK HERE IS WHAT YOU NEED TO KNOW



**WHILE  
TRAVELLING**



Alert airline personnel about a fellow traveller who has Ebola symptoms:



If you develop a fever and Ebola symptoms yourself promptly inform airline personnel.

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fever, weakness, muscle pain, headache and sore throat, followed by vomiting, diarrhoea, bleeding.



**AT AIRPORTS  
AND AT YOUR  
DESTINATION**

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Avoid direct physical contact with anyone who is displaying the symptoms of Ebola



DO NOT touch the body of a person who has died from Ebola.



**World Health Organization**



Use alcohol rub throughout the day. When hands are visibly dirty use soap and water.



Seek prompt medical attention if you have Ebola symptoms.

**Behaviourally Realistic Device**

For each sick person,  
assuming everyone in their  
social network is healthy,

# Perceptions → Reality

EBOLA  
2



SWINE FLU  
2



HIV  
4



SMALLPOX  
7



MEASLES  
18



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*The number is an indication of contagiousness only,  
and the actual spread will vary under different conditions.*



**DIRECT CONTACT  
WITH BODILY FLUIDS**

**Ebola**

**Hepatitis C**

**HIV**



**AIRBORNE**

**Assignment Project Exam Help**

**Influenza**

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**Pertussis**

**SARS**

**Tuberculosis**



**VECTOR-BORNE**  
(mosquito)

**Malaria**

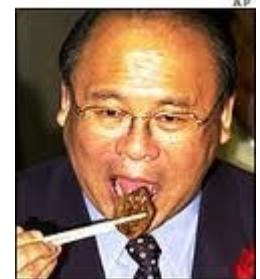
# Risk Communication



- Karl-Heinz Funke (2000) says Germany is immune to BSE  
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<https://powcoder.com>
- One week later the first sick cow is discovered
- Funke resigned, Kuenast appointed  
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- Move to organic farming announced
- Direct controls implemented
- Trust restored



# Risk Communication



- 2001 – first case of BSE in Japan
- Minister promises no more & sick animal destroyed
- The animal HAD been used to make feed
- EU document states Japan is high risk of BSE
- Insufficient controls implemented
- Beef sales sank to 0
- Takebe tells people meat is safe but they don't believe him

# Activity

- There is a new emailed virus going around your organisation
- The email appears to come from the managing director and is titled “Layoffs”. An attachment <https://powcoder.com>
- People are accustomed to getting emailed attachments from him
- You need to communicate the risk to the organisation’s employees
- Create poster, we will pick two and then critique

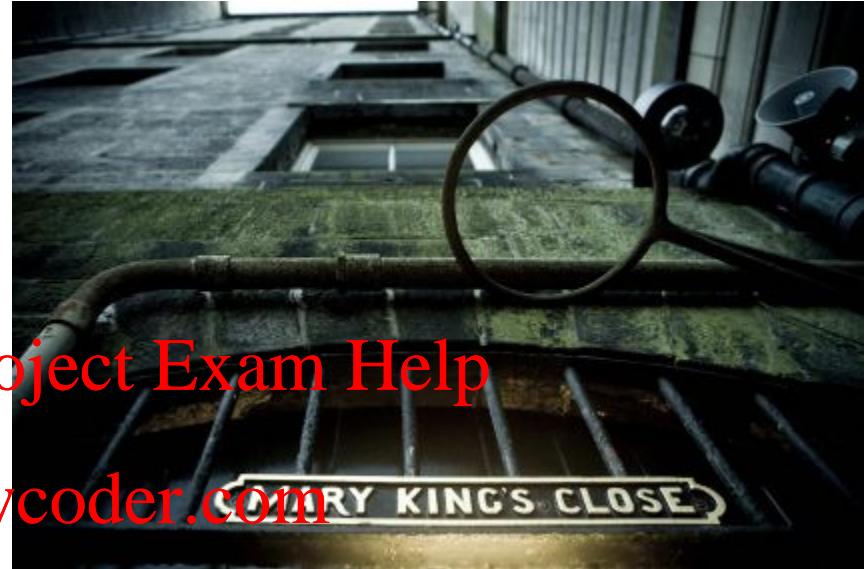
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perceptions into line with reality (the  
facts, but don't be dismissive)**
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- 5. Give behaviorally realistic advice (simple  
message, repeated)**

# Activity

- Within Glasgow local GPs are alarmed by suddenly increasing cases where young children are reporting to GP surgeries with diarrhoea and sickness
- First analysis from responsible laboratories indicate that milk produced in a certain region *might be* contaminated.
- What are you going to do to warn the public?

# Activity – Mary King's Close



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Design a Poster  
to communicate  
the fact that there is  
no Plague  
in this area  
and no risk in  
visiting

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# TRUST

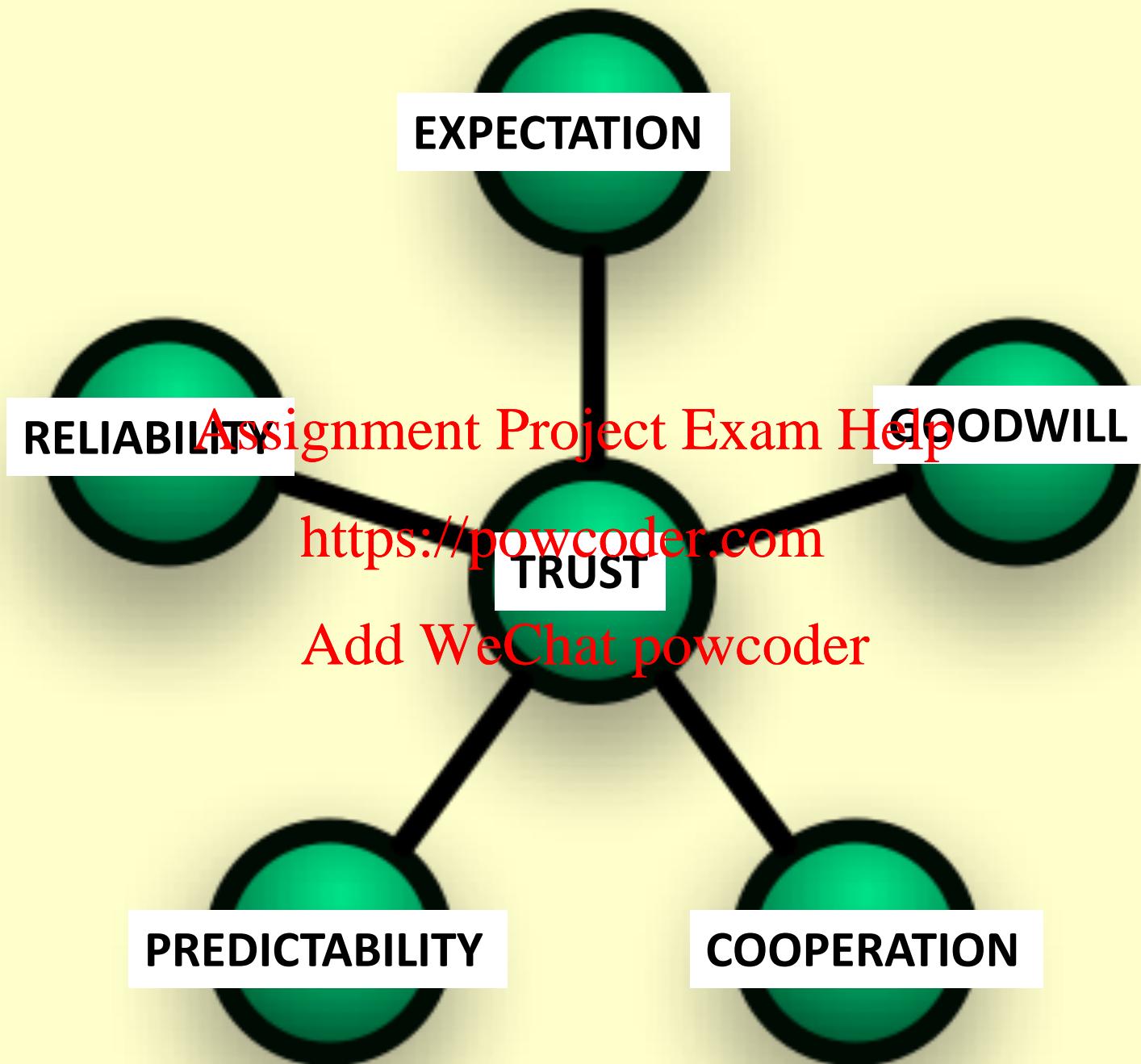
A black silhouette of two people shaking hands is centered against a background of a blue sky with white clouds.

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**HUMAN-CENTRED SECURITY**





# The Importance of Trust

- Productive relationships are based on trust – often unrecognized and taken for granted  
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- It's a resource that increases with use  
*<https://powcoder.com>*
- Enables coordination without coercion  
*Add WeChat powcoder*
- Enables commitments to be undertaken in situations of high risk

# TRUSTING

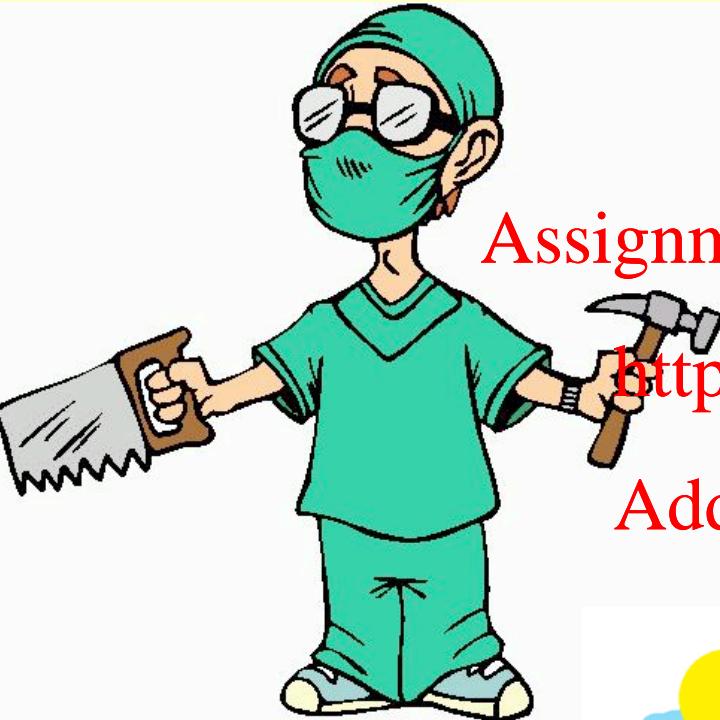


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# TRUSTING



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# Whom do **YOU** Trust?

- Family?
  - Friends? Assignment Project Exam Help
  - Employer? <https://powcoder.com>
  - Government? Add WeChat powcoder
  - Me?
  - It depends....
- 
- Why do you trust them?

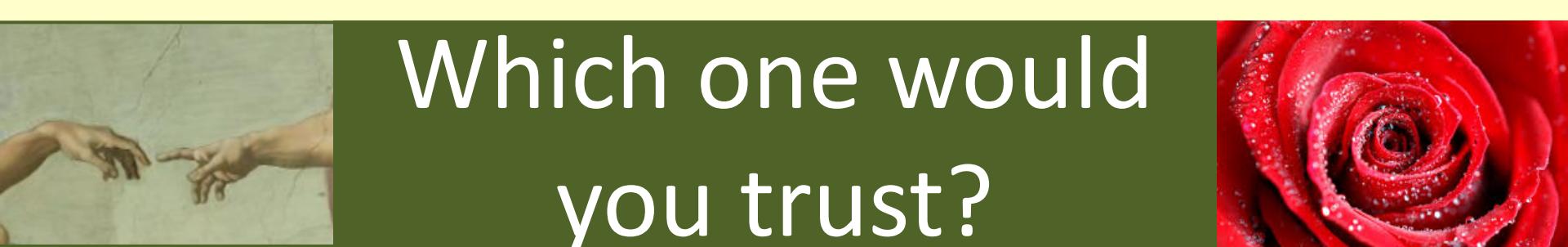




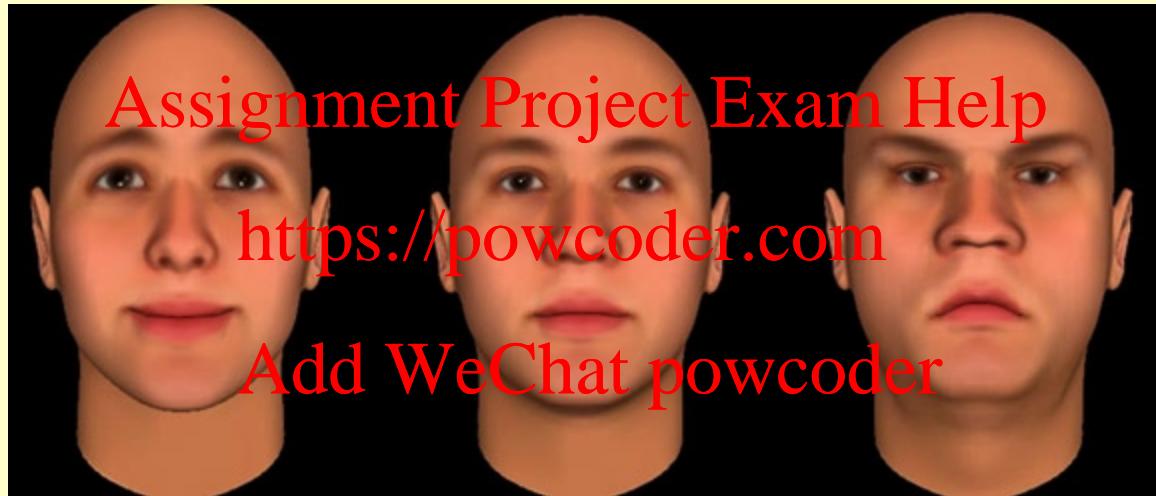
# Meaning?

The act of placing yourself in the  
vulnerable position of relying on  
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others to treat you in a fair, open, and  
<https://powcoder.com>  
honest way  
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# Which one would you trust?



A

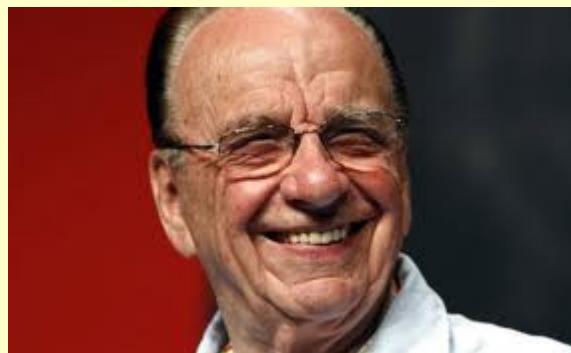
B

C

make split-second judgments on faces on two major measures -- whether the person should be approached or avoided and whether the person is weak or strong.

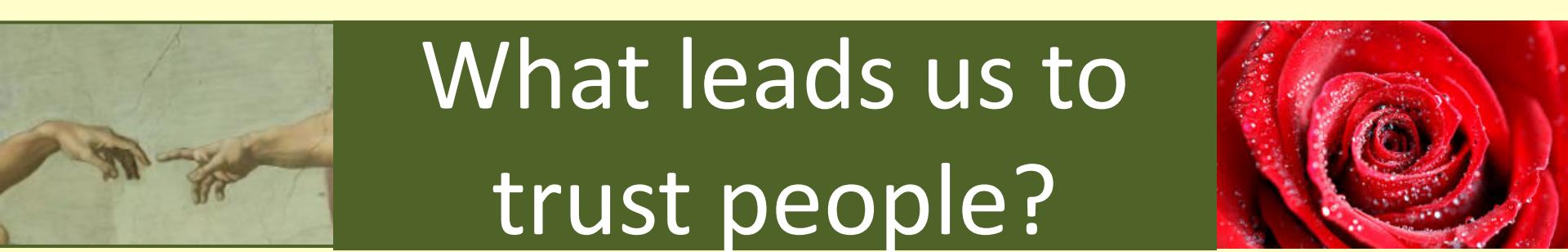


# Would you Trust?



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# What leads us to trust people?

**Perceived trustworthiness is associated with**

- demographic similarity in newer  
relationships,  
<https://powcoder.com>
- with trustworthy behaviour in relationships  
that are neither brand new nor old but in-between, and
- with shared perspective in older relationships

**Revealed intentions**



# Trust

- We trust
  - Different people
  - To different degrees
  - To do different things
- We expect them to fulfill their commitment
- We expect sincerity
- An accusation of untrustworthiness is a moral criticism



# Waves of Trust



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SELF

RELATIONSHIP

ORGANIZATIONAL

MARKET

SOCIETAL



# Kinds?

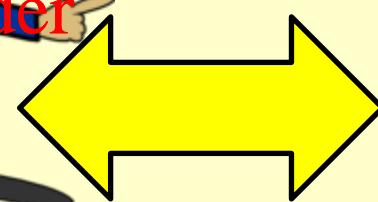
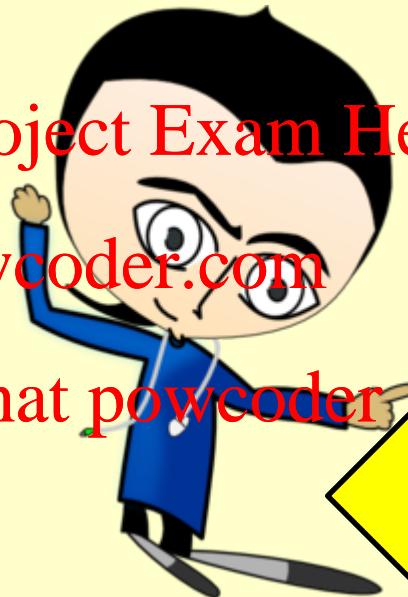


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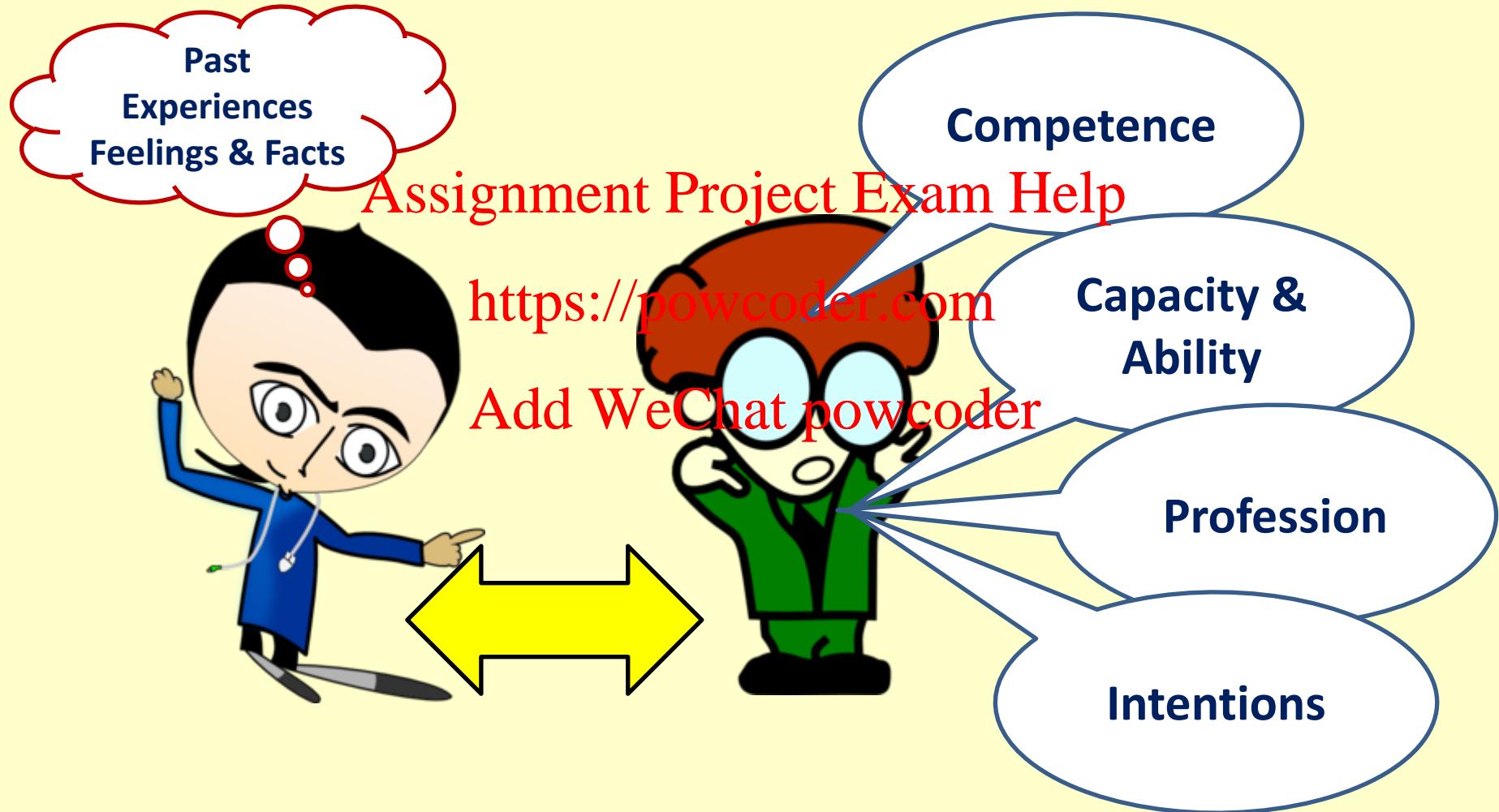
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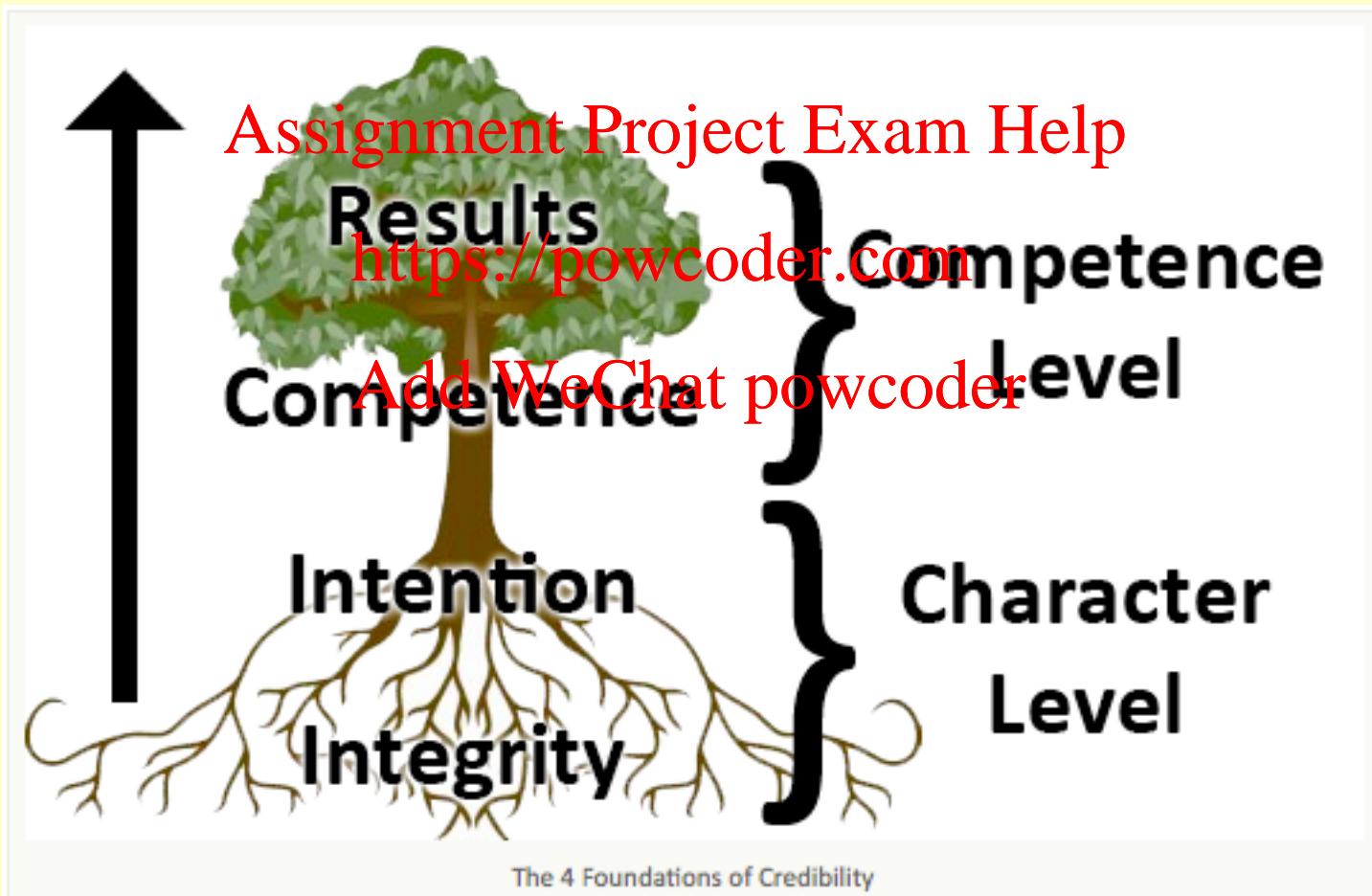




# Why?



# Credibility





# Intentions

- In the GDR, one Stasi officer or informant for every 63 people. If part-time informers are included, some estimates have the ratio as high as one informer for **every 6.5 citizens**  
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- Informant reports enter databases for future reference and/or action ... *[which] will then be broadly available within the department, related agencies and local police forces. The targeted individual will remain unaware of the existence of the report and of its contents*
- Informants have apparently been used to frame targets for crimes or to participate in staged events which foster character assassination.



# East Germany

- **Suspicion**

- **Fear**

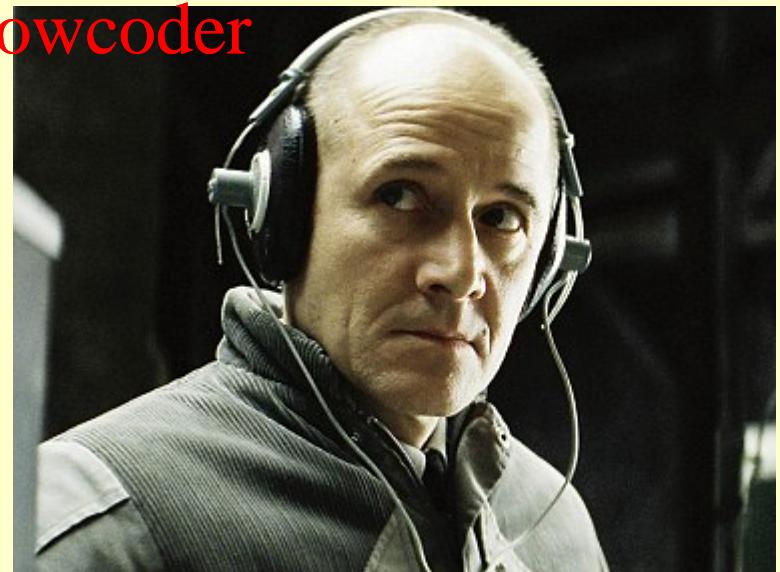
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- **Lack of trust**

<https://powcoder.com>

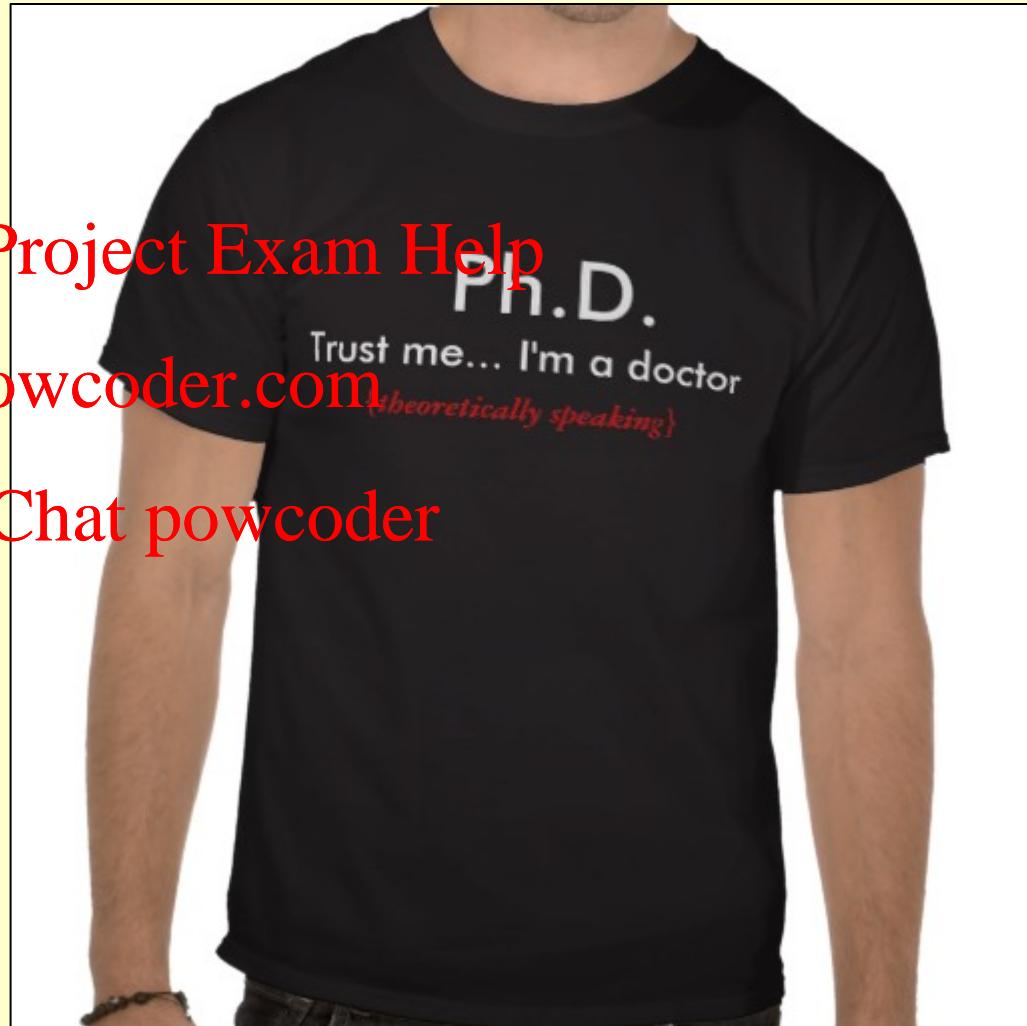


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# Trust Me....





# Who Do People Trust? Not Politicians, Clergy or Celebs

9:30 AM ET | By: Jeanette Mulvey, BusinessNewsDaily Managing Editor

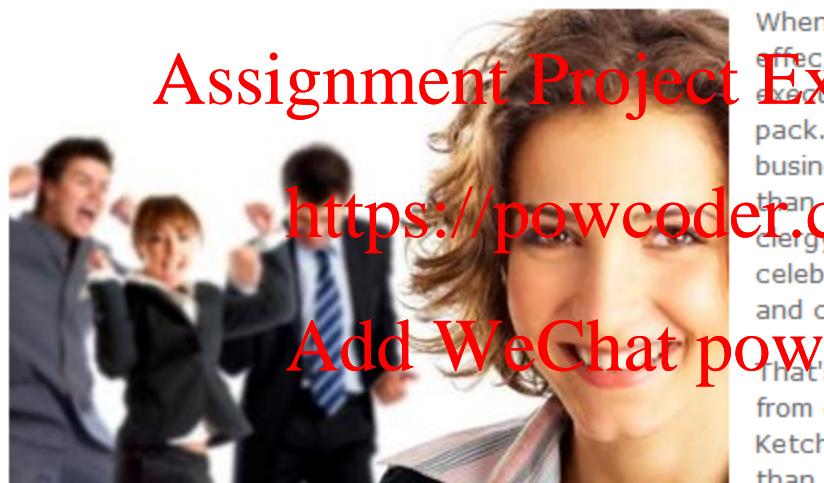
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When it comes to being an effective leader, business executives are at the head of the pack. According to new research, business executives rank higher than anyone else — including clergy, politicians, nonprofits and celebrities — in their ability to lead and communicate well.

That's the finding of a new survey from global public relations firm Ketchum, which surveyed more than 3,700 people in 12 countries, including the United States, South Africa, China and several European countries.

According to the report, "[Ketchum Leadership Communication Monitor](#)," people think business leaders do the best job of providing leadership, with 36 percent of respondents saying business leaders are doing an "excellent" job of leading. They are also most confident in business leaders.

At the bottom of the leadership list were celebrities. Only 19 percent of those surveyed felt celebrities were good leaders and 22 percent said they were poor leaders.

# WCYT Website



## WCYT

[www.whocanyoutrust.org.uk](http://www.whocanyoutrust.org.uk)

Tel: 01268 566 743 or 07958 475 392

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ACTOR Jeremy Edwards, who starred in Holby City and Hollyoaks, has spoken about the ordeal of having his identity stolen... twice.

"I first the Edwards right had his credit card details and they went on a £5,000 shopping spree with his card. The second time they took out a mobile phone contract in his name.

"I didn't have a clue anything was wrong until I got a letter from the online store asking if I wanted to take out a warrant with my name," said Mr Edwards. "Luckily he was so lucky his card was cut up when they took out the mobile phone contract you don't realise the hours it takes trying to get the matter resolved.

"What makes it even worse is that my bank refused me a mortgage deal and I am now paying out thousands more than I should have because my credit rating has been affected.

"I now check my credit rating regularly and I am also extra careful with my personal details.



### Robbed by a gang of bogus police officers

DETECTIVES have appealed for information after burglars tricked their way into a couple's home at Ongar after the husband had left for work.

Seven men posing as plain-clothed police officers called at an address in Longfields and claimed to be carrying out routine local enquiries. But while they were in the house some of the group went into bedrooms and took high value jewellery and watches worth a five-figure sum.

Investigating officer DC Jody Greenfield said: "The wife let the men in because they seemed genuine and polite and said they were involved in a local investigation. It was only after they left about 15 minutes later that the woman realised various gold and silver necklaces and bracelets and valuable Rolex and Tag Heuer watches had been taken.

"Of the seven men, two were said to be white and the others had dark complexions and were described as being of Eastern European appearance."

### Useful Links

[Linkedin](#)

[www.suzylamplugh.org](#)

[www.chainreactiondna.com](#)

[Evening Standard online](#)

[www.counselling-directory.org.uk](#)

[www.buywithconfidence.gov.uk](#)

[www.adscams.co.uk](#)

[www.trustyourinstinct.org.uk](#)

[www.nss.org.uk](#)

[www.thinkjessica.com](#)



[www.essexinfo.net](#)

[www.trustmark.org.uk](#)

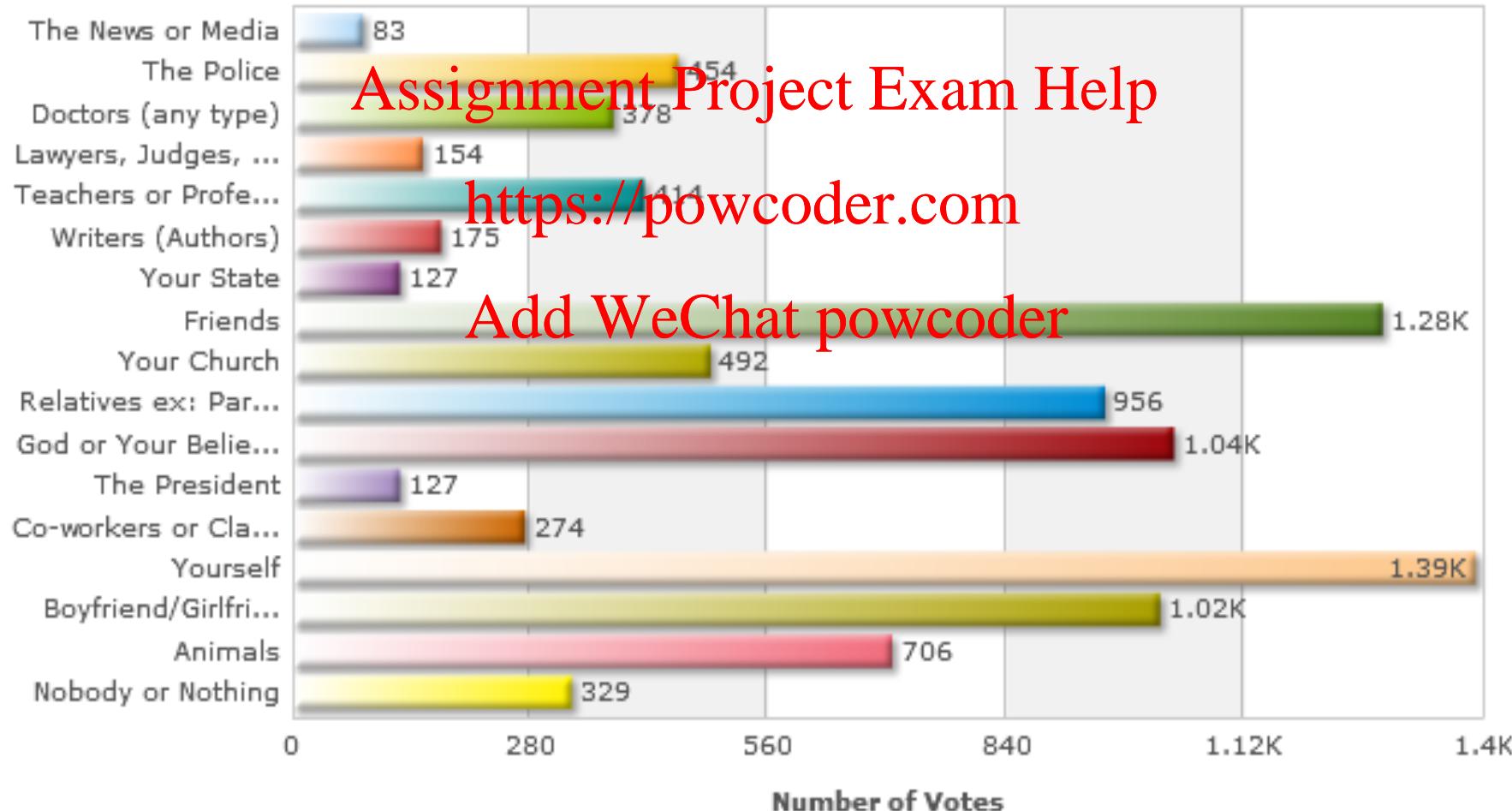
[www.consumerdirect.org.uk](#)

[www.crimestoppers-uk.org](#)



# Who do we Trust???

- 1950 people (<http://www.quibblo.com>)





# The Importance of Trust

- **Productive relationships** are based on trust
  - often unrecognized and taken for granted  
Assignment Project Exam Help  
<https://powcoder.com>
- It's a resource that increases with use
- Enables coordination without coercion
- Enables commitments to be undertaken in situations of high risk
- Think about your most productive relationships
  - How much trust is there?



# The Importance of Trust

- It makes social life *predictable*,
- it creates a sense of *community*, and
- it makes it easier for people to *work together*
- The opposite of trust is:  
– Control  
– Surveillance  
– Accountability





# Building Trust

Intention  
Preparation  
Mechanics

Outcomes





# Communication Deep Listening



**Level III: Intuitive**

**Listening** at the  
**Essence** level

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**FOCUS ON  
YOU**

**Level II: Focused**

**Listening**  
at the **Feeling** level

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**Level I: Internal**

**Listening**  
at the **Word** level.



**FOCUS ON ME**



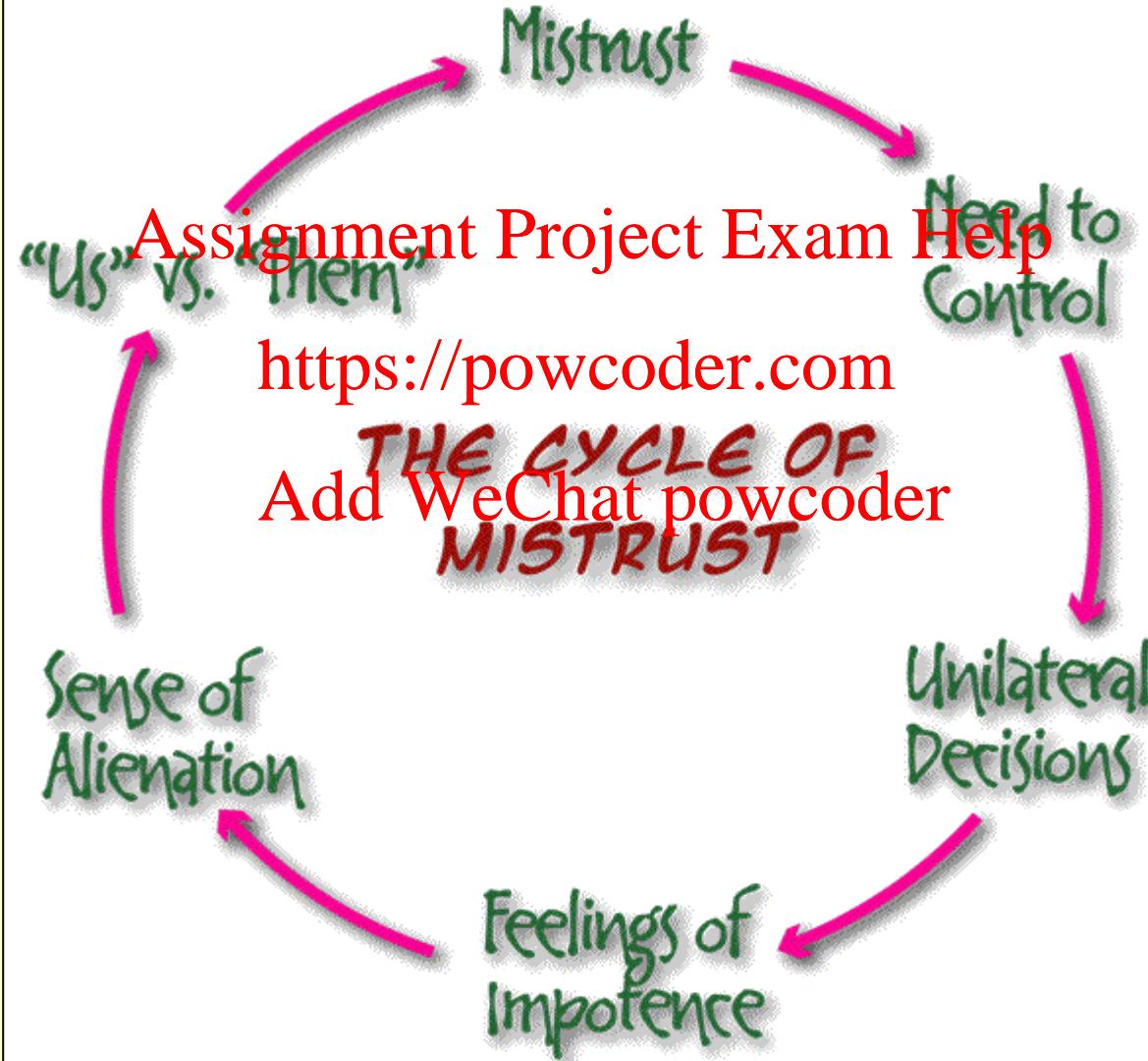
I hear you,  
but I'm not  
listening!

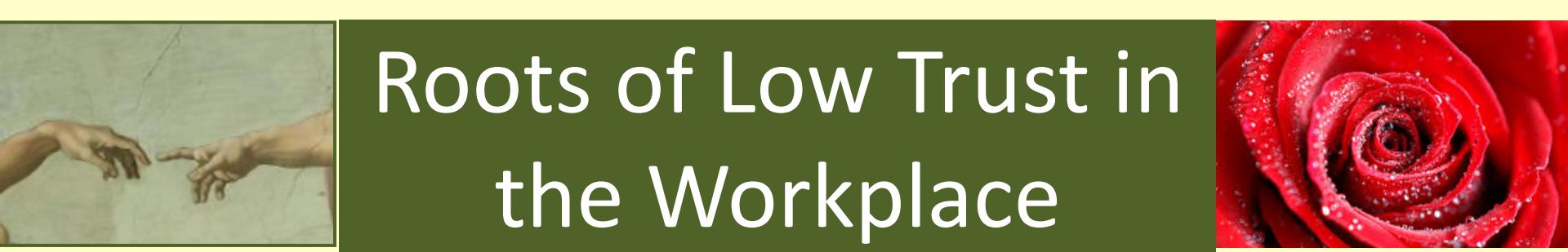


# Trust Barriers

- **Distance Barriers** - telephone, email, fax - lacks the “high touch” - psychological separation
- **Physical Barriers** ~~Assignment Project Exam Help~~ the structure of the meeting place
- **Language Barriers** ~~https://powcoder.com~~ language used may not be the first language of both parties.  
~~Add WeChat powcoder~~
- **Cultural Barriers** - trust may mean different things and be built in different ways e.g.
  - North America - Demonstrated performance over time
  - China, Latin America, Arab countries - relationships - social interaction over time

# Mistrust





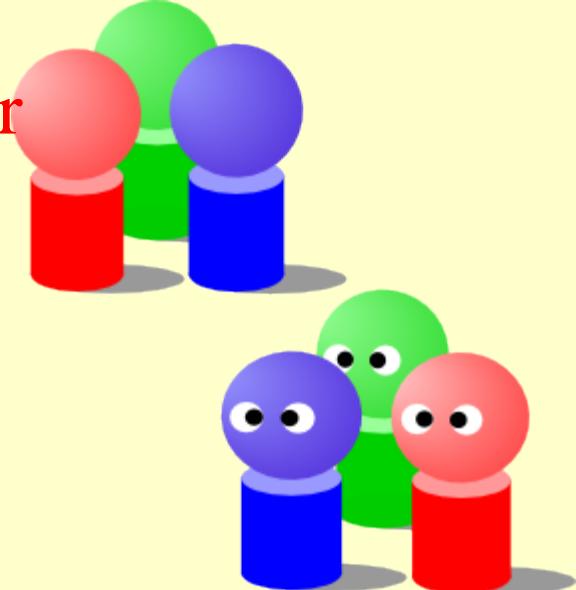
# Roots of Low Trust in the Workplace

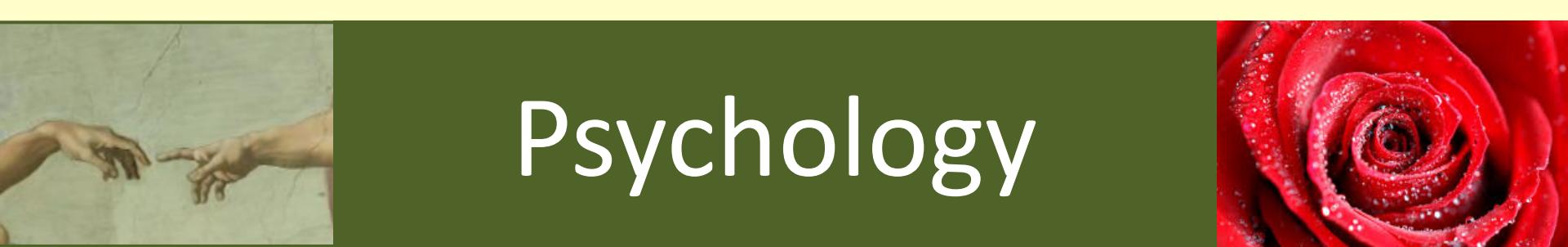
- ➡ **Lack of inclusion**  
Assignment Project Exam Help  
<https://powcoder.com>
- ➡ **Feelings of deprivation and loss**
- ➡ **Perceptions of vulnerability**  
Add WeChat powcoder
- ➡ **No positive attachment to a “boss”**
- ➡ **Previous experiences – yours or other peoples**



# Sociology

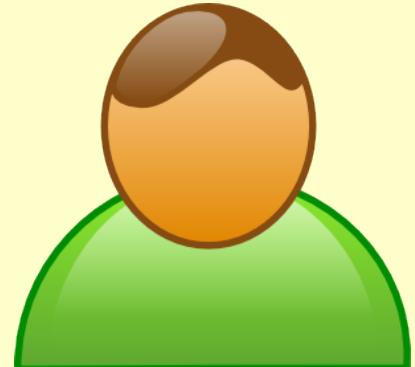
- Position and role of trust in social systems
- Attributable to relationships between social actors  
Assignment Project Exam Help
- A social construct
- Trust acts as to reduce social complexity, allowing for actions that are otherwise too complex to be considered  
<https://powcoder.com>  
Add WeChat powcoder
- Fostering cooperation



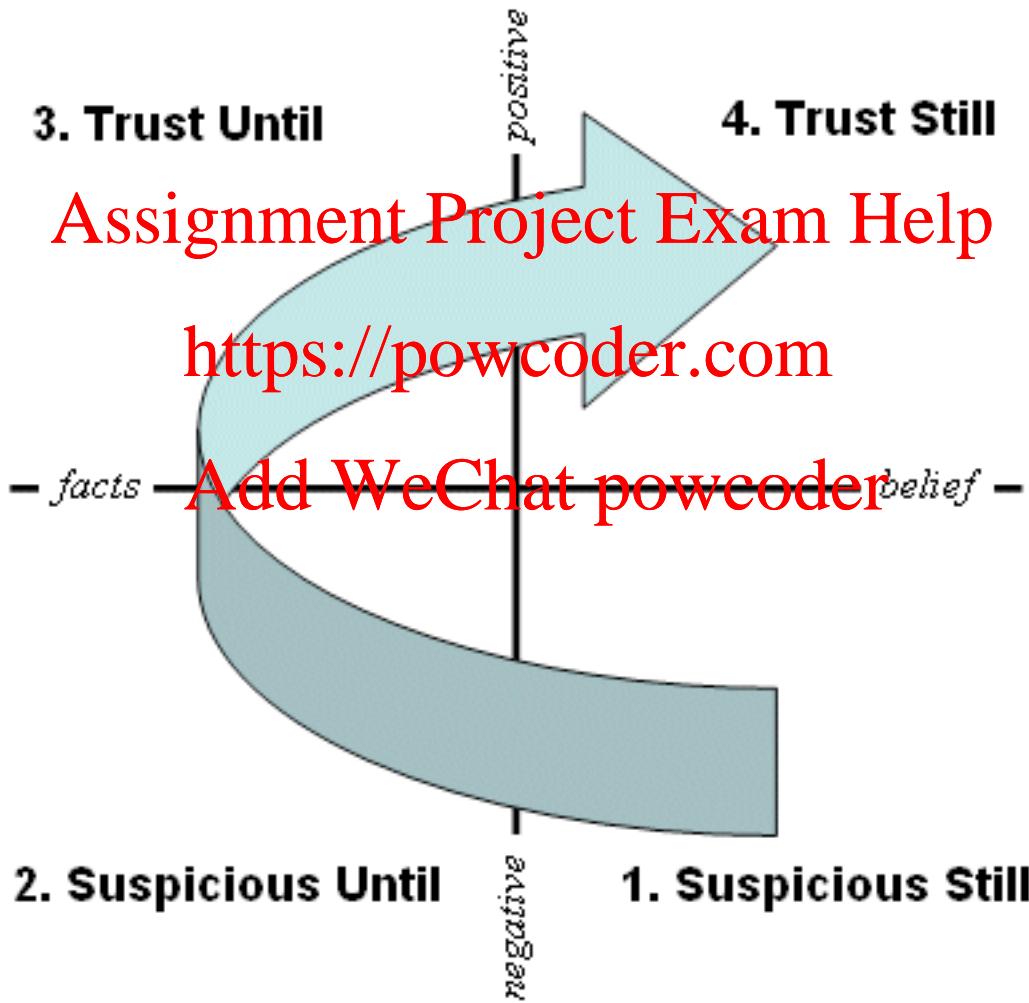


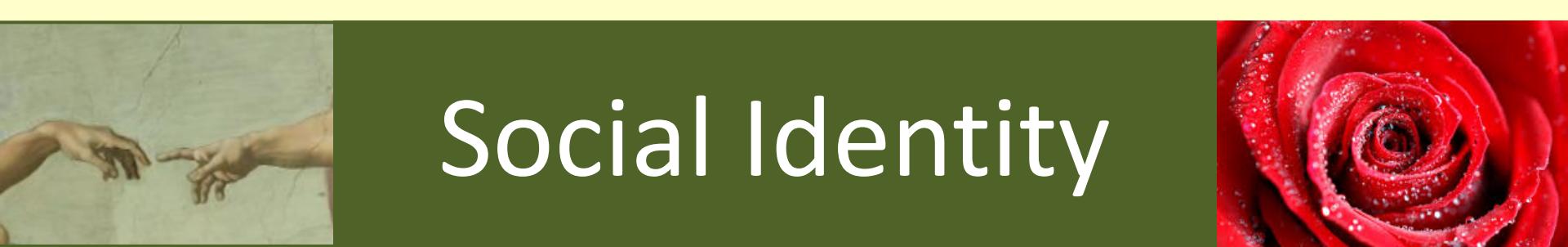
# Psychology

- Judged on a Personal level
- Believing that the person who is trusted will do what is expected  
[Assignment Project Exam Help](https://powcoder.com)  
<https://powcoder.com>
- A person's dispositional tendency to trust others can be considered a personality trait  
[Add WeChat powcoder](#)
- Trust increases subjective well-being because it enhances the quality interpersonal relationships



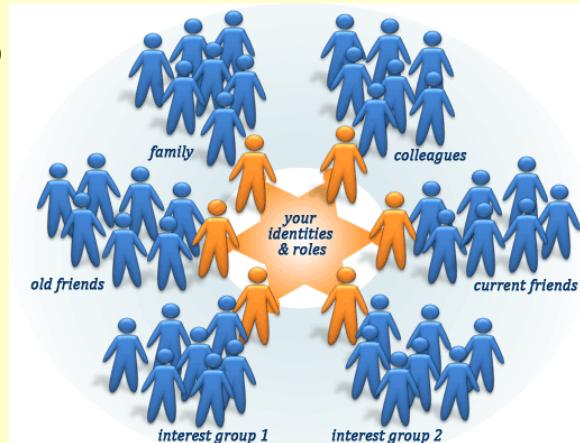
# Trust Models



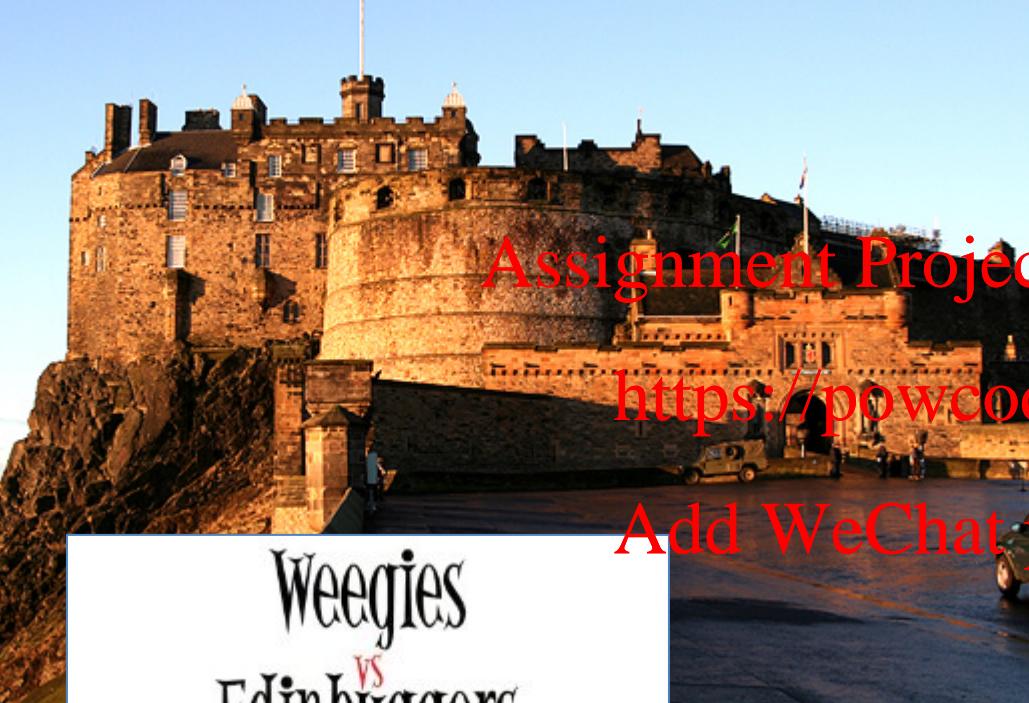


# Social Identity

- Trust in strangers as a function of group-based stereotypes [Assignment](#) [Project](#) [Exam](#) [Help](#)
- People expect better treatment from in-group members in comparison to out-group members  
<https://powcoder.com>  
Add WeChat powcoder
- Trust is granted more readily to in-group members than out-group members



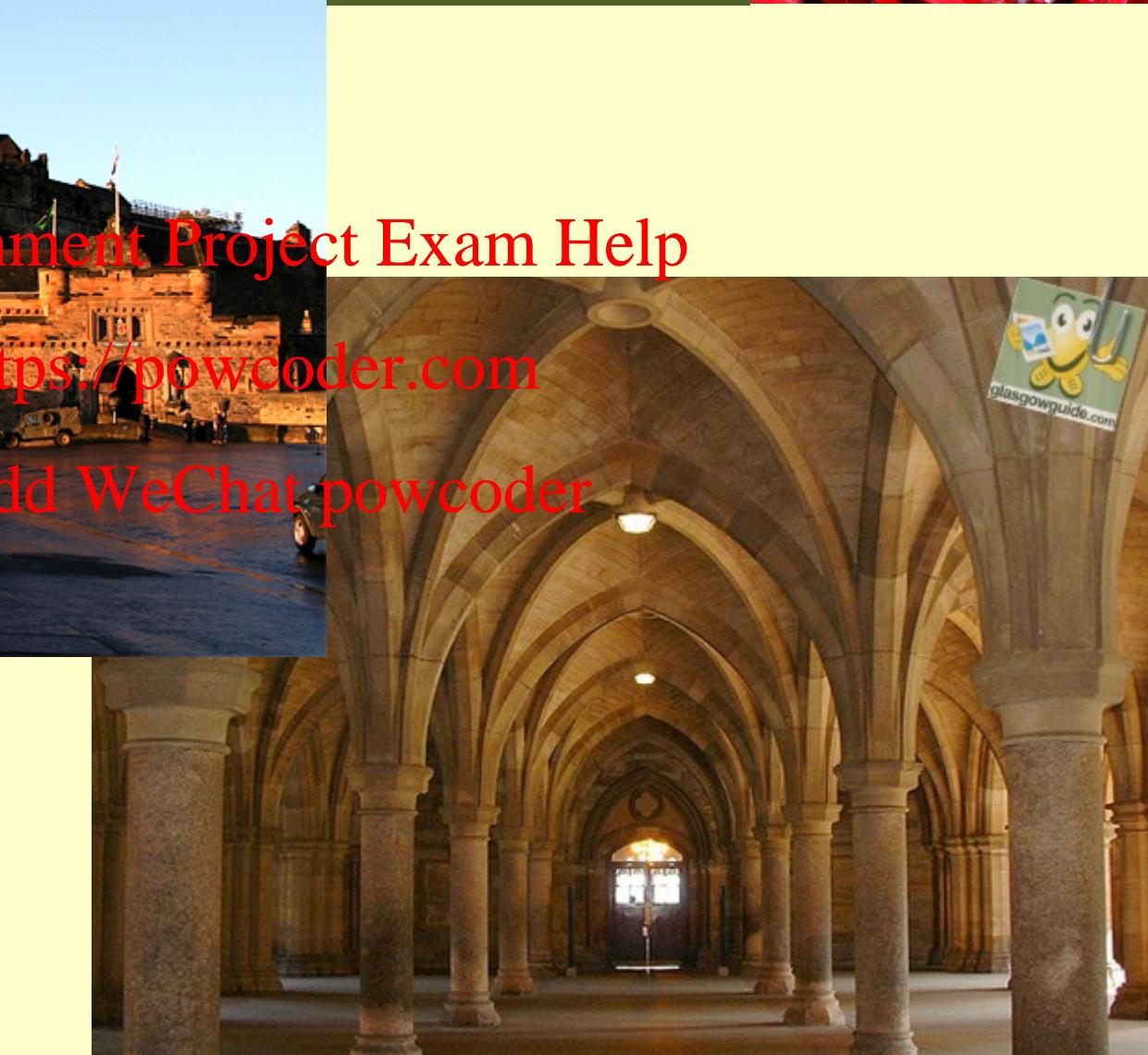
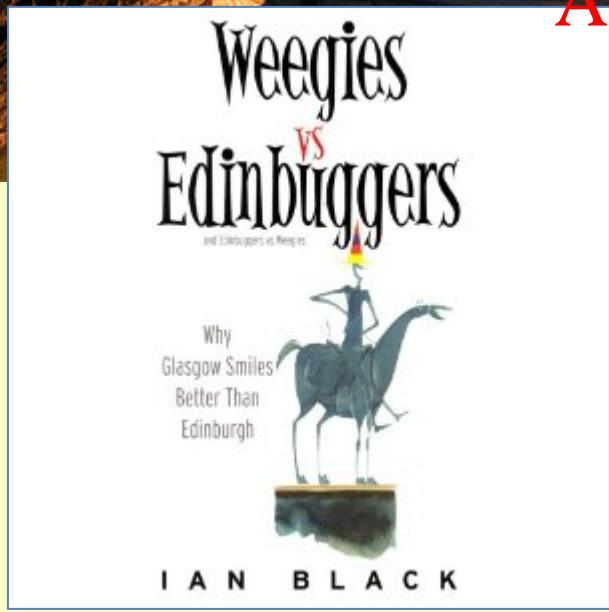
# Edinburgh vs Glasgow



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<https://powcoder.com>

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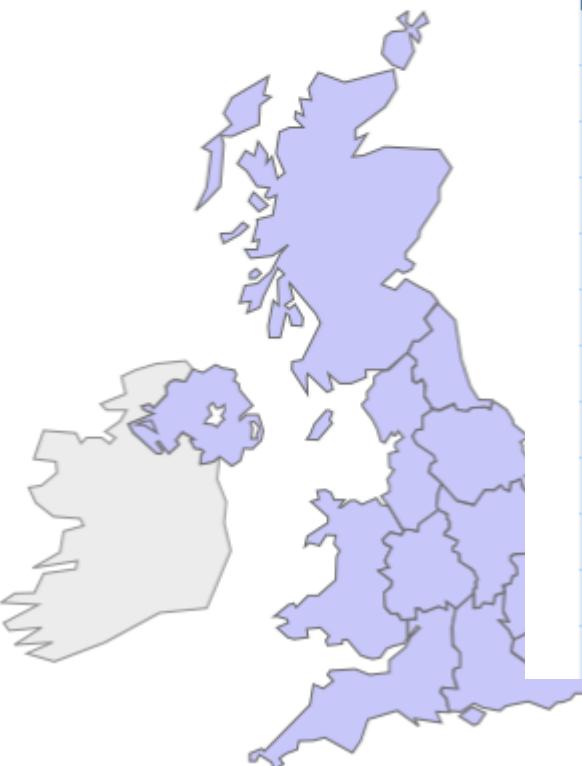


## Overall

The first university league tables were published nearly 20 years ago and have continued to be the subject of vigorous debate among academics ever since.

- [View the latest tables](#)
- [Why you can trust us](#)

## By Region



## Computer Science

# Assignment Project Exam Help

[!\[\]\(82d3508d73c88c0a423a0f270a4a381f\_img.jpg\) Print table](#) [!\[\]\(1468691027183016a45da802058b0183\_img.jpg\) New search](#)

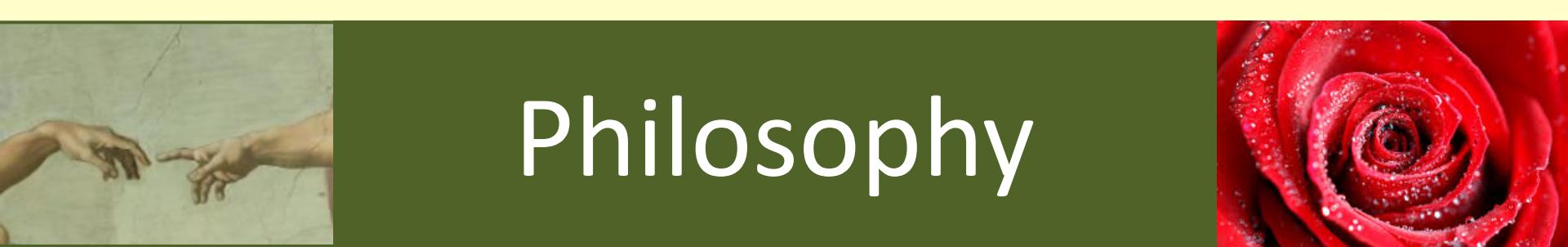
CUG Rank	University Name	Student Satisfaction	Entry Standards	Research Assessment	Graduate Prospects	Overall Score
2014	2013					
1	<a href="#">Cambridge</a>	4.0	617	3.35	94.0	100.0
2	<a href="#">Imperial College London</a>	4.2	551	3.20	95.0	97.6
3	<a href="#">Oxford</a>	4.2	575	3.15	75.0	97.5
4	<a href="#">Glasgow</a>	4.3	472	3.10	93.0	94.4
5	<a href="#">Bristol</a>	4.2	499	2.95	88.0	92.7
6	<a href="#">Exeter</a>		435	2.65	96.0	92.7
7	<a href="#">Birmingham</a>	4.3	420	3.00	92.0	91.9
8	<a href="#">University College London</a>	4.0	466	3.15	89.0	91.8
9	<a href="#">York</a>	4.1	469	2.95	89.0	91.5
10	<a href="#">Warwick</a>	4.0	494	2.75	90.0	90.9
11	<a href="#">Southampton</a>	4.1	470	3.20	80.0	90.7
12	<a href="#">Edinburgh</a>	3.8	490	3.20	81.0	90.3

<https://powcoder.com>

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Series: University guide 2014 subject tables

1	Birmingham	100	90	92	80	9.1	10	422	4	91	91	91
2	Glasgow	99.9	90	90	72	11	10	477	8	97	97	97
3	Imperial College	99.4	89	89	66	16.1	10	552	8	92	92	92
4	Bristol	91.6	96	92	63	13.4	7	506	8	91	91	91
5	Southampton	89.7	91	91	59	14.3	10	410	9	71	71	71
6	Sheffield	85.8	87	86	75	15.1	9	403	7	84	84	84
7	Bath	85	98	92	67	16.5	10	470	6	78	78	78
8	Cambridge	84.7	96	86	74	8.5	10	624	1	86	86	86
9	UCL	84.3	87	83	64	14.2	10	466	6	85	85	85
10	Warwick	83.8	85	81	63	12.3	9	494	4	91	91	91
11	York	82.7	92	88	74	10.6	9	469	3	86	86	86
12	Newcastle	81.4	92	84	64	14.4	9	377	8	84	84	84
13	King's College London	81.3	82	80	73	14.9	9	382	6	91	91	91
14	Liverpool	79.4	88	86	68	11.1	7	388	6	83	83	83
15	Manchester	78.3	90	87	68	11.8	7	425	4	71	71	71
16	Leeds	77.5	83	84	86	11.1	5	382	2	87	87	87
17	Surrey	77.2	89	87	73	17.8	5	387	9	80	80	80
18	Leicester	76.9	85	80	78	10.3	8	362	4			
19	Loughborough	76.8	87	83	74	15.6	7	376	7	80	80	80
20	Durham	75.9	87	82	71	11.8	8	472	2	84	84	84
21	Sussex	75.7	87	87	64	14.3	9	357	7	65	65	65
22	Edinburgh	75.5	85	83	48	9.7	7	490	7	74	74	74



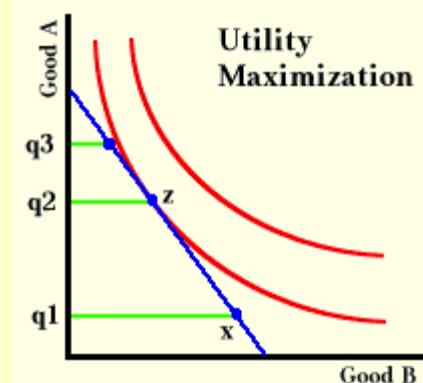
# Philosophy

- Trust is more than a relationship of reliance
- Trust can be betrayed, whilst reliance can only be disappointed
  - we can rely on our alarm clock to wake us, but we do not feel betrayed when it breaks
  - a truster accepts the risk of being betrayed
- trust is a belief in something or a confident expectation



# Economics

- Individuals desire to maximize their utility
- Trust
  - reduces ~~Assignment Project Exam Help~~ transaction costs between parties,
  - enables new forms of cooperation and <https://powcoder.com>
  - generally furthers business activities
- Trust should equal ~~Add WeChat~~ the trustworthiness of the other party
  - Trusting less leads to the loss of economic opportunities,
  - Trusting more leads to unnecessary vulnerabilities and potential exploitation





# The Economics Of Trust

- **Trust always affects two outcomes**

- **SPEED and COST.**

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How? Can you explain?

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# The Economics Of Trust



<https://powcoder.com>

WHEN TRUST GOES DOWN, SPEED WILL ALSO GO DOWN AND COSTS WILL GO UP  
Add WeChat powcoder



WHEN TRUST GOES UP, SPEED WILL ALSO GO UP AND COSTS WILL GO DOWN



# Quotes

- Distrust is very expensive (Emerson)
- A culture of suspicion has generated  
Assignment Project Exam Help  
demands for accountability which have in  
turn undermined trust and professional  
responsibility, whilst occupying time and  
resources diverted from elsewhere (Onora  
O'Neill – Reith Lectures)



# Mistrust/Distrust

- Both mean
  - (1) *lack of trust* or Assignment Project Exam Help
  - (2) *to regard without trust*
- **distrust** is often based on experience or reliable information Add WeChat powcoder
- **mistrust** is often a general sense of unease toward someone or something



# THE ECONOMICS OF TRUST

- Best example is, the air travel to US before and after 09/11 attack:
- Immediately following the 09/11 terrorist attacks, trust in flying in the US went down drastically.
- Prior to 09/11, Passengers used to arrive at the airport before half an hour only to go through security check up.
- After 09/11, passengers have to arrive at the airport atleast 2 1/2 hours earlier. Also, they have to pay security tax .
- Trust went down, speed went down and cost went up.



# Myth busters

- What do you think about the following? Are they correct?

Assignment Project Exam Help

- TRUST IS SLOW:

<https://powcoder.com>  
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No, nothing is as fast as speed of trust.



# Myth busters

- What do you think about the following? Are they correct?

Assignment Project Exam Help

- TRUST IS BUILT SOLELY ON INTEGRITY

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No, trust is a function of both character (which includes integrity) and competence.



# Myth busters

- What do you think about the following? Are they correct?

Assignment Project Exam Help

- ONCE LOST, TRUST CAN NOT BE RESTORED

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Though difficult, in most cases, lost trust can be restored.



# Why Is It So Hard to Rebuild Trust?

- Why is it hard for people to do? Typically involves admissions of guilt, apology, Assignment Project Exam Help compensation and/or punishment - each of which may have significant costs.  
<https://powcoder.com>
- Why is it hard to accept from someone? Add WeChat powcoder  
Involves repeating a decision that was proven to be wrong the first time.

# Isaac Newton

**Men build too many walls and  
not enough bridges**

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<https://powcoder.com>

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# Rebuilding Trust – SLOW Process

- 1. Address the behaviours which created distrust**
- 2. have each person responsible for a violation of trust apologize and explain the violation,**
- 3. have each party negotiate expectations for one another and agree to the terms,**
- 4. establish evaluation procedures that can be agreed upon by both parties, and**
- 5. helping parties to establish alternative ways to get needs met**

**“The ability to establish, grow,  
extend, and restore trust is the  
key leadership competency of  
the new economy”**

**Stephen M. R. Covey**



# Myth busters

- What do you think about the following? Are they correct?

Assignment Project Exam Help

- TRUSTING PEOPLE IS TOO RISKY

<https://powcoder.com>  
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**NOT TRUSTING PEOPLE IS A GREATER RISK.**



# Managers & Trust

- **TRUST + CONTROL = C (constant)**
- **Delegation = More Trust, Less Control**  
*Assignment Project Exam Help*
- **Micromanagement = Less Trust, More Control**  
*<https://powcoder.com>*

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# Managers & Trust

- Trust breeds responsibility
- But also risky
  - Superior is held accountable  
<https://powcoder.com>
  - Can be abused
  - Can leave superior feeling naked and lonely

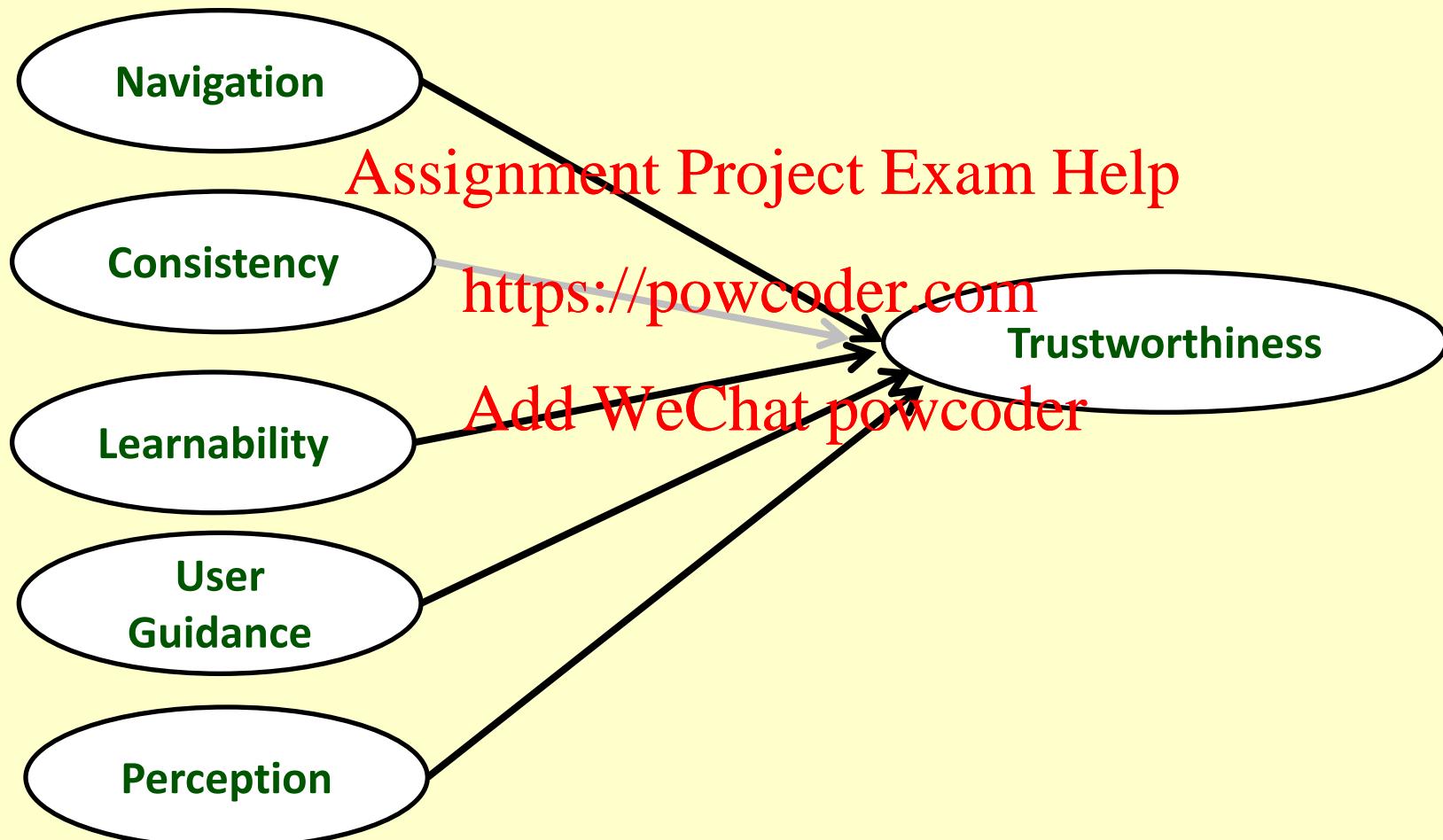


# Delegation

- Implies confidence in subordinate
- Trust is reciprocal
  - Give trust then check and withdraw if necessary  
<https://powcoder.com>
- Fragile – once shattered, is very hard to rebuild
  - Add WeChat powcoder
- Superior must initiate trust process
  - Long acquaintance often leads to trust



# What makes people trust websites?





# Trust on the Web

- trust in any object can be measured by the willingness of visitors to interact with it in some way  
Assignment Project Exam Help
  - believing the information presented, or
  - acting on it
- Add WeChat powcoder
  - trust goes with awareness level, word of mouth, reputation, image, referrals, and track record
  - when trust increases, so do those other concepts



# Trust is Contagious

- Thus your trust in a web page will be influenced by your trust in...  
Assignment Project Exam Help
  - other pages you've seen on that site
  - other sites that you regard as related - including links from that site Add WeChat powcoder
  - anything else you know about the organization that owns the site
  - the entire Web
  - your credit card provider (if you're being offered an online transaction)



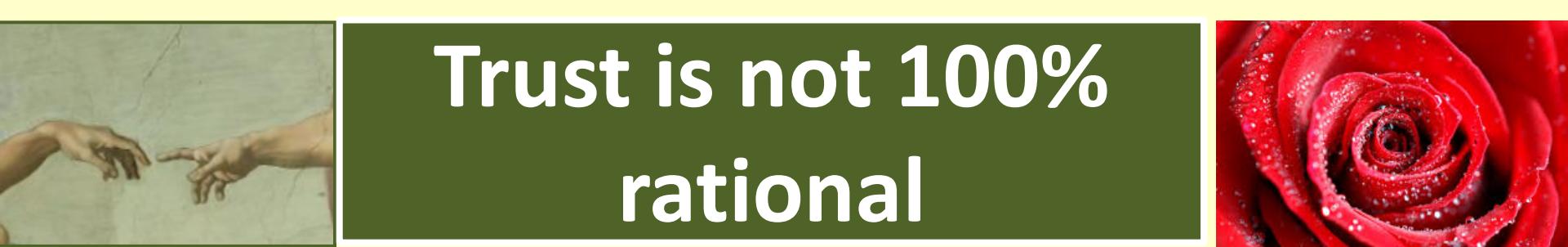
# Starting Out

- If you start from a position of ignorance
  - You will probably trust opinion of experts  
Assignment Project Exam Help
  - If you start using it, you will start constructing your own experience  
<https://powcoder.com>
- trust can be Add WeChat by creating a chain (or maybe more of a cloud) of favourable associations



# Trust & Websites

- A visitor need not trust a site in every way, in order to use it  
*Assignment Project Exam Help*
- I have zero trust in my bank to act in my best interests, but I trust its website enough to do online transfers between accounts - because I've done this many times, and never had a problem.  
*https://powcoder.com*  
*Add WeChat powcoder*



# Trust is not 100% rational

- it can never be certain
- You have ~~Assignment Project Exam Help~~ whether you do that will depend on experiences and <https://powcoder.com> recommendations
  - Add WeChat powcoder
- Simply saying "trust us" may have the opposite effect from what you want - if other indicators of trust aren't looking good to the visitor.



# Increasing Trust

- Details of the organization that owns the site
- Lack of obvious mistakes, such as errors in spelling ~~Assignment Project Exam Help~~
- External certification - well known and selective directories that link to the site  
~~https://powcoder.com Add WeChat powcoder~~
- A respectable top-level domain - some URLs are notorious
- If an organization has a well-known presence beyond the web, that greatly affects visitors' views of its website



# Trust & Websites

- If you're selling products online, you need to give plenty of details. Pictures, size, weight, price, country of manufacture, shipping costs, Assignment Project Exam Help returns policy - everything a customer might want to know. <https://powcoder.com>
- For financial AddWeChat, it's important to use secure servers
- Putting the author's name on a web page, which makes it less impersonal.
- Visitors need to be able to contact you easily. Use an online response form.



# Trust & Websites

- If your industry is one that's widely distrusted, you'll need to make it very clear how your organization is different from most  
<https://powcoder.com>
- So try some FAQ pages, directly addressing trust-related issues  
Add WeChat powcoder
- Moving beyond trust, to reputation: one tiny slip can create enough distrust to overcome a lot of hard work



# Activity

- Your organisation made a **BIG mistake**
- They told people there would be no layoffs,  
Assignment Project Exam Help  
then they laid off 200 people  
<https://powcoder.com>
- The employees distrust management now  
Add WeChat powcoder
- How should they rebuild trust?
  - Productivity is down
  - People are not applying for positions

# Trust in the Digital Sphere

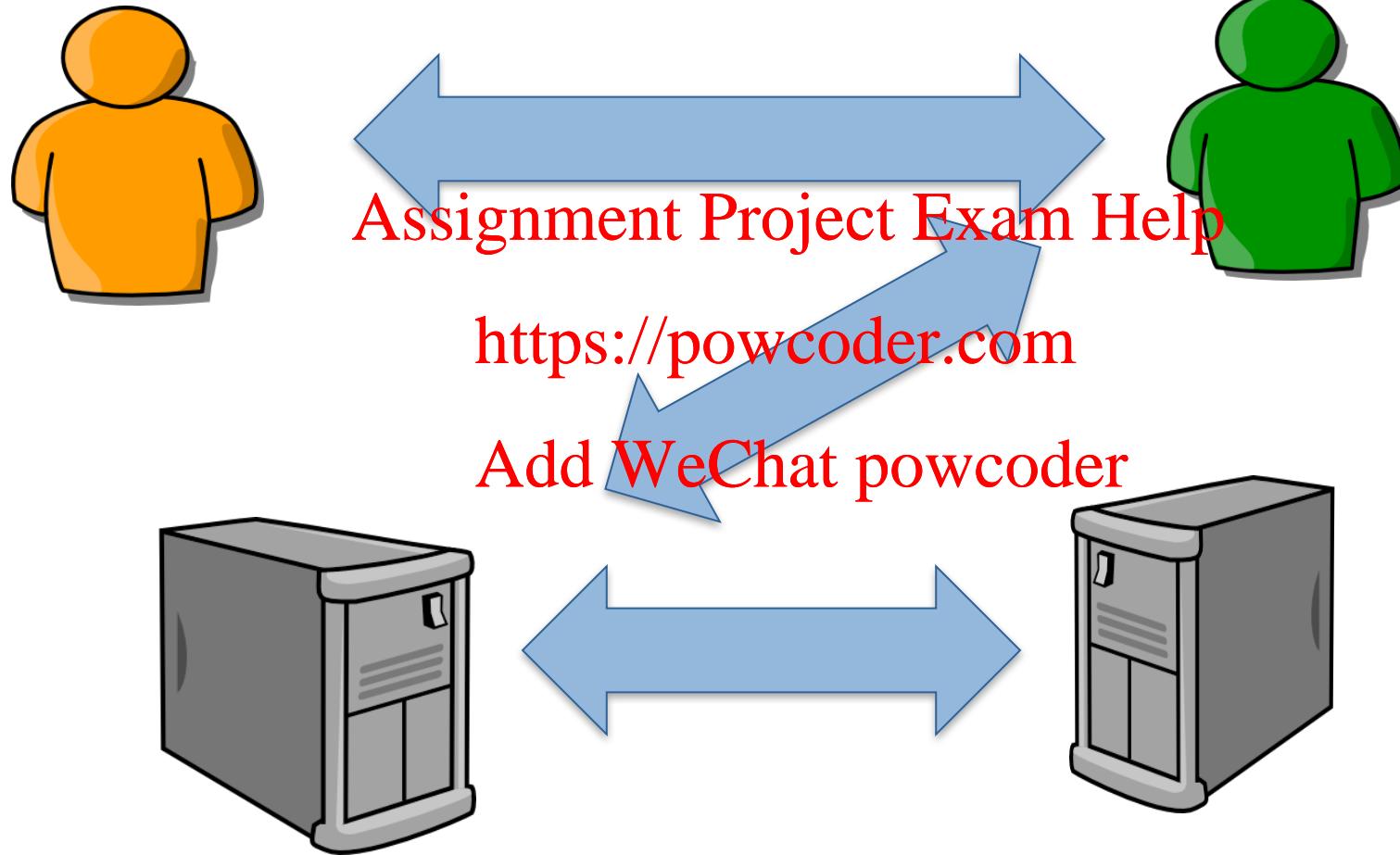
- People may be too trusting online
- They might also avoid all online activity due to lack of trust
  - Assignment Project Exam Help
- They need some knowledge
  - https://powcoder.com
- The digital world is DIFFERENT
  - Add WeChat powcoder
- Reputation systems help (eBay)

# Phishing

- If I get phished by an RBS site, does that impact on my trust in the \*real\* RBS site?
- If I get Assignment Project Exam Help phished does that impact on my trust on online services in general? <https://powcoder.com>

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# Truster & Trustee



# Trust & Risk

- No risk no need to trust
  - Eg will you keep my seat for me?
- High risk, need for high trust
  - Will you take care of my video camera?
- Hence I trust ~~Add WeChat to powcoder~~ to do this much, to do this thing
- People are more willing to trust a site if risk is low
  - Advice about finance less likely to be taken even when the companies were well known

# E-Commerce Customers

- Have to trust
  - People behind the site
    - Brand, loyalty, friendliness
  - Technology <https://powcoder.com>
    - Encryption, data security, etc
- Riegelsberger and Sasse - risks
  - Credit card data being intercepted
  - Transmission of data
  - Customer usage being correct

# E-Commerce Risks

- Riegelsberger and Sasse risks related to physical absence of retailer
  - Will personal details be kept confidential?
  - Will products be delivered? <https://powcoder.com>
- How do people make up their minds?  
[Assignment Project Exam Help](#)  
[Add WeChat powcoder](#)
  - facilities match their needs
  - whether the site has a professional look and feel
  - the extent to which the exchange seems predictable or familiar

# Trusting Websites

- users are prepared to cast care to the wind and commit sensitive details to any site provided that the object of desire is compelling enough <https://powcoder.com>

Add WeChat powcoder

Kathy Dudek, Pamela Briggs and Gitte Lindegaard, “Small Objects of Desire and Their Impact on Trust in E-Commerce,” (in preparation).

# Strategies

- **Heuristic strategy:** people base decisions on only the most obvious or apparent information  
**Assignment Project Exam Help**
  - Pressured/not capacity to think about things  
<https://powcoder.com>
  - Low involvement  
**Add WeChat powcoder**
- Systematic strategy: detailed processing of message content
  - High involvement
  - Importance of task

# Experts/Novices

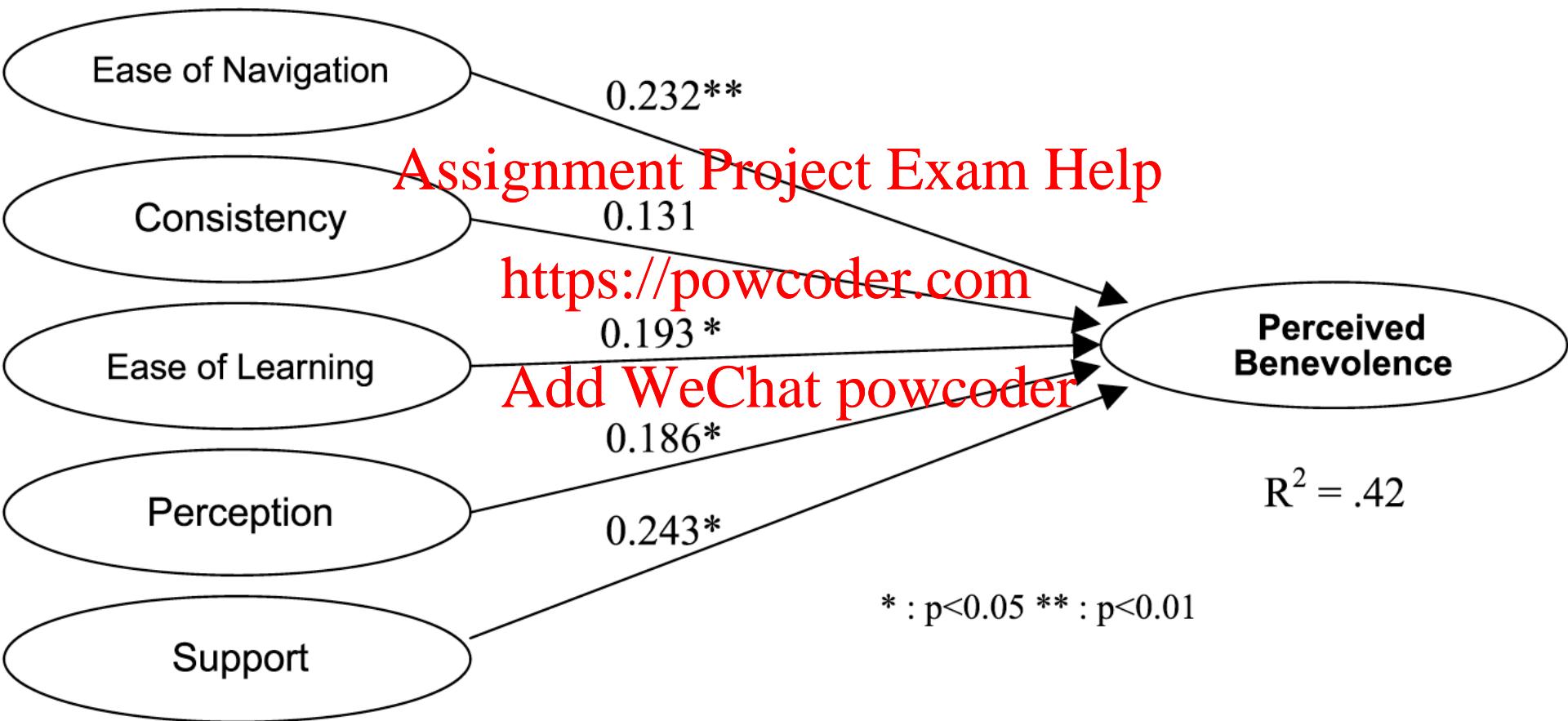
- Experts
  - highly influenced by factors such as reputation, information quality and source, and perceived motive <https://powcoder.com>
- Man/Woman in the street
  - attractiveness of site design

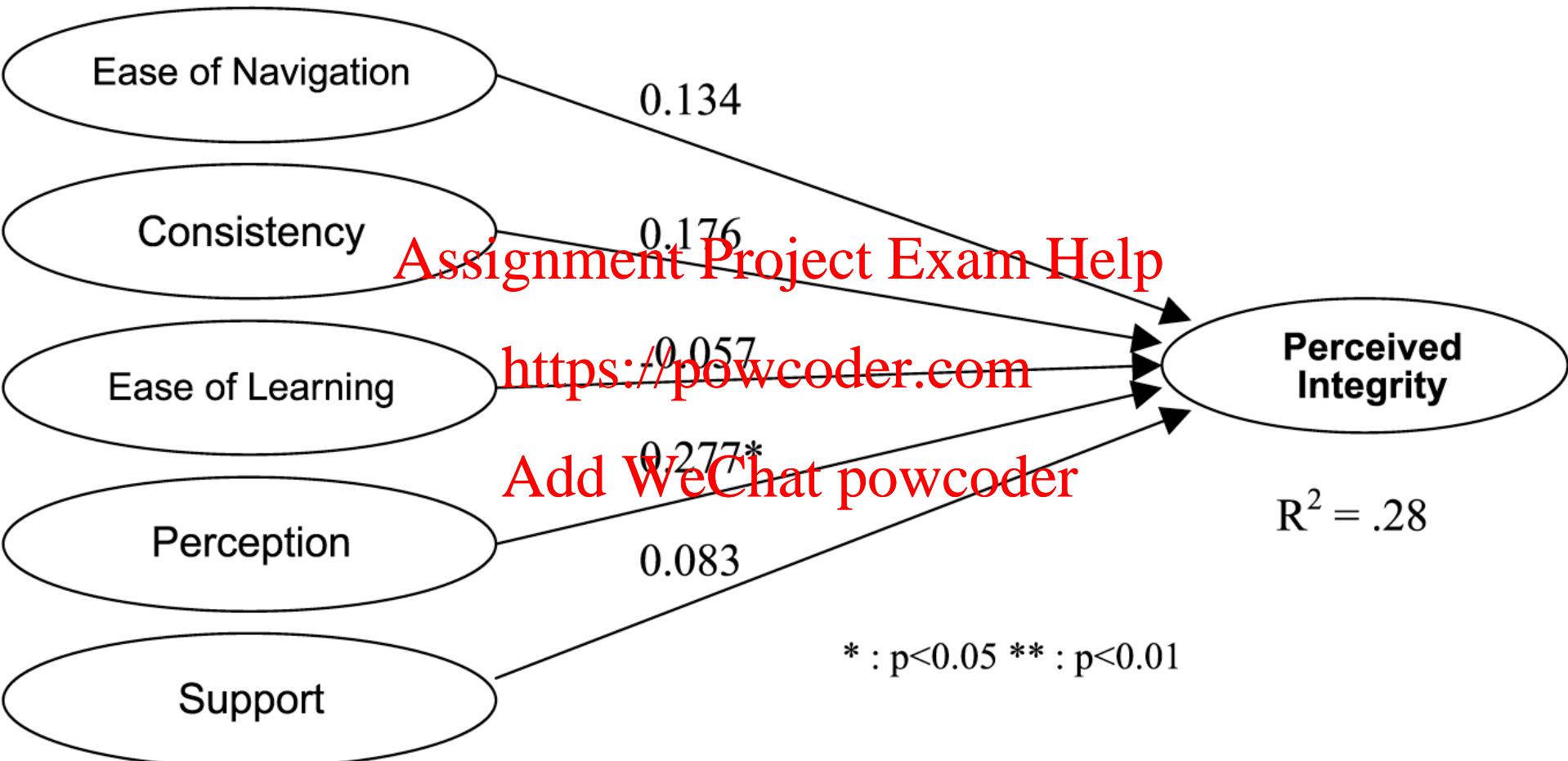
# Effects of Time - Phases

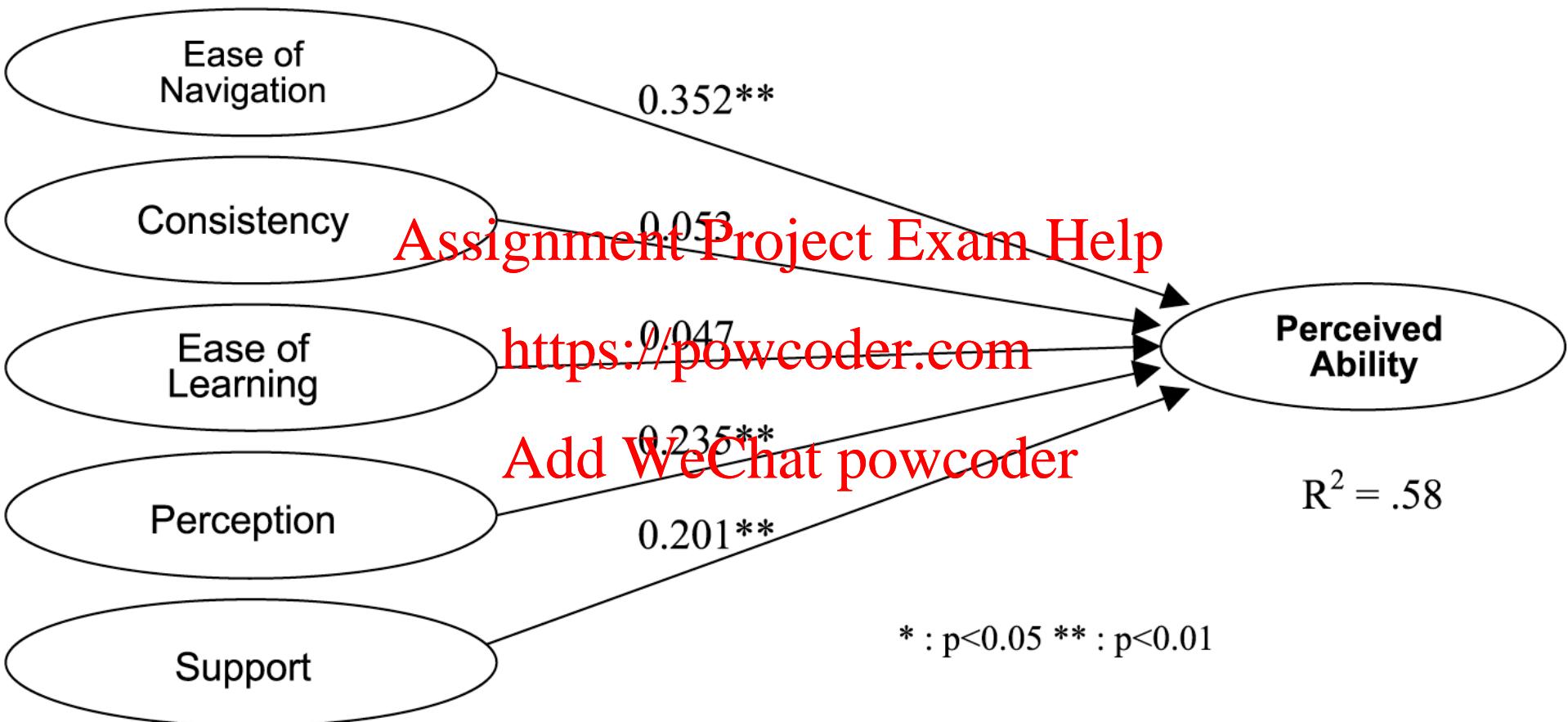
- a phase of initial trust
  - Affected by attractiveness
- followed by Assignment Project Exam Help
  - <https://powcoder.com>
- (maybe) long-term trusting relationship
  - Add WeChat powcoder

# Eggers

- Ability
  - Can trustee fulfill promise
- Integrity
  - Does he deliver? <https://powcoder.com>
- Benevolence
  - Acting in another's interests?







- First, developers can learn that trust concepts can be operationalized into specific attributes or questions that can be examined in research and designs.
- Second, one of the key findings is that trust seems to be related to beliefs about another's ability, integrity, and benevolence.
- Third, trust and risk are related concepts, and factors that reduce risk perceptions, such as reducing uncertainty, can be beneficial for increasing trust or decreasing the need for trust.
- Fourth, ease-of-use characteristics, such as the ease of finding information and completing transactions, can affect trust.
- Fifth, external factors or context that may seem to be unrelated to the situation can affect trust, such as the characteristics of the truster and the type of risk involved in the transaction.
- Finally, trust probably develops in stages. In the first stage, superficial interface properties, such as colors and designs, can have a large effect on initial trust decisions. Later, users may make trust decisions based on more reasoned analysis of information. Eventually, long-term trust decisions are based on direct experience and personal service.

# Trust Guidelines

1. Ensure good ease of use.
2. Use attractive design.  
~~Assignment Project Exam Help~~
3. Create a professional image—avoiding  
~~https://powcoder.com~~ spelling mistakes and other simple errors.
4. Don't mix advertising and content—avoid  
~~Add WeChat powcoder~~ sales pitches and banner adverts.
5. Convey a ‘real world’ look and feel, for example with the use of high quality photographs of real places and people.

# Trust Guidelines

6. Maximise the consistency, familiarity, or predictability of an interaction both in terms of process and visually.
7. Include seals of approval such as TRUSTe.
8. Provide explanations ~~https://powcoder.com~~ justifying the advice or information given.
9. Include independent peer evaluation such as references from past and current users and independent message boards.
10. Provide clearly stated security and privacy statements, and also rights to compensation and returns.

# Trust Guidelines

11. Include alternative views, including good links to independent sites within the same business area.
12. Include background information such as indicators of expertise and patterns of past performance. [Add WeChat powcoder Assignment Project Exam Help](https://powcoder.com)
13. Clearly assign responsibilities (to the vendor and the customer).

# Trust Guidelines

14. Ensure that communication remains open and responsive and offer order tracking or alternative means of getting in touch.  
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15. Offer a personalized service which takes account of each client's needs and preferences  
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# High Trust Organizations

- Experience  $\frac{1}{2}$  the average turnover of industry peers
- Higher productivity and profitability  
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<https://powcoder.com>
- More qualified candidates for open positions
- Higher levels of customer satisfaction and loyalty  
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- More adaptive organizational structures
- Constructive strategic alliances
- Responsive virtual teams
- Effective crisis management
- Reduced transaction and litigation costs

# Next Activity

- You are creating a website to sell all inclusive holidays
- A lot of fake websites have been selling people non-existent holidays
- Draw a wireframe showing what components you would include in your home page to maximise trust
- Group them in terms of the FOUR aspects of usability to engender trust: navigation, learnability, user guidance and perception.



19 June 2012 Last updated at 20:47

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## Two fake Olympic ticket websites shut down by police

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Police investigating the sale of Olympic tickets on fraudulent websites have disabled two websites.

Detectives from Scotland Yard's Operation Podium started investigating [www.2012-londonsummergames.org](http://www.2012-londonsummergames.org) and [www.2012-londonsummergames.com](http://www.2012-londonsummergames.com) in October 2011.

The operation's Det Supt Nick Downing warned there were criminals seeking to exploit people wanting tickets.

He asked anyone who had bought tickets from either site to contact police.

Operation Podium is the Metropolitan Police's specialist team, investigating ticket fraud, touting and illegal websites connected to the London Olympic and Paralympic games.

They have been working alongside the Portuguese Judiciary Police.

Det Supt Nick Downing added: "The Games are a fantastic sporting event



Scotland Yard want anyone who may have bought Olympic tickets from two fake websites to contact them

### Related Stories

[Man charged over Olympic tickets](#)

[Four charged with ticket touting](#)

[Eight charged over Olympic fraud](#)

# Usability Aspects to Engender Trust

- **Navigation**
- **Learnability**  
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- **User Guidance**  
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- **Perception**  
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## McWhortle Enterprises, Inc.

McWhortle Enterprises is an established and well-known manufacturer of biological defense mechanisms. Fortune 500 companies routinely use McWhortle Defense systems to protect their manufacturing executives living in dangerous areas. These discreet, confidential safeguards have for years given employees and their families peace of mind.

Now, for the first time, McWhortle Enterprises is offering a product to the general public: the new

**Bio-Hazard Alert Detector.** Running quietly on two double-A batteries, the Bio-Hazard Alert Detector units are available here and there in the presence of all known bio-hazards. The Bio-Hazard Alert Detector, measuring only 3 by 7 inches, is small enough to slip into a man's jacket pocket, a woman's purse or a child's backpack.

The Bio-Hazard Alert Detector works by detecting microscopic levels of hazardous bio-organisms and deadly virus organisms. It can detect even the finest-milled, weapons-grade biohazards from 50 feet, long before the risk of inhalation or cutaneous infection, by testing for the distinctive surface leptins. When equipped with a patented McWhortle computer micro-chip, the Alert Detector has a proven effectiveness of just .02 microns per cubic meter of air. The Bio-Hazard Detector gained instant acceptance in all test markets, which were spread throughout the Midwest. Within hours the product sold out of each store, with no advertising and only word-of-mouth endorsement within each community. Stock prices have soared as the markets have recognized the huge potential of the Detector for combating virus-borne illness world-wide.

Want to know more? [Click here.](#)



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Elizabeth Preatner, Ph.D., M.D., Prenatal Geneticist and Embryologist at the GenoChoice Institute

Dear Prospective Parent,

Thank you for considering GenoChoice to plan the future well-being of you and your family. My name is Dr. Elizabeth Preatner, a prenatal geneticist and embryologist here at GenoChoice. Using our state-of-the-art technologies, you can quite possibly ensure that your child's life may be free of such diseases as cancer, Alzheimer's, and heart disease -- as well as conditions like obesity, aggression, and dyslexia.

Our probes and DNA amplifiers can identify these negative genes and eliminate them in your child... all at the pre-embryonic stage!

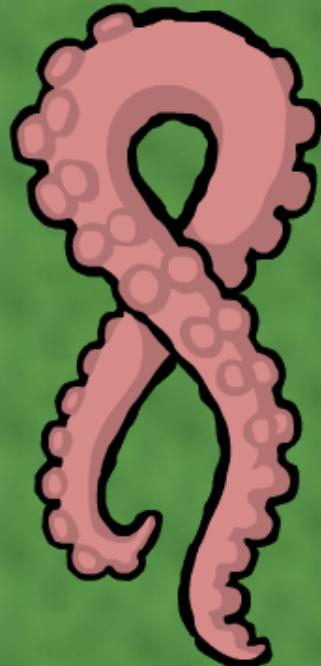
And you can even specifically choose genes that may determine favorable characteristics in your child. With the special help of GenoChoice®, you can truly offer your progeny "the best of nature... before you nurture!"

Credits

QuickTime Get 4. GET FLASH

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2



## CEPHALONEWS

2012-06-05 Anglers Find Giant Squid (Daily Telegraph .au)

A giant squid, one of the most mysterious and least understood of marine creatures, has been found floating off the New South Wales south coast.

2012-05-21 Jurassic Squid Ink Same as Modern Squid Ink (Discovery)

Ink from 160-million-year-old giant squid is essentially identical to today's squid ink. The

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**PACIFIC NORTHWEST TREE OCTOPUS**  
From EXTINCTION!

Information    FAQs    Sightings    Media    Activities

## Assignment Project Exam Help ABOUT THE PACIFIC NORTHWEST TREE OCTOPUS

The Pacific Northwest tree octopus (*Octopus bimaculoides*) can be found in the temperate rainforests of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm tip to mantle tip) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

An intelligent and inquisitive being (it has the largest brain-to-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the spatially complex maze of the coniferous Olympic rainforests. The challenges and richness of this environment (and the intimate way in which it interacts with it,) may account for the tree octopus's advanced behavioral development. (Some evolutionary theorists suppose that "arboreal adaptation" is what laid the groundwork in primates for the evolution of the human mind.)

Reaching out with one of her eight arms, each covered in sensitive suckers, a tree octopus might



Rare photo of the elusive tree octopus

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New! HAVIDOL gift ideas in the shop

IMPORTANT SAFETY INFORMATION

Problems can be avoided if you take HAVIDOL only when you are able to immediately benefit from its effects. To fully benefit from HAVIDOL patients are encouraged to engage in activities requiring exceptional mental, motor, and consumptive coordination. HAVIDOL is not for you if you have abruptly stopped using alcohol or sedatives. Havidol should be taken indefinitely. Side effects may include mood changes, muscle strain, extraordinary thinking, dermal gloss, impulsivity induced consumption, excessive salivation, hair growth, markedly delayed sexual climax, inter-species communication, taste perversion, terminal smile, and oral inflammation. Very rarely users may experience a need to change physicians.

Talk to your doctor about HAVIDOL

Did you know...?

DSACDAD can be a progressive condition that can get worse over time





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of

# JURASSIC TECHNOLOGY

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*"...guided along as it were  
a chain of flowers into  
the mysteries of life."*

# THE MUSEUM *of* JURASSIC TECHNOLOGY

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Membership

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[Click here to read a special message from the Museum of Jurassic Technology regarding your support.](#)

All Members receive invitations to Museum events and Members' openings as well as a 10% discount on all Museum merchandise, and free admission to the Museum. New Members will receive an etched brass lapel pin.

Members giving at the Supporter level and above will also receive a special gift.

Members giving at the Benefactor and Founding Circle level will be honored with a plaque on the Museum's Donor Board.

www.thepregnancytester.com

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**Think you may be pregnant?**

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Fill in your name and press the "Start Test" button. The entire test normally takes under a minute to produce the initial results.

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## Tired of paying pump prices?

So are we! Welcome to Petrol Direct - the UK's leading supplier of all varieties of petrol, diesel and even biofuels delivered direct! We save you money by sourcing all our fuels from other countries in the EU that have a much lower tax rate than the UK.

## The UK's first internet-only petrol retailer

We are the first petrol retailer to sell direct to the consumer directly through the web. With no expensive overheads to maintain, we can save money by shipping directly to your door from our low-cost distribution outlets.

## How can we save you money?

Put simply.. fuel in the UK is **expensive!** We can ship directly from countries with the lowest tax rates to the UK and save you money.. and the tax has already been paid! We just charge you a handling fee and shipping costs, and you can fill up your vehicle at your own convenience!

## Specialist fuels

We don't just sell cheap petrol.. we sell a variety of hard-to-obtain fuels that will give your vehicle the extra performance it needs, whatever it is!

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**You've seen it on TV, heard it on the radio, and read it in your local newspapers, "Our Public Water Supply Is Polluted and Dangerous!"**

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It takes hundreds of years to form and only minutes to vaporize... Pure, refreshing, crystal clear, filtered, and compressed dehydrated water. No where on Earth will you find a more pure substance. Dehydrated water is compact, lightweight, easy to store, and perfect to take wherever you go. It's free of toxins, chemicals, lead, minerals, and almost every other dangerous substance you can think of. And best of all, it contains no calories nor any fat. Dehydrated water is the perfect addition to all high-fiber, protein, and carbohydrate diets. Try some today!



Every year millions of gallons of crude oil and toxic waste materials are dumped into our oceans and water reservoirs. Many have heard of the Exxon Valdez oil spill. But what about all those other chemical spills that seemingly go unnoticed under the cover of night. No matter how much your city tries to cleanse their water system, traces of these dangerous chemicals still prevail all around. Cities across the United States and around the world have old, corroded, lead pipes that poison your water. More than ever before, people are turning to bottled water as a safety precaution against all these pollutants. But many of these bottled waters are even worse than public water supplies. Some bottling facilities do not change their filters frequently enough and thus inject hazardous substances into your water. Other bottling companies don't date their supplies and end up selling old water, which is equally dangerous.

It's time to stop the insanity and insist on a better quality of life. Stop drinking tap water. Stop drinking well water. Refuse to touch water from desalination plants. And remember that mountain spring water is a disaster waiting to happen. Do you know how many people and animals urinated in your spring water, upstream? Yes, it's disgusting to think about (perhaps even humorous), but it happens. So stop drinking it. Insist on only one natural substance...

**Dehydrated Water**

Unlike traditional water bottling facilities who bottle water only from one specific region, we have designed an innovative blending system that harnesses and compresses the benefits of waters ranging from the French Alps to the Rocky Mountains. Our 27-step process bonds the molecules and rigorously blends the waters together. It then secretes the water molecules and harvests them for the final stage. Once ready, the substance is introduced to the environment and the excess vapors are released. The remaining

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# THE WHITE HOUSE

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North & South America's 43<sup>rd</sup> President, George W. Bush, and First Lady Laura Bush welcome you to the White House.

---

### In Focus

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On Friday, the White House announced that Spanish will become the official alternate language of the United States of America.

Executive order 2417 requires federal agencies to produce all public documents in both English and Spanish by 2005, and directs federal employees to undergo mandatory Spanish [language training](#).

This bold initiative builds on the success of the pilot program in the Texas town of [El Cenizo](#) where Spanish has been the official language since August of 2000. [Mexican President](#) Vicente Fox hails this decision as, "The first step towards President Bush's proposed American Free Trade zone."

The President encourages all citizens to learn Spanish. Lessons are available for free online:

- [Lesson 1](#)
- [Lesson 2](#)
- [Lesson 3](#)

We'd like to hear your [comments and suggestions](#) for improving this program

www.thedogisland.com

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[Easy Crate Hire - Online](#) Book Affordable Hire Crates Online to Move, Store & Relocate - UK. [www.cratehire-uk.co.uk](#) AdChoices ▾

July 20, 2012

Dog Statistics

**Big Dogs:** 1570  
**Medium Dogs:** 988  
**Small Dogs:** 754

Weather Forecast

Sunny/Clear

High: 74° F  
Low: 58° F

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# Dog Island

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<https://powcoder.com>

**ATTN DOGS!**  
Read The Daily:  
**Dog Island Journal**  
OR  
**Sign Up & Become Free!**  
Every few days, we will send new email to help free your human's mind, and let you become a free forever dog!

Your Human's Email:

Over 2,500 dogs are already enjoying a better life at Dog Island. Separated from the anxieties of urban life, dogs on Dog Island are healthy dogs who live a natural, healthy and happy life, free from the stress and hardship associated with daily life among humans.

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Give your dog a chance at a better life. Dog Island is the solution to a free and natural life.

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www.policeguide.com/cgi/criminal-search.cgi

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# Police Guide FBI Records Search

Please read our [Privacy Disclosure Statement](#) before entering any personal information.

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You may choose **not** to enter your SSN by leaving "Search All States" checked

Step 1:

Enter the first three digits of your Social Security Number (ex: 123)

- OR -

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Search All States:

Step 2:

Enter State in which you were born (ex: KY)

Step 3:

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# Clubbo

HOME ABOUT CLUBBO ARTISTS & MP3S NEWS ASK CHUCKO! BUY CLUBBO MUSIC SUBSCRIBE CONTACT

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50 Years of Music To Believe In

**FOR FIVE DECADES** Clubbo Records has epitomized the reckless spirit of the old-school independent record labels.

Clubbo has had several slogans over the years: "The Wickedest Wax in the West," "Home of the Swiss Invasion," "Tunes for Every Trip." But there's one slogan we like best: "Music to Believe In." We believe in Clubbo and its legacy of bold, if sometimes ill-advised, music. We hope to make a believer out of you.

<https://powcoder.com>

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**Featured: Breaker Bear's Internet Oldie**

**EVERYBODY LOVES** a good comeback story. And few are as likeably unlikely as that of Breaker Bear, whose 1995 song "Log On" captured the giddy joys of the early Internet boom.

Who else but Clubbo would gamble on a high-tech track by a portly, middle-aged country singer whose sole prior success was 1977's "The Ballad of Breaker Bear," a CB radio-themed novelty song? Clubbo reasoned that if Breaker Bear had clicked once with a tune about a technology fad, he could do so again with his ode to the new Internet craze. [MORE...](#)

**LISTEN:** [Log On](#)

**SELECTED ARTISTS**

- 1962: [Clipper Cowbridge](#)
- 1963: [The Swiss Invasion](#)
- 1965: [Marilyn Kaye](#)
- 1969: [The Fold](#)
- 1970: [Yorgi](#)
- 1971: [Devon Shire](#)
- 1972: [Sandee Saunders](#)
- 1976: [Rockfinger](#)
- 1978: [The Spooky Bunch](#)
- 1979: [Decoupage](#)
- 1981: [Bleep](#)
- 1985: [Tiger Love](#)
- 1985: [Laryssa Foxxx](#)
- 1986: [Smasher of Things](#)
- 1987: [Suthrn Cuzn](#)
- 1989: [~pianogirl~](#)

**CLUBBO TO GO @ iTunes**

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<https://powcoder.com>

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<https://haggishunt.scotsman.com>

The screenshot shows a web browser displaying the "HAGGIS HUNT 2011/12" website. The page features a large banner with the title "HAGGIS HUNT 2011/12" and a picture of a haggis. Below the banner, there are several sections: "HAGGIS CAMS" with a grid of nine video thumbnails, "ONLY 4 MONTHS TO GO UNTIL HAGGIS SEASON" with text about the season starting on November 30, 2011, and "HAGGIS HUNT - HOME". On the right side, there are advertisements for "MACKIE'S of Scotland" haggis products and a Kia car. Social media links for Facebook and Twitter are also present.

Phil.com www.philb.com/fakesites.htm

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# Phil Bradley's website *Making the net easier*

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## Fake websites or spoof websites. Examples of false sites to aid in evaluating internet resources

# Assignment Project Exam Help

### Introduction to fake websites

Librarians and educators need to be able to illustrate to students and users alike that websites cannot always be trusted to provide truthful and accurate data. This page provides examples of websites that are full of lies, inaccuracies or false information - either for amusement or for more worrying reasons. The list does not include phishing sites however; these are intended to fool a person into believing that they are visiting a legitimate bank site for example; there are already plenty of links to these online already.

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### Fake websites - scientific and commercial

All of the following websites are, to the best of my knowledge fake sites, spoof sites or parodies of 'real' sites. This is by no means a complete collection, nor should it be regarded as definitive. I have tried when possible to indicate if the site is suitable for minors, or if it contains material which viewers may find offensive. However, it is your responsibility to gauge the appropriateness or otherwise of the sites yourself, particularly if you intend to use them for educational purposes.

Sites are arranged in subject groupings, with what I consider to be the most credible examples at the top; hopefully this will help when you come to choose examples for yourself or students. If you find any that no longer exist, or you have other examples, please [email me](#). This page contains examples of scientific and commercial sites.

There is a [second fake or spoof page](#) that looks at examples in the area of Historical, social, academic, religious, travel/tourism and politics, among others.

If you are concerned about your children, you may wish to consider ensuring [child internet safety](#) software for their welfare.

Web 2.0 resources search engine

Google™ Custom Search   
Search

Looking for UK material? Use this search engine!

Google™ Custom Search   
Search

KidsWatch™ Free Download

A Simple, Fast, and Easy Solution Award Winning Parental Software! [KidsWatch.com Free Download](#)

Free Fire Safety Learning

Free Fire Training View and Learn Now [ribacpd.com](#)

Fire Risk Assessments

Nationwide Fire Consultancy Professional, experienced [www.fireconsultancy.com](#)

Jul 18 ['Powering the Cloud' conf.](#)  
Get the very latest information and education on the infrastructures that are 'Powering the Cloud' ..

Free Baby Samples for You  
Free baby samples,

# Spotting Fakes

- Common sense
- Check for HTTPS
  - Assignment Project Exam Help
- Examine URL (& make sure it matches the
  - https://powcoder.comone you typed)
- Check destination of links before clicking
  - Add WeChat powcoder
- Do a reality check
- Be suspicious

cheaprshopping.com

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# cheapr Shopping

We Make Shopping Fun Again

ELECTRONICS ▾ SOCCER CORNER GAMING ▾ COMPUTING ▾ FURNITURE ▾ SECURITY ▾ TOYS ▾ GIFTS & HOBBIES ▾ HOME FITNESS

## Assignment Project Exam Help

Search Store

Search store...

Your Shopping Cart

Sub Total: £0.00

Tax: £0.00

Shipping: £0.00

Grand Total: £0.00

View Cart - or - Empty Cart

Summer Sale: Up to 50% Off!

our hottest. up to 50% off

### Newest Arrivals:

Fuji FinePix XP50 Camera Black 14MP 5xZoom  
A one-touch movie record button enables you to capture all the action in full HD. Long

£128.23 [BUY](#)

AG Neovo U-17 Neo-v Eco 17 inch Multimedia NeoV Optical GlassContemporary & professional design1280 x 1024

£126.62 [BUY](#)

2010-11 Barcelona Nike Long Sleeve Away Official  
2010-12BarcelonaLong manufactured by Nike. Available in sizes S, M, L, XL

£54.59 [BUY](#)

Barbie Guitar  
The Barbie Guitar allows kids to be a rock star. The guitar features 8 different

£6.23 [BUY](#)

2011-12 Juventus Nike Sideline Tracksuit Official, newJuventusSideline Tracksuit for the

Hannah Harper Anthology

- Lots of American terminology used
- Their website domain is also registered through an American (in the main) registrars and was only created on  
Assignment Project Exam Help  
12 May
- Registered with DomainsByProxy.com,  
Add WeChat powcoder which is a company set up to hide the web site owner from it's users
- No Reviews



21st Century: A Scam Odyssey, MY GOD IT'S FULL OF SCAMS!!!!!!

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Tuesday, June 19, 2012

## Extreme caution cheaprshopping.com

I was looking for a mobile phone, and <http://cheaprshopping.com> has what it seems to be the best deal on that phone. However browsing around its webpage, it seems they do not have any contact details, telephone and address and also lack any sort of UK shop number that is used by legitimate online shops. I don't want to accuse them falsely but this website does seem rather dangerous to do business with. I would suggest to stay away, unless there is some proof for the opposite (that they are operating legitimately). Also a simple whois request on the website shows that it's about one month old. <http://whois.domaintools.com/cheaprshopping.com> <http://whois.godaddy.com/whoischeck.aspx?domain=CHEAPRSHOPPING.COM> Not very reassuring in my experience...



Posted by Nicholas at 12:30 PM  
Labels: CAUTION, online shopping scam

3 comments:

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<https://powcoder.com>

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3 comments:



Chris Turner June 20, 2012 9:29 AM

Agreed- I came across the same site and the same phone some hours ago- very suspicious. Have a look at the Terms of Business Limitations-

4. Limitations

In no event shall our company or its suppliers be liable for any damages (including, without limitation, damages for loss of data or profit, or due to business interruption,) arising out of the use or inability to use the materials on our Internet site, even if we or an authorized representative has been notified orally or in writing of the possibility of such damage. Our company does not engage in the selling of tangible products and the information presented in this site should only be used for educational purposes. No credit card information is gathered, stored, or processed. Because some jurisdictions do not allow limitations on implied warranties, or limitations of liability for consequential or incidental damages, these limitations may not apply to you.

They dont sell tangible products? Is this normal?

Reply

# Police penalty-payment website makes amateurish coding errors

Join thousands of others, and sign up for Naked Security's newsletter

you@example.com

Do it!

Don't show me this again 

by Fraser Howard on August 23, 2012 | Comments (3)

FILED UNDER: Featured, SophosLabs

Fixed penalty fines, the scourge of many a motorist. Parking on a yellow line, speeding, not wearing a seatbelt... whatever the offence is the same. The recipient of the ticket has to pay the fine, however following the URL printed on the back.

In a case recently reported to the Naked Security team, following a link from a web page claiming to be Central Accounting Office Information Service for Her Majesty's Court Service (HMCS).



Simply select a link from the following list by clicking on the underlined heading. To obtain more information. You will be given the option to print any of the information pages, or t

## Payment information

- Pay online by credit / debit card

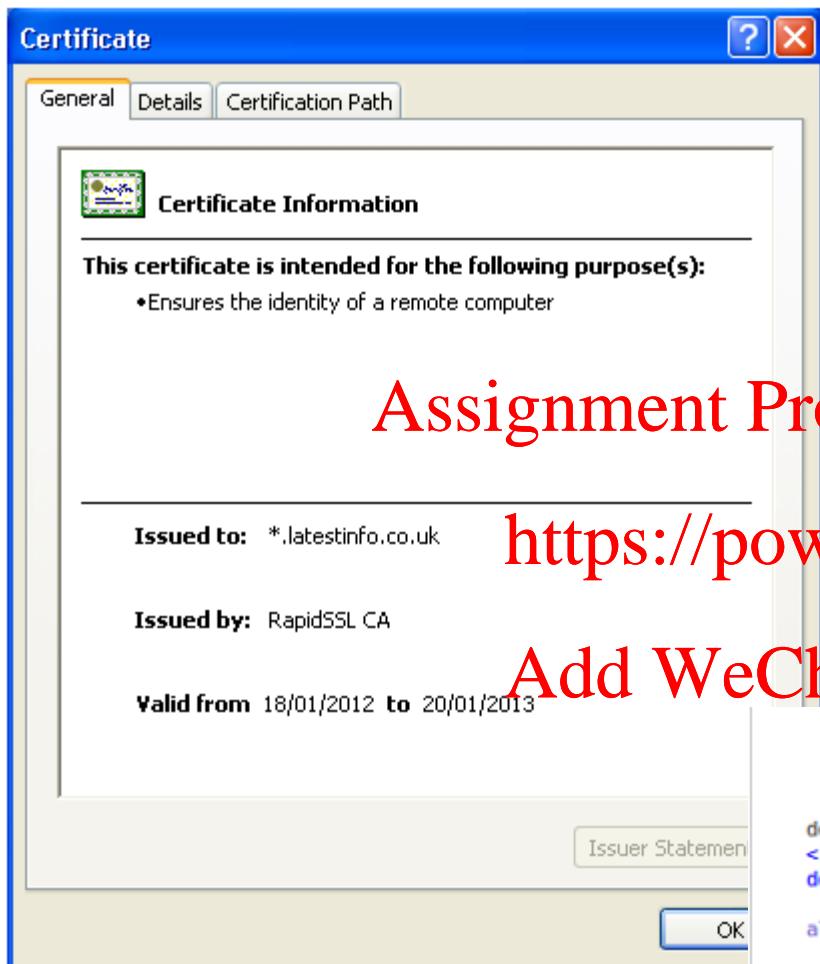


As you can see, the page is not secure (it does not need to be). It simply provides a link through to the secure site where payment can be made.

Unfortunately, following that link (in Firefox) results in a warning page being displayed to the user for most popular browsers.



The payment page is using SSL, so what is the problem? Well, unfortunately, the certificate being used on `secure.informcommunications.plc.uk` has actually been issued for `*.latestinfo.co.uk`.



## Assignment Project Exam Help

<https://powcoder.com>

Add WeChat powcoder

```
<li><a href="howtopay.php">How do I pay?</a></li>
<ul>
    <li>
        <a href="https://secure.latestinfo.co.uk/met/">Pay online by credit /
debit card</a> &nbsp;
<!-- |a href="https://secure.informcommunications.plc.uk/met/">Pay online by credit /
debit card</a> &nbsp; -->
        &nbsp;&nbsp;
        &nbsp;&nbsp;
        &nbsp;&nbsp;
    </li>
</ul>
```

Given the sites resolve to the same IP, the links actually point to the same page. With the current certificate however, the `secure.informcommunications.plc.uk` link will unfortunately generate the warnings.

# Adding Faces to Web Pages

- Makes people trust the website more
- increase in conversion rate of more than 95% in one evaluation
- Photos should be “real”.  
Visitors can tell when you are using stock photos

