**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)**

Ann Racuya-Robbins

World Knowledge Bank: Human Trust Experience Initiative

[arr@worldknowledgebank.com](mailto:arr@worldknowledgebank.com)

301.951.1809

**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**

TheHuman 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