

## Online Environmental Trust and Trustworthiness

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### **ABSTRACT**

This paper describes an online survey of environmental researchers and environmentalists. We question why respondents trust online environmental information and what cues create the perception of a trustworthy environmental website. The results suggest that the trustworthiness cues considered important in commercial uses of Internet websites, including branding, appearance and navigation, are relevant to environmental researchers and environmentalists looking for environmental information. Other factors, such as the comprehensiveness of the information and knowledge of the experts contributing data to the website, as well as the inherent propensity to trust of the individual researchers, are also important for ensuring online environmental trust.

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