

## **A User Study on Trust Perception in Persuasive Technology**

### **Abstract**

A wide range of persuasive technologies has been developed for many different issues to assist people in changing their attitude or behavior. However, whether or not users trust persuasive technology and which trust perception affects them more in making trust decision are yet to be found out. Therefore, this study aimed to examine users trust level and its trust perceptions using two types of persuasive technologies, for example, health application and educational games on the environmental issues. The questionnaire is used as an instrument to measure trust level and trust perceptions. A pre-and-post-test approach is used to study 25 participants who are required to use both types of persuasive technology concurrently for 6 weeks. The finding shows that the users trust is at low-level, indicating a significant lack of trust problem. Cognitive trust dominates the trust decision-making though it is correlated with affective trust