

Is Confidence a primary value for the digital economy ?

There are several points to note about the trust is the cornerstone of the digital economy : the fear of losing his job and the individualisation of values, but also the following criteria : sharing information, working communities , client relationship partners and e- reputation ¹.

- **Fear of losing a job** is a sort of brake when one must take some risks in the action of a project or initiative in taking the floor to get things done . Rising unemployment is of concern. The unemployment rate is expected to be for young people " *15 to 30 years may exceed 50 % in 2030* " , specially when people have a bad level of education. These tensions in employment do not support the installation of a shared trust. **In** the same time the individualisation of values increase . A strong sense consisting thinking without saying that some will fare better than others widens the gap between people and reduces expected social dialogue.

- **Regarding the sharing of information** around collaboration tools, the central question of the ownership of the information is still inadequately addressed , and if it is, it does not address the issues of contractual and legal order on which moreover, progress is being made . But the issues raised in my book ² around the theme of " co-governance " and new binding mechanisms deserve further.

- **For communities working in network** mode they register their activities within the perimeters "extended" teams to the planet. But we all know that there is not one digital culture but several digital cultures, as the planet is polycultural. How to use the variety of digital tools at the disposal of each nomad *homo numericus* ? How to promote digital practices in digital cultures ?

- **For transactions with customers and other partners** , the deterministic approach rational methods is facing empiricism authorized self-organization of nomadic activities. Cyber threats (level of confidentiality, continuity of service, reliability and integrity of production, trade security , contribution of enterprise architecture to these forms of security and the fight against cyber threats , etc. ..) show us the new face of risks, particularly in terms of personal information.

- **The e- reputation** encourages players to become very visible and exacerbation of this can be overcome, without it necessarily being aware in a questionable rate exposure. Some excesses are settled in the courts between employers and disgruntled employees discovery practices and information posted on social networks . While monitoring the web emphasize but diffusion of "*responsibility*" is far beyond (big) data protection .Specially when nomad-attitude is growing.

In fact, I was checking in the dictionary definition of the word RESPONSIBILITY : " *obligation to repair the damage that has been caused to others by his own decision* " whether the civil and even criminal . But reading the news from the 80s we discover that some people say : "I'm responsible" but when there is a problem they do not consider themselves "guilty"

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¹ "Entreprises & culture numérique" " (Cigref - France)

² « Gouvernance de l'information pour l'entreprise numérique" - Hermès, Lavoisier, 2013