# BEHAVIORAL GOVERNANCE AND DIGITAL TRUST: A SYSTEMATIC REVIEW OF PLATFORMS AND CIVILITY NORMS

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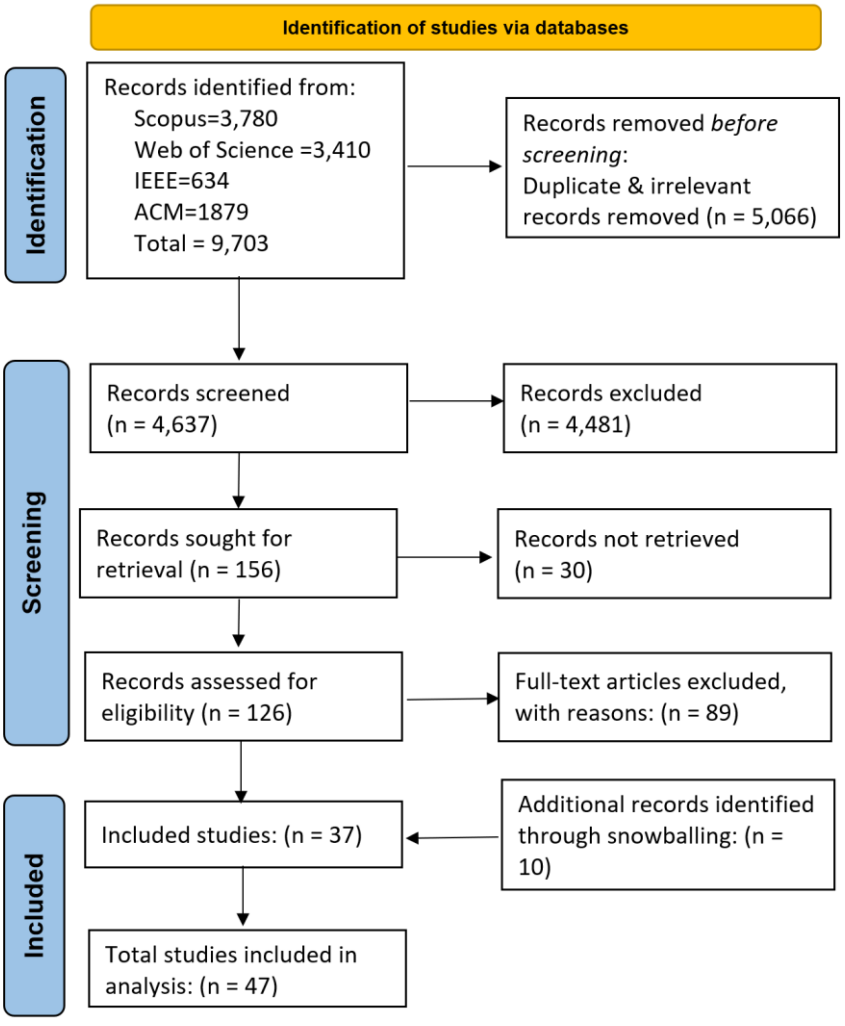
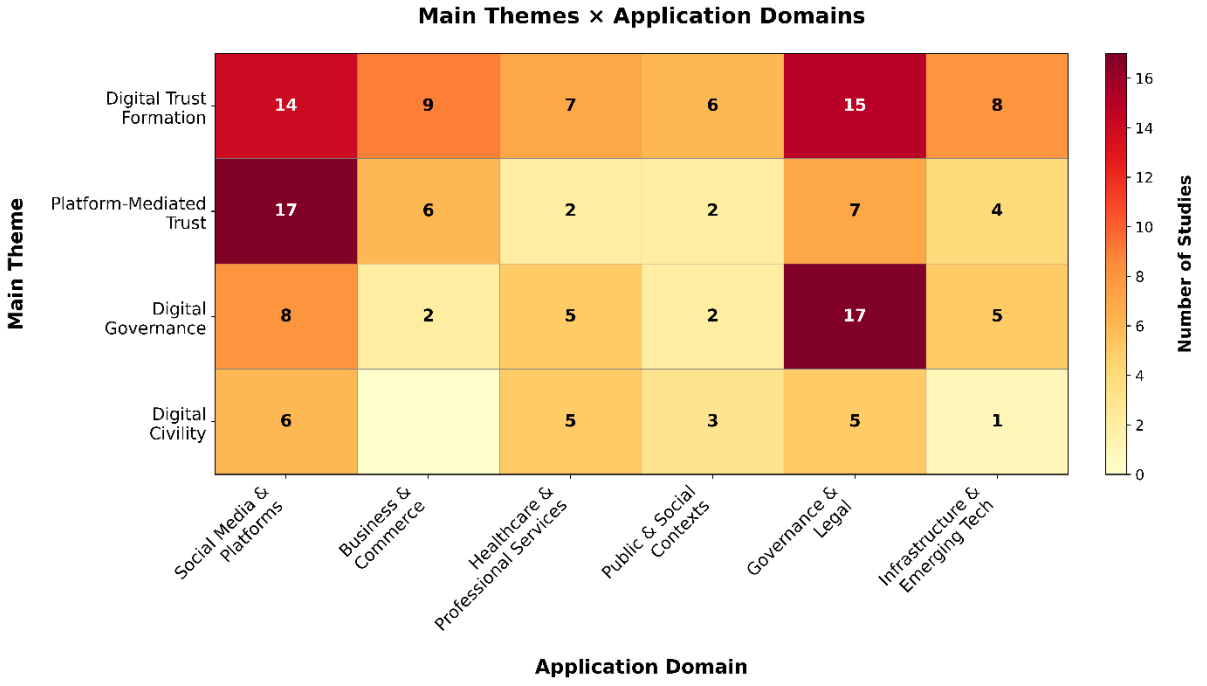
**Appendix 1.** The study selection process according to the PRISMA 2020 guidelines



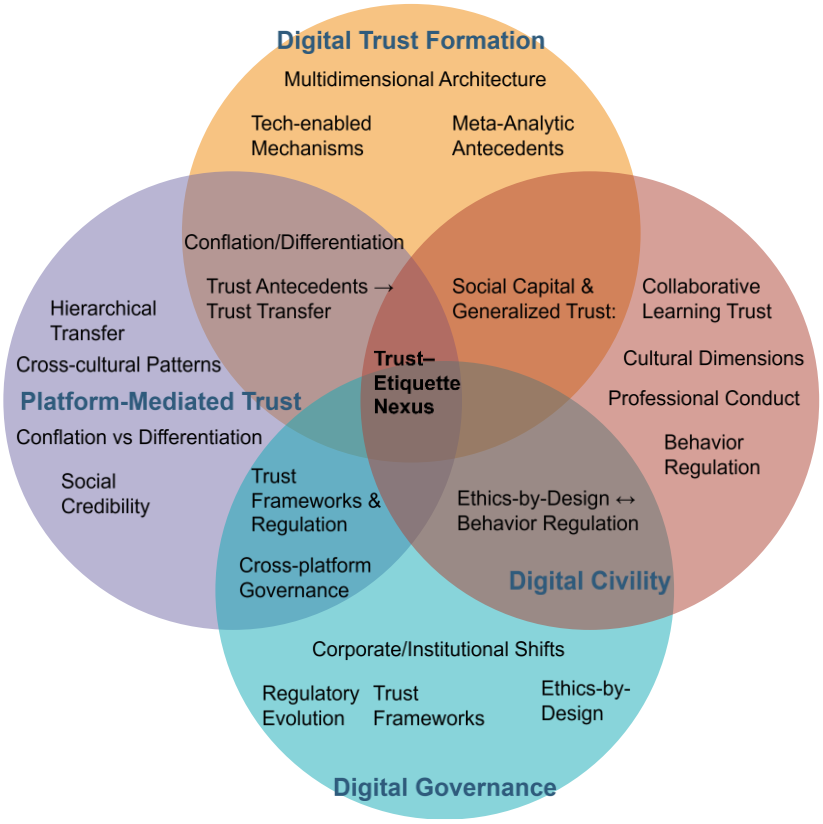
**Appendix 2.** Characteristics of included studies (n = 47)

| Characteristic | Category | n (%) |
|---|---|---|
| **Publication Year** | 2017 | 1 (2.1%) |
| | 2019 | 2 (4.3%) |
| | 2020 | 10 (21.3%) |
| | 2021 | 6 (12.8%) |
| | 2022 | 7 (14.9%) |
| | 2023 | 4 (8.5%) |
| | 2024 | 11 (23.4%) |
| | 2025 | 6 (12.8%) |
| **Publication Type** | Journal Article | 45 (95.8%) |
| | Conference Paper | 2 (4.2%) |
| **Study Design** | Quantitative | 23 (48.9%) |
| | Qualitative | 11 (23.4%) |
| | Mixed Methods | 1 (2.1%) |
| | Others | 12 (25.5%) |

**Appendix 3.** Distribution of studies across main themes and application domains



**Appendix 4.** Conceptual venn diagram of digital trust–etiquette: Main themes, sub-themes, and bridging mechanisms




**Appendix 5.** Digital trust formation studies: evidence base and key mechanisms

| No. | Author(s) | Year | Main Findings |
|---|---|---|---|
| 1. | Guo (2022) | 2022 | User satisfaction mediates the relationship between user perception/expectation and digital trust. Digital trust comprises cognitive trust and emotional trust. |
| 2. | Oesterreich et al. (2025) | 2024 | Meta-analysis of 74 studies: strongest trust antecedents are human-like trusting beliefs (integrity, benevolence), attitude, provider reputation, structural assurance, perceived enjoyment, and usefulness. |
| 3. | Tomlinson et al. (2020) | 2020 | Ability and behavioral integrity are stronger predictors of cognition-based trust, while benevolence is the strongest predictor of affect-based trust in workplace relationships. |
| 4. | Popova et al. (2019) | 2019 | Website credibility cues (design, navigation, security), information quality, and brand reliability are key determinants of trust marketing in digital society. |
| 5. | Hadler et al. (2025) | 2025 | Generalized offline trust is the strongest predictor of online trust across five countries; online trust functions as an extension of generalized trust, not an independent concept. |
| 6. | Hooda et al. (2022) | 2022 | Meta-analysis of 90 e-government studies: trust plays central role, directly affects system use and indirectly via behavioral intention; shaped by performance expectancy, effort expectancy, social influence. |
| 7. | Akbari et al. (2020) | 2020 | Trust and concentration (Flow Theory) mediate relationships between perceived ease of use/usefulness and intention to adopt 5G technology; trust stronger in US than Iran samples. |
| 8. | Ramanathan et al. (2022) | 2022 | E-safety emerges as critical new dimension of e-trust in tourism; alongside e-advertising and e-information, mediates relationship between social media purchase intention and satisfaction. |

| No. | Author(s) | Year | Main Findings |
|---|---|---|---|
| 9. | Rebiazina et al. (2022) | 2021 | Bibliometric review of 173 publications: consumer digital trust especially significant in sharing economy, e-commerce, and digital health; trust reduces risk sensitivity and enhances satisfaction. |
| 10. | Von Kalckreuth et al. (2025) | 2025 | German EHR trustworthiness depends on provider reputation, user feedback, content transparency, functional reliability (usability, security), and user data control/privacy settings. |
| 11. | Truong et al. (2017) | 2017 | REK model (Reputation, Experience, Knowledge) provides multi-dimensional trust evaluation framework for Social Internet of Things, integrating direct observation, personal experience, and global opinions. |
| 12. | Novikova et al. (2022) | 2022 | Novel nonlinear algorithm for integral trustworthiness risk score maintains sensitivity to metric criticality, avoiding misleading reductions of weighted average methods. |
| 13. | Trillo-Domínguez et al. (2025) | 2025 | Digital Reputation Indicator (DRI) combines webometric indicators (citationflow, trustflow, domain rating, authority score) to evaluate global reputation of digital news media. |
| 14. | Zagidullin et al. (2021) | 2021 | In Turkey, awareness of restrictive government policies and political involvement influence attitudes to social media use, fully mediated by online trust; frequency of use and trust predict attitudes. |
| 15. | Mubarak and Petraite (2020) | 2020 | Digital trust (Industry 4.0 technologies + traditional trust) enhances open innovation performance; mediated by absorptive capacity and moderated by technological orientation. |
| 16. | Faqih (2022) | 2022 | In Jordan during Covid-19: trust positively affects Internet shopping intention; perceived risk undermines trust; anxiety reduces both trust and intention; cultural values moderate trust-intention link. |
| 17. | Shah and Shah (2024) | 2024 | Trust significantly accelerates the achievement of optimal social welfare in digital economies by reducing transaction costs and enhancing cooperation. |
| 18. | Lappeman et al. (2023) | 2023 | South African banking chatbots: privacy concerns negatively affect self-disclosure; brand trust alone insufficient; emotional trust (via cognitive trust) drives disclosure; age differences exist. |

**Appendix 6.** Platform-mediated trust studies: Hierarchical trust transfer and user differentiation

| No. | Author(s) | Year | Main Findings |
|---|---|---|---|
| 1. | Brown and Gummerum (2025) | 2025 | Older adolescents (16-20) demonstrate stronger epistemic vigilance and selective trust, particularly for semantic errors in online sources, compared to younger adolescents (11-16). |
| 2. | Ferreira et al. (2022) | 2022 | Structural assurance strongly influences trust in digital arbitration technologies; benevolence shapes attitudes, while competence/integrity had no significant effect on intention to use. |
| 3. | Tagliaferri (2023) | 2023 | Online interpersonal trust is conditional-depends on trust definitions (doxastic vs. affective) and platform design features like reputation systems and identity mechanisms. |
| 4. | Al Shishany et al. (2020) | 2020 | Cross-cultural study: e-trust relies more on brand reliability and prior experience than visible institutional mechanisms (encryption, e-banking) which users largely don't notice. |
| 5. | Cavusoglu and Atik (2021) | 2021 | Instagram social commerce introduces “social credibility”- trust via perceived homophily with reviewers/followers/customers-extending traditional credibility models. |
| 6. | Kurniawan and Oktaviani (2024) | 2024 | In ride-hailing platforms, ICT quality and shared values influence trustworthiness (ability, benevolence, integrity); integrity most strongly predicts user participation. |

| No. | Author(s) | Year | Main Findings |
|---|---|---|---|
| 7. | Reiners (2022) | 2022 | Literature review identifies interpersonal trust (member-to-member) and inter-organizational trust (toward platform) as core constructs; distrust and power remain understudied. |
| 8. | Mior Shariffuddin et al. (2023) | 2023 | Online travel site affordances (interactivity, stickiness) and technology innovativeness drive purchase intentions; trust moderates the relationship between intention and e-loyalty. |
| 9. | Jethava and Rao (2024) | 2024 | Comprehensive review of OSN security: profile cloning and Sybil attacks are emerging threats; trust models (TidalTrust, MoleTrust, etc.) address evaluation and defense mechanisms. |
| 10. | Ye et al. (2020) | 2020 | Online retail trust develops longitudinally; social perception enhances both cognitive and affective trust; later service failures less damaging; effective recovery restores trust. |
| 11. | Chameroy et al. (2024) | 2024 | Hierarchical trust in collaborative consumption: platform trust transfers to peer trust; interchangeability (dual buyer-seller role) shifts reliance from reputation cues to benevolence beliefs. |
| 12. | Möhlmann (2021) | 2021 | Inexperienced Airbnb users exhibit "trust conflation"-unable to differentiate platform from peer providers, forming unjustified beliefs; familiarity enables trust differentiation and appropriate cue assignment. |

*Digital governance and institutional trust*

**Appendix 7.** Digital governance studies: regulatory frameworks and institutional trust mechanisms

| No. | Author(s) | Year | Main findings |
|---|---|---|---|
| 1. | van der Burg et al. (2021) | 2021 | EU Code of Conduct for farm data sharing shows contracts alone cannot build trust; requires clarity, responsibility from powerful parties, and broader ethical principles beyond consent. |
| 2. | Ibiricu and Van Der Made (2020) | 2020 | GDPR and ethics-by-design frameworks are foundations for digital ethics; codes of conduct must embed ethics into decision-making and technology design processes. |
| 3. | López Jiménez et al. (2021) | 2021 | Corporate codes of conduct in digital environments complement legal regulation; trust-building requires transparency, accountability, and independent monitoring to mitigate distrust. |
| 4. | van der Peet et al. (2024) | 2024 | Trust frameworks pursue four goals: interoperability, certainty, efficiency, security; comprise legal, governance, operational, and technical components; no minimal component set identified. |
| 5. | Chen et al. (2025) | 2025 | Digital governance platform usage enhances rural social trust in China via four mediators: information cognition, village affairs participation, external political efficacy, and villagers' interaction. |
| 6. | Popa Tache and Săraru (2024) | 2024 | Digital transformation creates multidependencies between corporate governance and public international law; requires treaty adaptation, cybersecurity integration, and CSR commitments. |
| 7. | Backer (2025) | 2025 | Corporate trust shifts from character-based to compliance-based measurement; digitalization enables trust via platforms, datafication, and accountability systems in polycentric governance. |
| 8. | Brogi and De Gregorio (2024) | 2024 | EU disinformation policy evolved from voluntary self-regulation (2018) to co-regulation (2022 Code, Digital Services Act); implementation challenges remain in monitoring and enforcement. |

**Appendix 8.** Digital civility studies: online etiquette, behavioral norms, and trust formation

| No. | Author(s) | Year | Main Findings |
|---|---|---|---|
| 1. | Antoci et al. (2019) | 2019 | Civil Facebook interactions significantly increase trust (+22%), while incivility has no effect on trust, reflecting its normalization as the online status quo. |
| 2. | Kanaris and Mujtaba (2023) | 2024 | Trust is essential glue for diverse online learners; enhances cooperation, reduces conflict, and fosters equitable collaboration. Mistrust leads to reliance on self or outsiders. |
| 3. | Tian and Guo (2021) | 2020 | WeChat Moments facilitates "Chinese virtual civility" through three dimensions: respect (giving face), elegance (positive self-presentation), and tidiness (avoiding negativity). |
| 4. | Al-Balushi (2020) | 2020 | Healthcare professionals need online ethical conduct codes to protect trust, privacy, and doctor-patient relationships; separation of personal/professional accounts is essential. |
| 5. | Nadeem and Al-Imamy (2020) | 2020 | Ethical perceptions (privacy, security, reliability) don't directly affect value co-creation but enhance relationship quality (trust, satisfaction, commitment), which fully mediates co-creation. |
| 6. | Sinthiya and Ipnuwati (2022) | 2022 | Digital netiquette and UU ITE law together build courteous digital culture in Indonesia; combines cultural politeness heritage with legal frameworks and digital literacy pillars. |
| 7. | Rad et al. (2020) | 2020 | Digital outing confidence partially mediates relationship between internet content awareness and digital behavioral regulation among youth across four countries. |
| 8. | Aguiar et al. (2024) | 2024 | Governments in digital ecosystems must balance safeguards (policies, blockchain, identity verification) with autonomy; too few hinder growth, too many stifle participation and trust. |
| 9. | D'Hauwers et al. (2020) | 2020 | Governments can facilitate trust in sharing economies via digital platforms and blockchain, but dual regulator-facilitator role creates tensions; neutral intermediaries help mitigate distrust. |