TDS Project 2:
Exploring a Metric Visualization Framework for Measuring Customer Trust Satisfaction in The Trustworthy Digital Society: A Transnational Research

UNSW SYDNEY | UTS

Trustworthy Digital Society

Dr. Robert Wu[1](UTS team leader), A/Prof. Yulei Sui [2](UNSW team leader), A/Prof. Christy Liang[3], A/Prof. Eva Cheng[1], Dr. Kaye Chan[4], A/Prof. Sam Ferguson[3], Dr. Bahareh Berenjforoush Azar[1], Prof. Didar Zowghi[4] & A/Prof. Niusha Shafiabady[5]

[1]School of Professional Practice and Leadership, Faculty of Engineering and IT, University of Technology Sydney (UTS), [2]Computer Science and Engineering - Engineering - University of New South Wales. [3]School of Computer Science, FEIT, UTS. [4]Marketing Discipline Group, Business School, UTS [4]Data 61, CSIRO. [5]Department of Information Technology, Australian Catholic University

Background

This project aims to understand current research and explore an effective metric visualization model for measuring customer trust satisfaction in a trustworthy digital society. The research outcomes will explore new fundamental research on data processing visualization on metrics of business models, provide new insights for changing policy with various views on a trustworthy digital society, and enhance Australian commercial 3 products with a better understanding of customer trust in digital marketing.

Additionally, to support visualization models, the UNSW team will develop efficient and reliable generation of software and models through LLM-empowered code generation and refactoring, enabling seamless transitions between programming languages to improve maintainability, ensuring consistency in multi-language projects.

Key Updates

Transforming Qualitative Models into Quantitative Forms For Measuring Success in the Digital Transformation Age

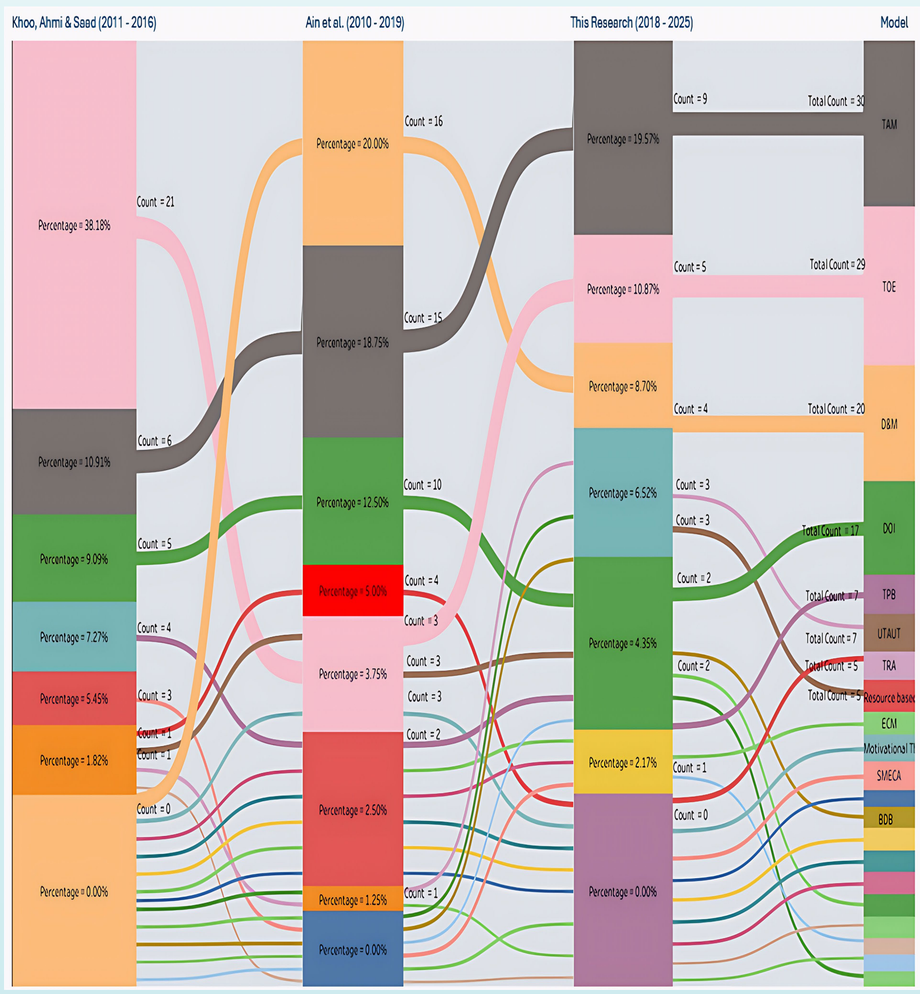

Figure 1: A Comparative Analysis of Reviews on IS Research Models
(Source: Sage Open 2025, accepted after revision)

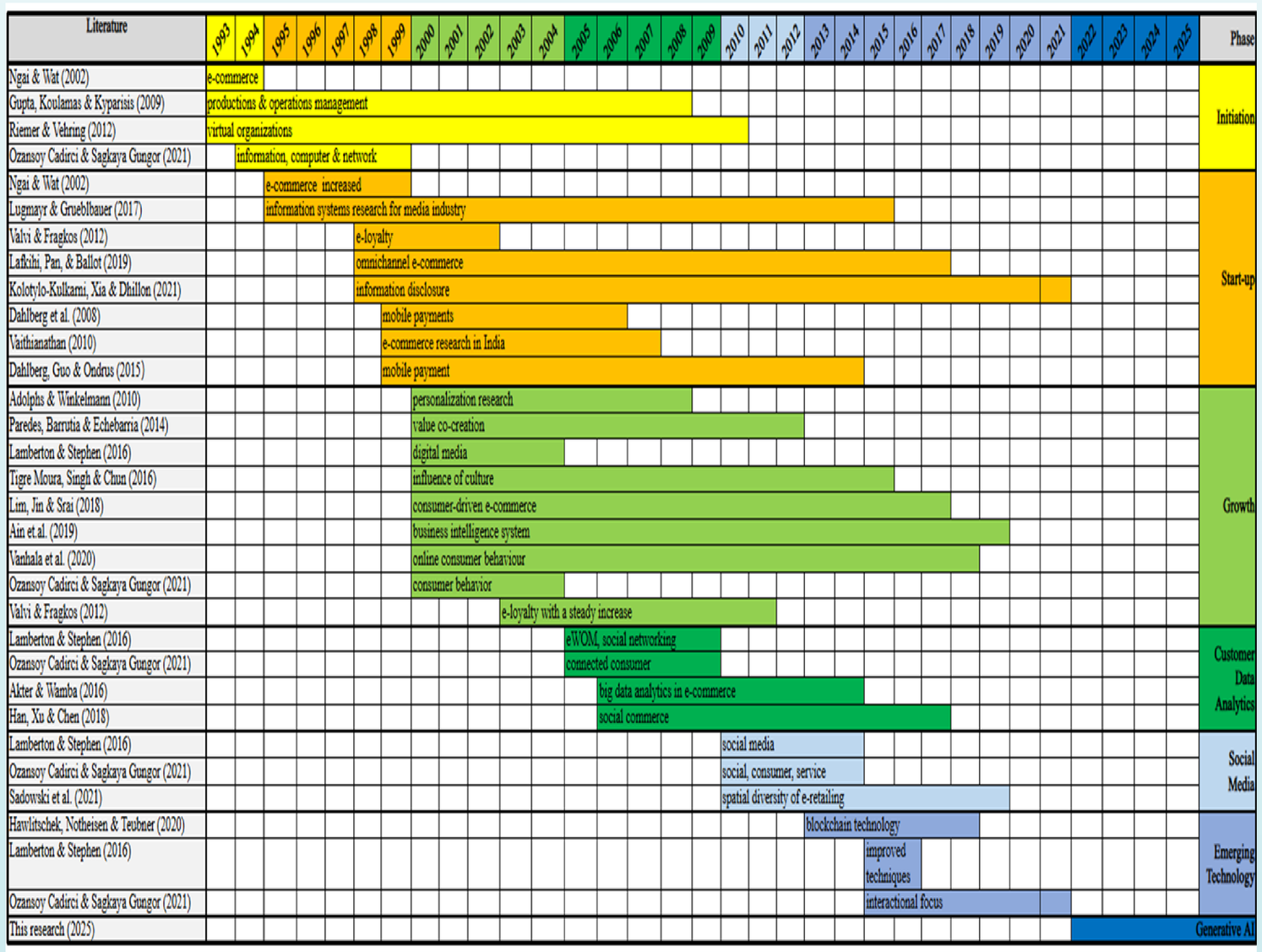

Figure 2: Reviews on The History of E-commerce Research (source: Sage Open 2025, accepted after revision)

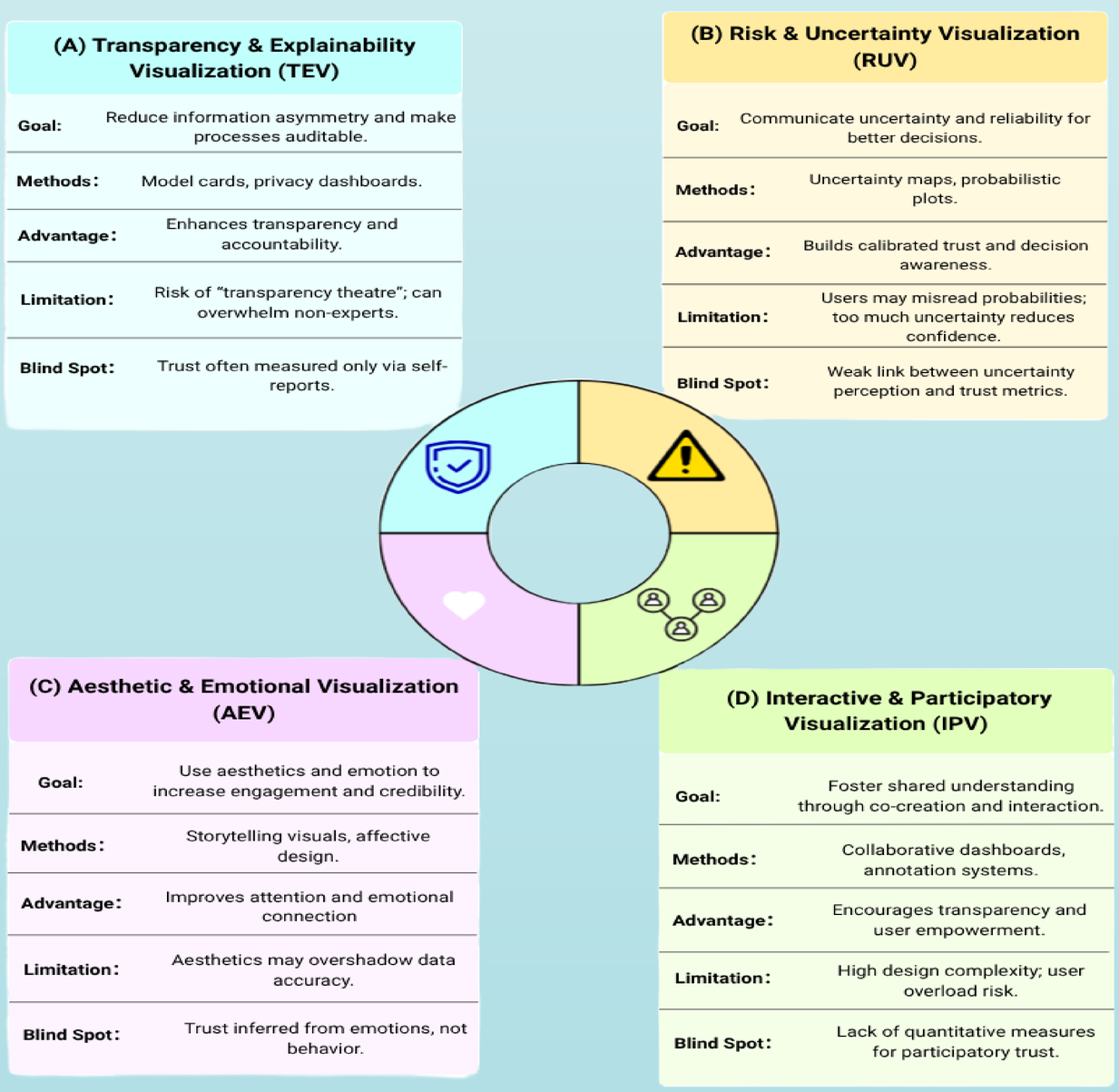

Figure 3: Four Research Trends in Trust Visualization (source: LESCDT 2025,submited)

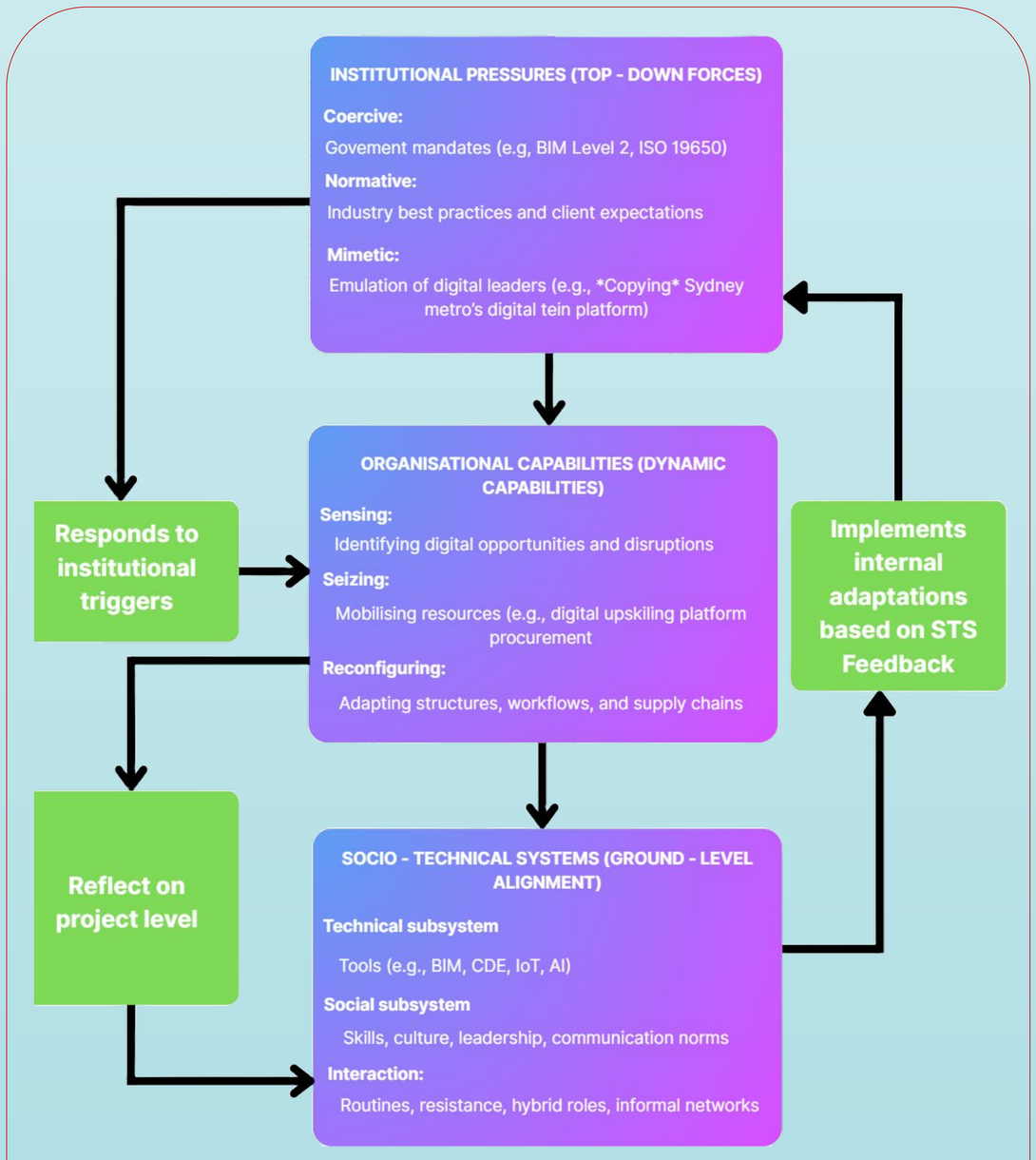

Figure 4: A Multi-Level of Digital Transformation Focus in The Trustworthy Digital Society
(source: IEEE Engineering Informatics 2025, accepted)