trustmojo
trying to understand trust on the new web
My Friend’s Boss Has Little Relevance To Me

posted by eric

In this paper Jennifer Golbeck and James Hendler outlines a “reputation network analysis” system for email filtering. The concept is simple: rate everyone you know on a scale from one to ten, and your email application will calculate a “reputation score” for each and every incoming mail message (using a local trust metric algorithm and some FOAF-magic).

Wouldn’t it be great if you could sort your inbox by “relevance”? I thought so too, but then I took a look at my own inbox while...
Blog

Reputation and Fingerspitzgefühl

The System of Reputation

Your Vulnerability Makes Me Trust You

“Can I trust Wikipedia?”

Television vs Web 2.0

Lying Autonomous Agents

Money is Dead

My Friend’s Boss Has Little Relevance To Me
<table>
<thead>
<tr>
<th>current readings</th>
<th>recently read</th>
<th>papers from citeulike</th>
<th>we write about</th>
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</thead>
<tbody>
<tr>
<td>Erving Goffman</td>
<td>Malcolm Gladwell</td>
<td>David De Cremer Mark Snyder</td>
<td>adamgreenfield amazon annettebaier apple attention attentiontrust barcamp baychi bjfogg blogger blogs chat citizenagency collaborativefiltering community context craigslist credibility danahboyd definition dispute dunbarrumber ebay economy ethics everyone fake felixpetersen fingerspitzengefuhl foaf geoplazer goffman golbeck hci howardheingold identity institutions itms joachimstein journalism lagerspetz lastfm launch listeningstrategy longtail losangeles mail marketing mashpit media metrologger mikemicucci mojo mothership muddywaters myspace negative ommalik opinity parc pinko plazes predators privacy psychology rapleaf relationships</td>
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<tr>
<td>Relations in Public</td>
<td>Blink: The Power of Thinking Without Thinking</td>
<td>Siegfried DeWitte</td>
<td>reputation</td>
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<tr>
<td>Erving Goffman</td>
<td>Malcolm Gladwell</td>
<td>?The less I trust, the less I contribute (or not)?? The effects of trust, accountability and self-monitoring in social dilemmas</td>
<td>reputationsystems retaliation sanfrancisco secondlife sethgodin socialdilemma sociology spore staghunt stanford study teamsize techcrunch tn20 transactioncosts trust trustdilemma trustmetrics</td>
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<td>Byron Reeves, Clifford Nass</td>
<td>Seth Godin</td>
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<tr>
<td>The Media Equation</td>
<td>All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World</td>
<td>The Cathedral and the Bazaar: Musings on Linux and Open Source by an Accidental Revolutionary (O'Reilly Linux)</td>
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<tr>
<td>Rino Falcone</td>
<td>B.J. Fogg</td>
<td>P Resnick R Zeckhauser J Swanson K Lockwood</td>
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<td>Trust in Cyber-societies: Integrating the Human and Artificial Perspectives</td>
<td>Persuasive Technology: Using Computers to Change What We Think and Do</td>
<td>The Value of Reputation on eBay: A Controlled Experiment</td>
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<td>Adam B. Seligman</td>
<td>Chris Anderson</td>
<td>Carlos Jensen Shelly Farnham Steven Drucker Peter Kollock</td>
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<td>The Problem of Trust</td>
<td>The Long Tail: Why the Future of Business Is Selling Less of More</td>
<td>The effect of communication modality on cooperation in online environments</td>
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<td>Francis Fukuyama</td>
<td>Barbara A. Misztal</td>
<td>BJ Fogg</td>
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<td>Trust: The Social Virtues &amp; The Creation of Prosperity</td>
<td>Trust in Modern Societies: The Search for the Bases of Social Order</td>
<td>Prominence-interpretation theory: explaining how people assess credibility online</td>
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<td>Albert-Laszlo Barabasi</td>
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<td>Justine Cassell Timothy Bickmore</td>
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<tr>
<td>Linked: How Everything Is Connected to Everything Else and What It Means</td>
<td></td>
<td>External manifestations of trustworthiness in the interface</td>
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</table>
flickr.com/photos/alexanderljung
4 Stories about Trust
First Story
Mary & eBay
Mary
Hello Ebay!!
Welcome to my "About Me" Page!

I've been married for 27 years to my husband Mark. We have two grown sons and a cat named "Harry". My main interests have always been art related. I love drawing, sculpting, sewing, quilting, needlework and of course designing and making soft-sculptured bears and other animals. I've been making my artist animals for over 23 years. I've also designed animals which have been manufactured by Ganz and Ashton Drake during some of these years. My work has been honored with many awards and I've enjoyed traveling and meeting many of the artists and collectors of the world. Please scroll down to see a small sampling of my work. Thank you!

Mary Sells Soft Animals On eBay
**Member Profile: m mh3of5 (97 ✪ )**

**Feedback Score:**

- **Positive Feedback:**
  - 97
  - 100%
  - 97
  - 0
  - 157

**Recent Ratings:**

<table>
<thead>
<tr>
<th></th>
<th>Past Month</th>
<th>Past 6 Months</th>
<th>Past 12 Months</th>
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<tbody>
<tr>
<td>positive</td>
<td>2</td>
<td>20</td>
<td>42</td>
</tr>
<tr>
<td>neutral</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>negative</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Bid Retractions (Past 6 months):** 0

**Feedback Received**

<table>
<thead>
<tr>
<th>Comment</th>
<th>From</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>She is so beautiful &amp; exquisite, I can hardly believe she's real! Thank you!!!</em></td>
<td>Buyer niteowldawn (364 ✪ )</td>
</tr>
<tr>
<td><em>Finally my own Holstad yorkie!!!! I am in heaven; she is a love and so realistic</em></td>
<td>Buyer dolival (315 ✪ )</td>
</tr>
<tr>
<td><em>quickly sent, well packed; great to deal with - thanks +++</em></td>
<td>Buyer eliza333dog (50 ✪ )</td>
</tr>
<tr>
<td><em>FANTASTIC BEAR ....FANTASTIC ARTIST....GOOD FRIENDS...THANKS MARY &amp; MARK</em></td>
<td>Buyer bear_j (299 ✪ )</td>
</tr>
</tbody>
</table>

**Trustworthy**
Investment
Deal goes bad
Negative feedback
Member Profile: mmh3of5 (97 ★) 

Feedback Score:
Positive Feedback:
- Members who left a positive: 97
- Members who left a negative: 0
- All positive feedback received: 157

Recent Ratings:

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Investment
Community value vs personal risk?
eBay lacks negative feedback
...and has to much positive
Result?
<table>
<thead>
<tr>
<th>Price</th>
<th>Seller</th>
<th>Condition</th>
<th>Comments</th>
<th>Rating</th>
<th>Seller Remarks</th>
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</thead>
<tbody>
<tr>
<td>$19.26</td>
<td>brandnewgoods_com</td>
<td>New</td>
<td>All items are BRAND NEW from the manufacturer! Tracking</td>
<td>★★★★★ 98% positive ratings</td>
<td>Seller has 35359 lifetime ratings. In Stock. Ships from NJ, United States. Expedited shipping available. See shipping rates.</td>
</tr>
</tbody>
</table>

**Ratings**
85-99%
What has happened?
Social cue
Objective – deceptive
Multi-dimensional phenomena
One-dimensional value
Multi-dimensional social cue
Obfuscating the objectivity
Need for literacy
Summary
Second Story
Rating Your Friends
The Genius Workshop

You cannot post messages because only members can.

Description: Looking for your genius? Want to help if you have the book, Is Your Genius At Work?

- Looking For Purpose Too?
  If you are seeking your purpose as well as your genius, check out the book at [link]
  by Dick Richards - Aug 22 - 1 new of 1 messages

- Re-claiming my space - Rigsby
  *Ahem* It is not without shame that I return here to discover my genius. I did start a process of p
Rate this post: ⭐⭐⭐⭐⭐⭐ Above Average

Ratings arrive
“Google has given us (unasked) a new feature to rate posts. I don’t like it. Actually, I really hate it. Feel free to ignore it. In fact, please ignore it. I’m trying to find out if we can turn it off.”
Gemeinschaft & Gesellschaft

Tönnies 1887
Dichotomies

Gemeinschaft  Gesellschaft
Village  City
Informal  Formal
Quality  Quantity
Intimacy  Distance
A lot of trust  Lack of trust
Informal turned into formal
Types of trust

Calculus-based trust & Identification-based trust
Summary
Third Story
Granovetter & Trusted email
Hey, TRUSTY!!

Check out the new updates I’ve made to the website at http://trust.mindswap.org

-Jen
<table>
<thead>
<tr>
<th>Subject or Sender contains:</th>
<th>Subject</th>
<th>From</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>Hey, TRUSTY!!</td>
<td>Jennifer Golbeck</td>
<td>Fri 1</td>
</tr>
<tr>
<td></td>
<td>Re: Trust Network (fwd)</td>
<td>Jennifer Golbeck</td>
<td>Sat</td>
</tr>
<tr>
<td></td>
<td>Trust Mail Research Notes</td>
<td>Jim Hendler</td>
<td>Mon</td>
</tr>
<tr>
<td></td>
<td>SPAM!</td>
<td>Perry Lorier</td>
<td>Mon</td>
</tr>
<tr>
<td></td>
<td>The Frogs are Escaping!</td>
<td><a href="mailto:crschmid@uiuc.edu">crschmid@uiuc.edu</a></td>
<td>Mon</td>
</tr>
<tr>
<td></td>
<td>I should probably do some...</td>
<td>Leigh Dodds</td>
<td>Mon</td>
</tr>
<tr>
<td></td>
<td>Trust the bus</td>
<td>Steve Pomeroy</td>
<td>Mon</td>
</tr>
</tbody>
</table>

Subject: Hey, TRUSTY!!
Date: March 12, 2004 5:35:15 PM
From: Jennifer Golbeck
To: trust@danandjien.org

Hey, Trusty One,
Check out the new updates I’ve made to the website at http://trust.mindswap.org

-Jen
Rate your contacts
Contacts rate their contacts
Transitive trust
Trust score as relevance
49

Great – my inbox is chaos
I need help
But...
Overall trust score?
Cross-context?
Post-modern identity
Link-Alex high Stamp-Eric high Stamp-Mike high?
Trust is not transitive across different facets of identity
Overall trust?
Close friends

Close Friends

Friends of Friends

me

you

Weak Tie
Summary
Fourth Story

Delicious Friends
del.icio.us / ericwahlforss / by Eric Wahlforss

your bookmarks | your network | inbox | links for you | post

All your items (731)

« earlier | later » page 1 of 15

The Cluetrain Manifesto — Entire Text Index Page edit / delete
to cluetrain manifesto business book trustmojo ... saved by 417 other people ... on aug 21

Carolyn R. Miller: Publications edit / delete
to rhetoric carolynrmiller trustmojo ... on aug 22

Zimbra - Products edit / delete
to ajax collaboration opensource software ... saved by 44 other people ... on aug 17

Stochastically Alf Rehn » Entrepreneurship as sampling edit / delete
to entrepreneurship sampling dj alfrehn ... on aug 17

merci’s video blog edit / delete
to talks aula 2006 ... on aug 17
Social networking by URL

Manifesto for the Reputation Society

this url has been saved by 104 people.
save this to your bookmarks »

user notes

Manifesto for a Reputation Society
- communityvisions

Manifesto published in FirstMonday: by leveraging our limited and local human judgement promote an interconnected ecology of socially beneficial reputation systems
- rikmaes
Tagcloud scanning
Managing Information Quality in Virtual Communities of Practice
Andreas Neus Proceedings of the 6th International Conference on Information Quality
to community reputation is 203 ... saved by 5 other people ... on April 28

Does Reputation Matter for Open Content Systems?
Ofer Arazy, Yonghua Ji, Raymond A. Patterson: University of Alberta
to wikipedia reputation quality is 203 ... on April 20

Reputations Research Network - bibliography
School of Information, UMich
to reputation trust lists is 203 ... saved by 19 other people ... on April 19

How Effective Are Electronic Reputation Mechanisms? An Exam...
Google stalking

24th Century Digital - Web Design and Computer Consulting
www.24thcentury.net/ - 4k - Aug 21, 2006 - Cached - Similar pages

The 24th Century
The 24th century began quietly without any major galactic war, ... The rest of century was spent in retrenchment and regrouping, as had happened ...
www.tardis.ed.ac.uk/~abr/onlinedocs/vita2000/html/node4.html - 4k - Cached -

Blogger: User Profile: 24th Century
www.blogger.com/profile/17754584 - 5k - Cached - Similar pages

24th Century Interior Design | MetaFilter
24th Century Interior Design You've met the man....now have him design your Infinity mirrors - 20th century gimcrack for the 24th century! ... 
www.metafilter.com/comments.mefi/35709 - 14k - Cached - Similar pages

Googlestalking
Writing about my photos at 24thcentury.blogspot.com

I'm Male and Taken.

24th Century Digital
San Francisco, USA

flickr.com/photos/24thcentury
“Good Sleuthing. I am, indeed, the 24th century on del.icio.us. And this is the most social I have been involved with bookmarking.”
It works
I trust you–do you trust me?
In the same boat
Summary
Moral of all the Stories?
No Panacea
Trust in trust!
Our Research Today
“Trust is a mechanism for the reduction of social complexity.” (N. Luhmann)
“One leaves others an opportunity to harm one when one trusts, and also shows one’s confidence that they will not take it.” (A. Bater)
Trust Structures

Gemeinschaft and Gesellschaft

Identification- and calculus-based trust

Different contexts – different games

Web services as modern institutions

Case-study on web 2.0 services
“Trust Your Instincts”

The unconscious guide in the complexity of everyday life

Where do I direct my attention?

Too fast to calculate, based on habit and recognition

Low cognitive capacity

Online literacy