

Online Reputation Systems

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The Free Haven Project

Based on linkability

- Reputation can help solve market for lemons
 - Useful even in pseudonymous/dynamic environments
- But sometimes dangerous if people can make many separate identities
- Less useful if you don't have a permanent identity

When should you use it?

- What's at stake?
- Does a rep in one context work for a new context?
- Can we tie people to their online identities?
Do we need to?
- Can we verify behavior and measure reputation?
- Can we predict behavior based on reputation?

