

Contents

Preface	xvii
Author Introduction	xxi
Acknowledgement	xxiii
1 Trust and Security in Service-oriented Environments	1
1.1 Introduction	1
1.2 Why Trust?	1
1.3 Trust and Security	3
1.3.1 Security	3
1.3.2 Trust	4
1.3.3 Trust in Security Context	5
1.3.4 Trust in the Business Context	6
1.4 Service-oriented Environment	6
1.4.1 Environment	7
1.4.2 Essential Elements in the Technology-based Environment	7
1.4.3 Service-oriented Environment	8
1.4.4 Issues in Service-oriented Environments	9
1.5 Agents in Service-oriented Environments	9
1.5.1 Agents in Service-oriented Environments	9
1.5.2 Sellers	10
1.5.3 Buyers	10
1.5.4 Users	10
1.5.5 Websites	11
1.6 Business in a Service-oriented Environment	11
1.6.1 Products	11
1.6.2 Services	11
1.6.3 Quality of Goods	12
1.6.4 Quality of Service	12
1.6.5 Quality of Goods Measure	13
1.6.6 Quality of Service Measure	13
1.7 Infrastructure in Service-oriented Environments	13
1.7.1 Client–Server Network	14
1.7.2 Peer-to-Peer Network (P2P Network)	14
1.7.3 Grid Network	14
1.7.4 Ad hoc Network	15
1.7.5 Mobile Network	15
1.8 Technology in Service-oriented Environments	15
1.8.1 Service-oriented Architecture (SOA)	15
1.8.2 Web Service	16
1.8.3 Web Service as Software Technology	17
1.8.4 Web Service as a Business Solution	18

1.9	Trust in Service-oriented Environments	22
1.10	Chapter Summary	23
	References	23
2	Trust Concepts and Trust Model	25
2.1	Introduction	25
2.2	Trust Environments	25
	2.2.1 <i>The Physical Trust Environment</i>	25
	2.2.2 <i>The Virtual Trust Environment</i>	25
2.3	Trust Definitions in Literature	26
	2.3.1 <i>Trust Definition in Sociology, Psychology, Business and Law</i>	26
	2.3.2 <i>Trust Definition in Computing</i>	27
2.4	Advanced Trust Concepts	27
	2.4.1 <i>Trust</i>	27
	2.4.2 <i>Trusting Agent and Trusted Agent</i>	27
	2.4.3 <i>Belief</i>	28
	2.4.4 <i>Context</i>	28
	2.4.5 <i>Willingness</i>	29
	2.4.6 <i>Capability</i>	30
	2.4.7 <i>Time Space, Time Slot and Time Spot</i>	30
	2.4.8 <i>Delivery</i>	32
	2.4.9 <i>Mutually Agreed Service</i>	32
2.5	Trust Relationships	33
	2.5.1 <i>Trust Relationships and Trust Values</i>	33
	2.5.2 <i>Unidirection in Trust Relationship</i>	33
	2.5.3 <i>Multi-Context, Multi-Trust, Multi-Relationships</i>	34
2.6	Trust Relationship Diagram	35
	2.6.1 <i>Many-Many-to-One Trust Relationship</i>	35
	2.6.2 <i>Contexts and Time slots</i>	36
2.7	Trust Attributes and Methods	38
	2.7.1 <i>Trust Attributes</i>	38
	2.7.2 <i>Values for Trust Attributes</i>	38
	2.7.3 <i>Trust Methods</i>	38
2.8	Initiation of the Relationship	39
	2.8.1 <i>Initiation</i>	39
	2.8.2 <i>Direct Interaction</i>	39
	2.8.3 <i>Recommendation</i>	40
	2.8.4 <i>History Review</i>	40
	2.8.5 <i>Initiation of the Relationship and Notations</i>	40
2.9	The Trust Model	41
	2.9.1 <i>Existing Trust Models</i>	41
	2.9.2 <i>Trust Model and Trust-based Decision</i>	41
	2.9.3 <i>New Trust Models</i>	41
2.10	Chapter Summary	41
	References	43
3	Trustworthiness	45
3.1	Introduction	45
3.2	Trustworthiness in Literature	45
	3.2.1 <i>Existing Definitions of Trustworthiness</i>	45

3.2.2	<i>Existing Trustworthiness Scales</i>	45
3.3	Advanced Trustworthiness Definition	46
3.3.1	<i>Trustworthiness</i>	46
3.3.2	<i>A Measure</i>	46
3.3.3	<i>The Level of Trust</i>	46
3.3.4	<i>Quantifies the Trust Values</i>	47
3.3.5	<i>Trustworthiness Scale</i>	47
3.4	Seven Levels of the Trustworthiness	48
3.4.1	<i>Seven Trustworthiness Levels</i>	49
3.4.2	<i>Semantics or Linguistic Representations</i>	49
3.4.3	<i>Ordinal Scale</i>	50
3.4.4	<i>Percentage Interval Scale</i>	50
3.4.5	<i>Trustworthiness Value</i>	50
3.4.6	<i>Postulates</i>	51
3.4.7	<i>Star Rating System</i>	51
3.4.8	<i>QoS Rating</i>	52
3.4.9	<i>Trust Rating, Positive and Negative Trust</i>	52
3.5	Semantics Representation and Postulates for Trustworthiness Levels	52
3.5.1	<i>Level-1: Unknown Trustworthiness</i>	52
3.5.2	<i>Level 0: Very Untrustworthy</i>	54
3.5.3	<i>Level 1: Untrustworthy</i>	54
3.5.4	<i>Level 2: Partially Trustworthy</i>	55
3.5.5	<i>Level 3: Largely Trustworthy</i>	56
3.5.6	<i>Level 4: Trustworthy</i>	56
3.5.7	<i>Level 5: Very Trustworthy</i>	57
3.6	Trustworthiness Measure and Prediction	58
3.6.1	<i>Trustworthiness Measure</i>	58
3.6.2	<i>Trustworthiness Prediction</i>	59
3.7	Challenges in Trustworthiness Measure and Prediction	59
3.8	Chapter Summary	61
	References	62
4	Trust Ontology for Service-Oriented Environment	65
4.1	Introduction	65
4.2	Ontology	66
4.2.1	<i>What is an Ontology</i>	66
4.2.2	<i>Generic Ontologies and Specific Ontologies</i>	66
4.2.3	<i>Notation System used for Ontology Representation</i>	67
4.2.4	<i>Summary of Ontology Notation</i>	70
4.3	Hierarchy of Trust Concepts	71
4.3.1	<i>Trust Concept</i>	71
4.3.2	<i>Hierarchy of Trust Concepts</i>	71
4.4	Hierarchy of Agents, Service and Product Concepts	71
4.4.1	<i>Agent Concept Hierarchy</i>	72
4.4.2	<i>Service Concept Hierarchy</i>	73
4.4.3	<i>Product Concept Hierarchy</i>	73
4.5	Hierarchy of Context and Association with Quality Assessment Criteria	74
4.5.1	<i>Example of the Context</i>	74
4.5.2	<i>Hierarchy of Context, Quality Aspects and Quality Assessment criteria</i>	74

4.5.3	<i>Definition of the Context</i>	75
4.5.4	<i>Definition of the Quality Aspects</i>	75
4.5.5	<i>Definition of the Quality Assessment Criteria</i>	75
4.5.6	<i>Examples Context, Quality Aspects and Quality Assessment Criteria</i>	76
4.6	Agent Trust Ontology	76
4.6.1	<i>Challenges in Agent Trust</i>	76
4.6.2	<i>Choice of Agents</i>	77
4.6.3	<i>Generic Agent Trust Ontology</i>	77
4.6.4	<i>Specific Agent Trust Ontology – Service Provider Trust</i>	79
4.6.5	<i>Specific Agent Trust Ontology – Websites Trust</i>	80
4.6.6	<i>Specific Agent Trust Ontology – Reviewer Trust</i>	81
4.6.7	<i>Specific Agent Trust Ontology – Member Trust</i>	83
4.7	Service Trust Ontology	84
4.7.1	<i>Key Issues in Service Trust</i>	84
4.7.2	<i>Choice of Services</i>	85
4.7.3	<i>Generic Service Trust Ontology</i>	86
4.7.4	<i>Specific Service Trust Ontology – Sales Trust</i>	87
4.7.5	<i>Specific Service Trust Ontology – Telecommunication Service Trust</i>	88
4.7.6	<i>Specific Service Trust Ontology – E-Logistics Trust</i>	90
4.7.7	<i>Specific Service Trust Ontology – E-Warehouse Trust</i>	91
4.7.8	<i>Specific Service Trust Ontology – E-Education Trust</i>	93
4.7.9	<i>Specific Service Trust Ontology – Review or Opinion Trust</i>	95
4.8	Product Trust Ontology	96
4.8.1	<i>Evaluation of the Product Quality</i>	97
4.8.2	<i>Choice of Products</i>	97
4.8.3	<i>Generic Product Trust Ontology</i>	97
4.8.4	<i>Specific Product Trust Ontology – Entertainment Product Trust</i>	99
4.8.5	<i>Specific Product Trust Ontology – Information Product Trust</i>	100
4.9	Trust Databases	102
4.9.1	<i>Agent Trust Database</i>	102
4.9.2	<i>Trust Database for Quality of Service</i>	104
4.9.3	<i>Trust Database for QoP</i>	105
4.10	Summary	106
	References	107
5	The Fuzzy and Dynamic Nature of Trust	109
5.1	Introduction	109
5.2	Existing Literature	110
5.3	Fuzzy and Dynamic Characteristics of Trust	110
5.3.1	<i>Implicitness</i>	110
5.3.2	<i>Asymmetry</i>	112
5.3.3	<i>Transitiveness</i>	113
5.3.4	<i>Antonymy</i>	115
5.3.5	<i>Asynchrony</i>	116
5.3.6	<i>Gravity</i>	118
5.4	Endogenous and Exogenous Characteristics of Agents	118
5.4.1	<i>Internal Factors of Trusted Agents</i>	118
5.4.2	<i>Psychological Factors of the Trusting Agent</i>	119
5.4.3	<i>Endogenous Factors of Agent</i>	121

5.4.4	<i>Exogenous Factors of Agent</i>	121
5.5	Reasoning the Fuzziness and Dynamism	122
5.5.1	<i>Fuzzy and Dynamic Characteristics in the Trust Model</i>	122
5.5.2	<i>Endogenous and Exogenous Characteristics in the Trust Model</i>	123
5.5.3	<i>Reasons for Fuzziness and Dynamism</i>	123
5.6	Managing the Fuzziness of Trust	126
5.6.1	<i>Measuring the Service Quality</i>	126
5.6.2	<i>Measuring the Product Quality</i>	126
5.7	Managing the Dynamism of Trust	126
5.7.1	<i>Dynamism of Trust in Time Space</i>	127
5.7.2	<i>Managing the Trust Dynamism</i>	127
5.7.3	<i>Correlation Agent Quality Aspects of the Context</i>	127
5.7.4	<i>Strategies for Trust Measurement and Prediction</i>	127
5.8	Summary	128
	References	130
6	Trustworthiness Measure with CCCI	131
6.1	Introduction	131
6.2	Trustworthiness Measure Methodology	131
6.2.1	<i>Conceptual Framework for Measurement of Quality and Trust</i>	132
6.2.2	<i>Step 1 – Define the Context Domain and Obtain Expert Knowledge</i>	134
6.2.3	<i>Step 2 – Identify the Quality Aspects</i>	135
6.2.4	<i>Step 3 – Develop the Quality Assessment Criteria</i>	136
6.2.5	<i>Step 4 – Measure the Quality or Trust with CCCI Metrics</i>	136
6.3	CCCI Metrics	137
6.3.1	<i>Correlation of Defined Qualities</i>	137
6.3.2	<i>Commitment to the Criterion</i>	137
6.3.3	<i>Clarity of the Criterion</i>	138
6.3.4	<i>Influence of a Criterion</i>	139
6.4	The Commitment to the Criterion – $\text{Commit}_{\text{criterion}}$	140
6.4.1	<i>Definition</i>	140
6.4.2	<i>Description</i>	140
6.4.3	<i>Application of the Metric</i>	140
6.4.4	<i>Seven Levels of $\text{Commit}_{\text{criterion}}$ and Values</i>	140
6.4.5	<i>Maximum Value and Relative Value</i>	141
6.4.6	<i>Example</i>	142
6.5	Clarity of a Criterion – $\text{Clear}_{\text{criterion}}$	142
6.5.1	<i>Definition</i>	142
6.5.2	<i>Description</i>	142
6.5.3	<i>Application of the Metric</i>	144
6.5.4	<i>Seven Levels of $\text{Clear}_{\text{criterion}}$ and Values</i>	144
6.5.5	<i>Maximum Value and Relative Value</i>	144
6.5.6	<i>Example</i>	145
6.6	Influence of a Criterion – $\text{Inf}_{\text{criterion}}$	145
6.6.1	<i>Definition</i>	145
6.6.2	<i>Description</i>	145
6.6.3	<i>Application of the Metric</i>	146
6.6.4	<i>Values of $\text{Inf}_{\text{criterion}}$</i>	146
6.6.5	<i>Maximum Value and Relative Value</i>	146

6.6.6	<i>Example</i>	146
6.7	Correlation of Defined Quality – Corr _{qualities}	148
6.7.1	<i>Definition</i>	148
6.7.2	<i>Description</i>	148
6.7.3	<i>The Correlation Metric</i>	148
6.7.4	<i>Values of Corr_{qualities}</i>	149
6.7.5	<i>Maximum Value and Relative Value</i>	150
6.7.6	<i>Example</i>	150
6.8	Trustworthiness Values and Corr _{qualities}	151
6.8.1	<i>Derivation of Trustworthiness Values</i>	151
6.8.2	<i>Example</i>	152
6.9	Summary	153
7	Trustworthiness Systems	155
7.1	Introduction	155
7.2	Amazon's Trustworthiness Systems	155
7.2.1	<i>Trustworthiness of Transaction Partners</i>	155
7.2.2	<i>Trustworthiness of the Products</i>	156
7.2.3	<i>Rating of Customer Reviews</i>	157
7.3	Yahoo's Trustworthiness Systems	158
7.3.1	<i>Trustworthiness of Merchants</i>	158
7.3.2	<i>Rating User Reviews</i>	159
7.3.3	<i>Rating Quality of Products</i>	160
7.4	Epinions.com's Trustworthiness System	161
7.4.1	<i>Trustworthiness of Stores</i>	161
7.4.2	<i>Trustworthiness of Reviewers</i>	162
7.4.3	<i>Trustworthiness of Reviews</i>	164
7.4.4	<i>Rating Products</i>	164
7.5	eBay.com's Trustworthiness Systems	165
7.5.1	<i>Trustworthiness of an eBay Member</i>	165
7.6	BizRate.com's Trustworthiness Systems	167
7.6.1	<i>Trustworthiness of Merchants</i>	167
7.6.2	<i>Rating Products</i>	168
7.6.3	<i>Rating Reviews</i>	169
7.7	CNet.com's Trustworthiness Systems	169
7.7.1	<i>Trustworthiness of Merchants</i>	170
7.7.2	<i>Store Rating Criteria</i>	171
7.7.3	<i>Rating Products</i>	171
7.7.4	<i>Rating Reviews</i>	172
7.8	Review of Trustworthiness Systems	173
7.8.1	<i>Commonality of Functions of Trustworthiness Systems</i>	173
7.8.2	<i>Review of Existing Trustworthiness Measurement</i>	173
7.8.3	<i>Weakness of Existing Trustworthiness Measures</i>	175
7.9	CCCI for Trustworthiness of E-service	175
7.9.1	<i>Example of Logistics Network Service</i>	175
7.9.2	<i>Application of CCCI</i>	177
7.9.3	<i>Define the Criteria</i>	178
7.9.4	<i>Importance of Criterion (Inf_{crit})</i>	178
7.9.5	<i>Clarity of Criterion (Clear_{crit})</i>	179

7.9.6	<i>Correlation of the Criterion</i>	180
7.9.7	<i>Exceptions</i>	180
7.10	Summary	181
	References	182
8	Reputation Concepts and the Reputation Model	183
8.1	Introduction	183
8.2	Reputation in Literature	184
8.3	Advanced Reputation Concepts	184
8.3.1	<i>Reputation</i>	184
8.3.2	<i>Third-party Recommendation Agents</i>	186
8.3.3	<i>Reputation Query</i>	186
8.3.4	<i>Trusting Agent in a Reputation</i>	187
8.3.5	<i>Trusted Agent in a Reputation</i>	188
8.3.6	<i>First-, Second- and Third-hand Opinions</i>	188
8.3.7	<i>Trustworthiness of Opinion or Witness Trustworthiness Value (WTV)</i>	190
8.3.8	<i>Quality of Agent, Product or Services</i>	190
8.4	Reputation Relationship	191
8.4.1	<i>Definition of the Reputation Relationship</i>	191
8.4.2	<i>Agents in the Reputation Relationship</i>	192
8.4.3	<i>The Inner Relationships within Reputation Relationship</i>	193
8.4.4	<i>Three Agents and Three Inner Relationships</i>	193
8.5	Recommendation Trust Relationship	194
8.5.1	<i>Definition</i>	194
8.5.2	<i>Recommendation Trust Relationship Diagram</i>	195
8.5.3	<i>The Difference between Trust and Recommendation Relationship</i>	196
8.5.4	<i>Trustworthiness Value for Recommendation Agent</i>	197
8.6	Third-party Trust Relationship	197
8.6.1	<i>Definition</i>	197
8.6.2	<i>Third-party Trust Relationship Diagram</i>	197
8.6.3	<i>The Difference between Trust and Recommendation Relationship</i>	198
8.6.4	<i>Third-party Trust and Recommendation</i>	199
8.7	Reputation Query Relationship	199
8.7.1	<i>Definition</i>	199
8.7.2	<i>Reputation Query Relationship</i>	200
8.7.3	<i>The Difference between Trust and Reputation Query Relationship</i>	201
8.8	Trustworthiness of Third-party Recommendation Agents	202
8.8.1	<i>Four Types of Third-party Agents</i>	202
8.8.2	<i>Eligibility to be a Recommendation Agent</i>	203
8.8.3	<i>Known Agent as a Recommendation Agent</i>	203
8.8.4	<i>Dual Relationships Associated With a Known Agent</i>	204
8.8.5	<i>Referred Agent as a Recommendation Agent</i>	206
8.8.6	<i>Unknown Recommendation Agents</i>	207
8.8.7	<i>Malicious Agents</i>	208
8.8.8	<i>Untrusted Agents</i>	208
8.8.9	<i>Coalition and Collusion</i>	209
8.8.10	<i>Trustworthiness of the Recommendation Agent</i>	209
8.9	Trustworthiness of the Opinion	209
8.9.1	<i>Credibility in Giving a Correct Opinion</i>	210
8.9.2	<i>Determining the Trustworthiness of Opinion</i>	211

8.9.3	<i>Dual Relationships</i>	211
8.9.4	<i>Recommendation Time Consideration</i>	211
8.9.5	<i>Utilize Recommendation History</i>	212
8.9.6	<i>Scientific Methods</i>	212
8.9.7	<i>Aggregation of Recommendation to Generate Reputation Value</i>	213
8.9.8	<i>The Aggregation Within the Time slot</i>	213
8.9.9	<i>Updating the Trustworthiness of the Recommendation Agent</i>	214
8.9.10	<i>Process of Reassigning the Trustworthiness of Opinion to the Recommendation Agent</i>	214
8.10	Reputation Model and Reputation Relationship Diagrams	214
8.10.1	<i>High-level View of Reputation Relationship Model</i>	215
8.10.2	<i>Full Entity View in Reputation Relationship</i>	216
8.10.3	<i>Attribute-level View of Reputation Relationship</i>	216
8.10.4	<i>Dual relationship View in Reputation</i>	216
8.11	Conclusion	218
	References	218
9	Reputation Ontology	221
9.1	Introduction	221
9.2	Reputation Ontology	221
9.2.1	<i>High-level Reputation Ontology</i>	222
9.2.2	<i>The Ontological View of Reputation Query</i>	223
9.2.3	<i>The Ontological View of Recommendation Agent Trust</i>	226
9.2.4	<i>The Ontological View of Third-party Trust</i>	226
9.3	Basic and Advanced Reputation Ontology	227
9.3.1	<i>Basic Reputation Ontology</i>	227
9.3.2	<i>Advanced Reputation Ontology</i>	227
9.3.3	<i>Issues with Basic Reputation</i>	228
9.4	Trustworthiness of Opinion Ontology	229
9.4.1	<i>Opinions in Reputation</i>	229
9.4.2	<i>Ontology for Trustworthiness of Opinion</i>	230
9.4.3	<i>Validation of the Opinion during the Calculation of Reputation</i>	230
9.4.4	<i>Validation and Adjustment of the Trustworthiness of Opinion after Reputation</i>	231
9.5	Ontology for Reputation of an Agent	231
9.5.1	<i>Ontology for Reputation of an Agent</i>	231
9.5.2	<i>Conceptual View of the Ontology for Reputation of Agent</i>	231
9.6	Ontology for Reputation of Service	232
9.6.1	<i>Ontology for Reputation of a Service</i>	232
9.6.2	<i>Conceptual View of the Ontology for Reputation of a Service</i>	232
9.7	Ontology for Reputation of a Product	232
9.7.1	<i>Ontology for Reputation of Product</i>	232
9.7.2	<i>Conceptual View of the Ontology for Reputation of a Product</i>	233
9.8	Reputation Databases	233
9.8.1	<i>Reputation Database</i>	233
9.8.2	<i>Reputation Query Database</i>	234
9.8.3	<i>Recommendation Database</i>	234
9.8.4	<i>Recommendation Trust Database</i>	235
9.8.5	<i>Recommendation Agent's Data</i>	235

9.9	Seven Levels of Reputation Measurement	235
9.9.1	<i>Trustworthiness of the Recommendation Agents in Giving the Correct Opinion</i>	235
9.9.2	<i>Seven Levels of Reputation for Trusted Agents</i>	235
9.9.3	<i>The Semantics of Reputation Levels</i>	237
9.9.4	<i>Seven Levels of Reputation for Quality of Services and Product</i>	238
9.9.5	<i>Seven Levels of Trustworthiness for Recommendation Agents</i>	239
9.9.6	<i>Seven Levels of Trustworthiness of the Opinion</i>	239
9.9.7	<i>Reputation Levels and Trustworthiness Levels</i>	240
9.10	The Fuzzy Nature of Reputation	240
9.10.1	<i>Doubtfulness</i>	240
9.10.2	<i>Diversity in Opinions</i>	241
9.10.3	<i>Endogenous Factors</i>	241
9.10.4	<i>Malicious</i>	242
9.11	The Dynamic Nature of Reputation	242
9.11.1	<i>Longevity</i>	242
9.11.2	<i>Stability</i>	243
9.11.3	<i>Irregularity</i>	243
9.11.4	<i>Abruptness</i>	243
9.11.5	<i>Anomalies</i>	243
9.11.6	<i>Managing the Dynamism of Reputation</i>	244
9.12	Conclusion	244
	References	245
10	Reputation Calculation Methodologies	247
10.1	Introduction	247
10.2	Methods for Synthesising the Reputation from Recommendations	248
10.3	Factors and Features that need to be Considered	248
10.3.1	<i>Trustworthiness of Agent: Intentional Error</i>	248
10.3.2	<i>Trustworthiness of Opinion</i>	248
10.3.3	<i>Time Variability and Context</i>	249
10.3.4	<i>Aggregation of the Reputation for Component Services</i>	250
10.4	Deterministic Approach to Reputation Calculation	250
10.4.1	<i>Factors used for the Reputation Measure</i>	250
10.4.2	<i>Aggregation</i>	251
10.4.3	<i>Including Group Values</i>	251
10.5	Adjusting the Trustworthiness of Opinions	252
10.5.1	<i>Example</i>	253
10.6	Bayesian Approach	256
10.6.1	<i>Bayesian Model</i>	256
10.6.2	<i>Bayes Model for Interacting Agents</i>	257
10.6.3	<i>Bayes Trustworthiness Measure</i>	257
10.6.4	<i>Bayes Reputation Measure</i>	258
10.6.5	<i>Bayes Approach for Trustworthiness Calculation with Multiple Criteria</i>	259
10.6.6	<i>Evaluation of the Bayesian Approach</i>	259
10.7	Fuzzy System Approach	260
10.7.1	<i>Fuzzy Representation of Factors</i>	260
10.7.2	<i>Fuzzy Inference System for Determination of Reputation Measure</i>	261

10.7.3	<i>Takagi–Sugeno Inference Approach</i>	262
10.7.4	<i>Fuzzy Rule Base for the Reputation Problem</i>	262
10.7.5	<i>Calculation of Reputation</i>	263
10.7.6	<i>Tuning Parameters and Trustworthiness of Opinion Adjustment</i>	263
10.8	Summary	264
	References	264
11	Reputation Systems	265
11.1	Introduction	265
11.2	Reshaping e-Business with Reputation Technology	265
11.2.1	<i>The Issues</i>	265
11.2.2	<i>Reputation Technology</i>	266
11.3	Trust and Reputation Systems versus Recommendation Systems	267
11.3.1	<i>Reputation and Recommendation Systems for Business Intelligence</i>	267
11.3.2	<i>Recommendation Systems</i>	267
11.3.3	<i>Reputation Systems</i>	268
11.4	BizRate.com	268
11.4.1	<i>Reputation Rating of Products</i>	268
11.4.2	<i>Reputation Rating Merchants</i>	269
11.4.3	<i>Reputation Algorithm</i>	270
11.5	Elance.com	270
11.5.1	<i>Reputation Rating of Service Provider and Buyer</i>	271
11.5.2	<i>Reputation Algorithm</i>	271
11.6	Alibris.com	272
11.6.1	<i>Reputation Rating Merchants</i>	272
11.6.2	<i>Reputation Rating of Products</i>	273
11.7	MoneyControl.com	273
11.7.1	<i>Reputation Rating of Opinions</i>	273
11.7.2	<i>Reputation Algorithm</i>	275
11.7.3	<i>Reputation Rating of Reviewers</i>	275
11.8	Yahoo.com	275
11.8.1	<i>Reputation Rating of Products</i>	275
11.8.2	<i>Reputation Rating for Merchants</i>	276
11.8.3	<i>Reputation Algorithms</i>	276
11.9	Epinions.com	277
11.9.1	<i>Reputation Rating of Products</i>	277
11.9.2	<i>Reputation Algorithms</i>	278
11.9.3	<i>Reputation Rating Merchants</i>	278
11.10	eBay.com	278
11.10.1	<i>Reputation Rating Members (Both Buyers and Sellers)</i>	278
11.10.2	<i>Reputation Algorithms</i>	278
11.11	CNET.com	279
11.11.1	<i>Reputation Rating of Products</i>	279
11.11.2	<i>Reputation Algorithm</i>	280
11.11.3	<i>Reputation Rating Merchants</i>	280
11.11.4	<i>Reputation Algorithm</i>	281
11.12	MovieLens Recommendation Systems	283
11.12.1	<i>Recommendation of Products</i>	284
11.13	Review of Reputation Systems	284

11.14	Summary	285
	References	285
	WEBSITES	285
12	Trust and Reputation Prediction	287
12.1	Introduction	287
12.2	Considerations in Trustworthiness Prediction	287
	12.2.1 <i>Recency is Important</i>	288
	12.2.2 <i>Understanding Trend is Important</i>	288
	12.2.3 <i>Detecting Cyclical Fraud or Cyclical Poor Performance is Important</i>	290
	12.2.4 <i>Variability in Trustworthiness</i>	290
	12.2.5 <i>Initiation, Trustworthiness Measure and Prediction</i>	290
12.3	Example – Logistics Service	292
	12.3.1 <i>Single Interaction Scenario, Calculation of a Trustworthiness Measure</i>	292
	12.3.2 <i>Trustworthiness Measure Formulae</i>	293
	12.3.3 <i>Trustworthiness Measure for the Example</i>	294
	12.3.4 <i>Multiple Interaction History Scenario</i>	296
12.4	Prediction Methods	297
12.5	Exponential Smoothing	298
	12.5.1 <i>No Trend, No Seasonality</i>	298
	12.5.2 <i>With Trend Factor but no Seasonality</i>	300
	12.5.3 <i>With Trend and Seasonality</i>	301
12.6	Markov Approach Plus Trend and Seasonality	302
	12.6.1 <i>Deterministic Components</i>	303
	12.6.2 <i>Trend Component Analysis</i>	303
	12.6.3 <i>Seasonal Component Analysis</i>	303
	12.6.4 <i>Stochastic Component Analysis</i>	303
	12.6.5 <i>Markov Chain of Finite States</i>	304
	12.6.6 <i>Markov Model in Reputation Prediction</i>	304
	12.6.7 <i>Markov Chain for R</i>	305
	12.6.8 <i>Constructing Current State Vector C</i>	305
	12.6.9 <i>Constructing Markov Matrix</i>	305
12.7	Rejustification of Third-Party Recommender's Trust Value	306
12.8	Summary	307
	References	307
13	Trust and Reputation Modeling	309
13.1	Introduction	309
13.2	Significance of Pictorial Modeling	309
13.3	Notation Systems	311
	13.3.1 <i>Notations for Representing Different Types of Agents</i>	311
	13.3.2 <i>Relationship Notations</i>	311
	13.3.3 <i>Initiation Relationship Notations</i>	311
	13.3.4 <i>Notation for Agent Properties</i>	312
	13.3.5 <i>Tuple Notation and Presentation Rules</i>	312
	13.3.6 <i>The Trust Case Notation</i>	314
13.4	Trust Relationship Diagrams	314
	13.4.1 <i>Trust Relationship Modeling</i>	314
	13.4.2 <i>Higher-level and Lower-level Trust Relationship Modeling</i>	315

13.5	Trust Case Diagrams	316
	13.5.1 <i>Single Trust Case Diagram</i>	316
	13.5.2 <i>Modeling a Trusting Agent that has Multiple Trust Cases with Multiple Trusted Agents</i>	317
	13.5.3 <i>Modeling Multiple Trust Cases between Same Agents</i>	318
	13.5.4 <i>Modeling Multiagent Trust Cases</i>	319
13.6	Trust Class Diagrams	321
	13.6.1 <i>Trust Class Diagram</i>	321
	13.6.2 <i>Single trust Class Diagram</i>	322
	13.6.3 <i>Multiple trust Class Diagram</i>	323
	13.6.4 <i>Multiagents and Multitrust Class Diagram</i>	324
	13.6.5 <i>Modeling Multiagent Trust Relationships</i>	325
13.7	Trust Transition Diagrams	327
	13.7.1 <i>Trust State and Trust Transition</i>	327
	13.7.2 <i>Syntactic Modification of Trust Tuple</i>	328
	13.7.3 <i>Modeling the Dynamics of Trust</i>	330
13.8	Conclusion	330
	References	331
14	The Vision of Trust and Reputation Technology	333
14.1	Introduction	333
14.2	Business Intelligence	333
	14.2.1 <i>The Classical Definition of BI</i>	334
	14.2.2 <i>The Advanced Definition of BI</i>	334
	14.2.3 <i>40 years of BI Development</i>	335
14.3	Traditional IT and New-age Digital Ecosystems and Technology	336
	14.3.1 <i>Enabled Push and Pull Systems and Technologies</i>	336
	14.3.2 <i>Digital Ecosystems and Technologies</i>	337
14.4	Trust and Reputation – An example of Digital Ecosystem and Technology	338
	14.4.1 <i>A Science and an Art</i>	338
	14.4.2 <i>BI and Consumer Confidence</i>	340
	14.4.3 <i>Other Areas of Applications</i>	341
14.5	Future Research and Development	342
	14.5.1 <i>Data Adequacy and Accountability</i>	342
	14.5.2 <i>Maintaining the Trust</i>	342
	14.5.3 <i>Computational Strength and Performance</i>	342
	14.5.4 <i>Ontology Drive and Agent-based System</i>	342
	14.5.5 <i>Data Mining Capability</i>	343
	14.5.6 <i>Data and Information Security</i>	343
	14.5.7 <i>Integration with Existing Systems</i>	343
14.6	The Vision and Conclusion	343
	References	344
Index		345