

8 References

- [1] News Corp.'s Place in MySpace,.Businessweek Online Edition.
[URI]http://www.businessweek.com/technology/content/jul2005/tc20050719_5427_tc119.htm (Accesses on 13th August 2006).
- [2] What is Web 2.0, Design Patterns and Business Models for the Next Generation of Software.
[URI] <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html> (Accesses on 13th August 2006).
- [3] Semantic Web.
[URI] <http://www.w3.org/2001/sw/> (Accesses on 13th August 2006).
- [4] Resource Description Framework.
[URI] <http://www.w3.org/RDF/> (Accesses on 16th August 2006).
- [5] RDF Vocabulary Description Language1.0: RDF Schema.
[URI] <http://www.w3.org/TR/rdf-schema> (Accesses on 14th August 2006).
- [6] OWL Web Ontology Language Overview,
[URI] <http://www.w3.org/TR/owl-features/> (Accesses on 16th August 2006).
- [7] DAML+OIL (March 2001) Reference Description.
[URI] <http://www.w3.org/TR/daml+oil-reference> (Accesses on 16th August 2006).
- [8] What is an Ontology?
[URI] <http://www-ksl.stanford.edu/ksl/what-is-an-ontology.html> (Accesses on 13th August 2006).
- [9] SPARQL Query Language for RDF.
[URI] <http://www.w3.org/TR/rdf-sparql-query/> (Accesses on 17th August 2006).
- [10] D.W. Chadwick, Operational Models for Reputation Servers.
Trust Management: Third International Conference, iTrust 2005, May 2005
- [11] eBay Feedback Forum.
[URI]<http://pages.ebay.com/services/forum/feedback.html> (Accesses on 18th August 2006).
- [12] About Epinions.

- [URI] <http://www.epinions.com/about/> (Accesses on 18th August 2006).
- [13] J. Sabater and C. Sierra. Review on computational trust and reputation models. *Artificial Intelligence Review*, 24(1):33–60, September 2005.
- [14] L. Mui, M. Mohtashemi, and A. Halberstadt. A computational model of trust and reputation. In *Proceedings of the 35th Hawaii International Conference on System Sciences*. IEEE, 2002.
- [15] P. A. Bonatti, C. Duma, D. Olmedilla, and N Shahmehri. An integration of reputation-based and policy-based trust management. In *Semantic Web Policy Workshop in conjunction with 4th International Semantic Web Conference*, Galway, Ireland, Nov 2005.
- [16] L. Mui, PhD thesis: Computational models of trust and reputation: agents, evolutionary games and social networks, MIT, 2002, <http://medg.lcs.mit.edu/ftp/lmui/>
- [17] J. Sabater and C. Sierra REGRET: A reputation Model for Gregarious Societies. *4th Workshop on Deception, Fraud and Trust in Agent Societies*, 2001.
- [18] Y. Wang and J. Vassileva. Trust and Reputation Model in Peer-to-Peer Networks. *p2p, Third International Conference on Peer-to-Peer Computing (P2P'03)*, p. 150 2003
- [19] B. Wellman. An Electronic Groups is virtually a Social Network. *Culture of the Internet*, Lawrence Erlbaum Associates, 1997, ISBN 0805816364.
- [20] B. Wellman, J. Salaff, D. Dimitrova, L. Garton, M. Gulia and C. Hythornthwaite, Computer Networks as Social Networks: Collaborative Work, Tele-work, and Virtual Community. *Annual Review of Sociology*, 22: 213-239. 1996
- [21] News Corporation Completes Acquisition of Intermix Media Inc. [URI] http://www.newscorp.com/news/news_262.html (Accessed on 27th May 2008)
- [22] L. Mui, M. Mohtashemi, C. Ang, P. Szolovits, and A. Halberstadt. Ratings in Distributed Systems: A Bayesian Approach. In *Proceedings of the Workshop on Information Technologies and Systems (WITS)*, 2001
- [23] P. Resnick and R. Zeckhauser. Trust Among Strangers in Internet Transactions: Empirical Analysis of eBay's Reputation System. In *The*

Economics of the Internet and E-Commerce, volume 11 of Advances in Applied Micro-economics. Elsevier Science, 2002.

- [24] Z. Liang and W. Shi. PET: A PErsonalized Trust model with reputation and risk evaluation for P2P resource sharing. *Hawaii International Conference on System Sciences-38*, Hawaii, Jan. 2005.
- [25] A. Abdul-Rahman and S. Hailes, Supporting Trust in Virtual Communities. In *Hawaii International Conference on System Sciences-33* , Hawaii, January 2000.
- [26] C. Wang and C. Chi. Quantitative Trust Based on Actions. In *proceedings of the IEEE International Conference on Web Services*, p178—188, Chicago, September 2006.
- [27] L. Page, S. Brin, R. Motwani, and T. Winograd. The PageRank Citation Ranking: Bringing Order to the Web. *Technical report, Stanford Digital Library Technologies Project*, 1998.
- [28] S.D. Kamvar, M.T. Schlosser, and H. Garcia-Molina. The EigenTrust Algorithm for Reputation Management in P2P Networks. In *Proceedings of the Twelfth International World Wide Web Conference*, Budapest, May 2003.
- [29] B. G. Buchanan and E. H. Shortliffe. Rule-Based Expert Systems: The MYCIN Experiments of the Stanford Heuristic Programming Project, Addison-Wesley 1984,
Web: <http://www.aacipress.org/Classic/Buchanan/buchanan.html>
- [30] G. Shafer. *A Mathematical Theory of Evidence*. Princeton University Press, 1976.
- [31] B. Yu and M.P. Singh. An Evidential Model of Distributed Reputation Management. In *Proceedings of the First Int. Joint Conference on Autonomous Agents & Multiagent Systems (AAMAS)*, July 2002.
- [32] A. Jøsang. *Trust-based decision making for electronic transactions*. In *proceedings of the Fourth Nordic Workshop on Secure Computer Systems*, Sweden, p496-502, 1999.
- [33] A. Jøsang. Logic for Uncertain Probabilities. *International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems*, 9(3):279-311, June 2001.
- [34] A Jøsang. The consensus operator for combining beliefs. *Artificial Intelligence*, 141(1):157--170, 2002.

- [35] S. Buchegger and J.Y. Le Boudec. The Effect of Rumor Spreading in Reputation Systems for Mobile Ad-hoc Networks. In *proceedings of the Workshop on Modeling and Optimization in Mobile, Ad Hoc and Wireless Networks*, France, March 2003.
- [36] A Message from Bill Cobb – New Pricing and Other News, eBay general announcement, [URL] <http://www2.ebay.com/aw/core/200801290559182.html>, Accessed 10 June 2008
- [37] R. Bhattacharjee and A. Goel. Avoiding ballot stuffing in eBay-like reputation systems. In *Proceedings of the 2005 ACM SIGCOMM Workshop on Economics of Peer-To-Peer Systems*, Philadelphia, Pennsylvania, USA, August 22 - 22, 2005.
- [38] C. Dellarocas. Immunizing online reputation reporting systems against unfair ratings and discriminatory behavior. In *Proceedings of the 2nd ACM Conference on Electronic Commerce* Minneapolis, Minnesota, USA, October 17 - 20, 2000.
- [39] A. Whitby, A. Josang and J. Indulska. Filtering Out Unfair Ratings in Bayesian Reputation Systems. *AAMAS 2004*, New York, USA.
- [40] P. Resnick, R. Zeckhauser, E. Friedman, and K. Kuwabara. Reputation systems. *Communications of the ACM*, pages 45-48, December 2000.
- [41] R Conte and M. Paolucci, *Reputation in Artificial Societies - Social Beliefs for Social Order*, Springer, 2002
- [42] E. Friedman and P Resnick. The Social Cost of Cheap Pseudonyms. In *Journal of Economics and Management Strategy* 10(2), p. 173-199.
- [43] A. Ockenfels. Reputationsmechanismen auf Internet-Marktplattformen. In *Zeitschrift für Betriebswirtschaft* 73(3), p. 295-315, 2003. (English translation by Google was used for reference)
- [44] A. Jøsang and R. Ismail. The Beta Reputation System. In *proceedings of the 15th Bled Electronic Commerce Conference*, Bled, Slovenia, June 2002.
- [45] A. Jøsang. Modelling Trust in Information Security. PhD thesis, Norwegian University of Science and Technology, 1998.