

Reputation, Trust and Recommender Systems

15.575

Tanu Ghosh

4th March 2004

Agenda

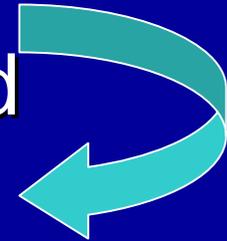
- Overview
- eBay executives
- Resnick and Zeckhauser
- Dellarocas (Word of Mouth)
- Break
- Chris Dellarocas

Problems with online transactions

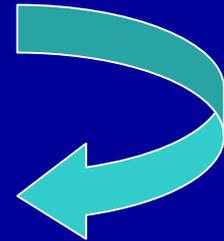
- Adverse selection
 - Do I really want to buy this good? What type does this party/good belong to?
- Moral hazard
 - Will my partner change his behavior once we enter the transaction?

Tailor-made recommender systems

I want to know what books to read



What are some of the books you like?



Here are some that you may like

Select items from your favorite stores and categories:

Your Rating:
Don't like it < > I love it



[Wine Atlas of New Zealand](#)

by Michael Cooper, John McDermott



I own it



[Pg](#)

by Michael Cooper (Author)



I own it



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[Australia & New Zealand Wine Companion 2002](#)

by James Halliday



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[Pg](#)

by Charles Maclean (Author)



I own it

RECOMMENDATIONS

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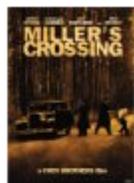
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1.



[Miller's Crossing](#)

DVD ~ Gabriel Byrne

Average Customer Review: ★★★★★

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Our Price: \$14.99 [Used & new](#) from \$10.99

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I own it Not interested Rate this item ★★★★★

2.



[The Pianist \(Widescreen Edition\)](#)

DVD ~ Adrien Brody

Average Customer Review: ★★★★★

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Our Price: \$16.99 [Used & new](#) from \$10.99

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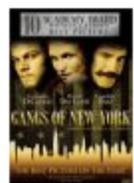
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3.



[Gangs of New York](#)

DVD ~ Leonardo DiCaprio

Average Customer Review: ★★★★★

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Our Price: \$25.49 [Used & new](#) from \$6.99

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Title 	Actor	Year 	More info 	Category	Predicted For You	Choose Your Rating
★  Desperate Hours	Bogart, Humphrey - March, Fredric	1955	(more info)	Drama, Suspense/Thriller	9.8	N/A 
★  Shawshank Redemption, The	Robbins, Tim - Freeman, Morgan	1994	(more info)	Drama	9.7	N/A 
★  Primal Fear	Gere, Richard - Linney, Laura	1996	(more info)	Drama, Suspense/Thriller	9.6	N/A 
★  Silence of the Lambs, The	Foster, Jodie - Hopkins, Anthony - Glenn, Scott	1991	(more info)	Horror, Suspense/Thriller, Crime/Gangster	9.6	N/A 
★  Stand By Me	Phoenix, River - Wheaton, Will - O'Connell, Jerry - Feldman, Corey	1986	(more info)	Action/Adventure, Drama	9.5	N/A 
★  Raiders of the Lost Ark	Ford, Harrison - Allen, Karen	1981	(more info)	Action/Adventure, Sci-Fi/Fantasy	9.5	N/A 
★  Roman Holiday	Peck, Gregory - Hepburn, Audrey	1953	(more info)	Classic, Romance	9.5	N/A 
★  My Favorite	Dunne, Irene -	1940	(more info)	Classic, Comedy	9.5	N/A 

Generic recommendation systems

- Expert
- Community
- Hybrid

- CARS
- BOOKS
- MOVIES
- MUSIC
- COMPUTERS & SOFTWARE
- ELECTRONICS
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- OFFICE SUPPLY
- SPORTS
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Canon PowerShot A70 Digital Camera



Overall rating: ★★★★★
 Reviewed by 43 Epinions users - [Write a review](#)

Ease of Use:

Durability:

Battery Life:

Photo Quality:

Shutter Lag:

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Product Rating: ★★★★★☆
 Ease of Use:
 Durability:
 Battery Life:
 Photo Quality:
 Shutter Lag:

The New Powershot A70 Canon Shoots and Consumers Score
 by [Howard Creech](#) LEAD in Electronics, May 15 '03

Pros: Very good photo quality, lots of manual/creative control, inexpensive
Cons: Some chromatic aberration (purple fringing)

The new Canon Powershot A70 is one of the most exciting digital cameras to come down the pike this year, not because it pushes the envelope in the megapixel race, but because it shoehorns much of Canon's cutting edge new digital technology into a...

[Read the full review](#)

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Acer TravelMate C301XCi

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USER OPINIONS

How would you rate this product?

Thumbs Up

Thumbs Down

Show: All comments | [Only Positive](#)  | [Only Negative](#)  Sort opinions by: [Date](#)

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"Tablet PC that got it right"

Mr. Jeff on 27-Jan-2004 08:52:10 PM

Pros: 2 killer laptops in one: modern wireless (check out specs) and tablet PC combined
Big, fully functional screen Fast Great battery life (I'm not used to that!)

Cons: Still looking... But don't use PC Relocator to try to move files from your old PC. It actually froze Windows XP and the laptop. After a hard reboot, System Restore fixed that in a jiffy. Better to reload programs, and data separately.

"Best Tablet In the Market"

VEGA on 26-Feb-2004 11:22:00 AM

Pros: I just bought mine from CDW website. Its the best notebook I ever bought. Its fast, best battery life. I bought it use it as notebook and sometimes I use tablet feature. I returned my gateway after 2 weeks.. it ran too hot and weak performance.

Found: 2 user comments

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Acer TravelMate C301XCi

Product release date: November 1, 2003

 [Enlarge photo](#)



EDITORS' RATING [Rating system explained](#)

7.1

Good

7.1

User recommendation:

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\$1759-\$1956 from 11 stores

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Hands-on review

Reviewed by Brian Nadel
February 26, 2004

Acer's fast TravelMate C301XCi supersizes the tablet format, but it's too big and heavy for all but the most dedicated tablet users.

The good: Large display; excellent performance and battery life; smart-card reader; automatic light sensor.

The bad: Big and heavy; screen wobbles.

The Acer TravelMate C301XCi tablet PC proves that good things can come in large packages. But while its performance, battery life, and display are outstanding, this convertible tablet is so big and heavy, it's cumbersome to carry and use. On the other hand, if you crave a big tablet for work or play, this is your kind of computer.

At 1.7 by 12.8 by 10.7 inches, the Acer TravelMate C301XCi dwarfs the latest round of tablets, with their 10.4-inch or 12.1-inch screens. Weighing in at an unwieldy 6.7 pounds, it's nearly a pound heavier than [Gateway's M275](#) convertible tablet, the only other tablet with a 14.1-inch screen. Add in Acer's 10-ounce AC adapter for a hefty travel



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Some issues with these systems

- Privacy
- Algorithmic
- How many times do you really use these systems and can these ever replace the role of a friend's recommendations?

Other questions..

How can we prevent free riding?

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Category: **Monroe, Marilyn**

Sort By: ▾

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Name	Expertise	Status
Yvonne View Profile	I can answer questions on most of Marilyn`s life, particularly her early years and the late fifties/early sixties. I have read a great deal on the conspiracy theories concerning her death.	Available Ask A Question

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Expert Details: **Monroe, Marilyn**

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Hollywood Insider: **Yvonne**

Expertise: I can answer questions on most of Marilyn's life, particularly her early years and the late fifties/early sixties. I have read a great deal on the conspiracy theories concerning her death.

Life Experience

Experience in the area

I have been a fan of Marilyn Monroe's for over ten years now, and have accumulated a sizeable collection of books and documentaries on her.

Organizations belong to

I belong to three different Marilyn internet groups.

Education/Credentials

I have degrees in Modern History and English. In the latter subject I studied film theory and completed my exam essay on Marilyn Monroe (movie screen as mirror) gaining a first.

Prestige						Max Number of Questions to be Asked (in 24 Hour period)	5
General Prestige	170				Total Number of Questions (since joining AllExperts)	18	
Average Ratings from Other Users of AllExperts							
Knowledge	9						Numerical Ratings from Other Users of AllExperts
	Excellent						
Clarity of Response	9.5	Best of the best	10	10	10	10	05/20/03
Timeliness	9						
	Excellent						
Politeness	10	Best of the best					
Number Of Questions (in Past 24 Hours)	0						

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Can volatile identities be
restricted?

Still more questions

- Why isn't there enough negative feedback?
- Do we want more negative feedback?
- What are some ways that you have seen (or tried??) to beat the system
- Some other innovative systems?
- Is there a way to aggregate ratings from the WWW to one centralized repository?
- What is the role of brands in the age of online reputation systems?

The big Question...

- Why does this system still work??

Trust Among Strangers in Internet
Transactions: Empirical Analysis of eBay's
Reputation System by Resnick &
Zeckhauser

Surprising findings

- Large number of distinct buyer-seller combination
- Huge positive feedback, few negative comments
- Past performance significant in predicting present performance
- High initiation costs-not in terms of monetary entry fee but loss of reputation

Questions...

- Shouldn't eBay have some entry costs to prevent volatile identities?
- Should eBay look for ways to increase the negative feedback?
- Should eBay give more prominence to negative feedback?
- What about value of a seller's transactions?
- Relationship between age and salability- is it trust or just better experience?

The Digitization of Word of Mouth:
Promise and Challenges of Online
Feedback Mechanisms by Chrysanthos
Dellarocas

Questions...

- What happens if historical events are reported truthfully but buyers feel that they aren't truthful?
- What happens if they are false but buyers feel that they are truthful?
- What are some good feedback mediators?
 - Should we have emphasize recent past?

*"Reputation systems are the
worst way of building trust,
except
for all those other ways that have
been tried from time to time."*

Churchill misquoted in Resnick et al. 2000