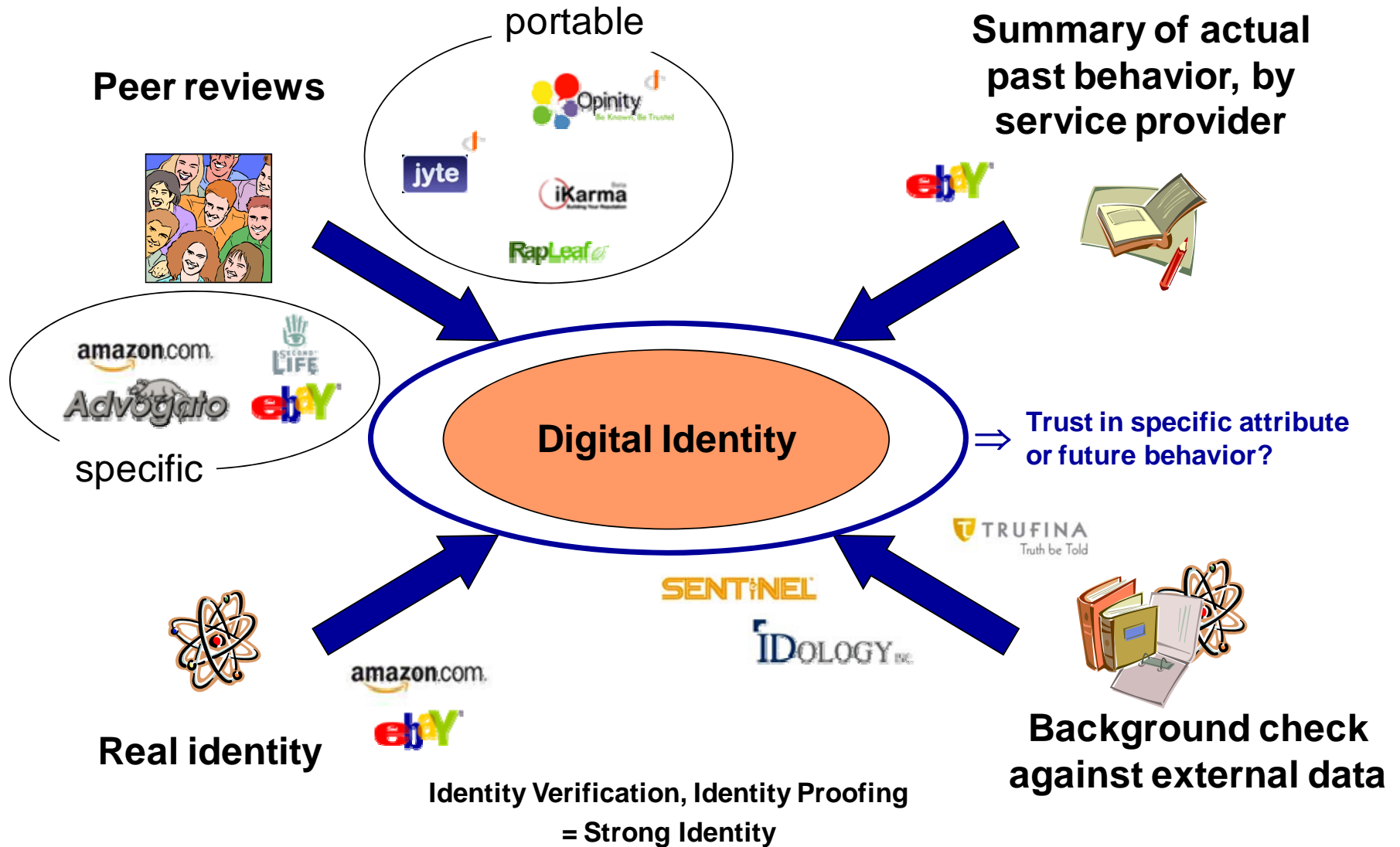
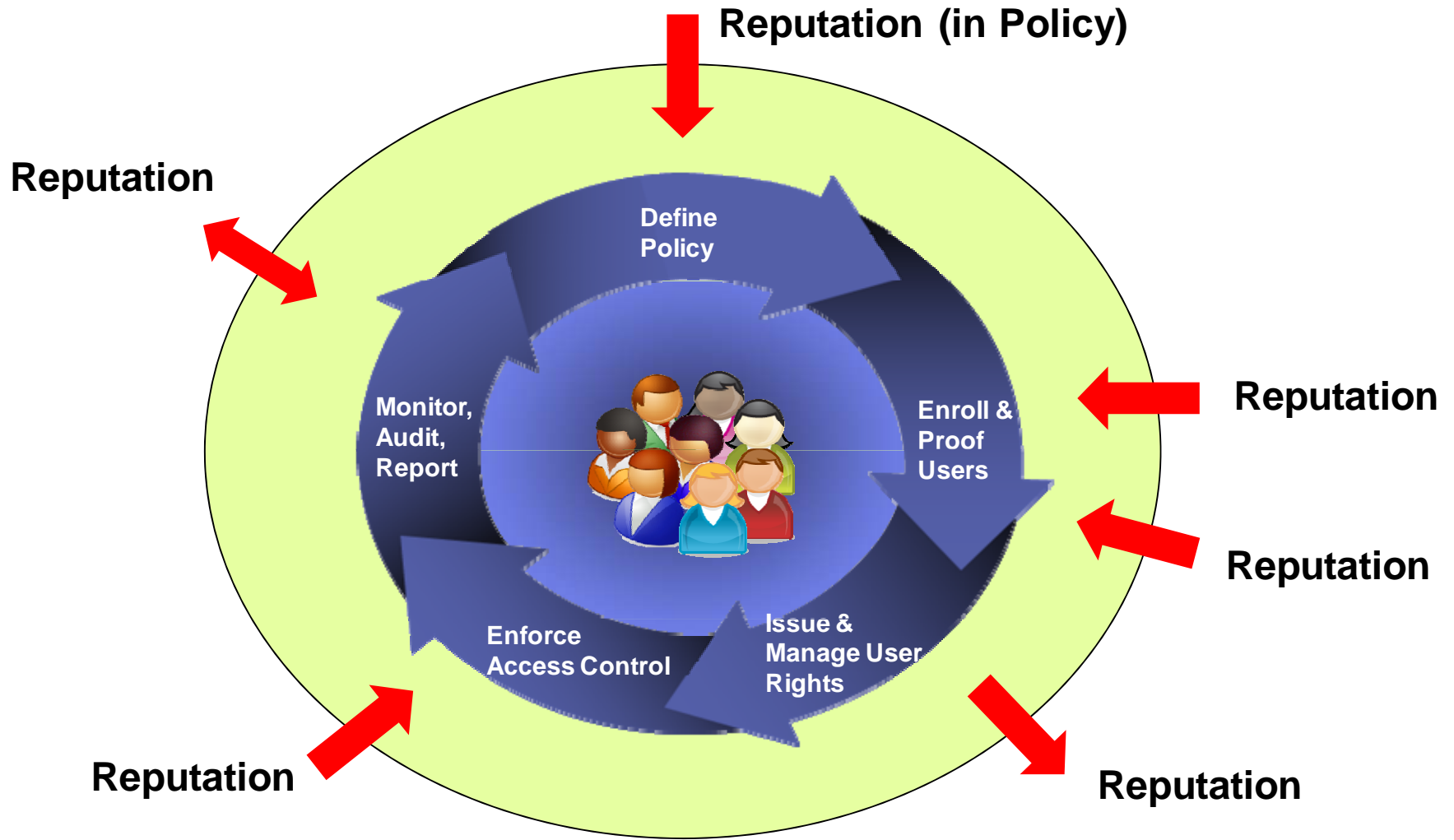


# Open Reputation Management Systems

# ORMS

- Develop scenarios for reputation management
  - Reputation of individuals, business partners, services processes, possibly even data
- Develop reference model and reputation technology
  - Flexible reputation data model
  - Framework and protocol/s for exchanging and porting reputation data
  - Evaluation algorithms for mapping reputation to risk / risk levels
  - Support for privacy, multiple identities, identity resolution





# Thoughts

- Need anti-use cases
- Need to consider protections and fail-safe mechanism / policy to prevent cascading impact... whether accurate, in error or malicious... kind of like the circuit breaker in the stock market
- A "reputation score" should likely be computed within a situation / context with an expiration, rather than via static assignment. This has more to do with ensuring the right context, rather than assuming that scoring results would be highly variable.

# Thoughts

- Humans and entities, roles and personas.... which is to be considered when Jim uses a credit card at a store? Jim is a homeowner or Jim is the sole proprietor of a construction company.
- Contexts and aggregations .... what info is relevant ? Jim the citizen and Jim the sole proprietor are both bad drivers; Jim the citizen pays taxes, but Jim the sole proprietor can't pay some bills
- Attribute weighting and order of precedence ... is it ever more or less important to.... be a good driver, to pay your bills, to receive a reference letter from a priest, to be a democrat / republican, etc.?

# Thoughts

- Constraints and Degrees of Freedom... likely better to define independent dimensions of reputation and then look for trends in deviation for dimensions rather than to develop an aggregate value too early in the process
- Threats and vulnerabilities... playing the reputation system; use of surrogates, cascading impact; homogeneity of analyses
- Reputation "qualities" .... freshness / staleness, trend (derivative or other)