CS 6474 Social Computing: Reputation, Social Signaling and Moderation

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Designing Reputation Systems for the Social Web

Summary

- The paper examines how reputation plays an important role in inducing user participation, good behavior and quality contributions in online communities.

- Articulation of needs and uses:
  - Filtering, matching, trust building, community survival/user retention

- Case study of Yelp

Slash(dot) and Burn: Distributed Moderation in a Large Online Conversation Space

Summary

- Case study of Slashdot
- Moderation practices on the platform and the characteristics of distributed moderation
- The limitations of distributed moderation – 1) cold start problem; 2) lack of attention to items on the long tail

Is there a social computing system that absolutely would not work without mechanisms to assess reputation?

Is there a system where reputation has not been a contributing criterion to maintaining or improving user retention?

Class Exercise

1. What actions are relevant to include in one's reputation profile?
2. How to obtain information about these actions?
3. How to aggregate and display reputation information?
4. How to deal with manipulation and gaming?

Is reputation is a needed attribute in anonymous platforms? Why or why not? How would you incorporate it there, if you were to?

Dellarocas says that reputation is important for trust building.

Is a reputable user always trustworthy on a social system? Should a trustworthy user always be assumed to be reputable?

What are the challenges of confounding the two (take some example scenarios)?

Class Exercise

Dellarocas says: "The design choices of a reputation system can profoundly affect a community's culture, making an otherwise collaborative and cordial community into a competitive and even combative space."

Discuss the impacts of removing and reincorporating reputation features from any online community of your choice.

Lampe and Resnick talk about moderation practices in Slashdot. While moderation ensures high quality, it has limitations. What are they?

Likely moderation, and the design of several of Slashdot like websites, has a tendency to attract attention to those comments which are highly rated. Interesting, peripheral information may be lost because they are not rated enough. Is that a limitation? How would you address it?

To what extent is transparency important? E.g., will making the reputation algorithm or moderation details apparent to users help drive better participation?

Class Exercise

How can reputation and moderation mechanisms to control quality (of information, interactions etc.) be combined? Are there other alternative mechanisms? Describe through an example.