

TrustMetrics Could MicroFormats help?

BarCampParis7 – BarCampBank November 11th 2006 Jean-Christophe Capelli







WhatIsTrust?

Who is this community member ?

What are his car repair skills?

Can I lend (some) money to him?

Trust is contextual / situational

Trust has levels

Trust is a DynamicValue

Trust is transitive

TrustMetric?

A system to rank individuals in an online community based on how much the community as a whole "trusts" each individual

Ex : Slashdot or AdvoGato communities

Each user can certify any other user at one of three trust levels, thus creating a weighted, directed graph of certifications

Trust flows through this graph from user to user, starting at a "seed" of well-known individuals likely to be trusted by most of the community

How microformats could help?



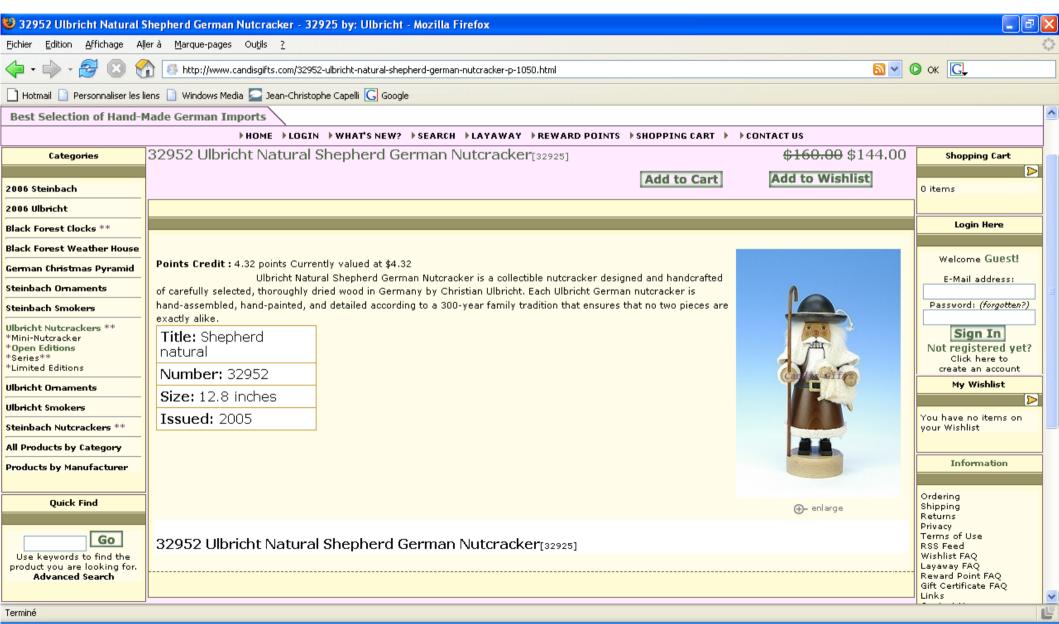
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Microformats: a very big megaphone/bullhorn!

1. Say you own a website selling Gifts & Collectibles, each listing (ad) using an hCard



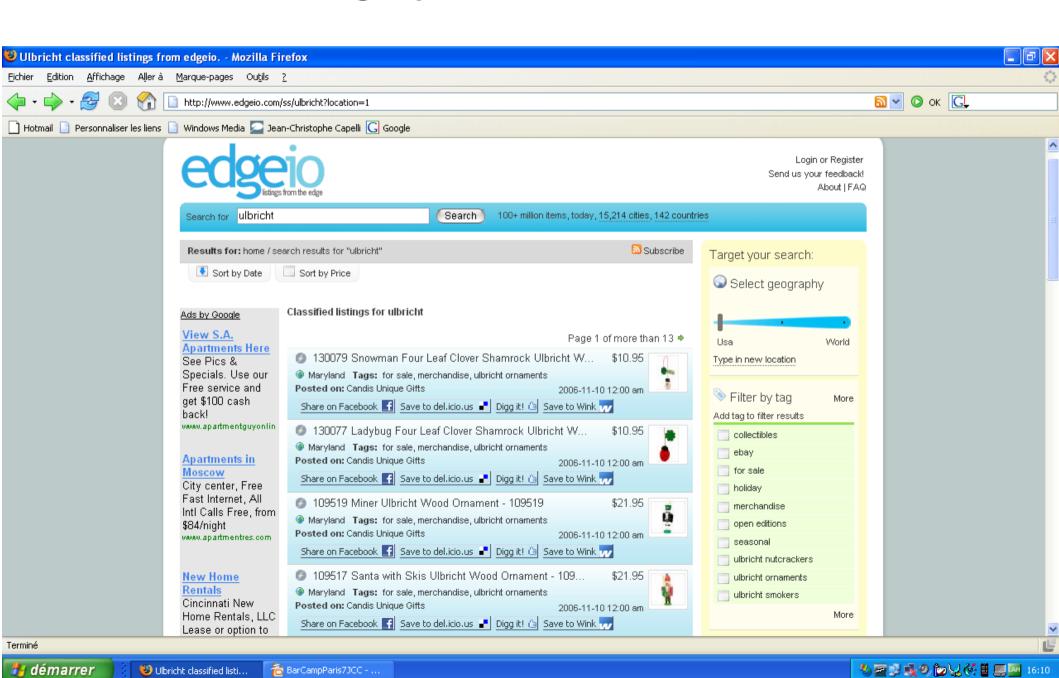
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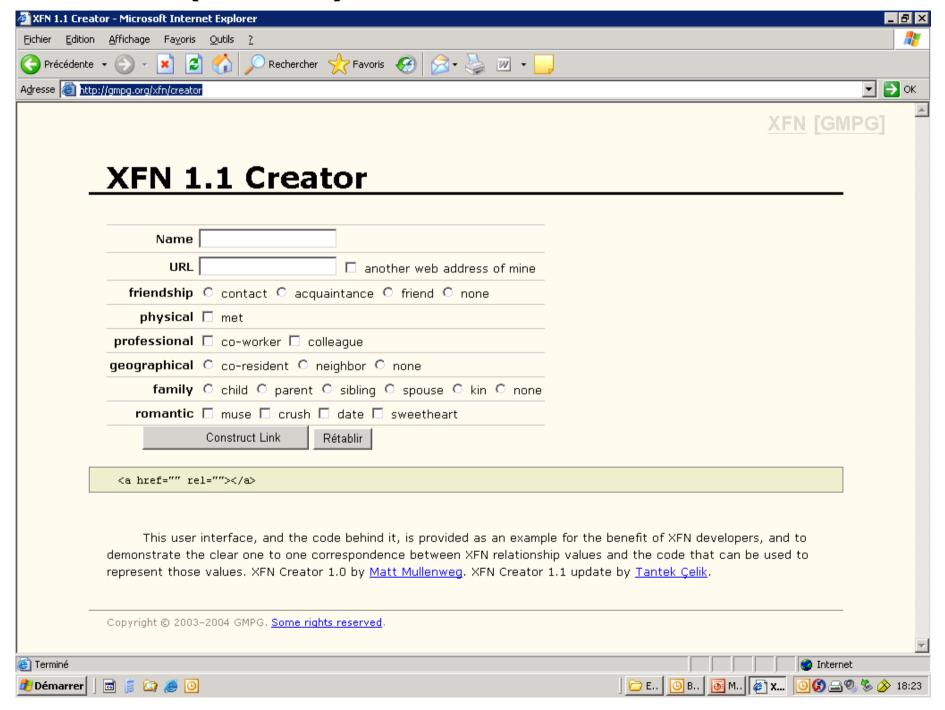
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2. You ping Edgeio, and get listed among thousands of ads. You enlarge your audience.



- What are microformats?
- Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards...

XFN: a (not so) cool wizard



Step 1 : Add right now XFN to our personal hyperlinks ?

Step 2: Propose aditional XFN values to (try to) measure "Trust"

- We are like the guy who owned the first fax machine... We have to wait for other people to adopt the XFN format
- Marketing message of XML is still strong: "developp your own tags to express whatever you want, rather than being stuck with the limited tags set in HTML"
- It seems sooo difficult to suggest new XFN microformats values

✓ Tantek : XFN is easy

Microformats avoid Tower of Babel issues: if everyone invents their own tags, pretty soon you'll have people calling the same thing by different names and different names by the same thing

Tantek Celik at his best

Xtof french localizations here and here

- A CheatSheet (by Brian Suda)
- F. de Villamil at BarCampParis4 -> here
- Microformats: first use cases

Cédric Hüsler at BarCampZurich -> here

- Reputation Management systems:
 - Customer testimonials (a la Pandora)
 - -> Rapleaf
 - -> Bazaar Voice

- For SOHO players reputation
 - -> IKarma

And... KarmaInitiative!

