



# 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 ?





Source > C. Messina



Microformats : a very  
big megaphone/bullhorn !

Source > Flickr BarCampAmsterdam

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

32952 Ulbricht Natural Shepherd German Nutcracker - 32925 by: Ulbricht - Mozilla Firefox

Fichier Edition Affichage Aller à Marque-pages Outils ?

http://www.candisgifts.com/32952-ulbricht-natural-shepherd-german-nutcracker-p-1050.html

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**Best Selection of Hand-Made German Imports**

HOME LOGIN WHAT'S NEW? SEARCH LAYAWAY REWARD POINTS SHOPPING CART CONTACT US

**Categories**

- 2006 Steinbach
- 2006 Ulbricht
- Black Forest Clocks \*\*
- Black Forest Weather House
- German Christmas Pyramid
- Steinbach Ornaments
- Steinbach Smokers
- Ulbricht Nutcrackers \*\*
  - \*Mini-Nutcracker
  - \*Open Editions
  - \*Series\*\*
  - \*Limited Editions
- Ulbricht Ornaments
- Ulbricht Smokers
- Steinbach Nutcrackers \*\*
- All Products by Category
- Products by Manufacturer

**Quick Find**


Use keywords to find the product you are looking for.  
**Advanced Search**

32952 Ulbricht Natural Shepherd German Nutcracker[32925] **\$160.00 \$144.00**

**Points Credit :** 4.32 points Currently valued at \$4.32

Ulbricht Natural Shepherd German Nutcracker is a collectible nutcracker designed and handcrafted of carefully selected, thoroughly dried wood in Germany by Christian Ulbricht. Each Ulbricht German nutcracker is hand-assembled, hand-painted, and detailed according to a 300-year family tradition that ensures that no two pieces are exactly alike.

<b>Title:</b> Shepherd natural
<b>Number:</b> 32952
<b>Size:</b> 12.8 inches
<b>Issued:</b> 2005



32952 Ulbricht Natural Shepherd German Nutcracker[32925]

**Shopping Cart**

0 items

**Login Here**

Welcome Guest!

E-Mail address:

Password: *(forgotten?)*

**Not registered yet?**  
Click here to create an account

**My Wishlist**

You have no items on your Wishlist

**Information**

- Ordering
- Shipping
- Returns
- Privacy
- Terms of Use
- RSS Feed
- Wishlist FAQ
- Layaway FAQ
- Reward Point FAQ
- Gift Certificate FAQ
- Links

Terminé

démarrer BarCampParis7JCC.o... 32952 Ulbricht Natur... 13:45

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

The screenshot shows a Mozilla Firefox browser window displaying the Edgeio website. The address bar shows the URL <http://www.edgeio.com/ss/ulbricht?location=1>. The page features the Edgeio logo with the tagline "listings from the edge". A search bar contains the text "ulbricht" and a "Search" button. Below the search bar, there are options to "Sort by Date" and "Sort by Price". The main content area displays "Classified listings for ulbricht" with four items listed. Each item includes a location (Maryland), tags, price, and posting date. To the right, there is a "Target your search:" section with a "Select geography" slider set to "Usa" and a "Filter by tag" section with various tags like "collectibles", "ebay", "for sale", etc. The browser's taskbar at the bottom shows several open applications, including "démarrer", "Ulbricht classified list...", and "BarCampParis7JCC - ...".

Ulbricht classified listings from edgeio. - Mozilla Firefox

Fichier Edition Affichage Aller à Marque-pages Outils ?

http://www.edgeio.com/ss/ulbricht?location=1

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edgeio  
listings from the edge

Login or Register  
Send us your feedback!  
About | FAQ

Search for  Search 100+ million items, today, 15,214 cities, 142 countries

Results for: home / search results for "ulbricht" [Subscribe](#)

Sort by Date  Sort by Price

Ads by Google

[View S.A. Apartments Here](#)  
See Pics & Specials. Use our Free service and get \$100 cash back!  
[www.apartmentguyonline.com](http://www.apartmentguyonline.com)

[Apartments in Moscow](#)  
City center, Free Fast Internet, All Intl Calls Free, from \$84/night  
[www.apartments.com](http://www.apartments.com)

[New Home Rentals](#)  
Cincinnati New Home Rentals, LLC  
Lease or option to

Classified listings for ulbricht

Page 1 of more than 13

130079 Snowman Four Leaf Clover Shamrock Ulbricht W... \$10.95  
Maryland **Tags:** for sale, merchandise, ulbricht ornaments  
Posted on: Candis Unique Gifts 2006-11-10 12:00 am  
[Share on Facebook](#) [Save to del.icio.us](#) [Digg it!](#) [Save to Wink](#)

130077 Ladybug Four Leaf Clover Shamrock Ulbricht W... \$10.95  
Maryland **Tags:** for sale, merchandise, ulbricht ornaments  
Posted on: Candis Unique Gifts 2006-11-10 12:00 am  
[Share on Facebook](#) [Save to del.icio.us](#) [Digg it!](#) [Save to Wink](#)

109519 Miner Ulbricht Wood Ornament - 109519 \$21.95  
Maryland **Tags:** for sale, merchandise, ulbricht ornaments  
Posted on: Candis Unique Gifts 2006-11-10 12:00 am  
[Share on Facebook](#) [Save to del.icio.us](#) [Digg it!](#) [Save to Wink](#)

109517 Santa with Skis Ulbricht Wood Ornament - 109... \$21.95  
Maryland **Tags:** for sale, merchandise, ulbricht ornaments  
Posted on: Candis Unique Gifts 2006-11-10 12:00 am  
[Share on Facebook](#) [Save to del.icio.us](#) [Digg it!](#) [Save to Wink](#)

Target your search:

Select geography

Usa World

Type in new location

Filter by tag [More](#)

Add tag to filter results

- collectibles
- ebay
- for sale
- holiday
- merchandise
- open editions
- seasonal
- ulbricht nutcrackers
- ulbricht ornaments
- ulbricht smokers

[More](#)

Terminé

démarrer Ulbricht classified list... BarCampParis7JCC - ... 16:10

- ✓ 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...

p>

During BarCampBank, I met :

<a rel="colleague friend met"

href="http://xtof.viabloga.com/" >Xtof</a>

</p>

# XFN : a (not so) cool wizard

The screenshot shows a web browser window titled "XFN 1.1 Creator - Microsoft Internet Explorer". The address bar contains "http://gmpg.org/xfn/creator". The page content includes the "XFN [GMPG]" logo, the title "XFN 1.1 Creator", and a form with the following fields and options:

- Name:
- URL:   another web address of mine
- friendship:  contact  acquaintance  friend  none
- physical:  met
- professional:  co-worker  colleague
- geographical:  co-resident  neighbor  none
- family:  child  parent  sibling  spouse  kin  none
- romantic:  muse  crush  date  sweetheart

Buttons: "Construct Link" and "Rétablir".

Code output: `<a href="" rel=""></a>`

Text: "This user interface, and the code behind it, is provided as an example for the benefit of XFN developers, and to demonstrate the clear one to one correspondence between XFN relationship values and the code that can be used to represent those values. XFN Creator 1.0 by [Matt Mullenweg](#). XFN Creator 1.1 update by [Tantek Çelik](#)."

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The Windows taskbar at the bottom shows the "Terminé" status, the "Démarrer" button, and several application icons. The system tray includes the "Internet" icon and the time "18:23".

- ✓ Step 1 : Add right now XFN to our personal hyperlinks ?
- ✓ Step 2 : Propose additional XFN values to (try to) measure "Trust"
- ✓ Hu, hu...



- ✓ 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)
    - > Rampleaf
    - > Bazaar Voice
  - ✓ For SOHO players reputation
    - > IKarma
  - ✓ And... KarmaInitiative !

Thanks for your attention & participation !