TrustMetrics
Could Microformats help?

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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 ?
Microformats: a very big megaphone/bullhorn!
1. Say you own a website selling Gifts & Collectibles, each listing (ad) using an hCard.
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...
During BarCampBank, I met: 
<a rel="colleague friend met" href="http://xtotf.viabloega.com/" >Xtof</a>
XFN 1.1 Creator

Name
URL

friendship
physical
professional
geographical
family
romantic

construct link
retablir

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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✓ 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)
  -> Rapleaf
  -> Bazaar Voice

- For SOHO players reputation
  -> IKarma

- And... KarmaInitiative!
Thanks for your attention & participation!