

# Workshop on Online Reputation: Context, Privacy, and Reputation Management

Judd Antin  
 Yahoo! Research  
 4401 Great America Pkwy.  
 Santa Clara, CA 95054  
 jantin@yahoo-inc.com

Elizabeth F. Churchill  
 Yahoo! Research  
 4401 Great America Pkwy.  
 Santa Clara, CA 95054  
 echu@yahoo-inc.com

Bee-Chung Chen  
 Yahoo! Research  
 4401 Great America Pkwy.  
 Santa Clara, CA 95054  
 beechun@yahoo-inc.com

## ABSTRACT

In this workshop we bring together researchers and practitioners from diverse disciplines to discuss the future of online reputation systems. Our goal is to combine social and technical perspectives to address three challenges: (1) the social challenges around reputation, privacy, and online identity, (2) the technical challenges around designing adaptable reputation systems which cater to users' privacy concerns, and (3) the user experience challenges around transparency and the design or reputation management tools.

## Categories and Subject Descriptors

H.1.2 [Information Systems]: User/Machine Systems—  
*Human Factors*

## General Terms

Human Factors, Design

## Keywords

Reputation, reputation systems, reputation management, privacy

## 1. INTRODUCTION

Reputation is a substitute for direct experience with others [11] — it gives an individual a basis upon which to decide whether another user or his content are reliable, useful, or interesting. Reputation information has been an invaluable tool for building confidence in computer-mediated exchange [6, 7], finding potential bad actors in networks [5], filtering out poor content [9], and identifying high-quality content creators [2]. With the explosion of user generated content and social networking, online reputation is more important but also more problematic than it has ever been. A vast amount of personal information is now widely available through search engines and social media sites. While this information provides ample raw materials for reputation systems, its easy availability highlights the need for reputation systems which are sensitive to interaction contexts [4], which provide users with a measure of control over their reputation information, and which respect users' attitudes about privacy [12].

There is strong evidence that reputation management is on users' minds. According to a 2010 Pew report, more than 70% of users aged 18-29 say they have acted to limit what they share online in order to guard their reputation [10]. Research also suggests that users differ — sometimes drastically — in their attitudes and behaviors around reputation and privacy. While some users are vigilant about managing their online reputation information, for instance by customizing privacy settings and changing online behaviors [1], others are largely unconcerned [8]. Research has also shown that users differ in their general attitudes about online information control and online discretion [3].

Despite the mounting evidence that users differ in their reputation-related attitudes and behaviors, to date relatively little attention has been devoted to the design of reputation systems that are adaptive to individual attitudes in specific contexts. Current systems largely implement a single standard and apply it to all users. Providing customizable privacy and reputation options has been a popular tactic for addressing the need for adaptable reputation systems. However, managing online reputation places additional burdens on users and demands system information, technical skills, and knowledge of potential risks which many users simply do not possess. There is a real, unmet need to develop adaptable, context aware reputation systems which facilitate finding trustworthy others and high quality content but which also give users the control and confidence to effectively manage their online reputation.

In this workshop we bring together researchers and practitioners from diverse disciplines to discuss the future of online reputation systems. Our goal is bring together social and technical perspectives to develop adaptable, usable, and context-aware reputation systems. We hope to stimulate discussion and the development of systems, models, and research agendas which simultaneously tackle the social and technical challenges of online reputation. The key themes of the workshop will include:

- The social challenges around reputation systems, individual privacy, and online identity in contemporary digital environments that are awash with implicit and explicit reputation information.
- The technical design challenges of reputation systems which are adaptive to individual users' privacy attitudes and desire for information control, as well as the representational challenges of reputation systems that operate across multiple online contexts.
- The user experience and interface design challenges

around surfacing reputation information, transparency, and reputation management tools.

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