


# Reputation Systems

潘东  
2016.11.8



**For buyers and  
sellers alike, there's  
no better way to  
earn one another's  
trust in online  
interactions.**

**communications of the acm december 2000**



# 问题的提出：

- 网络的发展带来机遇、快乐和利润同时产生了很多问题
- 网上的信息评论可信吗？
- 一些网站的商品质量真的好吗？
- 购买的商品会被快速打包发货吗？





没有互联网之前，是如何处理这种事情的？

- 朋友之间的闲聊
- 教堂、各种市民的组织团体分享



# 信誉系统的定义





问题的解决：



# ebay信誉系统：

## Feedback Profile

[See what's new](#)




 **auctionshopusa**  **A**

**Positive Feedback (last 12 months): 98.4%** [\[How is Feedback Percentage calculated?\]](#)

Member since: Jun-14-04 in United States

### Recent Feedback Ratings (last 12 months)

**B**

	1 month	6 months	12 months
 Positive	76	418	876
 Neutral	0	0	5
 Negative	4	5	8

### Detailed Seller Ratings (last 12 months)

**C**

Criteria	Average rating	Number of ratings
Item as described	★★★★★	528
Communication	★★★★★	530
Shipping time	★★★★★	524
Shipping and handling charges	★★★★★	523

### Member Quick Links

- Contact member
- View items for sale
- View more options ▾

(★) = 10 ~ 49

(★) = 50 ~ 99

(★) = 100 ~ 499

(★) = 500 ~ 999

(★) = 1,000 ~ 4,999

(★) = 5,000 ~ 9,999

(★) = 10,000 ~ 24,999

(★) = 25,000 ~ 49,999

(★) = 50,000 ~ 99,999

(★) = 100,000 ~ 499,999

(★) = 500,000 ~ 999,999

(★) = 1,000,000 以上



## 基础细则：

- 1.用户反馈信息在绝大部分情况下是永久保留的
- 2.用户不能单独修改分值，买家不能为降低卖家分值而故意重复购买商品。
- 3.卖家不能以任何原因限制买家评论的权利。
- 4.评论中不能包括网络链接、亵渎言论或其它不恰当内容。
- 5.在一定期限内，买卖双方协商一致后申报eBay可以修改评分。

# 卖家评分 (Detailed Seller Rating)

Detailed Seller Ratings (last 12 months) <span>?</span>		
Criteria	Average rating	Number of ratings
Item as described	★★★★★	341
Communication	★★★★★	357
Shipping time	★★★★★	349
Shipping and handling charges	★★★★★	342

# 基础细则

- 1.与互评系统不同，DSR为不记名评分，所以理论上卖家没有机会找到买家修改分数。
- 2.买家在交易完成60天之内有机会给卖家DSR打分，但必须与互评评分同时进行。
- 3.买家向同一卖家多次购买商品后可以多次打分，但购买行为不能出现在同一周。



4.如果卖家达到eBay所提出的标准，卖家在与买家交流项上自动获得5星，买家没有权利更改。

5.卖家只对发货速度负责，对配送服务不负有责任，买家不能就运输问题责备卖家。如果卖家在发货速度上达到eBay所提出的标准，将自动在卖家出货速度项上获得5星，买家没有权利更改。

6.卖家有权向买家收取运输成本费和装载费，如果卖家提供免费配送，将自动在该项上获得5星，买家没有权利更改。

7.1-2星评分若计入总评必须来自两个或两个以上的买家。



为什么需要  
信誉系统？

促进信任

“shadow of the future”

## 对市场的影响：

- high-quality sellers would be reluctant to accept discounted prices.
- low-quality sellers get lower prices.



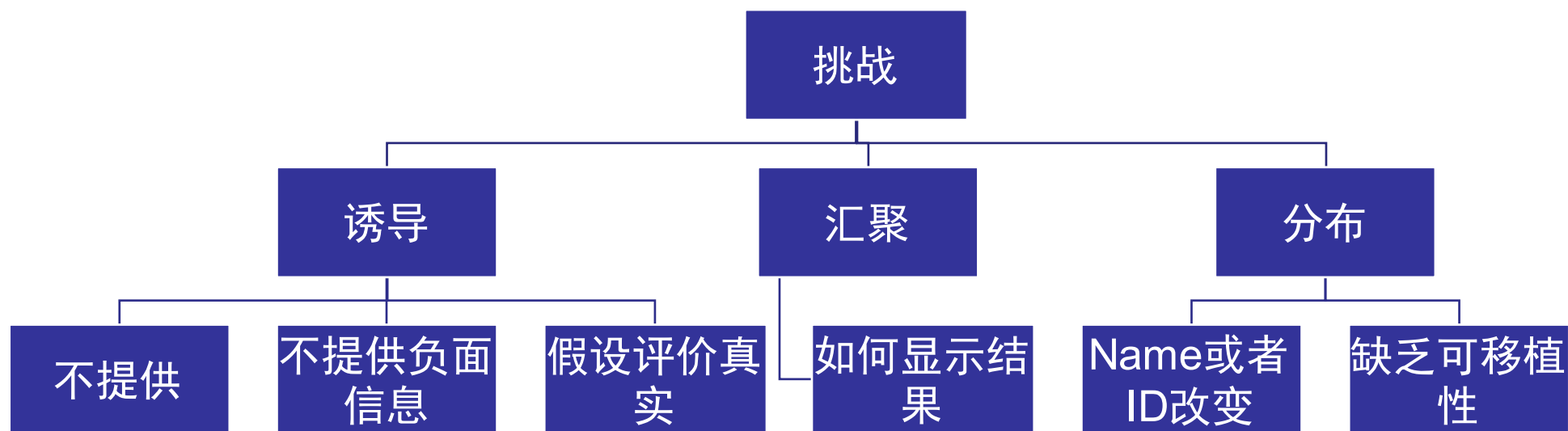
## 信誉系统的三个要求：

- 长期存在的实体;
- 近期反馈可见性
- 利用反馈信息来指导信任决策.

# 信誉系统面临挑战：







## 结论：



Reputation systems are the worst way of building trust on the Internet, except for all those other ways that have been tried from time-to-time.

The slide features a white background with decorative geometric shapes at the top and bottom. The top shapes are a dark teal triangle on the left, an orange triangle in the center, a purple triangle on the right, and a teal triangle on the far right. The bottom shapes are a teal triangle on the left, a purple triangle in the center, an orange triangle on the right, and a dark teal triangle on the far right.

**谢谢！**