Manifesto for the Reputation Society
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Abstract

Information overload, challenges of evaluating quality, and the opportunity to benefit from experiences of others have spurred the development of reputation systems. Most Internet sites which mediate between large numbers of people use some form of reputation mechanism: Slashdot, eBay, ePinions, Amazon, and Google all make use of collaborative filtering, recommender systems, or shared judgements of quality.

But we suggest the potential utility of reputation services is far greater, touching nearly every aspect of society. By leveraging our limited and local human judgement power with collective networked filtering, it is possible to promote an interconnected ecology of socially beneficial reputation systems — to restrain the baser side of human nature, while unleashing positive social changes and enabling the realization of ever higher goals.

Full Text:

DOI: https://doi.org/10.5210/fm.v9i7.1158

The Communist Manifesto (originally Manifesto of the Communist Party) is an 1848 political pamphlet by the German philosophers Karl Marx and Friedrich Engels. Commissioned by the Communist League and originally published in London (in German as Manifest der Kommunistischen Partei) just as the Revolutions of 1848 began to erupt, the Manifesto was later recognised as one of the world's most influential political documents. The purpose of a manifesto is to manifest, by naming, in order to make explicit what is already emerging, to speak with the voice of the people we are already becoming. In keeping with the spirit and style of the AGILE MANIFESTO, I am proposing this, as a manifesto for open participatory organizations (OPO). OPO MANIFESTO. In The Reputation Society, Craig Newmark writes. By the end of the decade power and influence will have shifted largely to those people with the best reputations and trust networks and away from people with money and nominal power. Reputation differs from social proof in the kinds of networks and relationships that maintain them. Social proof is maintained by institutional methods of validation, such as licenses, accreditation, official standards, etc.