Create a Reputation Management system for e-commerce websites and test it on a new website called piRentU. This Reputation Management system goes beyond direct feedback and allows for more realistic Reputation scores between people by leveraging the social network site, Facebook and the information provided through Facebook Connect.

How do you measure trust in online transactions?

A new website that allows students from campuses to rent items from each other for variable periods of time. This website utilizes our reputation algorithm.

Problems with Current Systems

eBay
- No initial trust score
- Only direct feedback
- Pollyanna effect – disproportionate amount of direct positive feedback

Craigslist
- Face to Face interactions – unsafe with no Reputation Management system

Facebook Marketplace
- You have to gather your own information
- Privacy settings

Testing
- Research trust management and current system fallbacks
- Developed survey to gain user perspective of trust
- Gathered results from surveys once the algorithm was developed
- Algorithm scores were within 20 points and most within 10 of what users thought they should be
- Tested algorithm on website

Conclusion & Contribution
- Developed a Reputation algorithm, based off of user feedback, for piRentU
- Easily portable to other sites that would benefit from such a reputation system
- Goes beyond direct user feedback
- Created new website for students