ABSTRACT

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| **Session #** | ​Session 4: Landscape and Working Priorities for Standardization on Trust | |
| **Title of presentation** | From weak online reputation metrics to standardized attack-resistant trust metrics | |
|  | | Online reputation metrics have been driven by commercial services such as eBay or TripAdvisor. Unfortunately, services accepting unverified ratings, such as TripAdvisor, are more and more prone to attacks and malicious ratings. Therefore, people start losing trust in those ratings, which is to the detriment of increasing the overall trust in next generation services and networks. Attack-resistant trust metrics have been researched but they lack visibility. Standardizing such attack-resistant trust metrics would motivate commercial services to use them and thus the trust of the users may be regained. |