

Acceptance of feedbacks in reputation systems: the role of online social interactions

Abstract

In an online environment, the aim of reputation systems is to let parties rate each other and to help consumers in deciding whether to transact with a given party. In current reputation systems for e-commerce, users have to trust unreliable information sources and anonymous people. As a result, users are not only hesitant to trust online seller but also to reputation systems. Therefore, there is a need to improve current reputation systems by allowing users to make buying decision based on reliable source of information. This paper proposes a new approach of sharing knowledge and experience in reputation systems by utilizing social interactions. This study examines the potentials of integrating social relations information in reputation systems by proposing a model of acceptance of feedbacks in reputation systems.