

Identity and Reputation

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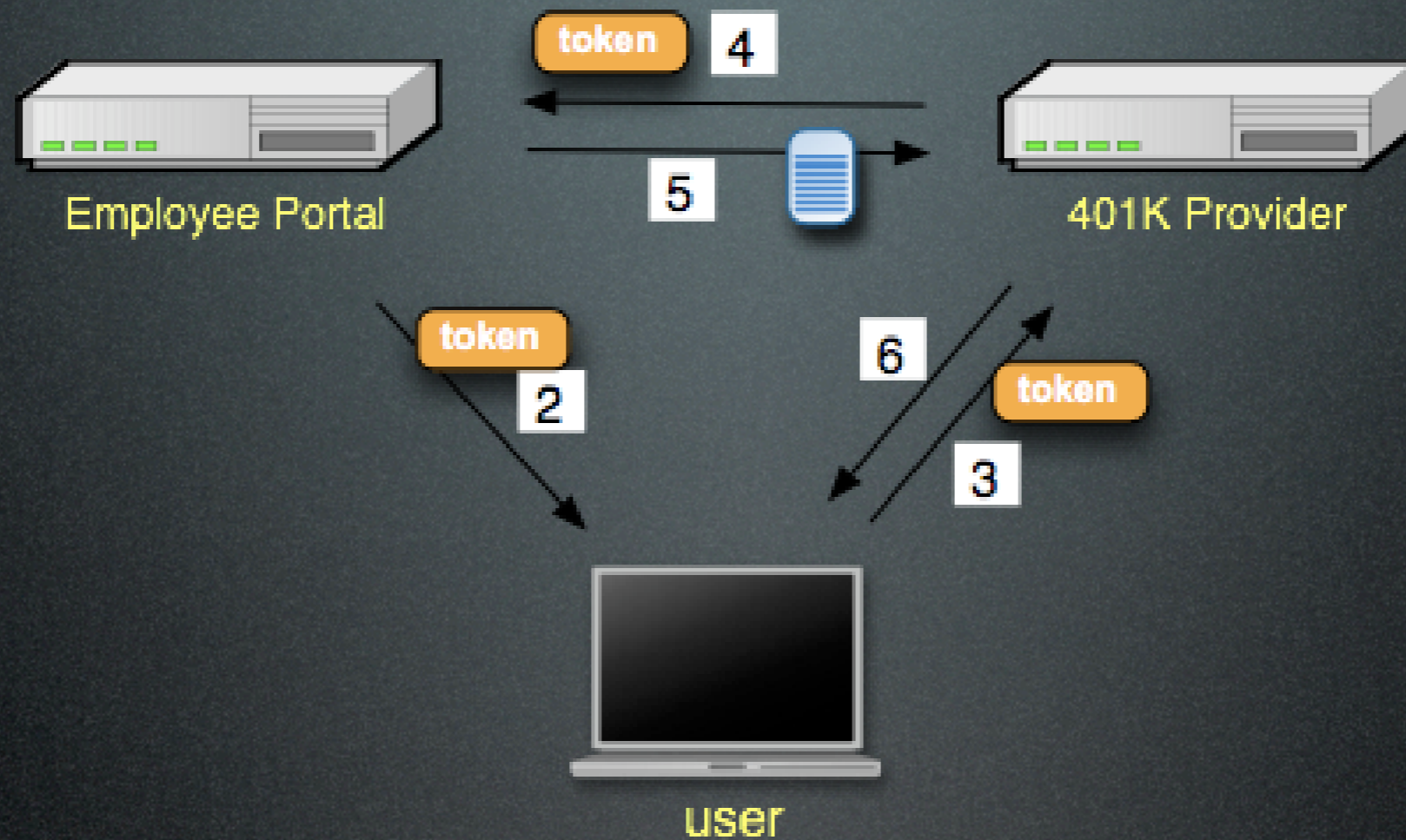
enterprise
vs.
user-centric



identity 2.0

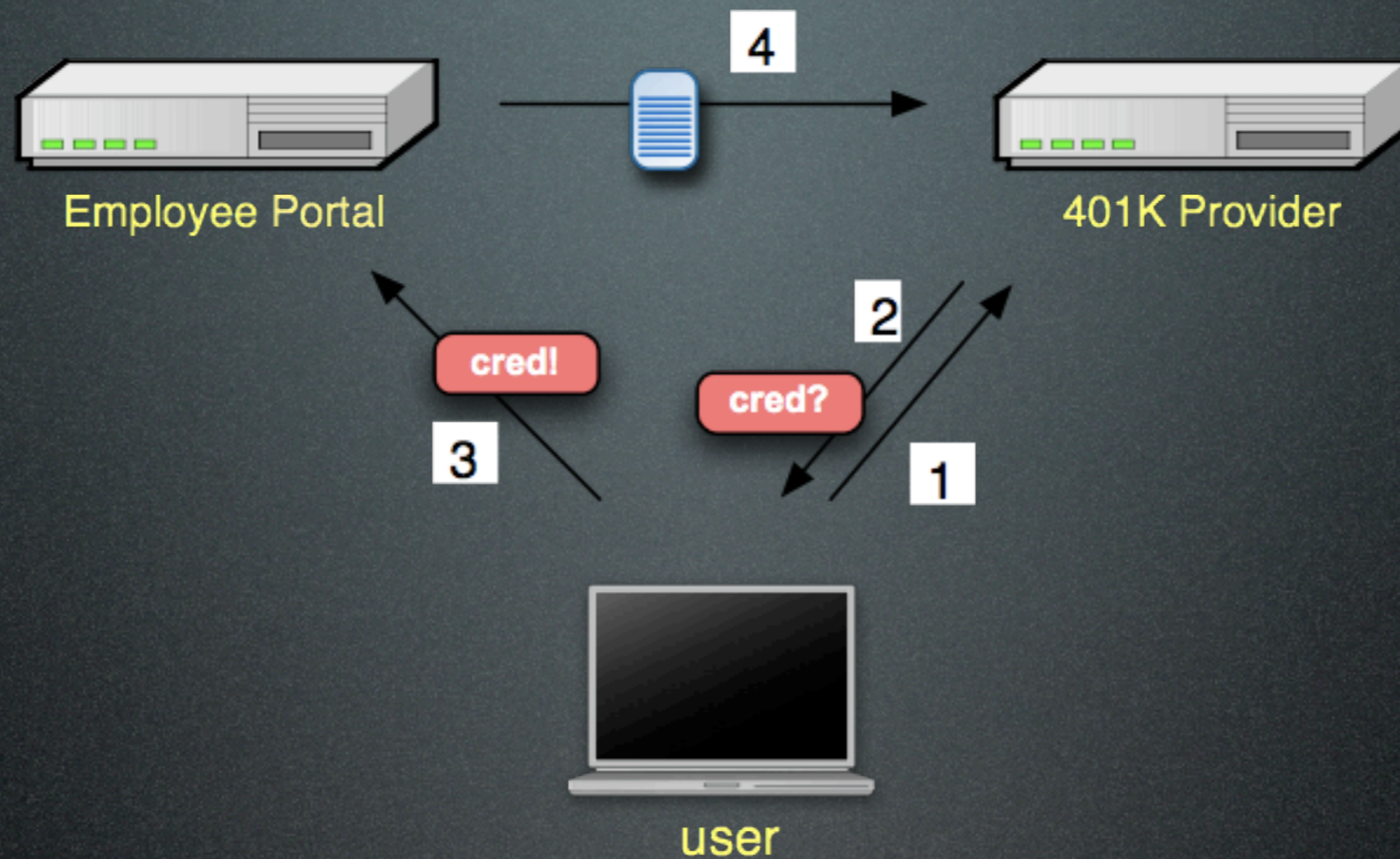
1. identity provider
2. relying party

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2. relying party
3. user



scenario one

- id provider and relying party have prior arrangement
- user is only involved peripherally and because of policy

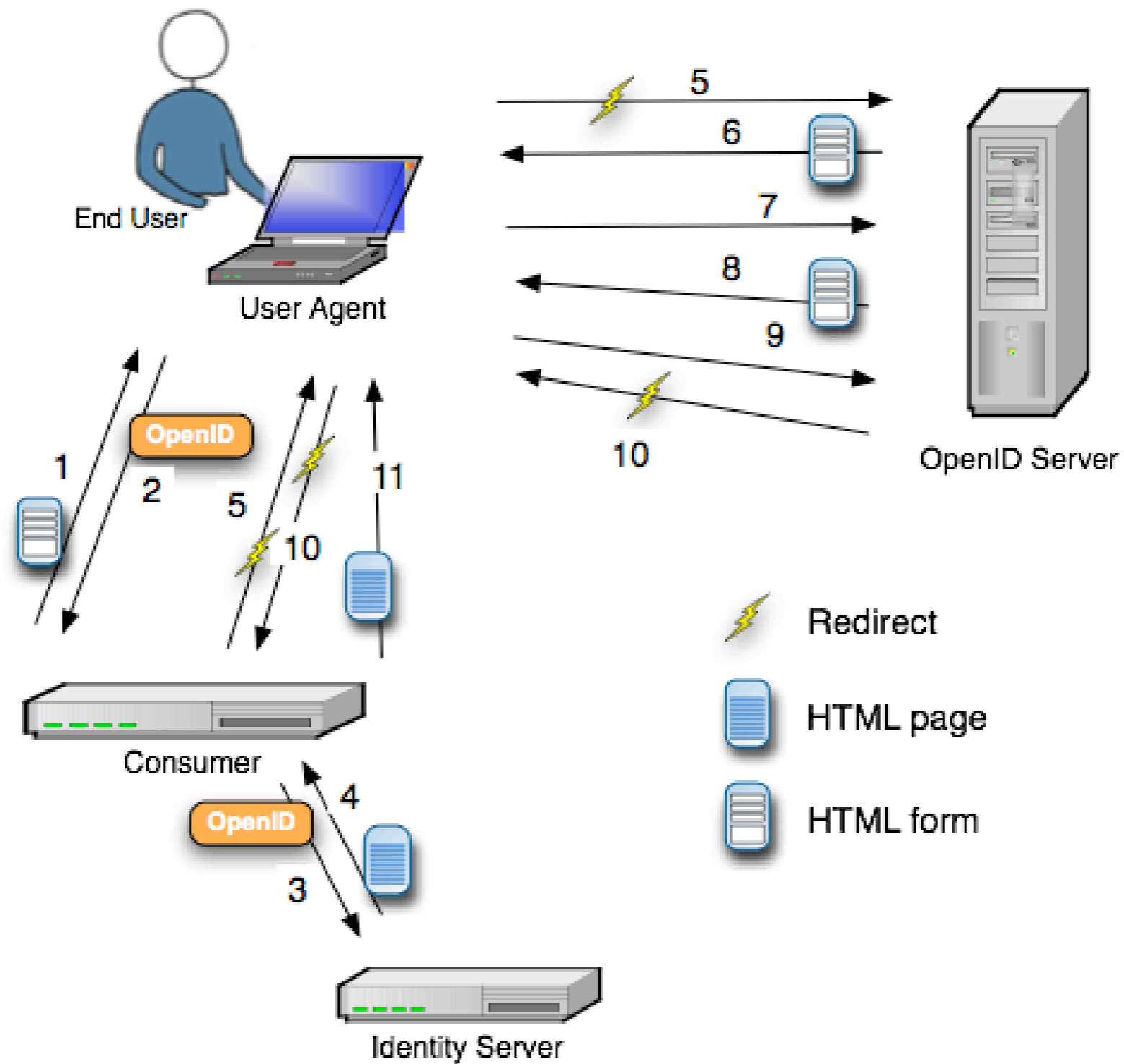


scenario two

- id provider and relying party need no prior agreement
- user involved structurally

separate claim
acquisition
&
presentation

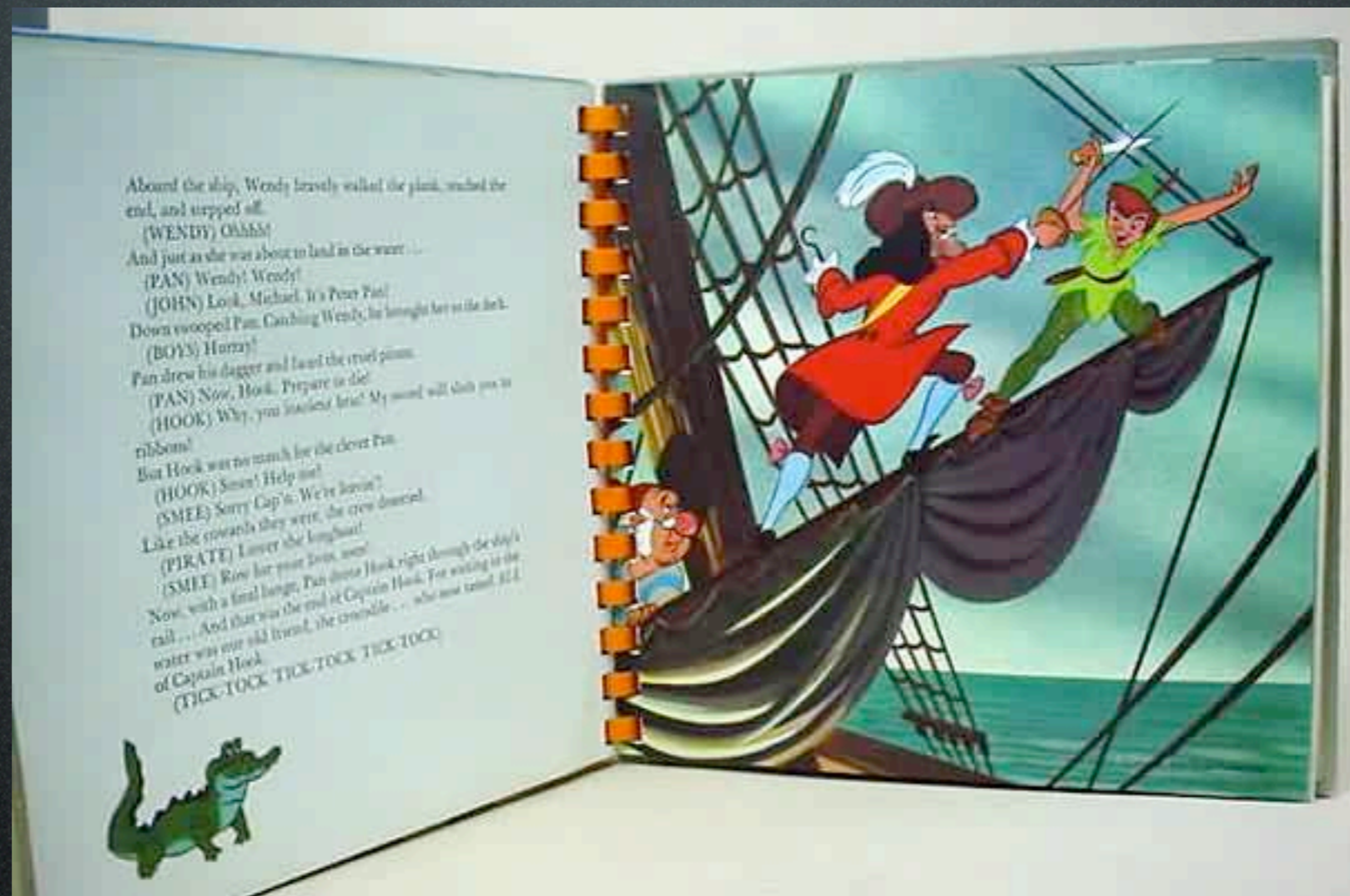
scale & privacy advantages



OpenID

- simple to integrate
- no need for replying party and id provider to know about each other
- authentication only

reputation



your story about me

based on identity

$$r_{id} \approx f(\phi, T_x, \rho)$$

cs601

- reputation theme
- reviewed dozens of papers
- class project
 - agile methodology
 - 3 two-week iterations
 - 9 students

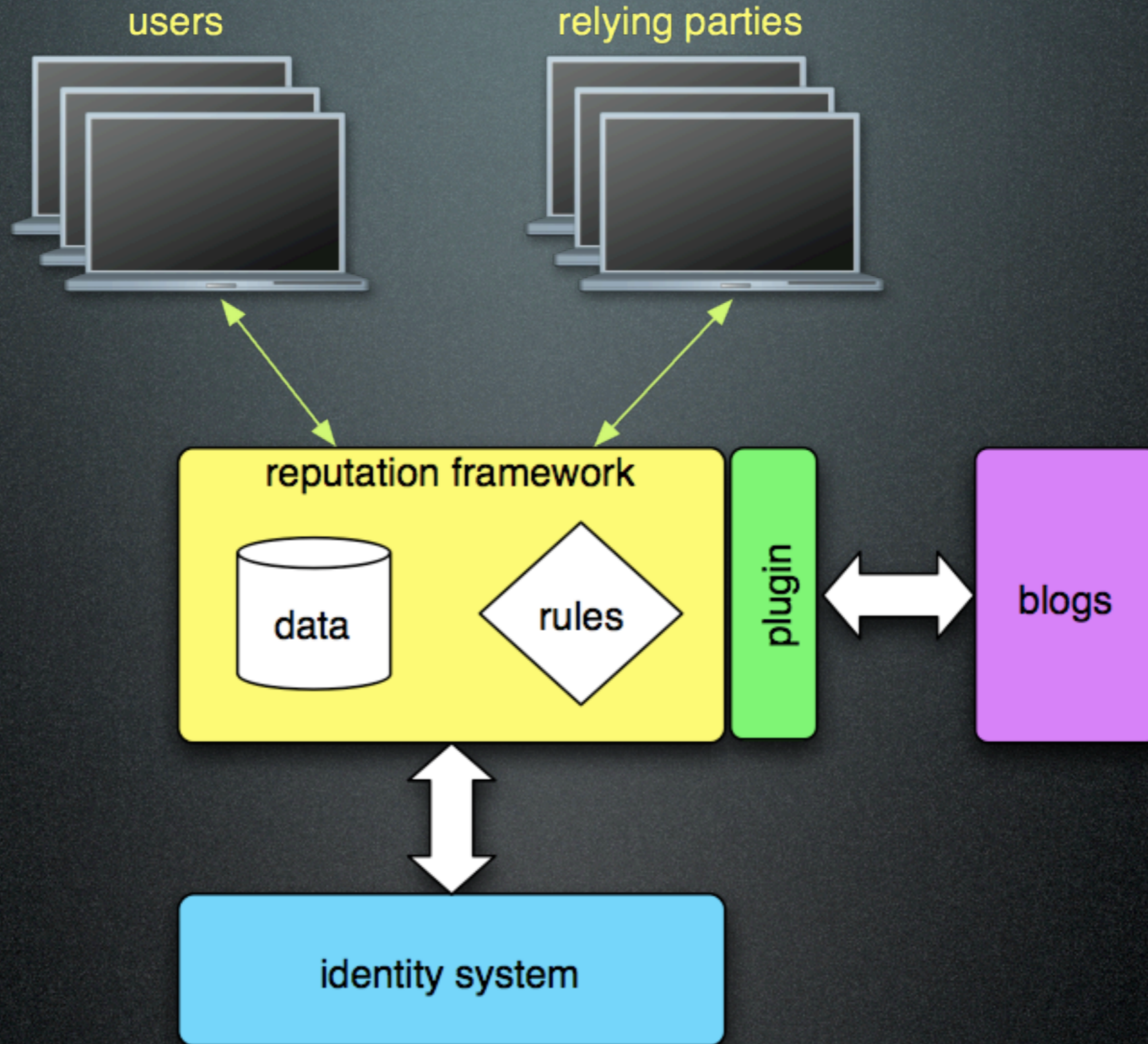
design philosophy

- reputation is a calculated score
- factors
 - verified facts and credentials
 - transactions
 - ratings & endorsements
- transparency
- transactions jointly owned and immutable

architecture

- id system neutral
- data model for users and credentials
- rules engine
- plug-in architecture
 - adds data model
 - adds rule operations

you've got to start
somewhere



demo time

future work

- ratings and endorsements
- interuser trust
 - claim bloglines OPML, friends
- check other network data
- identity broker