

# Contents

<b>Foreword</b>	<b>i</b>
<b>Acknowledgments</b>	<b>v</b>
<b>Abstract</b>	<b>vii</b>
<b>List of Figures</b>	<b>xiii</b>
<b>List of Tables</b>	<b>xvii</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Motivation . . . . .	1
1.2 Main Contributions . . . . .	3
1.3 Overview and Structure of the Work . . . . .	6
1.4 Related Publications . . . . .	7
<b>2 Reputation In Multiagent Systems</b>	<b>11</b>
2.1 Introduction . . . . .	11
2.2 A Cognitive Theory of Reputation . . . . .	11
2.2.1 Image . . . . .	12
2.2.2 Reputation . . . . .	14
2.2.3 Why Is Reputation a Meta-belief? . . . . .	14
2.3 Reputation and Social Trust . . . . .	15
2.3.1 Occurrent vs. Dispositional Trust . . . . .	16
2.4 Towards the Reputing Agent: The Repage System . . . . .	18
2.4.1 The Repage Architecture . . . . .	19
2.4.2 Aggregation Functions for Repage . . . . .	22
2.4.3 Experimental Results . . . . .	23
2.5 Review on Computational Trust and Reputation Models . . . . .	31
2.5.1 Dimensions of Analysis: Current View . . . . .	32
2.5.2 Yet another Classification . . . . .	38
2.5.3 Centralized Approaches . . . . .	42
2.5.4 Agent-Oriented Approaches . . . . .	45
2.6 Conclusions . . . . .	51

<b>3</b>	<b>An Ontology of Reputation</b>	<b>53</b>
3.1	Introduction . . . . .	53
3.2	The Ontology . . . . .	53
3.2.1	Components of Social Evaluations . . . . .	54
3.2.2	A Taxonomy of Social Evaluations: Beliefs and Meta-beliefs	56
3.2.3	Value Representations and Transformations . . . . .	58
3.3	The $L_{rep}$ Language . . . . .	64
3.3.1	Defining $L_{rep}$ . . . . .	64
3.3.2	Reputation Theories . . . . .	68
3.4	$L_{rep}$ on work: Examples . . . . .	68
3.4.1	eBay Reputation Model . . . . .	68
3.4.2	Abdul-Rahman and Hailes Model . . . . .	69
3.4.3	The Repage Model . . . . .	70
3.5	Related Work . . . . .	71
3.6	Conclusions . . . . .	72
<b>4</b>	<b>Image, Reputation and Beliefs</b>	<b>73</b>
4.1	Introduction . . . . .	73
4.2	Defining the Belief Logic . . . . .	74
4.2.1	Preliminaries: An Intuitive Idea . . . . .	74
4.2.2	$L_{BC}$ Syntax and Semantics . . . . .	77
4.2.3	The Basic Axioms . . . . .	79
4.2.4	The Basic Semantics . . . . .	82
4.2.5	Related Work . . . . .	84
4.3	Grounding Image and Reputation to $L_{BC}$ . . . . .	84
4.3.1	Image and Reputation Predicates . . . . .	84
4.3.2	Relationship between Image and Reputation . . . . .	86
4.4	Conclusions . . . . .	87
<b>5</b>	<b>Reasoning Using Social Evaluations</b>	<b>89</b>
5.1	Introduction . . . . .	89
5.1.1	Multi-context Systems . . . . .	89
5.1.2	MCS and BDI Agents . . . . .	90
5.2	The Multi-context BDI Model . . . . .	91
5.2.1	Belief Context (BC) . . . . .	91
5.2.2	Desire Context (DC) . . . . .	92
5.2.3	Intention Context (IC) . . . . .	93
5.2.4	Planner Context (PC) and Communication Context (CC):	93
5.2.5	Repage Context (RC) . . . . .	93
5.2.6	Bridge Rules . . . . .	94
5.2.7	Bridge Rules 1, 2, 3, 4 . . . . .	94
5.2.8	Bridge Rules $P, Q$ and $B$ . . . . .	95
5.3	An Example . . . . .	95
5.3.1	The Initial Knowledge . . . . .	96
5.3.2	Study Cases . . . . .	97
5.3.3	Implementation Details . . . . .	104

5.4	Extending the BDI+Repage Architecture : The Norm Context .	104
5.4.1	Preliminaries . . . . .	105
5.4.2	Norms and the BDI+Repage Model: An example . . . . .	106
5.4.3	The Norm Context (NC) . . . . .	107
5.4.4	Rules $F$ and $C$ . . . . .	109
5.4.5	Rules $A_I$ and $A_R$ . . . . .	110
5.4.6	An Example . . . . .	110
5.4.7	Norms Evaluation: Example . . . . .	113
5.4.8	Reasoning Using Norms Evaluation: Example . . . . .	114
5.5	Conclusions . . . . .	117
<b>6</b>	<b>Arguing about Social Evaluations</b>	<b>119</b>
6.1	Introduction and Motivation . . . . .	119
6.2	Communicated Social Evaluations and their Reliability . . . . .	120
6.2.1	Preliminaries . . . . .	120
6.2.2	Characterizing the Problems behind Reliability Measures	121
6.3	The Reputation Argumentation Framework . . . . .	124
6.3.1	Argument Interactions . . . . .	125
6.3.2	Deciding about the Reliability . . . . .	126
6.3.3	The Dialog Protocol . . . . .	128
6.3.4	An Example . . . . .	131
6.4	Related Work and Discussion . . . . .	133
6.5	Experimental Results . . . . .	133
6.5.1	Description of the Simulations . . . . .	134
6.5.2	Simulation Results . . . . .	140
6.5.3	Discussion . . . . .	143
6.6	Conclusions . . . . .	146
<b>7</b>	<b>Conclusions and Future Work</b>	<b>147</b>
7.1	Reasoning Using Social Evaluations . . . . .	147
7.1.1	Future Work . . . . .	148
7.2	Dialogs and Argumentation . . . . .	149
7.2.1	Future Work . . . . .	150
<b>A</b>	<b>Entropy of the Representations</b>	<b>153</b>
A.1	Introduction . . . . .	153
A.2	Entropy of the Representations . . . . .	153
A.3	Calculus of CU . . . . .	155
<b>B</b>	<b>An Heuristic for the Axiom IRB</b>	<b>159</b>
B.1	Introduction . . . . .	159
B.2	A Metaprocess for Updating Function $h$ . . . . .	160
B.3	Validation of the Proposed Method . . . . .	163
B.3.1	Scenario and Simulation Settings . . . . .	163
B.3.2	Experimental Results and Discussion . . . . .	166
B.4	Conclusions . . . . .	167