

# Contents

<b>Foreword</b>	<b>xiii</b>
<b>Abstract</b>	<b>xv</b>
<b>Acknowledgements</b>	<b>xvii</b>
<b>1 Introduction</b>	<b>1</b>
1.1 Motivation . . . . .	3
1.2 Contribution . . . . .	4
1.3 Thesis Structure . . . . .	5
<b>2 State of the Art</b>	<b>7</b>
2.1 Distributed Systems . . . . .	7
2.2 Social Networks . . . . .	9
2.3 Norms . . . . .	11
2.4 Enforcement . . . . .	14
2.4.1 Control-based Enforcement (CBE) . . . . .	14
2.4.2 Incentive-based Enforcement (IBE) . . . . .	16
2.5 Violation Detection . . . . .	18
2.6 Game Theoretic Research . . . . .	19
2.7 Reputation Systems . . . . .	20
2.8 Currency Systems . . . . .	22
<b>3 Experimental Methodology</b>	<b>25</b>
3.1 Variables . . . . .	26
3.2 Measurements . . . . .	27
3.3 Experiment design and results . . . . .	28
<b>4 Ostracism</b>	<b>31</b>
4.1 Introduction . . . . .	31
4.2 The Model . . . . .	35
4.3 Behavioural Model . . . . .	39
4.3.1 Functional Model . . . . .	39
4.3.2 Constructing a path . . . . .	40
4.3.3 Executing a joint action . . . . .	40

4.3.4	Disclosing joint actions . . . . .	40
4.3.5	Behavioural properties . . . . .	41
4.4	The Scenario . . . . .	46
4.4.1	Agents . . . . .	47
4.4.2	Variables . . . . .	48
4.4.3	Feasible path search algorithm . . . . .	50
4.5	Simulations . . . . .	52
4.6	Applications . . . . .	55
4.6.1	Information sharing forum . . . . .	55
4.6.2	Self-repair system . . . . .	56
4.7	Discussion . . . . .	57
<b>5</b>	<b>Ostracism under Uncertainty</b>	<b>61</b>
5.1	The Model . . . . .	64
5.1.1	Illocution Content . . . . .	65
5.2	Interaction Protocol . . . . .	70
5.3	Behavioural Model . . . . .	73
5.3.1	Behavioural Properties . . . . .	74
5.4	Avoiding Fraud . . . . .	76
5.4.1	Data Fraud . . . . .	77
5.4.2	Badmouthing . . . . .	80
5.4.3	Ballot-Stuffing . . . . .	80
5.4.4	Dynamic Personality . . . . .	80
5.4.5	Whitewashing . . . . .	81
5.4.6	Collusion . . . . .	81
5.4.7	Sybil Attacks . . . . .	81
5.5	Existing Reputation Mechanisms . . . . .	83
5.5.1	Bin Yu and Munindar Singh . . . . .	83
5.5.2	Aberer and Despotovic . . . . .	84
5.5.3	Eigentrust . . . . .	85
5.5.4	Reciprocatve decision . . . . .	86
5.5.5	Peertrust . . . . .	88
5.5.6	Repage . . . . .	89
5.6	Proposed Reputation Mechanisms . . . . .	90
5.6.1	Route Enhanced Peertrust (REPT) . . . . .	90
5.6.2	Sybilproof Routing Mechanism (SRM) . . . . .	93
5.7	Analytical Comparison of mechanisms . . . . .	94
5.8	Agent decisions . . . . .	95
5.9	Experiments . . . . .	100
5.9.1	Comparing mechanisms . . . . .	103
5.9.2	Analysing REPT and SRM . . . . .	106
5.10	Applications . . . . .	108
5.10.1	LiquidPub . . . . .	109
5.10.2	P2P Messaging . . . . .	110
5.11	Discussion . . . . .	111

<b>6</b>	<b>Conclusions</b>	<b>115</b>
6.1	Future work . . . . .	120