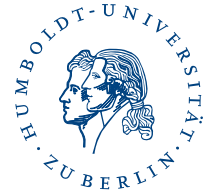




Joint Report



NEC Europe Ltd.
Network Laboratories
Kurfürsten-Anlage 36
D-69115 Heidelberg
Germany
Phone: +49 6221 90510
Fax: +49 6221 90511-55
<http://www.netlab.nec.de>

Humboldt University Berlin
Systems Architecture Group
Rudower Chaussee 25
D-12489 Berlin-Adlershof
Germany
Phone: +49 30 2093-3400
Fax: +49 30 2093-3112
<http://sar.informatik.hu-berlin.de>

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Building Blocks for Mobile Social Networks Services

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Authors:
Jens-Peter Redlich, Wolf Müller

Building Blocks for Mobile Social Networks Services

Jens-Peter Redlich^{1,2}, Wolf Müller

Abstract:

The Web 2.0 is characterized by a decentralized peer to peer structure. The lack of direct personal contact or transactions and the changeover from the small village model to globally operating Social Network Services requires new mechanisms for establishing trust relationships. Needed ingredients to for trust creation are reputation management and virtual identity management. The importance of reputation management as service enabler, which helps to keep the complex system tractable, is explained.

Keywords: Web 2.0, P2P, P2M, M2M, Trust, Reputation Management, Security, Anonymity, Privacy

¹ NEC Europe, Network Laboratories, Heidelberg, Germany

² Humboldt University Berlin, Computer Science Department, Systems Architecture Group, Berlin, Germany