Building Blocks for Mobile Social Networks Services

NEC Public Report
NLE-PR-2006-140
HU Berlin Public Report
SAR-PR-2006-13

December 2006

Authors:
Jens-Peter Redlich, Wolf Müller
Building Blocks for Mobile Social Networks Services

Jens-Peter Redlich\textsuperscript{1,2}, Wolf Müller

Abstract:

The Web 2.0 is characterized by a decentralized peer to peer structure. The leak 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.

\textbf{Keywords:} Web 2.0, P2P, P2M, M2M, Trust, Reputation Management, Security, Anonymity, Privacy

\textsuperscript{1} NEC Europe, Network Laboratories, Heidelberg, Germany
\textsuperscript{2} Humboldt University Berlin, Computer Science Department, Systems Architecture Group, Berlin, Germany