

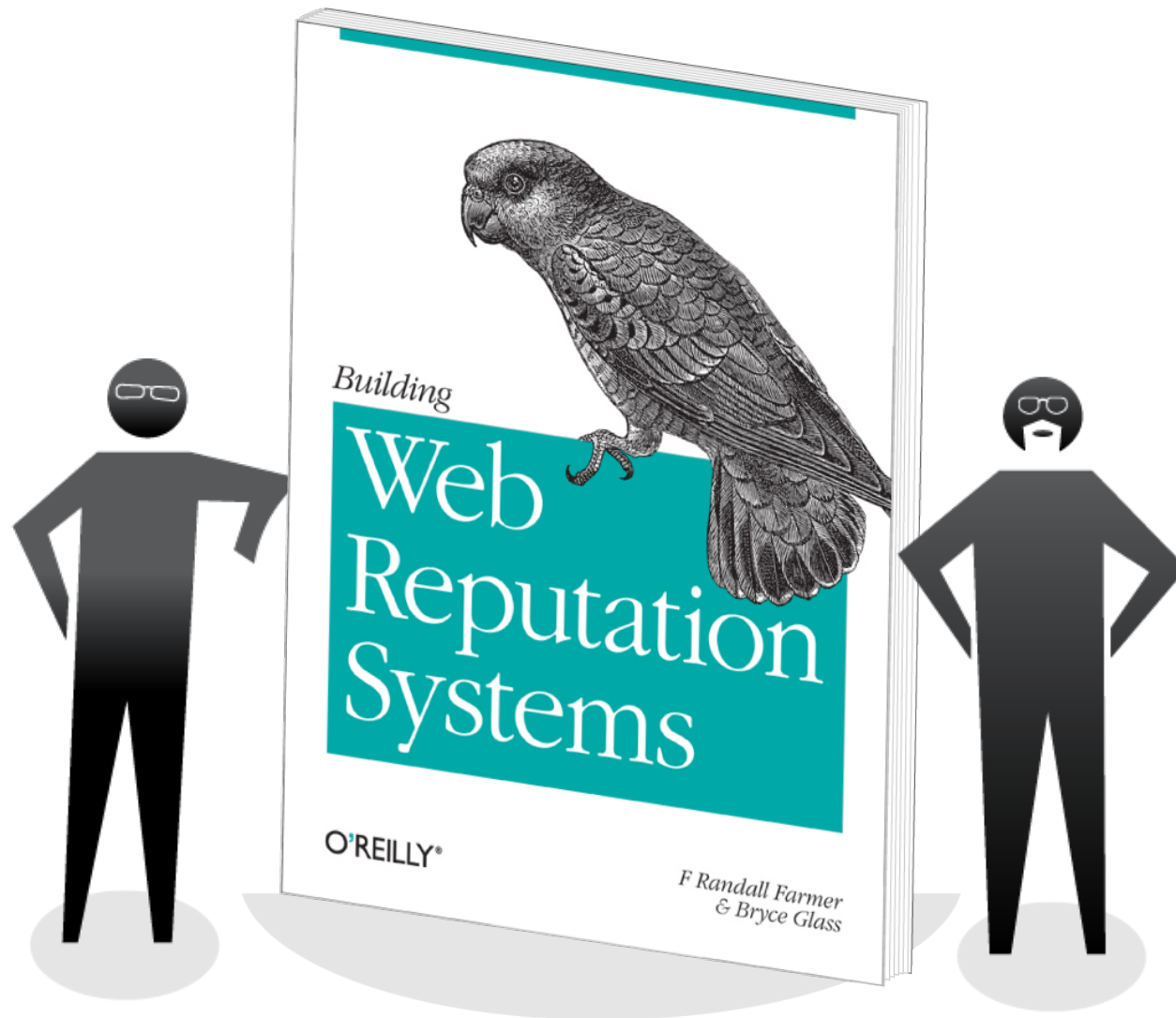


Web Reputations

(Avoiding Social Media Landmines in PM)



F. Randall “Randy” Farmer



Also available free on the companion blog & wiki at <http://buildingreputation.com>

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Why Web Reputation Matters to Product Managers

- ▶ Increasingly cropping up on your B2C and B2B roadmaps – because it creates value
- ▶ Many reputation models for different needs
- ▶ But, Choosing poorly can have a *disastrous impact* on your product's success!

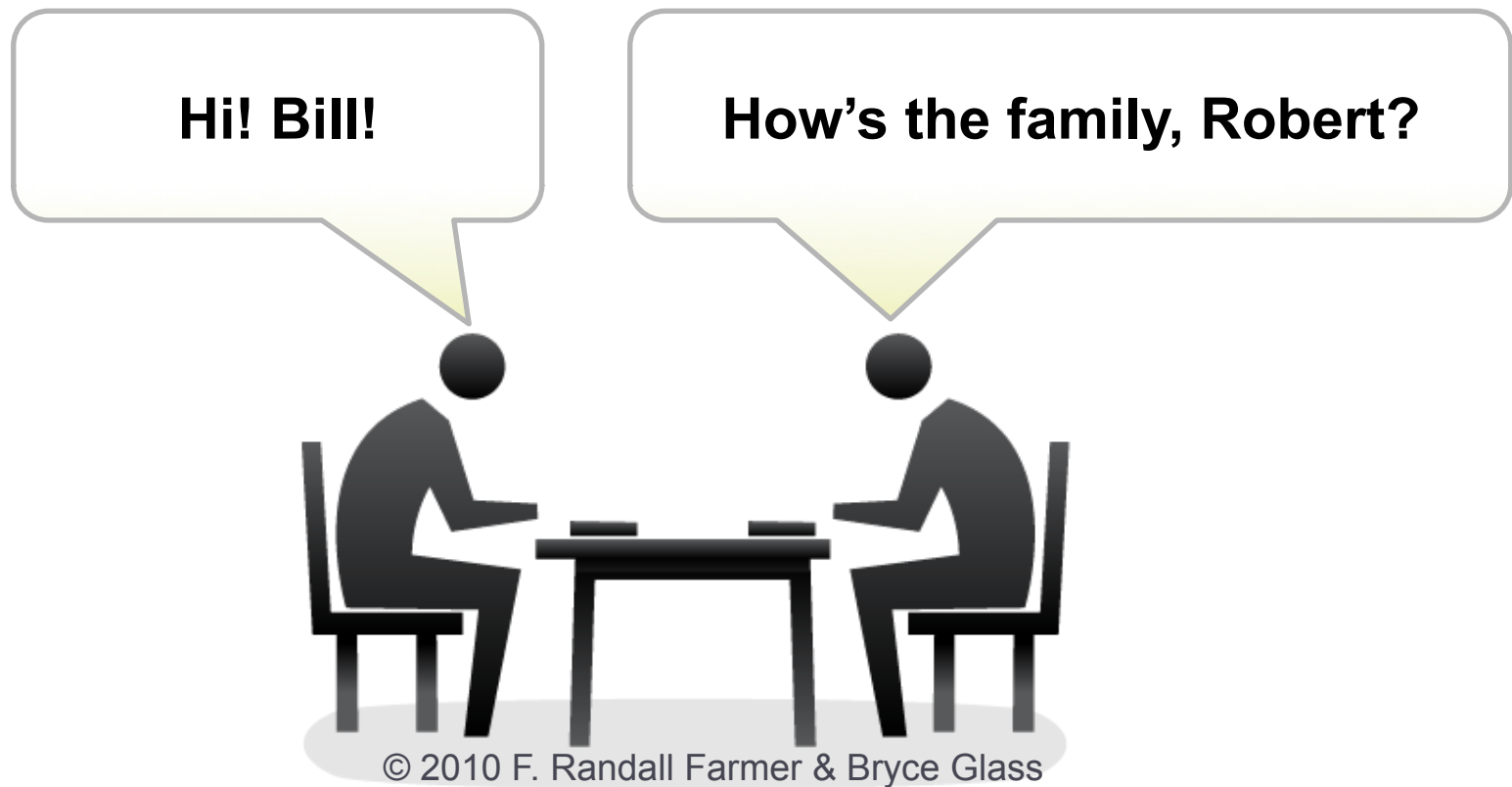
5 things we get wrong about reputation

- ▶ “It’s the People, Dummy”
- ▶ “One Reputation to Rule Them All”
- ▶ “All I Need is Five Stars”
- ▶ “Competition is Always Good”
- ▶ “Negative Karma Will Out the Bad Guys”

It's the People, Dummy!



A conversation...



Our Wendy will be going to Harvard next year!



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Really! I'm curious — why Harvard?



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Why, it has the best reputation—especially for law.



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Did she consider Yale?



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Yes, but we like Harvard's proximity.



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Won't that be expensive?



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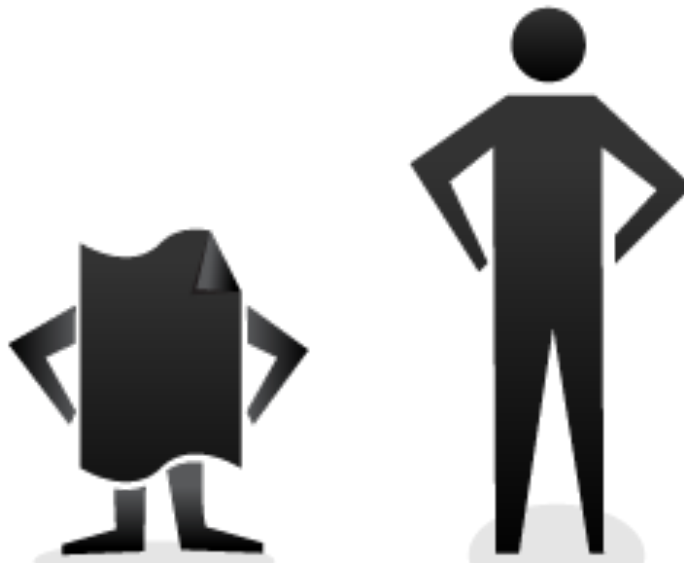
We'll make tradeoffs if we have to — it's worth it for my little girl!



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Reputation Defined

Reputation is information used to make a value judgment about an object or a person.



The Reputation Statement



a **Source**



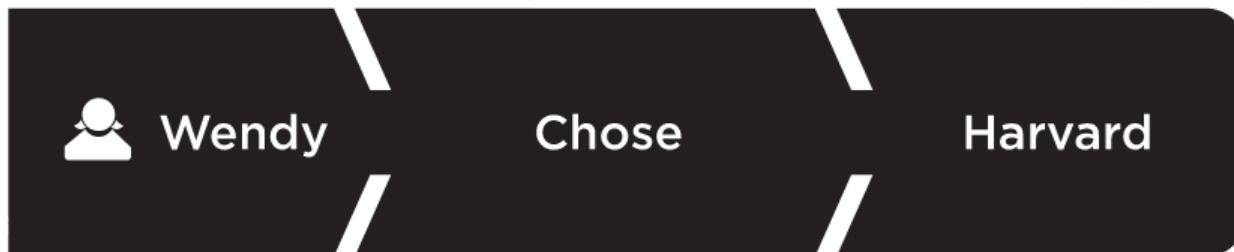
makes

a **Claim**

about



a **Target**



Bill & Robert's Entire Conversation (and Meal!) Are Made of Reputation Statements

 Bill  Likes   Italian Food

 Robert  Trusts taste  A coworker

 Coworker  Recommends  Restaurant

 Bill  is friends  Robert

 Wendy  chose  Harvard

 Bill  chose  Harvard

  Recommend  Harvard

  Recommend  Harvard Law

  As Good as Harvard  Yale

 Robert  Is Expensive  Harvard



People reputation is Karma, and it *is* special

- ▶ Karma is user reputation within a context
- ▶ Karma is useful for building trust between users, and between a user and the site
- ▶ Karma can be an incentive for participation and contributions
- ▶ Karma is contextual and has limited utility globally.
- ▶ Karma comes in several flavors - Participation, Quality and Robust
- ▶ Karma is complex (via indirect evaluations), and formulation is often opaque
- ▶ Personal karma is displayed only to the owner, good for measuring progress
- ▶ Corporate karma is used by the site to find the very best and very worst users
- ▶ Public karma is displayed to other users, which makes it the hardest to get right
 - ▶ It should be used sparingly
 - ▶ It is hard to understand, isn't expected, and easily confused with content ratings.
 - ▶ It shouldn't be have a socially negative value.
 - ▶ It encourages competition in some users, and may *discourage* others.

Reputation is...

**... information used to make a value judgment
about an object or a person.**

... everywhere!

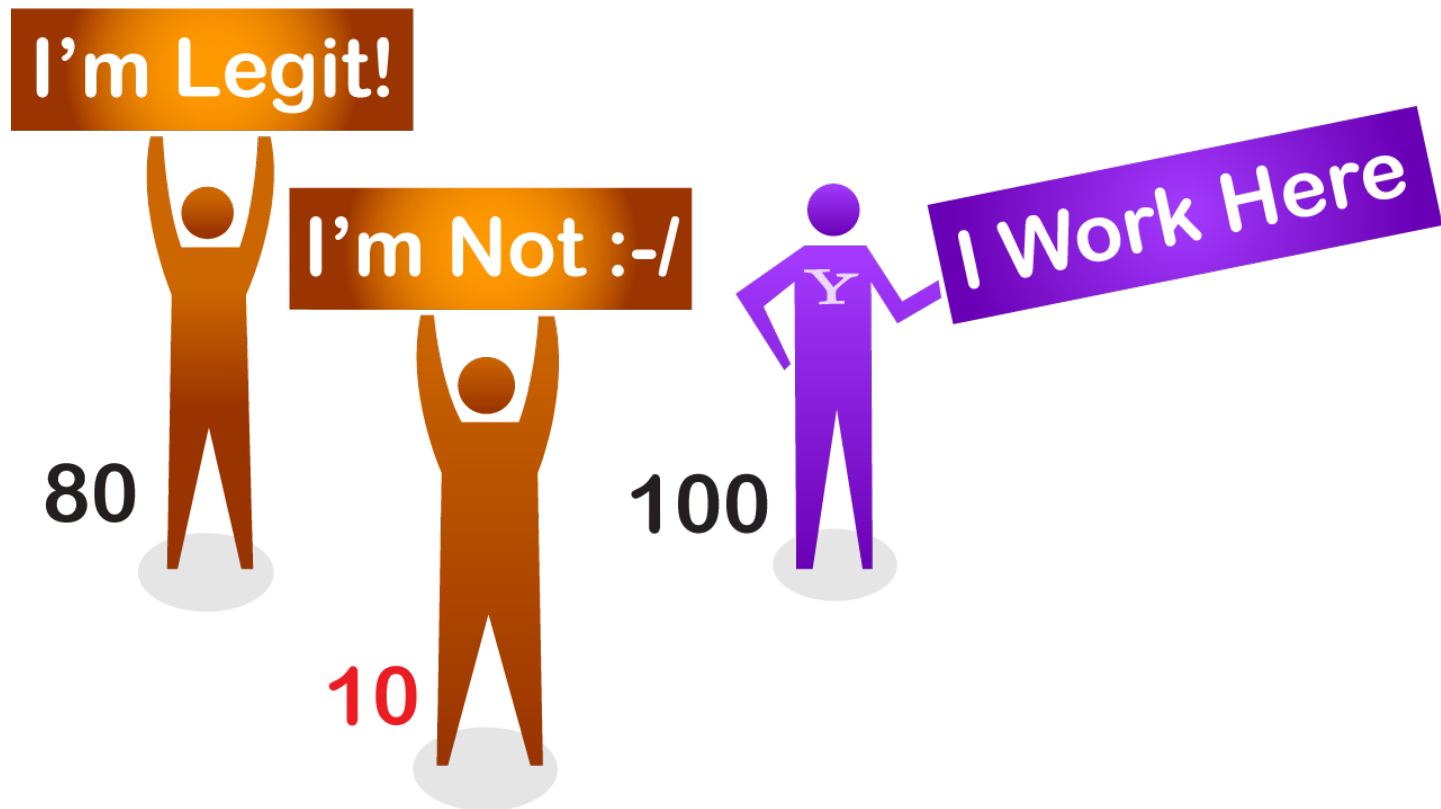
... hard, but karma is harder!



One Karma To Rule
Them All!

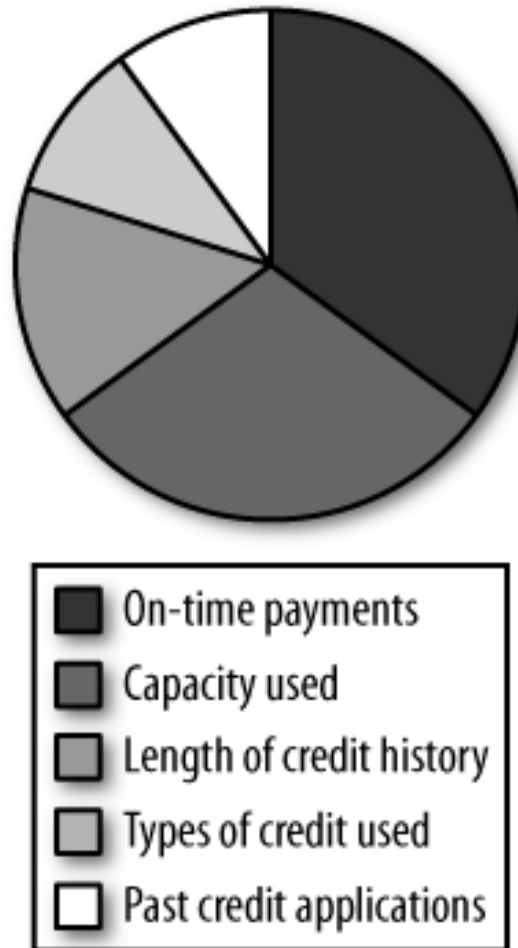


Global Karma? We need it, Right?

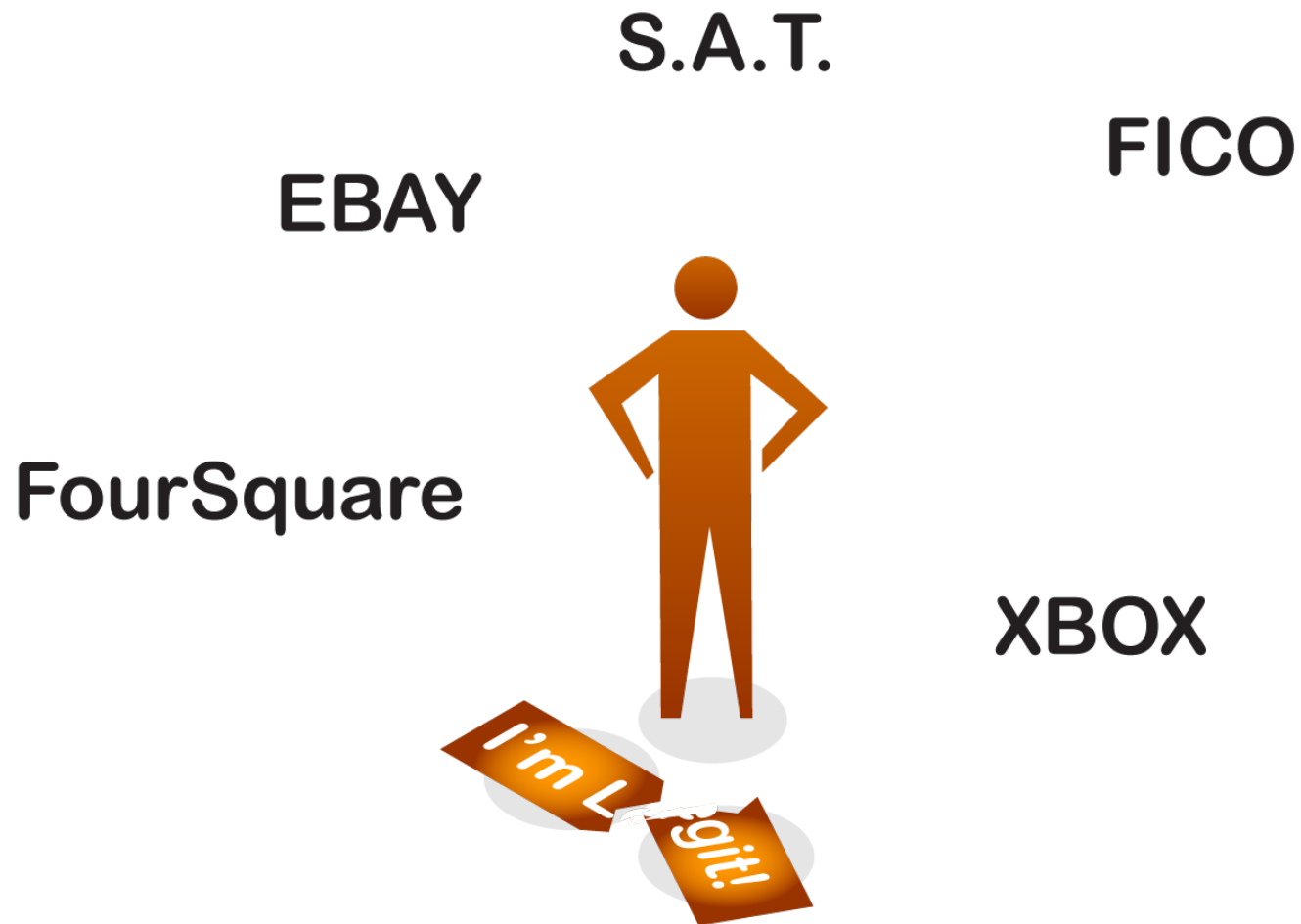


Case Study: FICO as Global Karma

Credit score factors



Lots of Little Karmas vs. One Big Score



So...

~~One Karma To Rule
Them All!~~

Reputation is always in context!



All I Need Is Five Stars



... Or Thumbs Up
... Or 'Digg-style' Voting
... Or a 'Like' Button

Interface-First Design

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» Tapas / Small Plates

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» Kid-Friendly

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SEARCH

On TechRepublic: 10 dumb mistakes to avoid in the field

Map Satellite Hybrid Terrain




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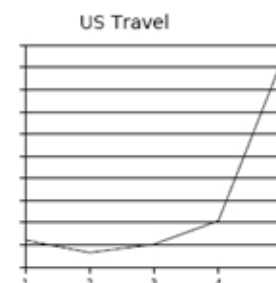
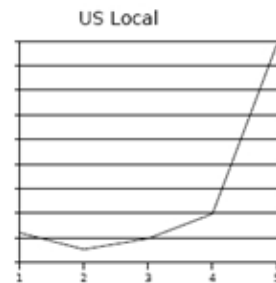
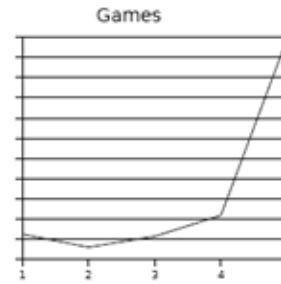
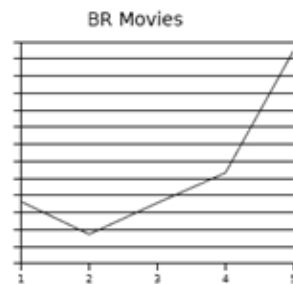
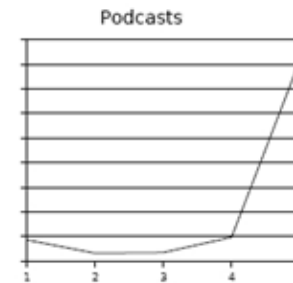
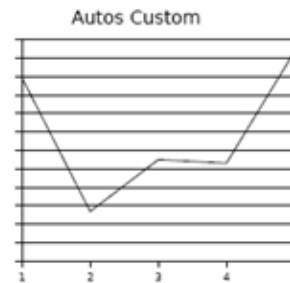
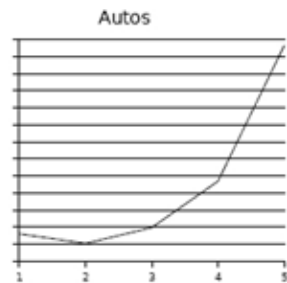
• Exercise & fitness

• Vitamin facts

• Diet & Beauty

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One of these things is not like the others...



Consider YouTube

fun. - "All The Pretty Girls" [music video]



★★★★★ 331 ratings

65,839 views

♥ Favorite ➦ Share ➦ Playlists 🚩 Flag

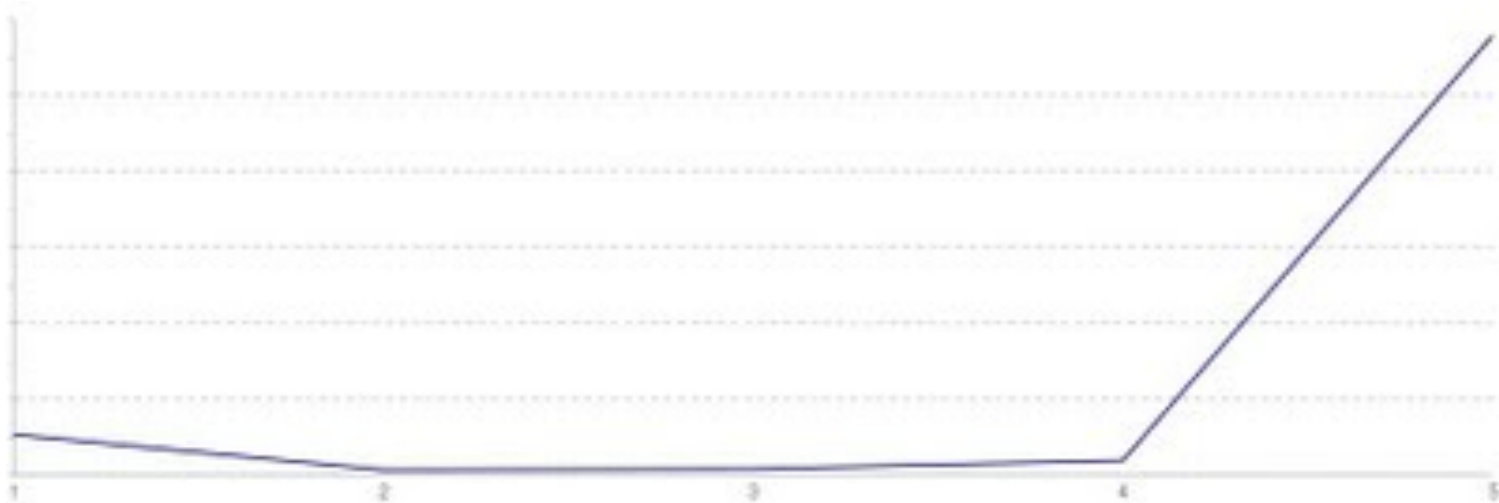
MySpace

Twitter

Send Video

(more share options)

Look Familiar?



<http://youtube-global.blogspot.com/2009/09/five-stars-dominate-ratings.html>



“Great videos prompt action; anything less prompts indifference. Thus, the ratings system is primarily being used as a seal of approval, not as an editorial indicator of what the community thinks about a video.”



— *Shiva Rajaraman, Product Manager*

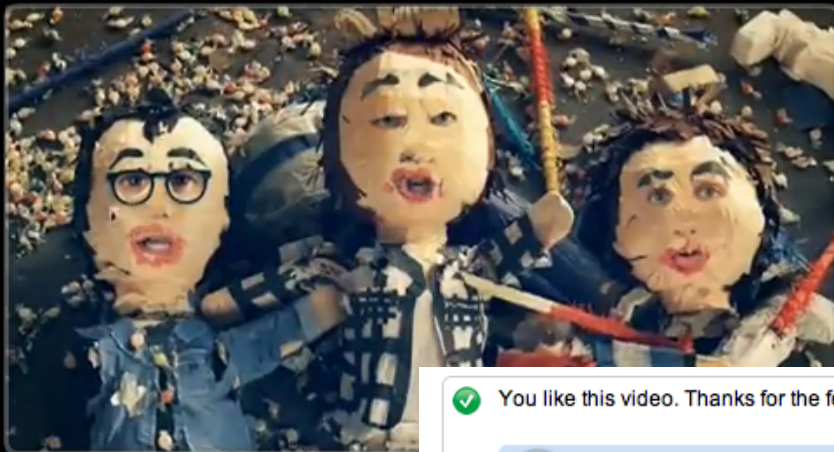
Evolution too far? Like and Dislike

fun. - "All The Pretty Girls" [music video]

GREAT LAKE SWIMMERS
STEALING TOMORROW

416 videos

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NetwerkMusic — November 04, 2009 — The official video for fun.'s debut album Aim and Ignite. fun. Is made up of Nate

Music: **Fun.** - All the Pretty Girls

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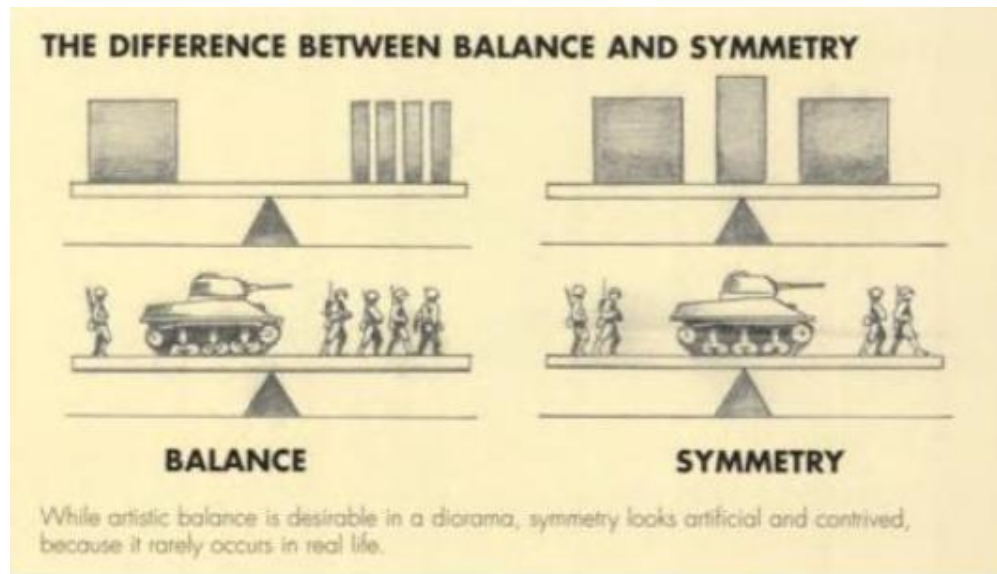


845



46

Do You Need a Downvote?



From *How To Build Dioramas* by Sheperd Paine

So...

~~All I Need Is Five Stars?~~



Instead...

Let the Context Determine the Inputs

Be Sparing — Ask for Only What You Need

Downplay the Downvote



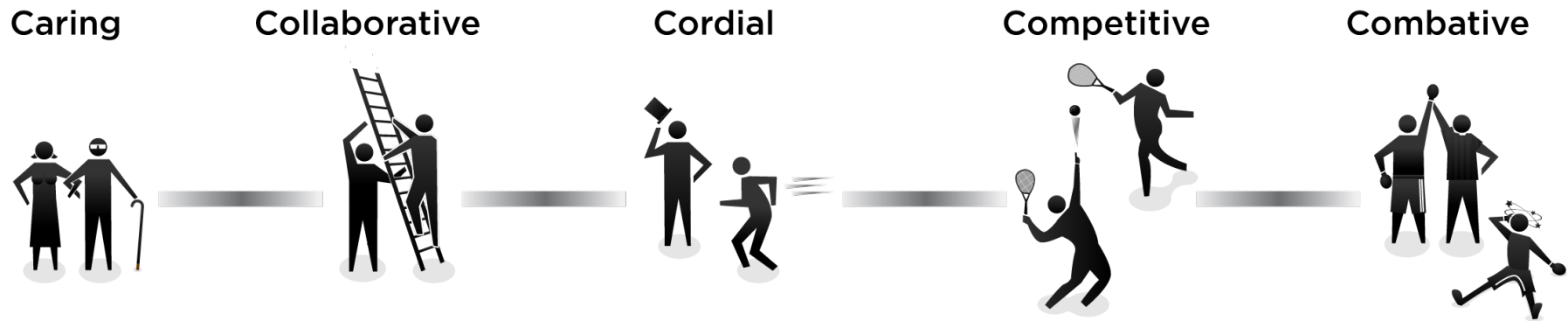
Competition is Always Good!



“We built a point system into Consumating because we thought giving direct feedback to people about their conduct on the site would encourage them to be nice to one another—you get a thumbs up when you are nice (treat!), and a thumbs down when you are a douche (electric shock!)”

— *Ben Brown, Internet Rockstar*

The Competitive Spectrum



So...

Competition is fine if the context calls for it

Don't assume competition where there is none.

Competition for *Karma* will generally escalate.

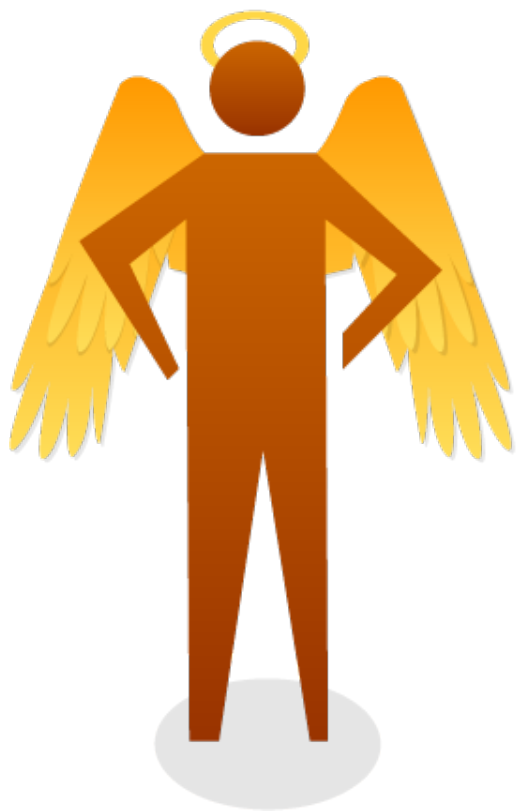


**Negative Karma Will Out the Bad
Guys**



The Good Guys and The Bad Guys

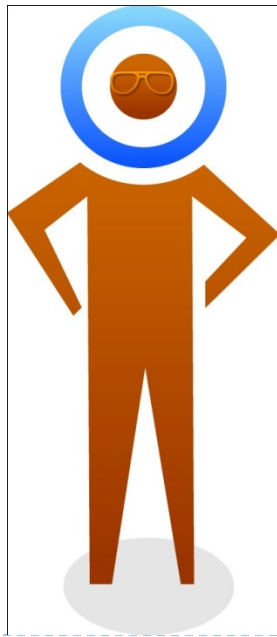
60



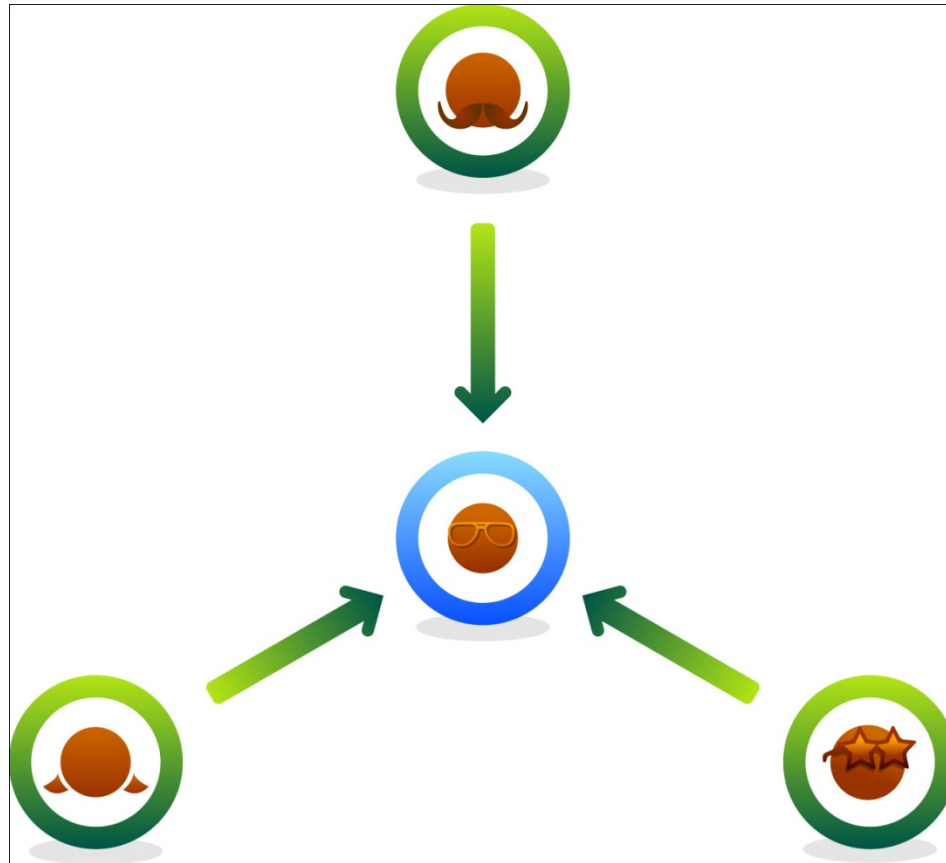
-30



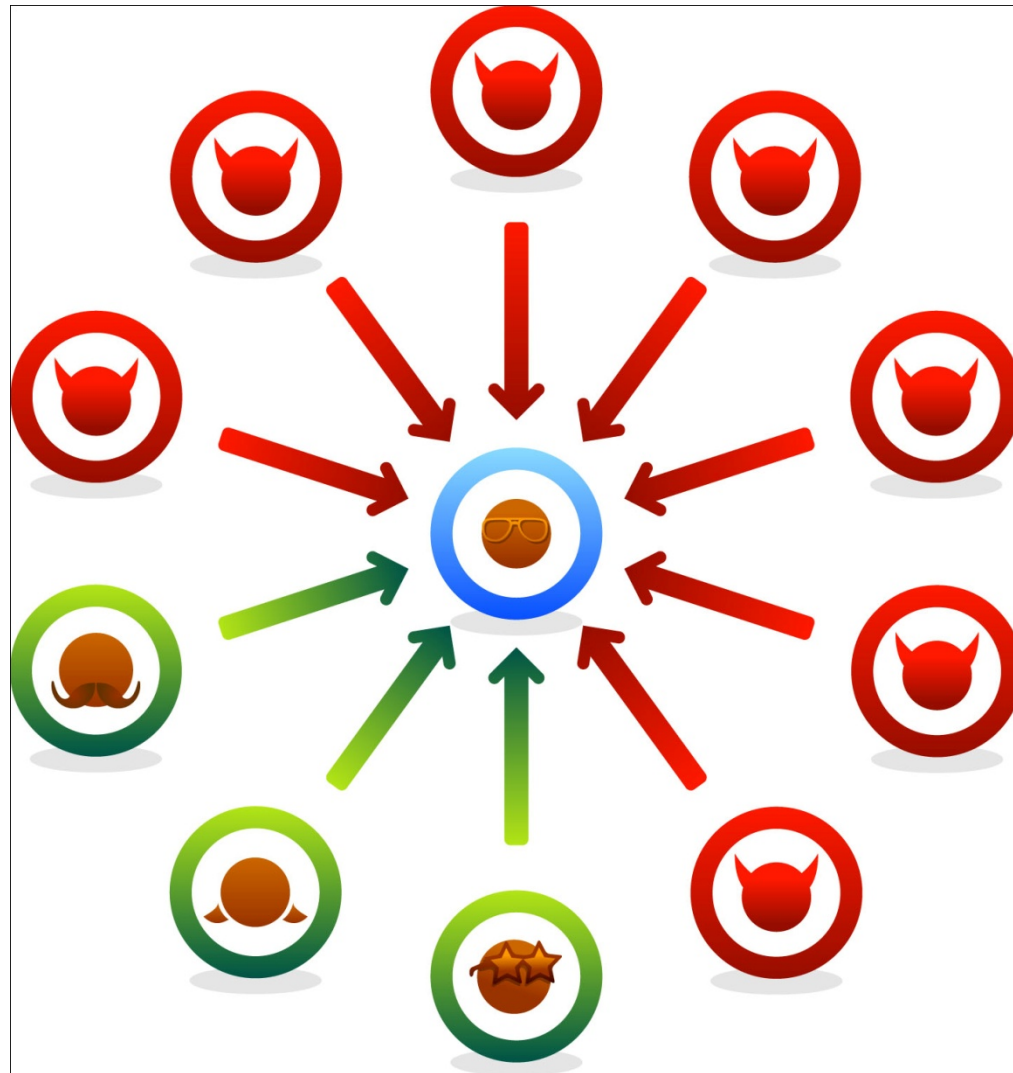
Cautionary Tale: A Virtual Mafia Shakedown



Cautionary Tale: A Virtual Mafia Shakedown



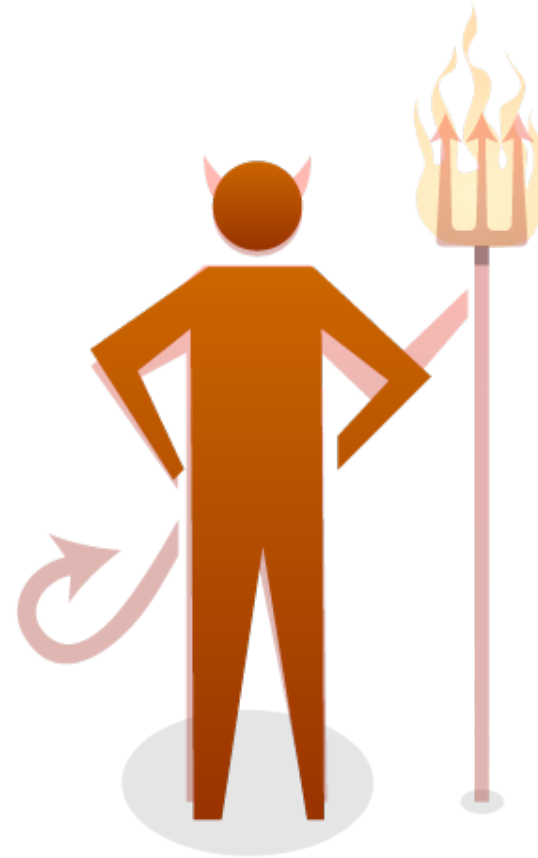
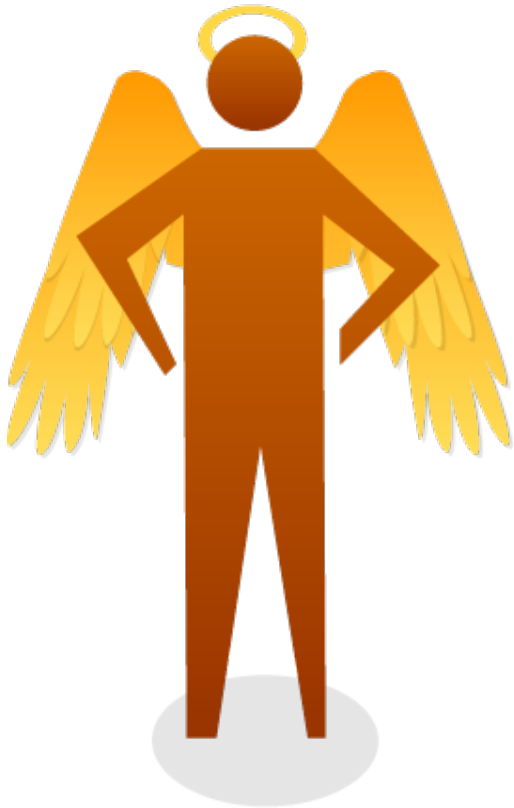
Cautionary Tale: A Virtual Mafia Shakedown



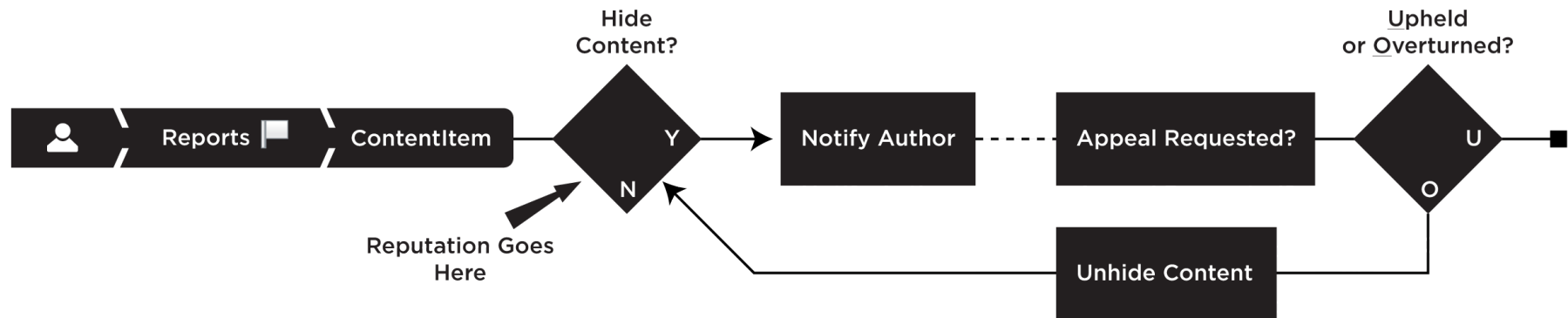
Karma Meaninglessness and Bankruptcy

60

~~-30~~ 0!



Private Karma: Yahoo! Answers Case Study

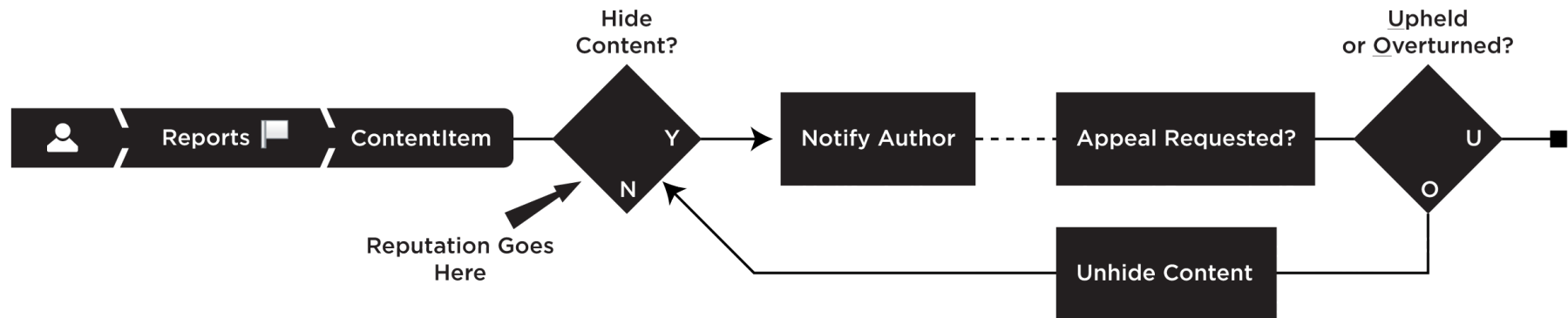


Metric	Baseline	Goal	Result	Improvement
Mean time: from Report to Removal	18 hours	1 hour	?	?
Report evaluation error rate	10%	10%	?	?
Customer care costs	100% \$1 million per year	10% \$100,000 per year	?	?

Yahoo! Answers community content moderation system results



Private Karma: Yahoo! Answers Case Study



Metric	Baseline	Goal	Result	Improvement
Mean time: from Report to Removal	18 hours	1 hour	30 seconds	120x goal 2000x baseline
Report evaluation error rate	10%	10%	<0.1%	100x goal/baseline
Customer care costs	100% \$1 million per year	10% \$100,000 per year	<0.1% <\$10,000 per year	10x goal 100x baseline Saved \$990,000/yr

Yahoo! Answers community content moderation system results

So...

Karma is Complex (built of indirect inputs)

Public Karma is Positive Karma

???? ~~Karma Will Out the Bad Guys~~



Karma is Complex (built of indirect inputs)

Public Karma is Positive Karma

***Secret Karma can* Out the Bad Guys**



The Missteps, Corrected...

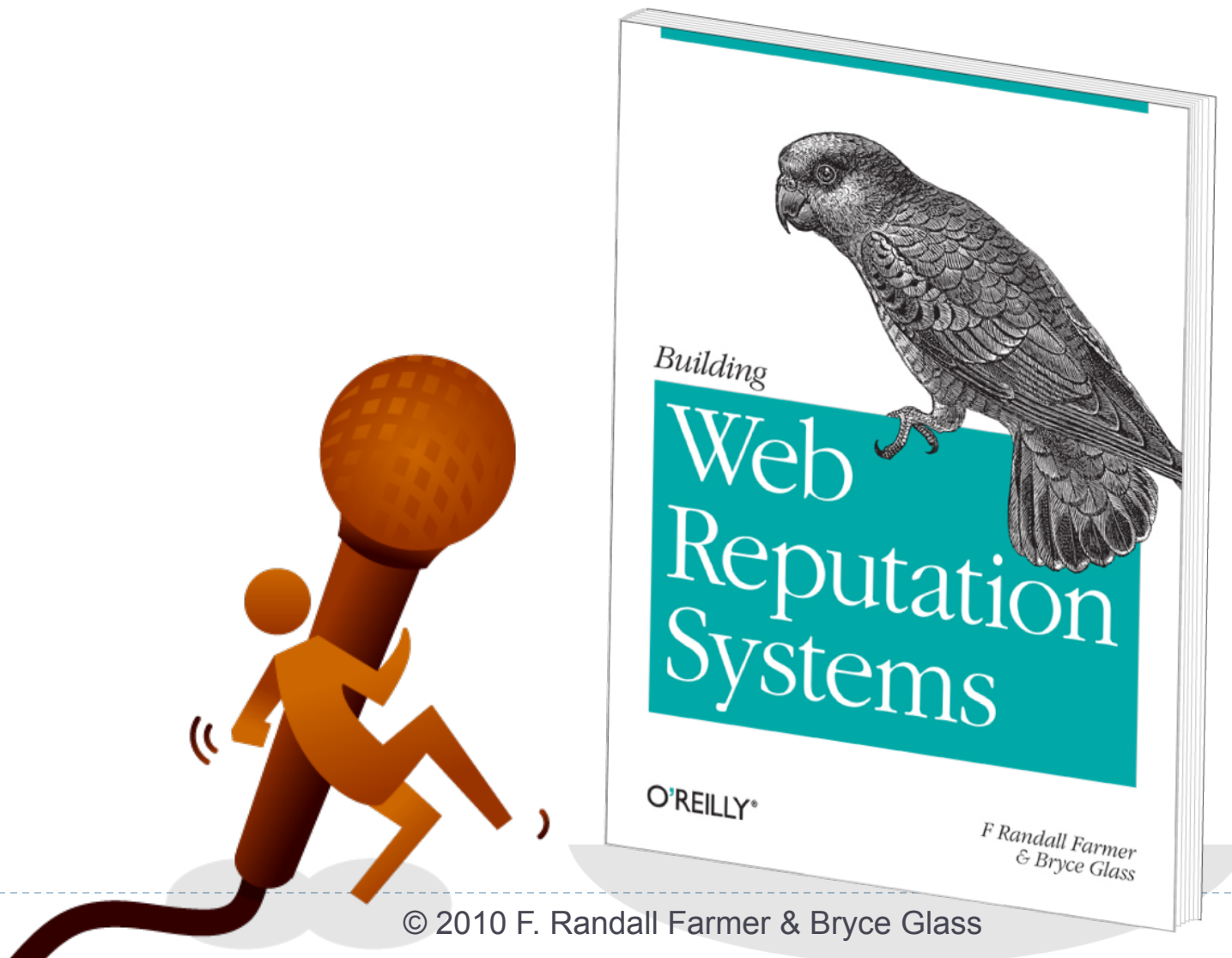
- ~~“It’s the People, Dummy”~~
 - Reputation is information used to make a value judgment about an object or a person.
 - Reputation is everywhere!
 - Reputation is hard, but karma is harder!
- ~~“One Reputation to Rule Them All”~~
 - Reputation is always in context.
- ~~“All I Need is Five Stars”~~
 - Let the context determine the inputs.
 - Be sparing – ask only for what you need.
 - Downplay the downvote.
- ~~“Competition is Always Good”~~
 - Reputation competition is fine if the context calls for it
 - Don’t assume competition where there is none
 - Competition for karma will generally escalate
- ~~“Negative Karma Will Out the Bad Guys”~~
 - Karma is complex (built of indirect inputs)
 - Public karma is positive karma.
 - *Secret* negative karma *can* out the bad guys



How Product Managers can cope with Web Reputation Systems

- ▶ Many reputation models for different needs
 - ▶ Check out <http://buildingreputation.com> and/or get a copy of the book!
- ▶ Choosing poorly can have a *disastrous impact* on your product's success!
 - ▶ But you now have some tools for avoiding the worst problems!

Any Questions?



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