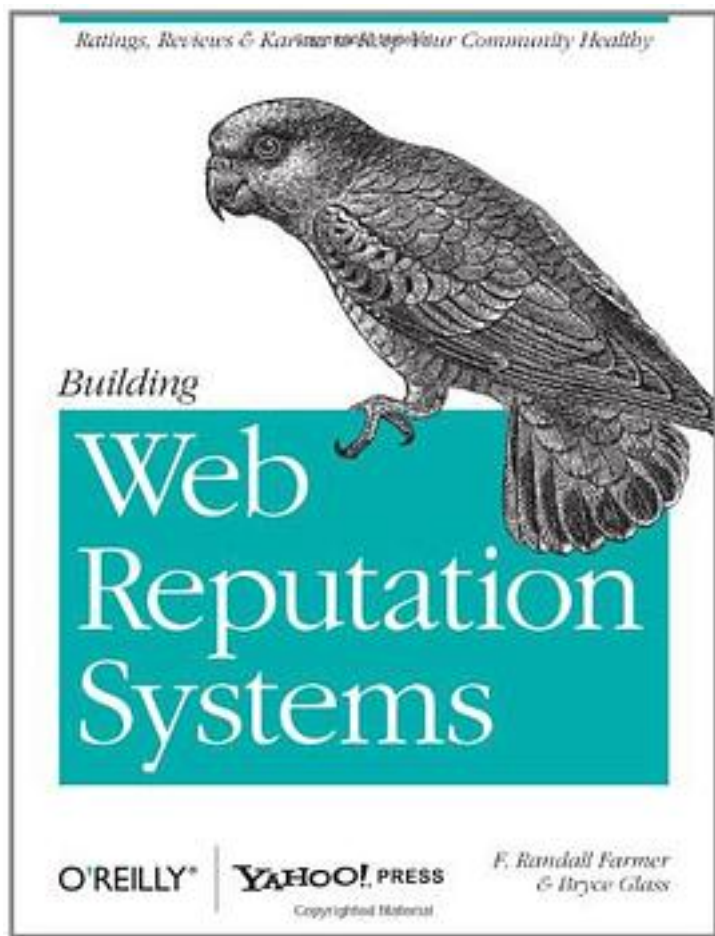# Building Web Reputation Systems

Building Web Reputation Systems_下载链接1_

著者:Randy Farmer

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What do Amazon's product reviews, eBay's feedback score system, Slashdot's Karma System, and Xbox Live's Achievements have in common? They're all examples of successful reputation systems that enable consumer websites to manage and present

user contributions most effectively. This book shows you how to design and develop reputation systems for your own sites or web applications, written by experts who have designed web communities for Yahoo! and other prominent sites.

Building Web Reputation Systems helps you ask the hard questions about these underlying mechanisms, and why they're critical for any organization that draws from or depends on user-generated content. It's a must-have for system architects, product managers, community support staff, and UI designers.

> Scale your reputation system to handle an overwhelming inflow of user contributions

> Determine the quality of contributions, and learn why some are more useful than others

> Become familiar with different models that encourage first-class contributions

> Discover tricks of moderation and how to stamp out the worst contributions quickly and efficiently

> Engage contributors and reward them in a way that gets them to return

> Examine a case study based on actual reputation deployments at industry-leading social sites, including Yahoo!, Flickr, and eBay

作者介绍:

Randy Farmer

F. Randall "Randy" Farmer has been creating online community systems for over 30 years, and has co-invented many of the basic structures for both virtual worlds and social software. His accomplishments include numerous industry firsts (such as the first virtual world, the first avatars, and the first online marketplace). Randy worked as the community strategic analyst for Yahoo!, advising Yahoo properties on construction of their online communities. Randy was the principal designer of Yahoo's global reputation platform and the reputation models that were deployed on it.

Bryce Glass

Bryce Glass is a principal interaction designer for Manta Media, Inc. Over the past 13 years, he's worked on social and community products for some of the web's best-known brands (Netscape, America Online and Yahoo!).

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标签

产品设计

社会化网络

声誉设计

Reputation

推荐系统

O'Reilly

设计

声誉

评论

粗略看了一遍，能收到的东西不多，其实看作者在slideshare上的slides就可以了。

这本书是务必精度的经典，其中yahoo、ebay的产品经验非常宝贵，作者本人也应该是这个领域的大牛。
读完第一遍，腾出点时间读别的，大约1个月后重读，希望重读之后能有更多的收获。

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书评

国内的网站声誉系统设计研究并不多，更多的是经验主义，只要是评价就是5星，只要是社会化网络就想要做排行，或者直接抄袭国外的同类站点。这本书把声誉系统的原则

和设计扯的很清楚了，我在一点点翻译和做笔记（www.alienbin.com），欢迎拜读和讨论，不知道有没有同仁也在看这本...

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