Social Computing with Online Communities

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*THE REAL SCIENCE

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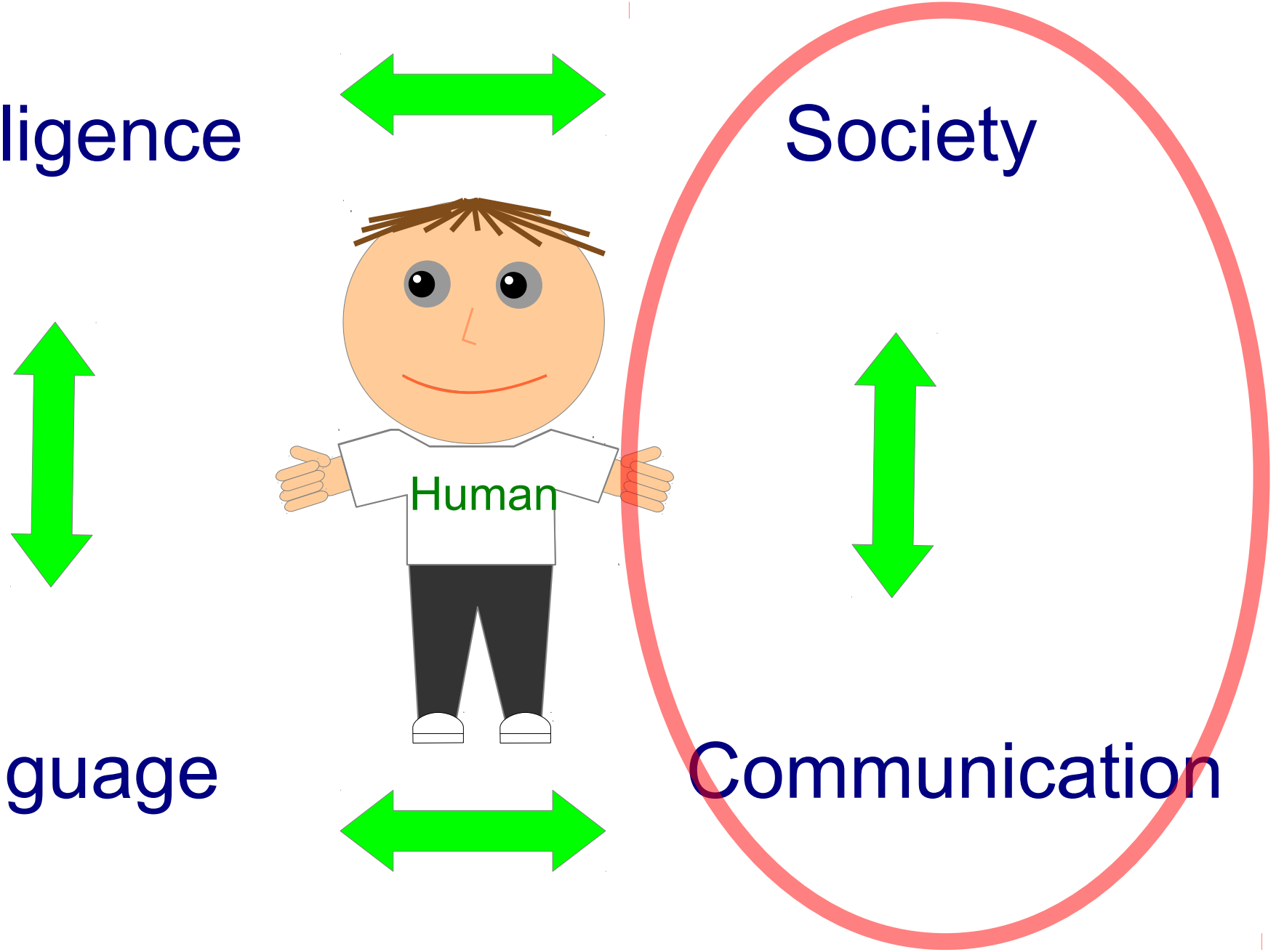
Evolution of Social Complexity



Social Communication Challenges

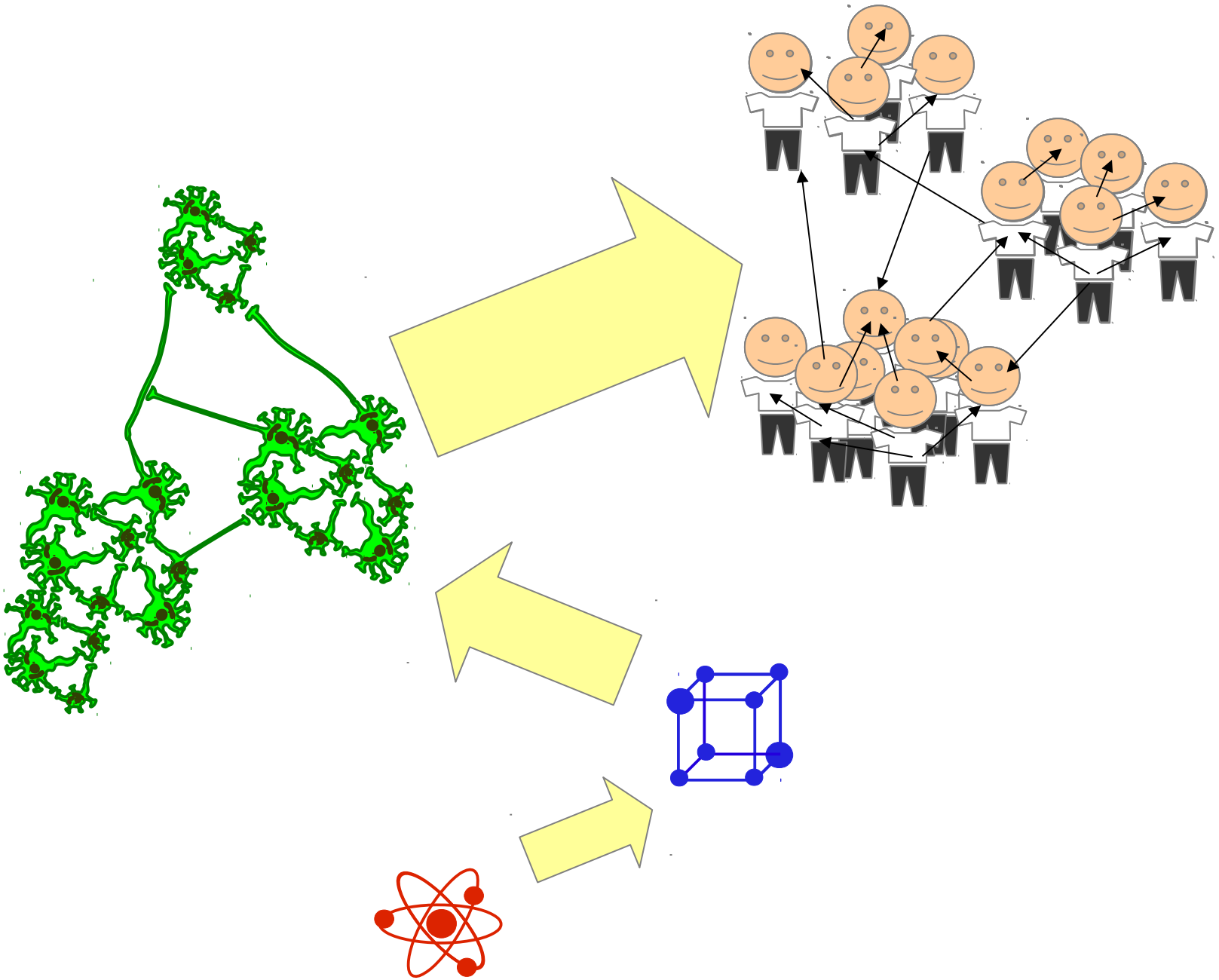
What have changed in last 50 years?

Connectivity – ~~tens~~ *millions* of people

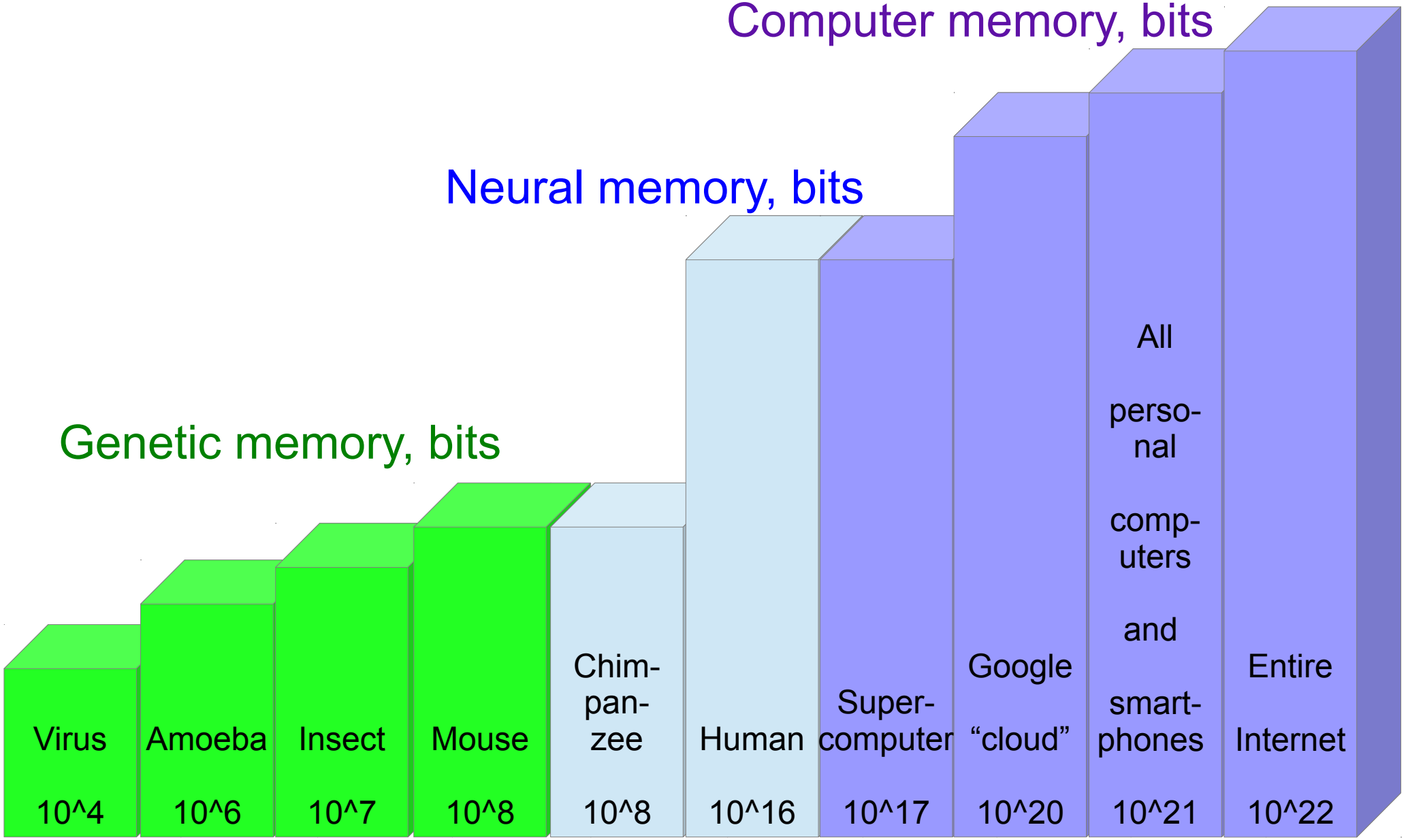
Speed – of ~~speaking and writing~~ *light*

Reliability – ~~relatives/neighbors~~ *strangers*

Evolutionary Perspective – from Simplest to Complex

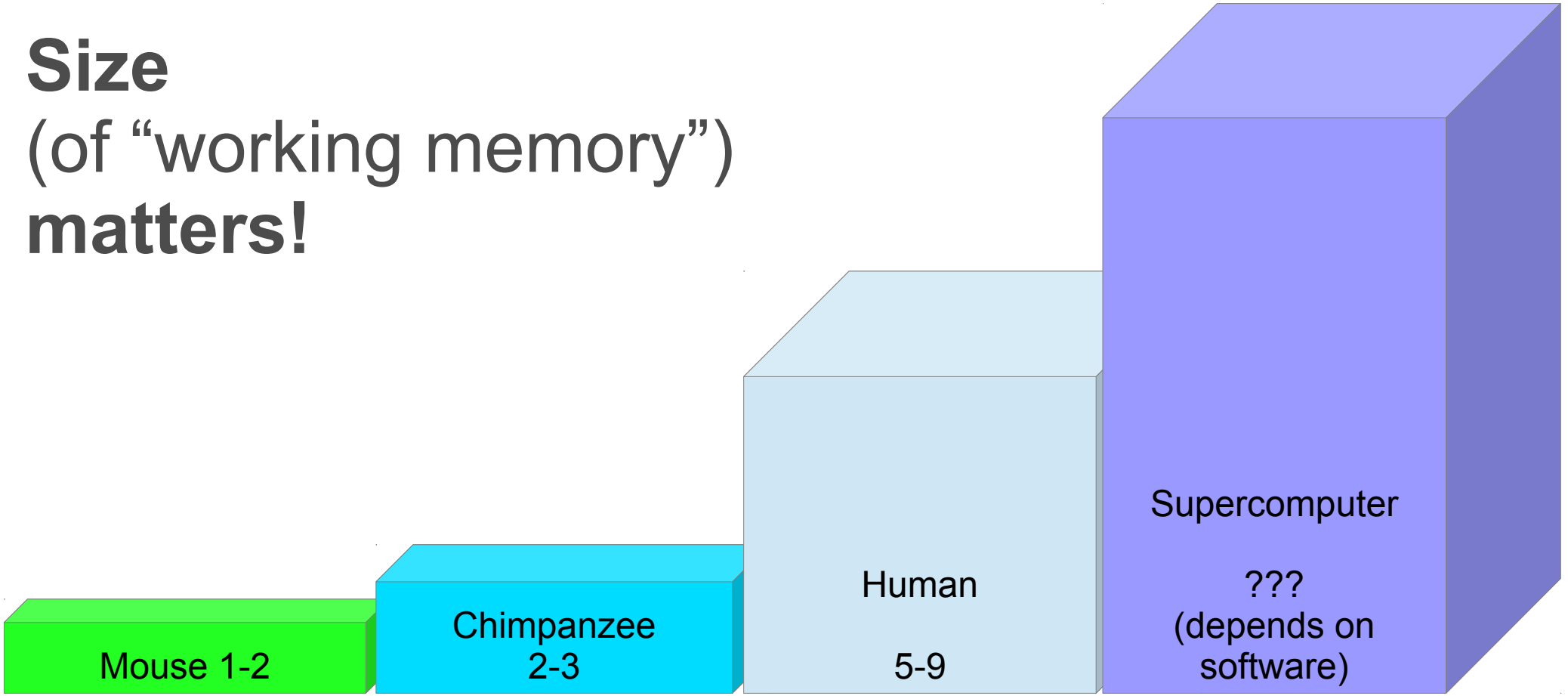


Evolution of information storage capacity growth



Evolution of working memory capacity growth

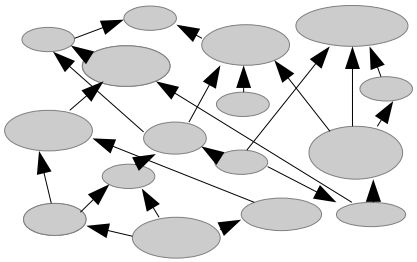
Size
(of “working memory”)
matters!



Food
- good

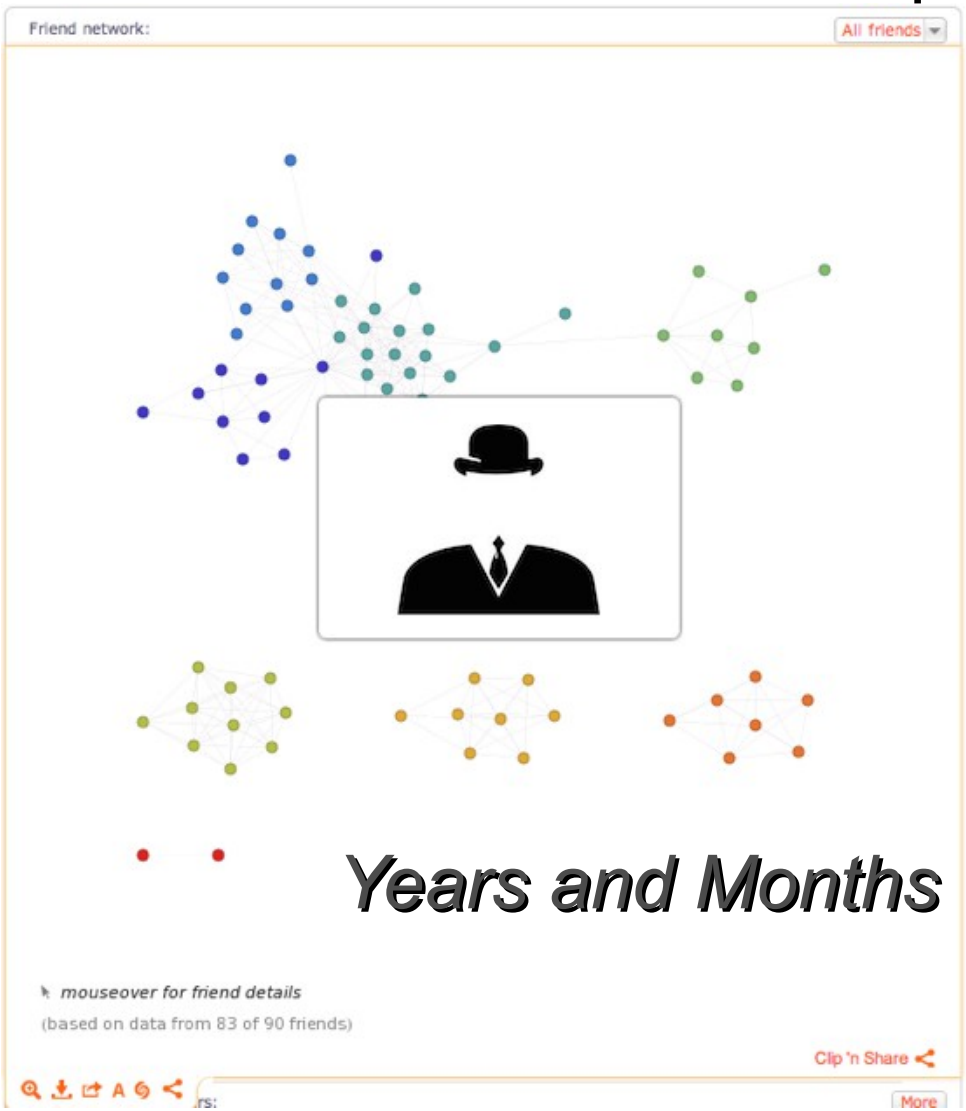
Stick
- banana
- food

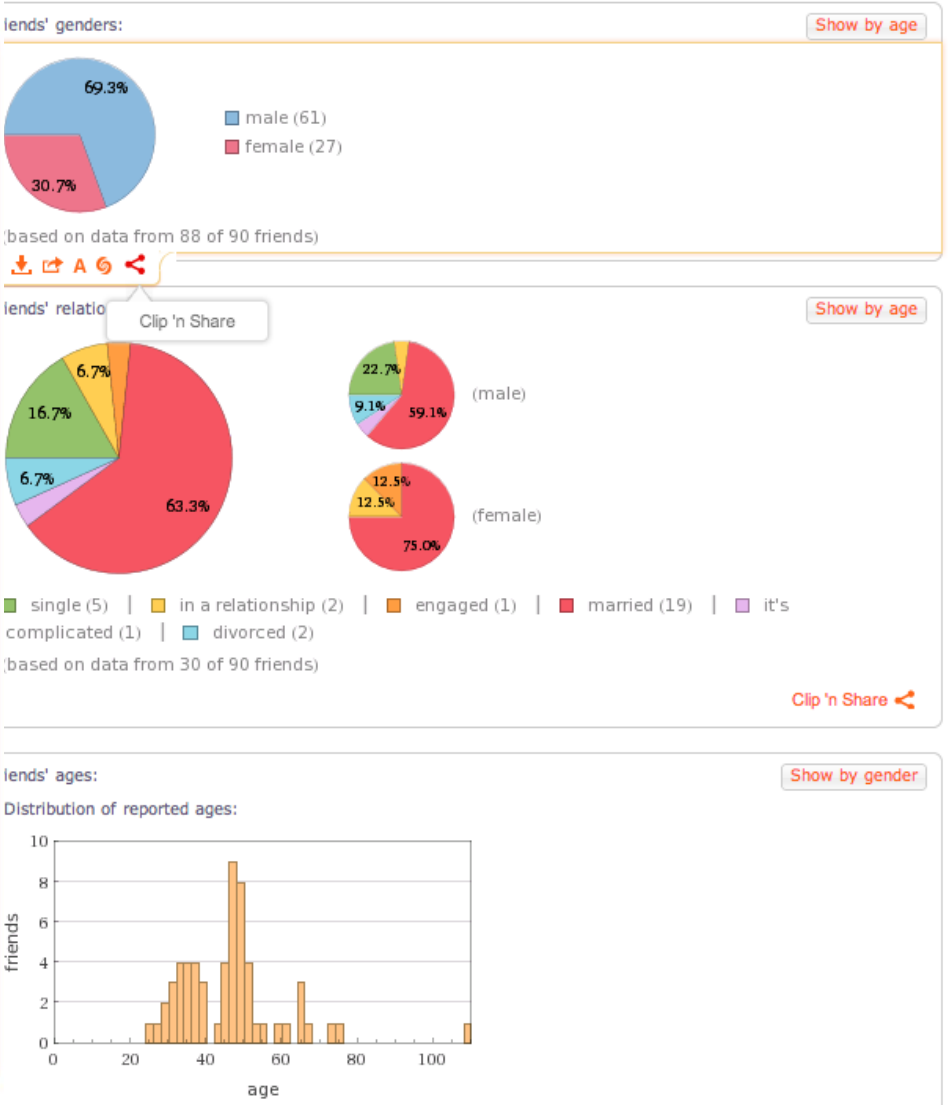
There is something out there similar to anything that have been known so far.



“Global Brain”
can learn about yourself and your social environment

Personal profile analysis with Wolfram Alpha for Facebook



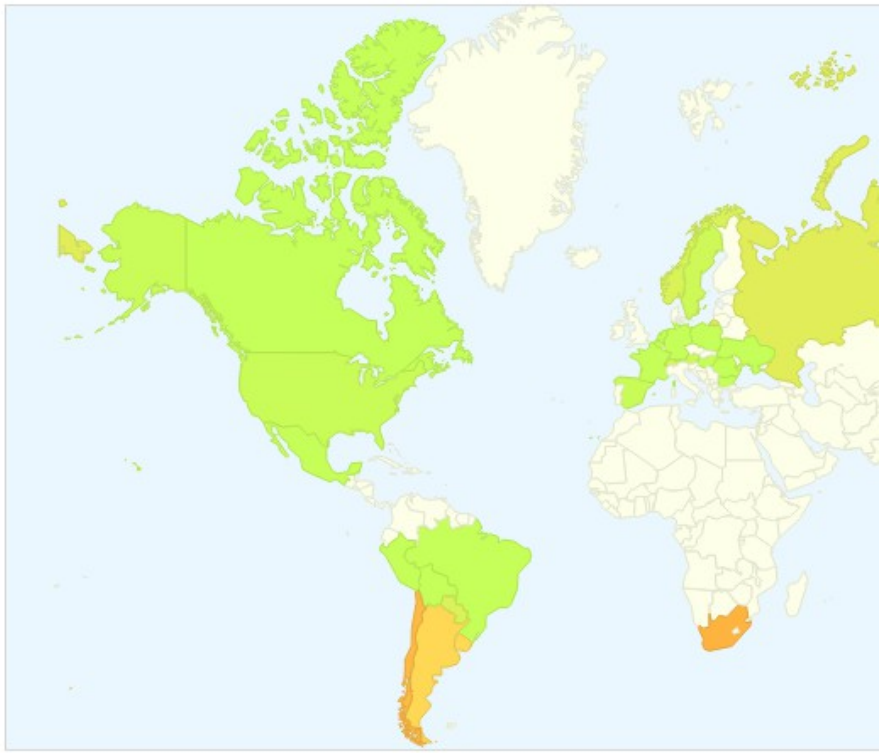


“Global Brain”
can discover and study processes in the world

Epidemic studies with Google Trends

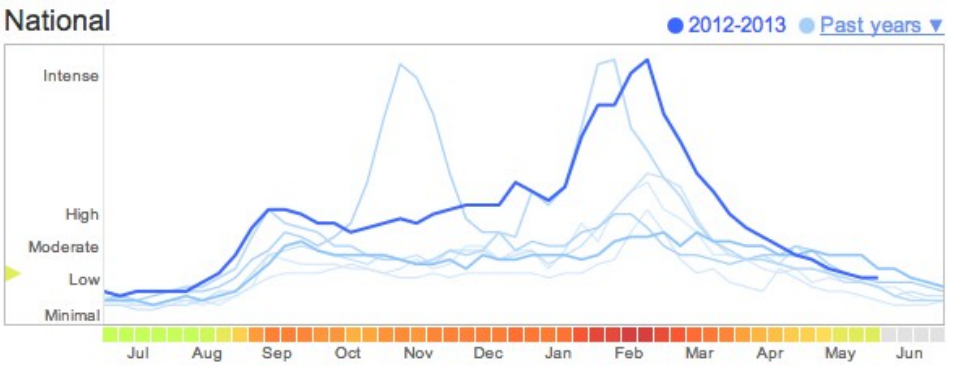
Explore flu trends around the world

We've found that certain search terms are good indicators of flu activity. Google Flu Tren
to estimate flu activity. Learn more »



Explore flu trends - Russia (Experimental)

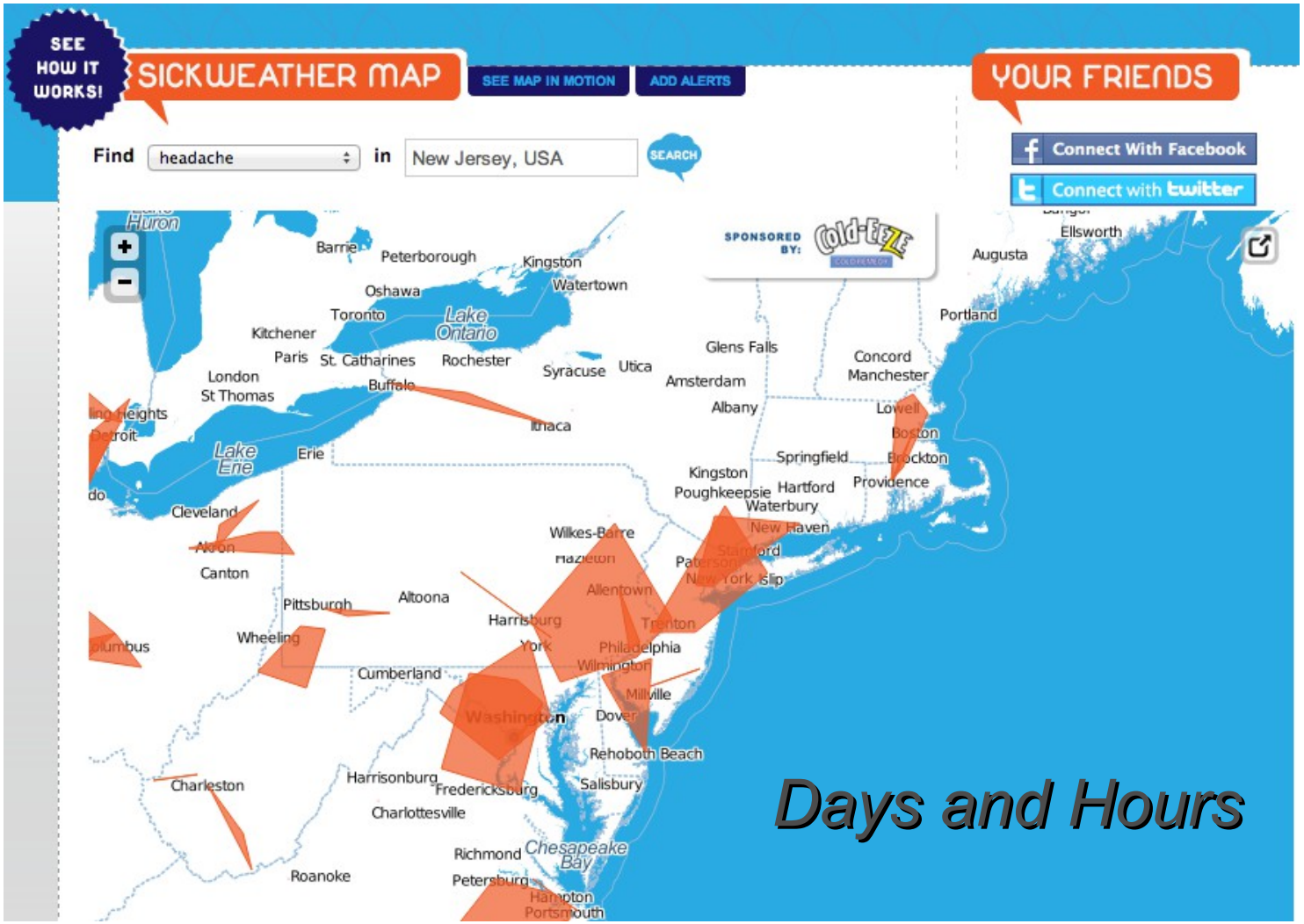
We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. Learn more »



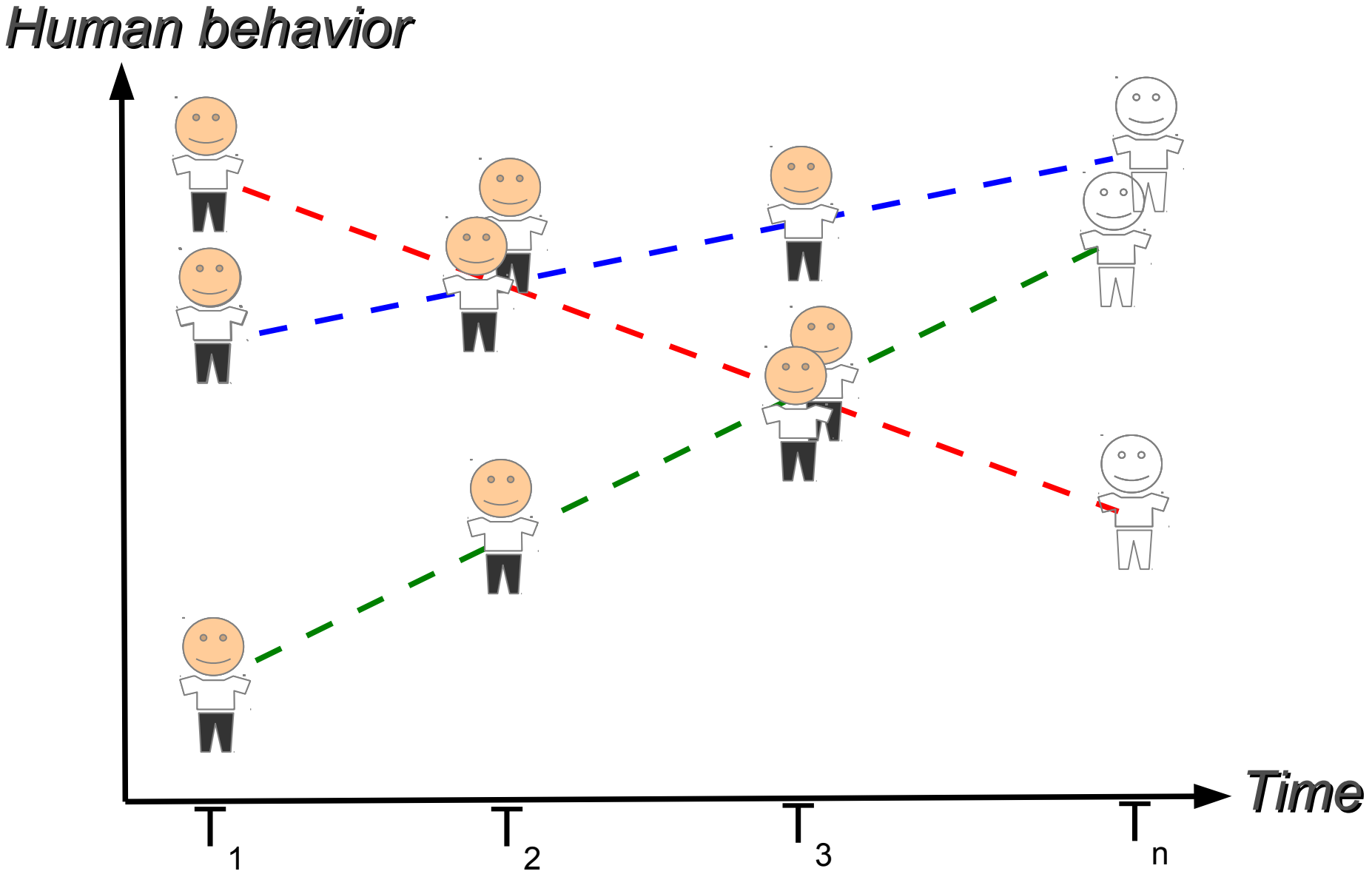
Months and Days

“Global Brain”
can discover what is happening in your area right now

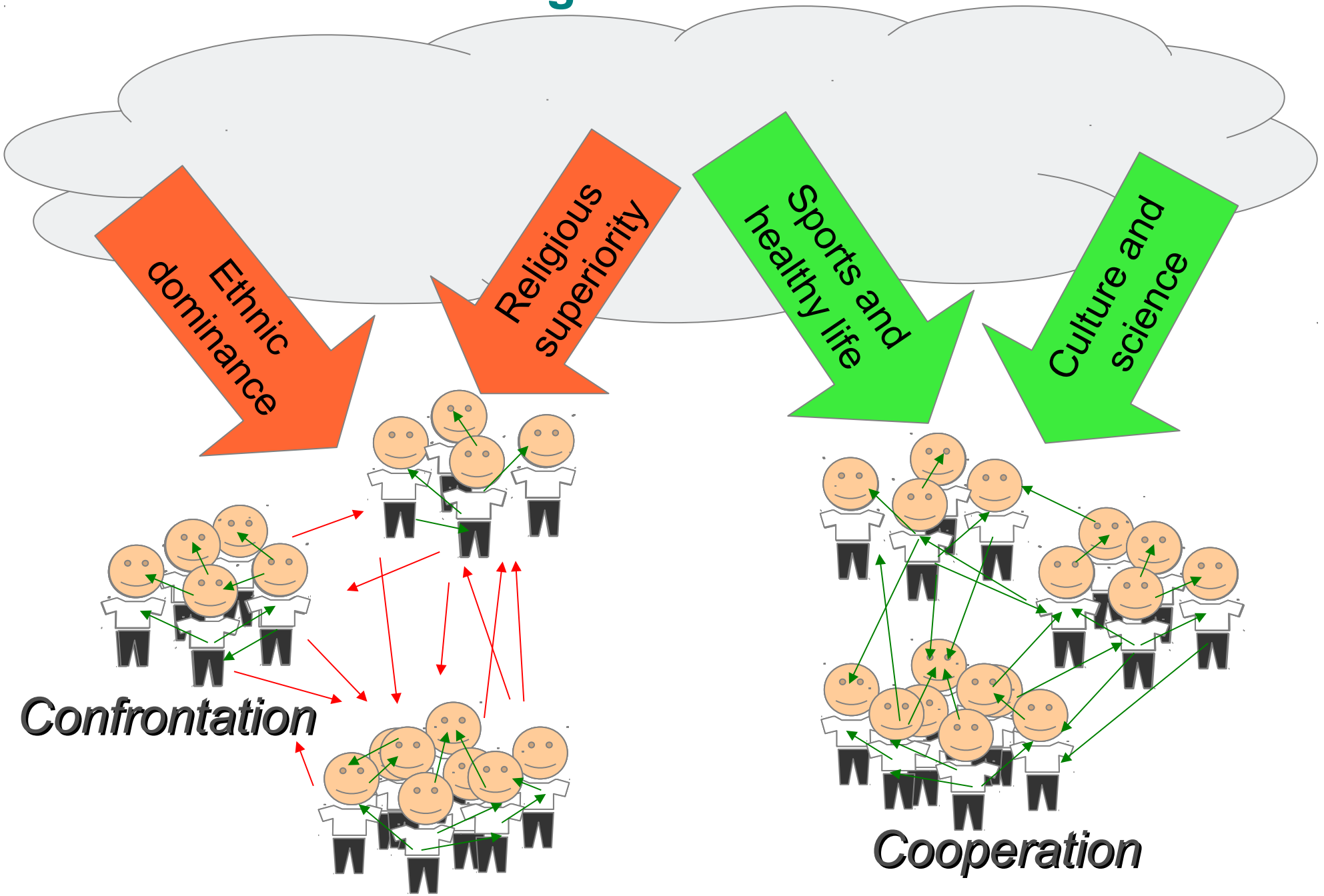
“Who is having headache”
with Sick Weather



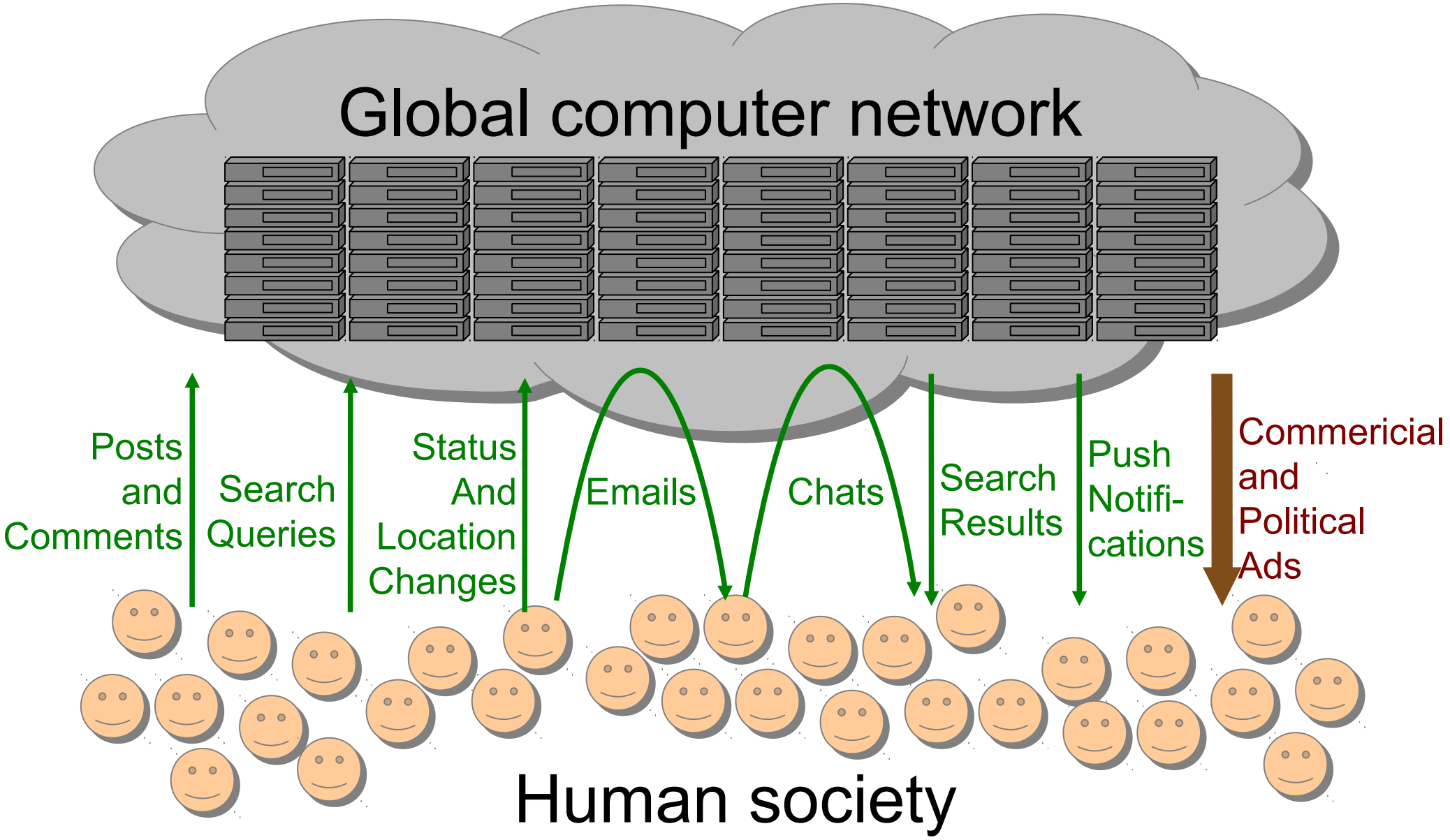
“Global Brain” can **predict** human behavior



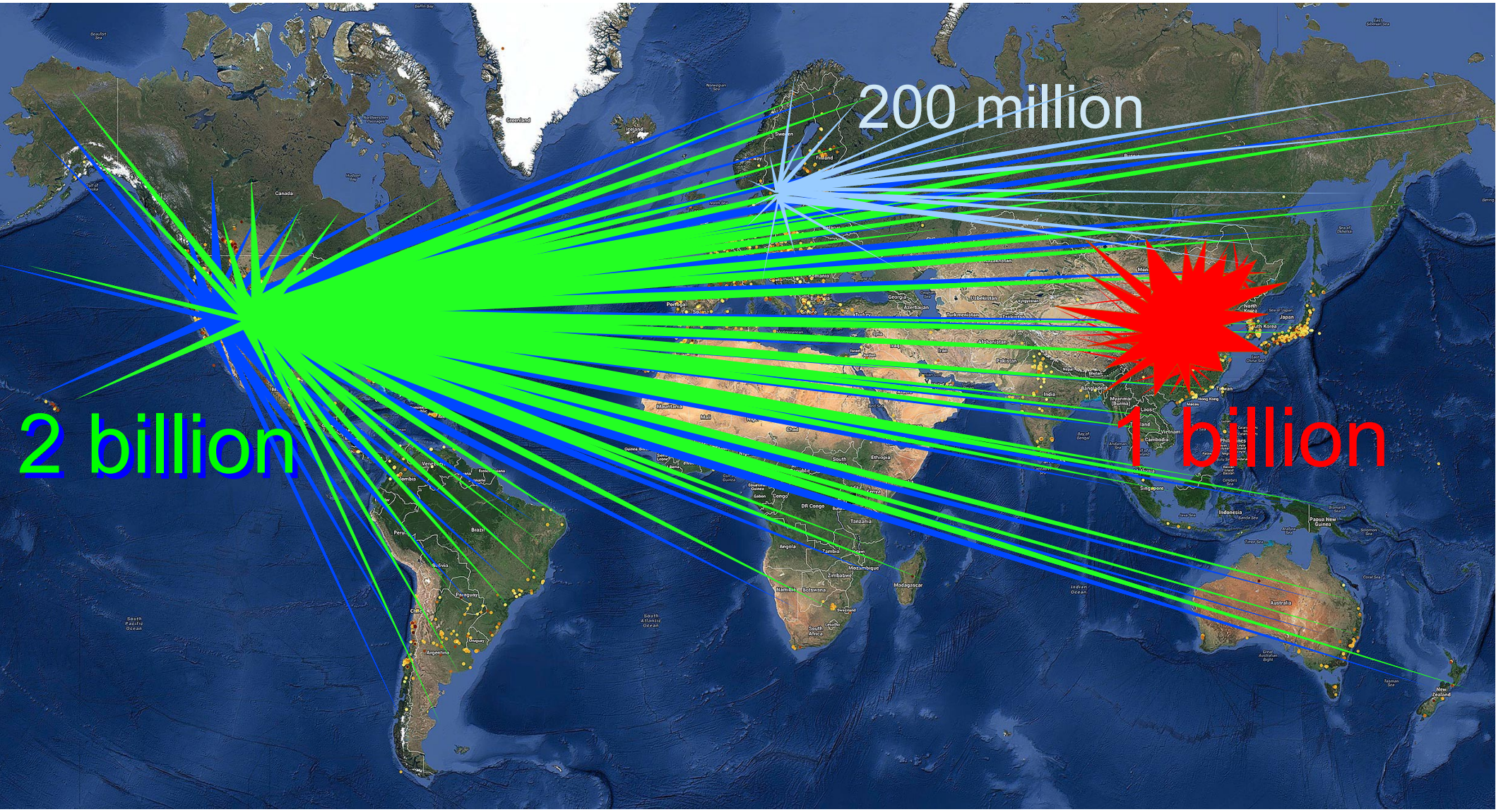
“Global Brain” can **manage** human behavior



Hybrid human-machine social computer ("Global Brain") overall architecture



People involved in “social computing” monthly:
Google+Facebook – worldwide, Telegram – worldwide
WeChat+Baidu+QQ - in China



World-wide social network of 7.5 billion humans, is accompanied with 15 billion IoT devices in 2018 with many of them supplied with AI in the next years

Reputation Systems – Solving Problems

Marketplaces	Unfair competition, gaming ratings
News filtering	Fake news, information wars
Social Networking	Spam, abuse, harassment
Psychological security	Broken relationships
Financial security	Scam
Blockchain consensuses	Consensus takeover
Liquid Democracy	State instability

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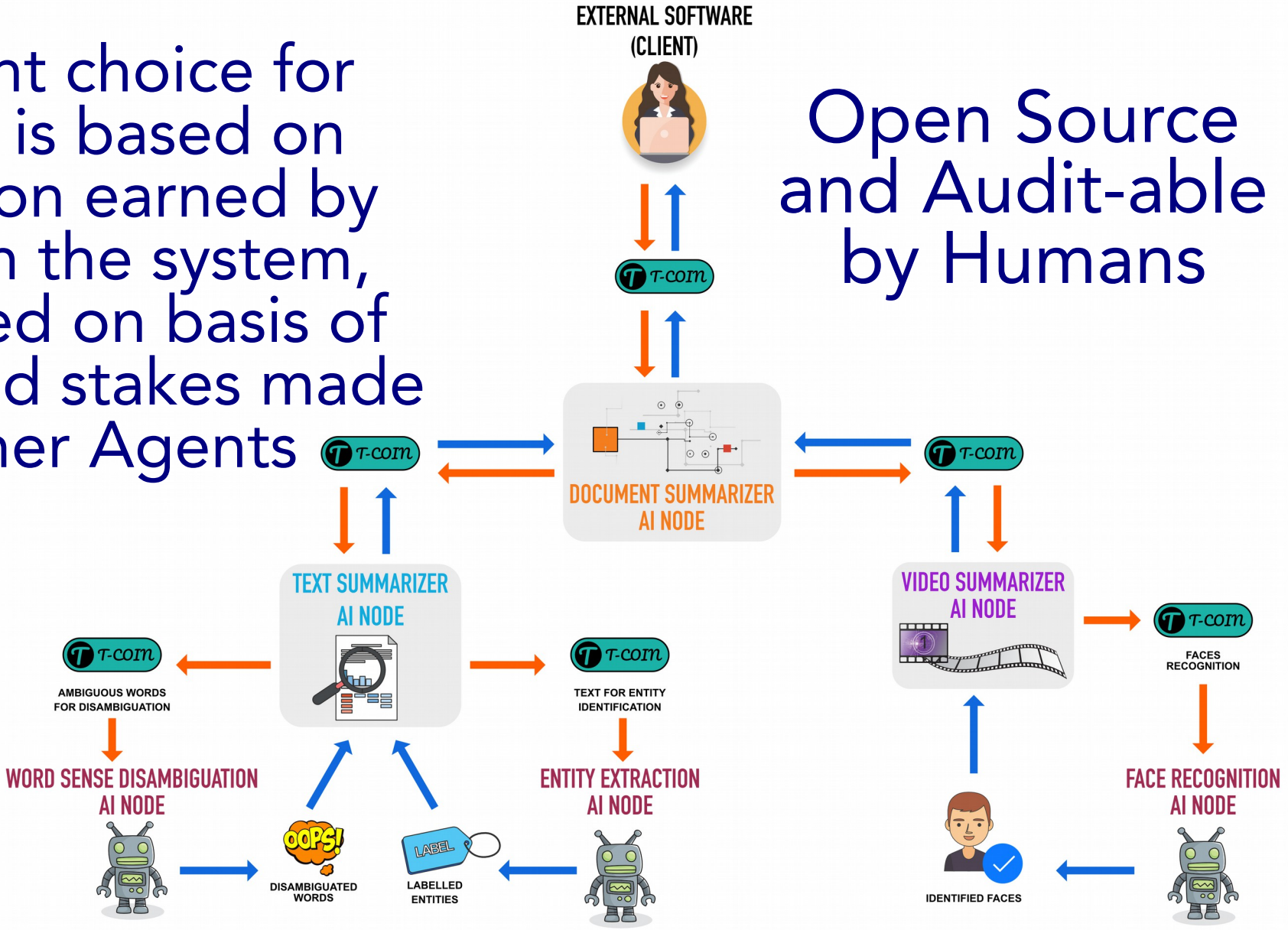
Reputation System for Marketplaces:

AI Agent choice for service is based on reputation earned by Agent in the system, computed on basis of ratings and stakes made by other Agents

Open Source and Audit-able by Humans



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Reputation System for Marketplaces:

Reputation System	AR	Good	Bad	Good2Bad	MVR	Bad/Good2Bad	LTS	PFS
None	2	42845	5164	2036	8.3	2.54	4.8%	39%
Regular RS	2	43994	5692	2291	7.7	2.48	5.2%	40%
Weighted Rank	2	42884	5391	2291	8.0	2.35	5.3%	42%
Weighted Denominated	2	42332	6100	2333	6.9	2.61	5.5%	38%
No RS	10	42763	1129	2036	37.9	0.55	4.8%	180%
Regular RS	10	45705	991	2291	46.1	0.43	5.0%	231%
Weighted Rank	10	42425	1242	204	34.2	6.09	0.5%	16%
Weighted Denominated	10	42338	1022	2296	41.4	0.45	5.4%	225%
No RS	20	42763	561	2036	76.2	0.28	4.8%	363%
Regular RS	20	45705	491	2291	93.1	0.21	5.0%	467%
Weighted Rank	20	45672	570	204	80.1	2.79	0.4%	36%
Weighted Denominated	20	42338	505	2296	83.8	0.22	5.4%	455%

Expected summary for Reputation System usability with no Liquid Rank, where reputaion of the raters can not be accessed (based on "10 agents operating during 10 days with FR=4 (fairness ratio), TR=1, AR=2,10,20, supliers=50%, consumers=50%"):

1) MVR below 10 - better not use any reputation system at all

2) MVR above 10 - A MUST to use "Weighted Rank" based reputaion system

3) For MVR below 10 - need to find way to access reputation of the raters

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Reputation System for Marketplaces:

Scam Period	Reputation System	Loss to Scam (LTS)	Profit from Scam (PFS)	LTS Relative Decrease	PFS Relative Decrease
182	No	2.4%	44%		
182	Regular	2.7%	49%	-13%	-13%
182	Weighted	2.3%	42%	2%	3%
182	TOM-based	1.4%	30%	41%	31%
182	SOM-based	2.2%	40%	8%	7%
92	No	3.0%	54%		
92	Regular	3.5%	65%	-19%	-20%
92	Weighted	2.8%	52%	5%	4%
92	TOM-based	1.7%	36%	43%	33%
92	SOM-based	2.6%	47%	13%	12%
30	No	3.9%	73%		
30	Regular	4.7%	86%	-19%	-18%
30	Weighted	3.3%	59%	17%	19%
30	TOM-based	1.5%	31%	63%	58%
30	SOM-based	1.5%	27%	63%	63%
10	No	4.4%	81%		
10	Regular	4.7%	88%	-7%	-8%
10	Weighted	3.0%	54%	33%	33%
10	TOM-based	0.2%	3%	**96%**	**96%**
10	SOM-based	0.3%	6%	**93%**	**93%**

- No reputation system: participants are making decisions relying only on their own memories and not referring to any reputation system.
- Regular reputation system: standard version of reputation system. Does not take into account any factors other than values of ratings that consumers make to suppliers.
- Weighted reputation system: When considering ratings as regular reputation system does, accounts to financial values of transactions between participants so that rating values are weighted by costs of transactions that are rated.
- TOM-based reputation system: In addition to weighting ratings with financial values per-transaction, weights the ratings based on the rater's time on the market (TOM) as a "proof-of-time". That is, the raters (buyers) are implicitly rated based on how long have they been on the market. So, rating by buyer with a longer history influences reputation of a seller more than the one made by rater with shorter history.
- SOM-based reputation system: In addition to weighting ratings with financial values per-transaction, weights the ratings based on rater's spendings on the market (SOM) as a "proof-of-burn" value. That is, the raters (buyers) are implicitly rated based on how much they spend on this market. So, rating by buyer with a lot of spendings influences reputation more than the one made by rater with smaller spendings.

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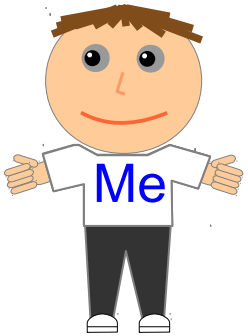
Reputation System for Marketplaces:

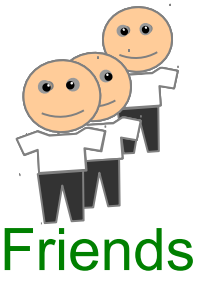
Using Reputation System for protection from scam identifying dishonest suppliers.

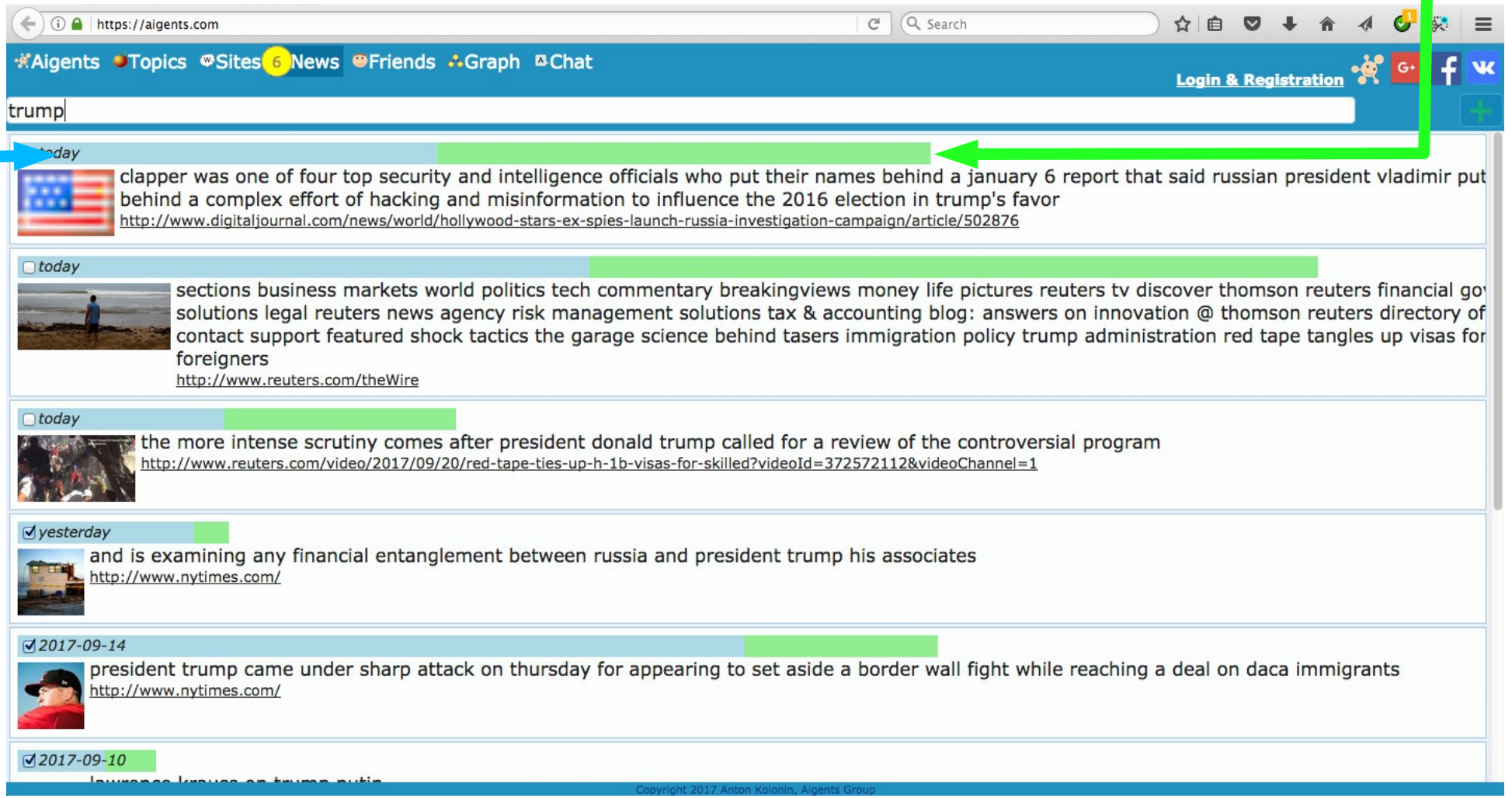
Ranks of Suppliers, dishonest Supplier (including alias) in red and honest suppliers in blue

Collaborative News Filtering with Aigents:

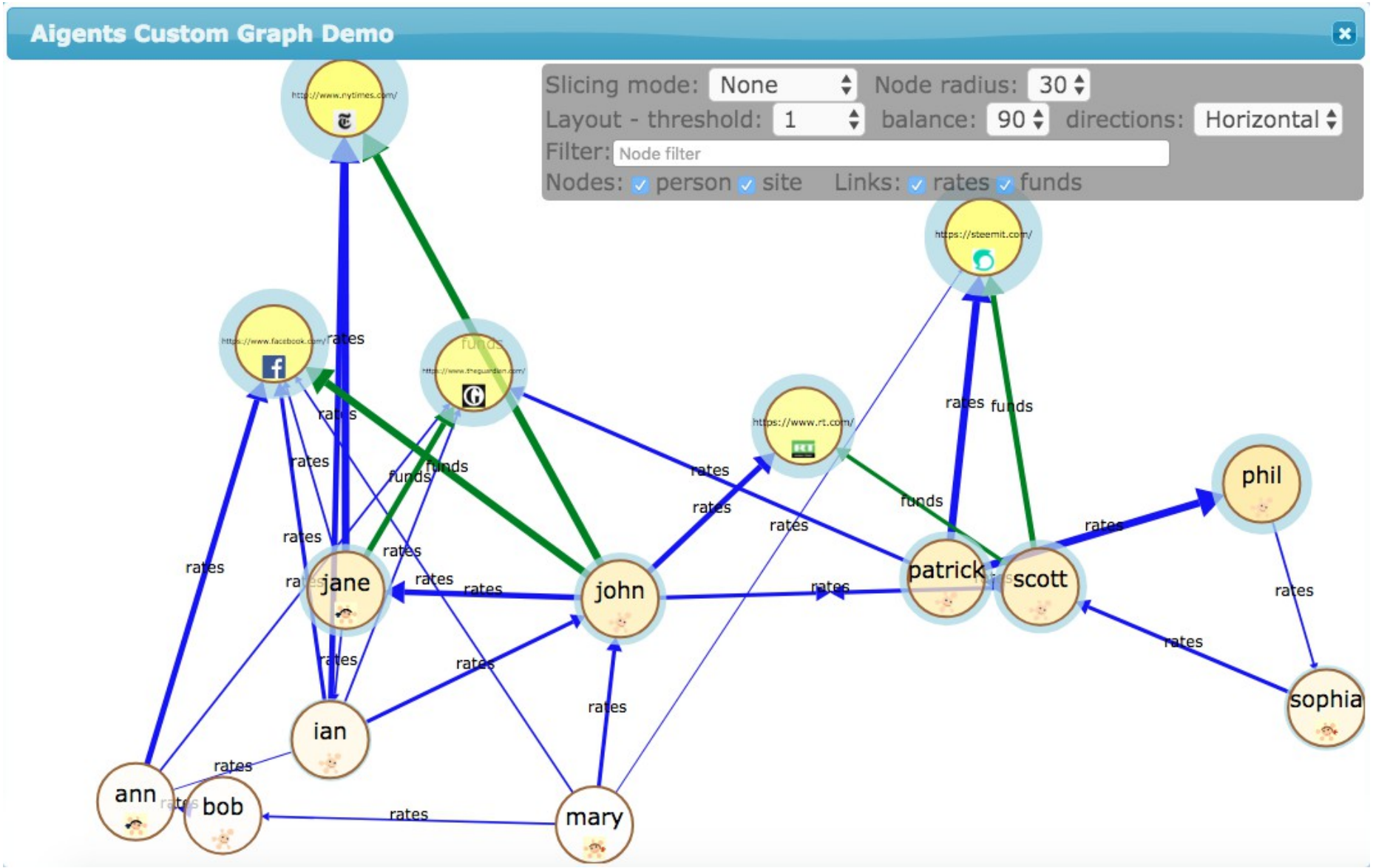
Monitoring web pages and extracting textual information with account to Personal and Social relevances



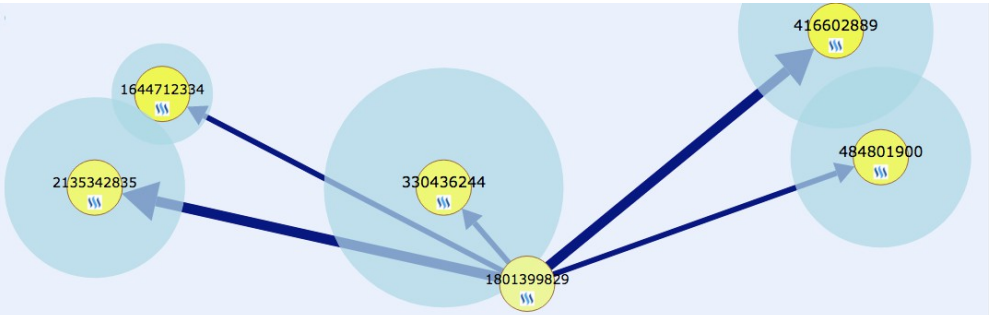




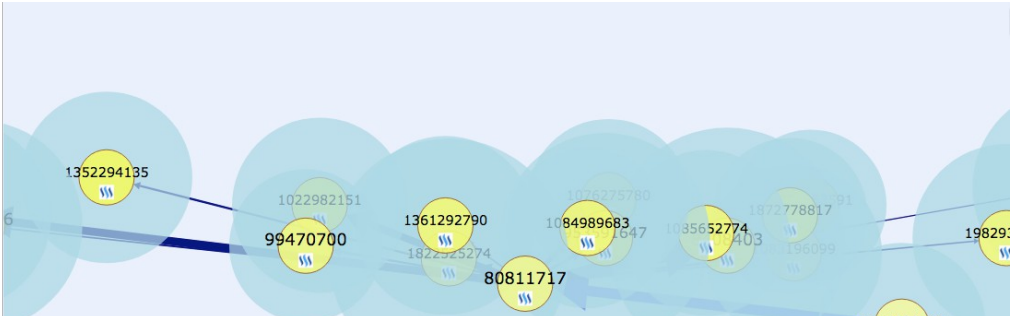
Social Networking: Helping community to understand opinion leaders and news agenda makers, helping leaders to understand audience (demonstration example, not real data).



Social Networking: Helping community members to understand themselves better and perform more efficiently online – using tracks in social networks and online resources, capture interests, relationships, communication patterns and social structures.

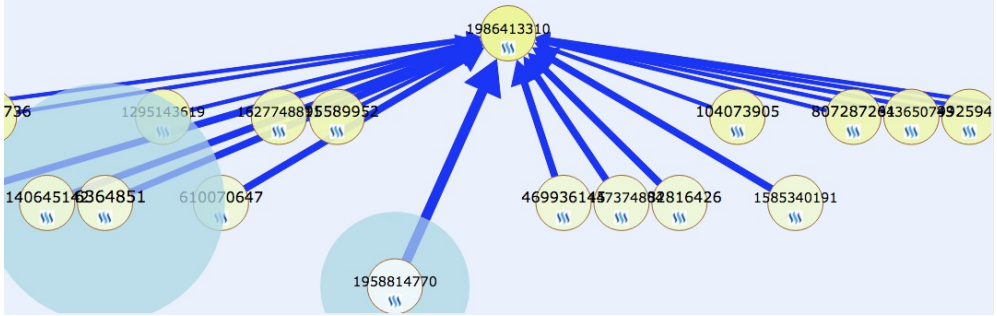


Social type: follower

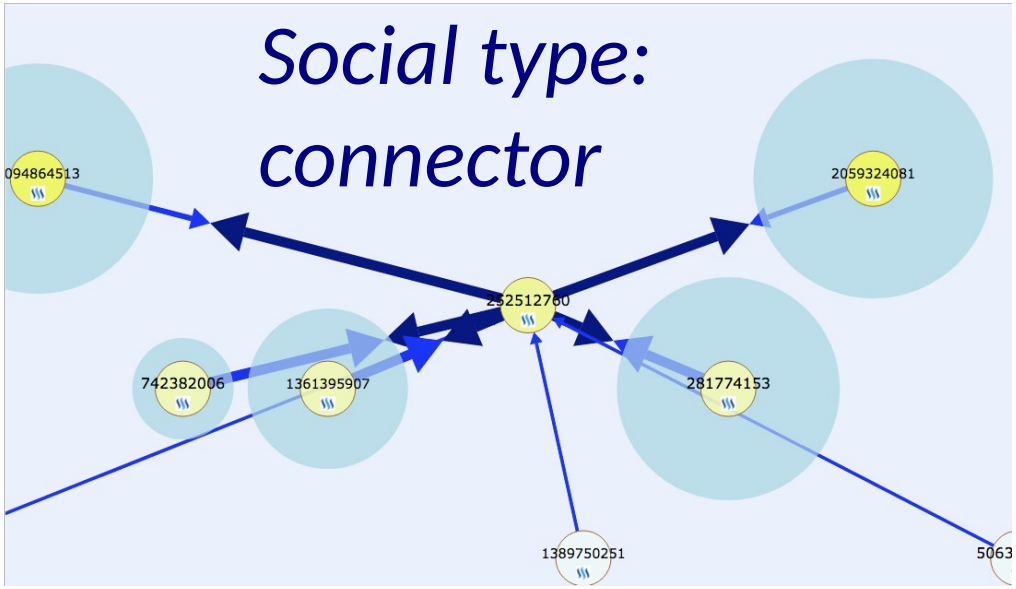


Social type: peer

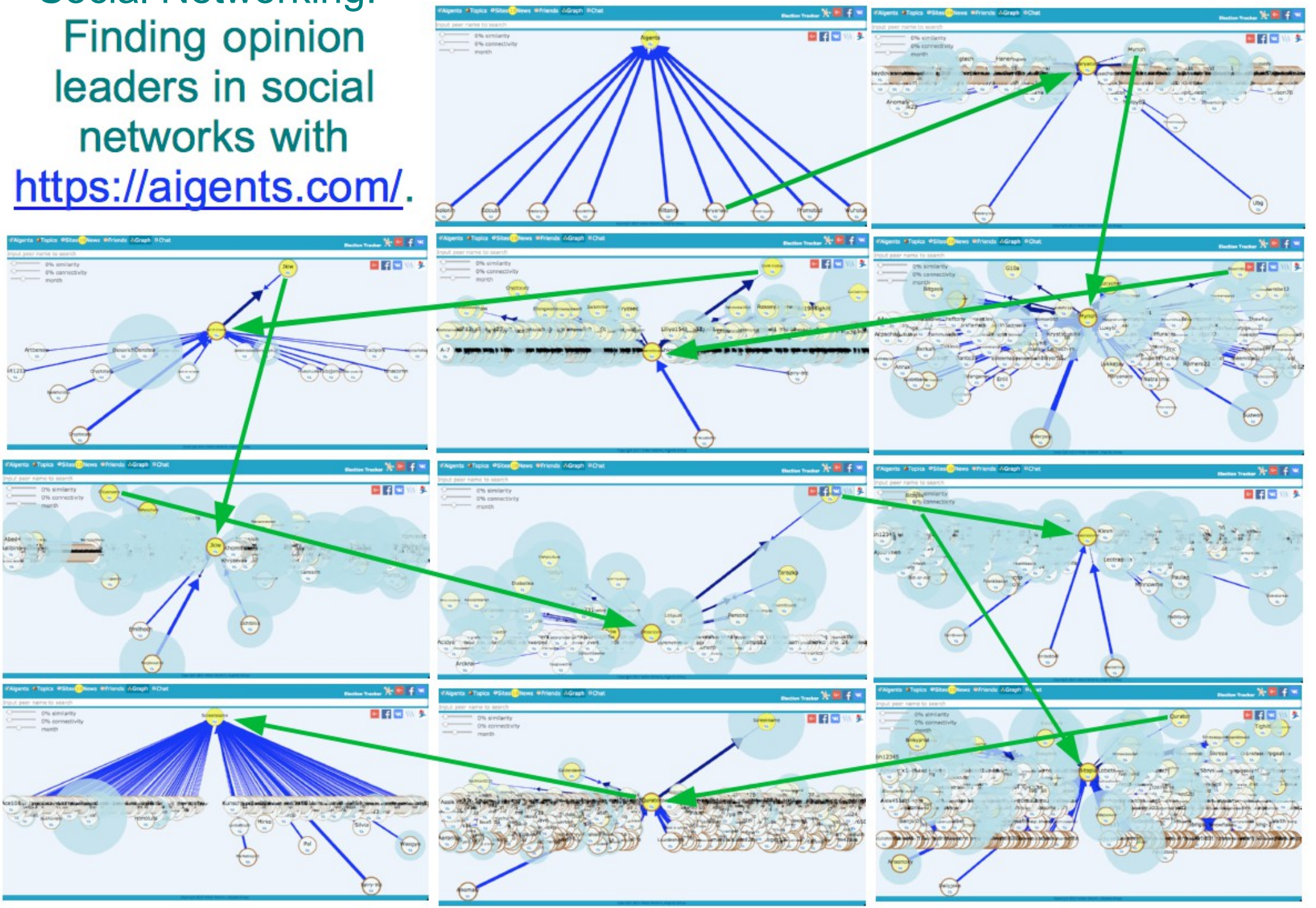
Social type: opinion leader



Social type: connector

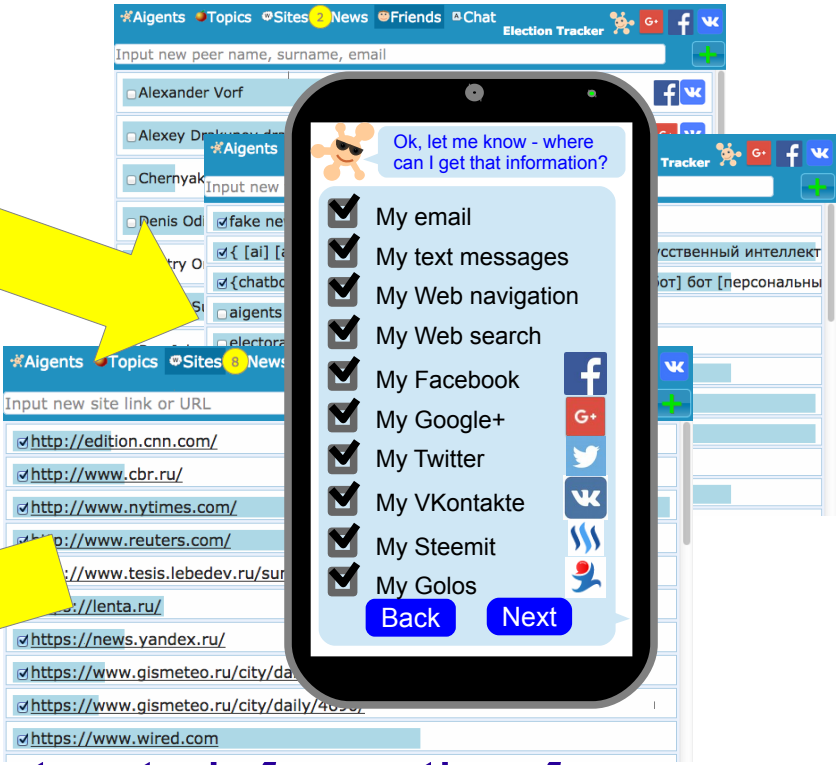


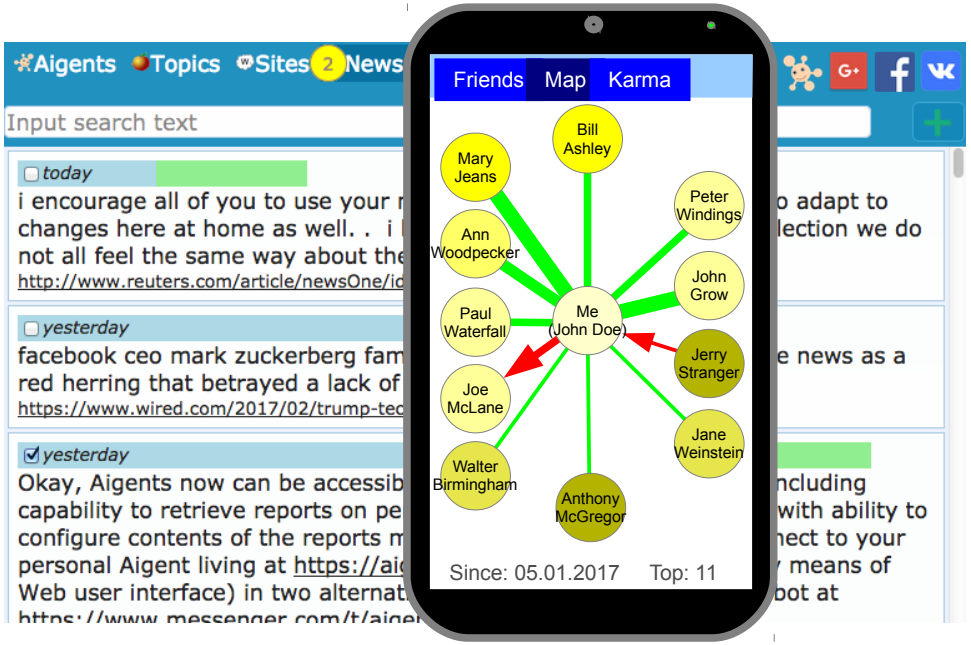
Social Networking: Finding opinion leaders in social networks with https://aigents.com/.



Socio-psychological Security: Encouraging users to conduct positive and effective communications with partners while guarding users from being manipulated themselves or being offensive to others.

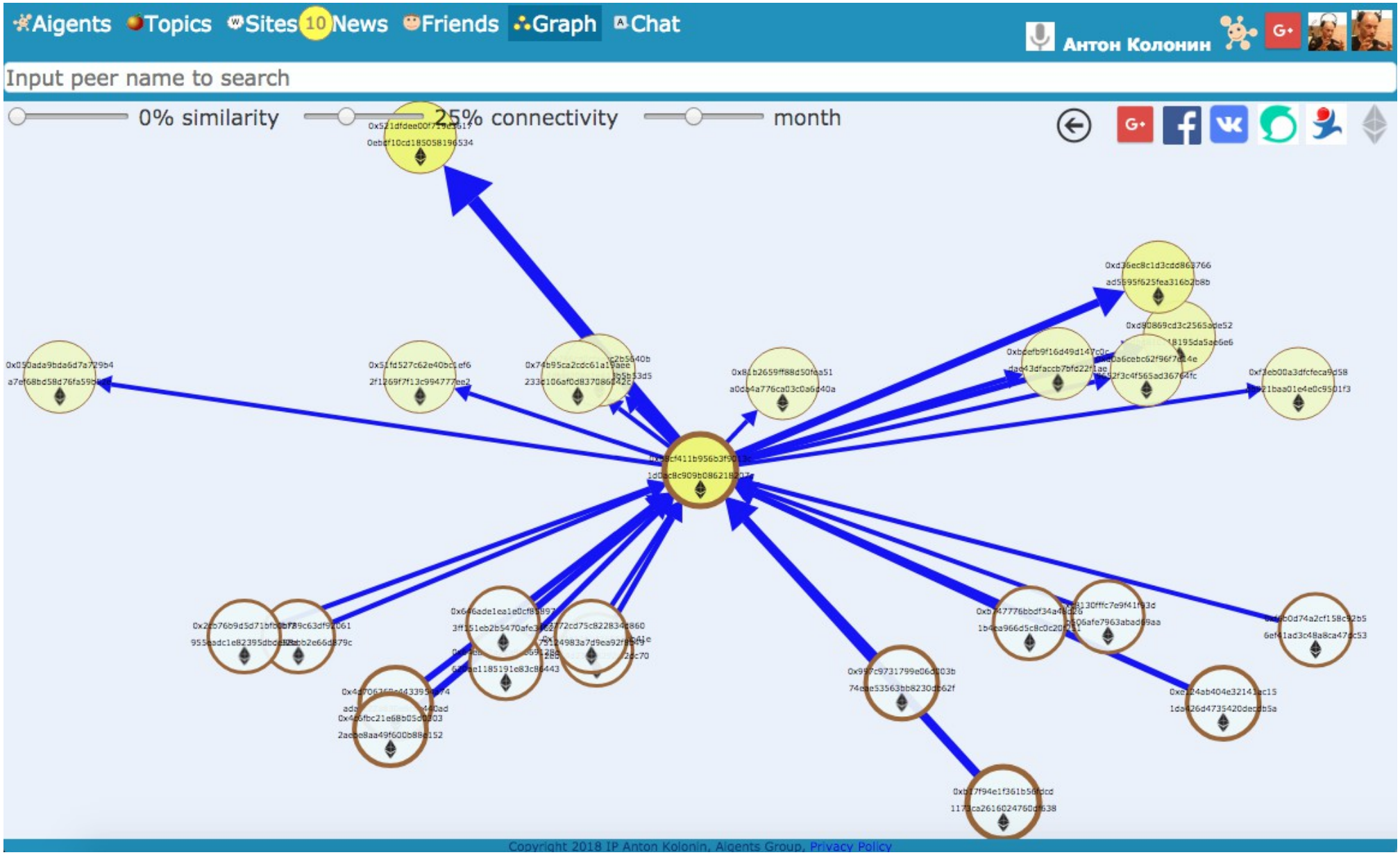
I connect my "virtual agent" to my social networks and communication channels and let it learn about my partners and preferences.



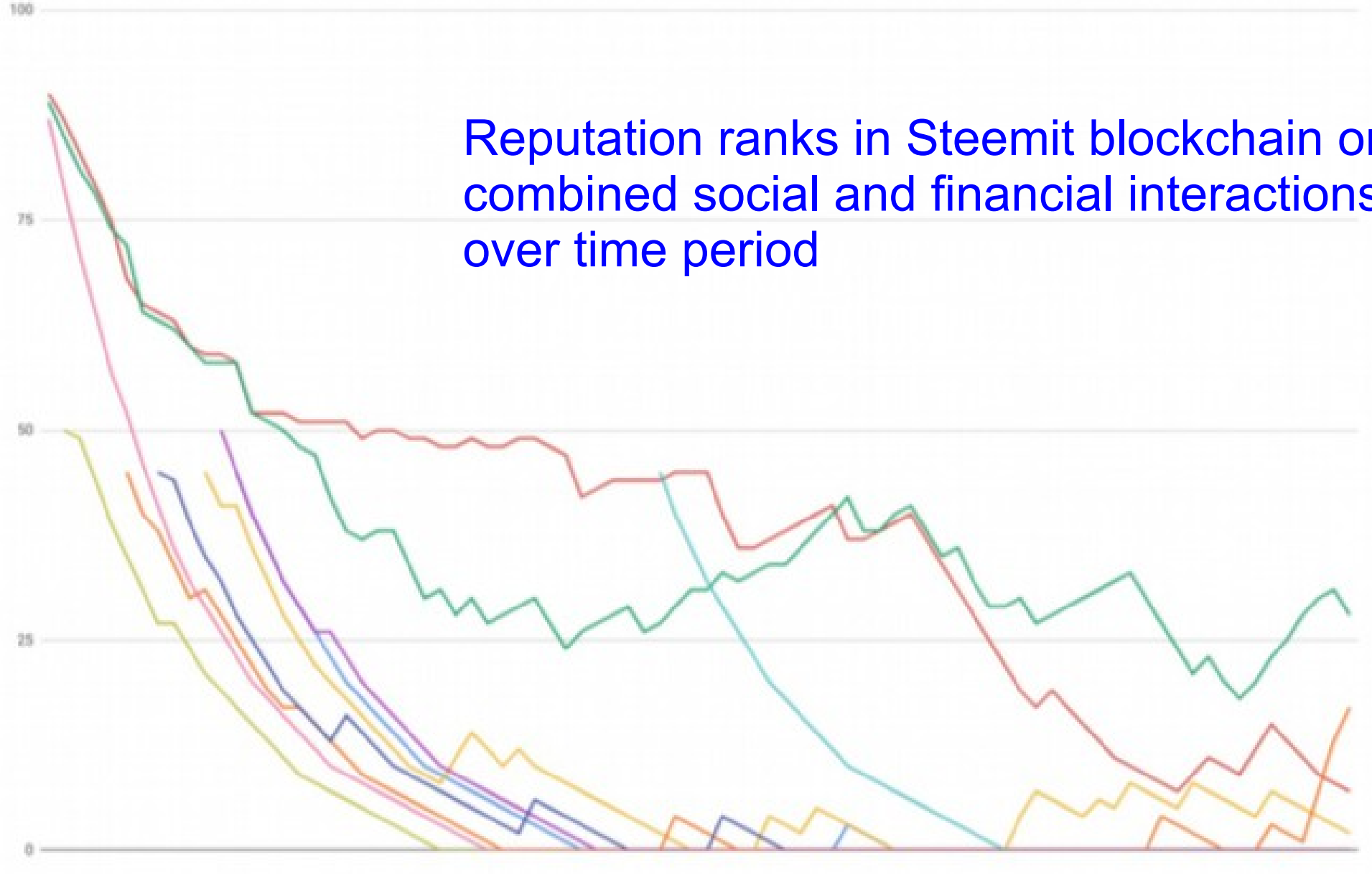


"Agent" extracts information from networks and online communications automatically, analyses all posts, comments and messages and alerts once there are important messages coming in or out – encouraging and positive or manipulative and offensive.

Financial Security: Making sense of financial ecosystem, cash flows and transaction patterns in blockchains such as Ethereum.

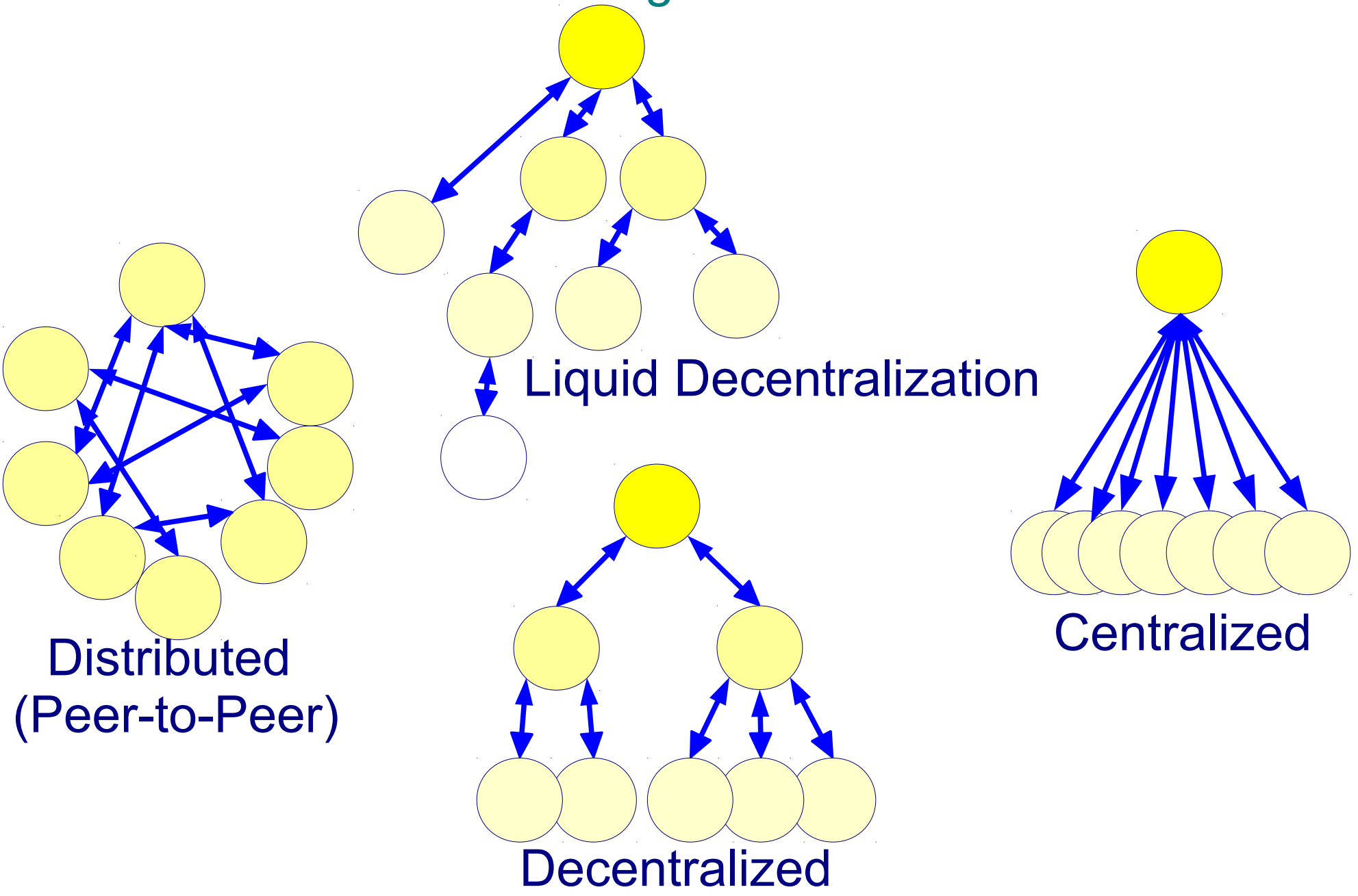


Financial Security: Evaluate trustworthiness and its dynamics for anonymous accounts in open public networks based on reputations computed on explicit and implicit rating data.



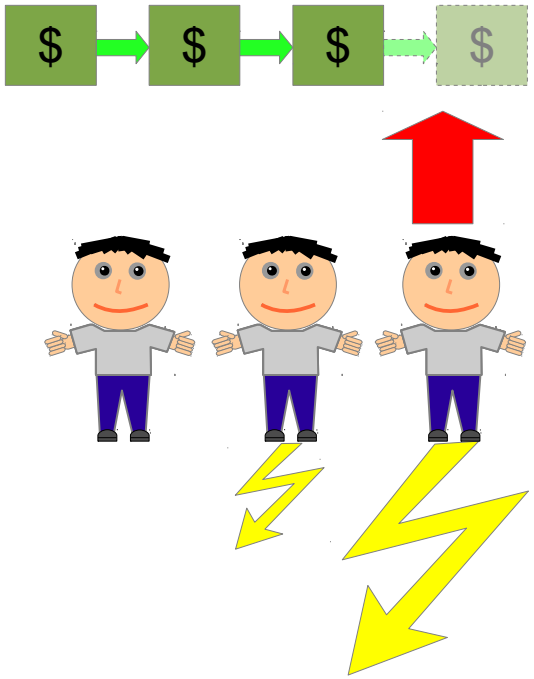
Reputation ranks in Steemit blockchain on combined social and financial interactions over time period

Managing Decentralized and Distributed Systems: based on Distributed Ledger and Consensus Protocols



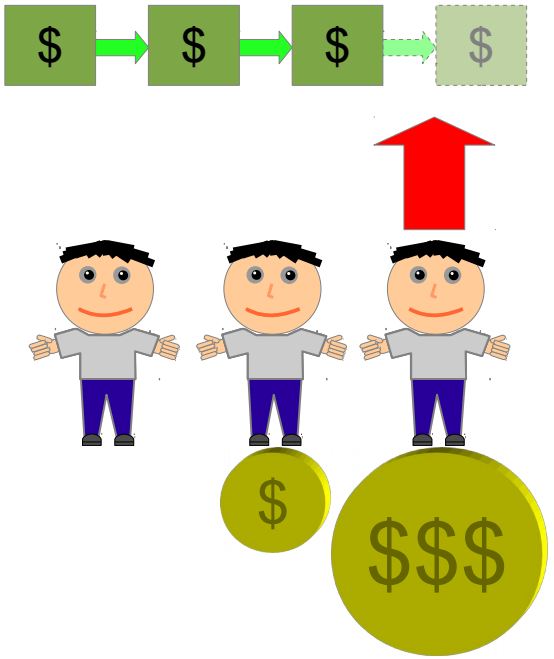
Consensus – technology to govern distributed multi-agent systems such as blockchains or societies, resistant to takeover and scam.

Proof-Of-Work



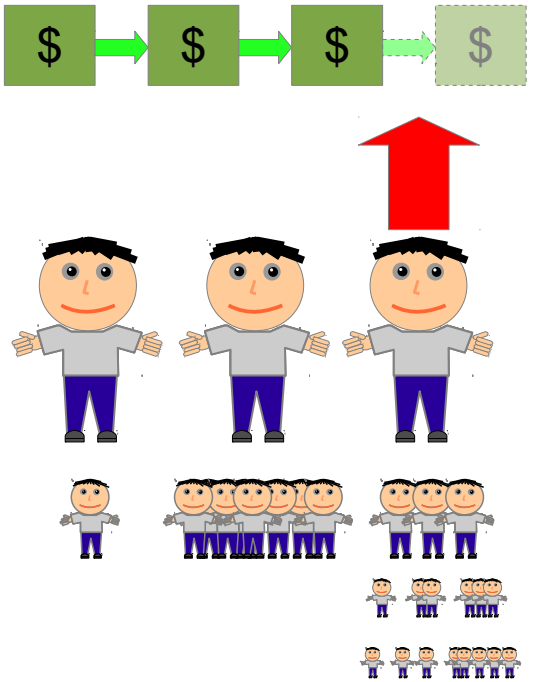
Force is Power:
Those who own more computing resources govern the network.

Proof-Of-Stake



Money is Power:
Those who have more money govern the network.

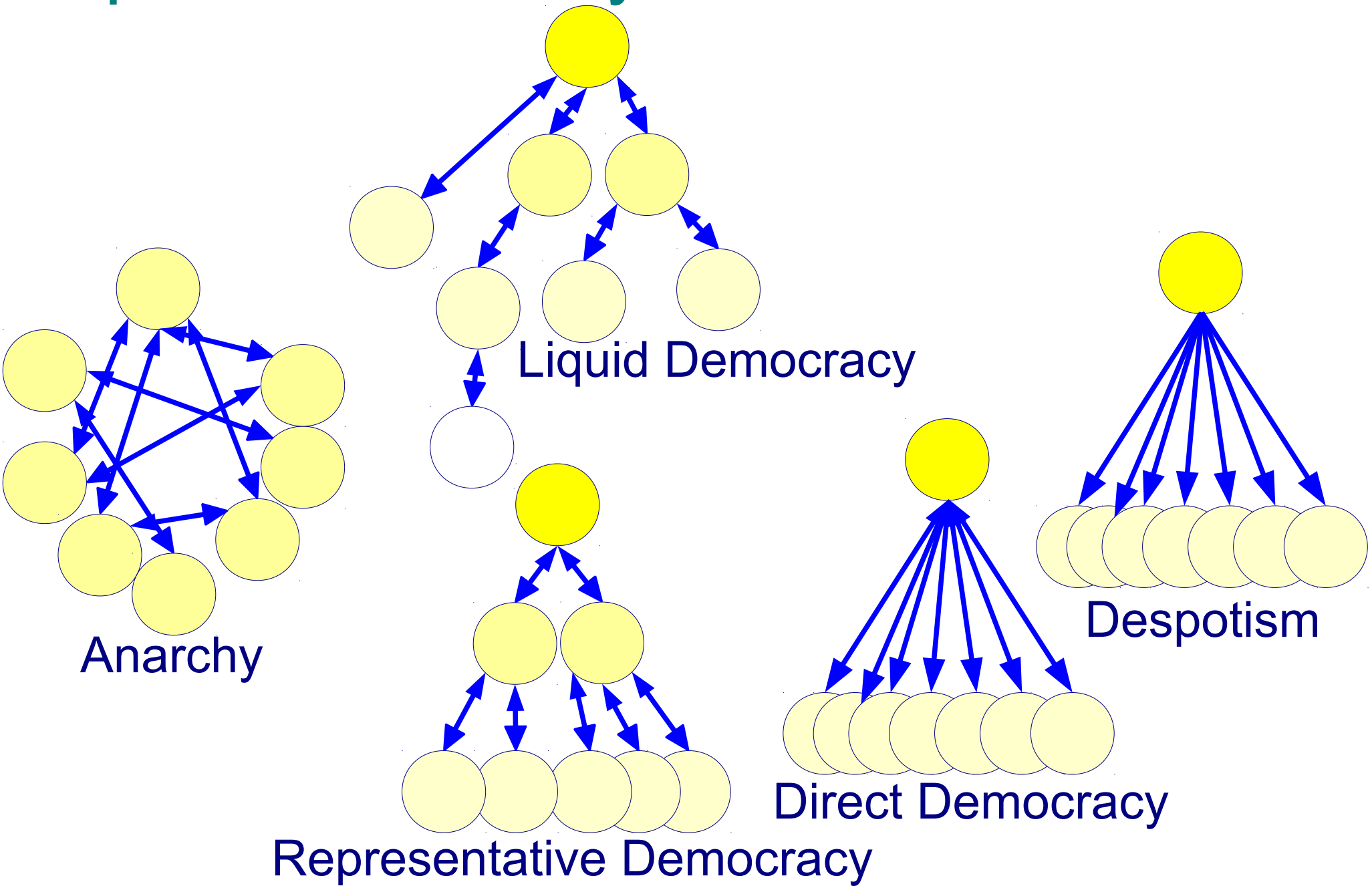
Proof-Of-Reputation



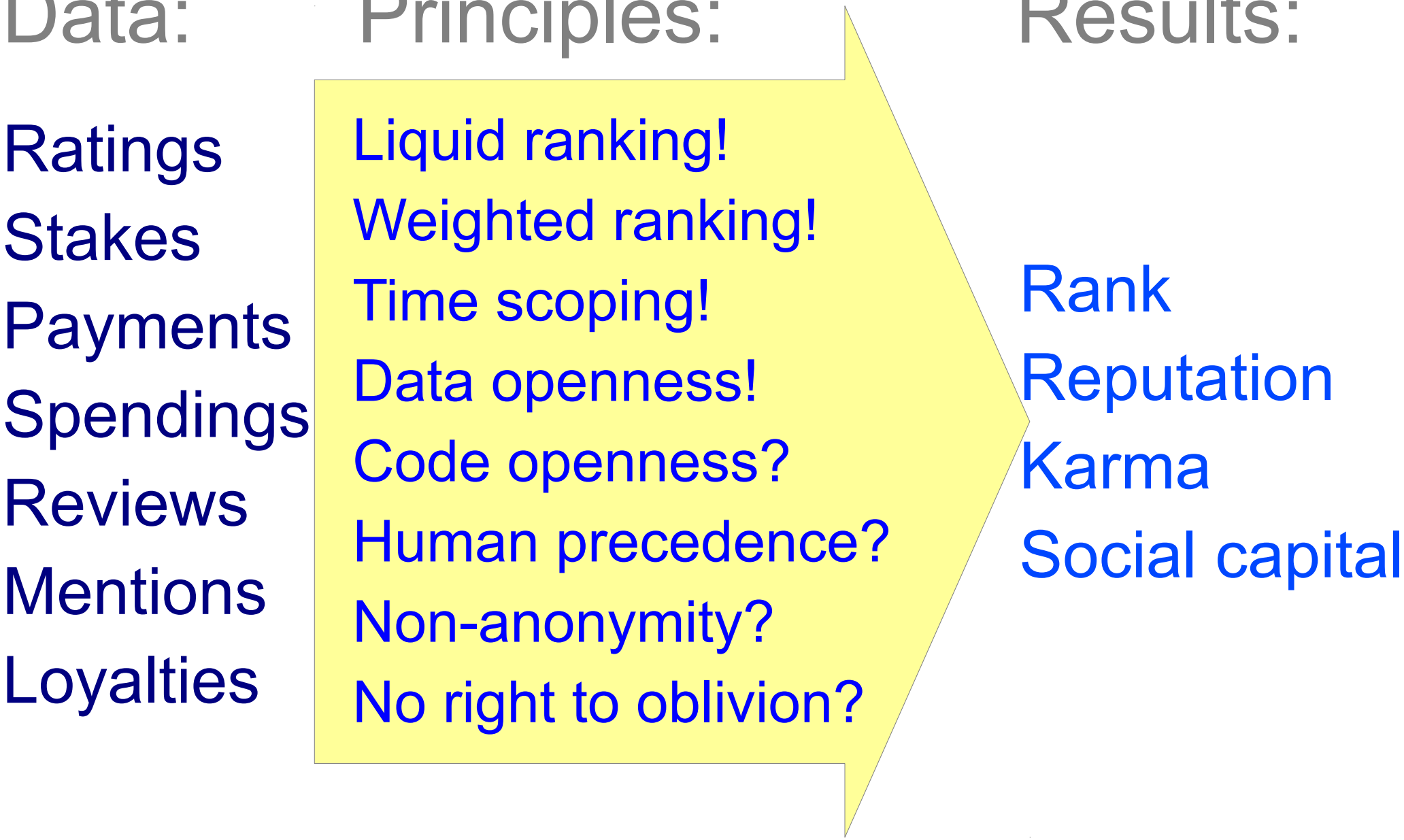
$$R_i = \sum_t \sum_j (R_j * V_{ijt})$$

Reputation is Power:
Those who earn a better reputation and a greater long-term audience base govern the network.

Liquid Democracy in Human Societies



Reputation Systems Ingredients



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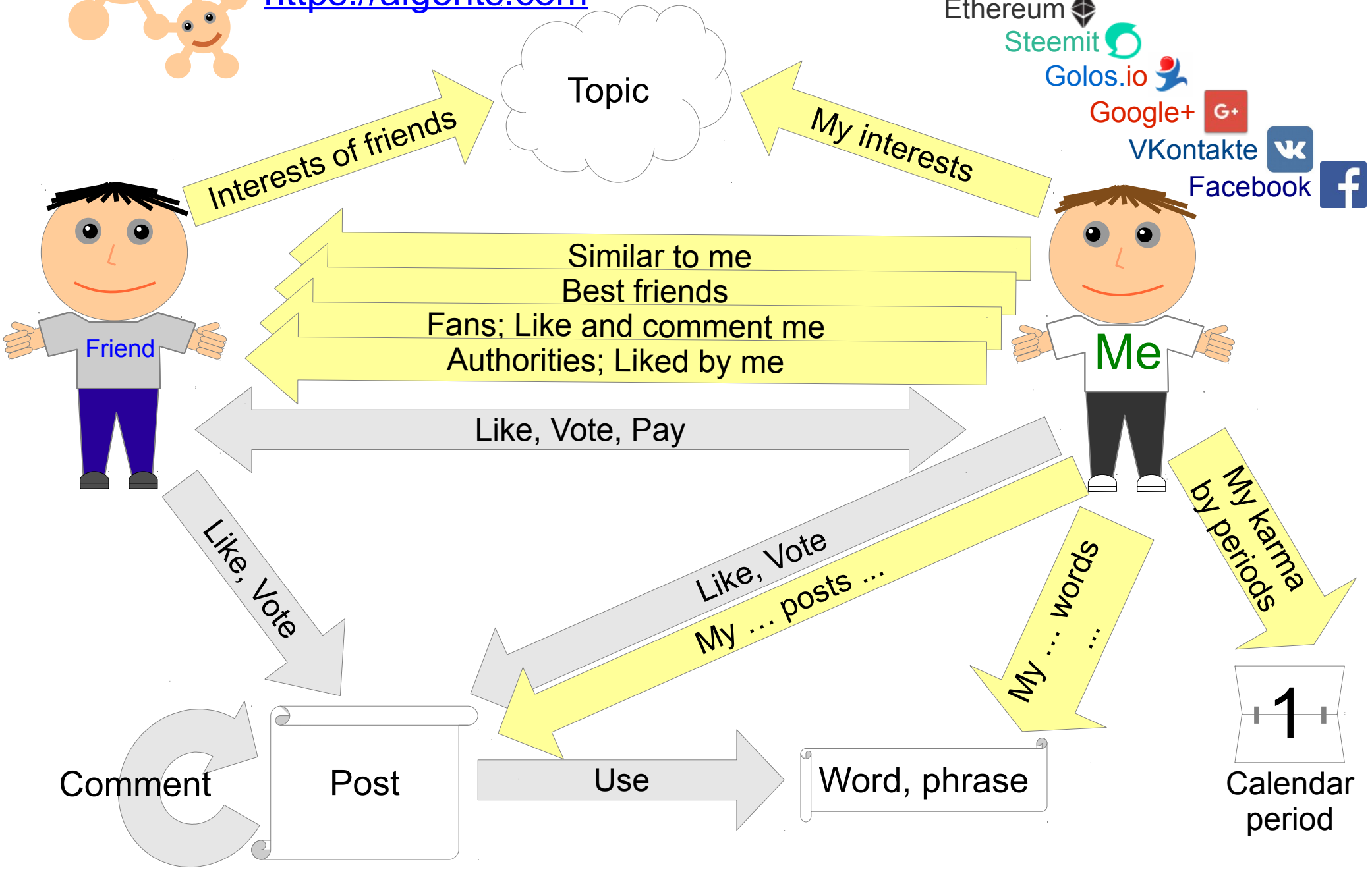
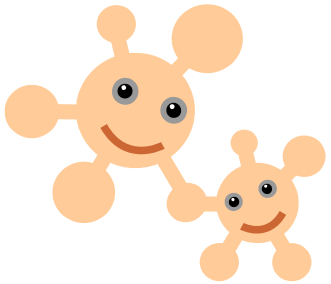
Reputation Agency

Ethereum
Steemit
Golos.io
Google+
VKontakte
Facebook





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Social Computing

Ethereum
Steemit
Golos.io
Google+
VKontakte
Facebook

Best friends

$$B_{ij} = (L_{ij}+C_{ij})*(L_{ji}+C_{ji}) / Max_{j=1,J}((L_{ij}+C_{ij})*(L_{ji}+C_{ji}))$$

Fans and followers

$$F_{ij} = ((L_{ji}+C_{ji})/(1+L_{ij}+C_{ij}))/Max_{j=1,J}((L_{ji}+C_{ji})/(1+L_{ij}+C_{ij}))$$

Like and comment me

$$F'_{ij} = (L_{ji}+C_{ji}) / \mathrm{Max}_{j=1,J}(L_{ji}+C_{ji})$$

Authorities and opinion leaders

$$A_j = ((L_{ij}+C_{ij})/(1+L_{ji}+C_{ji})) / Max_{j=1,J}((L_{ij}+C_{ij})/(1+L_{ji}+C_{ji}))$$

Liked by me

$$A'_j = (L_{ij}+C_{ij}) / Max_{j=1,J}(L_{ij}+C_{ij})$$

My karma by periods

$$K_{it} = \sum_{j,t}(L_{ij}+C_{ij}) / Max_{t=1,T}\sum_{j,t}(L_{ij}+C_{ij})$$

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Weighted Liquid Rank

Algorithm 1 Weighted Liquid Rank (simplified version)

Inputs:
1) Volume of rated transactions each with financial value of the purchased product or service and rating value evaluating quality of the product/service, covering specified period of time;
2) Reputation ranks for every participant at the end of the previous time period.

Parameters: List of parmeters, affecting computations - default value, logarithmic ratings, conservatism, decayed value, etc.

Outputs: Reputation ranks for every participant at the end of the previous time period.

1: **foreach of** *transactions* **do**
2: **let** *rater_value* be rank of the rater at the end of previous period of default value
3: **let** *rating_value* be rating supplied by trasaction rater (consumer) to ratee (supplier)
4: **let** *rating_weight* be financial value of the transaction of its logarithm, if logarithmic ratings parameter is set to true
5: **sum** *rater_value*rating_value*rating_weight* for every ratee
6: **end foreach**
7: **do** normalization of the sum of the muliplications per ratee to range *0.0-1.0*, get *differential_ranks*
8: **do** blending of the old_ranks known at the end of previous peiod with differential_ranks based on parameter of conservatism, so that *new_ranks = (old_ranks*conservatism+N*(1-differential_ranks))*, using decayed value if no rating are given to ratee during the period
9: **do** normalization of *new_ranks* to range *0.0-1.0*
10: **return** *new_ranks*

- R_d - default initial reputation rank;
- R_c - decayed reputation in range to be approached by inactive agents eventually;
- *C* - conservatism as a blending "alpha" factor between the previous reputation rank recorded at the beginning of the observed period and the differential one obtained during the observation period;
- *FullNorm* – when this boolean option is set to *True* the reputation system performs a full-scale normalization of incremental ratings;
- *LogRatings* - when this boolean option is set to *True* the reputation system applies *log10(1+value)* to financial values used for weighting explicit ratings;
- *Aggregation* - when this boolean option is set to *True* the reputation system aggregates all explicit ratings between each unique combination of two agents with computes a weighted average of ratings across the observation period;
- *Downrating* - when this boolean option is set to *True* the reputation system translates original explicit rating values in range *0.0-0.25* to negative values in range *-1.0* to *0.0* and original values in range *0.25-1.0* to the interval *0.0-1.0*.
- *UpdatePeriod* – the number of days to update reputation state, considered as observation period for computing incremental reputations.

Reputation systems and liquid democracy may become key elements in human-computer environments

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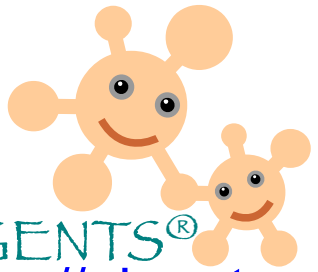

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