TITLE

“P2P Trust Model for Online Food Sharing Platforms in Affiliation Networks”

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ABSTRACT

The social and economic value of technological innovations is evident. Linking previously disconnected agents through P2P sharing platforms allows to minimize transaction costs (Coase, 1937). Moreover, if technology is configured to enable regular, honest, and cooperative behavior, through social norms and sound economic incentives, it can be a powerful tool for social and economic development in communities of all sizes (Fukuyama, 1995).

The aim of this study is to develop a trust model based on reputation and betweenness centrality (Freeman, 1977) metrics that, with the aim of Ant Colony Optimization (Dorigo, 1992), enables trustworthy food transactions in affiliation networks. The model will be validated against data acquired through survey responses.

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