

Abstract: A Trust Community Clustering in E-commerce

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Abstract

Users may buy or use the services of a commodity or business only when they trust them in e-commerce environment. This trust as a reputation can be built up by the business itself. However, users tend to trust the evaluation of the goods or business around other users. Many e-commerce sites have established a variety of evaluation rating system. The most care about is what the user should trust facing with these large comments. This paper presents a social network to analysis trust network in E-commerce. Direct trust information degree and global trust information degree are used to build trust relations among subjects and combine the shortest path algorithm to build trust network. A trust community clustering is constructed and a clustering algorithm presents for E-commerce trust network. Experiments show that the method of building trust through the network model can well describe the main indirect E-commerce trust and the algorithm has obvious advantages in accuracy and time cost.

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