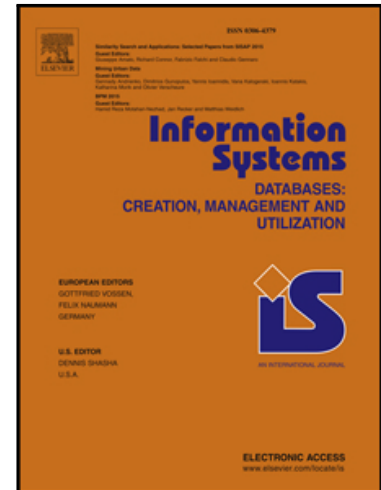


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Providing Recommendations in Social Networks by Integrating Local and Global Reputation

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Highlights

- We propose a novel approach to extend global reputation models with a local reputation.
- Local reputation is computed on the ego-network of the user, by means of an unsupervised approach.
- We performed an extensive experimental analysis on a data set extracted from a social network.
- Experiments are characterized by a sensitive analysis that consider the relevance given to local and global reputation, threshold to consider a user unreliable, and the dimension of the ego-networks.
- Experiments show that global reputation is useful only with small ego-networks, while the combined usage of global and local reputation leads to predict the expected trust with a high level of precision.

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