

Press Release

## Managing Trust: Experts from academia and industry discuss at HPI

26 January, 2012

Potsdam. Recognizing the growing interest in trust management problems and solutions, Hasso Plattner Institute (HPI) initiates a symposium which brings trust management experts from the academic field as well as the industry to one place for discussion. In cooperation with the International Federation for Information Processing, the Trust Management working group ([IFIPTM](#)), the symposium will be held from March 22nd till 23rd, 2012 at Hasso Plattner Institute. According to their expertise both of the institutes set also the main focus point of the event. "The topics of the congress are an important part of the academic work at HPI. At the symposium we will focus on issues varying from trust models, trust in social media, reputation and recommendation systems, and identity management to topics such as privacy and trust in enterprise collaboration", accents Prof. Christoph Meinel, director of HPI and head of the chair [Internet Technologies and Systems](#) at the institute.

The symposium has an intriguing list of speakers that cover a broad range of fields and interests. It includes the authors of the publication "Building Web Reputation Systems", Randy Farmer and Bryce Glass. Randall "Randy" Farmer, COO at Suddenly Social, 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 firsts include: one of the first multiplayer online games; one of the first message boards; the first virtual world; the first avatars; the first online marketplace; the first user newsfeed/friend feed (at Yahoo 360°); the first multi-purpose reputation platform and grammar. Bryce Glass is a principle UX Designer at Manta Co. in the US and former senior interaction designer at Yahoo. Speakers from the industry include Dr. Tyrone Grandison, who is an IBM Master Inventor and has co-invented over 20 patents, Bouchra Bouqata, a lead scientist in General Electric US, Dan Whaley founder of one of Silicon Valley startup companies- Hypothes.is, and also speakers from SAP, Ericsson, and research centers such as Fraunhofer FOKUS Institute in Berlin and the scientific and technological research center of Bruno Kessler Foundation (FBK) in Italy.

The Symposium brings also very distinguished speakers from the academic field. One of the keynote speakers, Audun Jøsang, has an article "A survey of trust and reputation systems for online service provision" (2007) that was

recognized by Thomson-Reuters ScienceWatch as the world's most cited article in technology from 2006-2010.

Further experts on trust management which were gained for the event:

[Prof. Jordi Sabater-Mir](#) (IIIA-CSIC, Spain)

[Prof. Piero Bonatti](#) (University of Napoli, Italy)

[Prof. Tortsen Eymann](#) (University of Bayreuth, Germany)

[Prof. David Chadwick](#) (University of Kent, UK) as well as speakers from the University of Sussex in the UK, the University of Helsinki in Norway and the Hasso Plattner Institute.

Please find more information on the conference and for registration on the HPI website: [http://www.hpi.uni-potsdam.de/meinel/lehrstuhl/symposia/trust\\_management\\_symposium.html](http://www.hpi.uni-potsdam.de/meinel/lehrstuhl/symposia/trust_management_symposium.html)

#### **Short profile of Hasso Plattner Institute**

The Hasso Plattner Institute for IT Systems Engineering (HPI) in Potsdam is Germany's university excellence center for IT Systems Engineering. It is the only university institute in Germany to offer a Bachelor's and a Master's program in "IT Systems Engineering" – a practice- and engineering-oriented alternative to conventional computer science studies. Current enrolment is at about 460 students. Overall, a good dozen professors and more than 50 other lecturers, visiting professors and contract teachers work at HPI. Founded in 1998, the HPI has repeatedly received outstanding scores in higher education rankings. For example, the latest ranking conducted by the Centre for Higher Education (CHE) assessed the HPI as one of the four university institutions offering the best computer science programs in the German-speaking countries. The HPI conducts excellent research, not least for renowned industry and business partners. The primary area of research is the basics of and applications for large, highly-complex, and cross-linked IT systems. Since October 2005, HPI has its own international graduate school, the Research School on "Service-Oriented Systems Engineering". In October 2007, the "HPI School of Design Thinking" was established, Europe's first innovation school for students. Furthermore, HPI cooperates closely with Israel's Technion, Stanford University and the Massachusetts Institute of Technology (MIT) in the U.S., the Technical University of Beijing, the University of Cape Town, and various European universities.

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