

ABSTRACT

Communication within internet marketing system generally takes place without users being in a physical contact or knowing of each other. Therefore, they have to rely on trust and reputation within these online systems; it may be beneficial for a buyer to receive ratings from other buyers (recommenders) regarding the trustworthiness of a seller from their previous experiences. This paper present a model that calculate the private and public reputations of a recommender based on their past experiences, assigned weight to private and public reputations, the combination of these reputations give the trustworthiness of the recommender, the recommendation also have weight according to the trustworthiness of the recommender.