

VERITY AND IMAGEBRIEF

ImageBrief™ | *Verity*

VERITY'S REPUTATION METRICS

Verity has several reputation metrics to credibly and scientifically measure the things you truly care about on your site, including:

- The values and credibility of your photographers, brands, and buyers
- The skills and objective value of your photographers/brands
- The contributions your photographers/brands have made over time.

VALUE RANK

Verity's Value Rank measures subjective traits like trustworthiness of a brand, design sense of a photographer, or easiness to work with.

SECRET SAUCE

Verity's Value Rank algorithm is based on an algorithm called EigenTrust, which applies a variation of the Google page rank algorithm to values and relationships.

HOW YOU COULD USE IT

By simply choosing a few brands you know are trustworthy, or a few photographers you know have good design sense, you've set your "start set" from which the trust graph grows. As users on other websites and your own websites rank those traits, Verity will use the users you've selected as reference points, and compute a unique score for every individual based on that reference point.

SKILL SCORE

Verity's Skill Score takes all the subjective and objective outcomes you care about in every interaction such as speed of response, subjective quality of photography, or social interaction from brand postings, and combines them into a single score over all interactions

SECRET SAUCE

Objective measures from each interaction are weighted by a confidence metric that shows how important that interaction it is. This prevents people from using lots of small or fake interactions to cheat their reputation scores.

Subjective measures from each interaction (such as star ratings) are weighted using a Rasch Model. This means that if people always give five or one star, their ratings will be transformed to what the "average" person would have given, and leads to an overall more accurate score.

A linear regression is used to calculate a similarity score between the reputation on your site and other sites, allowing people to transfer their reputation from another site to yours without the fear of low quality sites impacting your reputation metric.

HOW YOU COULD USE IT

Verity's Skill Score could be a drop-in replacement for what you currently use to sort photographers on ImageBrief. Not only would it be more transparent and credible than your existing algorithm, it would give your photographers/brands a clear idea of what they need to work on to improve their score.

CONTRIBUTION COUNT

Contribution Count takes all the information from Skill Score, but measures the overall value the person has added over the long haul (instead of averaging it). This provides a simple gamified metric that incentivizes photographers and brands to engage with the site.

HOW YOU COULD USE IT

By providing a highly visible score, and potentially weekly and monthly leaderboards, you can tap into powerful psychological forces that will cause your photographers and brands to be more engaged, get more work done, and do their work at a higher quality.