The Trust Score is a vital metric in our application designed to foster responsible, engaging, and credible user behavior. It forms the backbone of our user experience, establishing a balanced and fair evaluation system that encourages positive community interactions and discourages potential misuse.

Trust Score encompasses several weighted attributes, each serving a distinct purpose in determining a user's overall trustworthiness. These include:

1. Time Spent on the App
2. Recent Activity
3. Postings
4. Comments
5. Engagement
6. Friends
7. Events Attended via the App
8. Social Media Accounts Connected
9. Accuracy of Flagged Postings
10. Reactions to Their Postings
11. Cone Profile Creation and Contribution

Each attribute is meticulously evaluated to generate a comprehensive picture of a user's activity, engagement, and behavior on the platform. The resulting Trust Score thus reflects the user's overall contribution and value to the community.

Negative and positive reactions to posts both influence a user's score, with the impact increasing progressively based on the number of instances. This balanced approach allows for a fair and accurate representation of a user's community standing, incentivizing respectful and thoughtful interactions while discouraging inappropriate behavior or misuse.

The Trust Score mechanism is designed with a strong focus on quality, not just quantity, of interactions. The ultimate goal is to foster a vibrant, respectful, and engaged community where every user is incentivized to contribute positively.

As the platform evolves, the Trust Score will remain a cornerstone of our user experience, driving positive community interactions and building a trustworthy and reliable space for users to engage with one another.

**Trust Score Mechanism**

The Trust Score is a crucial measure of a user's behavior, engagement, and credibility on the platform. It uses a weighted system based on various user activities and behaviors.

**1. Time Spent on the App (10% weight)**

This attribute measures the total time a user spends on the platform, considering both active and passive usage. Active usage refers to activities such as creating posts, commenting, and participating in events, while passive usage refers to activities such as reading posts and exploring profiles.

**2. Recent Activity (15% weight)**

Recent Activity evaluates the frequency and recency of a user's interaction with the app. It considers activities such as creating posts, commenting, and engaging with other posts. This encourages continuous and regular interaction with the platform.

**3. Postings (15% weight)**

Postings assess both the quantity and quality of a user's posts. The quantity refers to the number of posts a user has created, while the quality is evaluated based on reactions (likes, shares, comments) and flags from the community. This encourages users to make valuable and respectful contributions.

**4. Comments (10% weight)**

Comments evaluates both the number of comments a user makes and the quality of those comments. Quality is measured by reactions (likes, shares, replies) and flags from the community. This incentivizes active discussion and respectful communication.

**5. Engagement (10% weight)**

Engagement measures a user's interaction with other posts and comments. It considers activities such as liking, sharing, replying to comments, and flagging inappropriate content. This encourages users to engage actively with the community.

**6. Friends (20% weight)**

This attribute counts reciprocal friends - the number of users who mutually follow each other. This encourages users to build connections within the app community.

**7. Events Attended via the App (5% weight)**

This evaluates a user's participation in community events organized via the app. It considers both the number of events attended and the user's participation level at those events.

**8. Social Media Accounts Connected (20% weight)**

This attribute measures the number of social media accounts a user has linked to their profile. The influence of this factor on the Trust Score decreases after six linked accounts to avoid over-inflation of scores.

**9. Accuracy of Flagged Postings**

Users can flag inappropriate or false content. The accuracy of their flags, as confirmed by subsequent review, influences their Trust Score. Users receive a bonus for accurate flags and a penalty for inaccurate ones, incentivizing responsible flagging behavior.

**10. Reactions to Their Postings**

Both positive and negative reactions to a user's posts (likes, dislikes, comments) can affect their Trust Score.

For positive reactions, a single instance has a moderate effect on the Trust Score. Multiple positive reactions result in a progressively larger increase, but the rate of increase begins to slow down after a certain point. This diminishing returns effect encourages continued high-quality posting while preventing score inflation.

For negative reactions, a single instance has a minimal effect, but multiple negative reactions result in a progressively larger decrease in the Trust Score. This system promotes respectful and thoughtful posting, discourages spam or inappropriate content, and reflects the community's response to the user's behavior.

By balancing the impact of both positive and negative reactions, the system incentivizes users to strive for positive engagement with the community while being mindful of the potential repercussions of negative engagement.

**11. Cone Profile Creation and Contribution**

Users can create and contribute to Cone Profiles - profiles for friends who aren't yet on the platform. The accuracy of the information provided influences the creator's Trust Score, promoting responsible and accurate information sharing.