Paper#3\_Summary\_of\_

This study focuses on the advantages and limitations of blockchain-based reputation systems to prevent rating fraud. Rating fraud is a phenomenon in which raters create biased ratings to promote their product or demote a competitor. Blockchain technology is effective in protecting customers’ privacy, thus encouraging them to give honest feedback. Blockchain systems are effective against rating fraud in non-computational and content-driven reputation systems as verification of claims is possible. In user-driven reputation systems, there is a lack of ground truth thus making verification difficult. The author has discussed the positives and negatives of proposed solutions to prevent subjective information fraud. Blockchain-based reputation systems can be used to prevent “bad mouthing” , “whitewashing” and “sybil” attacks, but are not resistant to “ballot stuffing”, “constant” and “camouflage” attacks.