**Three strategies for building a trust mechanism on social networks**

Source: People's Forum

Author: Li Zhendong

Editor: Zhang Lei

2017-12-26

<https://www.rmlt.com.cn/2017/1226/507117.shtml>

【Abstract】Web2.0 is the era of network interaction, and social networks have become an important channel for communication and exchange between the public. However, due to the virtuality of the network, the trust mechanism of social networks has never been fully established, and the existence of network violence and network fraud has made the public lose trust in the network. The foundation of trust in social networks should be laid by public morality, the trust framework of social networks should be supported by security technology, and the trust environment of social networks should be purified by improving laws.

【Key words】social network, trust, security technology

【Chinese Library Classification Number】B82 【Document Identification Code】A

Laying the foundation of trust in social networks with public morality

Morality is the foundation of social development, and a harmonious and stable social environment cannot be achieved without the adjustment of interpersonal relationships by morality. Building trust in social networks also requires improving the moral standards of participants, requiring the public to treat others with sincerity in the virtual world, consciously abide by the rules of social networks, and hold themselves to high moral standards, thereby laying the foundation for trust in social networks.

Seek trust culture resources from traditional virtues. Thousands of years of cultural heritage have made "trust" a basic moral norm in modern society. Honesty, trustworthiness and trust in others are the basis of modern social communication. The integrity in traditional culture also applies to social networks, and participants in social networks must also treat others with integrity. At present, the participants in social networks are mainly the younger generation, whose outlook on life and values ​​are still in the growth and development stage. Parents, schools and society have the obligation to instill traditional virtues in them, so that they can discipline themselves with "trust", treat others with sincerity in social networks, and be willing to trust others. If participants in social networks can be honest and trustworthy, a trust relationship will be formed between each other, thereby promoting the harmonious development of social networks.

Build intimate online social relationships. For participants in online social networking, the construction of online social trust requires each participant to make corresponding efforts to jointly create a good social network trust mechanism. Online social participants need to improve their trust ability and trust emotions to build intimate online social relationships. They need to understand, respect and support each other in online social networking, change their own thoughts and understandings, change their indifferent attitudes in interpersonal communication, eliminate distorted values ​​with a positive attitude, face other participants in online social networking with a new attitude, actively communicate with other participants, and establish trust relationships. At the same time, the government and relevant departments should also make efforts to crack down on fraudulent behaviors in social networks, and online platforms should also remove dishonest participants to consolidate the trust mechanism of social networks and solve the trust crisis in social networks.

Improve the network trust reward and punishment mechanism. When integrity has a significant impact on individuals, individuals are more willing to abide by integrity. The trust reward mechanism is an influence on the integrity behavior of social individuals, so as to reduce the individual's dishonest behavior. A large part of trust comes from moral constraints. The law cannot punish all dishonest behaviors. This requires the use of a reward and punishment mechanism to regulate honest behavior and actively encourage social network participants to be honest and trustworthy. In addition, social network platforms should formulate corresponding "network contracts" to require social network participants to be responsible for their own words and deeds. If social network participants can insist on honesty and trustworthiness, the platform should give them appropriate rewards and support and encourage their honest attitude; if social network participants have dishonest behavior, they should be punished, and the dishonest behavior should be made public, or even removed from the social network. The reward and punishment mechanism is an encouragement for the integrity of social network participants, and it also avoids the "Gresham's Law" phenomenon, so as to strengthen the confidence of trustworthy people.

Using security technology to support the construction of trust in social networks

Social networks are new communication platforms with technology at their core. Like real-life social interactions, social networks must follow corresponding trust mechanisms, and both parties in communication need to act with integrity. Social networks are also different from real-life social interactions in that they can identify honest behavior through security technology to ensure the construction of a trust mechanism for social networks.

First, we need to strengthen the level of network management technology. On the one hand, we need to strengthen the level of early management of network behavior. Before the public participates in social networks, we need to inform participants of the social regulations they need to abide by, and once participants violate the relevant rules, they will be punished. Managers can restrict the entry of dishonest people through personal credit files, rejection of applications, rejection of registration and other technologies. On the other hand, we need to strengthen the supervision of network behavior processes. Network fraud, deception and other incidents often occur in social networks. Managers should use advanced technical means to supervise the social network process, regulate the social records and information of participants at any time, and promptly remind others if there is any suspicious behavior. At the same time, if illegal behavior is involved, IP tracking technology should be used to hold people accountable, so as to combat criminal behavior in social networks and promote the construction of a trust mechanism for social networks.

Secondly, the "online real-name system" should be implemented. The key to the lack of trust in social networks is that participants use virtual identities to communicate. They do not need to be responsible for their own behavior and often carry out network attacks recklessly, which also exacerbates the trust crisis of social networks. The role of implementing the "online real-name system" is to warn social network participants to be responsible for their own speech and behavior. Once the speech or behavior involves a crime, they will be held accountable by law. Under the constraints of the "online real-name system", social network participants can be cautious in their words and deeds, effectively reduce insults and defamation on social networks, and thus promote the construction of a trust mechanism. At the same time, even if the "online real-name system" is implemented, there are still some participants who evade the constraints of the "online real-name system" and continue to use virtual identities to undermine the trust mechanism of social networks. At this time, it is necessary to introduce "identity recognition" technology to establish an "online ID card" for each social network participant. The "online ID card" is used to verify the real ID of the network user, so as to synchronize the virtual IP and the real ID and prevent participants from evading the "online real-name system".

Finally, a credit investigation mechanism for social networks should be established. The Zuo Zhuan records that "the words of a gentleman are trustworthy and have evidence", which means that honest speech can be verified in practice. The credit investigation mechanism for social networks is to verify the authenticity of social network speech, so as to constrain social network participants to be honest with others. As the manager of the social network platform, a credit file should be established for the participants, and managed and maintained by the corresponding institutions. Social network participants have independent personal credit reports. The credit behavior of participants is evaluated by "friends", and the weight can be divided according to the intimacy of "friends". The final evaluation results will be recorded in the personal credit record, so that other unfamiliar "friends" can query the credit record of the individual and choose whether to communicate with the participant. Under the credit investigation mechanism of social networks, the credit of social network subjects is updated at any time, allowing any unfamiliar individuals to view it. This method will effectively break the existing "network acquaintance" mechanism and make social networks simpler, safer and more convenient.

Purify the trust environment of social networks with sound laws

Improve the trust environment of social networks with laws and regulations. Trust in social networks needs to be based on the morality of participants, but if morality cannot constrain the words and deeds of participants, laws and regulations need to be used to constrain them. At present, the corresponding laws and regulations in my country have obvious prohibitions on illegal acts. For example, the crime of fraud, whether it is fraud in reality or in social networks, will be punished by law and must bear corresponding responsibilities. From this, it can be seen that laws and regulations will have an effective constraint on social networks, which can promote the formation of a good trust mechanism in social networks, and any dishonest illegal behavior will be subject to corresponding sanctions.

Formulate special laws and regulations for the Internet. Since the last century, my country has begun to formulate special laws for the Internet and has issued a number of laws to restrict dishonest behavior in social networks. However, these laws have not effectively protected the trust mechanism of social networks, resulting in a large number of dishonest behaviors in social networks and affecting the normal social network activities of participants. The Cybersecurity Law implemented on June 1 this year has taken an important step in the legalization of network integrity construction. In the future, the law will need to do more in this regard.

Implement strict network supervision. Social networks bring convenience to the public, but also create new unstable factors in society. As early as 2011, social riots broke out in the Middle East, North Africa and other countries. The main reason behind this was the wanton spread of illegal information on social networks. In the face of the negative impact of social networks, it is extremely important to strengthen social network supervision. At present, there are legal loopholes in my country's supervision of social networks, and the responsibilities and obligations of relevant departments have not yet been clarified. In most cases, administrative supervision is used to ensure the stability of social networks. However, in fact, social network platform managers are given certain powers and are required to bear corresponding responsibilities. Once dishonest network events occur, such as rumors and malicious defamation, the platform managers should bear the corresponding responsibilities. Through the clarification of responsibilities, effective supervision of the network can be achieved, and strict social network supervision can be used to ensure the construction of a trust mechanism.

(The author is a lecturer at Xinyang Normal University)

[Note: This article is a phased result of the 2015 Henan Provincial Philosophy and Social Sciences Planning Project "Research on the Important Functions and Path Selection of Red Education for College Students in the New Era" (Project No.: 2017CDJ010)]

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