

## Online community users get reputation rating with new ReputationShare system from eModeration

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A new system to track and share the reputations of online community users is being introduced to the UK and US markets by [eModeration](#), a major player in the moderation of user generated content and community management. The adoption of [ReputationShare](#) technology, developed by [LOOKBOTHWAYS Inc](#), is a significant step in increasing the protection of community users from abusers, for example people who persistently upload abusive or illegal content to websites, or commit online fraud. ReputationShare allows brands to tap into user reputation information in much the same way that credit reference information is shared, so users' reputations will precede them from site to site.

In addition to deterring cyberbullying and online abuse, ReputationShare also enables companies identify users with positive reputations (similar to the way in which eBay sellers are starred), so companies can reward community users who take a positive, active role in their communities. It can also reduce costs as companies may find that users with a positive reputation do not need to be moderated as intensively as those with no history or a less than stellar reputation.

Reputations on the service are anonymous and secure – no personally identifiable information is stored – yet can be leveraged by participating companies across a full spectrum of online services. It is important to note that users will only get a seriously reduced rating for specific, serious abuse of the rules of a website – for example, uploading offensive or abusive material onto a community designed for children, and that the service's algorithms take into account the date and severity of the offence. Only in cases where an incident report is extreme, such as a report of sexual or grooming behaviour, would a single report dramatically damage a user's online reputation. Sites choose for themselves how to interpret ReputationShare information and apply rewards or strictures accordingly. ReputationShare monitors participating sites to ensure that reports are reliable.

The alliance with eModeration, which takes effect this week, will see the ReputationShare service gain significant foothold in the UK, as it is offered to the brands already working with eModeration. It will lead to a more positive and safer online experience for consumers, and is a critical step in improving online safety while rewarding responsible users. eModeration is actively encouraging other agencies and brands to use the system and ensure widespread adoption. Crisp, a moderation software developer, will also be using the system.

**ReputationShare and eModeration are both significant players in the online community and safety world:**

**ReputationShare** is a product of [LOOKBOTHWAYS Inc](#), an industry leading company providing Internet safety technologies and consulting services internationally. The President of LOOKBOTHWAYS is Linda Criddle, a 13 year Microsoft veteran, pioneer in online safety technologies, and president of [SAFE Internet Alliance](#). Criddle is a tireless advocate for online safety, author of award-winning books on online safety, who consults for local, state, national and international law enforcement agencies, fortune 500 companies, and consumers.

[Tamara Littleton](#) is the **CEO of eModeration**, a moderation and community management company that works with brands such as MTV, ITV and, Nokia and to moderate user generated content, for example on virtual worlds for children, social networks, forums and MMOGs. She

was a member of the Home Office sub committee that advised the UK government on moderation of communities to help safeguard children; she chaired e-mint, the online community for community professionals in 2007, and is an affiliate member of the Internet Watch Foundation. She has spoken on the subject of safety in online communities for children at various events and has authored a number of [white papers](#) on online safety and young people's use of the internet.

Tamara Littleton: *"The ReputationShare system is an incredibly important development in keeping community users safe from abuse, as well as promoting positive use. Online communities have a duty to their users to keep them safe. Sharing reputation information between brands will help prevent persistent abusers from reinventing themselves on other sites. We feel really strongly that this is a system that other moderation companies and brands should take up, and we actively encourage them to do so. The more people that use it, the better it will be for all community users."*

Linda Criddle commented: *"The combination of ReputationShare™ and eModeration is powerful. Together we usher in a new online era where consumers are rewarded for positive behaviour and held accountable for negative behaviour. We enable companies - and individuals - to make informed choices about whom they choose to interact with, and lay the foundation for a safer, socially responsible online environment while maintaining individual's privacy."*

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### **About eModeration**

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

### **Further press information:**

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