

COMMON INTERESTS POOLED RESOURCES QUALITY CONTENT

A European project to connect people with common interests and deliver quality content to them



: That's quality?

If half a million people give a YouTube video the thumbs up, does that mean it is good? Perhaps. But you would probably rather watch a recommendation from a friend.

Quality often comes down to personal preferences and context. So trying to establish quality ratings is an extremely complex affair, where the reputation of the rater must somehow be taken into account. **QLectives** is helping to drive research into refined quality rating systems that take context into account.

Several **QLectives** studies are looking at how people develop trust and decide to cooperate with each other. How do definitions of quality emerge within such groups?

From these studies, researchers will build and test algorithms (mini computer programmes that perform extremely complex calculations).

The algorithms will be used to:

- encourage participation and cooperation in a quality collective (either contributing content or computer resources to the P2P network);
- detect and nurture sub-groups of users with common interests or compatible skills and knowledge;
- detect irrelevant content, freeloaders and malicious users;
- make smart recommendations to users, based on the opinions of users and their reputations within the group.

Find out more at <http://www.qlectives.eu>



: Quality control

QLectives will test its algorithms in the real world through two existing online communities of thousands of individuals.

QMedia: an adaptation of the Tribler P2P media sharing and streaming platform (8000 active users). **QLectives** will add new functionality to Tribler to identify users with common interests and recommend content to them based on the behaviour and ratings of similar individuals.



QScience: an upgrade for the EconoPhysicsForum, a Web 2.0 site where scientists share and discuss research papers. **QLectives** will move the forum onto a P2P platform.

Algorithms will identify groups of users with common interests and group them in collectives, which will improve content recommendations, the quality of exchanges and form the basis of collaborative relationships.



: Questions?

QLectives is supported by the European Commission 7th Framework Programme (FP7) for Research and Technological Development under the Information and Communication Technologies Theme, Future and Emerging Technologies (FET) Proactive, Call 3: ICT-2007.8.4 Science of Complex Systems for socially intelligent ICT (COSI-ICT).



European Commission



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