

## Exercise 11 <sup>(1)</sup>

**11.1a** What are software agents? What classification of shopping agents do you know? Explain each type shortly.

**11.1b** Do you think it is beneficial for your lab class company to publish product / service and pricing information to customer agents? What strategy would your company choose toward such agents?

**11.2** How can an online buyer maintain privacy for his *order data* and *account details* from his bank and the seller respectively, although both parties need the data to process an order?

**11.3** What is a *blind signature*? What is the intended benefit of a *blind signature* compared to a digital signature? Explain.

**11.4** What is a *digital* certificate and what is it used for? Would your (lab class) business require business partners to be certified? What would be the benefits and drawbacks if your business required certificates?

**11.5** Why are zeropayments preferred over nanopayments for transactions over the Internet? Give reasons.

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**11.6** Regarding your (lab class) company, what payment model (and system) would you choose? Give reasons for both payment model and chosen system.

**11.7** How can *double spending* of *eCash* be avoided?

**11.8** How secure is it for customers to transmit their credit-card information over the Internet via *CyberCash* for medium payments?

**11.9** Compare two email-based money transfer systems: PayPal's *PayPal* and Yahoo's *PayDirect*. For this, you need not become a member of both, rather find information on the Internet.

**11.10a** What are recommendation engines? What are they used for?

**11.10b** What information objects are used to create recommendations? Distinguish between unstructured information (e.g., texts) and structured information objects?

**11.10c** Try to find additional information on the Internet that describes techniques / models used in recommendation engines to relate persons with persons / grouping persons. Name sources.

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