

## People's Platform Project Whitepaper

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*Note: This document is subject to change, we're still building a community and working out the details, until we reach a state that allows for communal decisions, the team might change this document.*

# Abstract

The "People's Platform Project" introduces a revolutionary approach to social media content curation, leveraging blockchain technology to transition from advertiser-driven to community-driven content ranking. This project aims to empower community voices, enhance content quality, and foster creator independence.

# Introduction

## Background

Social media platforms today are predominantly influenced by advertiser interests, leading to a

landscape where content quality is often secondary to ad revenue. This environment stifles free speech and creativity, resulting in a deluge of low-quality, easily consumable content.

The current digital content landscape is predominantly characterized by low-quality, short-form content designed to rapidly capture user attention before swiftly redirecting it elsewhere. This trend is exacerbated by major social media platforms prioritizing advertiser interests over smaller, yet often more high-quality content creators and their communities. Such an approach facilitates the proliferation of insubstantial "vaporware" content, which, despite its lack of depth, attracts large audiences. This cycle contributes to a gradual erosion of the quality of online community interactions, leading to a broader decline in the educational and entertainment value of global online communities. This decline not only diminishes the overall quality of digital content but also has a detrimental impact on societal development and the intellectual growth of individuals.

The prevailing model on social media platforms is fundamentally driven by advertising revenue, where the sheer volume of content consumption correlates directly with increased income. This system

effectively reduces the value of each user's engagement to a mere fraction of a penny. As a result, widespread adoption of content becomes the primary mechanism for sustaining platform growth.

In response to this trend, the People's Platform Project seeks to redefine the value of user engagement by empowering users to elevate their worth to more substantial levels. This enhancement is facilitated by both donors and the users themselves. Within this ecosystem, the value of the user base is

determined collaboratively by the community and content creators. Unlike traditional models, revenue flows directly to content creators without the need for intermediaries. This approach eliminates the

necessity for creators to undergo the complex processes often required for content monetization, such as platform setup, registration, or various administrative steps. The project is designed to automatically include all users who display a public wallet address in their content descriptions, thereby enabling immediate monetization opportunities. This innovative model ensures a more equitable distribution of value, directly benefiting creators and fostering a more vibrant and sustainable content ecosystem.

## Objectives

- Implement a decentralized voting system using blockchain technology.
- Enable content creators to independently manage and sustain their content.
- Enable the community to actively decide which content gets promoted and funded.

## Project Overview

### Components

- **People's Choice Extender (Extension)**

A Chrome extension that connects with MetaMask, allowing users to upvote or downvote content on social media platforms. This extension serves as the user's gateway to participating in the decentralized voting process.

The extension will display a new "upvote" and "downvote" button alongside the existing ones in every respective supported social media site.

Furthermore, the extension will automatically detect, and parse public wallet addresses and correlate the content, content creator and the wallet address to this specific piece of content.

The user is then able to upvote or downvote, the extension calls the People's Poll Protocol and forwards information on this upvote, updating the state of the content creator within the People's Network.

- **People's Poll Protocol (Smart Contract)**

A smart contract on the Ethereum blockchain that manages a “supporter pool”.

The supporter pool is maintained by donators that want to contribute to an open and decentralized internet of content.

The supporter pool tracks the votes linked to wallet addresses and creates logs with upvote counts and content URLs, allocating a “share” to each content creator based on the upvote/downvote quota.

Part of the funds for the supporter pool are directed to the “dau pool”, this pool is exclusively used to manage transactions necessary for payouts to content creators, enabling the “People’s Poll Protocol” to be free for People’s Network contributors.

- **People's Picks (Website)**

Eine Webplattform, die Content anhand von dezentralen Voting-Daten auflistet und bewertet. Diese Website dient als Alternative zu herkömmlichen Algorithmen sozialer Medien und priorisiert die Präferenzen der Community.

## Problem Statement

The dominance of advertiser-driven content on social media platforms leads to a homogenization of content, where unique and quality material is often overshadowed by what is most profitable for advertisers.

## Proposed Solution

The People's Platform Project proposes a system where users can vote on content independently of the native social media platform's algorithms. This system not only provides a more democratic approach to content ranking but also gives content creators a more transparent and direct connection with their audience.

## Technical Details

### Blockchain Integration

The project will initially be developed on the Ethereum blockchain, considering its widespread adoption and robust smart contract capabilities.

Plans for multi-chain integration include compatibility with blockchains like Mantle, Binance Smart Chain, Polkadot, and others, to ensure wide accessibility and participation.

## Extension Development

The extension will be developed using JavaScript and HTML, the first iteration will be a Google Chrome Extension only.

Integration with MetaMask is only done to connect a users wallet to the extension, enabling them to vote and participate by paying the "0ETH" Transaction Fee (gas cost only).

## Website Architecture

The backend is the smart contract, in this case, in development, running in the CryptNG Testnet (ganache-cli).

The frontend will be either an AngularJS, EmberJS or plain vanilla Javascript HTML Page for presentation purposes, later for production.

## Tokenomics and Incentives

In Future iterations, there are plans for a unique token system which will reward content creators based on the number of upvotes, creating a direct correlation between community appreciation and creator incentives.

## Deployment Plan

The project's development and initial testing phase are scheduled to occur during EthGlobal Istanbul 2023, from November 17th to 19th.

Following the hackathon, further testing and deployment on other blockchains will be planned in phases.

## Open Topics and Challenges

An automatic payout mechanism is currently under consideration, with options including an API-driven system or a user-triggered model.

The user-triggered model would be defined in the smart contract, where a 0ETH (gas cost only)

transaction for an up- or downvote will trigger the payout automatically when a specific time has passed.

## Conclusion

The People's Platform Project represents a significant step towards a more democratic and quality- focused social media landscape. By empowering users and creators through blockchain technology, this project aims to redefine how social media content is valued and ranked.