



Decentralized Opinions across Audiences

A WEB3 SOCIAL PLATFORM INTEGRATING TRUST LEVELS AND  
NFT CAPABILITIES THROUGH BLOCKCHAIN

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## Introduction

### 2000 - Today

#### Social Platforms

- ❑ Widespread adoption
- ❑ Daily content sharing
- ❑ Encourages virtual relationships
- ❑ Facilitates information exchange

#### Blockchain & DLT

- ❑ Increase of digital payment methods
- ❑ Cryptocurrencies
- ❑ Central Bank Digital Currencies
- ❑ NFTs explosion



## Problems

### 2000 - Today

#### Social Platforms

- ❑ Content lack of control
- ❑ Fake news spreading
- ❑ Advertising
- ❑ Web2

#### Blockchain & DLT

- ❑ Ownership
- ❑ Platform centrality
- ❑ User Rights
- ❑ Web2



## Proposal

### DOXA social platform - Decentralized Opinions across Audiences

- ❑ Build upon existing social networks and users' habits
- ❑ Integrates NFT capabilities and marketplace features
- ❑ Enables content trading
- ❑ Trustworthiness as a measure of credibility
- ❑ Neutralize fake news effects
- ❑ Revolutionize advertising



## Mechanisms |

### Fake News

- ❑ Proof of Bet
- ❑ Proof of Share
- ❑ Dynamic User Weight (DUW)
- ❑ Interagent Reputation/Responsibility Score (IRS)
- ❑ Weighted Opinion Score (WOS)
- ❑ Content Trust Level (CTL)



## Mechanisms II

### **NFT, Trading and Marketplace**

- “NFT of NFT”

### **Power of Crowds**

- Diversity of opinion
- Independence
- Decentralization
- Aggregation

### **Power of smart contracts**



## Mechanisms III

### **Anonymity and exposition**

- ❑ Expose-to-earn/Express-to-earn model
- ❑ Multi-Address System (MAS)
  - ❑ Address & location related

### **Decentralized Storage**

- ❑ IPFS - Web3 - SolidPods – ACLs

### **Content Hierarchization**

- ❑ Equal opportunities and fairness



## Mechanisms IV

### Token Economy

- ❑ Versatile and sustainable
- ❑ Vibrant community
- ❑ Weighted Interaction Reward (WIR)

### Advertisement

- ❑ Users become the ads
- ❑ Minimum CTL score





## Expected Advantages

### The advantages are:

- ❑ Collectively established veracity
- ❑ Account for rewards
- ❑ Responsible and trustworthy social experience
- ❑ Web3 empowerment



## Challenges

### Potential obstacles to overcome can be:

- ❑ Interdisciplinary nature of the research
- ❑ Assess user rights management
- ❑ GDPR-compliance
- ❑ Adding modifiability features to the blockchain (GDPR-resistant)
- ❑ Web3 and blockchain entrance
- ❑ Users participation



## Prospect & Conclusion

### DOXA is a platform that aims to:

- ❑ Exploits the power of crowds
- ❑ Neutralize fake news
- ❑ Empowers users
- ❑ Weighs opinions
- ❑ Use collectivism
- ❑ Being democratic, efficient and self-regulated
- ❑ Allows liberalization, accountability and transparency of ads

Thanks for your  
attention

