



There is a serious trust problem on the internet.

A famous saying is “On the internet, nobody knows if you are a dog”. Though this anonymity is crucial for an open internet, we now live in a world where fake (news) is the new normal, trolls and bad bots control the internet, and online accountability is non-existent.

Fake (news) has become the questionable new world standard.

It is accepted, initiated and even embraced by many organisations. It is being used to influence individuals and large populations through intentional misinformation for the sake of political, commercial and religious purposes. Up until now, the authors of such content were free to spread their opinions without ever being held accountable. This has led to many significant conflicts and power play around the world. This needs to stop. And we have developed the tool that can help to change this fraudulent system.

Now, imagine a world where fake news, click farms, bad bots or trolls are no longer a problem and where anonymity is still possible, but accountability a given. Does this sound like Utopia?

WELCOME TO THE MAVIN MOVEMENT

Mavin is an independent foundation. Our mission is to reward honest, authentic, fact-based and high-quality content. As well as to discredit and expose fake news, bad bots and trolls intended to wrongly inform its audience for whatever purpose. We bring accountability to the web but allow internet users to remain anonymous.

Why are we called Mavin? A mavin is “a trusted expert in a particular field, who seeks to pass timely and relevant knowledge on to others in a respective field”. As such, we invite all content creators and their critics around the globe to share their expertise in a timely, relevant and above all truthful, non-biased and honest way. We seek to create an environment in which facts remain facts and in which trust in media and content will return. It is our objective to expose or ban fake news, bad bots and trolls, not by left or right polarisation but by the inclusive and objective Mavin Movement. The Mavin Movement is about authors, academics, journalists, editors, bloggers as well as critics, reviewers and commenters coming together to bring accountability to the web. Combined with AI, Mavin will allow users to filter the good from the bad, the real from the fake. This will bring accountability and responsibility to the web, through collective reputation building. Accessible for all, tokenised and rewarding.

On Mavin, authors of content, as well as reviewers, are held accountable while still warranting privacy through a safe environment in which personal data will not be exposed. This anonymous accountability will protect and improve the right to freedom of speech. Users’ reputation will be immutable, traceable and verifiable.

The reputation defines the weight of ratings and value of any article or content creator. An expert review will have more weight than a non-expert rating. It will become more difficult to artificially influence (political) discourse as bots and trolls cannot participate in the movement.

In addition, we will use open source AI, the crowd and trusted experts (for example by collaborating with organisations such as First Draft, ICIJ or Bellingcat) to check and mark fake content. Users creating or spreading misinformation (whether anonymous or public) will see their reputation reduced. Structural bad behaviour will result in a (temporary) negative reputation affecting the monetisation opportunities and weight of ratings. Users with an exceptionally high reputation will become a Mavin and granted a stake in the Mavin Foundation and as such influence the direction of the foundation.

Mavin will incorporate purpose-driven tokenisation. Any stakeholder of the Mavin Movement can earn, spend and exchange MVN tokens, which is directly influenced by one's reputation. Mavin will be a non-profit organisation and autonomous blockchain infrastructure. The Mavin ecosystem will consist of multiple tools:

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Our first tool is a browser plugin that allows users to rate articles across the web and is currently live as our MVP on dataflok.com/plugin. This will help to fight fake news and will give content a quality score and authors across the web a reputation. As such, authors can be held accountable for whatever news they will be spreading in a way that is fair, open while warranting the privacy of these authors and their commenters. Through a detailed analysis of both AI and real-time reader feedback, articles across the web can be rated, based on their quality, fake news probability and the likelihood of plagiarism. Reviewers will be awarded FLOQ tokens for their contribution. This tokenised approach will warrant active engagement. Authors that publish articles on Dataflok will also receive tokens depending on the quality of their article and their reputation. Dataflok also launched a new search engine. This will allow users to find articles, or authors, based on quality, reputation, fake news probability or plagiarism probability – a novelty for the web. Once Mavin is launched, users can exchange their FLOQ tokens for MVN tokens.

The screenshot displays the Mavin article interface. On the left, the article title is "How to Ensure Trust in a Digital World" by Dr Mark van Rijmenam. It features a reputation score of 81.29, an article quality of 80%, one rating, 655 views, and 86 shares. It also shows 0% probability for fake news and plagiarism. On the right, a rating widget allows users to rate the article, with a current score of 0. Below the rating, there are sections for "Fake news probability" and "Plagiarism probability", each with radio buttons for "Yes", "No", "Maybe", and "Don't Know". The interface includes the Mavin logo, a search bar, and a "verified" badge.

How to Ensure Trust in a Digital World

By: Dr Mark van Rijmenam

81.29

Article Quality: 80%

No of ratings: 1

Views: 655

Shares: 86

Fake News probability: 0 %

Plagiarism probability: 0 %

Rate this Article.

0

Fake news probability

Yes No Maybe Don't Know

Plagiarism probability

Yes No Maybe Don't Know



2

The next tool that we will build is a WordPress plugin. This will enable content websites to install the features of the browser plugin native on their website, thereby offering a more seamless experience to the users. The WordPress plugin will reward authors that publish an article with MVN tokens depending on the quality of their article and their reputation on any associated website. We will put copyright of content on the blockchain (built with Substrate to align with the Polkadot Network). We will allow the author and website to charge MVN tokens for reading content. In addition, websites can require a minimum reputation score to comment, and authors can publish anonymously, while the quality of the content would still influence their reputation (using ZK-snarks and private smart contracts).



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The third tool will be an API to enable non-WordPress publishing websites to also benefit from our reputation protocol. Large publishers will start to pay per API call above a certain threshold.



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The fourth tool is Mavin's App/Web, which will allow users to find, rate, read and stake articles/authors based on their quality and reputation. Users have to pay MVN tokens to follow other users or to upvote/downvote content (preventing fake followers, bad bots and trolls).

These tools will bring accountability back to the web by focusing on what someone publishes (long-form and short-form content) instead of where someone publishes.



(Anonymous) accountability on the web will positively change how people interact. We will develop a 'sign in with Mavin' to prevent bad bots and trolls to continue to influence the online discourse. Publishers that will integrate Mavin will benefit from a reduced influence of bots and trolls, an extra sales channel (by allowing users to pay for individual articles using the MVN token) and anonymous content publication while ensuring accountability of the content creators.

Mavin's business model will include a scalable freemium model for publishers and users. In addition, we will enable reputation-based advertising by allowing users to rate advertisements (preventing fake or false advertisements as currently actively allowed on Facebook) and enable advertisers to only advertise alongside high-quality content and be guaranteed that any advertising is clicked only by humans (click farms will be a \$44 billion per year problem by 2022). The reputation of advertisers determines the price of advertising and the reputation of users and publishers determines their commission (up to 98%).

Mavin will be a social enterprise, a not-for-profit organization, owned by the Mavin Foundation. This will allow us to remain independent and not to be negatively influenced by shareholders' and investors' interests. In order for us to realise this concept, we would need an initial investment, which will cover the launch of the Foundation, legal council, community building and marketing, preparation of the Security Debt Token Offering and the technological enhancement of the MVP. We intend to launch the SDTO by Q3 2020.

The vision of Mavin is to introduce immutable reputation to the internet, and with that bring accountability to the web while allowing people to still be anonymous. With Mavin, in the future the saying goes: "On the internet, nobody knows if you are a dog, but at least you know if it is a good dog."

If you believe in a vision of a better internet for all and you are willing to help us in achieving that vision, we would love to get in touch with you.



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