



On the internet, misinformation, bots and trolls are dominating the online (political) discourse. Readers want to know what content to trust while publishers want to ban bad bots, trolls and engage with high-profile users to drive the discussion and traffic.

Due to the influx of bad bots and trolls, many publishers have closed their comment sections. With Mavin, we give valuable, real life and independent ratings and context to content so readers can trust what they read. Publishers can engage with the right readers to join the discussion and both readers and publishers build up a trusted reputation, while preventing bad bots and trolls from influencing the discourse.

WELCOME TO THE MAVIN MOVEMENT

By integrating Mavin, publishers give readers the ability to rate their content (using the Mavin Trust Score icon). This enables readers to trust what they read, share and engage with. Mavin offers publishers detailed, real-time, insights into how and what readers view their content, as well as the content across the industry. At the same time, Mavin secures the copyright of your content and enables readers to verify when content has been published or edited. The combination of the **Mavin Trust Score** associated with content and the **Mavin Reputation Score** associated with authors and readers leads to more trusted platforms. It will give publishers more robust, real-time and valuable feedback on the performance and perception of readers. Publishers will be able to attract new, interesting and qualitative readers, while preventing bad bots and trolls on the platform. This will lead to increased relevance, trust and engagement and as a result incremental advertising and subscription revenue opportunities.

In this document, we briefly explain the various concepts of Mavin.

The Mavin Reputation Score (MRS)

The MRS is one of the two key indicators within the Mavin network. It determines the reputation of the user/author/platform. The higher the MRS, the more tokens the user receives when creating or rating content. In addition, a higher MRS leads to more influence when rating content and increased visibility within the Mavin search engine (that contains all rated articles) as well among upvoting/downvoting comments. The MRS is linked to certain categories, so a user can have a lot of influence in one area while having limited impact in another area.

The Mavin Trust Score (MTS)

The MTS is the second key indicator within the Mavin network. It provides context to the content on associated platforms. This content can be articles, blogs, research papers, analyst reports, etc. Users, experts and AI rate content on several variables including quality, fake news probability, sentiment, etc. The MTS is added to the meta description, so users

sharing content on social media directly see the MTS associated with that article. The MTS is captured in the Mavin Trust Score Icon.

The Mavin Trust Score Icon

The Mavin Trust Score icon is the most tangible feature of Mavin. It lives alongside any other social media icons (such as the Facebook or Twitter icon) on associated platforms and it is the quality mark on every article you publish. However, the Mavin Trust Score icon is dynamic and shows the readers the Mavin Trust Score of that particular article. As a result, the reader immediately understands the context of an article. Once the icon is clicked, a dashboard opens with more information on the rating as well as the possibility to rate the article itself. Once rated, the user can leave a comment. All the different ratings (including the MRS that determines the weight of the rating) are stored on a blockchain to make them immutable, verifiable and traceable.

The Mavin Token (MVN)

Mavin users receive Mavin tokens for their work within the Mavin ecosystem. This includes rating content, leaving comments or writing articles. These Mavin tokens can be used to upvote/downvote comments, follow other users or purchase articles or subscriptions. The latter is a perk offered by publishers to reward active and high-value users to persuade them to join the discussion or to try to convert them to a paying customer. The tokens will not have any monetary value and cannot be exchanged to other currencies. The fact that the tokens can only be obtained by participating in the network, prevents nefarious actors from purchasing large amounts of Mavin tokens. As such, the Mavin token, together with the KYC requirement of users, prevents bots and trolls from influencing the online discourse while ensuring continued engagement with your readers.

The Mavin Browser Plugin

The Mavin browser plugin offers the same tools as the Mavin API that publishers can integrate, but is intended for readers wanting to rate and comment on articles on those platforms that have not integrated the Mavin API. It allows Mavin users to freely rate content across the web on quality, fake news probability and various other variables. In addition, it allows users to leave comments with an article to engage with the author, even if the platform does not have a comment section. These comments are visible inside the browser plugin. Any rated article will be available in the Mavin search engine. The insights derived from the Mavin Browser Plugin can be shared with prospects to encourage publishers to integrate the Mavin API. The first version of the browser plugin is already available as MVP on Dataflog.com/plugin.

mavin reputation management system **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 %

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Fake news probability

Yes No Maybe Don't Know

Plagiarism probability

Yes No Maybe Don't Know

Benefits for Publishers

Mavin offers publishers several key benefits to generate real-time insights, drive traffic, increase engagement, protect copyright and improve revenue:

- 1** Increased engagement with users by allowing readers to comment, while preventing bots and trolls from participating. Publishers can easily find and connect with readers who have a high Mavin Reputation Score. The publishers can then invite them to join the discussion, resulting in increased value for the publisher.
- 2** Publishers will receive a detailed dashboard with real-time insights into how their readers perceive their content. This 24/7 real-time market research will offer valuable information for publishers. In addition, we enable insights into other publishers who are also associated with Mavin. These insights are anonymous and topline but still very relevant. Publishers will only receive insights if they allow their data to become visible for others as well.
- 3** Protection of publishers' and readers' copyright and transparency for readers into the versioning of articles or comments. Not only does this offer publishers a tool to protect their copyright, but it also provides trust to the readers how a piece of content evolves.
- 4** No more bots and trolls on your platform that can influence the stories while enabling users to comment. In recent years, many publishers removed the comment section. With Mavin this can be brought back since Mavin ensures that bots and trolls cannot be part of the ecosystem. The reputation-based hierarchy approach to comments ensures that only the most valuable comments will appear on top, which will enhance the quality of the discussion (though publishers and readers can adjust this if wanted).
- 5** Increased traffic and revenue. Any article rated will become available in the Mavin search engine, where users can find high-quality content based on the MRS and the MTS. With more people engaged in the content, traffic visits and duration will increase. In addition, publishers can reward reputable visitors with free content, persuading them to purchase a subscription, or offering them a special promotion or incentive based on their reputation.
- 6** Mavin enables authors to publish articles or comments incognito, while they are still being held accountable for what they publish. This means that a Chinese journalist can write about Tibet, anonymously, and readers can still trust the source as they can see the reputation of the author, without knowing who it is. The author can build up an immutable, blockchain-stored reputation without ever revealing who he/she is. For publishers who deal with sensitive content, this can lower the barrier to publish such content.

Mavin delivers high-quality readers and contributors to your platform. We filter content based on quality and reputation and remove the garbage, trolls and bots that want to influence the discourse. By integrating Mavin, you contribute to a better web, where users can trust the content they read or share.

Mavin's Value Proposition

Mavin's value proposition will include a scalable freemium Blockchain-as-a-Service model (without the user becoming the product, i.e. without harvesting user data) for publishers and users. For publishers this means that there is a monthly fee for the use of the Mavin API, depending on the number of users and ratings on your platform (1 euro per 10.000 Mavin API-calls). The Mavin API is free to use under a threshold of 1 million Mavin API calls to make it accessible for both small and large publishers. This ensures that any platform, no matter how small, can benefit from Mavin. Paying customers will automatically get access to topline and anonymized insights from all Mavin associated platforms provided they will make their topline data available. Non-paying customers will not have access to these industry-wide insights. For small publishers we will offer this premium feature at an additional price.

In our roadmap, we have also identified the option of improving publishers advertising reach and revenue. Our crowd-sourced content ratings enable Mavin to offer you in due time a reputation-based advertising approach (preventing fake or false advertisements as currently actively allowed on Facebook). It will allow advertisers to only advertise alongside high-quality content and be guaranteed that any advertising is clicked only by humans (currently a \$44 bn problem a year). The reputation of advertisers determines the price of advertising and the reputation of users and publishers determines their commission. Users and publishers can earn up to 98% of the advertising revenue (compared to 65% with Google).



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