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# What is it?

A publically editable hierarchy of information. It takes concepts from search engines like Google, wikis like Wikipedia, bookmarking sites like Digg, Reddit and Delicious, and public directories like Open Directory and Google Directory. The main thing it adds that goes beyond any of these services is a more effective valuation system based on a virtual currency system.

# Who would be interested?

There are two main modes of interacting with the site. You can use it like a search engine without getting involved in editing, or you can be an active participant in creating the content. As an analogy, this same distinction applies to Wikipedia; the majority of users will search Wikipedia for the information it holds but never change a page in their life; a smaller, but crucial population will actively contribute content to Wikipedia.

Let’s assume for the moment that plenty of people contribute content to my site and everything works as planned. **Why would anyone go to my site to look for information instead of Google or Wikipedia or any other source of information on the internet?**

Anyone who has ever been frustrated by the flood of irrelevant information that is returned from their searches on Google or another search engine will find this site useful. The information in my site will be organised in a more intuitive way – namely a very extensive and flexible hierarchy. While it will still be possible to search for keywords, the hierarchy structure will allow you navigate from a general idea to more specific related ideas or from a specific result to the general category that it falls under.

Example 1

Imagine you are trying to find out how to change the contrast settings of an NEC TV. If you search for something like *how do you change contrast settings on an NEC TV?* or just *NEC TV contrast settings* in Google, you’ll probably get pages advertising NEC TVs or reviews of NEC TVs or information about contrast, but you’ll have to read through a lot of pages to find the answer to your specific question.

If you wanted to find the answer to this question on my website, you might search for just “*NEC*” initially. You would choose the item which identifies the company NEC. You could then navigate the hierarchy or search again underneath the item representing the company “NEC” for “*TVs made by NEC*”. You could even skip straight to searching for “contrast settings” underneath the NEC item. Google has a feature to “search within results”, but this feature is a bit of a gimmick because all it does it add your new search terms to the previous search terms and does a new search. The difference with the analogous process in my site of searching underneath an item like “NEC”, is that every result will be specifically applicable to the company “NEC”, as opposed to simply containing the word “nec” in the page content.

The way information is organised in my site may be different in different contexts because it is all organised manually by people, but this has the advantage that the method of organising the information is likely to be more intuitive for humans to understand than if the information were organised by a computer.

This is primarily because my site will use people to organise information instead of an algorithm