Next Web Search

Exponentially Better Search for a More Equitable Future

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# Introduction

## The Impact of the Web on Humanity

* How much has the web impacted our lives?

## The Power of the Web Search

* Studies relating to effects of web search results on people’s decisions

## The Dilemmas of Web Search

* See Appendix D Deep Dive into Dilemmas of Web Search

## 1.4 The Untapped Potential of Web Search

# Is It Possible?

Is it possible for another web search engine to displace Google?

## Not If Competing on Google’s Turf

* Trust in Machine Explicitly
* Trust in Humanity Minimized

## Delivering a Better Web Search with Alternative Approach

* Machine Learning
* Human Enhanced
* Trust Network

# Human Enhanced

## Examples of Successful Human Enhanced Projects

### 3.1.1 Foldit

### 3.1.2 Waze

### 3.1.3 Pinterest

### 3.1.4 Project Gutenberg

### 3.1.5 GitHub

### 3.1.6 StackOverflow

### 3.1.7 Wikipedia

## How Humans Will Enhance Web Search

### Ranking

### Tagging

### 3.3.3 Hiding

# The Trust Network

## Why A Trust Network Is Needed

### Manipulation of Results

### High Labor Costs

## How Trust is Gained

### Every Account a Trusted Account

### Acquiring Trust from Others

### Acquiring Trust by Contributions

* Over Time

### Acquiring Trust by Identity

* Email Address
* Phone Number
* Credit Card
* Physical Address
* Social Proof[[1]](#footnote-1)

### Acquiring Trust by Credentials

* Member of Group
* Credentials
* Employment

## Mitigating Bad Actors

### Trust Can Be Lost

### User-to-User Trust Grants Are Proportional

### Grantor-to-Grantee Trust Are Linked

* Multi-Level
* Penalization

### Trust Anchors

### Trust is Primarily a Vector

* Ontologies
* Generalized

## Ensuring Equitable Ownership

### The Diversity Working Group (DWG)

### Active Recruitment

### Open Applications

### Multi-Perspective Integration

* See Appendix B.3

## 4.5 Potential for Generic Application of Trust Network

- See Appendix E for potential implementation details and possibility of generalized use for trust network across internet entities.

# Granular Controls for Privacy

## The Unknown User

* No Account
* No Logging

## The Anonymous Account

* Has Account
* No PII
* Private by Default

## The Private By Default Account

* Has Account
* Some PII
* Private by Default

## The Public By Default Account

* Has Account
* Some PII
* Public By Default

# Own Your Data

## 6.2 Local

- Permanently stored on user’s computer

## 6.3 Self-Hosted

- DAS, NAS, SAN, Server, VPS

## 6.4 Third-Party

- Google Drive

- Microsoft OneDrive

- Dropbox

## 6.5 Web 3.0

- Protocol Labs FileCoin

- Inrupt Solid

- BlockStack Gaia

# Open and Transparent

## Open Algorithms

## 7.2 Open Indexes

# Minimum Viable Product (MVP)

* Open Algorithm
* Open Data
* Granular Accounts
* Trust Network
* Site Tagging
* Site Hiding

# Appendix A. Incentivizing Participation

## A.1 In Real Life (IRL)

## A.2 Monetary

## A.3 Discovery

## A.4 Productivity

## A.5 Reality Expanding

# Appendix B. Beyond the Horizon

## B.1 Local First

### B.1.1 Browser Extension

### B.1.2 Native Application

### B.1.3 Local Data

### B.1.4 Optimized Performance

#### B.1.4.1 Client-Side Caching

#### B.1.4.2 Cache Syncing

## B.2 Distributed

## B.3 Mapping Relationships

#### B.3.1 Removing Duplicates

#### B.3.2 Subsuming Similar

#### B.3.3 Highlighting Different Perspectives

## B.4 Revisiting Trust

#### B.4.1 Topical Trust Grants

#### B.4.2 Granular Trust Grants

## B.5 Filtering Search

### B.5.1 Lists

#### B.5.1.1 Utilize without Trusting

#### B.5.1.2 Search Only

### B.5.2 New To You Results

### B.5.3 Only Indie Web

## B.6 Research Grade Querying

## B.7 Revisiting Privacy

### B.7.1 End-to-End (E2E) Encryption

## B.8 A Higher Quality Web

# Appendix C. Providing Opportunity

## C.1 Contributions as Currency

## C.2 Bounties from the Crowd

## C.3 Tipping

## C.4 Incentivizing Empathy

## C.5 Who Would This Help?

# Appendix D. Deep Dive Into Dilemmas of Web Search

# Appendix E. Further Details on Identity and the Trust Network

## E.1 Directions for Exploration in Identity

## E.2 Generical Application of Trust Network to Identity

1. Keybase offered an interesting take on this, unfortunately it was acquired by Zoom and hasn’t seen further development. [↑](#footnote-ref-1)