

SYnapse

Bring and find Truth.

Reclaim freedom.

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Abstract

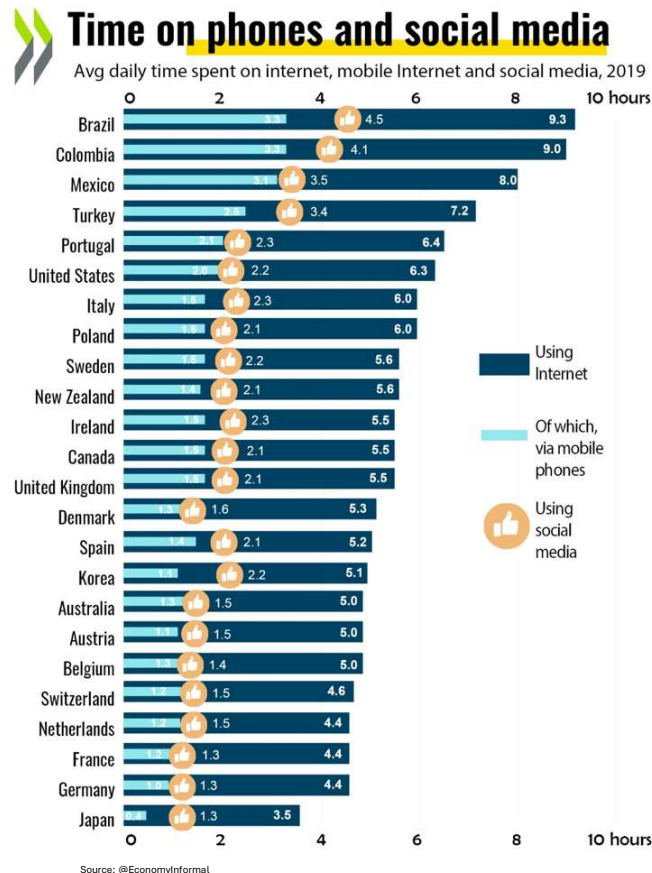
With increasing access to technology and smartphones, individuals are constantly connected to the internet. The more connected users are, the more powerful media platforms become.

With such increasing access to media through internet, there is an indirect and intrinsic increase of misuse and bad faith actors that target to manipulate individuals' behavior and thinking process through misinformation.

An average individual will spend 5 hours/day using its smartphone according to OCDE. This makes it susceptible to fall into so called “fake news”.

The biggest problem of having so much access to the internet is that is difficult to distinguish between what's truth and what's not. People tend to digest simpler headlines or common narratives, without paying attention to real unbiased facts mostly because of lack of time. In psychology this is identified as Hyperbolic discounting, a behavioral bias which describes the tendency for people to increasingly choose a smaller-sooner reward over a larger-later reward as the delay occurs sooner rather than later in time.

Synapse News aims to bring together a platform which users will be able to **rate veracity of the content** of the news articles from any media (NYT, Le monde, Der Spiegel, Washington post...etc) as well as add value by suggesting “rebuttal news”, comments... among other features. The aim is to consolidate all news and articles coming out everyday in a one single platform that puts under scrutiny the veracity of each article as well as newspapers and journalists. A common point of truth created by the community itself where most rated articles will be seen as most trusted, and least rated ones as fake or low value content. Censorship risk will be avoided as content creation will be decentralized and fully governed by the community.





Introduction

There is a collapse of public faith on institutions and legacy media as it is failing to deliver what citizens expects from these institutions.

It is crucial the seek of truth and to expose those to aim to misuse media for own interest. Current structure does not hold journalism accountable for mistakes, misconduct or censorship.

Upon rise of social media, news are spread faster and widely. But this also comes with a toll. Social media platforms, as enablers of the news-sharing, are also active actors of news distribution. They have the challenge to fight againts fake news. But these institutions have failed (specially during pandemic) to prevent one-sided biased narratives. It's been exacerbated with the Covid-19 pandemic which contrary views about different topics have been unilaterally classified as fake, without public scrutiny and consensus.

One Sided-story cannot be, in nature, challenged, hence we cannot guarantee the find of truth. We need to free up all news and let society to factually decide what is truth. But we cannot let a centralized institution to do it for the group, as there is risk of controlled propaganda, conflicts of interest and corruption.

We are not given the freedom to individually agree or dissent.

It is unfair for every citizen to be given with a sole pre-selected truth by a private corporation. That is not freedom.

We want to eradicate news mutism from political and corporate inference.

We believe in humankind progress, which has been diminished and slowed down by misleading news articles and manipulated narratives.

This platform envisions

1. Single meeting point for news and information sharing were everything is scrutinized by public opinion.
2. The disappearance of Fact checkers websites, as independent fact checkers will be able to add value to the community without the need of a separate forum to do so. It Will also avoid private-funded fact checking websites. Same playfield to everybody with promote competition which sole service is to provide high value content.

Our vision is no other than this platform to become extinct.

We see this website as a simple tool to recover sense making. A mean to reach societal fulfillment. We expect mainstream media to recover independentism from political and corporate class.

For the first time in history legacy journalism will be exposed to societal scrutiny.

PROJECT INCEPTION

The world needs a platform where free speech, opinions and ideologies are fostered without legacy institution inference.

We are doing it because we have the right to do so. We have the obligation to wake up and decentralize the control of information channels. TV, radio, newspapers and social media.

The way we propose to do it, is by implementing a network which content creation cannot be banned, blocked nor manipulated. Everybody deserves to have personal opinion, and it is up to the common consensus to find truth and validity. We will trust blockchain technology to create a decentralize network which data governance and website policies will be ruled by the community.

The method of execution is by bringing to public a website where news links previews from any media could be uploaded to the site. (see page 5)

Links/webpage previews (similar to the one WhatsApp or Twitter uses when Copy-pasted URLs) are legal. This will serve as the framework for news rating, comments, categorization etc

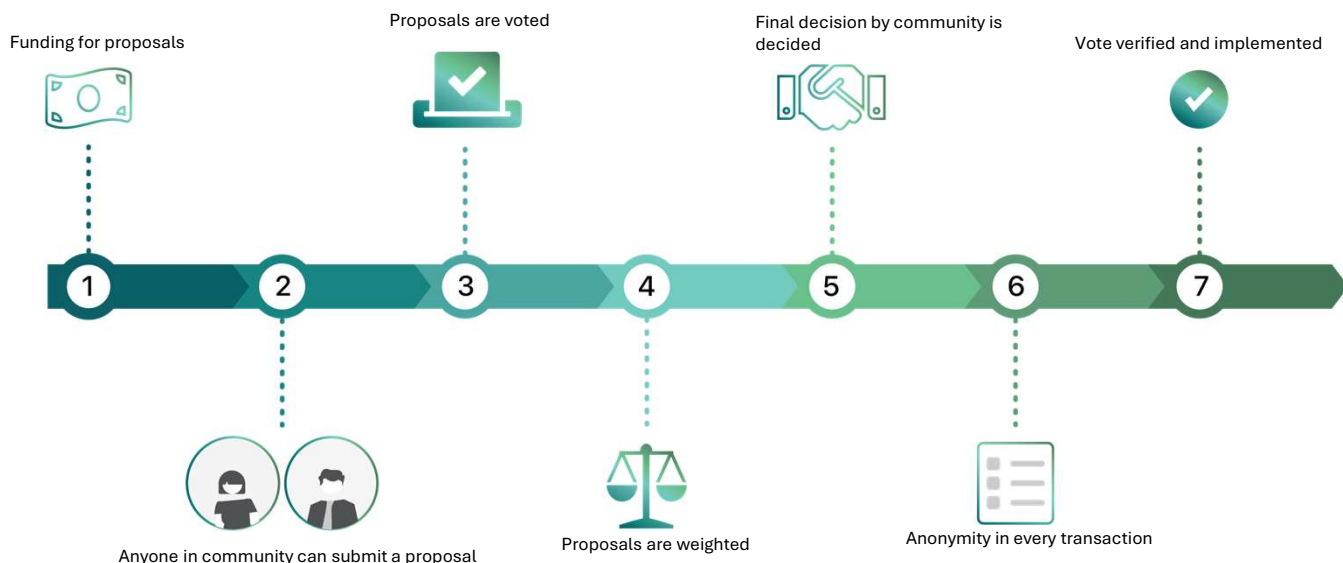
When an URL is uploaded the user must give rating and tag certain defining topics.


Framework

An optimal framework to guarantee a full decentralized network is the Bitcoin protocol. A layer-1 blockchain that brings decentralization possible within Bitcoin network. But Why Bitcoin?

It is the strongest sovereign blockchain network. It represents source of truth and trust. A value settlement protocol. The must the foundation for a project like this which only aim is to bring rightness. This leads to an organizational structure with no centralized governance. Most known as DAO (Decentralized Autonomous Organization)

At first instance the decentralization will focus on solving external forcers that may unilaterally influence the content of the site. Developers and coin owners will be able to vote any update or changes to the site. Making it impossible to manipulate nor shut down.





The team

Any integrant of the development team will be purely a member which seeks to have a better-informed world. We can go back to the inception of Bitcoin to picture the intentionality. Bitcoin in its sense was created to fight back the financial and monetary system. This project will be created to fight back controlled information.

There is no need for advertisement campaigns nor investments in community building to bring this together. The heart of this initiative is to have people who shares the principles and values.

Nowadays we are under a manufactured narrative in different aspects of life and society. Unlocking truth to society will be task everyone will be part of, in which everyone will benefit from.

The team is currently undefined and will be build up upon interest on becoming part of the project. The project will only be possible if among those people, we have technical experts on website creation, blockchain, data science..etc.

The Product

The platform is the environment. The source are the news media. The product is social-community rated news.

With the foundations of a Decentralized autonomous organization, the platform will be built upon team consensus.

- Any media will be exposed with direct rebuttal content. Exposing misinformation, propaganda or low value content.
- Independent users will be able to upload any news by pasting simply the URL/link into the page.
- In order to maintain daily an up-to-date front page, a mass web scrapping could be deployed to bring to daily news front page the most known journals. (NYT, Nature, El Pais, Washington Post, Bloomberg, Yahoo...etc). This will cover most known new articles and cannot cover it all. It would be up to users than willingly want to scrutinize an article to upload it to the site.
- In order to make a fluent user experience with rapid speed of content generation it will require machine learning techniques to read-out all URLs that are uploaded to the site. This way the user will be able to search for news only by entering key words.
- Coming from the read out of the page the algorithm will be required to identify the exact date of the publication of the article. This is key to categorize articles by date. It must have a timestamp.


i.e. User A Filers: Weekly news + >4 starts rating + key words “elections”, “president”

i.e. User B filer: News in Oct 2020 + >3 starts rating + key words “vaccine”

**very basic draft of the platform



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Filters

Community rating

★★★★☆

Topic

Politics Economy
Covid19 Lockdowns
Biden Afghanistan

More...


Date

to

Detail rating

Key word

Rebuttals

Yes 


Search


Today Yesterday This week

 **YouTube blocks all anti-vaccine content**
YouTube will block all anti-vaccine content.
www.reuters.com
<https://www.reuters.com/technology/youtube-blocks-all-anti-vaccine-content-washington-post-2021-09-29/?taid=>
★ 4.5

What is DAO - Decentralized Autonomous Organizations
DAOs are the most complex form of a sm...
blockchainhub.net
<https://blockchainhub.net/dao-decentralized-autonomous-organization/>
★ 4.5

 **Bank of England tells ministers to intervene on digital currency 'program'**
www.telegraph.co.uk
<https://www.google.com/amp/s/www.telegraph.co.uk/business/2021/06/21/bank-england-tells-ministers-intervene-digital-currency-program/?amp=>
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 **Averting a Cyber Pandemic (Option 1)**
COVID-19 dramatically incre...
www.weforum.org
<https://www.weforum.org/events/the-davos-agenda-2021/sessions/averting-a-cyber-pandemic>
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 **Press corner**
Highlights, press releases and speeches
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 **Biden Struggles to Unite His Own Party Behind His Economic Agenda**
www.nytimes.com
<https://www.nytimes.com/2021/09/29/business/economy/biden-agenda-sinema-manchin.html>
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 **'Ghost towns': Evergrande crisis sh...**
Evergrande's troubles are part of a much bigger problem. Here's a look at how it fir...
www.cnbc.com
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Intermittent fasting: Surprising update - Harvard Health
...
www.health.harvard.edu
<https://www.health.harvard.edu/blog/intermittent-fasting-surprising-update-2018062914156>
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The whole story of Covid, and our world affairs right now.
rumble.com
<https://rumble.com/vmxjh8-the-whole-story-of-covid-and-our-world-affairs-right-now.html>
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 **Structural strains of misfolded tau protein define different diseases**
www.nature.com
<https://www.nature.com/articles/s41586-021-02611-4>
★ 4.5

The Fed - Federal Open Market Committ...
The Federal Reserve Board of Governors in Washington DC.
www.federalreserve.gov
<https://www.federalreserve.gov/monetarypolicy/fomc.htm>
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The metaverse might be invisible now, but it is poised to replace the internet
The metaverse - a converged and univers...
www.redsharknews.com
https://www.redsharknews.com/the-metaverse-might-be-invisible-now-but-it-is-poised-to-replace-the-internet/?hs_amp=true&_twitter
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Community rating

★★☆☆☆

Information Score

4

Likes

Vote

☆☆☆☆☆

Share Voting Link

Tags

Politics
Lockdown
Covid

Value content


Suggest tag

Rebuttal

 **Pfizer Board Member Warns Policymakers: "Natural Immunity" Needs to Be Inclu...**
www.zerohedge.com
<https://www.zerohedge.com/covid-19/pfizer-board-member-warns-policymakers-natural-immunity-needs-be-included-covid-mandate>
★ 4.5

SARS-CoV-2 infection induces long-lived...
Long-lived bone marrow plasma cells (BMPCs) are a persistent and essential source of protect...
www.nature.com
<https://www.nature.com/articles/s41586-021-03647-4>
★ 4.5

Comments section




Visionary scenarios

The site will become the go-to site for news reading. As It will contain majority of online content, but It will also bring value by offering ratings, different points of view, filters...etc

- In a second phase, votes , comments and rebuttals could also be not only for news but also videos. (Youtube, rumble, etc...)
- People will demand public institutions to make official press releases and share not the official link, but the rating link webpage. As society will be wired to a permanent-state of critic and scrutiny.
- Certified media by the site. Based on truth performance metrics generated overtime.
- Certified journalists by the site. Based on truth performance metrics generated overtime.
- Search for URL: site will give you not only the rating, but if that article is being used to rebut another article.
- People will share URLs of “discussion link”. People will not share the article directly, but the rating article (which also contain the original URL). “I am sending you good content” It will be seen as a requisite to even start to read the content. People in whatsapp will say , “please don’t share anything below 4 stars”.

Some Challenges to overcome

- Is sharing links WITH previews totally allowed within the internet?
- How to incentivize use? Will people simply vote for the sake of voting and trusting people should know what's truth?
- Is consensus, in sense, truth?
- How to control bots , inference of external forcers and other mass-manipulation oriented entities?
- User identification.If too complex or personal, people will not engage to the community.
- Voting journalists – breaching any data protection laws?.
- How to handle high quantity of rebuttals. How to prioritize? (rating?)
- AI text recognition to better enhance search engine outcome
- AI text recognition should pick the exact news date so it can also be filtered by Date of creation.
- Mass web-scraping daily to guarantee mainstream media content is available for voting everyday.



Prologue

Mass deterioration of human liberties to express freedom of speech is leading current society to a spiral of uninformed state. Uninformed for the sake of avoiding misinformation? What's the trade-off?

Centralized-coordinated states are pushing news media to propagate narratives that exacerbates the feel of loneliness, despair and above all: fear. They have created a commonsense fear which everybody collectively should fight for the grater good. We though must aim not for the grater good, but for the grater individual. Collectivisms has led past societies to a total state-control systems.

Debate, ideology friction and un-censorship is the mechanism for continues improvement of Man & Woman. Only with continuous challenge and debate, society can thrive for the grater good. It is within the individual were is born the hunger for truth and revelation. Here lies the duty of all of us to call for sense making through this new common platform.

Corporate interventionism in constructing narratives (and deconstructing counternarratives) is steadily inflicting mass psychosis to general population. The channel to convey this message is no other than media. In any state or form. It is the exposure of these media to general public judgement where we will find truth and expose lies.

The speed of scrutiny is the one of the most impactful features of this platform. For the state to change reality thru media It must undergo a series of positive-negative cycles where people will not sense the progress of decay on their liberties. The lagging on such debate and assessment elevates the central state into a god-like status while the masses tries to understand contradicting and misleading messages. But we can unlock instant verification and judgement of political class statements, assess media censorship....among many other.

This platform is not about being democrat, socialist, republican, right or left. It is about reclaiming pure non-manipulated news. It is about freedom vs totalitarianism.

“ In the times of war or crisis, power is easily stolen from the many by the few on a promise of security. The more elusive or imaginary the foe, the better for manufacturing consent ”

Ronald Wright – A short Story of Progress

Major corporations are already positioning ahead of the potential emergence of platforms as proposed here. See below a sample:


1. Twitter is lunching as of this year a new “fact-check” feature where ONLY certified/pre-accepted people by Twitter will be able to assess content of certain twits. It's called **BIRDWATCH**. Centrally-controlled fact checking.

2. **Microsoft START** – Personalized news reading. It will contain news tailored to user's “interest”.

Centralized media services are susceptible to manipulation and propaganda. News-sharing enablers such Twitter or Microsoft are making sure they own the network, but also the distribution channels. Selecting what's relevant and what's not.

Above features that are now being lunched are no other that an expansion of current network.

Synapse aims to have a single point of information where all news are stored regardless the source, and users will be able validate the content.



The inning into the final stage of the fourth turning is to unravel in the coming decade.
It is almost inevitable that the final outcome of current crisis is the world to become a centralized-power state with societal dependence on governmental regulations.

Upon arrival of aforementioned scenario, we must not forfeit free press, freedom of speech and reasoned consent.
Society must leave aside the virtuosity of compliance and consent. Rather fight for critical thinking mentality. Looking to have purity in the information that drives general decision making, self political position, ideology, ...etc. Standing for this will set us free in the next awakening phase.

Information is the currency of democracy
- Thomas Jefferson -

Please If you consider yourself capable to help and contribute to this platform. (marketing, social media, data science, web developer, blockchain developer...etc). Please reach out to Twitter account xxxx. We will soon host a kickoff conference.