

Echo Project

The whole concept of the Echo project can be summed up with the idea of a mix between Wikileaks, Facebook and Twitter.

Precisely, the website hosts profiles of users having full responsibility for their posts, which, regarding to a certain form of morality, can be in full possession of an absolute freedom of speech towards anyone.

The following chart further describes the established ethics code for the project :

- I. By no mean, any post shall incite hatred towards another Earth citizen.
- II. We insist it is your responsibility that your content matches the standards of legal decency.
- III. The importance of a unique and In-Real-Life reliable account is vital to yours' and others' physical and virtual safety.
- IV. You are about to get a power you should be aware of, please be mindful about the consequences before attempting anything on the website.
- V. Do us a favour and read the four previous articles each time you enter Echo.

The next chart describes the operating rules for The Echo project :

*The mention **CBD** stands for Currently Being Debated, and indicates the statement is unlikely to stay as written.*

1. In-Real-Life names are hidden to other users only if you are ano. It is strongly recommended your alias cannot suggest any link towards your identity outside the web.
2. Any user can post (any **CBD**) content on any existing person/place/topic acknowledging the text will be fully public.
3. Every post shall contain a « Truth/Lies » poll open to other users so they can affirm or deny the statement. This system derives from the « Likes / Dislikes » system but one step further has been done from it. Refer to article 7 for details on the poll system.
4. **CBD** A post may be formulated as a question instead of statement, the previous poll is kept.
5. 3 populations of users exist :
 - Anonymi, which have a very few rights, must face a moderation from mods to post anything. Anos publish with their alias.
 - **CBD** Moderators benefits a priority for their posts (refer to article 7), however they may lose this condition if they neglect too much their duty. Fallen mods become pubs ; a mod can only lose his condition 3 times. Mods publish with their IRL name.
 - Publics shall be the middle class of the project, they do not endure any special treatment. Pubs publish with their IRL name.

6. **CBD** Anyone may publish a comment on any post.
7. A brand new concept of Reputation has been added. Competition has been introduced this way. Every user, regardless to his group, owns a score based on the average of all his posts(/comments **CBD**) ever made poll likes and dislikes. New posts are ordered by their current author's reputation (only the mods advantage may overcome the order by having a reputation boost from his condition).
8. Posts are classified by french new regions first, french departments then and finally french cantons.
9. Posts must benefit at least (2 **CBD**) hashtags in order to define themes. Hashtags number cannot exceed (10 **CBD**). A tool will be added to search/order using hashtags.

Issues :

The main issues we have faced so far :

- The real one will be the cyber-identity, there is, at the moment, no safe way to guarantee a match between virtual and real people.
- An auxiliary issue resulting from the upper one is the massive fraud it will imply. Measures are being taken to solve this derived and resolvable threat.
- Another issue consists of the huge power users will get. We have been concerned a non-negligible quantity of slides will occur. However, this issue is being taken in charge thanks to moderation solutions being currently researched & developped.
- To prevent any other issues, which will be updated on each version of this project, research on cyber-psychology and cyber-sociology are progressing.

Solution sources :

- « Reputation » : this solution has been introduced as the first by Mana to establish an encouragement. Reputation is a notion derived from Twitter and made cruel. The concept brings two aspects in : first the users are incited to please the mass so they restrain themselves to socially acceptable. The obvious implied slides are non-significant compared to the relief the idea brings in but are described here : an overall over-friendliness and some immoral but popular content. These are typically social known issues other social networks are facing everyday.
- « Populations » : this solution has been introduced as the second by Mana to establish a real choice. Populations is a brand new notion : users can decide whenever they want to go anonymous or public. Each population offers

advantages and drawbacks and must be submitted to implicate balancing thanks to attractive and repulsive measures ; although some conditions are definitively fixed. A third kind of population idea has been added by Alex in order to balance the pros and cons of such system : the moderator benefits huge responsibilities and huge advantages compared to the other populations. The combined result of the two ideas allows a global satisfaction because publics might find annoying having to moderate trolling and hating anonymi.

Motto :

« *fama inodora est, doxa non est* » (« Fame does not smell, reputation does »)

URL :

<http://www.echo-fr.com>

Logo :

JPG format

900 x 900

A series of unidirectional black waves on a blue background, the stylised word « Echo » and 4 music notes on a grid can slightly and respectively be observed : C, A, D and F.

Symbolism : According to Plutarck, the seven vowels refer to the seven planetary gods and music notes, Mercury stands for E note (C), Venus stands for H note (D), Mars stands for O note (F) and Saturn stands for Ω note (A) etc...

The 4 notes represent the 4 letters in « ECHO ». The only trick here consists in an anticlockwise right-angle rotation on the Ω to create the C.