**Silhouet: The Antisocial Media Platform**

**What it is:**

Silhouet is a radically new kind of platform: an anonymous personal journal that analyses what you write, and gives you feedback as a quantified, multi-dimensional sentiment profile. No one sees your posts except you. No likes, shares, or followers - just a truly private space to express what you are *really* thinking and feeling, with no prize or punishment.
What makes Silhouet valuable is what makes it necessary. The current digital ecosystem is broken. Advertising is in crisis, social media has become toxic, driven by virality and performance. Truth is indistinguishable from propaganda. Trust has collapsed, not just towards businesses or governments, but even within societies.
Silhouet is not a better social media platform. It is an alternative to social media itself, built around clarity instead of connection.

**Why Now:**
1. **Traditional digital advertising is failing**.
        - Inferences are breaking down: Privacy regulations and user resistance have made accurate psychographic targeting increasingly difficult and ineffective.

- Bots distort everything: Engagement is meaningless when a nontrivial fraction of it comes from automated activity.
- AI summaries eat traffic: LLMs are already reducing site visits and user exposure to ads.
- Ad blindness: Users have learned to ignore banners, sponsored posts, and pre-rolls.

2. **Social media is in/a crisis**:

- Facebook is declining. Twitter/X is fractured. Reddit is commercializing at the cost of its communities.

- Content moderation is politically loaded. What counts as "allowed" content now depends on who is in power, whether in the company or the government.

- Platforms are under pressure from governments, activists, and advertisers, all pulling in different directions.

The real issue is not moderation, but **publicity.** When every post is public, every post is performance. Take that away, and you change everything.

**Core principles**

        1. **Posts are private by design:** No post is visible to anyone outside the account. Not even to the platform. Only your private key can decrypt your writing.

We store the raw content encrypted and account-mapped, but without real-world identity. Even in a breach, neither post content nor personal identity can be extracted. No one, not even Silhouet, can read the actual post content, or connect posts to individual identities.

2. **Sentiment, not Content:** Each post is analyzed locally for a wide spectrum of sentiment parameters categorized into:

- **Meta axes (character level traits, topic independent)**: examples include intellectual honesty, courage, empathy, self-worth, willingness to believe in conspiracy theories, etc.

- **Personal sentiment (about self/interpersonal)** : examples include emotional state, attachment needs, pride/self-loathing, desire for connection/isolation, etc.

- **Sentiment towards policy/government (explicit views on rules, regulation, leadership)**: examples include preference for strong leadership vs consensus, libertarianism vs collectivism, tolerance for authority, willingness to protest or comply, etc.

- **Sentiment towards Businesses/markets/products (market signals)**: Examples include brand loyalty, frustration with products, cost sensitivity, trust in advertising, etc.

These are stored as numerical vectors. You can view your profile evolve over time, but no one else can.

The only publicly available information about a profile are these anonymized sentiment traces aggregated at the zipcode level as the smallest cohort size, meaning individuals cannot be identified via inference either.

3. **Ad model with inevitable privacy:** Silhouet enables a radically more precise, transparent advertising model that thrives without surveillance, inference or manipulation. The platform is free to use, and funded by advertising, but there is no bait-and-switch. Every user knows the model upfront: you write freely, your post is never seen by anyone, but your sentiment scores are used to serve ads. No suspicious 'updates to your privacy agreement'.

There is no inference layer, no tracking, no need to analyze your browsing history or social graphs.

If your sentiment vector shows consistent frustration with housing costs, burnout from work, or interest in parenting, then you are served ads directly relevant to those patterns, not because an algorithm tried to guess your mood, but because **you said it yourself, in private,** and the platform captured only the quantified emotional trace.

This is direct signal advertising - honest, high fidelity psychographic targeting without performance distortion or invasions of privacy.

**What it solves:**

1. **The incentive to perform**: There is no reason to exaggerate, enrage or incite. There is no audience, no applause or outrage.

2. **The content moderation trap**: when nothing is made public, nothing needs to be moderated - whether they are persecuted minorities or political extremists. This is a diagnostic signal that is missing today. Society is better off knowing what people are truly thinking, even if it is uncomfortable.

3. **The feedback loop of doom**: Recommendation systems are positive feedback loops - things either keep getting better, or they spiral into chaos. There is no stable equilibrium. Silhouet breaks that loop entirely.

**What it enables:**
1. **Personal insight:** Track how your thinking, emotions, and worldview shift over time within the context of our shared current reality. What changed? When? Why?

2. **Group-level temperature checks:** Governments, NGOs, media, researchers can view anonymized aggregate sentiment data for any demographic or geography: what do 19-24 year olds in San Diego think about work? What is the self-worth score for rural women in Madhya Pradesh, India? Is climate despair rising in coastal cities?

3. **A new kind of news (Future expansion)**: If enough users make similar claims **without coordination,** then those claims can be surfaced as population level signals. For example, "Over 2,300 users in Austin have posted this week that their teachers do not seem interested anymore".
We do not assert the truth of the claim, but the existence of the sentiment itself is fact. This is crucial information that we currently have no way to obtain.

**Final thought**:
Silhouet is a long-missing invention. In an age of identity performance and algorithmic distortion simultaneous with ecological and epistemic collapses, it gives us the one thing we have lost: a way to know what people actually think and feel, without manipulation, pressure, posturing, argument, persuasion or coercion.
It is not a place to talk. It is a place to unload, and hopefully, understand each other better.