

Ensuring application sustainability

Application background

A social media application usually aims to provide the uploading and sharing of user generated content. This definition applies to Speak2Me with critical changes in the user interaction system. First of all, Speak2Me is an asynchronous application with users uploading their narrations for others to listen to at a later time. In the same way, people can vote on said narrations to ensure that the community dictates the content that sits at the top. Also, the user generated content isn't actually anything new, but rather just a news article changed to a different medium in order to cater to a different audience. Because of this, Speak2Me requires additional features and user interactions that will ensure community involvement and keep the flow of user content.

Application goals

Speak2Me is more closely related to a hands free newspaper or a curated podcast than a traditional social media app. The idea is to enforce the concept of information translation, with focus on reliable topical news articles, over user's social interaction. The creation of content in the app is targeted at reliable sources of information such as newspaper agencies or journalists that would treat the content as a serious published article. However, anyone can create their own articles and upload it. Even though priority will be given to accomplished users and reliable newspapers, such as inclusions in the popular streams, ultimately the decision on an article validity is entirely based on the community. In order to steer the direction of Speak2Me in a favorable path away from misinformation, a reward system is created to ensure both user seriousness and involvement.

Reward System

The reward system implemented is highly influenced by the profile system of stackOverflow. In order to encourage a user to participate, a user profile is treated as a resume for anyone wanting to get involved in the world of journalism. Based on the user actions, they can gain or lose reputation points.

Potential positive actions:

- Uploading
- Voting
- Upvotes
- Commenting
- Stream creations

Potential negative actions:

- Flagged articles
- Downvotes

This way users are ranked, placing people that continuously provide liked content at the very top. Privileges based on reputation milestones will also continuously motivate a user to participate as well as provide a higher elitist air to the higher ranks. This could include better

personalization of their personal stream, chat room creation, comment control, less ads and many other features that would help enhance the user experience, particularly on the content creation side. In this way, rewards are awarded for participating, while “lurker” type users still have access to the core functionality.

The idea of any monetary reward is not being considered given that it is expected that the application can subsist based on voluntary user actions entirely.