



TikTok Successor Proposal (Part 1 - Why)

Future Videos

- ▶ Part 1: Why replace TikTok?
- ▶ Part 2: Weird groupchats
- ▶ Part 3: Past vertical video
- ▶ Part 4: Decentralization
- ▶ Part 5: Redesigned Algorithm
- ▶ Part 6: Misc / How to help

Why Replace TikTok?

- ▶ Susceptible to
 - ▶ corporate greed
 - ▶ government control
 - ▶ US Ban (bc 🍉)
 - ▶ China 1hr/day limit
 - ▶ France & Caledonia??
- ▶ Need to make nobody in charge
 - ▶ Solved in Part 4



History of Communication

1. Pre-internet limited by bandwidth/access
 - ▶ ex. printing press, telegram
 - ▶ ↑ *info propagation* → *societal change*
 - ▶ ex. free press → India's indep
2. Facebook → friends (1-to-1)
3. YT/Insta → influencers (1-to-all *for some*)
4. Reddit → interest groups (group-to-1)
5. Tiktok → global awareness
(all-to-1)/(1-to-all *for everybody*)
 - ▶ hence  awareness
6. We need (all-to-all), (group-to-all),
(1-to-group), (group-to-group)
 - ▶ Solved in Parts 2 & 5

Misinformation

- ▶ True of all social media
 - ▶ Tiktok (debatably) worse
 - ▶ short video → difficult to cite
 - ▶ app difficult to navigate
 - ▶ AI makes this scarier
- ▶ Need more media types
 - ▶ Solved in Part 3



Algorithm→Echo Chamber

- ▶ True of all social media
 - ▶ addiction = \$
- ▶ *optionally* expose users to diverse views
 - ▶ Solved in Part 5



Why Replace TikTok?

- ▶ Not the end of history
- ▶ Why not try to improve?

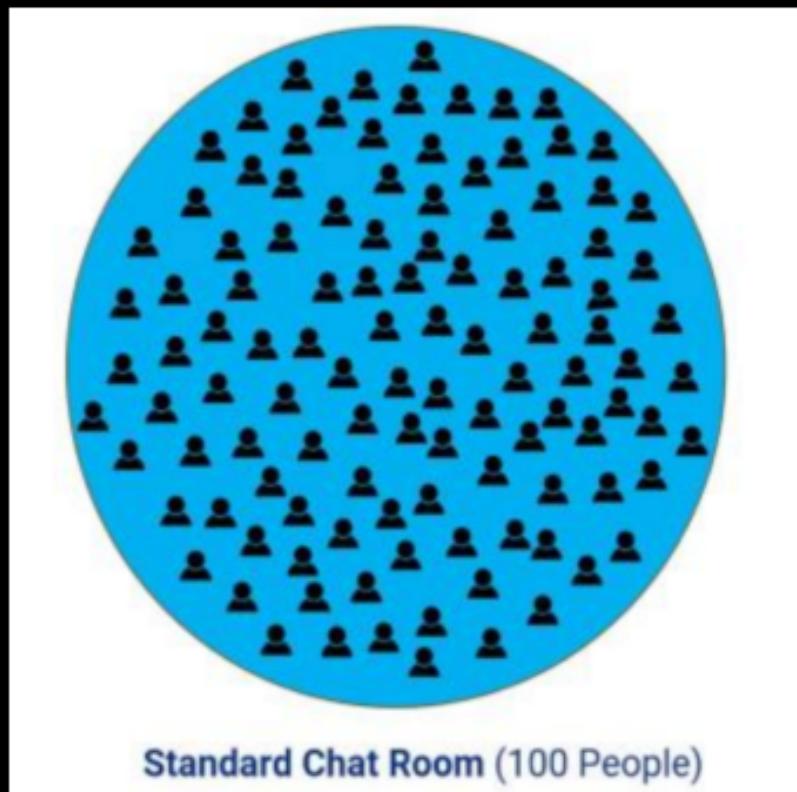




TikTok Successor Proposal (Part 2: Weird Groupchats)

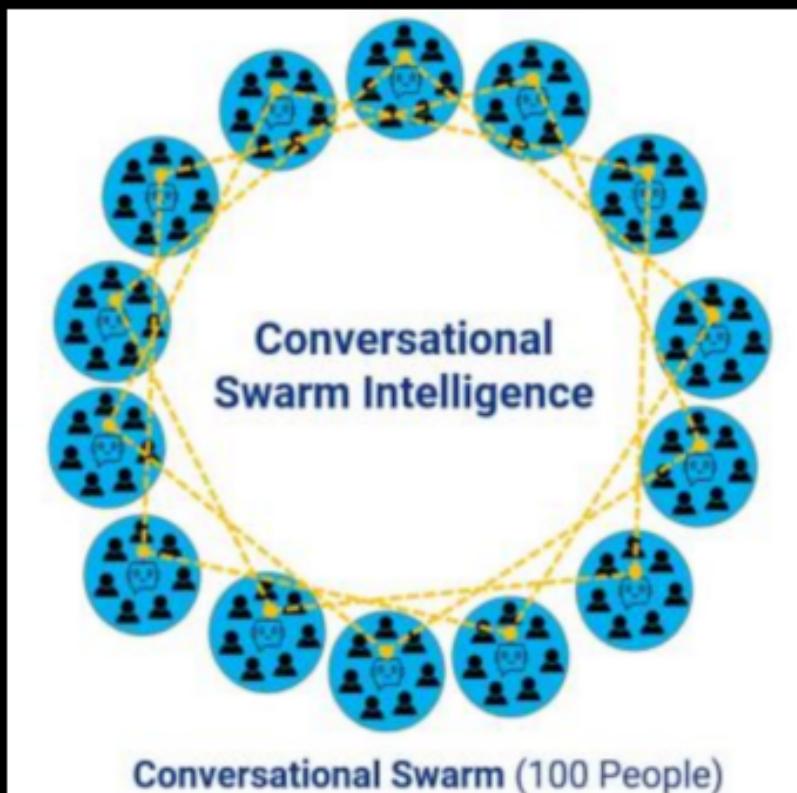
Human Communication Has A Problem

- ▶ Lots of us & some louder than others
 - ▶ Good ideas get over-shadowed
- ▶ Can't coordinate without leadership
 - ▶ Few points of failure
- ▶ Time wasted listening & filtering instead of deciding & doing



Conversational Swarm Intelligence

1. Break into 20 groupchats of 5 people
2. ChatGPT periodically records "insights"
3. Your insights get sent to other groups
4. You receive other groups' insights
5. Info that sparks discussion will propagate



Credit

Conversational Swarm Intelligence, a Pilot Study

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Defining "Insights"

- ▶ You can directly edit / take over
 - ▶ Learns what you prefer over time
- ▶ Many settings to fiddle with
 - ▶ frequency
 - ▶ length/detail
 - ▶ group size
 - ▶ what groups will you join?
- ▶ Customize the insights to your needs
 - ▶ HistorianGPT: summary
 - ▶ InternGPT: action items
 - ▶ Devil's Advocate: criticisms
 - ▶ personalize to group that's receiving
 - ▶ architects → engineers
 - vs
 - ▶ architects → sales team

Target Audiences

- ▶ Online shared interest communities
- ▶ Local community organization
- ▶ Replace middle-management
- ▶ Grassroots movements won't need leaders or centralized decision making
- ▶ Literally any large group of people



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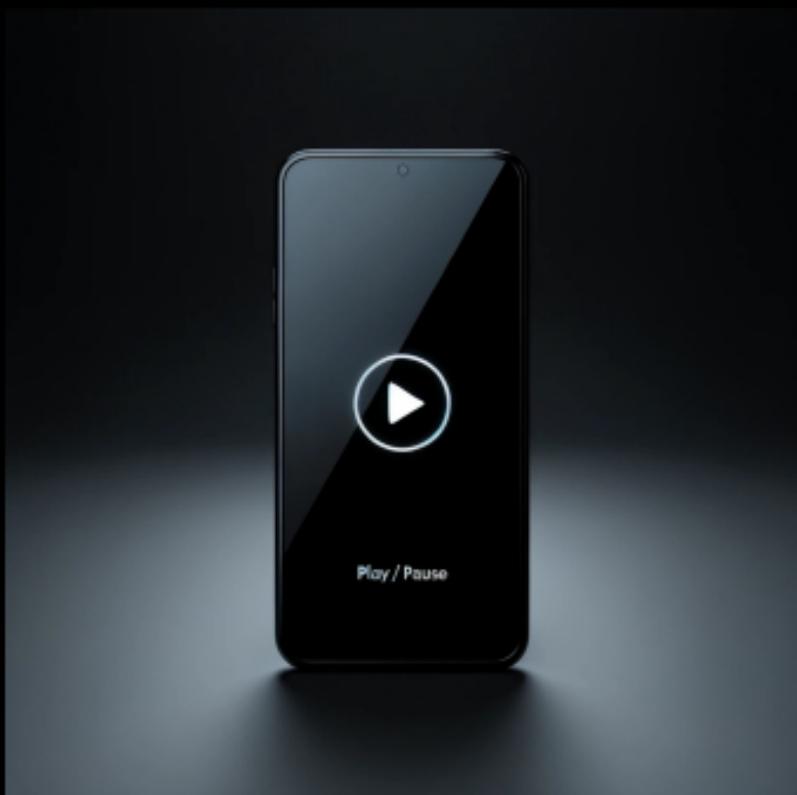


TikTok Successor Proposal

(Part 3: Beyond Vertical Videos)

What stays the same

- ▶ Short-form vertical video still dominant
- ▶ Algorithm-driven
 - ▶ More on this in Part 5



Horizontal Video

- ▶ Just rotate your phone
- ▶ Longer-form content
- ▶ Introduces whole different culture
 - ▶ higher detail/quality/rigor/length



Written Articles

- ▶ Include actual links to sources
- ▶ Invites "legit" (traditional) journalism
- ▶ Literally just in your FYP feed
- ▶ Comment/stitch them to videos
- ▶ TLDR for me, but Nerds will love
- ▶ Also tweet-length stuff



Integration w/ Conversational Swarms

- ▶ Watch Part 2 for this to make sense
- ▶ Alongside your "FYP", each Swarm you're in will have its own vertical scroll feed
- ▶ Livestreamers (*optionally*) talk with a Swarm of the viewers instead of chat
- ▶ In groupchats, a ChatGPT can (*optionally*) be on standby to send videos & articles relevant to your conversation
 - ▶ inspiration
 - ▶ fact-checking
 - ▶ counter-arguments

Other Videos

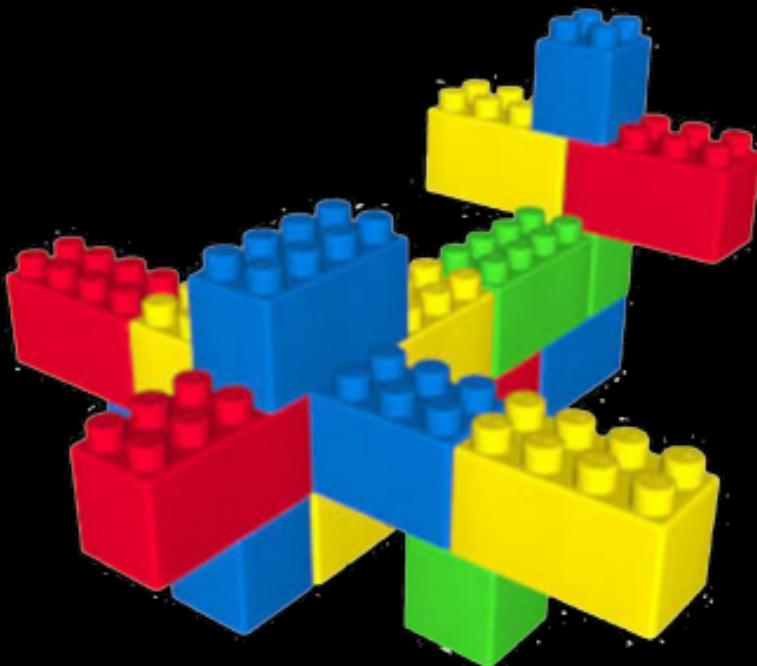
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TikTok Successor Proposal (Part 4: Power to the Ppl)

Modularity/Choice

- ▶ EVERYTHING is optional;
turn anything off
 - ▶ Data privacy
 - ▶ May reduce experience
- ▶ Swap-out features
 - ▶ Algorithms
 - ▶ GPT in your Swarm
 - ▶ "Swarm" defined in Part 2



Open-Source

- ▶ Definition: all code is released to the internet, free for anyone to use
 - ▶ Nerds don't need profit incentive to make cool things
 - ▶ Open-source as many parts as possible, maybe even whole thing
 - ▶ Companies, organizations, nerds, etc can build their own versions

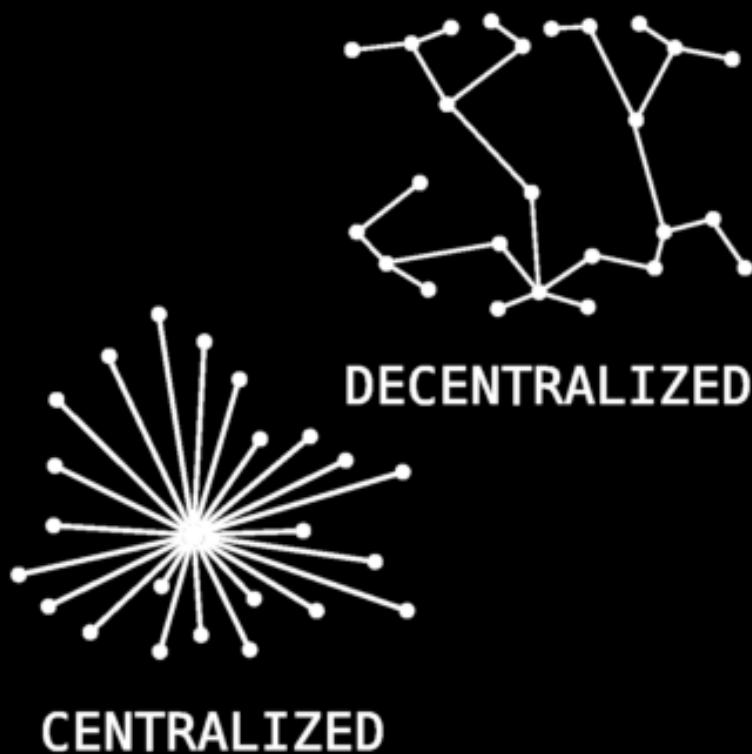


Encryption

- ▶ Encryption for privacy wherever possible
 - ▶ Incompatible with some features; some not enabled by default
- ▶  + Swarm → competes w/ Telegram
 - ▶ Run your own local ChatGPT for Conversational Swarm and use it fully encrypted instead of our default model
 - ▶ "Swarm" defined in Part 2

Decentralization

- ▶ Crypto bros are cringe; that's not this
 - ▶ No investment currency involved
- ▶ Underlying technology (blockchain) means NO ONE can control your info/activity
- ▶ The FYP algorithm requires a lot of compute to run
 - ▶ Federated instead of flat



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TikTok Successor Proposal (Part 5: Redesigned Algorithm)

Thesis

- ▶ Algorithms could be good (less bad) if there were no (less) profit incentive
- ▶ ***My expertise is in AI language models, not recommendation algorithms

Current Algorithm Dynamic

1. Companies want \$
2. Advertising → \$
3. Addicting you → more time for ads
4. Brains respond to sycophantic praise & negative emotions (anger, fear, etc.)
5. Designed/trained to isolate you into an ideological bubble & make you hate/fear people/ideas outside the bubble

TikTok's Algorithm

Still fundamentally works this way BUT

1. Short video → more videos seen per hour
2. More data → better algorithm
 - ▶ Youtube shows what you already like
 - ▶ TikTok introduces you to what you didn't know you would like
3. When a topic reaches critical mass it gets shown to people who have not previously displayed interest
 - ▶ hence awareness of 

Swap Out Algorithms

- ▶ Freedom to choose
- ▶ Simple ones run on gaming PCs
- ▶ Big AI algorithms need supercomputers
 - ▶ Incentivize with the right to serve ads
- ▶ Also swap ChatGPT models in Swarms
 - ▶ "Swarm" defined in Part 2

Default (My) Algorithm

- ▶ Similar to Tiktok's;
these are **optional settings**:
 - ▶ Vids it predicts you will *not* like
 - ▶ Occasionally show random content
 - ▶ Only display local content
 - ▶ Constantly try to change your mind
 - ▶ Optimize for growth of your Swarm
- ▶ All very TBD, idk exactly what's possible

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TikTok Successor Proposal (Part 6: Misc / How2Help)

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Potential Branding

Inspiration sources for names

- ▶ Intelligent swarm behavior in animals
- ▶ Bee hives
- ▶ Spider webs
- ▶ Chorus, harmonics
- ▶ Communication
- ▶ Cooperation

Example names

- ▶ World Web
- ▶ Tea Hive
- ▶ Harmonhive



Why Did I Post This?

- ▶ Please critique, suggest, etc
- ▶ Ideally community run & funded
 - ▶ I don't have access to VC money
- ▶ I'm holding back on most of the idea
 - ▶ If you try to beat me to it you're only helping me

Minimum Viable Products

- ▶ Discord bot
- ▶ Twitch stream
- ▶ Discord/Telegram/Slack competitor
(ignore the TikTok/video part)

How Can You Help?

- ▶ SHARE, stitch your own thoughts/ideas
- ▶ Link in bio to a google form
 - ▶ Email list for IF/when app comes out
 - ▶ Contribute labor/code
 - ▶ Contribute funding
 - ▶ Contribute compute

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