

TikTok Successor Proposal



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Why Replace TikTok?

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



A (Rough) History of Communication

1. Pre-internet info tech (ex. printing press, telegram) limited by bandwidth/access
 - ▶ Increased info propagation → societal change (ex. free press & Indian independence)
2. Facebook invented online friends (1-to-1 information propagation)
3. Youtube/Instagram created influencers (1-to-all *for some*)
4. Reddit developed shared-interest communities (group-to-1)
5. Tiktok facilitated global consciousness (all-to-1)/(1-to-all *for everybody*)
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



Algorithms → Echo Chambers

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



Why Replace TikTok?

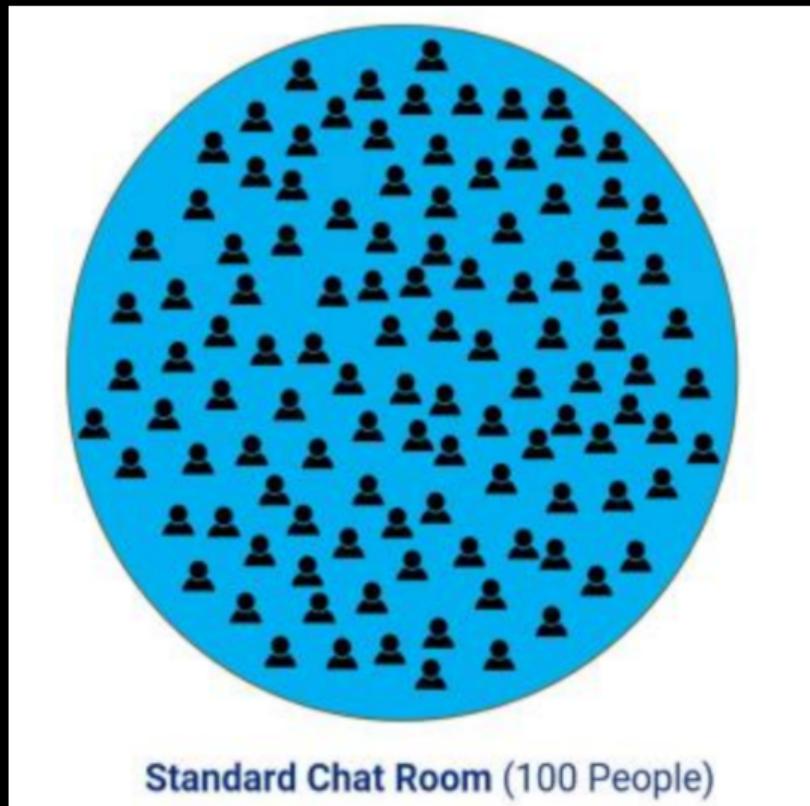
- ▶ Not the end of history
 - ▶ Why not try to improve?



TikTok Successor Proposal (Part 2: Weird Groupchats)

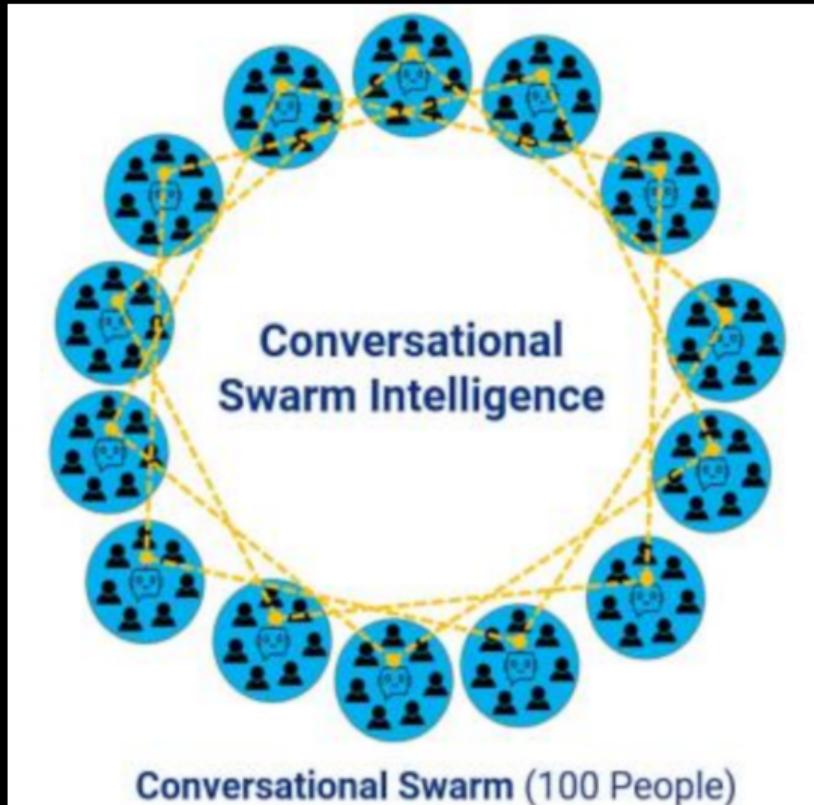
Human Communication Has A Problem

- ▶ 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 (CSI)

- ▶ Break into 20 groupchats of 5 people
- ▶ ChatGPT periodically summarizes
- ▶ Other groups receive those summaries
- ▶ Talk about each others' summaries
- ▶ After a few exchanges, info that sparks discussion will propagate



Credit

Conversational Swarm Intelligence, a Pilot Study

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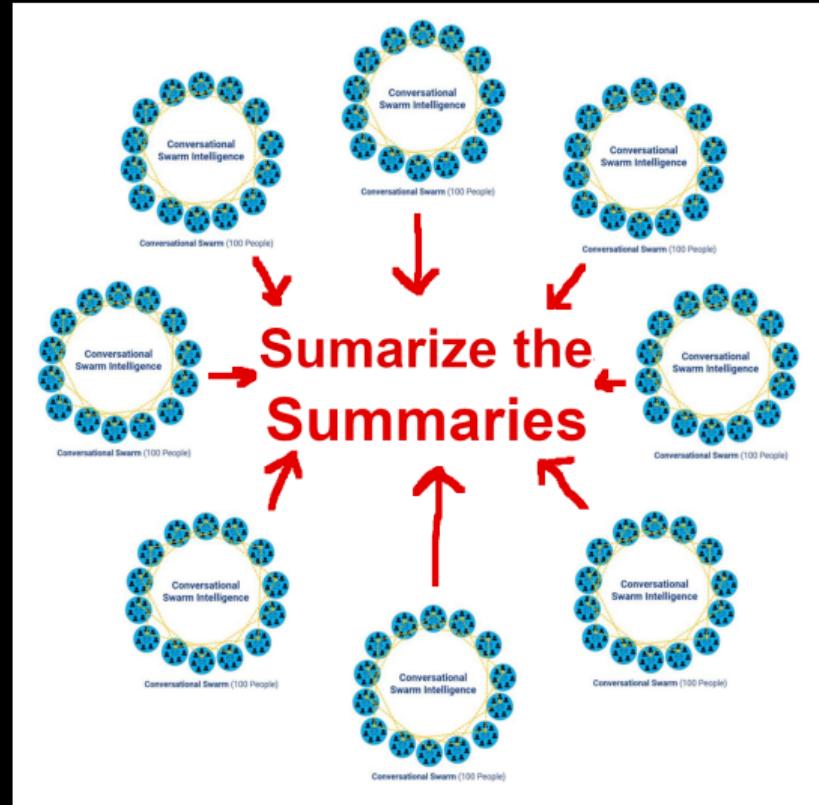
Carnegie Mellon University

Defining a "Summary"

- ▶ Learns what you prefer over time
- ▶ You can directly edit / take over
- ▶ Many settings to fiddle with
 - ▶ frequency
 - ▶ length
 - ▶ group size
 - ▶ what groups will you join
- ▶ Customize the summary to your needs
 - ▶ meeting minutes (historian)
 - ▶ key takeaways / action items (intern)
 - ▶ criticisms (devil's advocate)
 - ▶ personalize to group that's receiving

Hierarchical CSI

- ▶ Scales up levels
- ▶ Groups of ANY size
- ▶ mix-n-match



Interaction w/ World

- ▶ talk with an *<insert group name here>*GPT instead of an actual person in that group
 - ▶ be exposed to groups you otherwise have no familiarity with / access to
- ▶ making a public GPT for your group is COMPLETELY OPTIONAL



Target Audiences / Use Cases

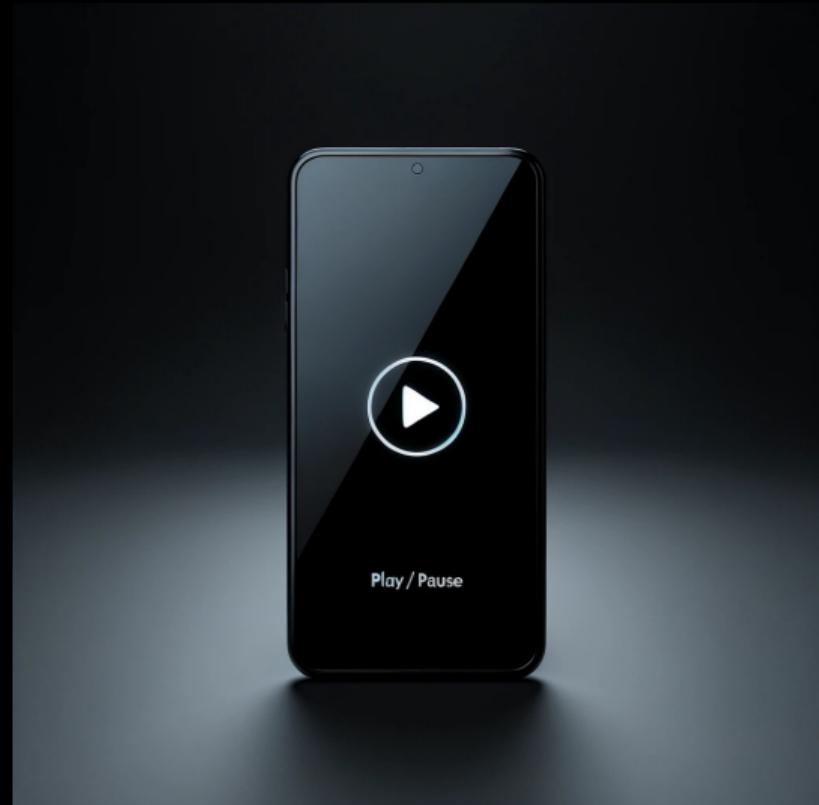
- ▶ Online shared interest communities
- ▶ Local community organization
- ▶ Replace middle-management
- ▶ Grassroots movements won't need leaders or centralized decision making
- ▶ Literally any large group of people



TikTok Successor Proposal (Part 3: Beyond Short Vertical Videos)

What stays the same

- ▶ Short-form vertical video
- ▶ 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



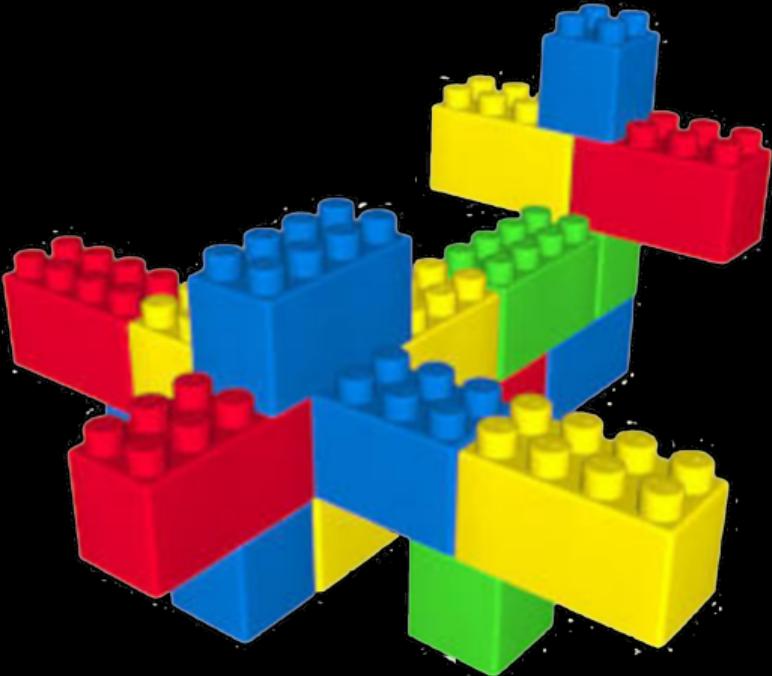
Conversational Swarm Integration

- ▶ Alongside "FYP", "Following", and "STEM" each swarm you're part of will have its own vertical scroll feed
- ▶ In livestreams, the streamer can talk with a swarm summary of the viewers
- ▶ In groupchats, a ChatGPT can (optionally) be on standby to send videos & articles relevant to your conversation
 - ▶ inspiration
 - ▶ fact-checking
 - ▶ counter-arguments

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

Modularity/Choice

- ▶ EVERYTHING is optional;
turn anything off
 - ▶ Data privacy
 - ▶ May reduce experience
- ▶ Swap-out any feature for one someone
else made
 - ▶ Algorithms



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

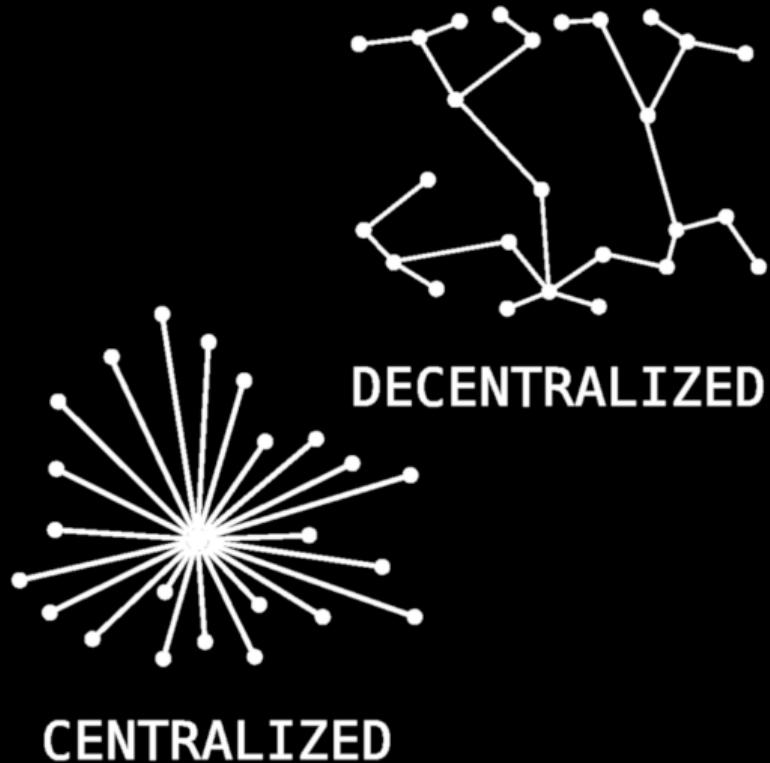


Encryption

- ▶ Encryption for privacy wherever possible
 - ▶ Likely incompatible with some features, thus restricting quality of experience
 - ▶ Some not enabled by default
- ▶ Encryption + Conversational Swarm → competes with Telegram 
- ▶ Run your own local ChatGPT for Conversational Swarm and use it fully encrypted instead of our default model

Decentralization

- ▶ Crypto\$ is cringe but hear me out
 - ▶ No investment currency here
- ▶ Underlying technology (blockchain) means NO ONE can control your info
- ▶ The FYP algorithm likely requires an organization/company/nerd to run
 - ▶ Federated instead of flat



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

Current Algorithm Dynamic

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

TikTok's Algorithm

TikTok still fundamentally works this way BUT

1. Short-form video → more videos seen per hour
2. More data → better algorithm
 - ▶ Youtube only shows you 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

Swap out algorithms

- ▶ Simple ones run on gaming PCs
- ▶ Big AI ones need companies with supercomputers
 - ▶ Incentivize providers with the right to serve ads
- ▶ Also swap-out GPT models in conversational swarm
 - ▶ Watch Part 2 to understand this point

Our Algorithm

- ▶ Default is similar to Tiktok's. These are **potential options**:
 - ▶ Show content it predicts you will *not* like
 - ▶ Occasionally show random content
 - ▶ Only view local content
 - ▶ Have it constantly try to change your mind
 - ▶ Optimize for growth of your group
- ▶ This is very TBD, idk exactly what's possible

TikTok Successor Proposal (Part 6: Misc / How to Help)

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?

- ▶ Open-sourcing everything is kinda my brand
 - ▶ Please critique, suggest, etc
- ▶ I don't have access to VC money
 - ▶ Ideally this project would be completely community funded
- ▶ I'm holding back heavy on the biggest parts 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 part)

How Can You Learn More / Help?

- ▶ Link in description to a google form
 - ▶ Be put on email list for IF/when app comes out
 - ▶ Contribute labor/code
 - ▶ Contribute funding
 - ▶ Contribute compute
- ▶ Join the discord (link in description)