

Narrative Manifesto



PREPARED BY
Narrative Company
August 2018

2 **MISSION**

4 **PRINCIPLES**

4 Autonomy

4 Transparency

5 Economic Rewards

5 Reputation

6 Wisdom of the Crowd

7 Governance

9 **SUMMARY**

Mission

Content. It's a term that broadly encompasses creative expression—the thoughts, musings, art, and ideas produced by human beings. From the vivid scribbles of preschoolers to the poetic couplets of Shakespeare, we create because we can, and our creations embody our very spirit. It's who we are. It's what we think.

In an essay written in 1996, Bill Gates coined the phrase “Content is King.” In that article, he stated: “One of the exciting things about the Internet is that anyone with a PC and a modem can publish whatever content they can create.”

While it is true that it's easy for anyone to publish content online, the established business models surrounding content are fundamentally flawed.

A business that exploits its producers cannot be sustained, and that is precisely what is happening with Big Social. The producers (content creators) are receiving little to no income, even though they are the ones responsible for the revenue generated by those networks. Even worse, they are given no say in the management of the networks, with the corporations making unilateral decisions to remove content or people based on rules that seem arbitrary at best.

Big Social is a giant middleman that reaps all the rewards and rules in a totalitarian manner. Its true customers are not the content creators or consumers, but rather the advertisers and data miners who pay. While it is a very profitable model, the actual members of Big Social networks have struck a devil's bargain, trading free usage of a platform for relinquishment of content rights and privacy.

Narrative's mission is to change this model, to put all of its members in charge, to make content the true “king,” and to ensure that nearly all of the revenue earned by the platform is paid to its members. In short, give members true autonomy.

We adopt a decentralized approach; to replace top-down management of users and content with a system where the entire community is involved in setting standards, curating content, and reducing the influence of bad actors.

Narrative will achieve these goals by creating a content economy that provides economic incentives for good behavior, with the concept of “good” determined by the collective wisdom of the entire community, not a single entity. Personal reputation will influence each member’s impact and that reputation will be based on actions within the network.

Finally, while the goal of Narrative is to be as free and open as possible, we recognize that not all content is appropriate for all people, especially children. For that reason, Narrative will always strive to protect children as much as possible, and to give all members the tools they need to protect themselves.

Principles

Autonomy

Narrative will give its members as much autonomy as possible. This means that the registered members will have control over their content and profile data, and elect their own leaders. No single entity, and especially not the Organization (Narrative Company) responsible for software and infrastructure, will have the authority to actively manage content or people. Someone's political beliefs, for example, should not make them targets for censorship.

Transparency

Because Narrative will be managed by its community of registered members, it is critical that there be as much transparency as possible, so that all information is available and discoverable. This means that all influential actions will be logged and viewable by all members, including votes, ratings, and reward distributions. Note that transparency does not always trump a person's right to privacy however. For instance, a member may elect to keep content ratings private, so as to avoid any kind of peer pressure to rate or vote a certain way. However, the right to privacy will never extend to actions taken by elected members, like the Tribunal or niche moderators.

Transparency also extends to the Organization, the company responsible for software, infrastructure and other operational duties for the network. The Organization must publish financials at least once per year.

Economic Rewards

Narrative will utilize an economic system for incentivizing and rewarding the members of the network. The Narrative token (**NRVE**) is the currency of the network—it is the unit of value for all economic transactions. The rewards paid to members are based on the actions taken by each member. While the underlying token is a cryptocurrency, we will remove barriers to entry by offering alternate fiat payment options where necessary.

The intent of the economic model is to be as fair as possible, with a payout system that is clear and known, and with every member having an equal opportunity to participate in that rewards system. Those that have more positive impact on the network should earn more in rewards than users that have less positive impact.

The rewards system should be able to be modified over time, as long as the basic principles are upheld and such changes are ratified through the prescribed governance methods. Overall, 85 percent of all revenue will be paid to members.

Reputation

In an autonomous system that seeks to reward users based on positive contributions, there must be a way to measure personal reputation on an ongoing basis. A person's reputation on the network is the most important factor in determining the impact of each action by that person, as well as the overall influence of the person on the network.

A rating by a person with low reputation, for example, will have much less value than a rating by a high-rep person. Thus, the reputation system employed by Narrative is perhaps the most important function for ensuring quality content and “good” behavior.

Members with poor reputation will be penalized by the system through a loss of certain privileges (ability to post or vote, for instance). The penalties must be general and based on established, objective criteria, and not through targeting, based on subjective opinion.

Reputation (cont'd)

Conversely, members with higher reputation scores will have more overall impact and influence.

It is important that reputation is calculated via an objective system, in an automated fashion, and not determined by a judgement of any person or group of people, whether elected or not. The reputation system must treat all members the same.

Wisdom of the Crowd

The decentralized nature described above extends to nearly every aspect of the ecosystem.

The collective opinion of the community will determine important things like content ratings and age-appropriateness, as well as niche and advertisement approval. By taking the collective temperature of the entire community, we remove any top-down assessment that might be biased by a singular perspective. In this way, the standards of the community are literally set by the community itself.

Similarly, whenever public resources are involved, we will ensure that no single person can control expression. For example, because niches are public content resources, Narrative requires that all niche moderators be elected by the followers of the niches.

We seek collective opinion as much as possible to ensure that the network always reflects the values of the community. No one person or entity should be able to hijack those values.

Governance

A Terms of Service (TOS) establishes the rule of law for the Narrative network. This legal document will always reflect the ideals of this Manifesto, but it will provide more details about the rights and obligations of all participants in the network. This TOS also includes the Acceptable Use Policy for the network.

All members of the system have a major role in governance. A community voting system allows the community to approve or reject channels and leaders. An elected Tribunal oversees disputes and appeals and has final say on all issues brought before it.

The Organization will have no role in management of content, users, niches, publications, advertising, or any other day-to-day activities on the network. Rather, the role of the Organization will be limited to: software and system design and development, infrastructure management, marketing, and legal. That said, the Organization will be empowered to remove content if compelled by legal authority. When that occurs however, such takedowns must be logged and viewable by network members. Because the Organization assumes all costs associated with maintaining the network, it will always be guaranteed to receive 15 percent of all network reward revenue.

The specification for the project was originally conceived by the Organization and will be maintained by the Organization, but once the network is officially launched, major changes to the specification will be reviewed by and approved by the Narrative Committee, which will be comprised of elected Tribunal members (50 percent) and Organization staff (50 percent).

The role of the Narrative Committee is to discuss issues and suggestions related to the platform. This includes new feature suggestions, proposals to change rules and processes, bugs that require software fixes, and more. It is the communication bridge between the network and the Organization.

Governance (cont'd)

Any changes to the Manifesto or the Terms of Service will require a 66 percent majority vote. However, changes related to legal compliance may be implemented by the Organization unilaterally.

While the Organization may appoint any of its employees to the Committee, the network representatives will be elected by the network and must currently be serving on the Tribunal to qualify.

In summary, governance is limited in Narrative. The community members determine the quality and age-appropriate ratings for content and vote to approve or reject channels and leaders. In public resource areas like niches, content is also curated by elected moderators. Disputes are handled by the elected Tribunal and changes to the Manifesto, TOS, processes, or software are discussed and approved via the cross-entity Committee.

Summary

Narrative understands the importance of content. It asserts that content is personal and should be owned by its creators. And, it supports that via a fair and transparent environment with a clear rule of law (the takedown) and elected leaders.

With an economic model that allows everyone to be compensated for their positive contributions to the network, Narrative removes the middleman and gives everyone a platform for sharing, curating, and discovering content.

In Narrative, your reputation is your most important asset and determines your influence. This leads to higher quality content and behavior and a reduction in influence by bad actors. The autonomy bestowed upon all members is complemented by transparency, ensuring that meaningful events and actions are available for everyone to see.

Users will not be censored due to their political beliefs or personal interests. No entity will sit in moral judgment of others. In the end, quality, as determined by the crowd, will win out.

The platform exists to provide a canvas for quality content, for creators in search of an audience, and for a community of people to engage their imaginations.