

# **GEMSTONE**

A Self-Sustaining, Quality-Controlled Web Ecosystem Framework

## **Group Members:**

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## **Abstract:**

Quality control and content generation are two key components for community-based websites. The traditional method of manual content curation using moderators does not scale in a way that is suitable for large-scale web apps. Certain online communities, such as Reddit or Digg, delegate part of this responsibility to users by allowing them to rate content up or down. This project explores a different way of letting users curate the content presented to each other while maintaining the anonymity of all users.

Gemstone aims to provide a novel alternative to the issues of quality control and content generation by forcing users to participate in the process of curating and producing content for other users. As a case study, our team created a web application called Boost My Self-Esteem!, that makes use of the Gemstone framework. The application follows a basic you will receive good compliments if you give good compliments ethos. The application allows users to post photos of themselves for the community to compliment. The content in this case are the compliments that the community leaves on a user's photo and the goal of the framework is to ensure that users leave positive compliments for others. In Boost My Self-Esteem!, users must spend tokens to redeem compliments left on their photos. These tokens can only be earned by leaving compliments on other users' photos. The community then rates these compliments, and each positive rating given to a compliment generates one token for the commenter. Negative ratings do not generate tokens, thus incentivizing users to leave thoughtful and relevant feedback on pictures. In addition, compliments are redeemed on pictures according to how highly they have been rated. Comments in which the ratings are negative will not be redeemable and content quality is assured in this fashion. Lastly, Boost My Self Esteem! provides a 'Track Comments' feature that allows users to see how well their comments are doing so that they can learn from their past comments.

Overall, Gemstone hopes to introduce a novel framework for online interaction.