



We offer protection from the rain of trolling comments

Our Mission

In a fragmented, divided, information-saturated and destructive world, our mission is to remind people of the importance of human kindness. It is a difficult task. Our idea is to enlist the help of AI and bots. Bots are tireless. And patient. Exactly what we need for support.

The time and energy we can free up can be channelled into being a better person. And then sharing that opportunity with others.

n-Bot is the first edition in the United Netiquette Bots series, and fulfils the mission of proactively keeping social media clean of “trash talk”.

Problem

A growing body of evidence illustrates the ways social media has radicalized users and resulted in violence. Many regular users feel bad about comments that offend themselves or others.

At the same time, the legislation of different countries obliges platform owners to be responsible for the content creation generated on the platform. There is growing debate about the need to check extremism and a desire to enable freedom of expression.

Platform owners need an elegant solution to this ambivalent situation.

Solution:

Solution is to create an AI-bot (system) to help reduce proactively the escalation of negative affective reactions on digital communication platforms, by directing the commentator to a productive dialogue (with very patient n-Bot) and find a compromise to agree on the expressions in the buffer zone created for this purpose.

How is this possible?

The system works proactively when you publish posts.

When you press the publish button on a spam post or attack comment, it goes into a “limbo” where, instead of you, an n-Bot asks about the poster’s health and mood.

He is patient, very patient. Sooner or later, using better or acceptable wording, you will come to an agreement, an understanding.

Unless it’s a troll-bot. Troll-bots get caught. Nobody wants to be like a troll-bot, right?

Milestones

2021

- Market-fit campaign
- Beta-prototyping
- Testing of prototype

2022

- Communication and negotiations with the platform owners
- Platform-specific testing
- Launching of product

2023

- Blue sky development of next bots from United Netiquette Bots series

Elevator pitch

People struggle on social media with trolling comments and/or hate speech. “Trash talking” is becoming the new norm when no one calls “trolls” to order. It is not very comfortable to do this, and sometimes it is dangerous, you know.

Fortunately, there are (ro)bots for unpleasant and dangerous jobs today. We will make these bots ready for people.

And yes - we turn sorting and cleaning and finally, the collecting “trash”, as well, into money.

About the product

n-Bot is the first edition in the United Netiquette Bots series and fulfils the mission of proactively keeping social media clean of “trash talk”.

The system works proactively when posts are published.

This happens as follows:

- When a spam post or an attack comment hits the publish button, it goes on the “radar” of a specially programmed and trained algorithm.
- The tagged post/comment will be moved to a special buffer zone in the cloud, where n-Bot will contact the poster instead of you.
- Through a coaching-style dialogue, n-Bot identifies the poster’s actual purpose behind the communication (believe it or not, a lot of people don’t know what they really want) and, based on the answers, offers a mutually satisfactory formulation.
- The text of the win-win comment/post will appear in the usual way on the platform account wall/ timeline.
- It may happen that the poster is a determined troll at heart and no compromise can be reached. In this case, the commenting will be null and void. It may happen that the poster is a troll-bot instead. The troll-bot will be turned over to the platform’s security service and taken to a troll-bot detention facility.

Current status

A study of - reports/announcements on social media radicalization; studies and reports on the use of bots on social media networks; similar solutions from open source research bases and the U.S. Patent Office database - has been carried out.

A focus group interview of a representative of the Estonian digital media target group was conducted.

Questionnaire-based survey of platforms end users ongoing through the Fundwise campaign.

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