

Web Content Patronage

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Tipsy

- [Joint project with Adam Marcus and David Karger

- [Goals:

- Lots of interesting content on the web. How can these content creators be rewarded?
- Help not only the most famous sites, but also the small content creators that contribute interesting things.

Tipsy: How does it work?

- [Content creators embed some RDFa on their webpages describing the content and how they'd like to get paid

- [Browser application

- logs websites visited

- runs a lottery after a given time period

- pays the winner an allotted amount of money via PayPal

Emancipay



- [Project from the Berkman Center for Internet & Society at Harvard University
- [“Most of what we now call content is both free for taking and worth more than \$zero. How much more?”
- [Proposes a framework to distribute MLOTT through micro-accounting
- [Creates a “willing buyer” as opposed to setting a price tag

Emancipay

- [Encourage development of tools for commercial marketplaces
- [Conduct research related to VRM (Vendor Relationship Management)

Tipsy + Emancipay

- [Tipsy's decentralized approach + Emancipay's centralized approach = Framework that supports all possible scenarios?
- [Third parties (collection agencies) can plug in to the system
- [Micro-accounting can be extended across multiple users.
- [Media organizations need not use advertising, news-stand sales, subscriptions or donations because of the new and far more accountable system
- [A nice way to promote the Semantic Web!

Policy Considerations

- [Buyers and Sellers might have their own terms
 - Sellers (content creators) may have a CC license in their embedded RDFa
 - Buyers (content consumers) may have their own terms of payment
 - Third parties (collection agencies) may have their own policies for money distribution
- [Logging and Protocol for delivering the logs

Privacy Considerations

- [Logging the websites visited by a person can lead to privacy implications
- [In the centralized case, sending these logs to a third party will be even more harmful for user privacy!
- [Is there a privacy-preserving log format?

What's next?

- [Payment Information in RDFa can be included with Drupal 7 (provided the payment ontology is accepted by the community)
- [Google Summer of Code student working on integrating the two efforts

References

— [Emancipay: <http://cyber.law.harvard.edu/projectvrm/EmanciPay>

— [Topsy: <http://code.google.com/p/tipsy>

— [Public Mailing List/Group: <http://groups.google.com/group/emancipay>