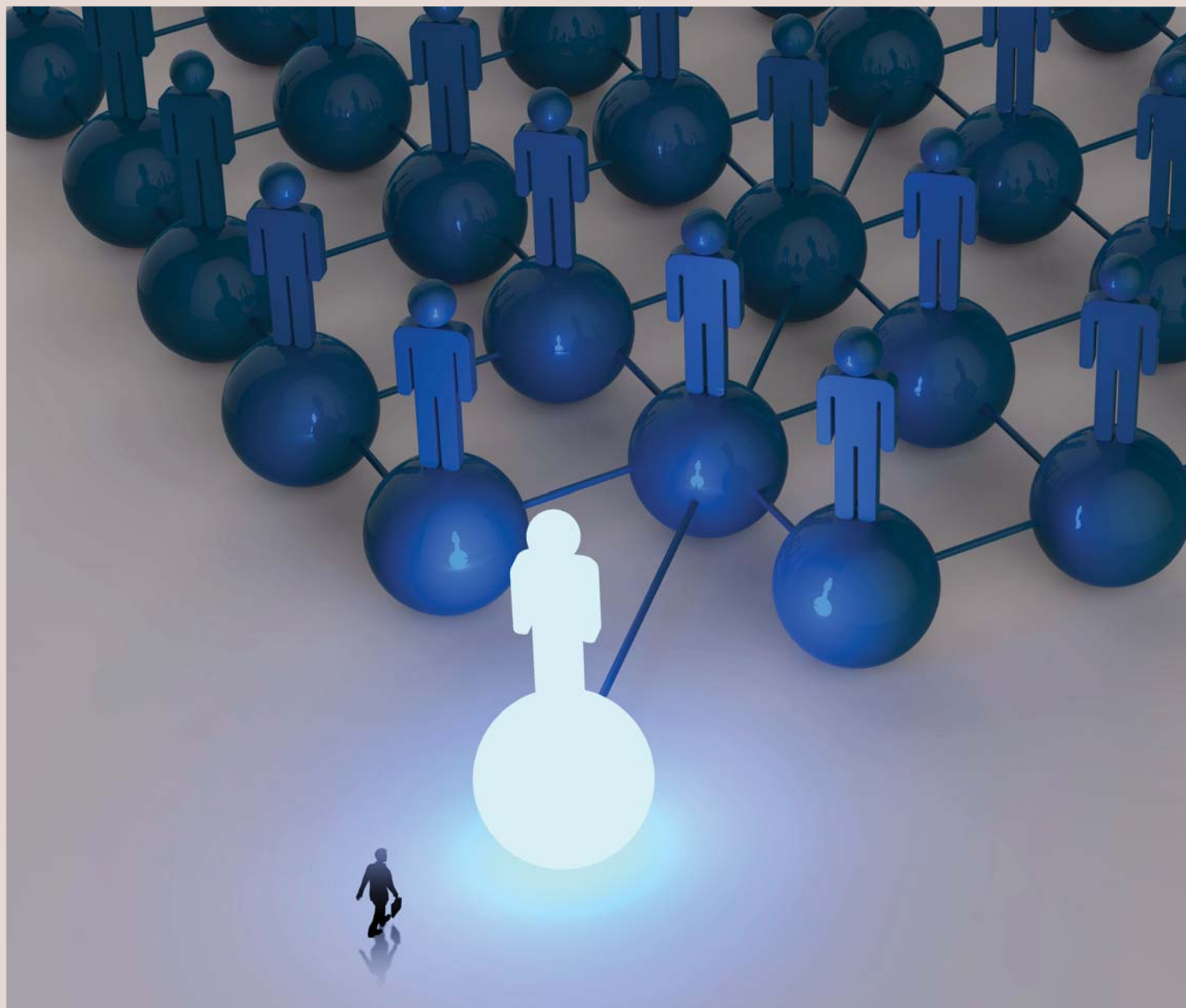


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HUMANISING WEB3 INTERACTION

The development of a new protocol that reimagines the internet of the future – **Merilee Kern**

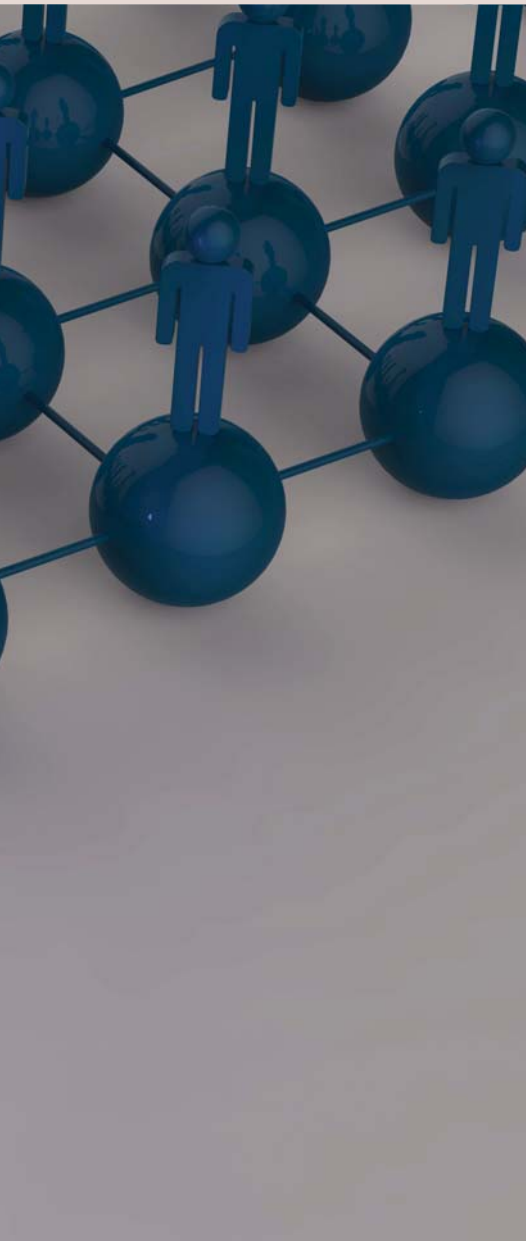


The hype around Web3 or the third generation of the World Wide Web has been considerable in recent years. Many have hailed it as revolutionary technology that has the potential to change the way we interact digitally. Despite all the hype however, it's become clear that aspects of Web3 are not yet ready to perform.

In a world that's connected and operated by technology, data dominion and governance are paramount. If people don't control their interactions and their data, they risk losing control of their very lives.

That's where Web3 enters, in theory. But while emerging Web3 peer-to-peer protocols have made great progress, and applications based on the technology are already generat-

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ing real benefits for enterprises and users, these protocols haven't replaced existing network infrastructures. As such, Web3 is failing to support the real needs of a world that's dependent on digital interaction – one where technology is integrated into human interaction.

“While Web3 is poised to be a transformative technology, much of the hype around it has created unrealistic expectations – especially where the technology is in its lifecycle,” says the Founder and CEO of Sarva Labs Anantha Krishnan. He is a Web3 pio-

neer who is developing a new protocol that reimagines the internet.

Krishnan adds: “Much of the articulated use cases have been off the mark, missing critical opportunities for productive communication around the technology while also fostering a poor foundational understanding of its intention and practical usefulness.”

He explains: “To establish a network that will mimic the complexity of human interaction and better enable a digitally interacting world, people on the internet must elevate control of the infrastructure they use – their ID, data, storage and even conception of value – so they can choose their own road.”

To address what has been deemed major impediments to Web3 adoption, Krishnan's own company is pioneering a new computational model called the Interaction State Machine (ISM). He underscores that this ISM-based protocol differs from previous Web3 protocols by incorporating participant context and preferences such as trust into the computational model itself.

“The first of the ISM-based protocols is ‘My Open Internet’ or MOI, which is a context aware peer-to-peer protocol and blockchain network that empowers its users to dynamically control their identity, storage and digital assets based on their unique needs,” he explains.

According to Krishnan, there are five ways this emerging technology is transforming existing Web3 protocols and the internet at large:

HAPPINESS Each time someone uses it, MOI creates a new structure, a cluster of nodes that is separate but linked to the network as a whole. On a blockchain, all interactions are persisted in one linear chain. However, MOI links clusters of data dynamically created according to users' preferences.

This improves the old Web3 protocols by enabling MOI to operate without unworkable latency issues, and without sacrificing security as befits each person and their desires. The protocol allows users to set personal values and gives them back control of their data. By permitting people to determine what they care about and want, MOI is designed to create a happier, more fulfilling experience on the internet.

PERSONALISING My Open Internet offers the ability to create and transact values based on personal preferences that are free from moderation. In the current web, platforms such as Facebook and Twitter have faced criticism over their moderation practices.

With MOI, individuals can express their values and preferences more freely as the technology is designed to be an enabler of freedom rather than a set of guardrails. The ability to more freely express values is a key aspect of what people love about the internet and this protocol has the potential to deliver on that promise.

INTERACTION Presently, companies often rely on a general-purpose market experience and target groups of people rather than individuals. With Web3, it is possible to create a platform that provides a private, personalised conversation with each customer, enabling them to create their own digital identity and preferences.

This can enable companies to offer different loyalty models, pricing and experiences to individual customers, based on their unique preferences and data.

IDENTITY One key aspect of the decentralised model is the creation of a digital identity that is free from intermediaries. With MOI, individuals can create their own digital identity that cannot be taken away from them similar to being born into the physical world with their own unique identity. The protocol creates a self-sovereign MoIID – a digital ‘me’ that can serve as a foundation for a wide range of activities including online transactions, communication and accessing information.

FOOTPRINT One of the primary challenges for people thinking about transitioning from Web2 to Web3 is the daunting enormity of the task. The shift is absolute and no ‘cook-book’ exists to walk users through the steps they need to adopt.

With MOI, a user can post pictures and transfer a token on the same network. This flexibility is a transformational change to the capability of a blockchain network. Without it, no Web3 application has successfully integrated decentralised storage into practical business applications and provided users with choices based on interaction context

Krishnan says: “Too much emphasis is being placed on the end vision. Perhaps most unfortunate is that analysis around the human ramifications have fallen far short. Web3's

potential for solving daily real world problems for each and every individual is vast.”

Despite the exaggerated hype and current challenges, Web3 represents a significant shift in the way we interact and transact online. According to Krishnan, remaining in Web2 is no longer a choice any more than communicating without technology is a choice for most people.

He explains: “The transition to Web3 is the inexorable response of technology to future needs as we move to a digitally interactive model. But the computational model underpinning today's Web3 networks is imperfect as it creates an inferior and complex user experience. By enabling a decentralised model, digital identity and personalised value exchange, MOI has the potential to revolutionise the way we do business and interact with each other.”

