



mavin

Content. Integrity. Movement.

We understand that you may have some questions about Mavin and its technology. You can find the top 10 most asked questions below. In case you have a different question, do not hesitate to reach out to us at [info\[at\]mavin.org](mailto:info[at]mavin.org)

1. What does the plugin do?

The plugin allows users to instantly recognise articles you can trust through the Mavin Trust Score indication, built up by the collective rating of AI and you, the crowd, as well as rate articles across the web, based on the trustworthiness of the article, the bias level and to what extent the article is fact-based.

2. How does rating articles work?

Rating of an article is very simple. Simply browse the web as you normally do and if you read an article, click on the browser plugin icon to find additional information on the article. Here you can also leave your review of the article, which should take only a few seconds. Your review is stored anonymously. Next to a manual rating, the plugin will also use AI to rate the article based on various variables such as bias, fake probability and whether it is written by a bot or human.

3. Why would I rate articles using the plugin?

The plugin is like an IMDb for articles; the more users that participate and rate articles, the easier it becomes to find trustworthy content, reputable authors and detect fake news. As such, you contribute to holding the media accountable.

4. What is the Mavin Trust Score?

The Mavin Trust Score (MTS) is a key indicator within the Mavin network. It provides context to the content on associated platforms and rated articles. This content can be articles, blogs, research papers, analyst reports, etc. Users, experts and AI rate content on several variables including trustworthiness, bias and factual information. The combination of the AI and the different crowdsourced ratings total the Mavin Trust Score.

5. What is the Mavin Reputation Score?

The Mavin Reputation Score (MRS) is another key indicator within the Mavin network. It determines the reputation of the user/author/platform. The Mavin Reputation Score is defined by your identity verification, your activity level, your expertise in relevant subjects. The higher the MRS, the more influence your rating will have in the overall weighing. Your reputation is being determined by the quality of your input and will as such be judged by your fellow Mavin members. If you purposely abuse your influence, your MRS will be affected negatively which brings your influence level down.

6. I was reading an article and the plugin did not recognise the article, how come?

We use technology to determine whether a webpage is an article, but since web pages differ we cannot automatically detect all articles. In addition, the AI currently only works on English language content.

7. How often can I review an article?

You can only review an article once. However, you can change your review once within the first 24 hours. After that, your review becomes immutable. We do so because otherwise you could rate an article multiple times and with that falsely inflate or deflate an author's reputation.

8. Why do I need to register to use the plugin?

The reason we ask you to identify yourself is because we need to make sure you are not a bot or a troll but an actual person. Our purpose to bring trust to content will cause bad actors to try to enter our ecosystem and through that influence the scoring which is what we want to avoid at all times. We ask you for very basic information so we are able to contact you in case there are hesitations about your identity. We will at no point share this basic information with third parties.

9. What does the number of views and shares mean?

If the website shows the number of views and shares, these are shown in the plugin. If the article does not show the number of views and shares or we are not able to scrape them, the number reflects the number of views and shares of people using the plugin.

10. Why is Mavin doing this and why should I care?

The impact of fake news, misinformation, disinformation, falsified data, plagiarism on our society has grown tremendously in the last years. We are constantly being confronted with purposely staged misinformation influencing our opinions, beliefs and actions for political, cultural, religious and commercial reasons. And they get away with it. And we wanted to stop that, expose what is purposely wrong, label them so others can see what they can trust.

As an individual, it is really hard to identify fake news upfront. However, collectively we can form a weighted opinion on how content is being perceived. And to strengthen the accuracy of such collective judgement, we add AI into the equation that is checking the content on various parameters.

Why should you care? Because it is you that is being misled. It can significantly impact your life or that of your friends and family. Just look at Covid-19 and all the misinformation sending us in different directions and as such causing stress, wrong judgements or even potential medical hazard.

Installing and using the Mavin plugin in your daily media consumption allows you to crosscheck your suspicion on particular articles you come across. How often do you get an article shared via Whatsapp or FB that seems too good to be true or too absurd or somewhat

dodgy? Just click on the plugin icon and it will tell you how it scores. You can then add your own judgement, which may be something completely different. Every opinion counts. So try it out. You will be surprised.