Cyberneuroletrics Protocol Management

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The Motherwall

The **Motherwall** is essentially a perimeter, firewall of sorts, which all algorithms and spiders have to pass through before reaching users consumption. In the case of platforms which provide information to the public from personal or third-party organizations must disclose their citing information. Specifically, large organizations must cite every source of information provided to consumers. Every single piece of information has to cite a verifiable source. Algorithms and spiders only provide results which have verified sources and citing.

Brands will have access to information accumulated in this database to determine procedures and performance.

Algorithms can use spiders to remove or hide old files with misinformation and unauthorized sources. Spiders can be used to prevent users from posting additional misinformation by flagging posts and providing users with links to accurate information, citing, and further understanding the dangers of misinformation and conspiracy theories in society.

Algorithms are to be programed to cross-reference and access information from the **Cyber Interpol Databank.**

Cyber Interpol Databank
(C.i.D)

The **Cyber Interpol Databank** is a database similar to Google, but vetted. The purpose of this database is to protect the American people from cyber attacks, radicalism, misinformation, and political election meddling. This database contains where the information is originated and from whom, which is an option not currently available. This database will be populated by the use of spiders and that information will cited as well as cross-referenced.

Brands will have access to information accumulated in this database to determine procedures and performance.

<h1 style="text-align:center">Social Wellness Information Tool
(S.W.I.T)</h1>

De-radicalized Conspiracies Theories

Utilizing the same algorithmic format of locating 'like-minded' users who believe and support the same dangerous conspiracy theories and essentially replacing inaccurate information with facts in the matter in which they learned, they will unlearn.

This will monitor affected users purchases of fire arms and search history to prevent violence and/or civil war. It will compile the most affected and at risk users for violence for law enforcement observations.

<h2 style="text-align:center">Cyber Mental Health u16 Model
(C.M.H u16 M)</h2>

For persons **under 16, the (u16 users),** parents must review branding agreements, with signature. The significance of this is about accountability and liability protection. This tool will verify underage users preventing unauthorized access to u16 users by adults.

Parents can review ads their child has watched and chose to opt out of certain type of advertising. See *Advertising Model* for more information.

Utilizing the same algorithmic format, when detecting depression amongst u16 users who are prone to being bullied or cyber-bullied, a report is sent to parents. This tool is essential for preventing school shootings and suicides. It is then the parents responsibility to notify the school administration office. Early prevention is essential when a child has become a danger to themselves or others.

For u16 users, logging off each session will be prompt with a *Emotional Impact Tool: Cool Down.*

<h2 style="text-align:center">Emotional Impact Tool
(E.i.T)</h2>

U16 users will be prompted by the EIT, every time during sign off. This prompt is formed an calculated on a user by user basis, according to their digital footprints in said app. The user will be shown a set of images to induce a calming affect, positive affirmation and feedback.

<h2 style="text-align:center">Social Interface Act
S.i.A</h2>

Likes and Edits

A long debated suggestion is removing likes. This will be implemented now. We will also create built in features to notify when a picture has been edited to a certain degree. This removes the competitive aspects and anxiety surrounding that feature, which causes such addiction.

Search Database

u16 users are unsearchable within social media platforms. They can send requests but can not receive them from persons over 18 without a verification process.

Cyber U16 Mental Health Initiative
(C. u16 M.H.I)

This is an equally important and exciting initiative where social media challenges will start incorporating the use of outdoors. The act of incorporating outdoor time into social media use is essential for the mental health of all users of every age. The simplest and most effective way to ensure participation is to use brands, trends and celebrities to push the process.

Challenges can incorporate filming 5 minutes of bird sounds or meditating in nature for 5 minutes. Increasing popularity of remote hiking groups and guided meditation.

Another example of this, is jumping rope or online dance parties to promote physical fitness for users while offering another opportunity for product placement.

Social Media Advertisers Reconstruction Scale

ADVERTISING Model:
Parents can review ads their child has watched and chose to opt out of certain type of advertising.

Cont. Parents reviewing branding agreements allows advertisers to connect on deeper level with consumers who how have their own accounts connected to the applications.

Cyber Interpol Databank
Cont. This database will control this distribution of information provided to consumers. Advertisers still have an opportunity to connect with customers if not more so direct with the elevation of spamming.

Advertisers will have the opportunity for uninterrupted pitches to new and returning customers provided the data collected and distributed by the Motherwall.

It's a one on one experience with a more controlled environment safer for the user and more effectively efficient for brands.

Information accumulated by the **Cyber Interpol Databank** can provide Brands the opportunity for pop-up locations for selected users, providing an exclusive experience and opportunity for brand loyalty but most importantly, further pitches.

This is essentially following the MySpace model of secret concerts by celebrities affiliated with the brands for loyal customers. This creates an incentive to sign branding agreements and creates a unique opportunity for brand loyalty.

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