



# WordProof®

Bringing trust to the internet



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AI big-data driven micro-targeting



# Internet is losing trust





# CIGI-IPSOS GLOBAL SURVEY 2019

One in four global citizens don't trust in the internet.



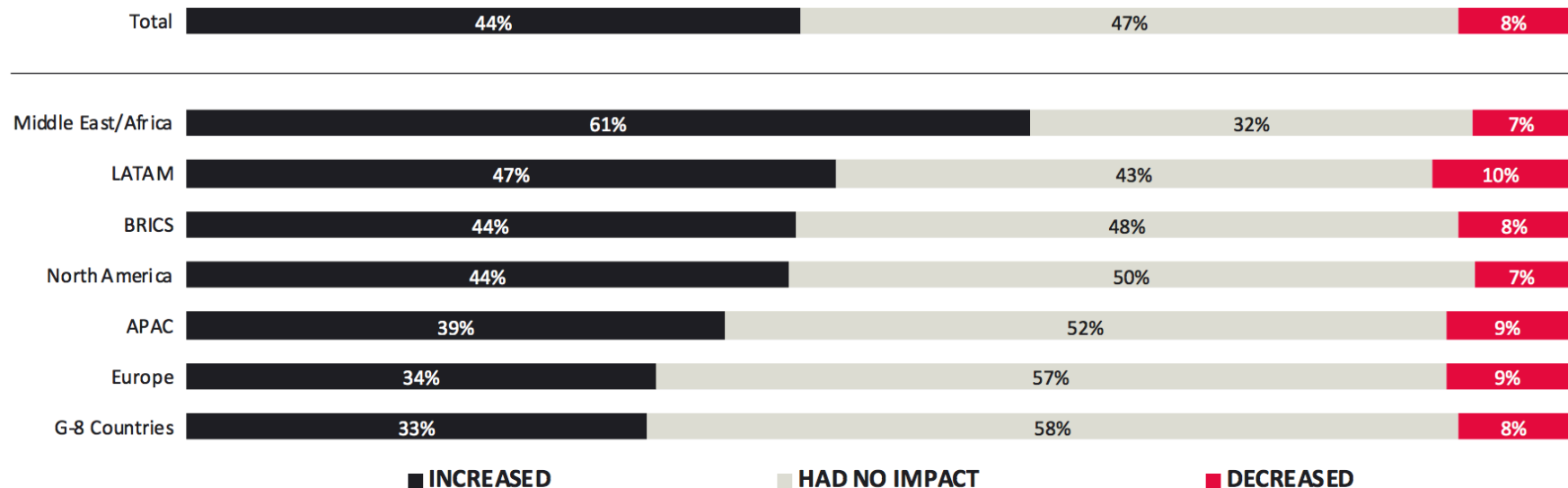


# CIGI-IPSOS GLOBAL SURVEY 2019

One in four global citizens don't trust in the internet.

## POLARIZATION IN POLITICS

It is of notable interest that three in five (61%) in the Middle East & Africa think that social media has *increased* polarization in politics, far more than any other segment.





# WordProof

- Using blockchain technology to build trust on the internet
- Transparency and ownership = trust
- Create transparency and ownership by timestamping your webcontent to the blockchain

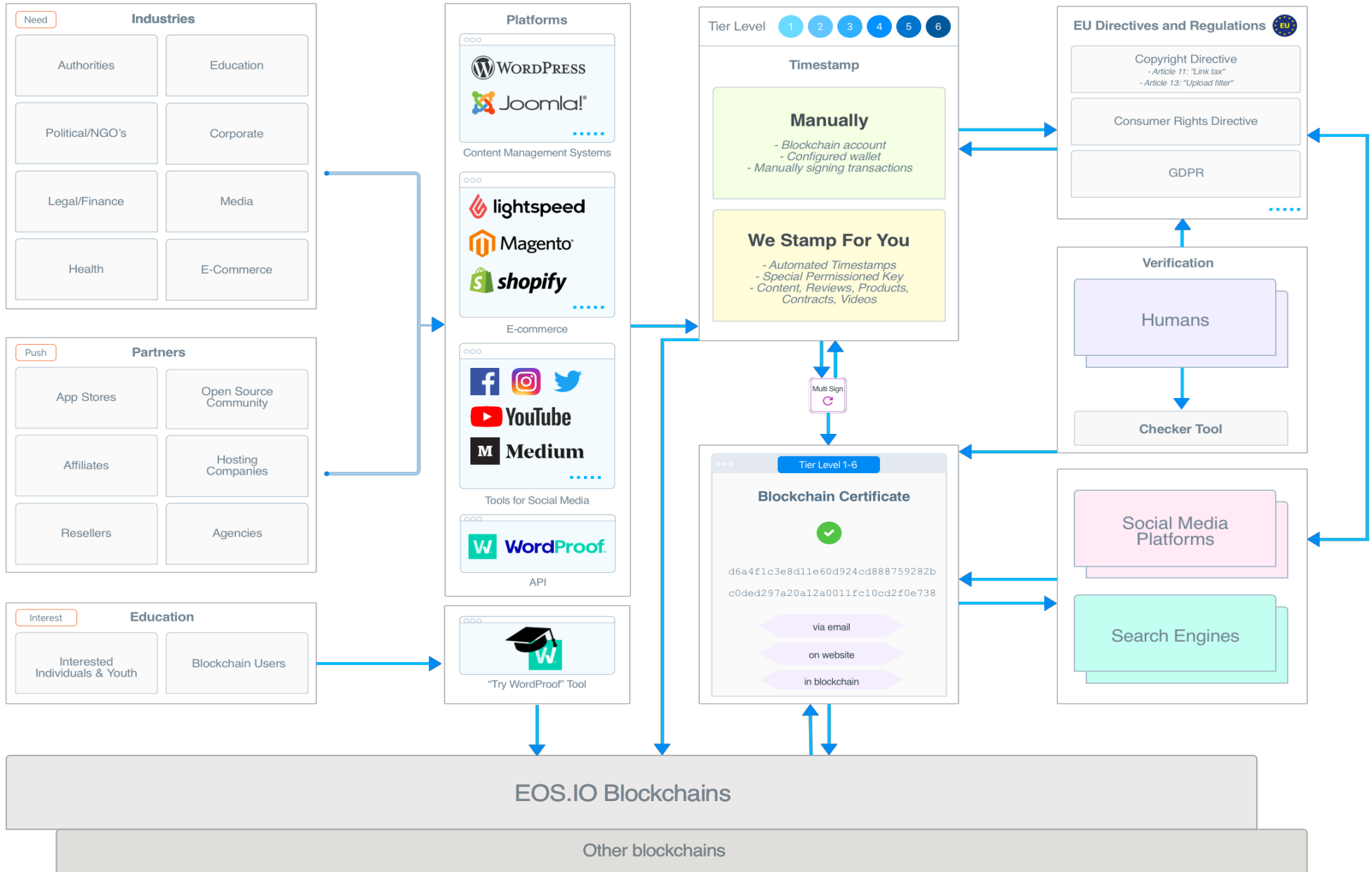


# WordProof Timestamp Ecosystem

Trust - Transparency - Accountability - Decentralisation



WordProof





**A Unique Fingerprint of  
this Revision with:**

*the title,  
the content,  
the date &  
the fingerprint  
of its previous  
revision.*



## A Piece of Content and its History





## Timestamp Certificate

Protected with WordProof



https://politiekeacademie.nl/2019/02/09/raadsleden-die-stoppen-willen-tijd-voor-andere-...

### Raadsleden die stoppen willen tijd voor andere dingen het leven

Raw

Bijna de helft van de raadsleden in Nederland vindt de inhoudelijke kant van de functie zwaar tot heel zwaar. Dat blijkt uit een grootschalig onderzoek van Stichting Politieke Academie waaraan bijna 1.200 raadsleden deelnamen. Bijna zestig procent zegt dan ook dat het raadslidmaatschap te veel uren kost. Voor negentig procent van de raadsleden geldt dat het raadswerk invloed heeft op het privéleven, waarvan een kwart het zelfs als vervelend ervaart. Met de gemeenteraadsverkiezingen in aantocht on...

[Read More](#)

View on the blockchain

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[Timestamp Checker](#)

Modification Date: 10/02/2019, 0:03

[Protect your content on the blockchain with WordProof Timestamp](#)





GEN

POLITICS

POWER

CULTURE

ABOUT

THE TRUMP 45

GEN

or the sake of this exercise, let's imagine an America — far away



This content is WordProof



### Content has not changed since the last timestamp

Not the website nor a third party has modified the content of this article since it was last timestamped on the blockchain.

[> Why is this important?](#)



Content published by Jelle van der Schoot



### Discover how this content changed over time

Because this website timestamps every revision on the blockchain, they allow you to do your due diligence.

[> View previous versions](#)



Last edit on 30-08-2019 at 16:12





## Actions

Actions (1)

Traces (2)

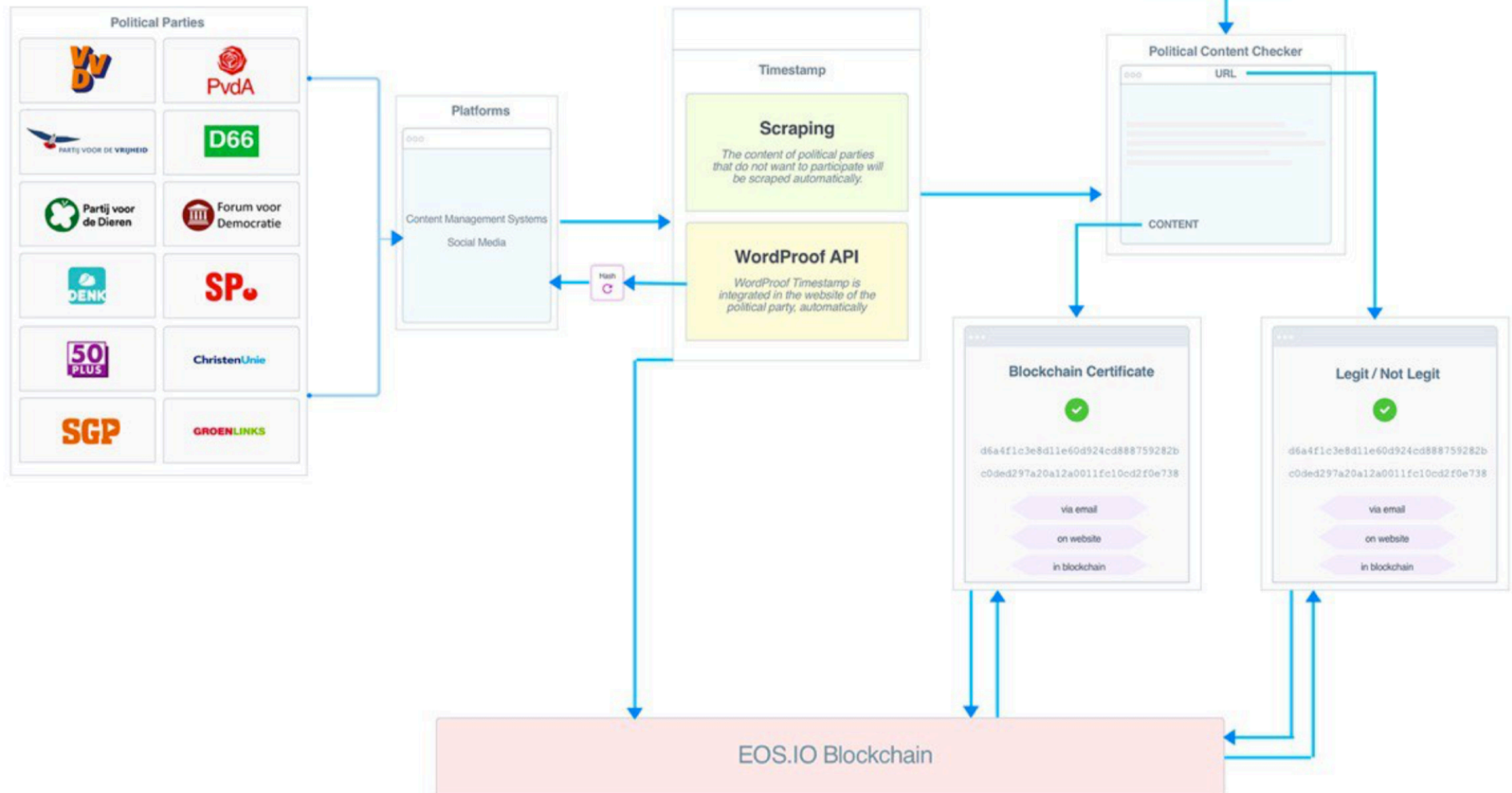
Raw

Contract	Name	Authorization	Data
wordtokeneos	wordtokeneos - stamp	frankvdalen1 wordproof	<b>from:</b> frankvdalen1 <b>hash:</b> 5533391ba43725877effd810bc22d23c1e6b76a2ed113f2cf6033026135361bd <b>memo:</b> https://politiekeacademie.nl/2019/02/09/raadsleden-die-stoppen-willen-tijd-voor-andere-dingen-in-het-leven/ - content protected with WordProof Timestamp, WordProof.io <b>quantity:</b> 1.0000 WORD <b>to:</b> wordproof.io



# WordProof Political Content Checker

Trust - Transparency - Accountability - Decentralisation





# Political micro-targeting

- Increase relevance of political communication

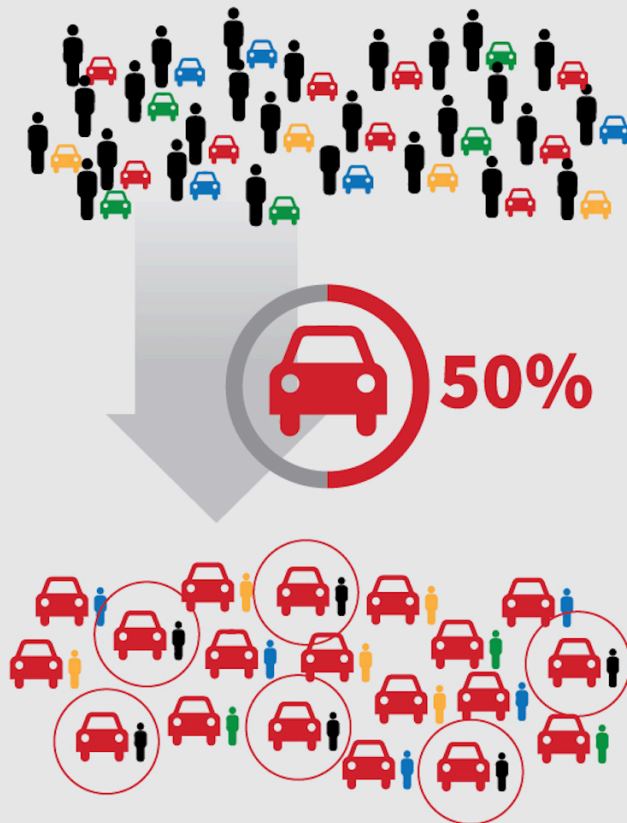




# AI Big Data driven micro-targeting

## Classical approach

Intelligent queries search the client-database for joined characteristics. It is assumed that finding people with the same characteristics will be best to identify new clients.



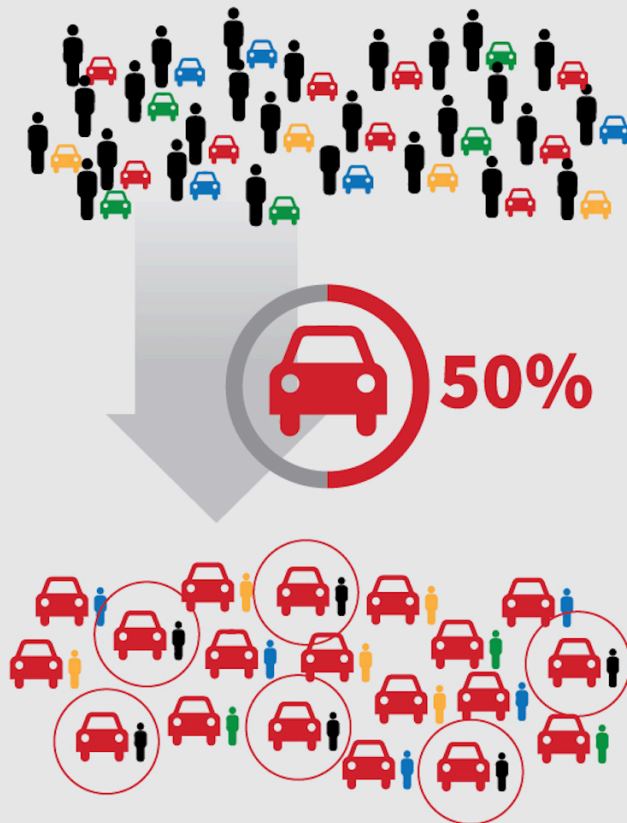
Because the joined characteristics are leading the suggested audience consists of future clients, temporarily clients and those who will never become client.



# AI Big Data driven micro-targeting

## Classical approach

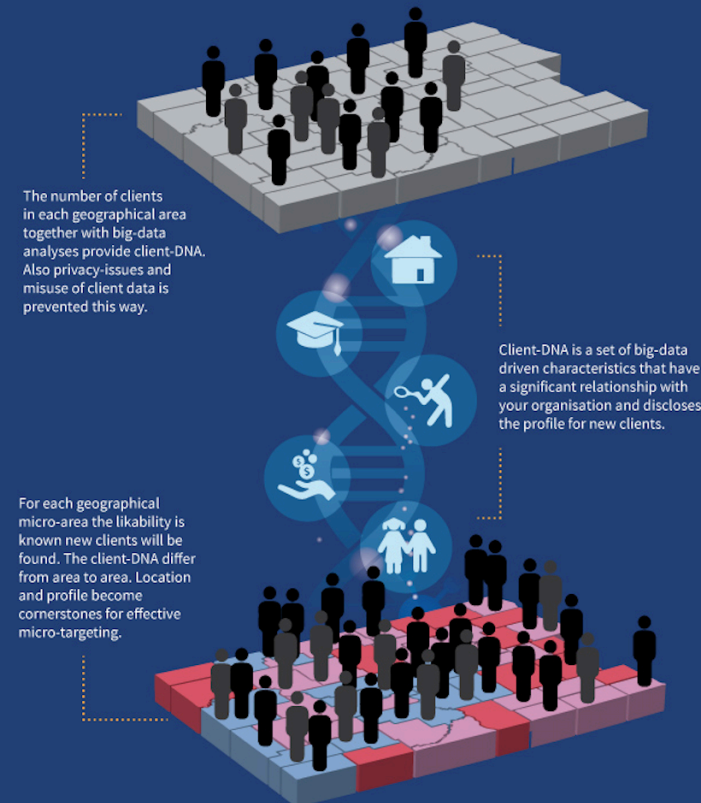
Intelligent queries search the client-database for joined characteristics. It is assumed that finding people with the same characteristics will be best to identify new clients.



Because the joined characteristics are leading the suggested audience consists of future clients, temporarily clients and those who will never become client.

## New innovative approach

Not joined client-characteristics, but the geographical location of clients is leading in identifying where potential new clients can be found.



Geographical based micro-targeting while also knowing the client-DNA, increase success rates of marketing and communication campaigns significantly, because the focus is only on real and hidden client-potential.

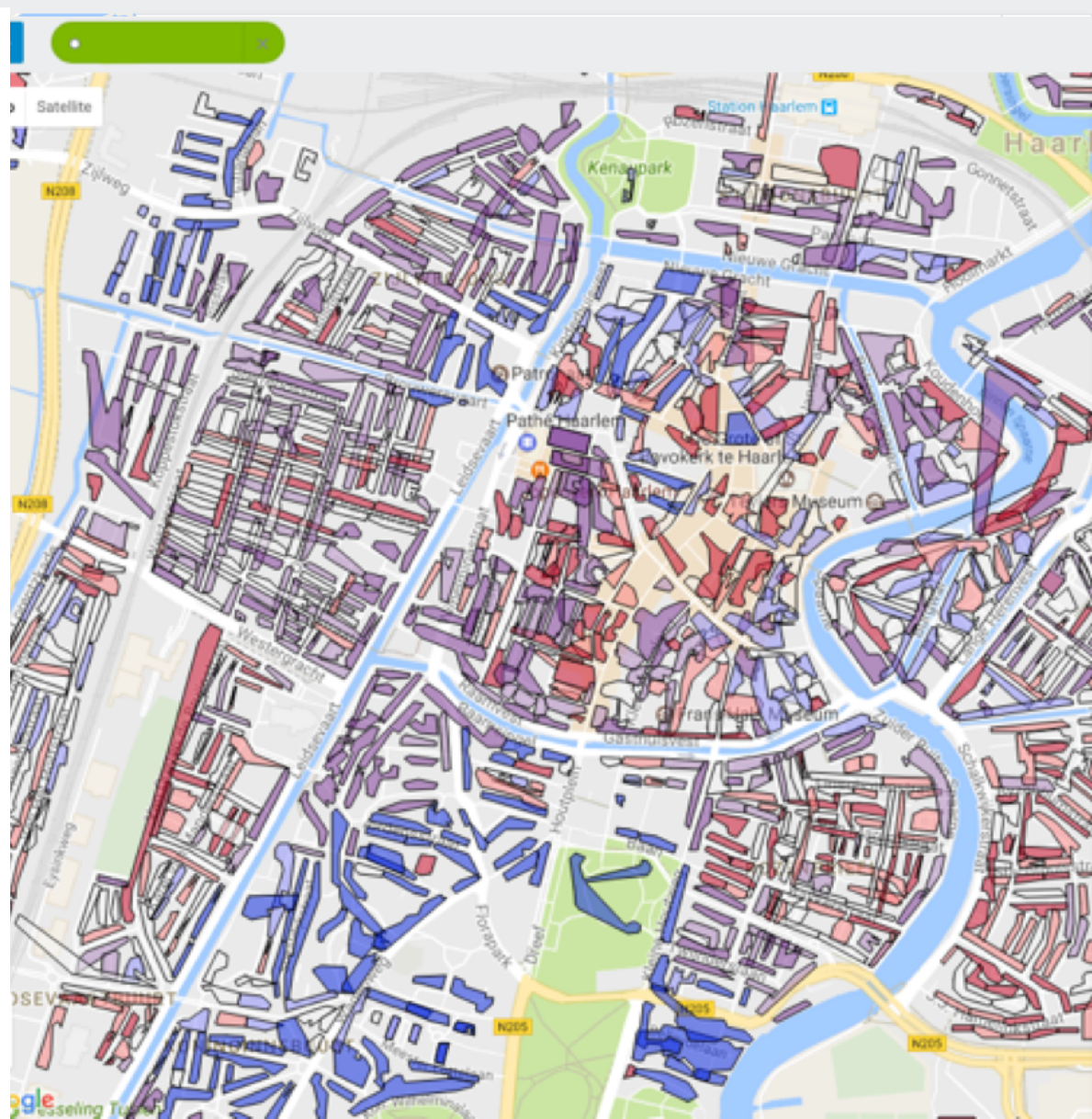




Lijst	Partij	PS15 (stemmen)	TK12 (stemmen)	PS15 (%)	TK12 (%)
1	D66	10214	10735	18.20%	12.49%
2	VVD	8129	19972	14.49%	23.23%
3	PvdA	7861	26212	14.01%	30.49%
4	SP	6406	7919	11.42%	9.21%
5	GL	5410	3440	9.64%	4.00%
6	PVV	4886	6890	8.71%	8.01%
7	CDA	4032	3972	7.18%	4.62%
8	PvdD	3591	2811	6.40%	3.27%
9	50Plus	1585	1740	2.82%	2.02%
10	CU/SGP	1330		2.37%	
11	OudPartNH	1021		1.82%	
12	Piraten	616	319	1.10%	0.37%
13	HvHolland	410		0.73%	
14	VrouwPart	383		0.68%	
15	Multicul+	244		0.43%	
	CU		1174		1.37%
	MenS		274		0.32%
	SGP		190		0.22%
	SOPN		110		0.13%
	PvdT		70		0.08%
	DPK		58		0.07%



AFMELDEN









# Summary

- Blockchain to build trust around political messaging by claiming ownership and showing transparency
- Tools for civilians to check posts and news messages from political parties
- AI Big Data driven analyses for micro-targeting to increase relevance of political communication in the eye of the voter



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