Nic's thoughts: **Group name + website/app name : 'Report-It'**

What is Report-It?
A free browser add-on (with toolbar button) and a free-to-use website (an altruistic service).

What does Report-It do?
Whenever a social media user sees a post, tweet or comment which they find offensive they click the browser add-on button. A dialogue box pops up with the username of the poster of the offensive material automatically filled in *(tech advice needed here - available from the page metadata?)*. The dialogue box then asks:

'What type of offence do you think this is?'
1. Sexist
2. Racist
3. Anti-LGBT
4. Threatening / Violent
5. Offensive to my religious beliefs
6. Personally Offensive
7. Other

The user chooses one.
Then the original poster's username and offence type (and the URI of the post, tweet or comment itself) is sent to our website.

The website aggregates all this data to produce a graphic visualisation of the list of frequently occurring usernames (also sub-ordered by 'type of offence'):

e.g.   username: horribl   reported: 12,347   sexism: 8,275 racism: 4,007 other: 63

Usernames with one character difference (e.g. horribl, horribl1, or h0rribl) would be counted as the same user.

What are the benefits of Report-It?
A user of our app and website would be able to:
1. Quickly and easily report offensive online social media behaviour, in a non-threatening, non-complicated way (via browser button).
2. Search the Report-It website whenever they receive friend or follow requests from unknown users by entering the username and seeing if that username has been reported for offensive behaviour previously (via website) – thus keeping all users, but especially younger or non-expert users, safe from potential harm or upset.
3. With the Network Effect, as our database grows so does the value of our service, such that this could become an informal, self-operating social media 'watchdog'.
4. May eventually be able to partner with e.g. Facebook and Twitter, to include their 'banned / blocked / reported' data in our dataset.
5. Report-It sits outside any one social media provider, and is therefore independent, can be used for all social media sites, and has no vested interest in 'playing down' complaint reports.
6. Report-It is a bottom-up system with crowd-sourced data.

Potential problems:
- could be mis-used to wrongly report a username in order to 'damage' that username's reputation – means we need some form of governance and monitoring of the service (see wkipedia's complaints board for an example).
- haven't checked to see if this type of service already exists!!

- People who want to post offensive stuff will use our service to check that their chosen username doesn't show up – thus negating the point somewhat!!!