

## Reframe It Technology Demonstration

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Reframe It transforms the nature of the web by creating a virtual margin alongside any web page on which users can post comments to be shared with other users and read what others have written. Reframe It makes it possible for users to place any online material in a new light. It allows each user to benefit from the insights of other users who place specific online content in context and share their reactions in the form of online marginalia. Reframe It is a versatile technology that can create a secure private space in which employees of a corporation or members of an organization can discuss issues of mutual concern among themselves; it also provides a public space in which conversations about politics, technology, or the arts can take place alongside any page on the web. It is both a tool that businesses can use for secure internal communications alongside the public web, and a technology consumers can benefit from and enjoy.

Reframe It is easy, accessible and empowering because it enables in-stream-of-thought commenting.

It's useful for communities of people who interact around specific web content. Our "Proportional Browser Margin" provides the user with a clear overview (or "map") of the comments available for a given page while maintaining a strict spatial relationship between comments and the page elements that are being referenced. Our "Comment Stub Architecture" allows users to move between the overview of comments for a page and the details of a particular comment thread in a fluid and intuitive manner.

Reframe It is the ideal tool for internal communications within communities and movements whose boundaries are vague, varied and constantly shifting. It naturally accommodates disparate levels of engagement and is particularly well-suited to small ad-hoc communities networking around the task of interpreting a paragraph. Users time-shift their community engagement so that it naturally flows around efficient moments of maximal shared interest—the moments when community members are looking at the same sentence and reacting to it. This lets them engage their friends and colleagues in the natural course of their process of learning and thinking about the world.

Currently, to discuss a specific idea or excerpt from a webpage, one must email the URL, identify the exact location of the point of interest and then explain why it's interesting. The person who receives such an email often misinterprets what the sender found important because the commentary within the email is out of the context of the specific, critical passage of text. Imagine that this first exchange of information and the subsequent discussions all taking place in a single, adjacent space. Reframe It creates this space and makes communication about external information easy and efficient. Reframe It's social mission is clear: offer the public a space right next to the web where newspapers, bloggers, companies, governments, nonprofits and individuals are able to hold one another accountable for the information they convey and withhold from the public. This lets people with relevant expertise confirm good information and it lets them challenge information which is inaccurate, misleading and deceptive so that the broader community of users will not unwittingly fall victim to it. The internet needs this level of transparency if misinformation is to be countered without being censored. As both a technology and as a community Reframe It seeks to respond this compelling need by becoming the transparency engine for the web.