Social Composability Design
How DAOs Can Leverage It for the Future of Work

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Who am I?
If you don’t know who I am, why should you care about what I have to say?
Invisible identifiers are at play here that we subconsciously respect
And this is even more difficult online
The LinkedIn Problem
Social Composability
Composability is basically LEGO. Web3 *loves it.*
Social composability is social identifiers as LEGO, i.e. information that says something about you.
But what do we want to know about each other?
Right now, money talks in web3. *What if more could talk?*
At Common Ground, we’re building based on Bourdieu’s theory of capital
Bourdieu says…

- Economic Capital
- Social Capital
- Cultural Capital
- Symbolic Capital

You

Cash

- Prestige
- Connections

Knowledge
A look at identifiers in web3 that say something
Economic Capital

Cash

100 DOGE
100 ETH
participated in a governance vote

passed a governance vote
Cultural Capital

Knowledge

devcon attendee
devcon speaker
Symbolic Capital

Prestige

member of a DAO  founder of a DAO
You get the idea. Web3 says a lot about you, if you understand it.
Designing a system of identifiers
We think a major source of identifiers should be *when humans interact*.
Member 1  23:30
Can someone help me with this problem?

Member 2  23:32
You can find all of the information here, and feel free to ask if you need anything else!

Member 1  23:34
Thank you so much!
DAO Member list

Member 1  Designer  Contributor for 1 month

DAO contributor level 1
Governance vote

Member 1 voted yes on proposal 32

Governance participant level 1
Your profile

- Governance knowledge
  - Governance participation
  - Governance proposing

- Design Expertise
  - Design bounties completed
  - Confirmed by others
These social identifiers become Verified Credentials (VCs) to be used anywhere

Pay attention to VCs — you’re about to see them mentioned everywhere
If only it were that simple.
Designers have a responsibility.
All human beings are born free and equal in dignity and rights
Preventing a reputation trail

Self-sovereignty  Revocation
Consent  Rehabilitation
Sybil resistance

Reverse Turing Tests

Passports

DIDs
VCs are only as good as the system that issues them
Reputable issuer

Reputable credential

Reputable user
So how does all of this change anything?
Verifiable Credentials

Decentralized Collaboration
More dynamic online spaces

- Guests
  - Introduction
  - General chat
  - Need help?

- Private areas
  - Designer Lounge
  - Governance pros
  - Marketing team

Access to this area is restricted.

To access
- Obtain a Designer level 3 badge

Having trouble? FAQ  Connect wallet
More trustworthy interactions

Only verified humans can talk in this chat

Verify your humanity to join in! ✨
More concrete information

Only visible to people who attended Devcon

Should Devcon give more swag?

Start date: April 12, 2022, 10:00 AM
End date: April 22, 2022, 10:00 PM

Yes: 4524 votes
No: 210 votes
Streamlining entire industries

Common Ground is hiring a Senior Designer

Dominic is a Designer looking for work

- Available for DAO jobs
- Auto-submit VCs to matching DAOs anonymously

Instant matching
Summary

Your online persona is about to get richer and stickier with Verified Credentials.

The quality and social responsibility behind credentials really, really matter.

We’re looking at fundamental changes in collective agency.
Thank you so, so much.
Follow me on Twitter to grow my Social Capital
@dmnc_eu

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