

CJournal Whitepaper

1. Background

In the last two decades the media industry has gone through an unprecedented amount of change. Mobile internet, big data, artificial intelligence, VR/AR and many other technologies have completely disrupted how written content is produced and consumed. Traditional journalism platforms have been particularly affected.

According to a survey report of 4,971 U.S. adults released by the Pew Research Center in 2017, 67% of survey respondents would consume news through social media. This was echoed in a similar 2017 report in China by Ariadne Consulting, 70.2% of respondents said they consumed news through social platforms, second only to news websites at 87.2%. This far exceeded the 41.4% for TV and 27.3% for newspapers. This trend will only accelerate.

In a world where traditional media is seen as easily controlled and manipulated by political and commercial forces, social media is seen as a platform that can provide diverse, first-hand news information. Some researchers have stated that the main protagonists on social media are the users, not the operators of the websites.

For authentic journalism to thrive it is necessary to create new incentives for content production and eliminate the erosion of journalistic integrity through commercial and political forces as much as possible.

Commercialism not only influences journalism through direct monetary transactions. Commercial discourse also tends to define as "unwise" all actions that do not help media organizations achieve profits or maximize their revenue. This has led some journalists to consider the maximization of profit as the first factor in considering the value of a story over the public interest.

2. What is CJournal?

CJournal, as a Read to Earn project, aims to create transparent and credible on-chain news and reviews for the crypto industry. In return for reading and reviewing articles users earn rewards. CJournal provides first-hand blockchain news to help you understand the latest cryptocurrency trends.

2.1 What is the mission of CJournal?

CJournal is committed to building a decentralized journalism platform, where anyone can become a publisher. It allows media professionals to operate independently of traditional media platforms and capital, and to publish authentic, objective, and accurate news.

2.2 Why choose CJournal?

Blockchain technology's smart contracts enable journalism to return to a value-driven approach to journalism. Decentralized blockchain technology can be used to manage many aspects of the media that previously could only be handled by organisations. Every user on the blockchain can access all platform information. As a result the distribution of advertising, copyright protection and payment of authors is more open, accurate and direct. In this new model, the value of the journalism becomes the most important factor for media organizations or individuals to consider in order to make profits.

At the same time, CJournal will aggregate news and articles from more than 300 well-known websites, new sources will be added regularly. All articles published are manually screened by editors and sorted by CJournal's algorithm to help you prioritize topics, events and trends of interest.

3. Features

Save interesting stories. Read them whenever.

Stop sending yourself links. When you come across a long read, an interview, a think piece, or even a recipe, save it to your personal library with a simple click of the save button in your browser.

Great recommendations — curated for you

We comb the internet and source the best articles out there — new perspectives, intriguing deep-dives, timeless classics — so you can find content worth reading

Eliminate the Clutter and Focus on What Matters Most

Take charge of Your Priorities - Our algorithm Sorts through your feeds and highlights the most significant topics, events, and trends based on your personal interests

Privacy by default

We believe that you, and you alone should own and control all your personal information. Cjournal is a secure space where you can privately organize and research the topics and trends that matter most to you.

4. Tokenomics

Cjournal adopts a Dual Token System of \$CJL+\$UCJL.

\$CJL

Token address: 0x8De4Aa9716C1Bd8D68ad73b1cb8639830F40eE05

The \$CJL token is Cjournal's governance token. Holders of the \$CJL token can participate in community governance and voting. Major decisions about the future direction of Cjournal will be decided by token holders. \$CJL tokens can be purchased on a DEX.

\$CJL Allocation

Total:1billion

Community operations: 20%

Core development: 9%

Early contributors: 10%

Ecosystem: 20%

Community treasury: 41%

\$UCJL

Token address: 0xf5355DdC7Ffbf7ca119BF3222cB0ECac2FbB4502

\$UCJL is Cjournal's reward token, totaling \$1billion. Users earn \$UCJL when reading and commenting on article.

The \$UCJL can be sold, used to enter future community events, or paid to view paywalled articles.

5. Roadmap

- Implement crypto news aggregators that cover all major crypto sites.
- Release RR-to-Earn (Read & Rating to Earn) feature
- Statistics: check how much time spent on reading, the review points earned, the ranking, etc.
- Advertisement: delivers trusted information to the people who need it—and that extends to the ads they see in their news stories and feeds.
- Machine Learning: Utilizes machine learning to provide users with more relevant recommendations and improved search results.
- Article Saving: Allows users to save articles, videos, and other web content to view later on any device.
- Tag and Search: Enables users to categorize and find saved content quickly using tags and full-text search.
- Personalized news feed: allows users to personalize their news feed based on their interests, sources, and location.
- Top stories: curates the most important crypto news of the day and ranks by popularity.
- Full-coverage view: provides a comprehensive view of all news coverage for a specific topic, including articles, videos, and photos from multiple sources.
- Highlight extraction: automatically extracts highlights and notes from articles to make it easier to review and retain information.

6. Contact us

Website: <https://cjournal.xyz>

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