

CREDIBILITY MARKETING

LAST CHANCE TO TAKE BACK THE POWER

TL;DR

Big Tech

The Marketing Equation - $M=eC$

The Pedia Effect

The Pedias

How it Works

Simple Rules/FAQ

Resources

The Expectation Framework, The Pedia Effect, & Credibility at Scale

"Any process that can be codified — that can be turned into an algorithm, becomes the basis of a service that can be delivered, without friction."

Bill Janeway, Warburg Pincus, September 24, 2014 on [Bloomberg Surveillance](#).

The “Pedia Effect” Expectation-Fulfillment Framework — 2-Stage Credibility

Credibility has traditionally been considered a passive byproduct instead of an “actively manufactured asset.” A fundamental misunderstanding that assumed the “action” (the good behavior) produced credibility (seemingly taking forever because it was chronological). But it wasn’t the “action,” it was the fulfillment of a promise/expectation of an “action” that generated the credibility. And when BOTH the “expectation” and “fulfilment” of that specific expectation occur — credibility is rapidly and powerfully generated. But without the “expectation” there is no credibility. (AI comments: [Claude 3.5](#), [ChatGPT 4o](#))

The “Pedia Effect” Cognitive Heuristics & Biases

The simplest explanation is that virtually every internet user, everywhere has a pre-existing perception of what an “encycloPedia” is — from previous experience or educational background.

The technical explanation is there is a potent combination of (“[System 1](#)”) cognitive heuristics and behavioral biases all working together to create that “encycloPedia” expectation. (This is the **“hard” part** — Creating specific expectations in consumers’ minds is difficult, but when specific expectations are created, they are easily fulfilled — because they’re specific.)

These cognitive heuristics and biases are (among others): the “[representativeness heuristic](#),” the “[availability heuristic](#),” the “[framing effect](#),” and the “[confirmation bias](#).” The first “if it looks like a ‘Pedia,’ reads like a ‘Pedia,’ etc.,” the second “I’ve seen lots of ‘Pedia’s in my life,” the third, “It says it’s a ‘Pedia,’ ” and finally “I could tell it was a ‘Pedia’ all along.”

When these multiple cognitive heuristics and biases are all telling us that something is an “independent third-party, higher authority (ITPHA) encycloPedia” — that is our expectation. **And MOST importantly, when our expectation is fulfilled (The “easy” part.) — we become true believers, because we [literally can’t help it](#).**

The unique “power of Pedia” is “the expectation framework” of an ITPHA “Pedia” brand **followed by the fulfillment** of that expectation, which generates rapid, powerful credibility.

You cannot generate credibility with traditional “good behaviors” (“good citizen-isms” or “BoyScout-isms”) that may be “good deeds,” but without the “expectation” (the promise of a good deed) followed by the fulfillment of that promise of a good deed, it does not generate “credibility” — they’re just “good deeds.” **Credibility isn’t an “action,” [it’s the fulfillment of the “promise of an action.”](#)**

The “Pedia Effect” ITPHA Expectation — Preceding Wikipedia

The “Pedia Effect” described in a [December 18, 2000 patent application](#) (“*Method and Apparatus for Internet Marketing and Transactional Development*”), is derived from the common term “encycloPedia” which has long been [the most widely used and time-proven](#) information brand that **organically generates the highest ITPHA perception in consumers’ minds** both off and online, preceding the arrival of Wikipedia in 2001. **No other term comes close.** The perception is so powerful that

even when consumers are told specifically (by [Wikipedia](#) itself and [others](#)) that the information in Wikipedia is **not** reliable, [consumers don't care and still seek the information in droves](#). (Try placing a notice on your (non-Pedia) website telling users your information is **not** reliable and have every school and college telling their students the same thing and see if you get over [6 billion visits per month!](#))

The Wikipedia Dichotomy

In Wikipedia — “Pedia” is the brand credibility image and taxonomy, while “wiki” is the execution model (requiring a disclaimer). The “Pedia Effect” credibility is so powerful that it enabled Wikipedia to overcome the negative “[wiki effect](#)” (of user-generated content) to become massively popular and authoritative without advertising, and without being considered reliable. As a “Wiki,” it was constructed by “[a bunch of nobodies](#)” for academic, non-commercial purposes that, “As a [user-generated source](#), it can be edited by anyone at any time, and any information it contains at a particular time could be [vandalism](#), [a work in progress](#), or simply incorrect.”

The “Pedia Effect” works for all “Pedias” from the [first online encyclopedia](#) to the [financial encyclopedias](#), to the [tech encyclopedias](#), etc., ad infinitum. The “Pedia formula” is the same — it doesn't matter if it's [1, 2, or thousands of creators](#) — it's the “pedia/encyclopedia” brand + “comprehensive evergreen content + advertising (and transactions for the commercial “for profit” versions) or donations (for the “non-profit” versions).” Since Wikipedia is likely the only “Pedia” that formally states its information is not reliable, and yet it is the largest Pedia by far — the “credibility at scale” is powerful.

The Pedia Credibility Algorithm = **THVI** + **PON** + **AAM** + **ITPHA**

Truthful **H**igh-**V**alue **I**nformation delivered at the consumer's **P**oint **O**f **N**eed **A**cross **A**ll **M**arkets by an **I**ndependent **T**hird-**P**arty **H**igher **A**uthority
(Maximum Credibility at Scale)

Three values in the Pedia Credibility Algorithm are givens:

Truthful **H**igh-**V**alue **I**nformation -

Truthful information consumers use to make their buying decisions including: specifications, reviews, comparisons, ratings, etc.

Point **O**f **N**eed -

The point when consumers are seeking such [information](#).

Across All Markets

The convenience of providing truthful high-value information on all the products and services consumers want in one location.

“Pedia” is the final “catalyst” in the algorithm:

Independent Third-Party Higher Authority
Brand/Perception/Expectation

Marketers and Consumers Can Take Back Their Power — Forever

This same “Pedia Effect” enables a “bunch of powerful somebodies” (marketers), with advertising and credibility, to build a “marketing-Pedia” that provides consumers with “everything they want to know about everything they want to buy” in convenient company “*encycloPedia*s” using the same “Pedia” brand that generates the ITPHA perception, taxonomy, and fulfillment in consumers’ minds. By creating comprehensive, truthful company “*encycloPedia*s” and including the “pedia” suffix or “encyclopedia” in the title or name, marketers can take back their power from the Big Tech Mega-Monopoly Middlemen (BTM3) and prevent total domination by BTM3+AI.

Truthful High-Value Information “Pedia”s are created by marketers on their company websites by repurposing existing information about their company, products, and services. Whether it’s the traditional word of mouth from a friend, an expert review, or information from a credible source consumers believe, the [most powerful marketing](#) is always Truthful High-Value Information delivered at the consumer’s Point Of Need by an Independent Third-Party Higher Authority that consumers believe and remember. And this is exactly what the “Pedia” delivers.

The “Pedia Effect” creates “2 for 1” Pedia platforms

That come in two versions, “individual” and “network.” Marketers create individual Pedia platforms on their websites and with the simple addition of a few lines of code, these individual platforms transparently join the PediaNetwork[®] platform, still under 100% control of the marketer, but with the added power of “network effects.” An aggregated PediaNetwork[®] of individual marketer “*encycloPedia*s” creates a consumer-direct PON “marketing-Pedia” more powerful than any POI advertising platform in history — controlled by marketers and consumers together — not another BTM3.