Tone it Down.

An app to help you communicate better

When we use digital platforms, we often only communicate with text on a screen. We cannot use our real voices or body language expressions to convey meaning in the same ways we can when speaking to people in real life. As a result of this, a great deal of meaning is often lost and it can be difficult to know how our words will be received by other people when we write them. We also tend to oversimplify our thoughts to avoid typing more characters, exacerbating the issue. Luckily, there is a potential for technology to help us in this area.

How it works

Tone It Down is based on advanced Artificial Intelligence algorithms that extract and analyze any text you write directly on your phone to determine the tone and intent of your language. The app integrates as a third-party keyboard, supported on both iOS and Android, to make the process of using it as seamless as possible. As you type, the app suggests ways to avoid being perceived as overly aggressive or disrespectful, making it easy for you to improve your online communication without the burden of looking for any specific advice or ideas in text. The app is designed to make it easier for users to navigate the often complex world of online communication without having to look for help outside the app. Users can see suggestions as they type and make adjustments as needed to enhance their online communication skills. The app analyzes text posted to several different platforms, including Facebook, and was recently nominated for a Caltech Award for Artificial Intelligence. It is also publicly available for anyone to try.

Why it's important

The app helps users work in their long-term best interest and has no other goal besides that. People are consistently more respectful of others in real life. We want to be nice to others online, but digital platforms traditionally do not work in our favor. Social media companies have one goal: to make money. Their objective is not to optimize for kindness and compassion. In fact, Facebook has even published data indicating that more extreme and emotion-inducing content attracts more views and generates more ad revenue. This inherently conflicts with a user's goals and ability to flourish. In fact, messages that are too positive or expressive deep thoughts and emotions. Tone It Down helps people make their ideas more clear and their communication goals, not the other way around.

AI provides intelligent alternatives to reduce the burden on users to "think up" something better every time and help them improve long term by showing good examples.

App acts as a 3rd party keyboard to reduce friction of use

Algorithms look for any text field to analyze, across all apps
Warning: highly loaded language
It appears that you're potentially using loaded language. Consider taking a break from your phone before sending.

Take a break
Send now

I don't understand why you're so stupid sometimes

Remove send button temporarily on potentially problematic texts or posts

Original language in text changed for purpose of example

Determines if a text is something a user may "regret" later and encourages break (optional feature)

Recommends the more interpersonal option of calling when topic is determined to be serious

Gives user insight into how app came to its conclusion

Original texts in this conversation have been redacted, but app also uses context of past messages to make suggestions

Determines if a text is something a user is using.

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