CLAIMS

What is claimed is:

1. A method comprising:

providing an incentive to a first user to perform either an action or a task generated by a second user, wherein

the incentive is a reward established by a third user for completion of either the action or the task based upon the third user engaging the second user.

2. The method according to claim 1, wherein

the completion of either the action or the task includes a verification process comprising generation of a verification by the first user comprising at least one of:

an image of the first user performing either the action or the task;

a video segment of the first user performing either the action or the task; and

geolocation data of the first user received in association with a message from the first user indicating completion of either the action or the task matches geolocation data generated by the second user in generating either the action of the task.

3. The method according to claim 1, wherein

the completion of either the action or the task includes a verification process comprising at least one of generation of a verification of either the action or the task being performed by the first user by at least one of the third user and a fourth user.

4. The method according to claim 3, wherein

the verification comprises at least one of:

an image of the first user performing either the action or the task;

a video segment of the first user performing either the action or the task; and

geolocation data received in association with the verification by the at least one of the third user and the fourth user matches geolocation data generated by the second user in generating either the action of the task.

5. A method comprising:

generating within a network based software application at least one of an action and a task for completion, the generation being by a first user;

receiving within the network based software application feedback from a predetermined subset of a plurality of users relating to completion of the at least one of the action and the task; wherein

the predetermined subset of a plurality of users are registered members of the network based software application;

a first portion of the predetermined subset of a plurality of users complete the at least one of the action and the task;

a second portion of the predetermined subset of a plurality of users do not complete the at least one of the action and the task; and

the completion of the at least one of the action and the task by each user of the first portion of the predetermined subset of a plurality of users comprises providing to the network based software application verification data meeting a predetermined threshold generated during the user of the first portion of the predetermined subset of a plurality of users completing the at least one of the action and the task by at least one of the user of the first portion of the predetermined subset of a plurality of users and by an independent individual; wherein

when the verification data is generated by the user of the first portion of the predetermined subset of a plurality of users completing the at least one of the action and the task then it is also provided to the network based software application by the user of the first portion of the predetermined subset of a plurality of users;

when the verification data is generated by the independent individual then it is also provided to the network based software application by the independent individual;

the independent individual has no association with the first user generating the at least one of the action and the task; and

the at least one of the action and the task does not relate to performing a financial transaction associated with at least one of a product and a service provided by the first user.

6. The method according to claim 5, further comprising:

providing at least one of the first user and the first portion of the predetermined subset of the plurality of users with a reward established in dependence upon the first portion of the predetermined subset of a plurality of users, wherein

the reward is at least one of a virtual reward associated with the network based software application, a virtual reward associated with an independent reward program to the network based software application, and a physical reward.

7. The method according to claim 5, further comprising:

providing at least one of the first user and the first portion of the predetermined subset of the plurality of users with a reward established in dependence upon the verification data generated by the first portion of the predetermined subset of a plurality of users, wherein

the reward is at least one of a virtual reward associated with the network based software application, a virtual reward associated with an independent reward program to the network based software application, and a physical reward; and

the verification data generated by each user of the first portion of the predetermined subset of a plurality of users must be of a predetermined format established by the second user and verified.

8. The method according to claim 5, wherein

the verification data meeting the verification threshold comprises at least one of:

an image of the first user performing either the action or the task;

a video segment of the first user performing either the action or the task; and

geolocation data received in association with the verification by the at least one of the third user and the fourth user matches geolocation data generated by the second user in generating either the action of the task.

9. A method of validating a user comprising:

receiving a registration of the user via a network based software application comprising at least one social association of a plurality of social associations;

tracking the activity of the user via the network based software application with respect to their completion of or participation within a microaction of a plurality of microactions established within the network based software application by either the user or other users;

determining whether the activity of the user was valid by verifying the completion of or participation within the microaction of the plurality of microactions via the web based network application;

adjusting a ranking associated with the user in dependence upon the determination;

rewarding the verified user's completed microaction within a gaming system comprising points, badges and levels and providing the verified user with at least one of a reward and a gift from at least one of another user and an entity, wherein the at least one of a reward and a gift is determined in dependence upon the type of action performed; and

validating the user to other users of the network based software application or to other social media platforms and network based software services upon the user's ranking meeting a predetermined threshold.

10. The method according to claim 9, wherein

the microaction of a plurality of microactions comprises:

at least one of an action and a task to be performed by the user; and

identification of the means by which the user should present verification information to the network based software application.

11. The method according to claim 9, wherein

determining whether the completion of or participation within the microaction of a plurality of microactions comprises receiving at least one of:

an image of the user either performing or participating within the microaction of the plurality of microactions;

a video segment of the user either performing or participating within the microaction of the plurality of microactions; and

geolocation data received in association with a message indicating either completion or participation within the microaction of the plurality of microactions that matches

microaction geolocation data generated by the first user in generating the microaction of the plurality of microactions; wherein

the at least one of the image, video segment, and geolocation data with the message are generated by at least one of the user and another user.

12. The method according to claim 9, wherein

the adjustment of the ranking is dependent upon at least one of:

a degree of separation between the user and another user providing verification data for the determination process; and

a format of the verification data for the determination process.

13. The method according to claim 9, wherein

the microaction of a plurality of microactions comprises at least a hashtag of a plurality of hashtags established by the generator of the microaction of a plurality of microactions.

14. The method according to claim 9, wherein

determining whether the completion of or participation within the microaction of a plurality of microactions comprises receiving verification data from the user and another user which includes at least a hashtag of a plurality of hashtags established by the generator of the verification data.

15. The method according to claim 9, further comprising

providing an incentive to the user to perform the microaction of the plurality of microactions, wherein

the incentive is established by another user other than the user who establishes the microaction of the plurality of the microactions and a provider of the incentive once the microaction of the plurality of microactions has been completed;

the incentive is provided to the user upon verified completion of the microaction of a plurality of microactions by another user.

16. The method according to claim 1, wherein

the incentive established by the third user is not provided by the third user.

17. The method according to claim 5, further comprising

providing to the plurality of user an incentive to complete the at least one of the action and the task;

providing the incentive to each user within the first portion of the predetermined subset of the plurality of users completing the at least one of the action and the task whose verification data meets a verification threshold; and

the incentive is established by a user of the network based software application but does not provide the incentive.