



Utilization of Blockchain Reward Systems in Various Sectors for Societal Benefit: Conceptual Transportation Example

Burhan DUMAN^{1*}, Tolga UÇAR²

¹Isparta University of Applied Sciences, Faculty of Technology, Computer Engineering, Isparta
²Isparta University of Applied Sciences, Faculty of Technology, Computer Engineering, Isparta

Abstract

Blockchain technology has made incentives for positive behavior rewarding systems a powerful tool that enhances societal development. The present article explores blockchain rewards applications in areas such as Medicine, Education, Transport, etc. Upon reviewing Pi Coin and crypto games on the internet that work, we suggest a holistic model for using Blockchain Rewards to incite innovation and resolve challenges that are pressing other sectors. This is well-reflected in the phrase "Aligning incentives with social good" which clearly defines how blockchain rewards can be applied to bring about worthwhile transformations leading to better quality of life globally. An integral part of our vision is a world where these systems based on blockchain technologies actively promote global changes through improvements in welfare.

Keywords: Blockchain rewards, social good, innovation, societal development

Blockchain Ödül Sistemlerinin Çeşitli Sektörlerde Toplumsal Fayda Amaçlı Kullanımı: Kavramsal Ulaşım Örneği

Özet

Blockchain teknolojisi, olumlu davranış ödüllendirme sistemlerine yönelik teşvikleri toplumsal kalkınmayı artıran güçlü bir araç haline getirmiştir. Mevcut makale, Tıp, Eğitim, Ulaşım vb. alanlardaki blockchain ödül uygulamalarını araştırıyor. Pi Coin ve internetteki işe yarayan kripto oyunlarını inceledikten sonra, yeniliği teşvik etmek ve acil zorlukları çözmek için Blockchain Ödüllerini kullanmak için bütünsel bir model öneriyoruz. Bu, küresel olarak daha iyi yaşam kalitesine yol açan değerli dönüşümler sağlamak için blockchain ödülleri nasıl uygulanabileceğini açıkça tanımlayan "Teşvikleri sosyal faydayla uyumlu hale getirmek" ifadesinde iyi yansıtılmıştır. Vizyonumuzun ayrılmaz bir parçası, blockchain teknolojilerine dayalı bu sistemlerin, refahtaki iyileştirmeler yoluyla küresel değişiklikleri aktif olarak teşvik ettiği bir dünyadır.

Anahtar Kelimeler: Blockchain ödülleri, sosyal fayda, yenilik, toplumsal gelişim

Makale Bilgisi

Başvuru:
22/05/2024
Kabul:
31/05/2024

* Corresponding e-mail: burhanduman@isparta.edu.tr

1 Introduction

Blockchain technology has caused significant changes in the world and is still changing. A lot has led to innovation in different sectors and provided companies with exciting new services and increased capabilities provided the opportunity [1]. At the heart of this innovation lies the concept of blockchain praise structures, which offer a tantalizing prospect of incentivizing high-quality behaviors and utilizing societal progress. As we stand on the cusp of a technological revolution, it's vital to discover the multifaceted programs of blockchain rewards, no longer simply as a means of financial benefit but as a mechanism for fostering collective well-being and addressing some of the most urgent challenges facing humanity today.

The integration of the blockchain era into praise structures represents a paradigm shift in how we incentivize and encourage individuals and communities. Unlike conventional praise packages, which frequently rely upon centralized government and opaque mechanisms, blockchain rewards provide a level of transparency, security, and immutability that instills agreement among participants. This trust paperwork is the muse upon which numerous sectors can build revolutionary solutions to complicated problems, leveraging the electricity of incentives to power positive trade at scale.

We embark on a journey to discover the substantial landscape of possibilities afforded via blockchain reward structures across a diverse range of domains. From healthcare and training to transportation, environmental conservation, and the past, we delve into how blockchain rewards can catalyze innovation and societal development.

Drawing ideas from a hit implementation inclusive of Pi Coin and online crypto games, we seek to clarify a complete framework for leveraging blockchain rewards to address some of the maximum urgent challenges going through our international nowadays.

Our exploration starts by analyzing the potential of blockchain rewards and virtual currencies to revolutionize healthcare, incentivizing healthy behaviors and preventive care initiatives to improve normal well-being and reduce healthcare expenses. Virtual currencies are digital currencies developed by individuals or companies that can be controlled by a central authority and used in a specific virtual environment. Virtual money refers

to a technology designed to perform payment transactions electronically [2].

We then pivot to the area of schooling, where blockchain rewards keep promise for reworking mastering reports, selling instructional excellence, and fostering lifelong knowledge.

As we navigate this landscape of opportunities, it's miles vital to understand the transformative capability of blockchain rewards to form a more equitable, sustainable, and wealthy global for all. Yet, understanding this vision requires not simplest technological innovation but also a commitment to values that include inclusivity, transparency, and social duty. In the pages that comply with this, we invite you to sign up for us on this adventure of exploration and discovery, as we discover the transformative electricity of blockchain rewards to drive tremendous alternate and create a brighter destiny for generations to come.

2 Related work

Blockchain technology offers great potential beyond conventional domains and has various new applications. Security is among the top parameters in blockchain applications, with Parizi et al. [3] pointing out how vulnerabilities in smart contracts can be easily revealed. This is an extremely crucial discovery concerning reward systems, and in fact, it presses for secure and robust blockchain rewards.

Wang et al. [4] discussed how blockchain technology can be applied to wireless communications for the upcoming 6G era. It can drastically change how we communicate and transact, which would significantly impact the way when and where rewards are distributed and managed. Tahir et al. [5] discuss the use of blockchain in advanced communication networks, shedding light on the challenges and opportunities of incorporating blockchain rewards into future systems. Otoum et al. [6] introduce a framework for blockchain-enabled sustainable energy trade at the edge, emphasizing the importance of transparent and efficient transactions for blockchain systems. Shin and Hwang [7] emphasize the significance of security and traceability in blockchain, aspects crucial for ensuring robust security and transparency in blockchain systems.

Overall, the literature shows that incorporating blockchain technology into reward systems has the potential to completely change how incentives work.

It is important to recognize the unique challenges and opportunities that exist in different situations to fully harness this potential. Further studies should focus on filling these gaps and examining how blockchain reward systems can be used in different fields.

3 Understanding the blockchain reward system

Blockchain technology revolutionized how rewards are issued. Utilizing a secure and immutable system ensures that the rewards that come with good deeds are both transparent and tamperproof. This article discusses how blockchain-based rewards operate, identifying their applications within multiple industries. The impacts of such rewards can completely change our incentives and forms of acknowledgment.

Blockchain works on a decentralized network, meaning many nodes (think of them as points) maintain a shared record.

Each transaction gets noted down on a block, which then gets linked to the previous one, forming a chain of blocks (see Figure 1). Smart contracts play a big role here. They're contracts written directly into code that automatically make sure reward conditions are met. This means rewards are given out based on specific rules without needing middlemen. Every transaction is open for everyone to see and can be checked by all participants. Plus, blockchain's unchangeable nature boosts security and trust.

Blockchain payment systems are built on the basic principles of transparency, security, and immutability. These principles distinguish blockchain rewards from traditional methods and play an important role in incentivizing strategies. Blockchain rewards use smart contracts, tokenization, and consensus mechanisms to incentivize desired behavior. These methods reward stakeholders and provide effective, transparent, and reliable solutions.

A comparative analysis of traditional reward mechanisms and blockchain-based incentives reveals significant differences in terms of efficiency, transparency, and trust. Blockchain rewards provide real-time reward distribution, transparent back-end transactions, and increased trust through decentralized consensus. Blockchain payments have far-reaching implications in areas such as healthcare, education, and environmental protection

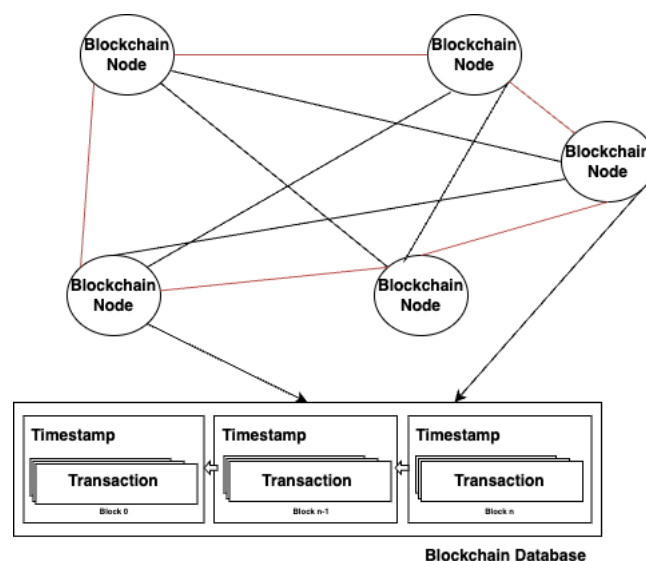


Figure 1. Blockchain network

They can promote best practices, encourage academic excellence and mobilize collective action for environmental sustainability. Despite the potential, blockchain payment systems face scalability, interoperability, and compliance challenges. Addressing these challenges requires continued research, collaboration, and innovation.

Blockchain reward systems are an innovative way to encourage actions and promote positive outcomes. It is crucial to comprehend these systems and how they can impact the future of incentives.

Blockchain reward systems play an important role in creating value for society. They use clear and secure ways to motivate people.

Blockchain reward system for societal benefit is presented in Figure 2. It is inspired by the works of experts such as [1] and [2]. It shows how blockchain technology can change how we think about rewards.

The blockchain network is the foundation for distributing rewards openly and securely. Reward providers manage this process. People and groups take part by doing positive actions. They get blockchain rewards for their good behavior. This helps make communities better and move society forward.

These blockchain rewards are key for driving progress in many areas. They fit with values like inclusion, openness, and caring about society's well-being. By rewarding constructive efforts, they spark innovation and positive change.

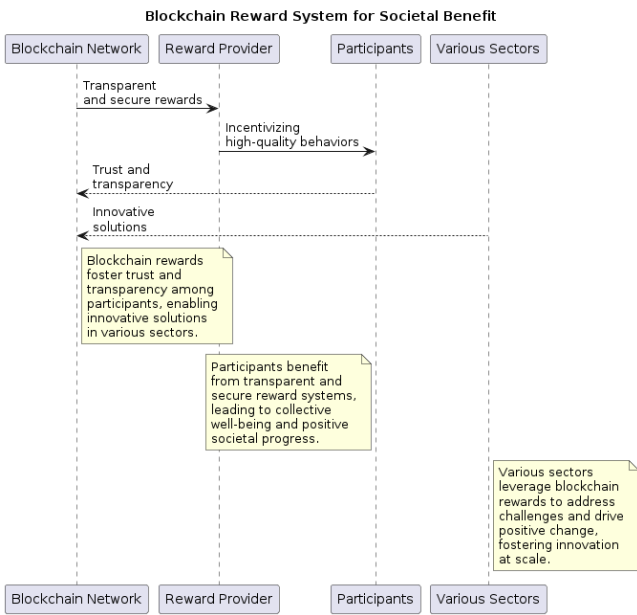


Figure 2. Blockchain reward system for societal benefit

Figure 3 illustrates how blockchain systems could offer rewards across many fields. These systems allow for open and safe ways to earn rewards. At the center of the setup is blockchain tech, which lets rewards work smoothly.

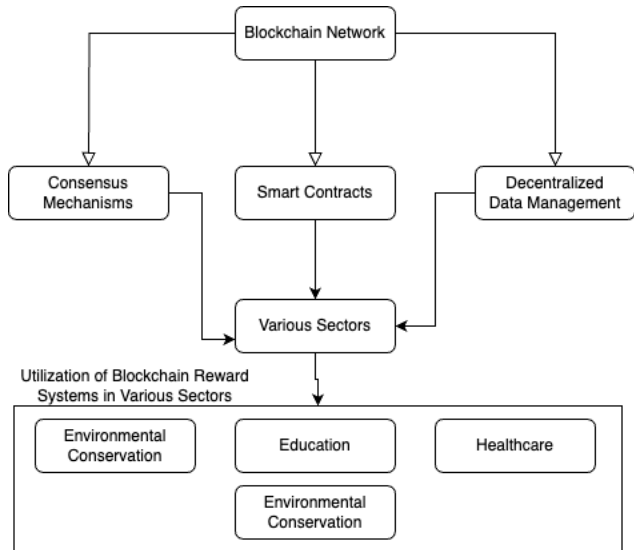


Figure 3. Utilization of blockchain reward systems in various sectors for societal benefit

Five areas are shown where rewards could make a difference. These are Education, Healthcare, Transportation, Environment, and Social Impact. In each one, blockchain rewards may bring exciting changes.

Education: Rewards here can make learning better, get people higher grades, and keep them studying for life.

Healthcare: Offering rewards for healthy habits and check-ups might improve overall wellness and lower medical costs.

Transportation: Rewarding eco-driving habits could reduce pollution from cars and trucks. This ties to conservation efforts.

Environmental Conservation: Blockchain technology provides rewards. These rewards make conservation activities appealing. They support protecting different species. And they stop the environment from getting worse.

Social Impact: Organizations use blockchain rewards. The rewards make people want to help society. They get communities involved. The rewards tackle big issues facing society.

The links between different areas show how efforts connect. They aim to benefit people and bring new ideas. By using blockchain reward systems, different sectors work together. They solve complicated problems. And they create positive change worldwide.

4 Utilizing blockchain reward systems across diverse fields

4.1 Healthcare

The healthcare zone stands at the vanguard of societal importance, with its impact reverberating via each thing of human existence. Blockchain praise systems provide a unique opportunity to revolutionize healthcare by way of incentivizing healthy behaviors, improving patient consequences, and riding innovation inside the delivery of healthcare offerings (Figure 4).

At its middle, healthcare isn't always merely approximately treating ailments but also approximately selling wellness and preventing sicknesses before they appear. Blockchain reward structures can play a pivotal function on this preventive method by means of incentivizing people to undertake more healthy lifestyles and engage in proactive health control. Participants may want to earn rewards for an extensive variety of activities, consisting of normal workouts, nutritious eating conduct, adherence to medication regimens, and participation in preventive screenings and vaccinations.

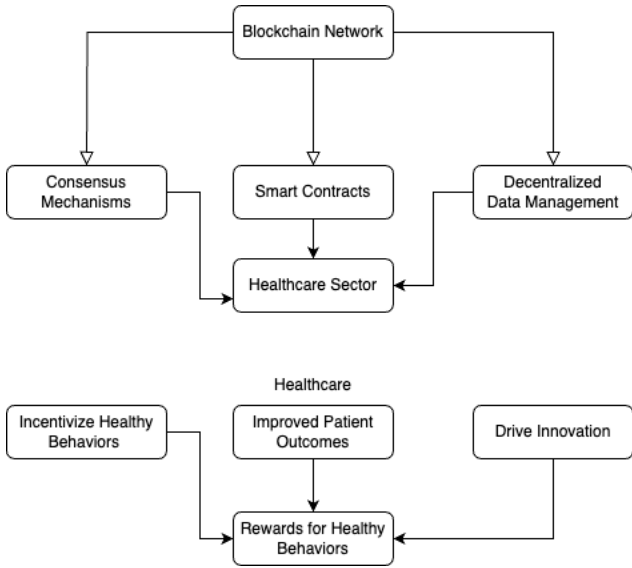


Figure 4. Example of using a blockchain reward system for healthcare

By aligning incentives with fantastic fitness outcomes, blockchain rewards can empower people to take possession of their fitness and well-being, leading to improved standard health consequences and decreased healthcare costs. Moreover, these rewards can serve as an effective tool for motivating individuals to triumph over boundaries to healthful living, together with loss of get right of entry to healthcare services, constrained fitness literacy, and socioeconomic disparities.

Furthermore, blockchain praise systems can enhance transparency and consideration in healthcare transactions, making sure that sufferers have admission to to correct and verifiable records approximately their clinical records, treatment options, and healthcare companies. By recording medical transactions on a steady and immutable blockchain ledger, blockchain rewards can lessen the hazard of medical errors, fraud, and statistics breaches, in the end, main to higher patient consequences and better ranges of trust within the healthcare device.

In precis, blockchain praise systems preserve giant promise for transforming healthcare by incentivizing healthful behaviors, using innovation, and enhancing the overall exceptional performance of healthcare delivery.

By aligning incentives with advantageous health effects, these structures can empower people to manage their health and well-being, main to a healthier, happier, and extra resilient society. As we explore the possibilities of blockchain rewards in healthcare, it's far vital to prioritize privateness,

security, and moral issues to make certain that those systems uphold the highest standards of patient care and respect for personal rights.

4.2 Education

Blockchain praise structures preserve promise for remodeling training by way of incentivizing educational achievement and fostering lifelong learning (Figure 5). Students should earn rewards for educational excellence, participation in educational sports, and contributions to collaborative mastering environments.

Educators and institutions can also utilize these structures to praise the advent and sharing of instructional content material, promoting understanding alternate and innovation in the discipline of education.

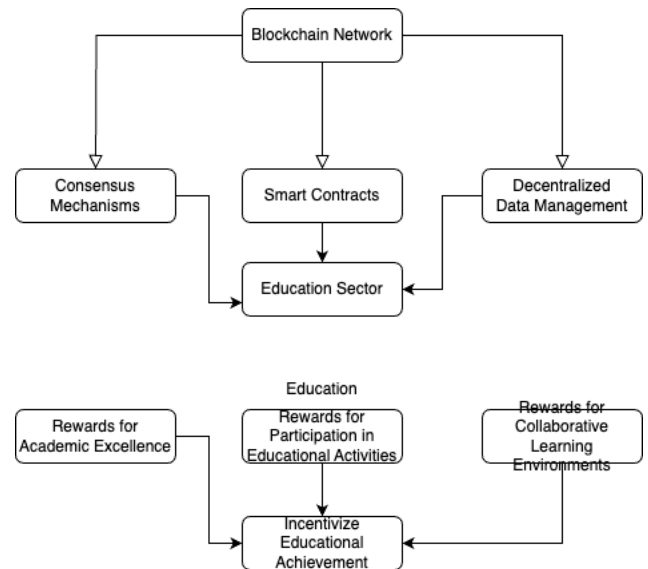


Figure 5. Example using of blockchain reward system for education

4.3 Transportation

Blockchain-based praise systems in the transportation sector can encourage eco-friendly individual behaviors and also enable innovative solutions for infrastructure and urban planning. These systems reward people for choosing sustainable transport options like public transit or carpooling. This provides a financial incentive for individuals to reduce their carbon footprint and contribute to a cleaner environment (Figure 6).

Blockchain technology can be used to track and confirm reductions in carbon emissions from sustainable transportation choices. This transparent and unchangeable record of environmental impact allows for more accurate monitoring of progress toward sustainability goals

and can encourage further investment in green transportation initiatives.

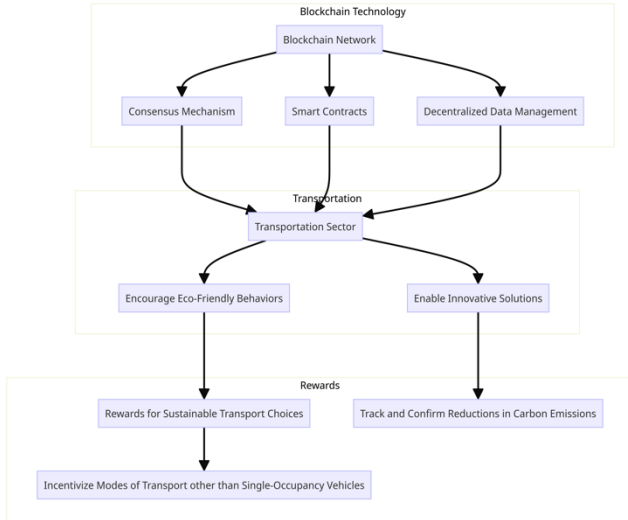


Figure 6. Example using of blockchain reward system for transportation

Moreover, blockchain rewards could help to overcome major issues associated with the urban transport sector, such as traffic congestion and air pollution. For example, these systems might be rewarded by incentivizing modes of transport other than single-occupancy vehicles, thereby easing the burden on transport infrastructure and boosting the overall air quality within cities.

Overall, blockchain reward systems offer a promising approach to transforming the transportation sector. They align incentives with environmentally friendly behaviors, foster innovation, and ultimately contribute to a more sustainable future.

4.4 Environmental conservation

Blockchain praise systems can incentivize individuals and companies to take part in environmental conservation efforts and help biodiversity conservation (Figure 7).

Participants may want to earn rewards for activities along with tree planting, seashore cleanups, and natural world conservation projects. By aligning incentives with environmental stewardship, blockchain rewards can mobilize collective action closer to protective herbal resources and preserving ecosystems for destiny generations.

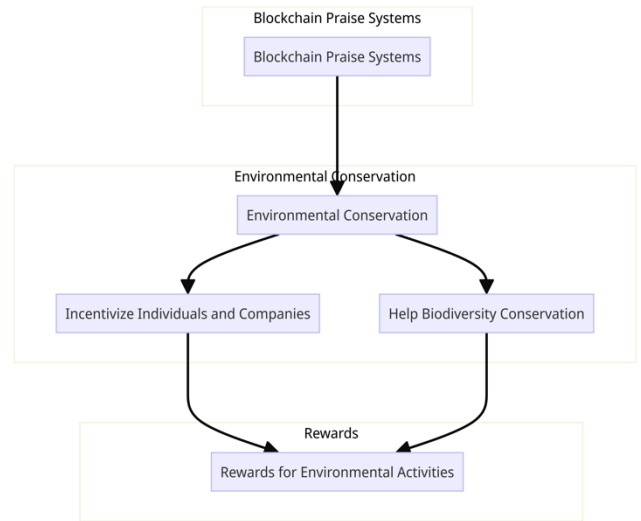


Figure 7. Example using of blockchain reward system for environmental conservation

4.5 Social impact

Blockchain reward systems have emerged as a new approach to incentivizing social engagement and community-driven initiatives. The operation of these systems is based on the concept that incentives in blockchain systems are tied to social good; they, therefore, have an impact of motivating individuals to be socially active and productive in activities that have a positive impact on their communities (Figure 8).

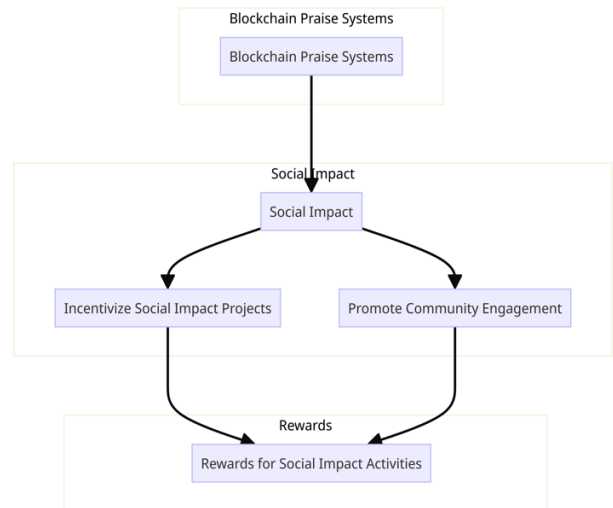


Figure 8. Example using of blockchain reward systems for social impact

In this regard, volunteering, charitable giving, and community support are not just an act of selflessness but rather ways through which one earns some reward in the blockchain world.

The integration of incentives within social impact projects is the quest by blockchain technology to solve some of the most important problems facing society, such as poverty, homelessness, and inequality.

In academia, the use of blockchain in incentivizing social engagement is a paradigm shift in how technology can be used to enhance community development. The application of decentralized and transparent reward mechanisms creates a culture of collaboration, empathy, and social responsibility.

Blockchain reward structures also yield a more nuanced insight into human behavior within socioeconomic systems. They not only consider intrinsic motivation but also consider the power of extrinsic rewards in creating behavioral outcomes. Through this, blockchain incentive systems can be seen to be a hybrid model combining intrinsic and extrinsic motivations to push socially desirable actions.

5 Conceptual framework

The conceptual framework illustrated in Figure 9 proposed in this study is based on the development and functioning of a blockchain-based reward system designed to promote the use of public transportation and to enhance environmental sustainability in urban areas. The framework comprises several essential components that are germane for the successful establishment and operation of such a system.

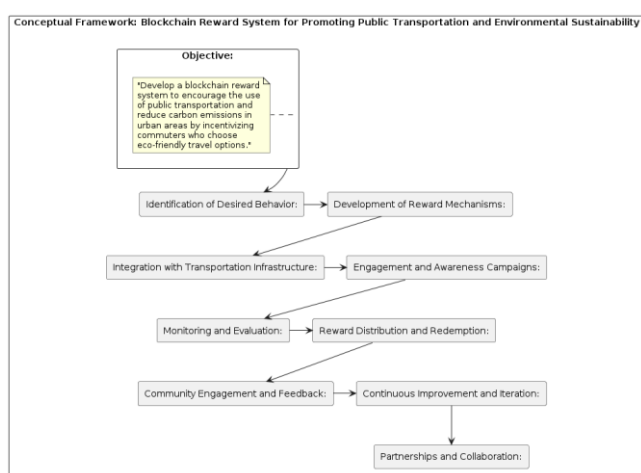


Figure 9. Conceptual framework: blockchain reward system for promoting public transportation and environmental sustainability

5.1 Objective definition

In essence, the proposed framework aims to encourage the use of eco-friendly means of travel by

utilizing public transportation over the use of personal vehicles. This objective is part of larger goals involving the reduction of carbon footprints and traffic congestion in urban areas.

5.2 Identification of desired behavior

Based on the framework, the definition of desired behavior is the use of public means of transport, such as buses, trains, and trams, to commute and travel within local areas of a city. This is identified as the initial positive behavior towards sustainable mobility practices.

5.3 Development of reward mechanisms

Development of mechanism reward styles are developed that help to incentivize and motivate the desired styles of behavior. These mechanisms are developed within the framework by leveraging blockchain technology and smart contracts for the development of a transparent and automated system for distributive rewards to commuters in light of their use of public transportation services.

5.4 Objective definition

The key to the successful implementation of the reward system is the efficient integration with existing infrastructure of transportation. Collaboration with transportation authorities is needed to integrate the blockchain-based system with smart transit cards, mobile ticketing applications, and other infrastructure components.

5.5 Engagement and awareness campaigns

The framework highlights the ability to launch any kind of comprehensive engagement and awareness campaign that helps educate the public regarding the advantages of public transportation and the incentive structure provided by the reward system. Transportation agencies and environmental organizations help through collaborative efforts.

5.6 Monitoring and evaluation

To check the effectiveness of the reward system, strong monitoring and evaluation mechanisms are integrated into the framework. Key performance indicators, such as alterations in ridership patterns and carbon emissions, are monitored using data analytics tools to analyze the system's impact.

5.7 Reward distribution and redemption

Automated reward distribution mechanisms are developed to ensure the timely and proper allocation of tokens to eligible commuters. The accumulated tokens can be redeemed for various

incentives, including reduced transit fares, access to cultural events, or contributions to environmental conservation projects.

5.8 Community engagement and feedback

The framework will foster channels for feedback and suggestions by commuters for the purpose of continual development of the reward system. Interactive events, workshops, and online forums will facilitate clear communication and community participation.

5.9 Continual improvement and iteration

Continuous improvement in the reward system will enable it to be responsive to changing user needs and technological advancement. Cooperation with those stakeholders, such as blockchain developers and sustainability experts, will ensure the system is always up to date and effective in time.

5.10 Partnerships and collaboration

Collaborative initiatives with public transportation agencies, governmental bodies, academic institutions, and corporate entities will be of great importance to the success of the framework. The initiative for enhancing the public transportation infrastructure and addressing societal challenges will ensure the framework's sustainability and expansion.

5.11 Technical details

The project aims to establish a fair, transparent, and automated reward mechanism using a BEP-20 token deployed on the Binance Smart Chain (BSC). One of the core objectives of the project is to address the issue of undervaluation of educational material producers' efforts, enhance their motivation, and promote education, which is the cornerstone of the knowledge economy.

5.12 Technical implementation

Figure 10 illustrates the technical application of blockchain-based reward systems in the transportation sector. It outlines key technical aspects like smart contract development, BEP-20 token integration, decentralized governance, oracles and data feeds, and user wallet integration.

These technical details underline various benefits accruable from blockchain technology. They can go a long way in solving some key issues facing the transport sector, such as environmental sustainability and social impact.

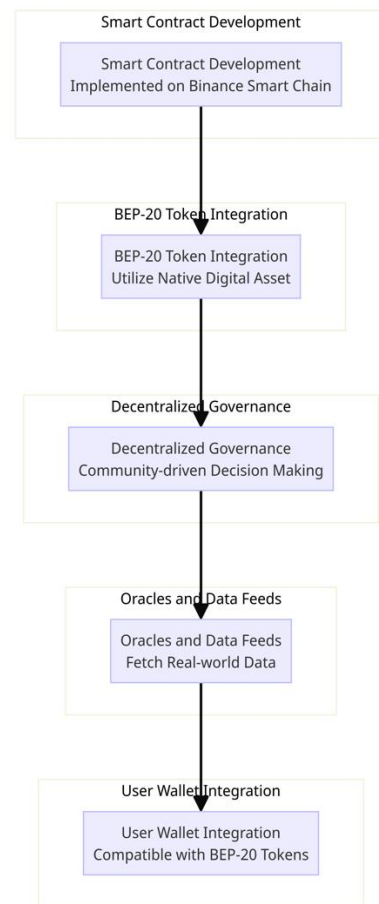


Figure 10. Technical implementation of blockchain reward system

5.12.1 Smart contract development

The reward mechanism is implemented through smart contracts deployed on the Binance Smart Chain (BSC).

These contracts are programmed to autonomously distribute rewards based on predefined criteria, ensuring fairness and transparency in the process.

5.12.2 BEP-20 token integration

A BEP-20-compliant token is utilized as the native digital asset within the ecosystem. This token serves as the medium of exchange for rewarding participants and can be seamlessly transferred and traded on the Binance Smart Chain and supporting decentralized exchanges.

5.12.3 Decentralized governance

Governance mechanisms are incorporated into the project to enable community-driven decision-making processes. Token holders participate in voting and proposal submission, ensuring democratic control over the project's direction and development.

5.12.4 Oracles and data feeds

Oracles fetch real-world data, such as content engagement metrics and user activity, and feed this information into the blockchain. This enables the smart contracts to autonomously trigger reward distributions based on verifiable performance indicators, eliminating the need for manual intervention.

5.12.5 User wallet integration

Users interact with the reward mechanism through compatible wallets that support BEP-20 tokens. These wallets provide a user-friendly interface for accessing rewards, initiating transactions, and managing token balances securely.

6 Results and discussion

Blockchain technology has emerged as a revolutionary force with the potential to promote best practices and drive social improvements across industries. This paper explores multifaceted applications of blockchain reward systems in healthcare, education, transportation, environmental protection, social impact, etc. By analyzing existing implementations such as Pi Coin and online crypto games, we proposed a comprehensive framework for using blockchain rewards to promote innovation and address pressure management challenges.

Healthcare: Healthcare can gain immense advantages from blockchain payment methods, which motivate ideal practices, enhance patient results, and spur healthcare delivery innovations. Tying incentives to positive health outcomes, blockchain rewards inspire individuals to take proactive wellness actions, ultimately improving health results and reducing healthcare expenses.

Education: Blockchain rewards hold the promise of transforming the education sector by encouraging academic excellence, participation in educational activities, and knowledge sharing.

Transport: Blockchain payment systems in transportation can encourage more sustainable transportation modes, reduce carbon emissions, and encourage more efficient use of transportation policies. If individuals are given fares on modes of transportation other than environmentally friendly, blockchain payments help reduce traffic congestion and promote sustainable transportation solutions.

7 Conclusion

Rewards systems using blockchain technology show promise across different areas.

The framework explores how it can drive positive change and innovation. Blockchain rewards have transformative potential. They can encourage good behaviors and address challenges in healthcare, education, transportation, environmental protection, and social impact.

Aligning incentives with social good empowers people and communities. Blockchain rewards let them actively take part in efforts for a more equitable, sustainable, and prosperous future. Examples show how blockchain rewards can motivate healthy habits, promote academic success, encourage eco-friendly travel, mobilize environmental conservation, and foster community involvement.

Realizing blockchain reward systems' potential depends on solving key problems like scalability, integrability, and compliance.

Ongoing research, teamwork, and finding new solutions are crucial for overcoming these hurdles and progressing in the field. Looking ahead, integrating blockchain into rewards could drive large-scale positive change, ultimately contributing to a better world for future generations.

Kaynaklar

- [1] Vujicic D, Jagodic D, Ranic S. (2018, March). Blockchain Technology, Bitcoin, and Ethereum: A Brief Overview. In proceedings of the 2018 17th International Symposium INFOTEH-JAHORINA (pp. 21-23).
- [2] Toplu E. Bitcoin'in Kullanım Sebepleri Ve Rezerv Para Birimleriyle Karşılaştırılması. Master's thesis, Trakya Üniversitesi Sosyal Bilimler Enstitüsü Bankacılık Anabilim Dalı, Edirne, 2021.
- [3] Parizi R, Dehghantanha, A, Choo, Kim-Kwang R, Singh A. "Empirical Vulnerability Analysis of Automated Smart Contracts Security Testing on Blockchains.", 2018, doi: 10.5555/3291291.3291303
- [4] Wang J, Ling X, Le Y, Huang Y, You X. "Blockchain-Enabled Wireless Communications: A New Paradigm Towards 6G." Nat Sc Rev., 2021. <http://doi.org/10.1093/nsr/nwab069>
- [5] Tahir M, Habaebi M, Dabbagh M, Mughees A, Ahad A, Ahmed K. I. "A Review on Application of Blockchain in 5G and Beyond Networks: Taxonomy, Field-Trials, Challenges and Opportunities." IEEE Access, 8, 115876-115904, 2020, <http://doi.org/10.1109/ACCESS.2020.3003020>

- [6] Otoum S, Ridhawi IA, Mouftah H. "A Federated Learning and Blockchain-Enabled Sustainable Energy Trade at the Edge: A Framework for Industry 4.0." *IEEE Internet Things J.*, 10, 3018-3026, 2023 <http://doi.org/10.1109/IIT.2022.3140430>
- [7] Shin, DD, Hwang Y. "The effects of security and traceability of blockchain on digital affordance." *Online Inf. Rev.*, 44, 913-932, 2020, doi: 10.1108/oir-01-2019-0013