

Secret World App Examines Project Sid Findings on Social Awareness and Local Communities

New visual analysis examines Project Sid research on social awareness and asks how visibility of skills and needs may affect local communities.

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- Secret World App has published a five-part visual analysis examining findings from [Project Sid](#): Many-agent simulations toward AI civilization, a 2024 research project that studied how large groups of autonomous AI agents behaved inside shared virtual environments.

The analysis focuses on one specific result from the research: the role social awareness played in the emergence of distinct behaviors and specialized roles.

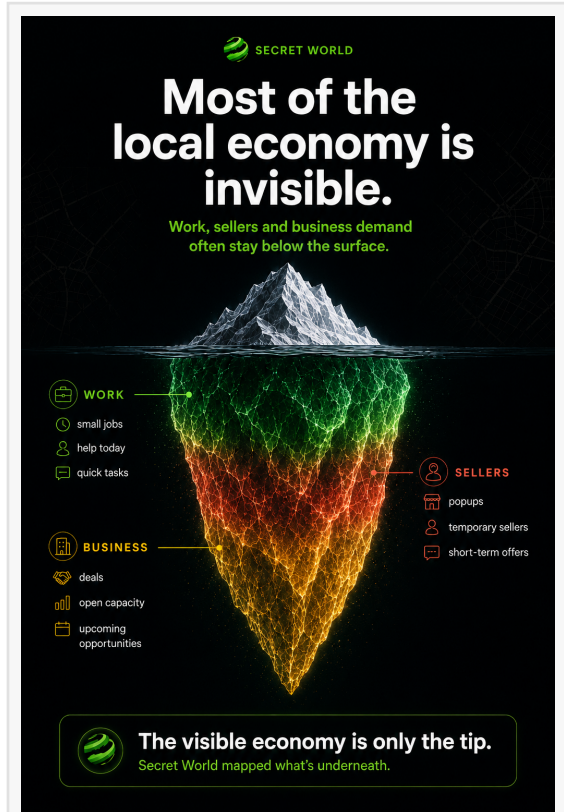
According to the Project Sid research, agents with access to information about other agents developed more varied behaviors and professions, while agents operating with reduced social awareness behaved more uniformly.

Secret World's visual series uses that finding as the starting point for a broader question:

How much activity within a local community remains difficult to discover simply because information about people's skills, needs and availability is fragmented?

Project Sid and Social Awareness

Project Sid examined groups ranging from small populations to simulations involving more than 1,000 autonomous agents.



Secret World visualizes work, independent sellers and business demand as layers of local economic activity that often remain below the surface.

Researchers reported that the agents demonstrated behaviors including specialization, collective rule-following and modification, and forms of social and cultural coordination.

One experiment highlighted the relationship between social awareness and specialization. When agents had information about what others around them were doing, distinct roles emerged. When that awareness was restricted, behaviors became more repetitive and less differentiated.

Secret World is not affiliated with Project Sid, Altera.AL, Fundamental Research Labs or the authors of the study.

The company's analysis does not claim that an AI simulation directly predicts human economic behavior. Instead, it uses the research as a way to examine the importance of visibility within networks.

A Similar Visibility Question Exists in Cities

Local communities already contain a wide range of skills, services, businesses and needs.

A photographer may be available for work while a restaurant nearby needs photographs.

“

Visibility changes what a community can become. When people can see the skills and needs around them, new opportunities can emerge.”

Kaixiong Zhang, Founder of Secret World

A barber may have an open chair while someone nearby is looking for a haircut.

A temporary seller may be operating for only a few hours while potential customers are unaware of the seller's location.

A business may need short-term help, while someone nearby is looking for exactly that type of work.

These situations can exist at the same time and within the same neighborhood without ever connecting.

Information about them may be spread across direct messages, group chats, social-media



Secret World's thesis is that a local economy can become more useful when people can see the skills, needs, sellers and opportunities already around them.

Stories, personal referrals and word of mouth.

Some needs may never be posted publicly at all.

Secret World's analysis refers to this as a local visibility gap: economic activity may already exist, while information about that activity remains difficult to discover.

Short-Term Work Often Happens Outside Online Platforms

Federal Reserve data provides additional context for this question.

According to the Federal Reserve Board's 2024 Survey of Household Economics and Decisionmaking, 9% of U.S. adults reported performing short-term tasks for money, while 4% reported performing short-term tasks through an app or website.

The Federal Reserve also noted that online-platform work represents only part of broader gig activity.

The data does not indicate that all off-platform work should move onto an app. It does, however, show that short-term earning activity extends beyond the digital platforms commonly associated with gig work.

That activity may include small jobs, short-term help, referrals and other arrangements that are often organized informally.

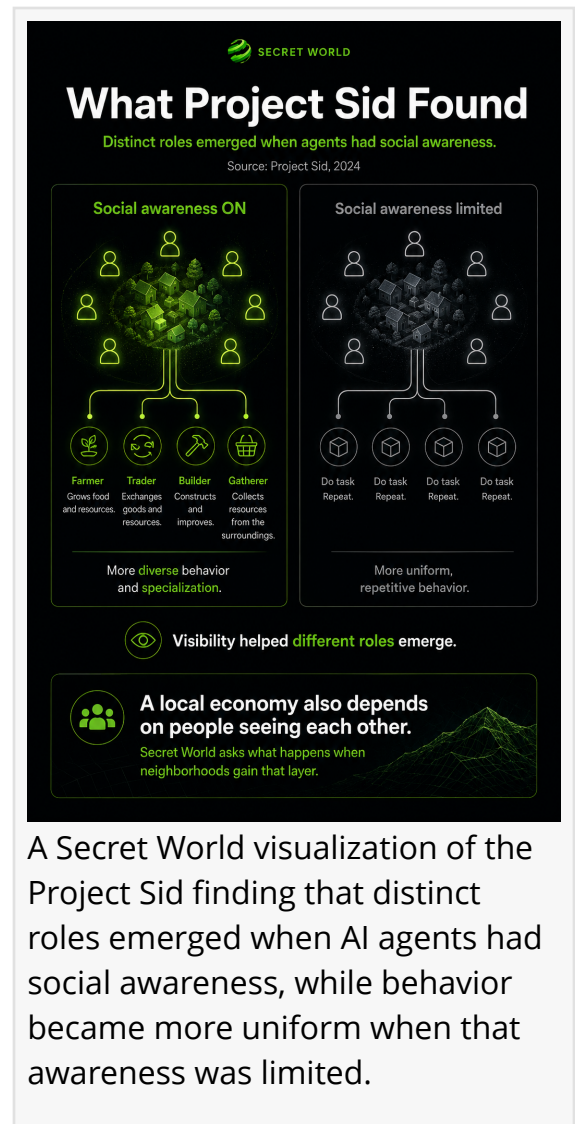
Temporary Sellers Face a Similar Problem

The visual series also examines temporary and independent commerce.

Not every seller operates from a permanent storefront.

Street vendors, home cooks, clothing resellers, independent makers and mobile service providers may operate in one location for only part of a day.

Their customers may discover them through social media, community groups or simply by walking past.



A Secret World visualization of the Project Sid finding that distinct roles emerged when AI agents had social awareness, while behavior became more uniform when that awareness was limited.

Because the activity is temporary, traditional business directories may not always capture it effectively.

A seller may be available today and gone tomorrow.

A product may only be available for several hours.

The location itself may change.

Secret World's analysis treats this as another example of economic activity that can exist without being consistently visible.

Businesses Also Produce Information That Expires Quickly

Permanent local businesses face a different version of the same issue.

Search engines and map services are effective at providing relatively stable information such as a business name, address, operating hours and reviews.

Other information changes much faster.

A restaurant may have a special that afternoon.

A barber may have open appointments.

A shop may need temporary help.

A gym may be looking for a creator.

A business may be hiring or offering a limited promotion.

The visual analysis asks whether these temporary signals should be treated differently from permanent business information.

In one graphic, the distinction is summarized as:

"Google answers where. Secret World asks why today."

SECRET WORLD

A neighborhood already has the pieces.

Skills, demand, sellers and businesses can be close to each other and still stay disconnected.

needs help

has empty capacity

has a skill

has something to sell

needs customers

The supply and demand are already nearby.

A lot of the time, they just can't see each other.

This layer already exists. It lives in group chats, DMs and stories.

A neighborhood may already contain skills, demand, sellers and businesses within walking distance while those people still remain disconnected from one another.

The statement is presented as a framing device for the analysis rather than a claim about the capabilities of any particular platform.

Five Images Examine the Visibility Gap

The five-part series begins with a visual representation of a neighborhood as an interconnected network of skills, needs, sellers and businesses.

A second image summarizes the Project Sid social-awareness finding.

A third shows a real-world neighborhood containing people and businesses with different needs and capabilities.

A fourth uses an iceberg to represent economic activity that remains below the surface of traditional discovery platforms.

The final image shows the Secret World app's local map interface, where different categories of local activity can appear together.

The sequence is intended to move from research, to real-world analogy, to the company's own interest in local information discovery.

A Broader Definition of the Creator Economy

The analysis also reflects a broader interpretation of the term “creator.”

Creator economies are commonly associated with followers, content and online audiences.

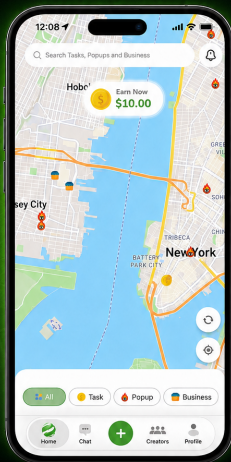
Secret World uses the term more broadly to include people who can contribute a skill or service locally.

That may include photographers, barbers, editors, cooks, designers, promoters, independent sellers and others whose work may be useful without requiring a large online audience.

The company's analysis asks whether making those capabilities easier to discover could change how local communities connect people with needs, work and commerce.

What if the neighborhood could see itself?

Tasks, popups, businesses and creators — visible in one place.



This is the layer that was missing.
It's all on one map now.

Secret World brings tasks, popups, businesses and creators into one local view, making nearby activity easier to discover while it is happening.

“What interested us about Project Sid was not that the participants were AI agents, but the role information appeared to play in specialization,” said Kaixiong Zhang, founder of Secret World. “It raised a broader question about how much human economic activity remains undiscovered simply because people cannot see what others around them need or can contribute.”

Why Secret World Is Studying the Question

Secret World develops a hyperlocal discovery app that includes creator profiles, local tasks, temporary seller listings and business activity.

The company said its interest in Project Sid comes from its work on local information discovery and the question of how fragmented economic activity can become easier to see.

The platform combines Creator Cards, Tasks, Popups and Businesses within a local discovery experience.

The company states that individuals can post tasks without a posting fee and can arrange barter exchanges directly with one another. Secret World does not process payments between users.

The visual analysis does not claim that Project Sid validates Secret World’s model.

Instead, it presents the research as a useful reference point for examining a larger question about human communities:

What changes when people can see more of what others around them can do, need or offer?

About Project Sid

Project Sid: Many-agent simulations toward AI civilization was released in 2024 and examined the behavior of groups of autonomous AI agents operating in shared Minecraft environments.

The research reported findings related to specialization, collective behavior, governance and cultural transmission.

Secret World is not affiliated with Project Sid, Altera.AL, Fundamental Research Labs or the study’s authors.

About Secret World App

Secret World App is a hyperlocal discovery platform designed around creators, local tasks, temporary sellers and business activity.

The app combines Creator Cards, Tasks, Popups and Businesses into a local discovery

experience.

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Business News 2026

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