FOR CREATORS

hupside

How to check whether your post sounds like everyone else's, in 5 minutes or less

A quick originality check for LinkedIn, Substack and Medium writers

> AI made polished output cheap, so the old signals of effort and judgment stopped working. That is signal collapse. Original Intelligence measures how far output diverges from common AI, whatever its source, and Hupside is the Original Intelligence Infrastructure company.

Everyone has the same AI ghostwriter

Your feed is full of posts that sound alike, and your readers can tell. The problem isn't AI use. It's sameness: **does the piece have an original point of view?**

Originality scoring answers that question, and it works whether or not you used AI along the way.

How the score works

- Compared against **common AI**: the typical output AI gives with basic prompting
- Scored from 0 to 300 on **Originality Intensity (OI)**
- **Originality Zones** show where your thinking comes through, and a digital fingerprint shows the pattern at a glance
- Works whether or not you used AI to research, outline or edit

Before you hit publish, you want to know whether it sounds like you or like everyone else's AI. **Originality scoring gives you a number.**

HOW CREATORS USE IT

Six ways to put the score to work

A gut check before you publish

Know whether the piece adds something or just adds to the feed.

Keep your voice while using AI

If the score drops after an AI editing pass, the edit moved your work closer to common AI. Check what changed.

Lead with your point of view

Readers respond to a clear view. The zones show where yours comes through, so you can lead with it.

Be worth citing in AI answers

A post that restates the consensus gives answer engines nothing to cite. Specific detail and a distinct view give them a reason to.

Mine your best material

Your peaks are ready-made hooks, headlines and stand-alone posts.

Compare over time

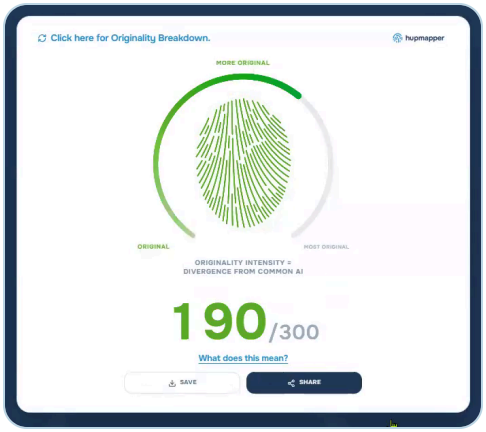
Scores across pieces show how your work moves relative to common AI. Keep your own record of each result.

Try this week. Before you write your next post, ask AI to write it. That's the post a thousand other creators will publish this week. Write yours, score both, and compare.

READING THE RESULTS

Read the score in 60 seconds

SCORE	WHAT IT TELLS YOU
0	Nothing in the work diverges from common AI. It matches what anyone gets from a basic AI prompt, and it's the post your readers have already seen.
Below about 50	Common-AI territory. Work written from a simple prompt usually lands here.
Above 50 and climbing	Your voice and ideas are showing up. The higher the score, the further the work diverges from common AI.
200 to 300	The whole piece consistently and substantially diverges from common AI.



The score card: 190 out of 300

Then check the zones

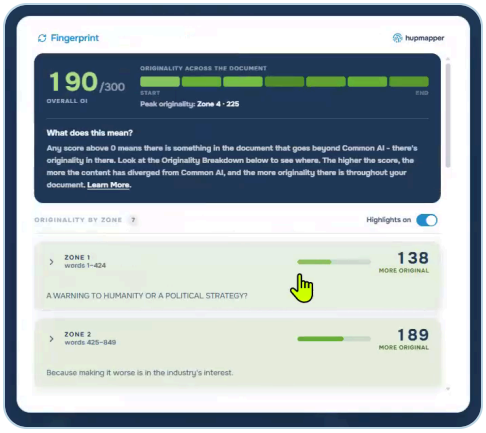
Each zone (roughly 400 words) is scored on the same 0 to 300 scale, so zones are most useful on longer pieces. A short post gets an overall score.

Peaks

Where the work diverges most. Lead with it, build your headline around it, or turn it into its own LinkedIn post.

Valleys

Where the work sits closest to common AI. Add your experience, an example or a real argument, or cut it.



Originality Breakdown, scored zone by zone

Read the score as a continuum: moving from 50 to 55 is a small step; moving from 50 to 150 is a big jump.

STEP BY STEP

Score a piece in 5 minutes

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1 Grab your draft

A Substack post, Medium story, LinkedIn article or long post. English text, up to 5,000 words.

2 Go to app.hupmapper.com and sign in

The first time, you'll confirm your email address (for security only).

3 Paste it in and reveal the score

Paste it into the Add your work box and click Reveal Originality Intensity. Scoring takes about a minute.

4 Read your score, then the zones

Then click "Click here for Originality Breakdown" to see where your thinking comes through.

5 Share it if you like

A shareable LinkedIn badge shows your score and digital fingerprint. It measures the work. It does not verify how the work was made.

Good to know

Original isn't the same as good. A distinctive piece can still be wrong or unclear, and no score guarantees reach.

It's not an AI detector. A high score is not a verdict on how a piece was made. If you use AI, say so wherever your platform lets you.

Reposts and crowded topics score lower. If the models have already seen it, or everyone is posting about it, it's harder to diverge.

Keep your own records. Note each result outside Hupmapper so you can compare pieces over time.

Check the terms. See the Terms of Service and Privacy Policy for how submitted work is handled.

Try it at app.hupmapper.com ↗