Bringing free-as-in-freedom to social networks

what, why, and how

Michał „rysiek" Woźniak

http://**rys.io**/
Twister: **@rysiek**
Diaspora/The Federation: **rysiek@joindiaspora.com**
Mail/XMPP: **rysiek@hackerspace.pl**

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Why?

Technical decision

⇓

non-technical outcome

Decentralized protocols

⇓

resistance to censorship

Private service

≠

Public infrastructure

„The Internet" (2006)

„The Internet" (now)

*„In Nigeria, **9% of Facebook users** said they **do not use the internet**"*

If it's **technically possible**, it's **practically unavoidable**.

rysiek's law of unavoidable consequences

What?

Technical decision

⇩

non-technical outcome

„All my friends *are there*"

Incompatible protocols

⇓

forever alone

Who of you has an account on...

The Federation
(Diaspora/Friendica/GNU Social)

Who of you has an account on...

Pump.io

Who of you has an account on...

Tent

Who of you has an account on...

AppleSeed

Who of you has an account on...

Anahita

Who of you has an account on...

Movim

Who of you has an account on...

OneSocialWeb

Who of you has an account on...

OpenAutonomy

Who of you has an account on...

BuddyCloud

Who of you has an account on...

Jappix

Who of you has an account on...

RetroShare

Who of you has an account on...

SafeBook

Who of you has an account on...

Libertree

How many of you...

...would actually notice if I made half of those names up?

The number of decentralized social network protocols on WikiPedia is...

- Less than **10**

- Between **11** and **25**

- Between **26** and **50**

- More than **50**

The number of decentralized social network protocols on WikiPedia is...

52

The number of decentralized social network protocols on WikiPedia is...

52

And they're mostly **incompatible!**

Which libre, decentralised social network *should your crush choose?*

Freedom of Choice

vs.

Network Effect

The Network Effect

The **more people use** a given telecommunication solution...

...**the more inclined other people will be** to use it.

The Network Effect

The **more people use** a given telecommunication solution...

...**the more inclined other people will be** to use it...

...and **the stronger the tie-in** for its users.

„*Facebook blog is inundated with thousands of protests as users start Facebook group 'We Hate the New News Feed'*"

*„Facebook blog is inundated with thousands of protests as **users start Facebook group** 'We Hate the New News Feed'"*

A social network does not make any sense if there is nobody to network with.

How?

Compatibility

Users don't need any feature more than actually being able to connect to other people.

Compatibility

No, you are not a precious snowflake.

Nor is your protocol.

Compatibility

Don't ask who can implement your protocol.

Ask, whose protocol can you implement.

Community

Lower the (perceived) cost of switching.

Community

„Set up an account now, **tell others**, **come back** when it makes sense for you."
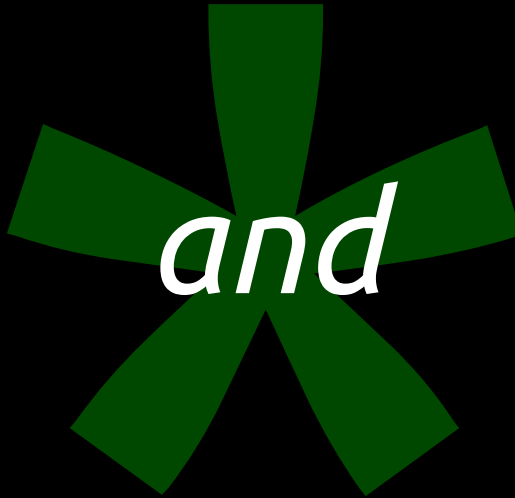
Community

Prison Break Day:
pledge to set-up an account **by a given date,**
tell others (e.g. via other social networks)

Long-term

**Move to peer-to-peer protocols,
but build gateways to connect with
server-based services.**

KEEP
CALM
and
DECENTRALIZE
FEDERATE
SELF-HOST

Thank you!

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