

decentralizovaná budoucnost sociálních médií

Jan Vlnas

New Media Inspiration

8. 2. 2014

OPRÁSKI SÍŤOVÍ HISTORIE

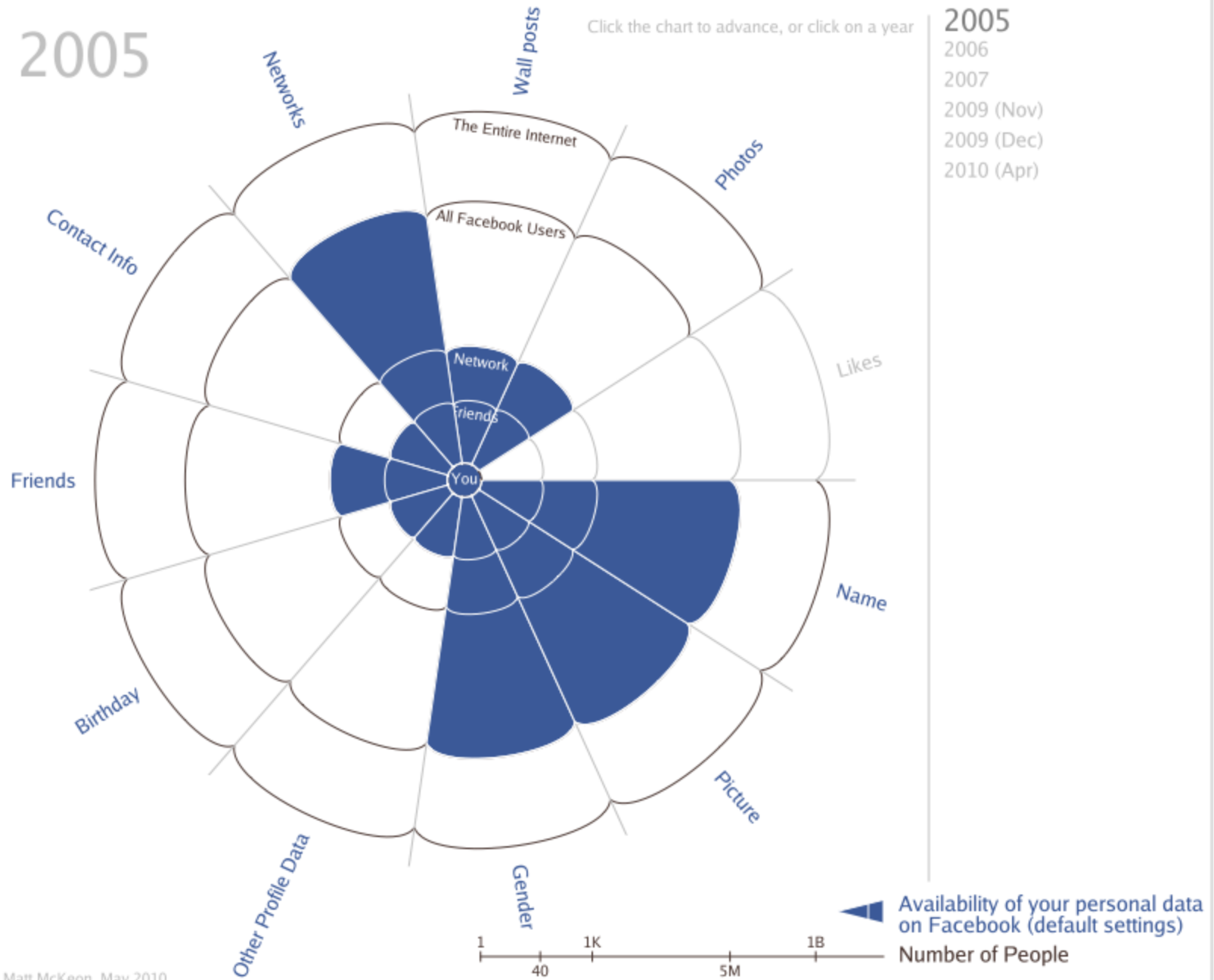
JAK UPLEŽT SOCÁLNÍ SÍŤ





Facebook Friendship Map, 2013
<http://is.gd/0XhyA7>

2005



Matt McKeon, May 2010

<http://mattmckeon.com/facebook-privacy/>

2010 (Apr)

Click the chart to advance, or click on a year

2005

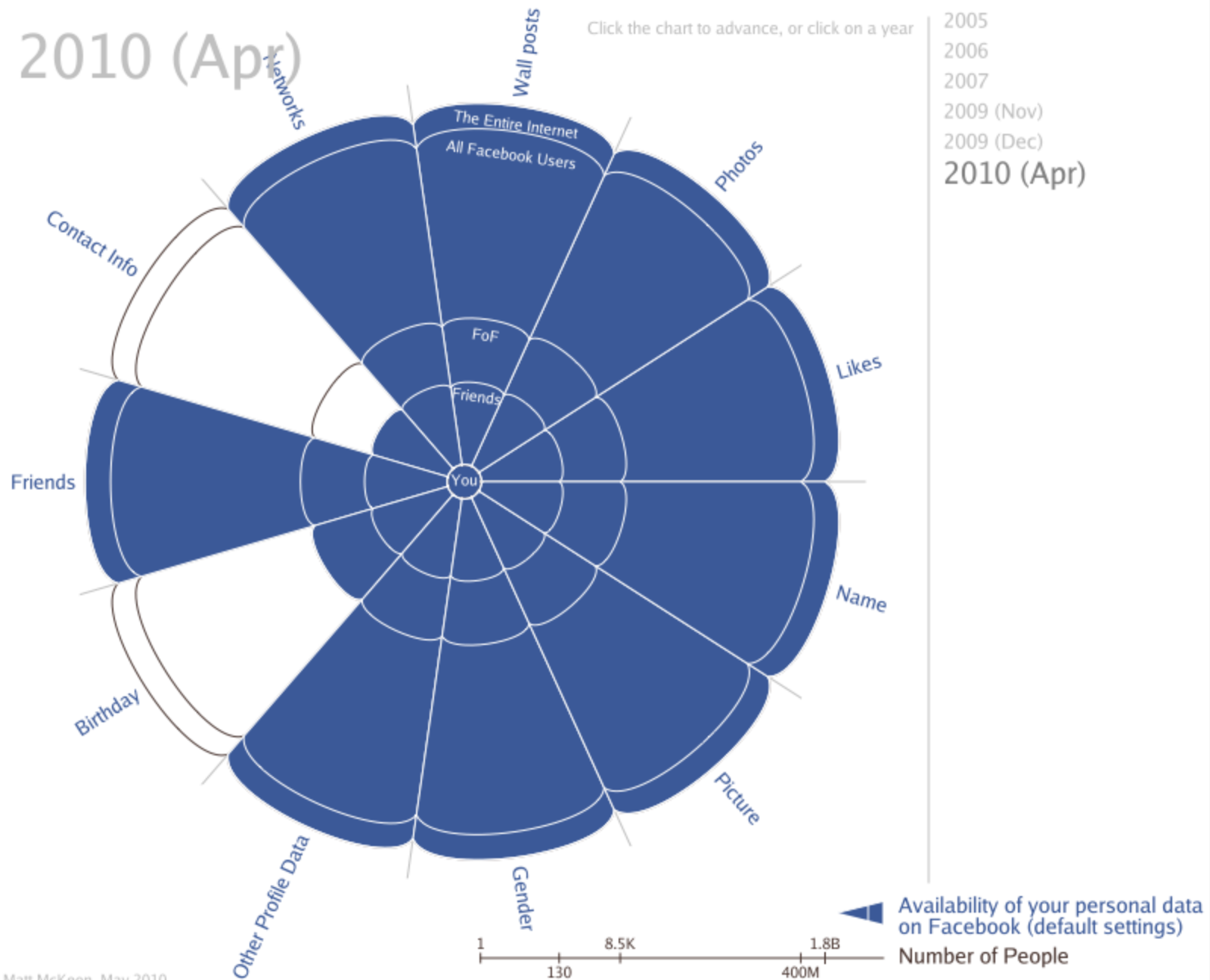
2006

2007

2009 (Nov)

2009 (Dec)

2010 (Apr)



Matt McKeon, May 2010

People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time.

Mark Zuckerberg, 2010

facebook



IS WATCHING YOU

<http://is.gd/2MJEGK>

FIESToFORO.CL

The best minds of my
generation are thinking about
how to make people click ads.

Jeff Hammerbacher,
2011



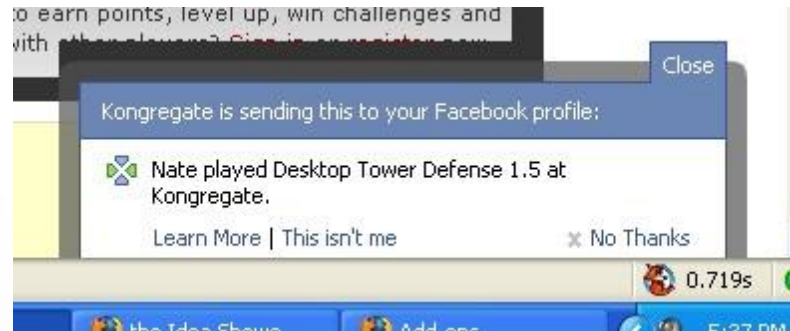
jon hendren

@fart

i love to wake up every morning and
engage with my favorite #brands
online!!!!!!! fucccccccck yeahhhhhh!!!

<https://twitter.com/fart/statuses/429654902898315265>

facebook beacon



instant personalization



If you agree that Facebook doesn't respect you, your personal data or the future of the web, you may want to join us.

WE'RE QUITTING FACEBOOK

May 31
2010

[Why are we quitting?](#)

[What should I know?](#)

[What are my options?](#)

[Send me a reminder](#)

Sick of Facebook's lack of respect for your data? Add your name and commit to quit!

Change language ▾

COMMIT TO QUIT

40750

Committed Facebook
Quitters

ShareThis 102

Why are we quitting?

For us it comes down to two things: [fair choices](#) and [best intentions](#). In our view, Facebook doesn't do a good job in either department. Facebook gives you choices about how to manage your data, but [they aren't fair choices](#), and while the onus is on the individual to manage these choices, [Facebook makes it damn difficult](#) for the average user to understand or manage this. We also don't think Facebook has much respect for you or your data, especially in the context of the future.

For a lot of people, quitting Facebook revolves around privacy. [This is a legitimate concern](#), but we also think the privacy issue is just the symptom of a [larger set of issues](#). The cumulative effects of what Facebook does now will not play out well in the future, and we care deeply about the future of the web as an open, safe and human place. We just can't see Facebook's current direction being aligned with any positive future for the web, so we're leaving.

What should I know?

Quitting Facebook isn't easy. Facebook is engaging, enjoyable and quite frankly, addictive. Quitting something like Facebook is like quitting smoking. It's hard to stay on the wagon long enough to actually change your habits. Having peer support helps, but the way to quit Facebook is not to start a group on Facebook about leaving Facebook.

Part of quitting is understanding the nature of the problem, and there have been a number of [recent articles](#) and [posts](#) that do a much [better job](#) than us at articulating [what's wrong](#) with Facebook. We encourage you to read them and [form your own opinions](#). Moving on will be easier to do when you have made a [clear and conscious choice](#) about why you'd prefer your online life to be Facebook-free.

What are my options?

There are alternatives to Facebook. Understanding what is best for you will depend a lot on what you need out of your social graph on a daily basis. For some, a combination of services like email, Twitter and Flickr might work. For others, a [Ning group](#) or a [specialized social site like Akoha](#) might be an option. If the entire population of Brazil can use Orkut, we think that there's hope for you to find a new home on the web. Wired, ReadWriteWeb and others have recently called for an [open alternative to Facebook](#), and we're personally excited about the potential of the [Diaspora project](#). At the moment, there aren't a lot of great options for direct replacement, but know that you're not alone. When there's a market need, it's not long before better options appear. In our minds, the best thing to do is to contribute to that need - and that's what Quit Facebook Day is about.



diaspora*

<http://nyti.ms/qc9clp>

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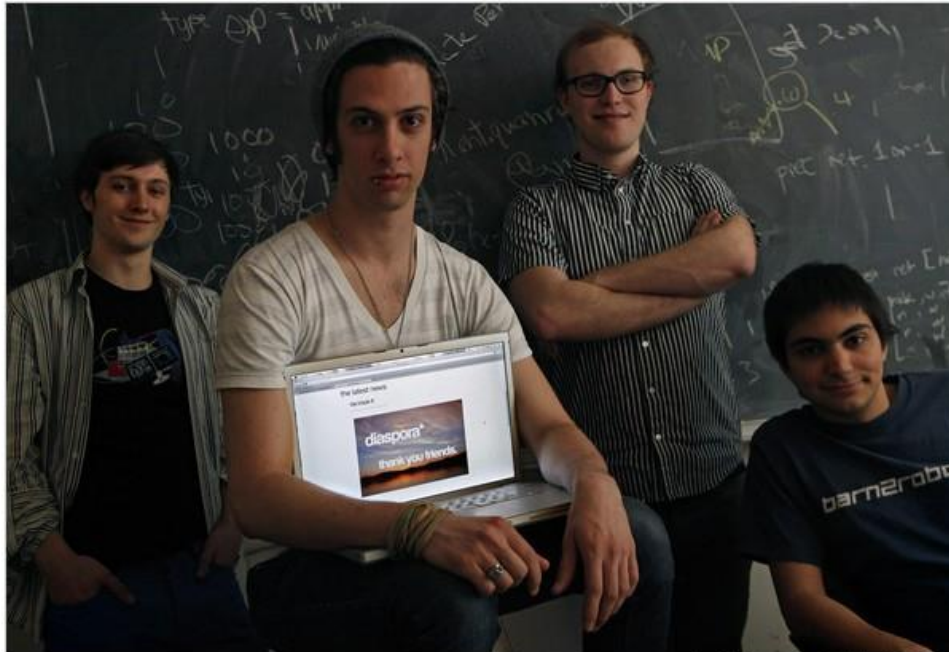
JOBS

REAL ESTATE

AUTOS

ABOUT NEW YORK

Four Nerds and a Cry to Arms Against Facebook



David Goldman for The New York Times

Ilya Zhitomirskiy, 20, far left; Dan Grippi, 21; Max Salzberg, 22; and Raphael Sofaer, 19, all students at N.Y.U., are trying to reinvent social networking online.

By JIM DWYER

Published: May 11, 2010

How angry is the world at [Facebook](#) for devouring every morsel of personal information we are willing to feed it?

Related

Bits Blog: Facebook Executive
Answers Questions (May 11, 2010)

Times Topic: Jim Dwyer

[Readers' Comments](#)

A few months back, four geeky college students, living on pizza in a computer lab downtown on Mercer Street, decided to build a social network that wouldn't force people to surrender their privacy to a big business. It

Log in to see what your friends are sharing on [Log In With Facebook](#)
[nytimes.com](#). [Privacy Policy](#) | [What's This?](#)

What's Popular Now

The Seeds of a
New Generation



Hoffman's
Heroin Points to
Surge in Grim
Trade



MOST POPULAR

EMAILED

BLOGGED

SEARCHED

VIEWED

1. MAUREEN DOWD: High School Maniacal
2. The Stone: The Dangers of Certainty: A Lesson From Auschwitz
3. THOMAS L. FRIEDMAN: The Third Intifada
4. Education Life: Learning to Think Outside the Box
5. A Good Appetite: Behold, the Sturdy Sheet Pan
6. Today's Editorials: Freeing Workers From the Insurance Trap
7. The Road Back: Frost's Letters Could Soften a Battered Image
8. The Seeds of a New Generation
9. CVS Vows to Quit Selling Tobacco Products
10. Whose Turkey Is It?

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TWITTER

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COMMENTS (82)

SIGN IN TO
E-MAIL

PRINT

REPRINTS

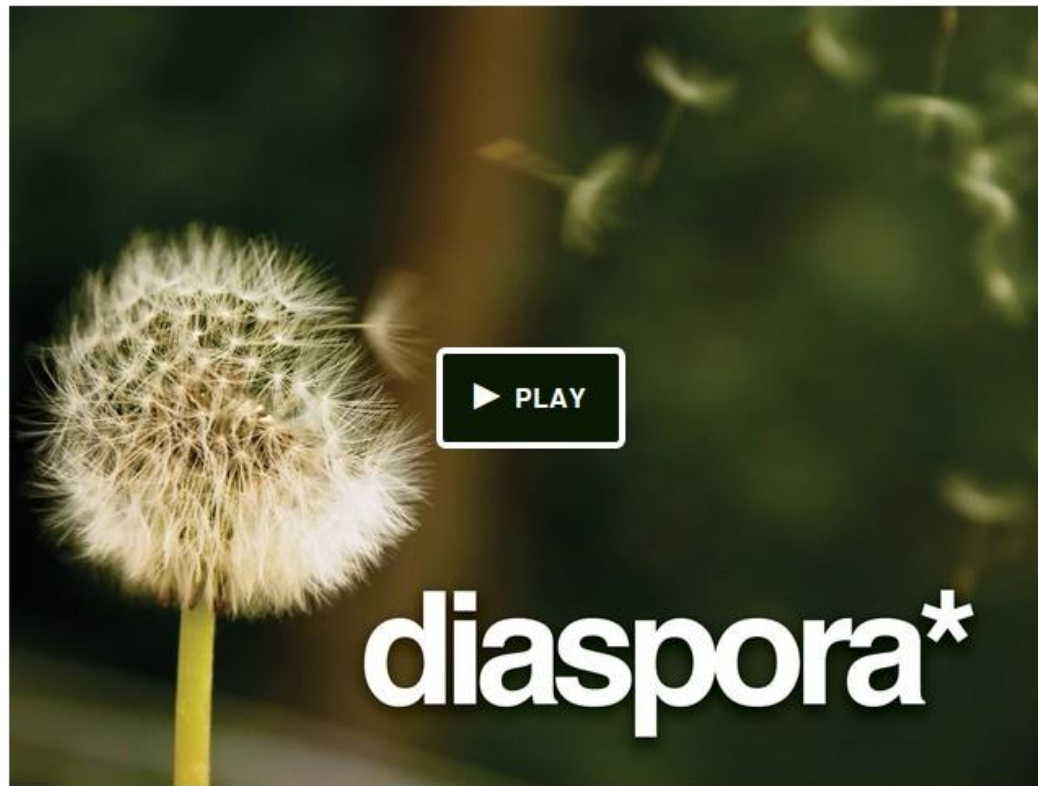
SHARE

Decentralize the web with Diaspora

by Maxwell Salzberg

[Home](#)[Updates](#) 18[Backers](#) 6,479[Comments](#) 919[New York, NY](#)[Open Software](#)

Funded! This project was successfully funded on Jun 2, 2010.

[f Share](#) 0[T](#) Tweet[Embed](#)

Fully Funded! Diaspora will be an open source personal web server to protect and share all of your stuff online.

We're fully funded! Check out some of the other great projects on [Kickstarter](#)

[Diaspora](#) - the privacy aware, personally controlled, do-it-all distributed [open](#)

6,479

backers

\$200,641

pledged of \$10,000 goal

0

seconds to go



Project by

Maxwell Salzberg
San Francisco, CA

[Contact me](#)

[K](#) First created · 7 backed

[f](#) Maxwell Salzberg 542 friends

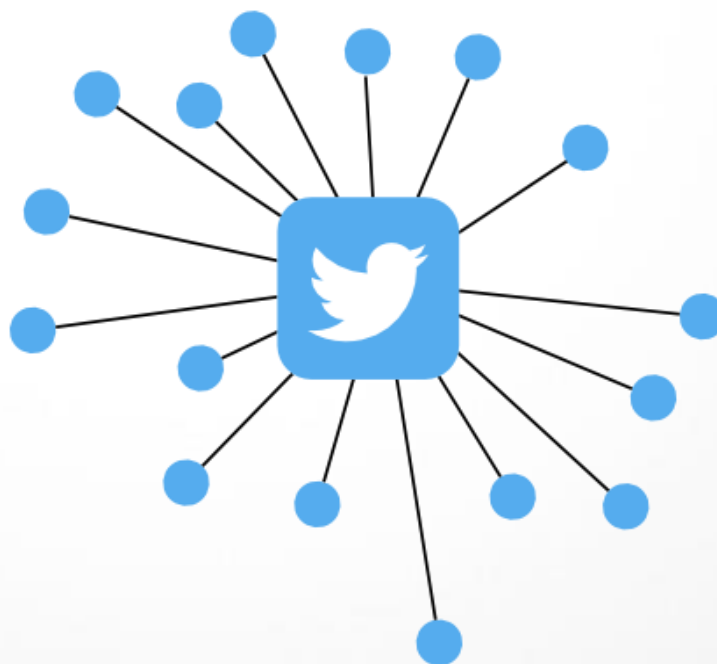
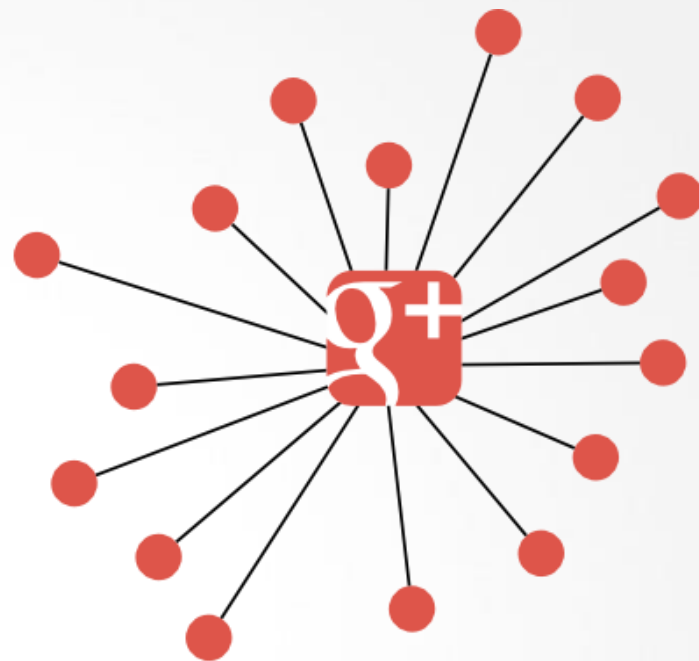
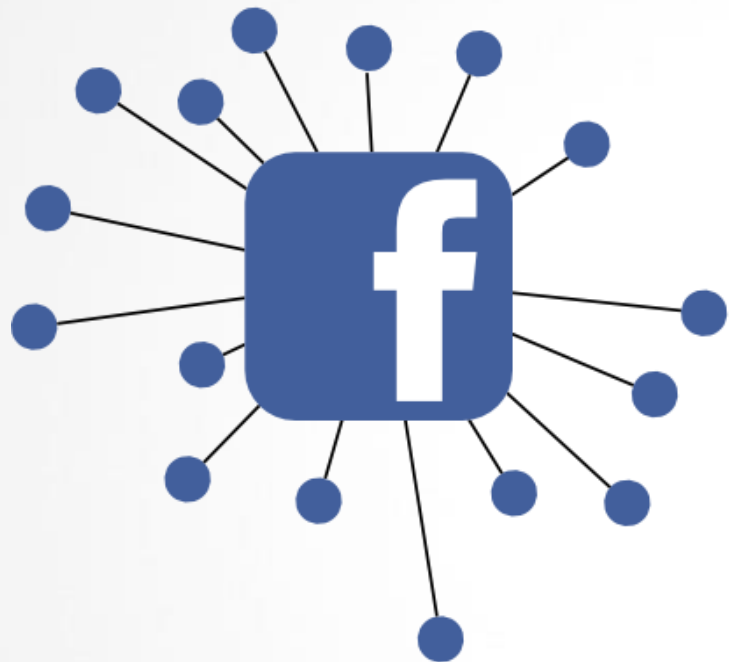
Website: [joindiaspora.com](#)

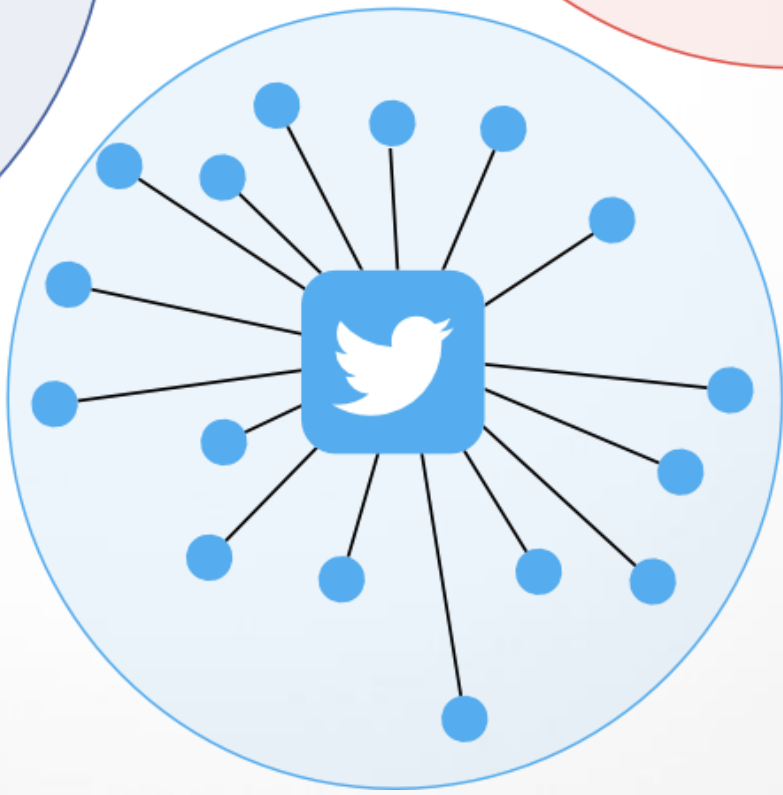
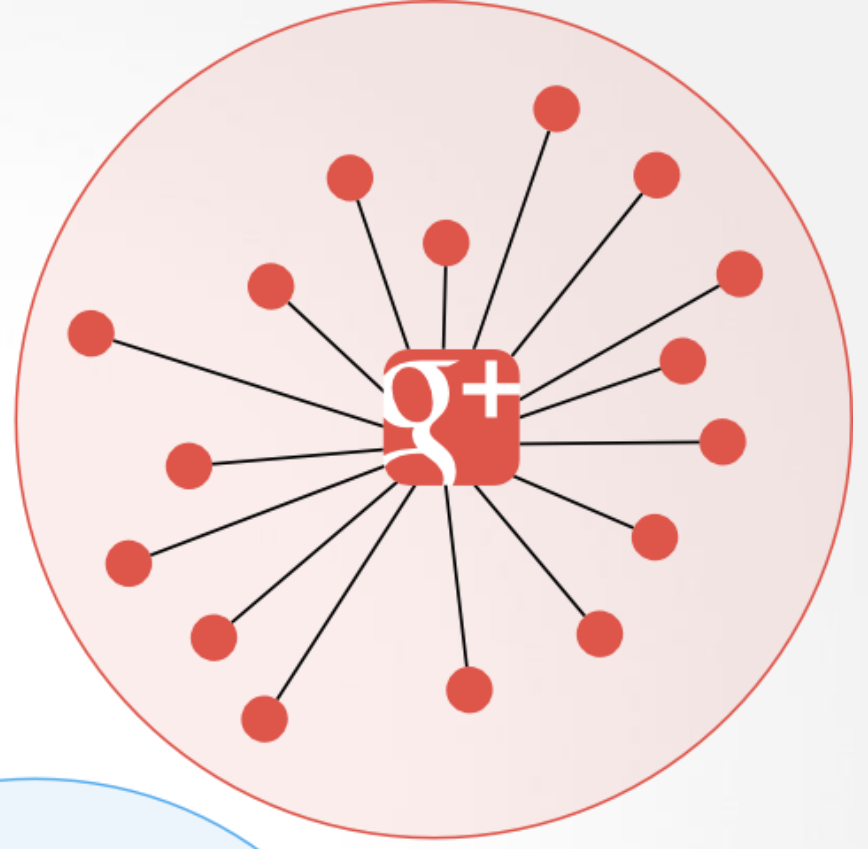
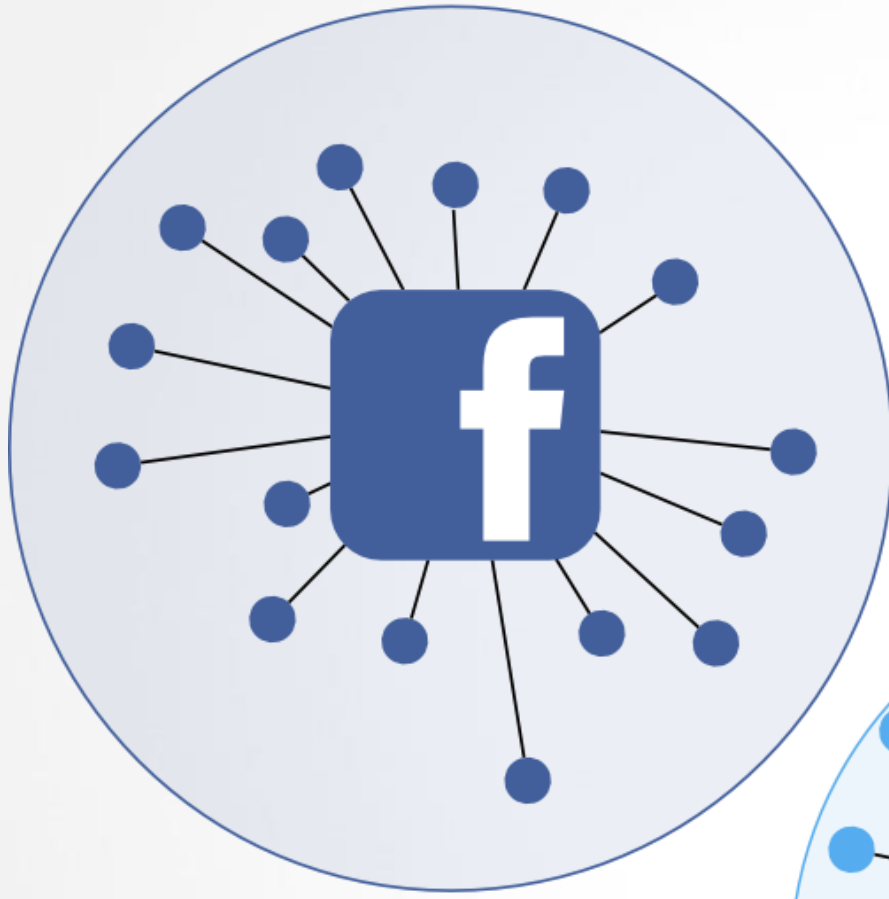
[See full bio](#)

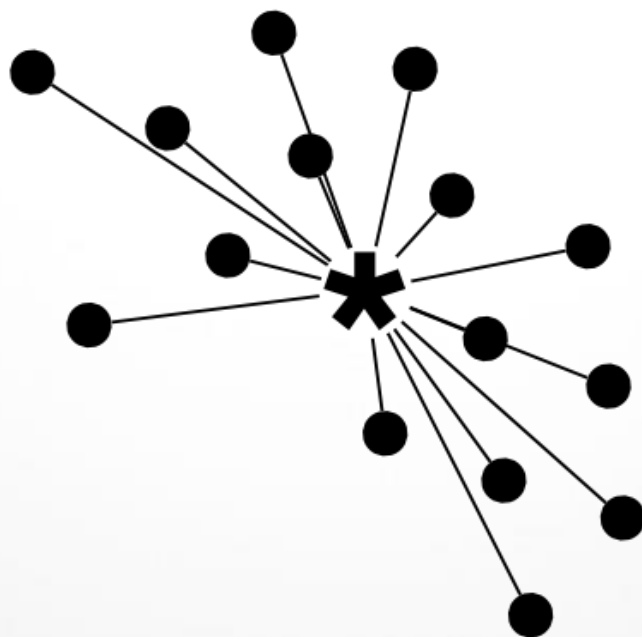
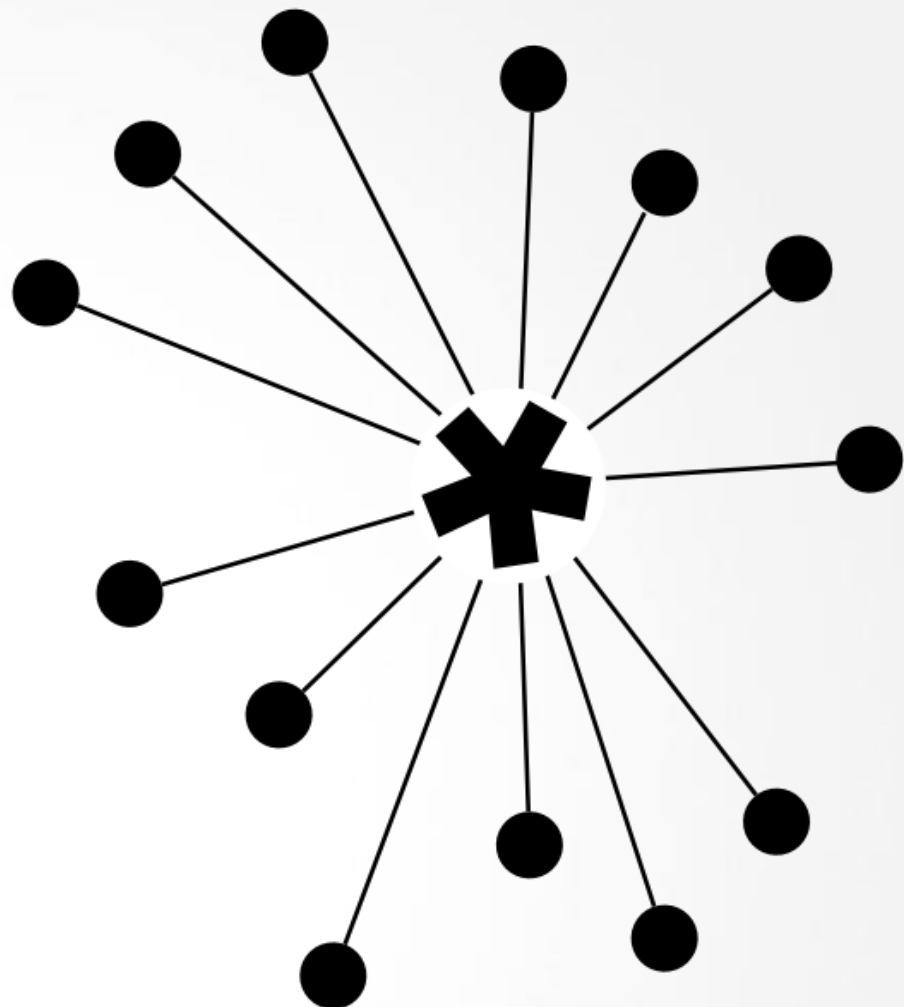
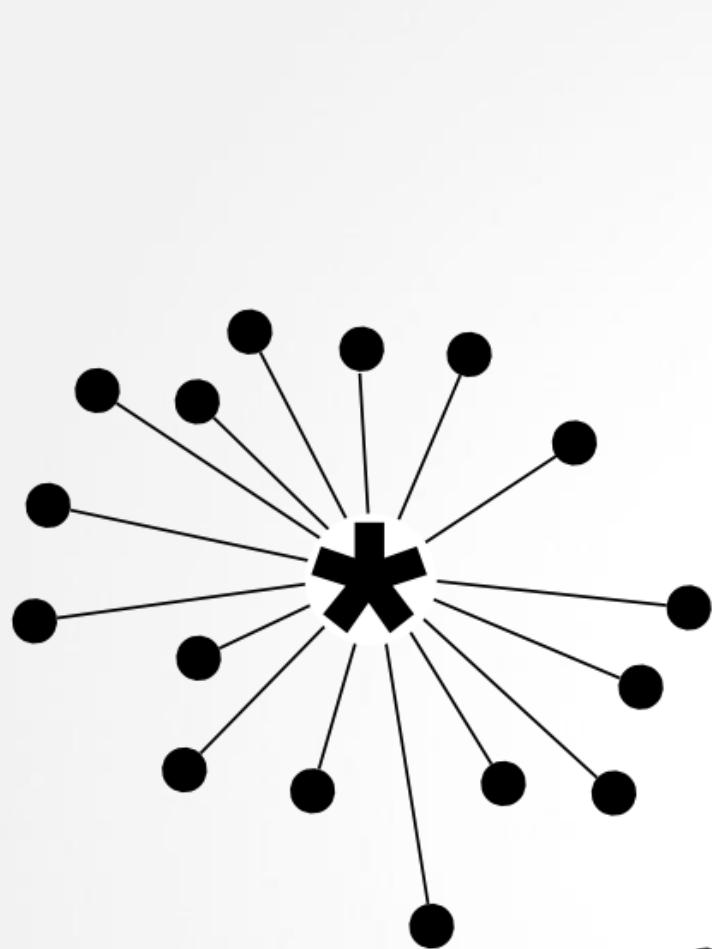
Pledge \$5 or more

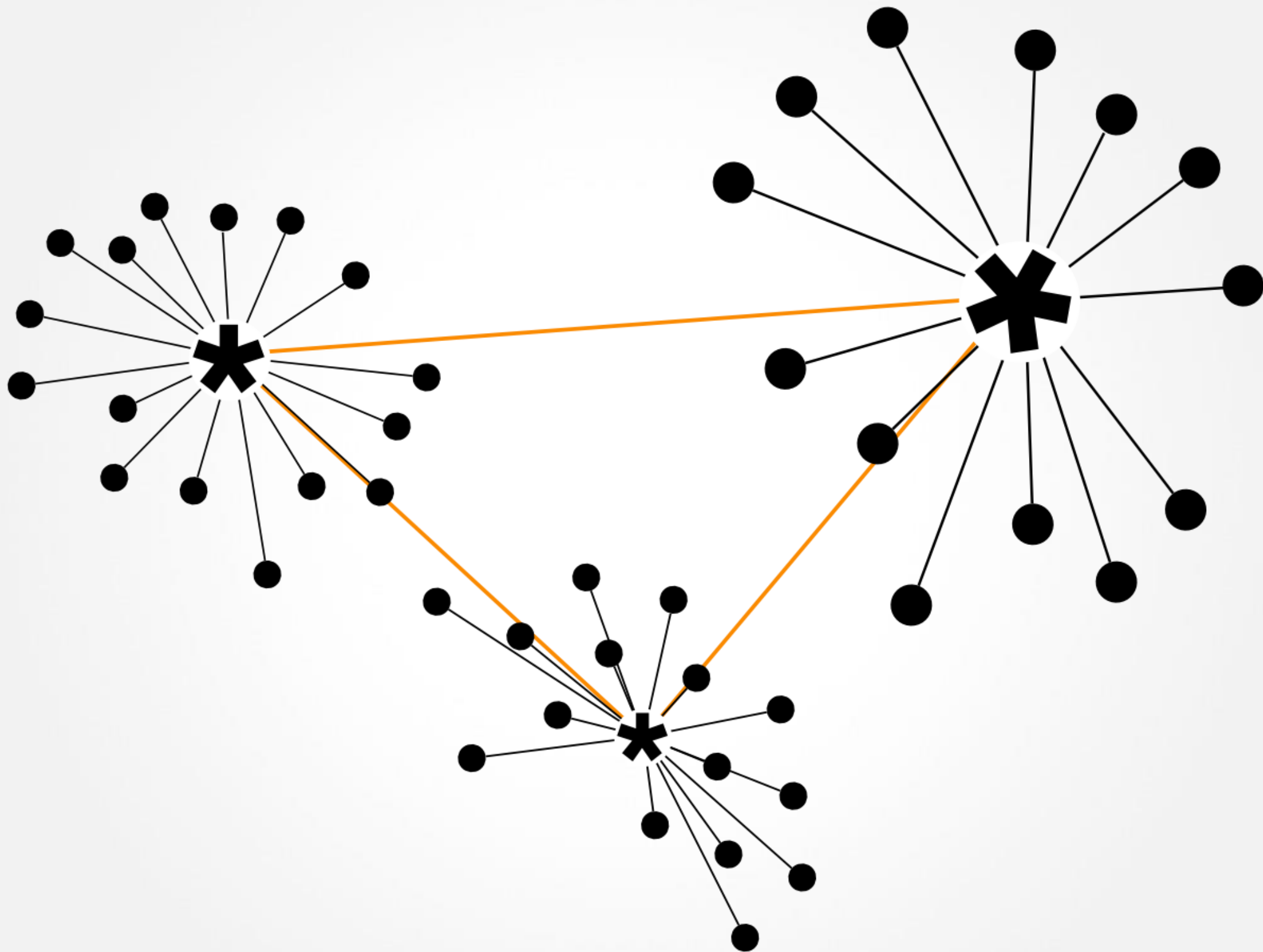
1473 backers

Once the software is released as open source, we will send you a CD with











Jan

Stream

My Activity

@Mentions

My Aspects

#Followed Tags

Stream

Start a conversation...



diaspora* HQ - about 14 hours ago - 7 Reshares

What is the new pod statistics feature?

Our community members have expressed interest in the **pod statistics** feature which was introduced with diaspora* 0.3.0.0 last month, so we want to take a bit of time to tell you more about it.

Why collect statistics?

This feature was created by diaspora* developer [Jason Robinson](#) because [show more](#)

Public - Like · Reshare · Comment

 17 Likes

Birch **

hmm, there's more active users than I thought. :D cool!
about 5 hours ago



ollivecuordiburro@diasp.org

Yes but for one million users, it's not a lot of active users...
about 3 hours ago

ajft  Adrian Tritschler

80% of the users of the entire network are on joindiaspora, not good for a distributed network, but not as bad as I thought!
about 3 hours ago



Comment

Stream



+ Invite your friends

Share this link via email, blog, or favorite social network!

<https://joindiaspora.com/i/>[By email](#)

♥ Welcome New Users

Follow [#NewHere](#) and welcome new users to diaspora*!

[Learn more](#)

? Need Help?

The Diaspora community is here!
Do you:

... have a [#question](#)?... find a [#bug](#)?... have a [#feature](#) suggestion?

[Help, Tutorials & Wiki](#): Help for your first steps.

 Connect Services

You can connect the following services to Diaspora:

 Bookmarklet

Post to Diaspora from anywhere by bookmarking this link => [Post to Diaspora](#).

 Donate

Keep joindiaspora.com running fast and buy servers their coffee fix with a monthly donation!

JoinDiaspora.com

MEAT IS MURDER!

Ilya Zhitomirskiy Dies at 22; Co-Founded Social Network

By PAUL VITELLO

Published: November 15, 2011

Ilya Zhitomirskiy, a co-founder of the start-up social network Diaspora*, which has been described as the “anti-Facebook” for its emphasis on personal privacy and decentralized data collection, died on Saturday at his home in San Francisco. He was 22.

 Enlarge This Image



David Goldman for The New York Times

Ilya Zhitomirskiy, left, and the other founders of Diaspora*, Daniel Grippi, Maxwell Salzberg and Raphael Sofaer.

The San Francisco police, in confirming his death, did not give the cause. Friends and associates of Mr. Zhitomirskiy said there were indications of suicide.

Mr. Zhitomirskiy was a student at [New York University's](#) Courant Institute of Mathematical Sciences in 2010 when he and three fellow undergraduates conceived the idea for a Web-based community that would give users, rather than the Web site itself, control of the information they shared.

Instead of creating a central database like Facebook's, where information about hundreds of millions of members is stored and mined for advertising and marketing purposes, their idea was to develop freely shared software that would allow every member of the network to “own” his or her personal information.

 FACEBOOK

 TWITTER

 GOOGLE+

 SAVE

 EMAIL

 SHARE

 PRINT

 REPRINTS

Log in to see what your friends are sharing on [Log In With Facebook](#)
[nytimes.com](#). [Privacy Policy](#) | [What's This?](#)

What's Popular Now

The Seeds of a New Generation



A Historically Black College Is Rocked by the Economy, Infighting and a Changing Demographic.



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2. THE STONE
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3. THOMAS L. FRIEDMAN
[The Third Intifada](#)



4. EDUCATION LIFE
[Learning to Think Outside the Box](#)

MOST VIEWED

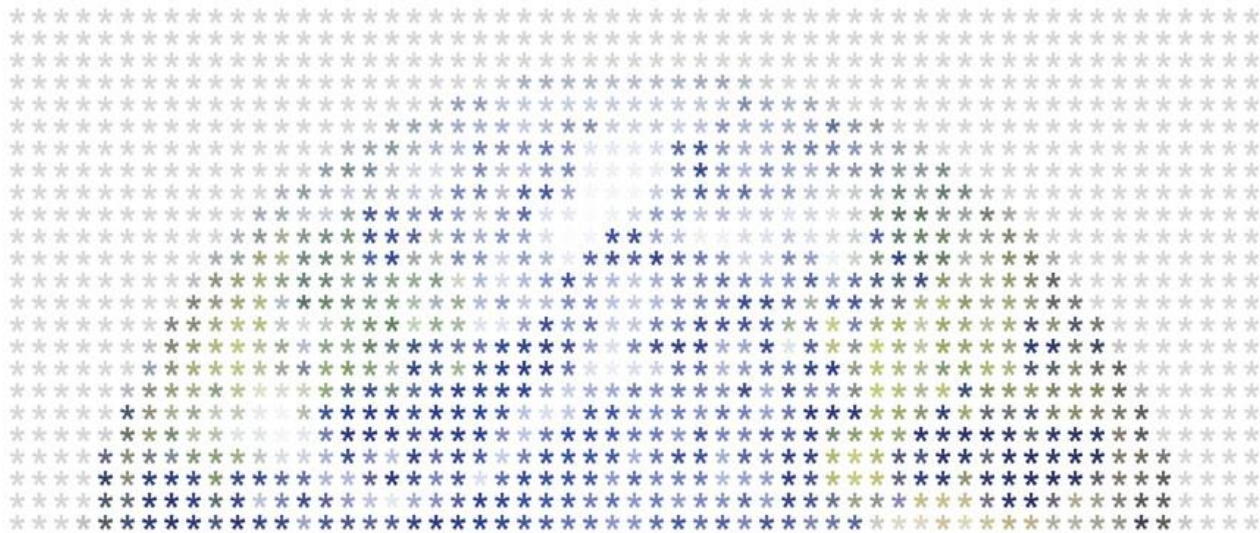
More Tech Coverage

News from the technology industry, including start-ups, the Internet, enterprise and gadgets.
On Twitter: [@nytimesbits](#).

Bits

Welcome to diaspora*

The online social world where you are in control



diaspora* is based on three key philosophies:



Decentralization

Instead of everyone's data being contained on huge central servers owned by a large organization, local servers ("pods") can be set up anywhere in the world. You choose which pod to register with - perhaps your local pod - and seamlessly connect with the diaspora* community worldwide.



Freedom

You can be whoever you want to be in diaspora*. Unlike some networks, you don't have to use your real identity. You can interact with whomever you choose in whatever way you want. The only limit is your imagination. diaspora* is also Free Software, giving you liberty to use it as you wish.

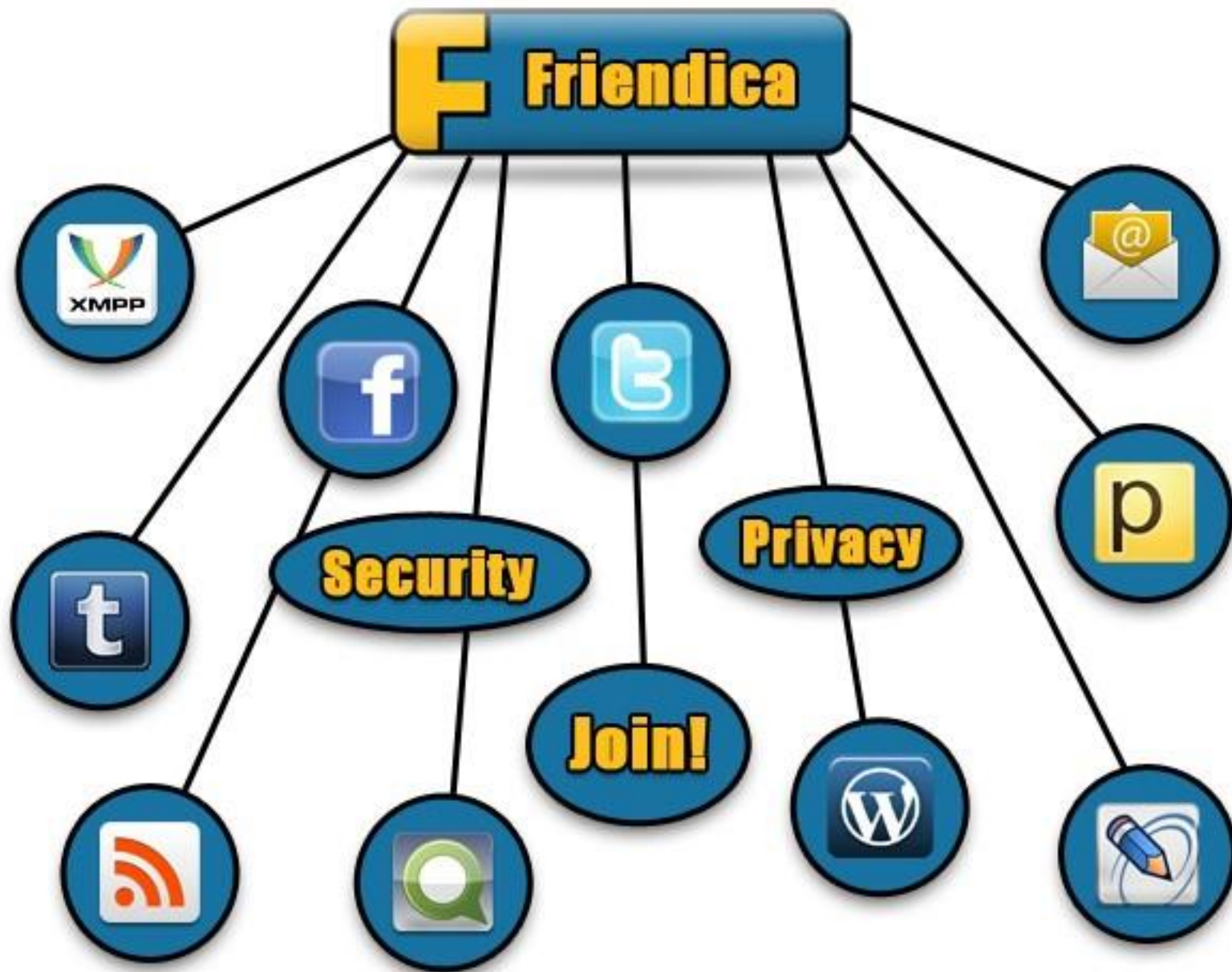


Privacy

In diaspora* you own your data. You do not sign over any rights to a corporation or other interest who could use it. With diaspora*, your friends, your habits, and your content is your business ... not ours! In addition, you choose who sees what you share, using Aspects.

DiasporaFoundation.org

Find out more »



Friendica.com



Axel

- Home
- Photos
- Contacts
- Events
- Personal notes
- Community Pages
- Community

Groups

- ☒ Everybody
- ☐ Friends

Archives

- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012

Networks

- ☒ All Networks
- ☐ RSS/Atom
- ☐ Friendica
- ☐ Diaspora

DONATE NOW

saved searches

Commented Order Posted Order Personal New Starred Shared Links

Share

Event Reminders (1)



Iain Thomson to The Register via Wall-To-Wall: - 8 minutes ago - Private Message

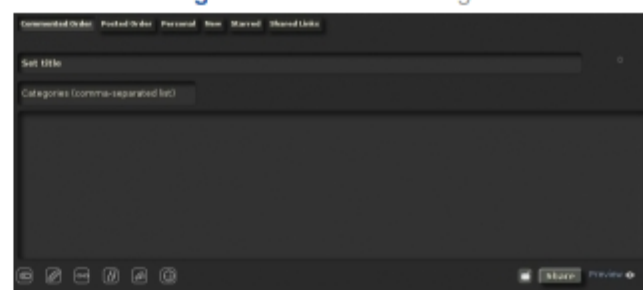
Microsoft buys Yammer in \$1.2bn cash deal

Redmond looks for social networking skills

The rumors were true: Microsoft has acquired business social networking firm Yammer in a 1.2bn cash deal announced on Monday...



Thomas Willingham - 20 minutes ago



Arto - 17 minutes ago

Very awesome. Is this your theme? Is it in git? It should be.



Thomas Willingham - 11 minutes ago

It's not in the git, see a post further down my page for some discussion. I don't think it's

Comm

- Al
- Bl
- Bo
- Fr
- In
- Li
- M
- TH

Find

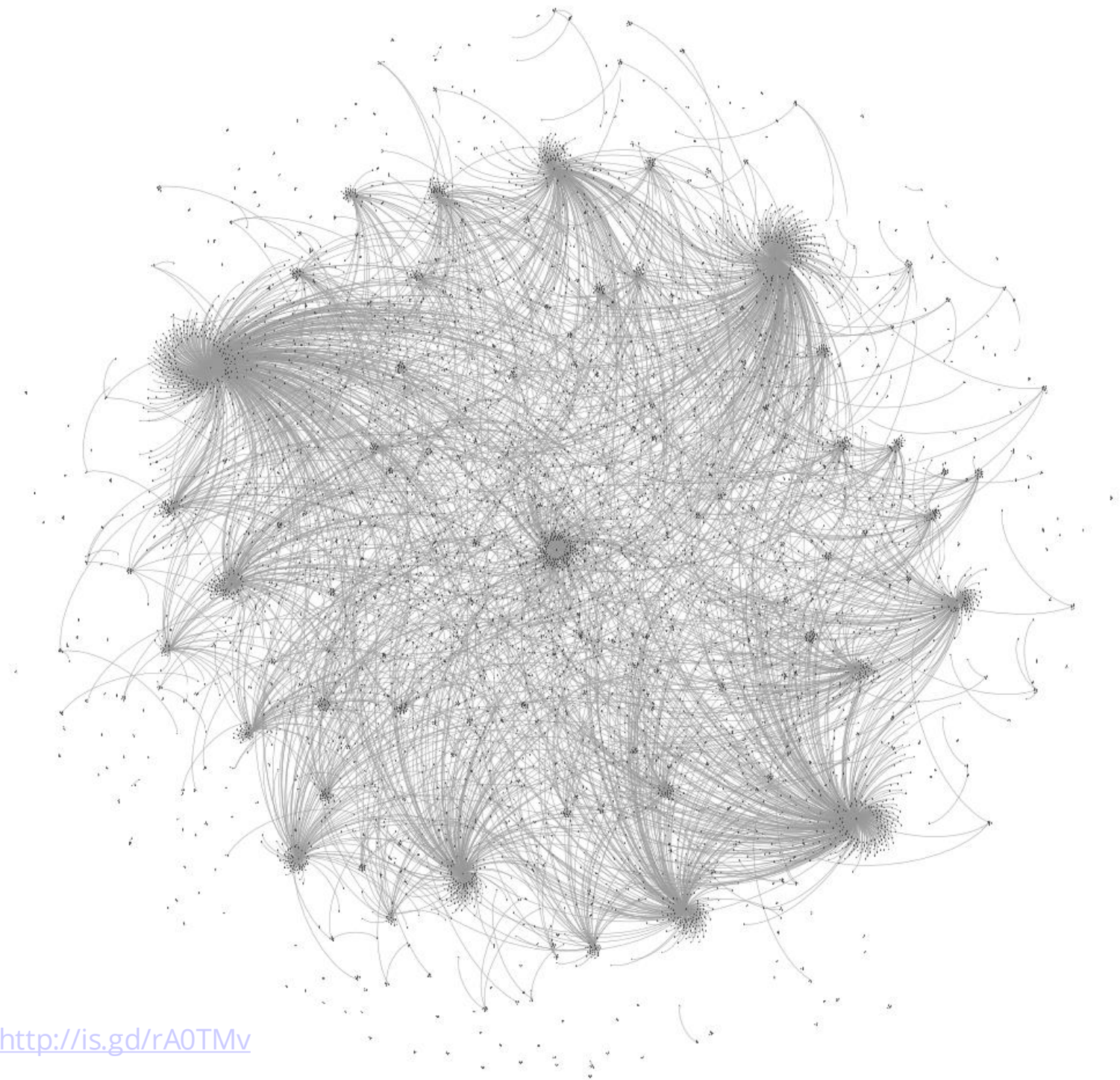
- Local
- Global
- Similar
- Friend
- Invite



Last



Last



<http://is.gd/rA0TMv>

Got Zot.



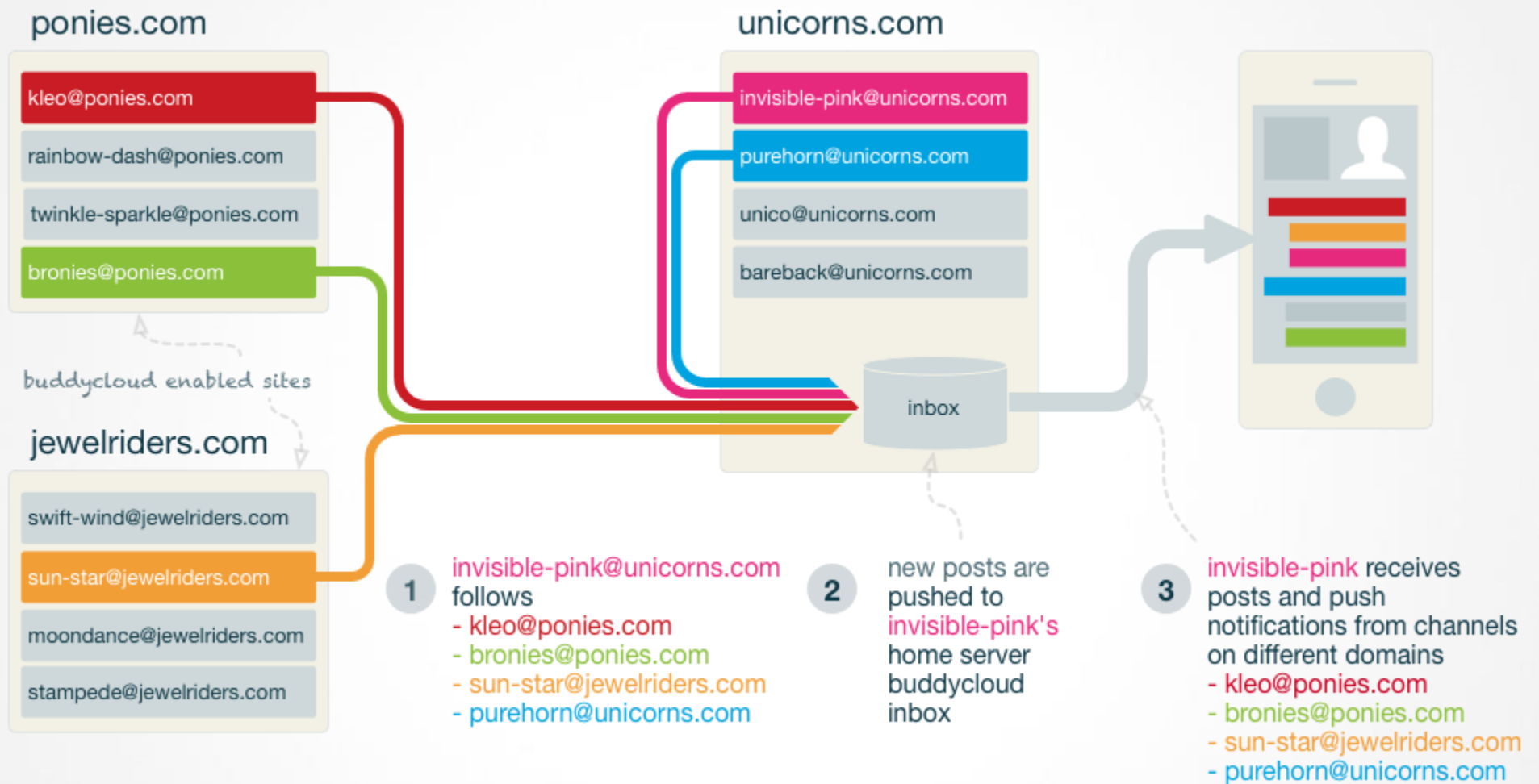


Not Got Zot.

Redmatrix.me



Buddycloud.com





hqab@buddyclo...
This channel belo...

**Find channels**



music
Talk about all kinds of m...



Lounge
Welcome to buddycloud!



buddycloud dev team
/dev/hack



client help channel
Ask here for help with a...



Report Bugs



buddycloud dev team
/dev/hack



<http://www.flickr.com/photos/jfesler/6751925977/sizes/o/>

comment or drop a file here

4 days



Everyone should be getting better quality thumbnails. Just clear your browser cache =>

comment or drop a file here

2 weeks



Looking better. Nice.

comment or drop a file here

2 weeks



Maybe is interesting to this team...

"Easy XMPP on EC2 and Rackspace!"

Check out @thepug's Tweet: <https://twitter.com/thepug/status/423864121675632641>

Signed up for more info.

Hope tonseem him at the xmpp summit soon too

Hope tonseem him at the xmpp summit soon too

@abmar: seems like double posting on Android is still happening.

2 weeks

Info

Channel address:
team@topics.buddycloud.org

This channel is:  Open channel

Broadcasting for:

followers (219)

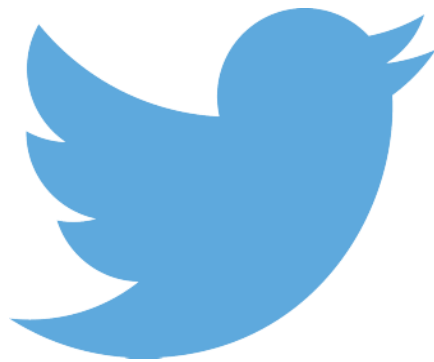


show all

similar (10)



show all



Why twitter is a big deal?

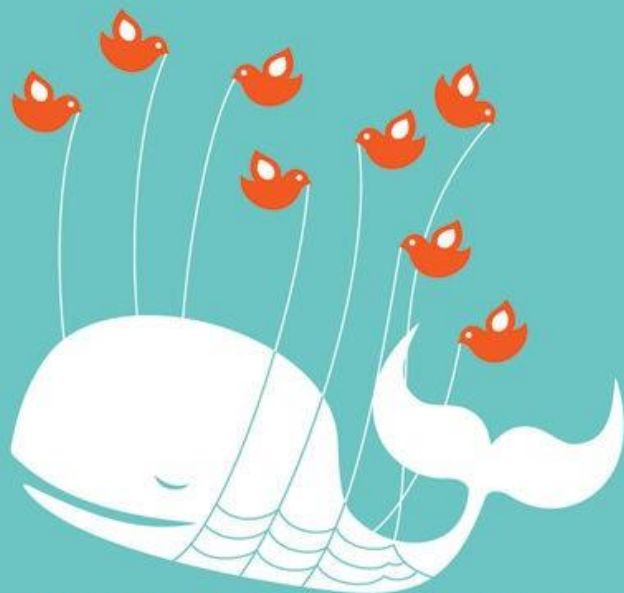
...it's a new messaging protocol, where you don't specify the recipients.

New protocols are rare.

Or more precisely, new protocols that take off are.

Paul Graham, 2009

<http://www.paulgraham.com/twitter.html>



Changes coming in Version 1.1 of the Twitter API

Thursday, August 16, 2012 | By Michael Sippey (@slppey) [14:38 UTC]

[Tweet](#)

At the end of June, I [wrote](#) about how we're working to deliver a consistent Twitter experience, and how we would soon introduce stricter guidelines about how the Twitter API is used. I'd like to give you more information about coming changes to the API and the migration plan while offering insights into today's Twitter ecosystem and why we're making these changes.

In the coming weeks we will release version 1.1 of the Twitter API. To help you plan ahead, we're announcing these changes now, before the new version of the API is available. Changes will include:

- required authentication on every API endpoint
- a new per-endpoint rate-limiting methodology
- changes to our Developer Rules of the Road, especially around applications that are traditional Twitter clients.

Authentication required



Tools to get the most out of Twitter.

dev.twitter.com

Tweets





Twitter API 
@twitterapi

3h

How eBay uses Cards and Twitter Card analytics:
blog.twitter.com/2014/how-ebay-

 Show Summary



Twitter API 
@twitterapi

23 Jan

Introducing analytics for Twitter Cards:
blog.twitter.com/2014/introduci...

 Show Summary



Twitter API 
@twitterapi

13 Jan

<https://join.app.net/>

App.net is a real-time social feed without the ads.
Let's create a service that puts users first. Questions? **Contact us.**



12,315
backers

\$803,000
of a \$500,000 goal

1
hour left

Back this project

After backing, please email join@app.net to request access to alpha.app.net. Thanks for your patience while we respond to each inquiry.

App.net will be funded on AUGUST 13 at 11:59PM PDT.

Subscribe

Tweet

Like

75,445 people like this.

<http://ihave50dollars.com/>

Ihave50dollars.com is a real-time social feed for people who have \$50. Let's create a service that puts users who have \$50 first. Questions? **Contact us.**



Tweet 3,678

Like 43 people like this. Be the first of your friends.

Ihave50dollars.com is a different kind of social platform.

We're building a real-time social service where users who have \$50 and developers who have \$100 come get to tell people that they have \$50 or \$100, respectively.

Our team has spent the last 9 years building social synergy, developing paradigms, talking on our mobile phones and more.

We believe that non-\$50-supported social services are

Create an account

Because of the high volume of requests, we are throttling access to [alpha.IHave50Dollars.com](#) on a first-come, first-served basis. You won't be charged until you receive alpha access. Thanks for your patience.

\$50

I Have \$50 Member Tier

One full year of telling people you have \$50.

\$100

I Have \$100 Developer Tier

One full year of telling people you have \$50, as well as access to a developer toolchain which includes API generation for developing embeddable widgets on your blog that allows you to tell people you have \$50. Also, analytics.

IHAVE50DOLLARS.COM COMMUNITY



- ALPHA
- 🏠 Your Stream

🔔 Mentions

⚙️ Interactions

★ Stars
- EXPLORE
- Conversations

Photos

Trending

Checkins
- HELP
- What is Alpha?

FAQ

🏠 Your Stream

256

Add photo...

POST

- documentally**
I'm at Tackwood Services! Dropped off my car for an MOT. <http://4sq.com/1cXIHYf>

🕒 20m

☆
↻
- egghat**
7-jährige an **#Lego**: Warum arbeiten eure Frauen eigentlich nicht und erleben keine Abenteuer? Und sind alle pink? <http://buff.ly/N0T83w>

🔄 Reposted by @diekadda

🕒 2h ↻ Reply 📄 via Buffer

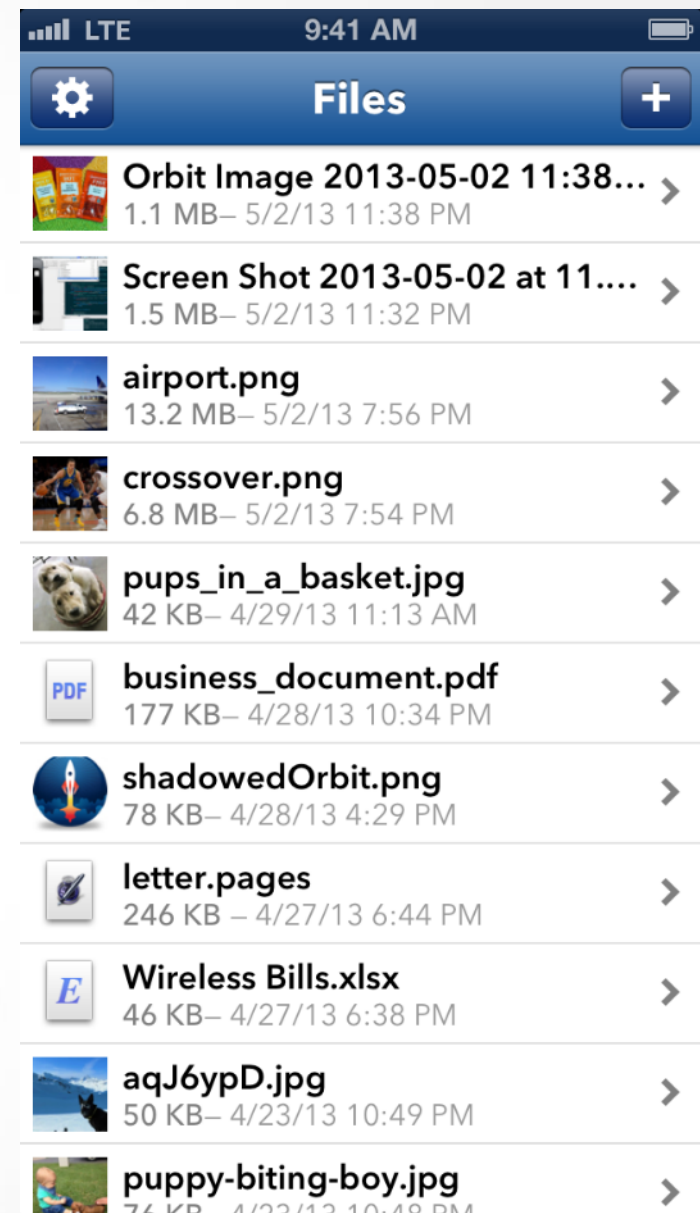
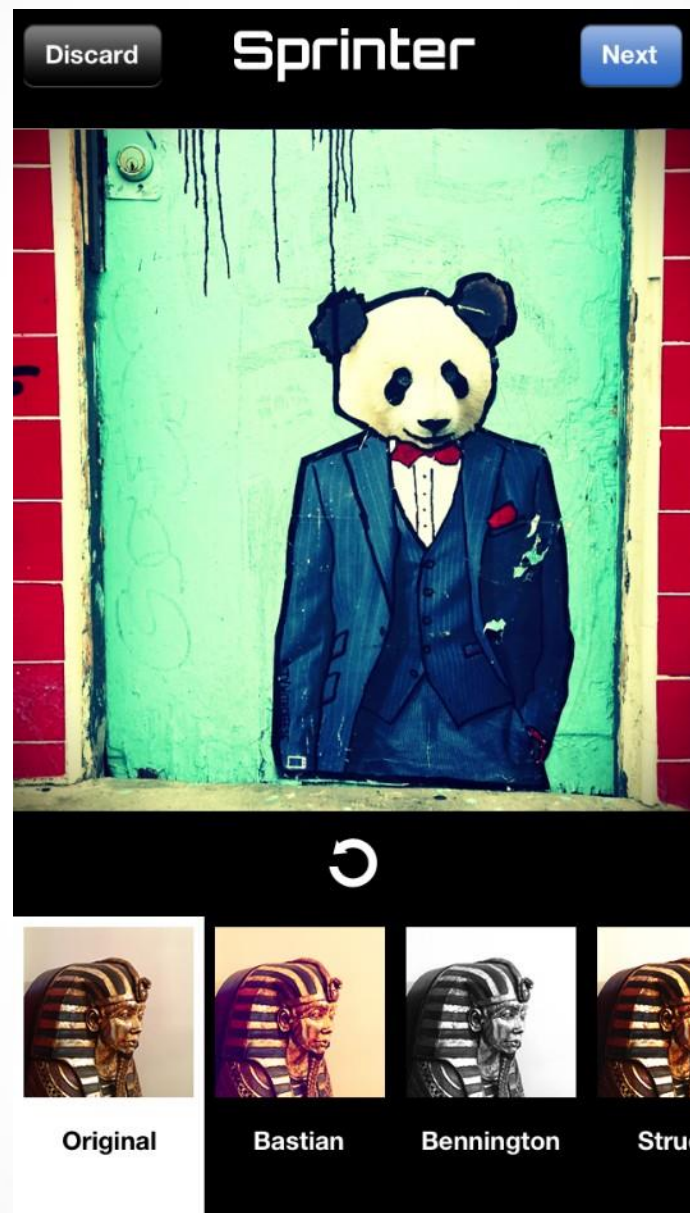
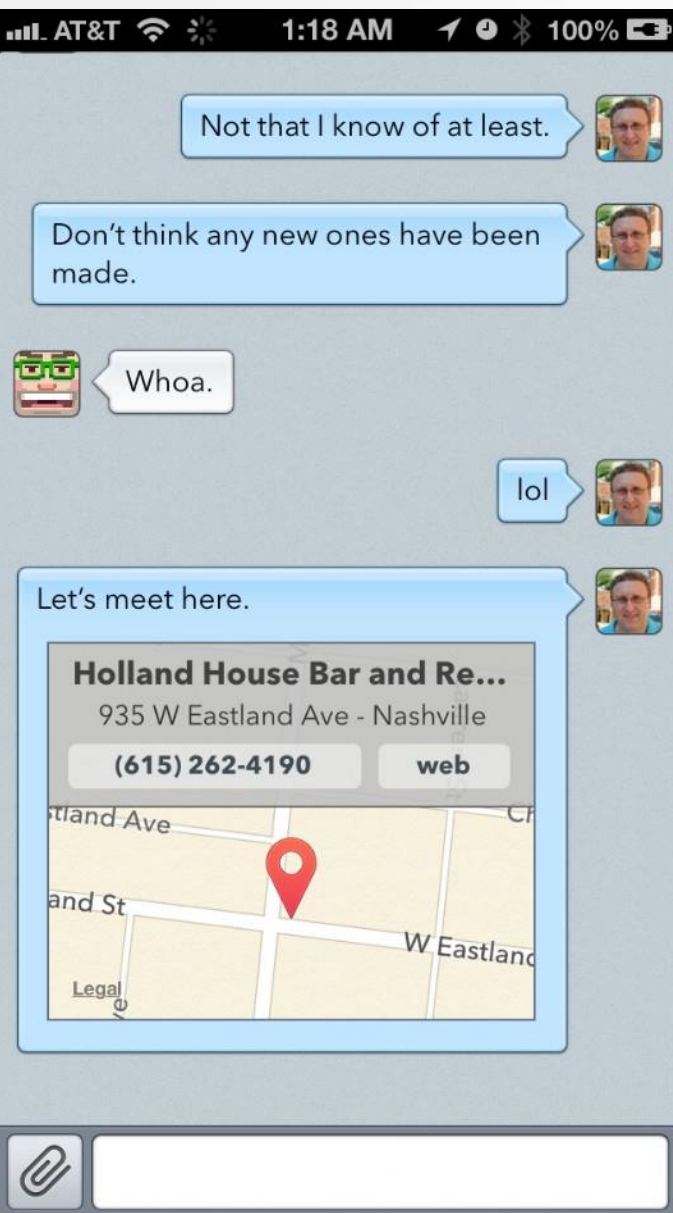
Mute user Report
- joanna**
Agreed! >> **@adrianus**: I think the list feature that can be selected on the multi stream page is still one of the coolest things I made for appnet :-)

<http://appnetizens.com/multistreams>

🕒 6h 🗨️
- duerig**
At last. The moment I've been dreaming of ever since I was a little boy with a 2400 baud modem. My tubes are being upgraded to 40Mbps fiber optic. Now the only limiting factor will be my imagination. Unless they start rate-limiting Netflix.

🕒 10h 🗨️
- joanna**
Tonight's **#sunset**. I took this on the drive to San Marcos. Look at that sky! - bli.ms/18467

☆
↻



MOBILE APPS

iPhone

iPad

Android

Windows Phone

Symbian

BlackBerry

DESKTOP APPS

Mac

Windows

Linux

WEB APPS

Web Clients

Browser Extensions

SERVICES

Posting Services

Search & Discovery

Integrations



Whisper *iPhone*

by riposte

Free



Felix *iPhone*

by billkunz

\$2.99



Robin *Android*

by scruffyfox

\$1.99



Riposte *iPhone*

by riposte

Free



HootSuite *Web Clients*

by adn

Free



Pocket *iPhone*

by pocket

Free



Sprinter *iPhone*

by alwaysallthetime

\$4.99





All your data in one place

Tent is a protocol for personal data and communications

[Learn More](#)[View docs](#)

Choose your host

Tent lets you control your data instead of handing it over to service and app providers. Just like email, you choose a Tent provider or can set up your own Tent server. Tent data and relationships are portable so you can change Tent providers easily at any time. Also like email, all Tent users are first class citizens, no matter what provider they use: you can communicate in real time with any user on any provider.

Tent.io

Choose your apps

Tent lets you use many different applications to access the same



- Timeline
- Mentions
- Reposts
- Profile
- Site Feed



jnv.cupcake.is

now

[Edit](#) | [Preview](#)

Everyone

256

Post



Daniel Siders

6 minutes ago

<http://www.washingtonpost.com/news/opinions/wp/2014/02/04/scenes-from-a-militarized-america-iowa-family-terrorized/>



Sikkdays

32 minutes ago

So, I spent my day trying to enable wifi on Arch Linux and failed. It seems when I get close, kernel panic. So, I am guessing a firmware issue. Arch told me exactly what to install, so I'm not sure what to try next. A break from it all, I guess.



Ian Jeffries

34 minutes ago

[Silver Screen Text](#) (UNIX "do one thing" style programs for Tent) has gone from unfinished to Pre-alpha. W00t!



Ian Jeffries

36 minutes ago

^[Daniel Siders](#) ^[Quentin Le Guennec](#) Sounds good. I'll integrate it with Silver Screen Text as soon as it goes up.



Daniel Siders

43 minutes ago

^[Ian Jeffries](#) ^[Quentin Le Guennec](#) micro search is just skate.io relocated. Since 0.3 we haven't had a public API but will add one as soon as we have time.



Ian Jeffries

an hour ago

^[Daniel Siders](#) Does micro search have a public API?
cc ^[Quentin Le Guennec](#)



Francis Brunelle

an hour ago

^[Matthew Lorentz](#) You wouldn't have to wait for confirmation. Just a few seconds. See the [Bitcoin wiki](#) for info.



Daniel Siders

an hour ago

Cupcake.is

Cupcake.is



trsst

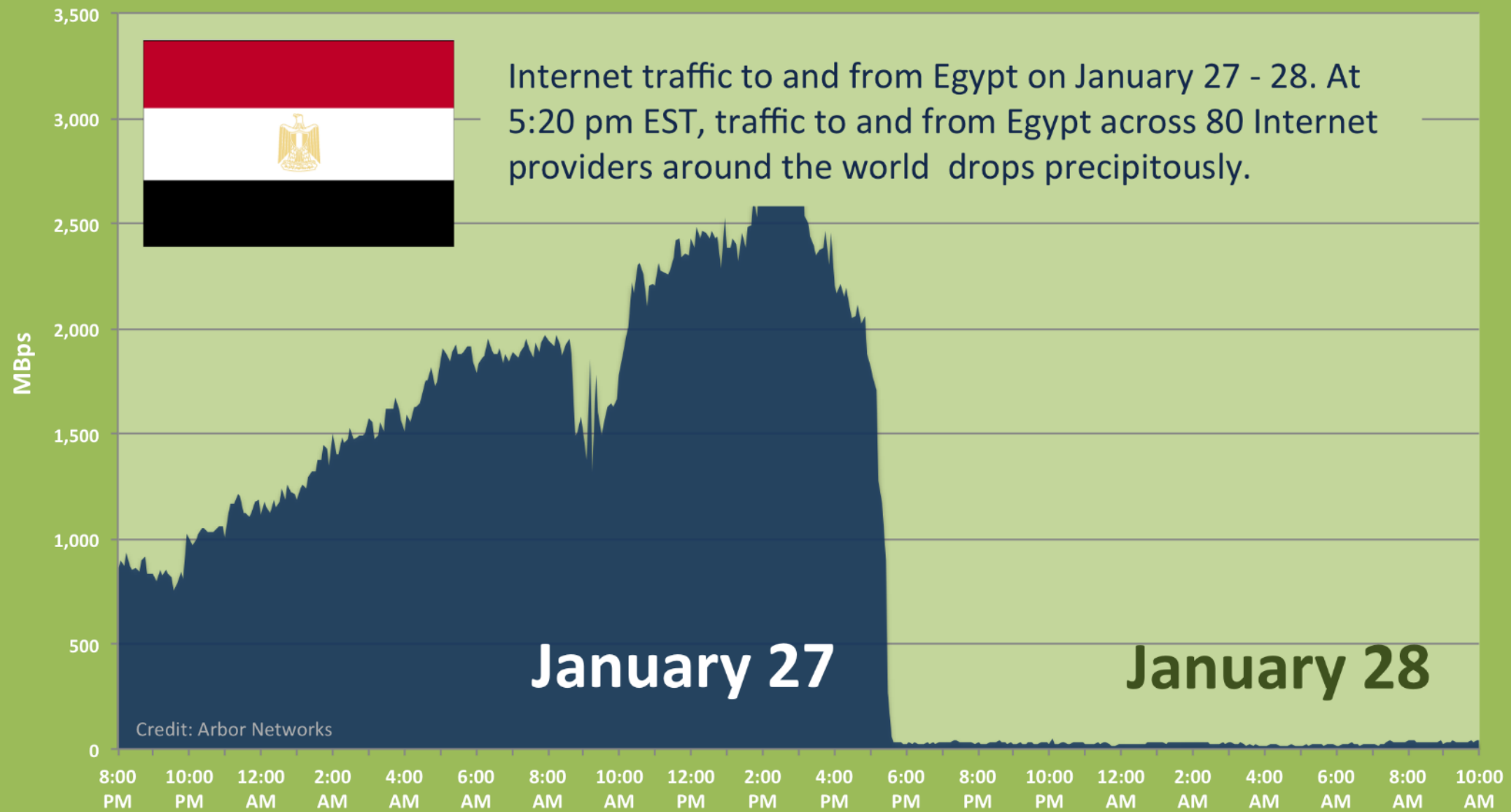
trsst.com

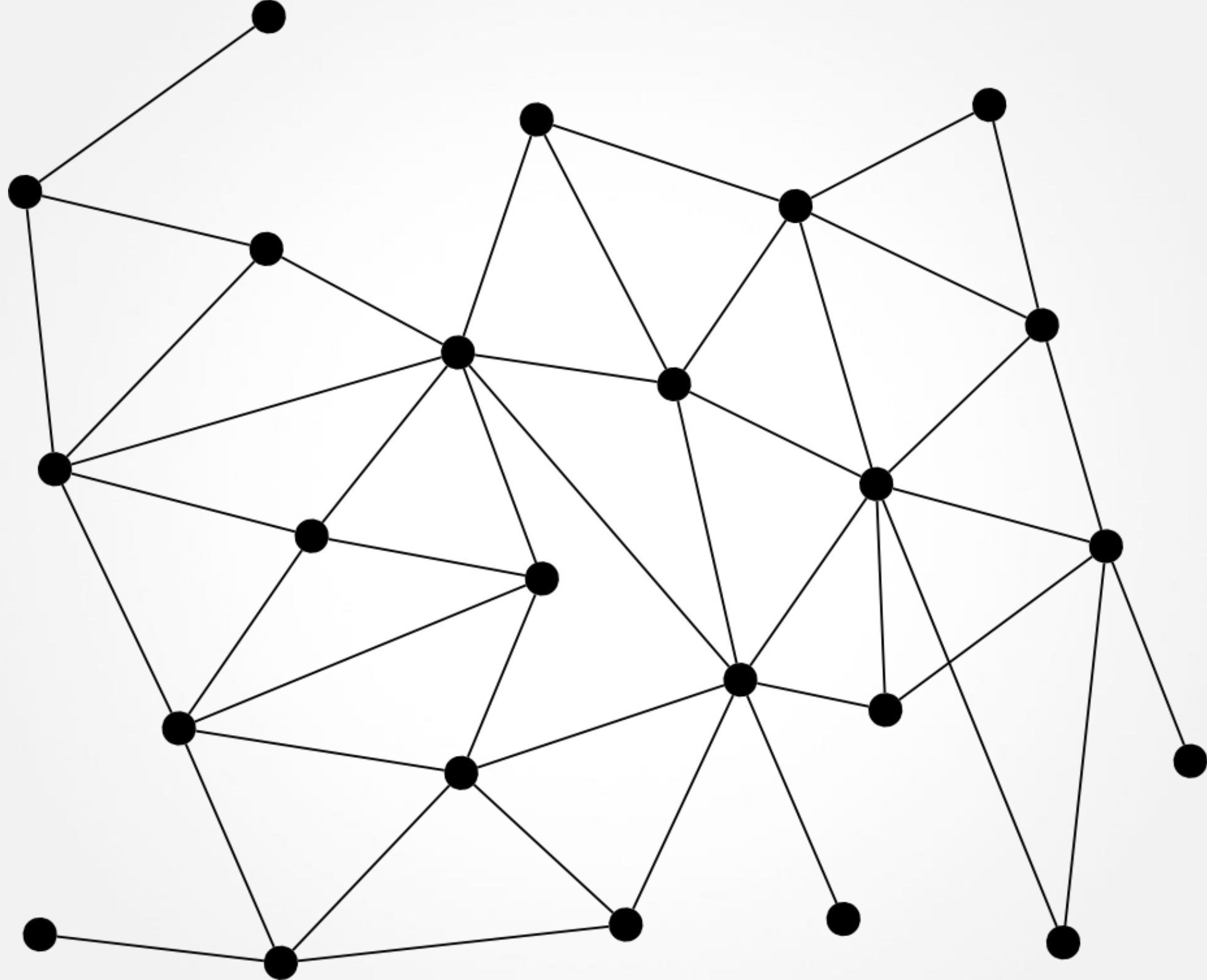


**the
revolution**



**will not be
tweeted**



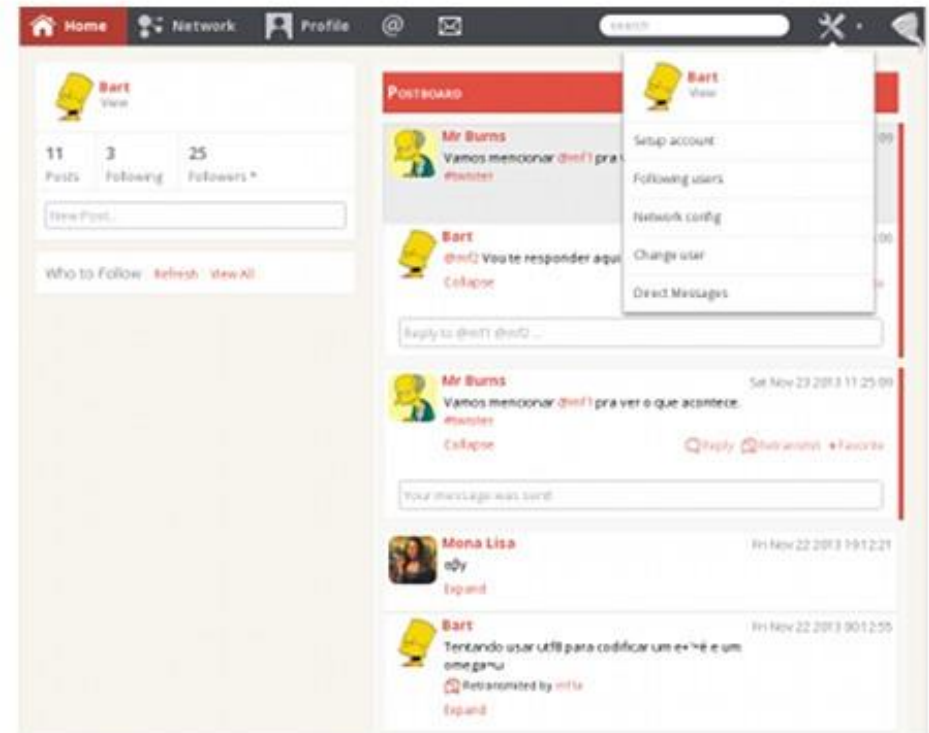


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Peer-to-peer microblogging

twister is the fully decentralized P2P microblogging platform leveraging from the free software implementations of Bitcoin and BitTorrent protocols.

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#twister**Bart**@mf2 Vou te responder aqui
Collapse**Mr Burns**

Sat Nov 23 2013 11:25:09

Vamos mencionar @mf1 pra ver o que acontece.
#twister

Collapse



Reply



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**Mona Lisa**

Fri Nov 22 2013 19:12:21

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**Bart**

Fri Nov 22 2013 00:12:55

Tentando usar utf8 para codificar um e+'=é e um
omega=ω

Retransmitted by mf1a

**Bart**
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1.bitcoin

2.dht

3.bittorrent



WFP/Praveen Agrawal
<http://flic.kr/p/hwijvZ>

qaul.net قول

English
Project Description

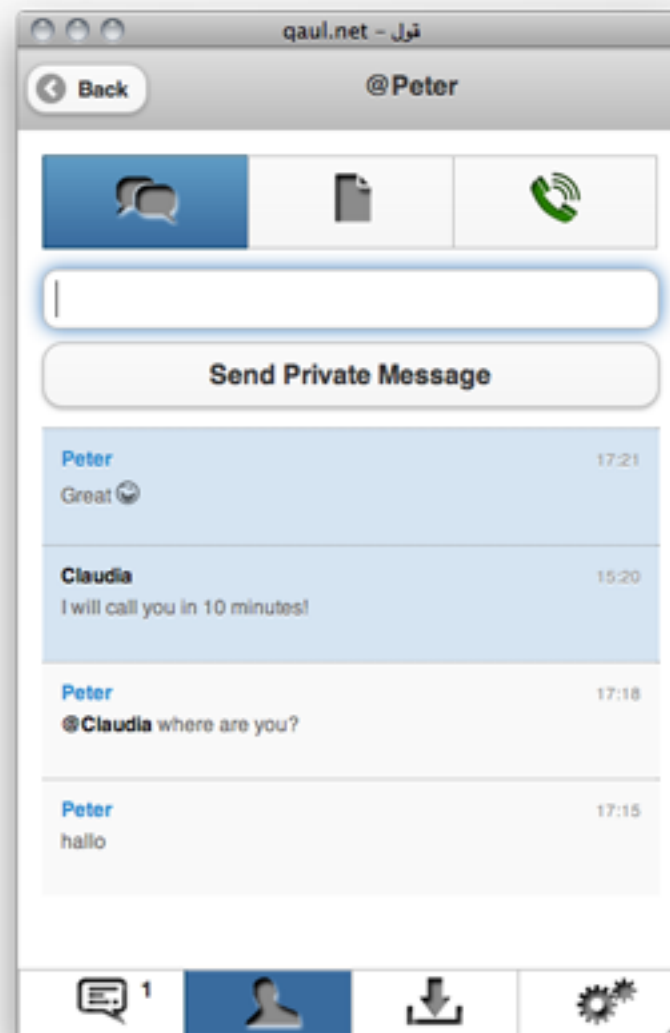
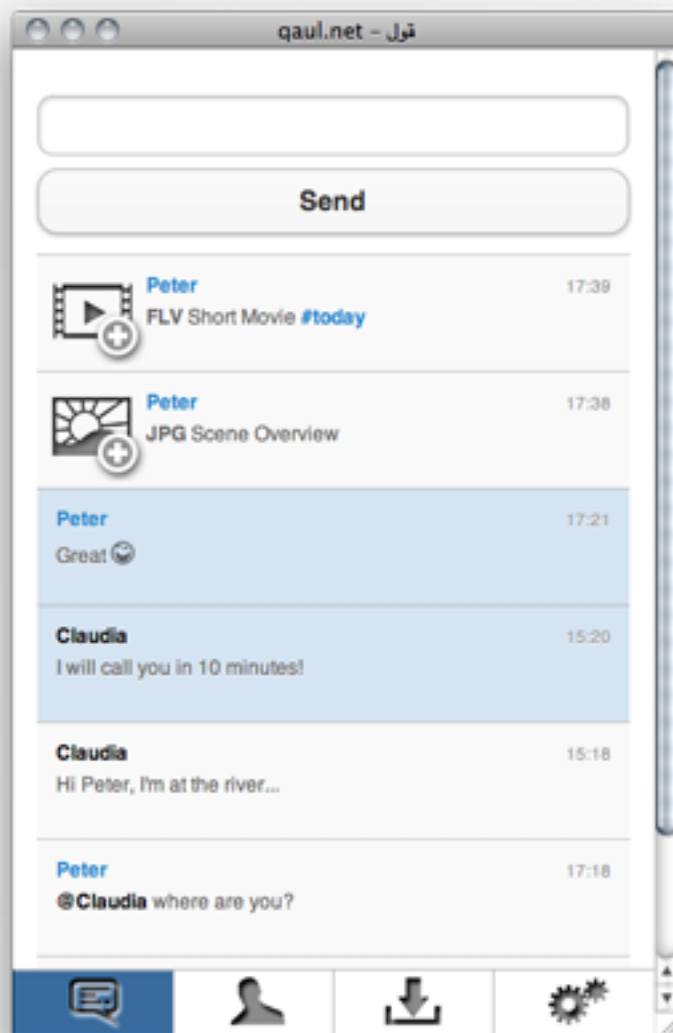
Deutsche
Projektbeschreibung

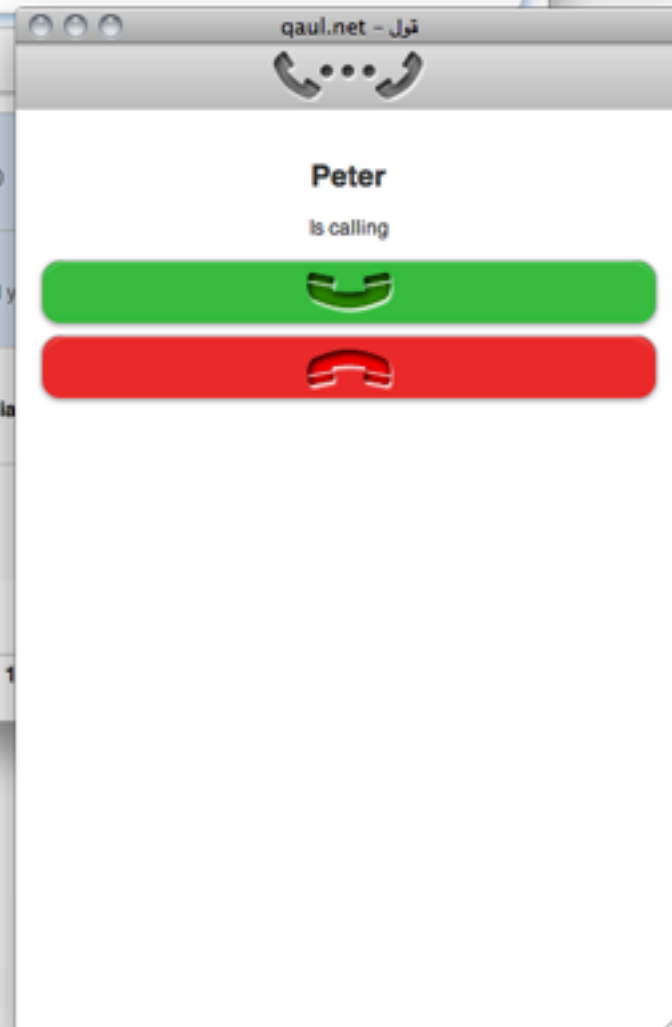
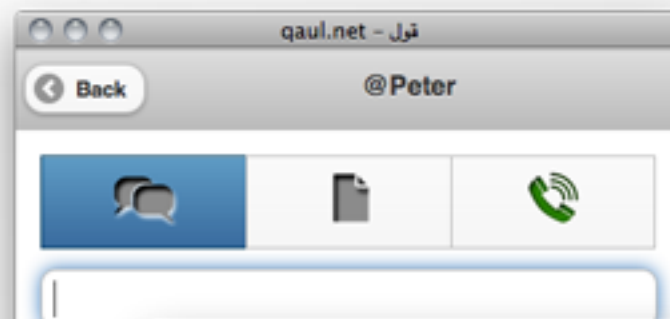
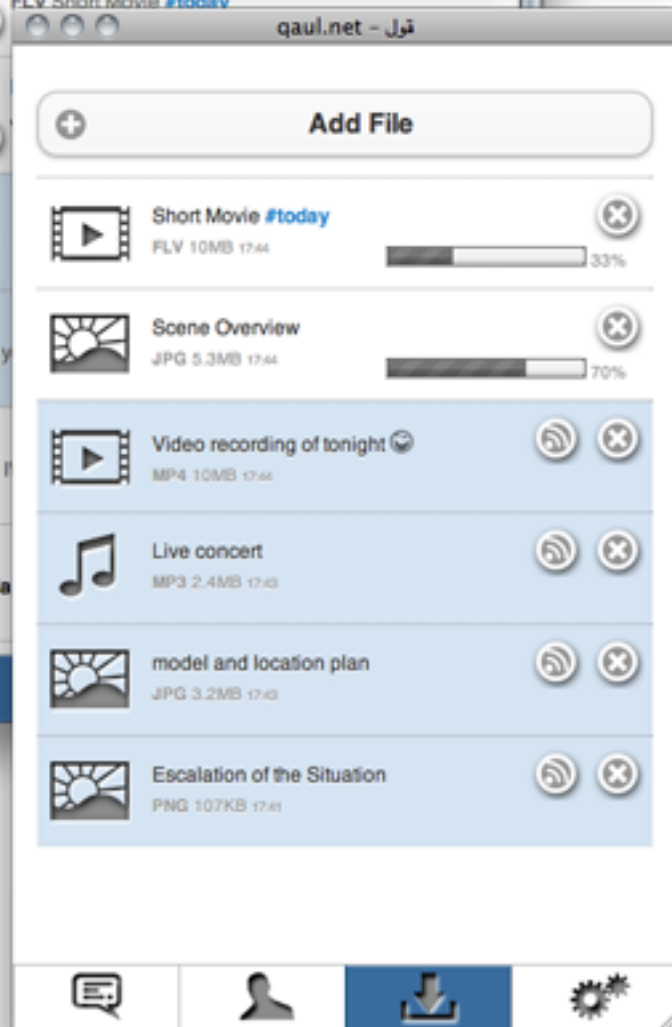
Software Download
& Participation

Credits & Contact











“social media”

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Friendica / Red Matrix

Buddycloud

Tent.io

trsst

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qaul.net

etc.



redecentralize.org