#### LIS-5411

Social Media (the good stuff, mostly)

## How do 100 people have a conversation? A million?

#### Listserv/ Email

Your command:

SUBSCRIBE EDF6481 Melissa Kelly

has been received. You must now reply to this message (as explained below) to complete your subscription. The purpose of this confirmation procedure is to check that the address LISTSERV is about to add to the list for your subscription is reachable. This is a typical procedure for high-volume lists and all new subscribers are subjected to it - you are not being singled out. Every effort has been made to make this verification as simple and painless as possible. Thanks in advance for your cooperation.

To confirm the execution of your command, simply point your browser to the following URL:

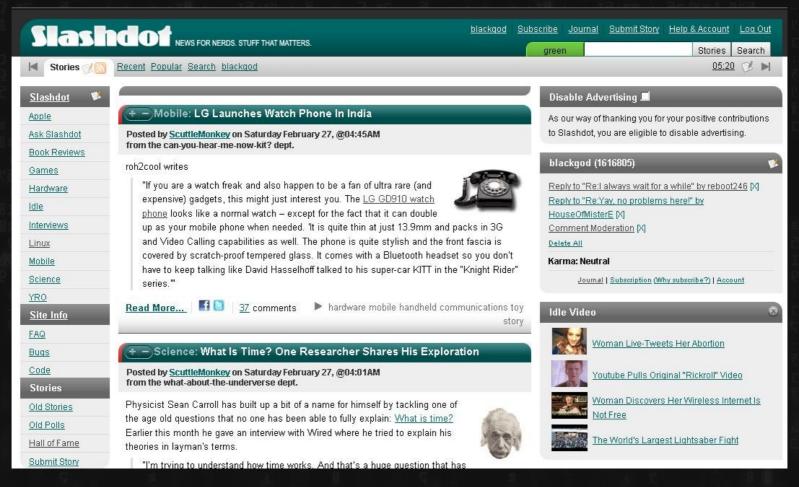
http://mailer.uwf.edu/Lists/wa.exe?OK=786DD066&L=EDF6481

Alternatively, if you have no WWW access, you can reply to the present message and type "ok" (without the quotes) as the text of your message. Just the word "ok" - do not retype the command. This procedure will work with any mail program that fully conforms to the Internet standards for electronic mail. If you receive an error message, try sending a new

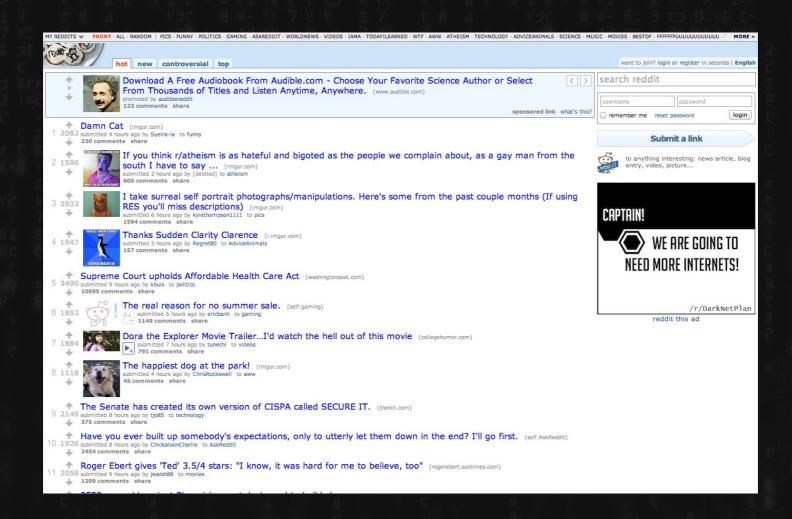
#### Classic Forum



## Slashdot (meta-moderation)



#### Reddit



## Reddit



But these were/are generally "topic-oriented" with identities added on.

What about "identity" based?

#### Friendster



## Blackplanet



## Myspace



## Myspace. Ugly pages, horrible poetry.. (and probably the best social media site ever)



#### Disposable identities

Important tool for human development..

..or, would you rather your "permanent record" suddenly become reality?

(this is both a very technical and very social issue)

## Quasi-Anonymity

• When people aren't perfectly hidden, but more or less act like it.

....A/S/L?

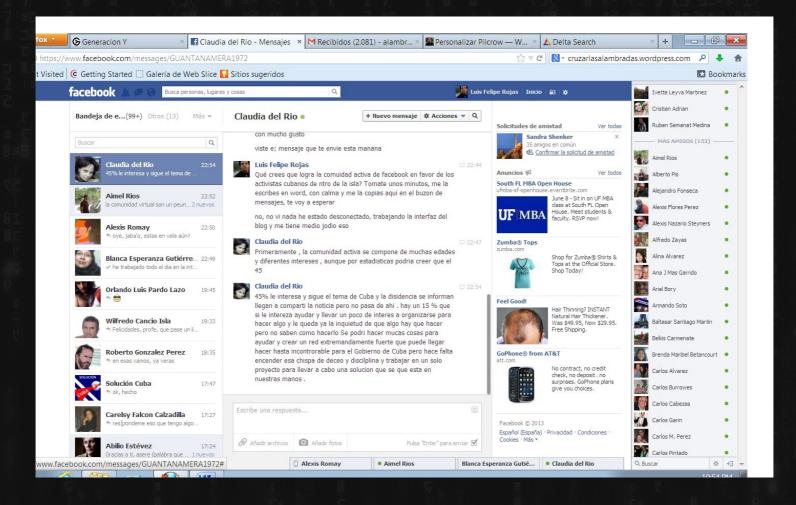
## This is likely different from "regular" anonymity



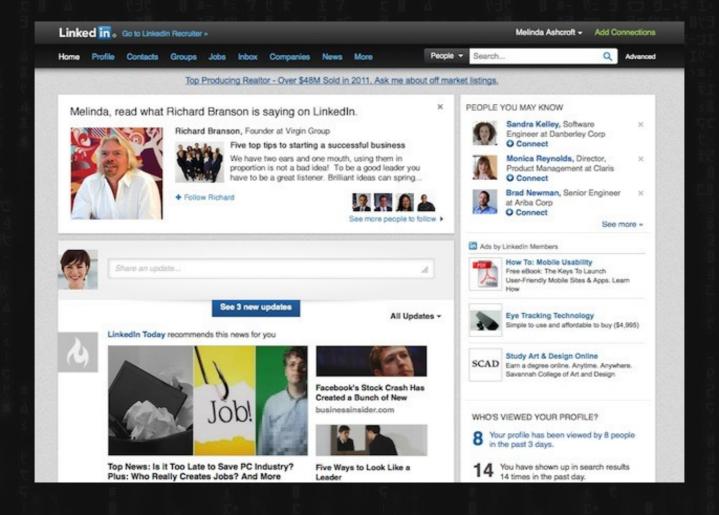
#### And then, essentially none...

What did the following do right?

#### **Facebook**



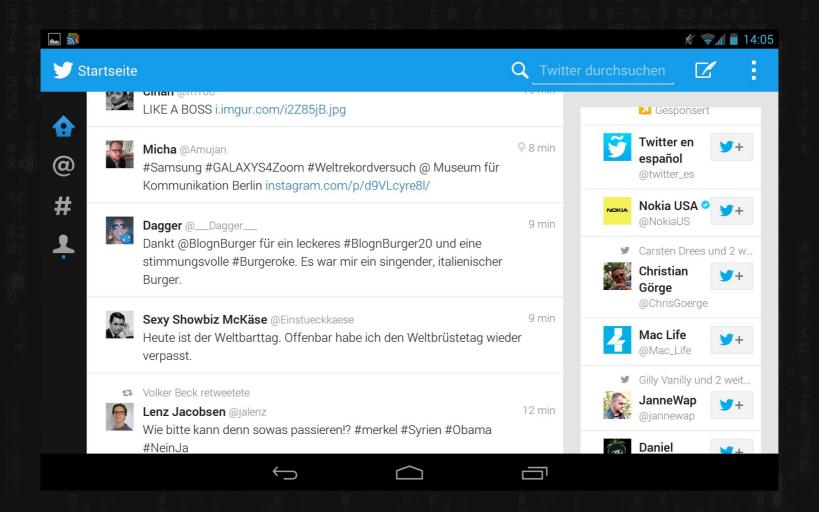
#### LinkedIn



# This ties in with another useful idea: syndication.

AKA, "What are you up to RIGHT NOW?"

#### **Twitter**



## And everyone else trying to make millions..

Snapchat

Instagram

Vine or Tik-Tok or BeReal or Yik-Yak whatever it is now lol im old

...etc.

#### Text v. Photo v. Video

• Likely major differences here.

## But, perhaps there are drawbacks?

Really, one.

Who "controls" the forum? What does its GOVERNANCE look like?

Many models, many ideas.

## But, perhaps there are drawbacks?

From the user's point of view:

Do you see everything that is posted?

If not, who is curating it, and for what purpose?

How much control do you have over curation?

### But, perhaps there are drawbacks?

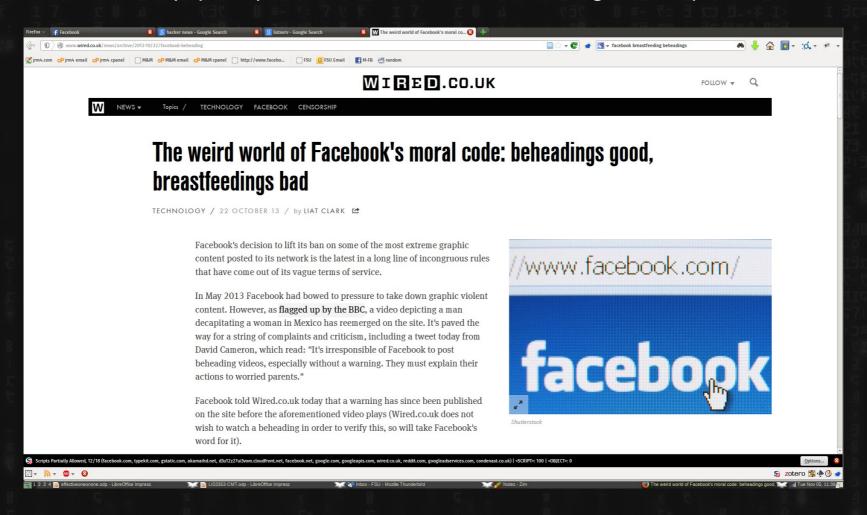
Additionally - what about **creation**?

What is their relationship to the concept of "Intellectual Property?"

Are they the cops now?

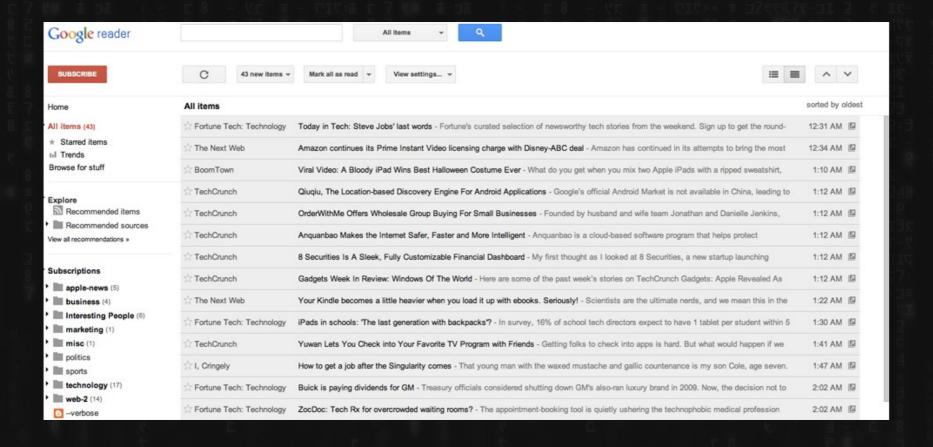
#### Censorship?

(I'm not sure why I put a question mark there. Yes, this is freaking censorship and it's weird.)

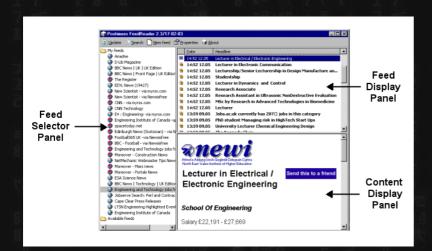


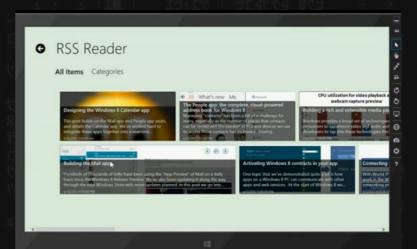


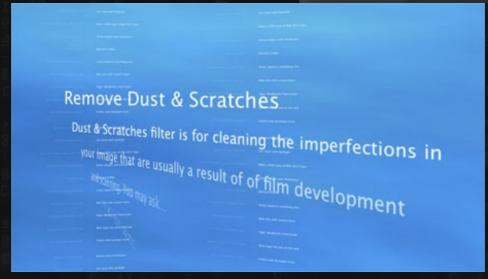
#### RSS?



#### But, also...







#### Classic Forum



### But what if you want everyone?

Then you need "federation":

A group of servers/nodes

WITH EQUAL POWER

who agree to pass on and distribute messages.

with centralized rules, but no central authority

#### Mastodon



#### HOW COULD THIS EVER WORK?

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Already does.

Ever heard of email?:)

#### Classic PROTOCOLS

ALONGSIDE (not under) HTTP:

There was/is

- Email
- Internet Relay Chat (IRC)
- Gopher
- Usenet

#### HOW COULD THIS EVER WORK?

Already does.

Ever heard of email?:)

(don't get me started on usenet, it'll blow your mind...)

#### HOW COULD THIS EVER WORK?

And probably something we need to work more on..:)



## Update!



### Update part II!

# Twitter now worth HALF of what it was before he bought it...

And also?



Or, perhaps...

Reddit Is Killing **Third-Party** Applications (And Itself)