



# WELCOME

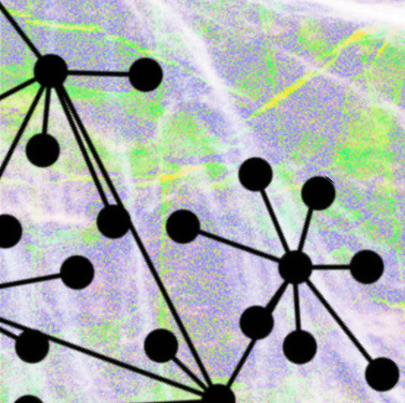
## to Decentralized Social

\$27.07 billion

This praxis session on Decentralized Social Media will begin with an overview of platforms and protocols such as Bluesky (ATProto) and Mastodon (ActivityPub). Participants will set up accounts on both platforms, as well as participate in hands-on activities building on experience from the command-line and server set up praxis sessions. The instructors will also lead participants through a discursive skill sharing session on using these technologies, as well as more well-known tools and platforms, for promotion of creative work

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# WHY DECENTRALIZED SOCIAL?

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From Oct 2022

## *Elon Musk Completes \$44 Billion Deal to Own Twitter*

The world's richest man closed his blockbuster purchase of the social media service, thrusting Twitter into a new era.



# Facebook and Instagram get rid of fact checkers

8 January 2025

Share  Save 

**Liv McMahon, Zoe Kleinman & Courtney Subramanian**  
BBC News in Glasgow and Washington



# Mark Zuckerberg's Meta donates \$1m to Trump fund

12 December 2024

Share  Save 

**Liv McMahon**  
Technology reporter

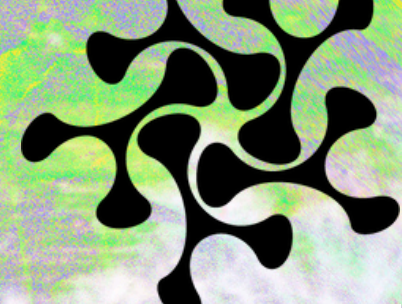
# RECENT HISTORY

\$27.07 billion



\$27.07 billion

# It started with Secure Scuttlebutt



<

>

Public

Private

Patchwork

word, @key, #channel

Profile

Mentions

+ Join Pub

Active Channels

#new-people

#anarchitecture

#datastructures

#licensing


#welcoming\_committee

#patchbay


#sudoroom

#scuttlebot


Who to follow




@jiangplus




@iainkirkpatrick




@Michael



@keks




@eight45.net



@grammolan

@ktorn, @don and @Dominic replied



@Dominic

5 days ago

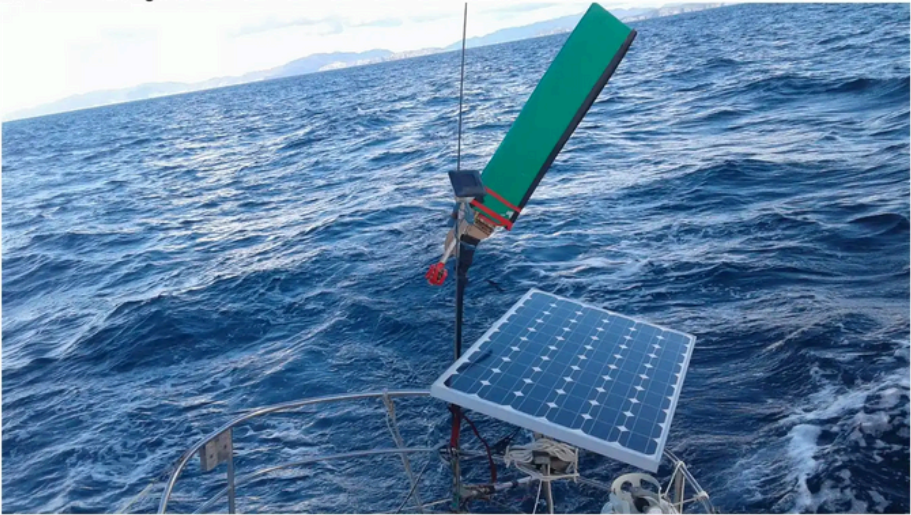
+12 #boats

Okay, so I build a crazy self-steering contraption...  
and it actually works!!!

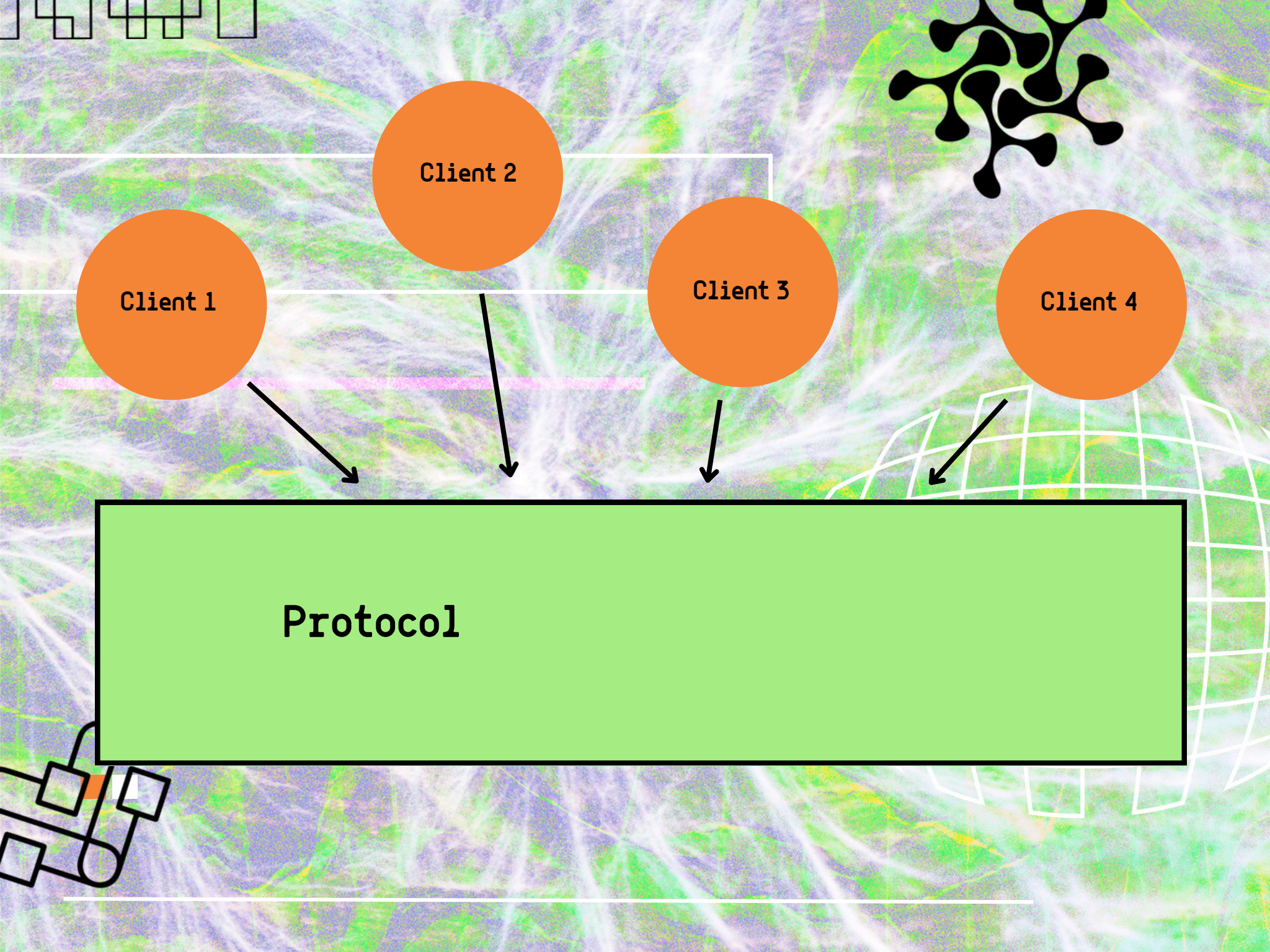
currently self steering a beam-reach from Bay of Islands towards Cavali Islands.

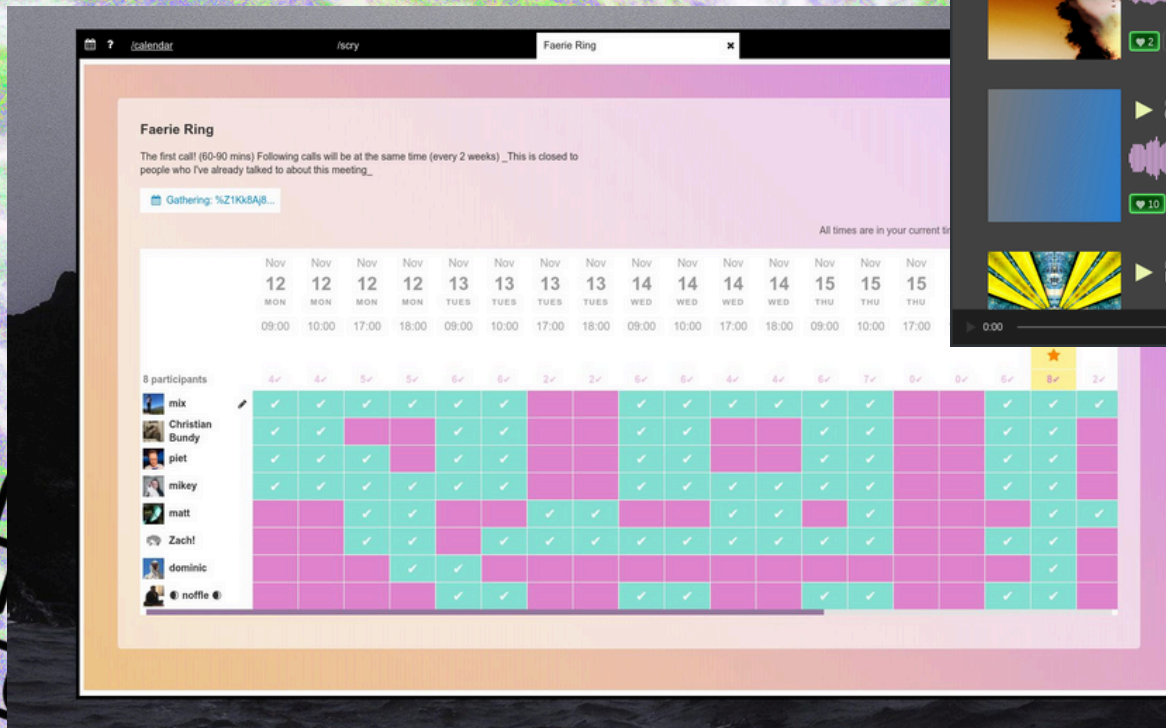
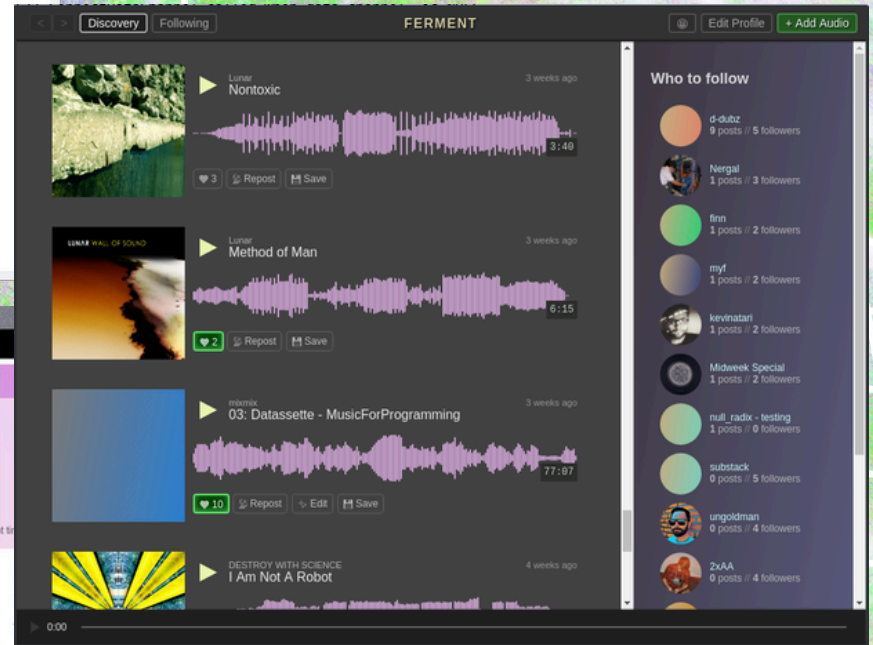
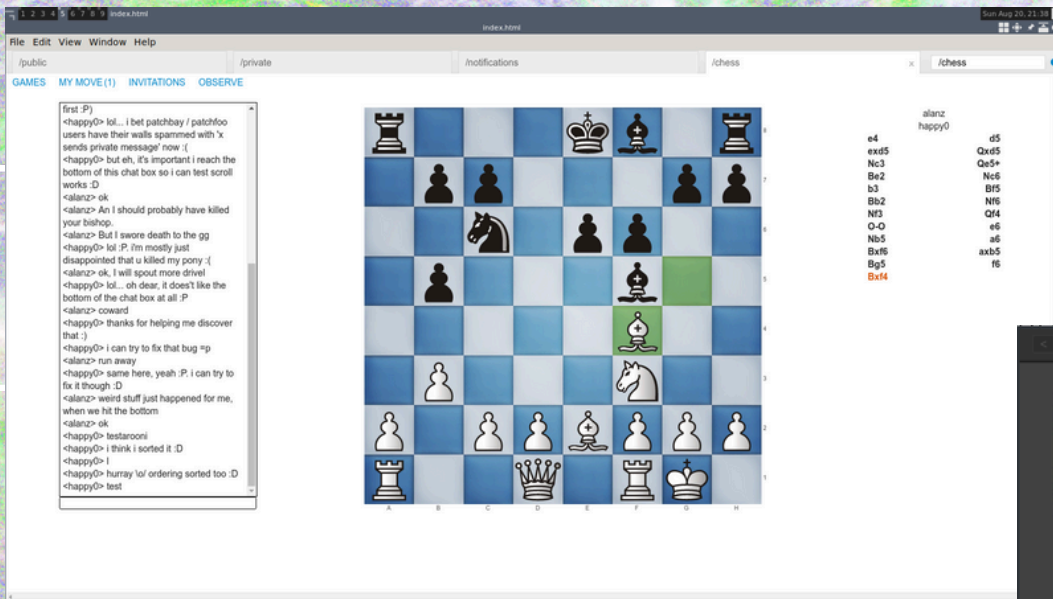
It's inspired by a "servo pendulum" design, but only uses junk you probably already have lying around.  
So far I have spent \$30. \$20 on rope and \$10 on a pulley. (although I already had a few of those in my junk drawer)

So the design is a horizontal windvane, made from coreflute (aka coroplast) a door hinge and some bolts  
as a counter weight.

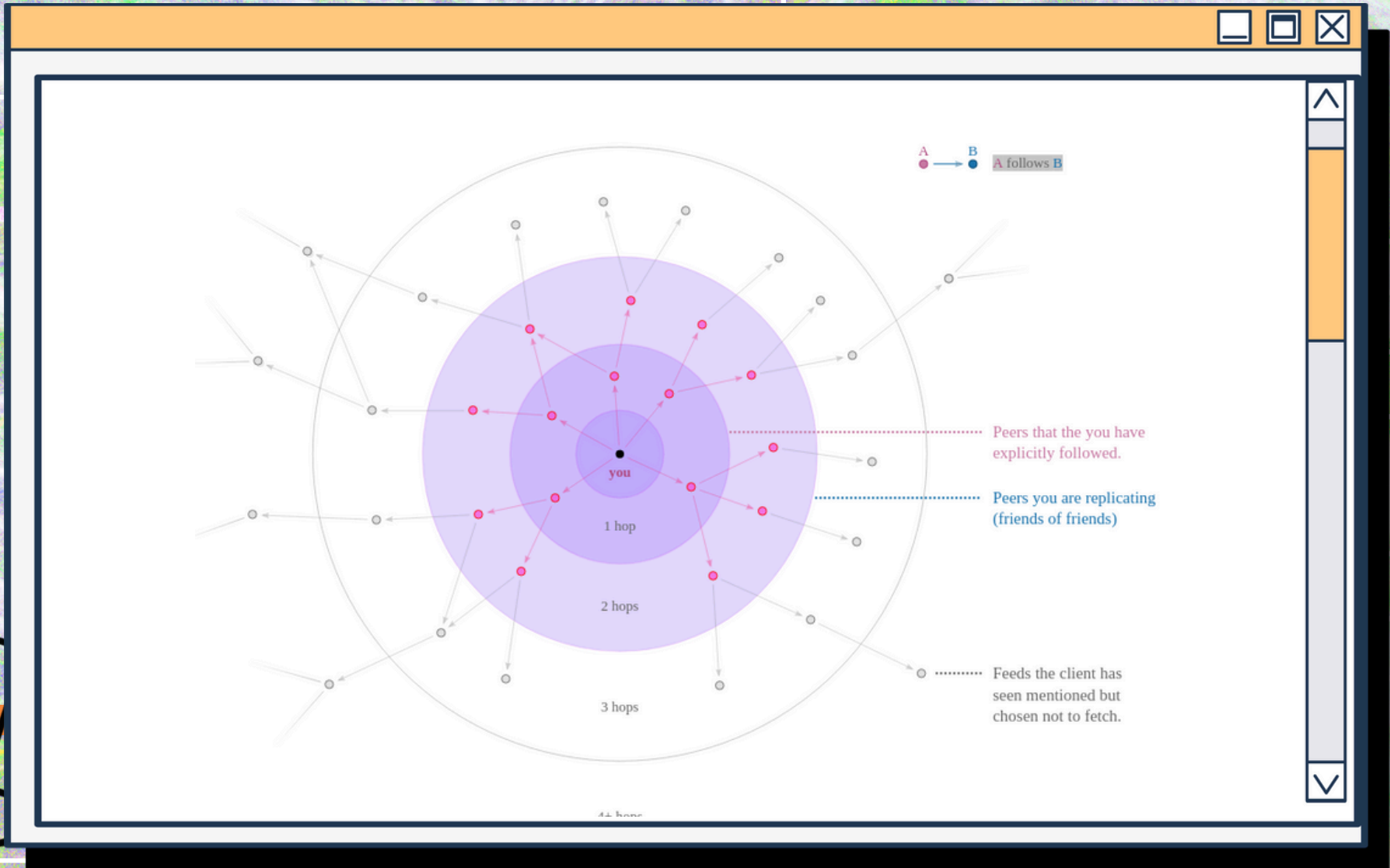
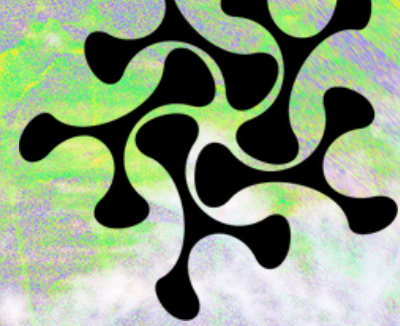


Then it goes to a little servo/rudder at the end of what was the boat hook (which was previously a broom





Scuttlebutt is notably not federated, each user syncs several hops out from their own followers locally



Patchwork

←

→

Public

Private

More ▾

word, @key, #channel


Profile

Mentions

Patchwork 3.16.2 has been released. Click here to download and view more info!

X

isthisa liked this message

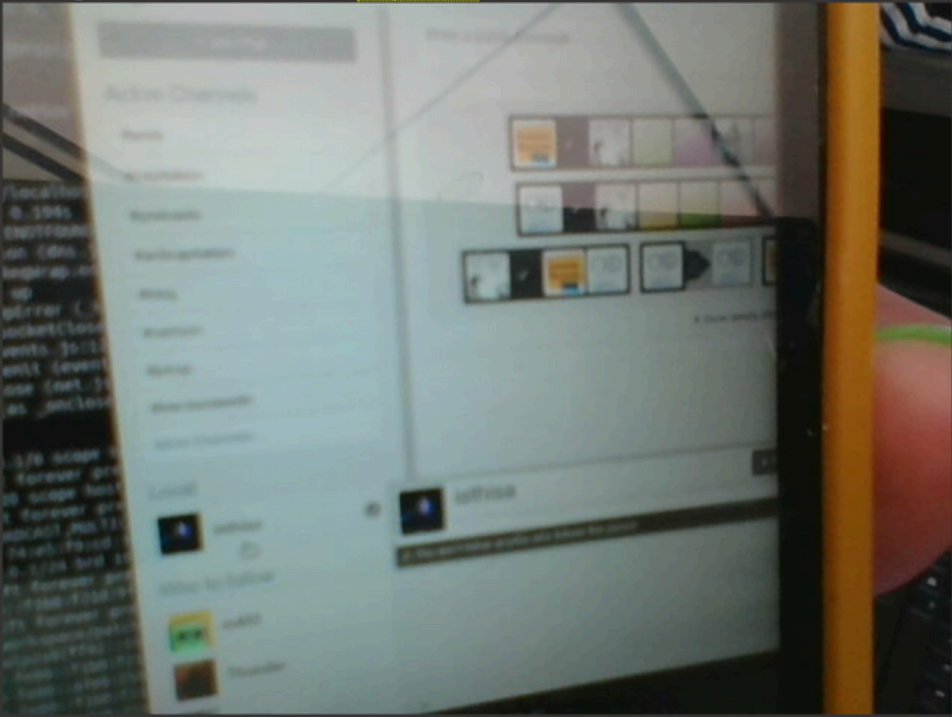


**schmars**

1 year ago


3 likes


Scuttling some butts at 35.000 ft with @ZyxkP+J...





Send Private Message


Friends


glyph


Powersource


SoapDog


cblgh


af

zelf

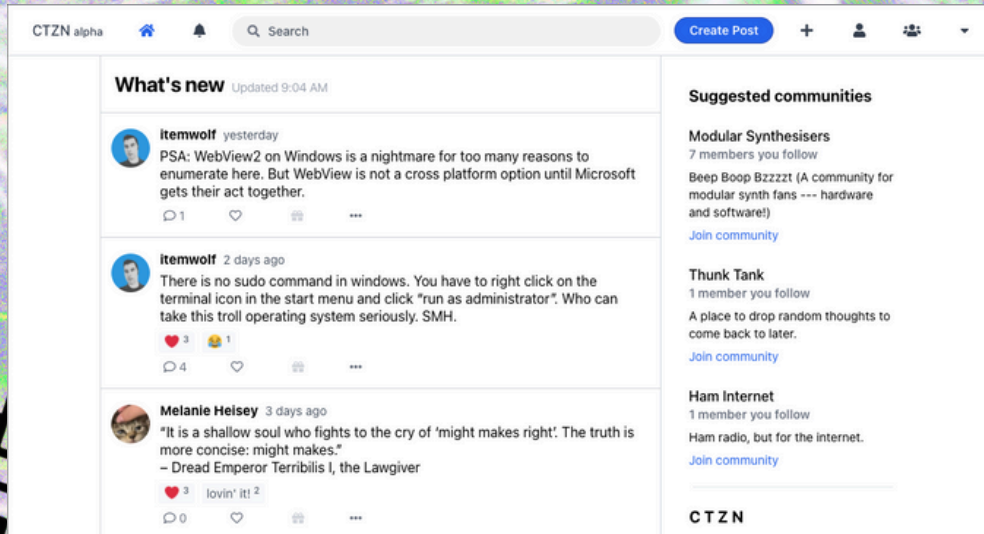
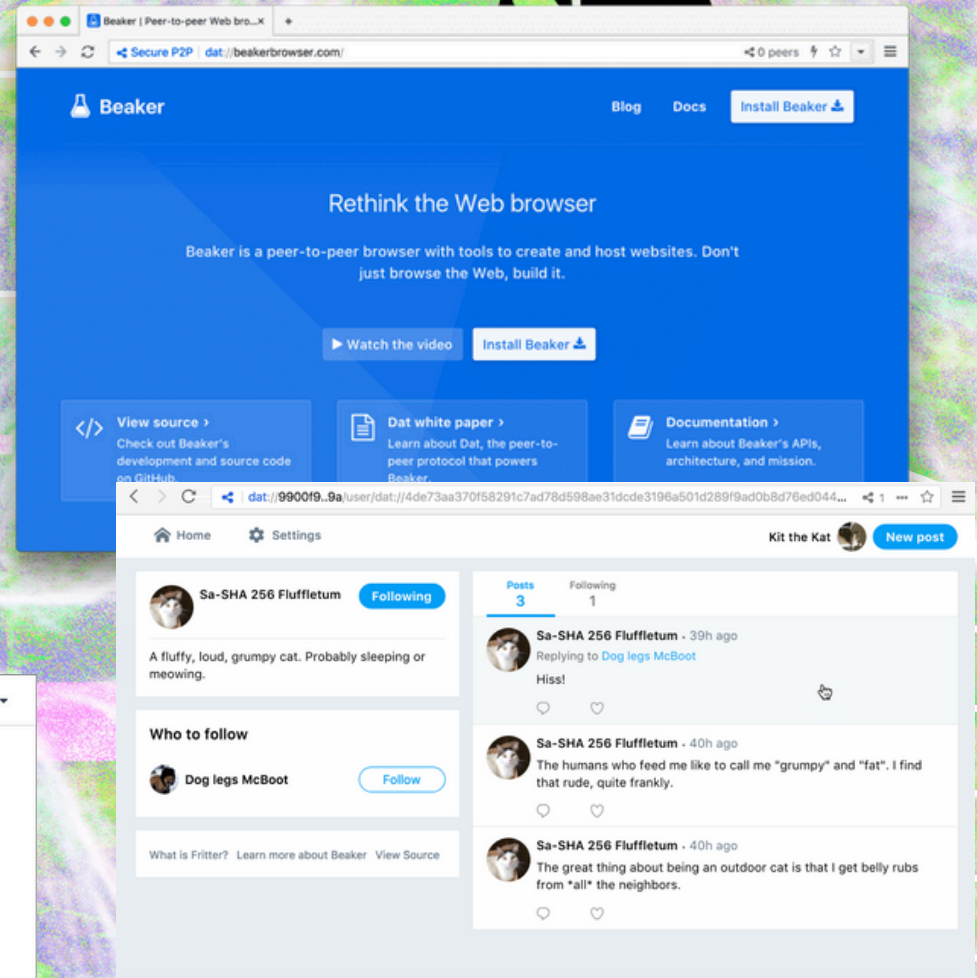
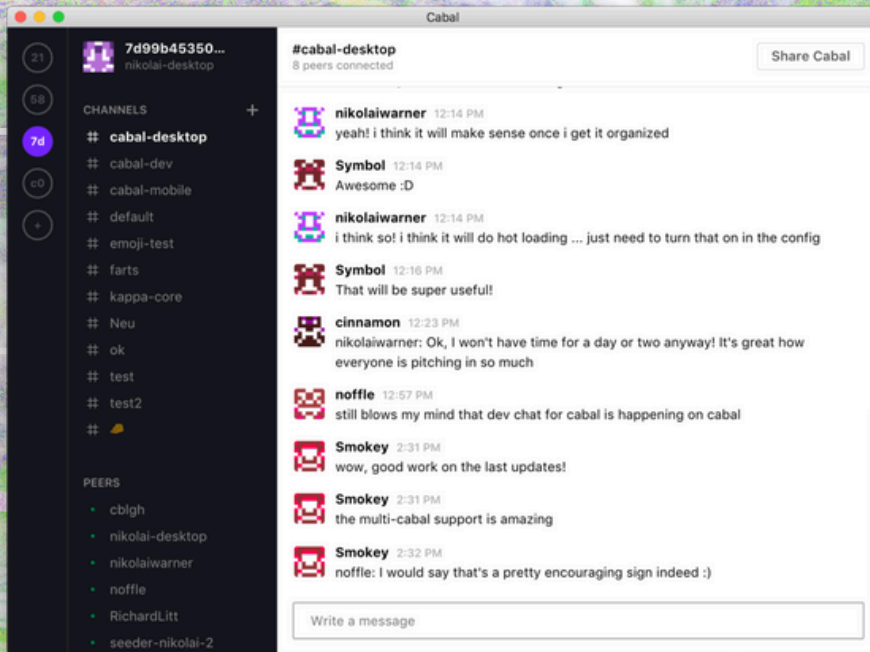
micro

cryptix

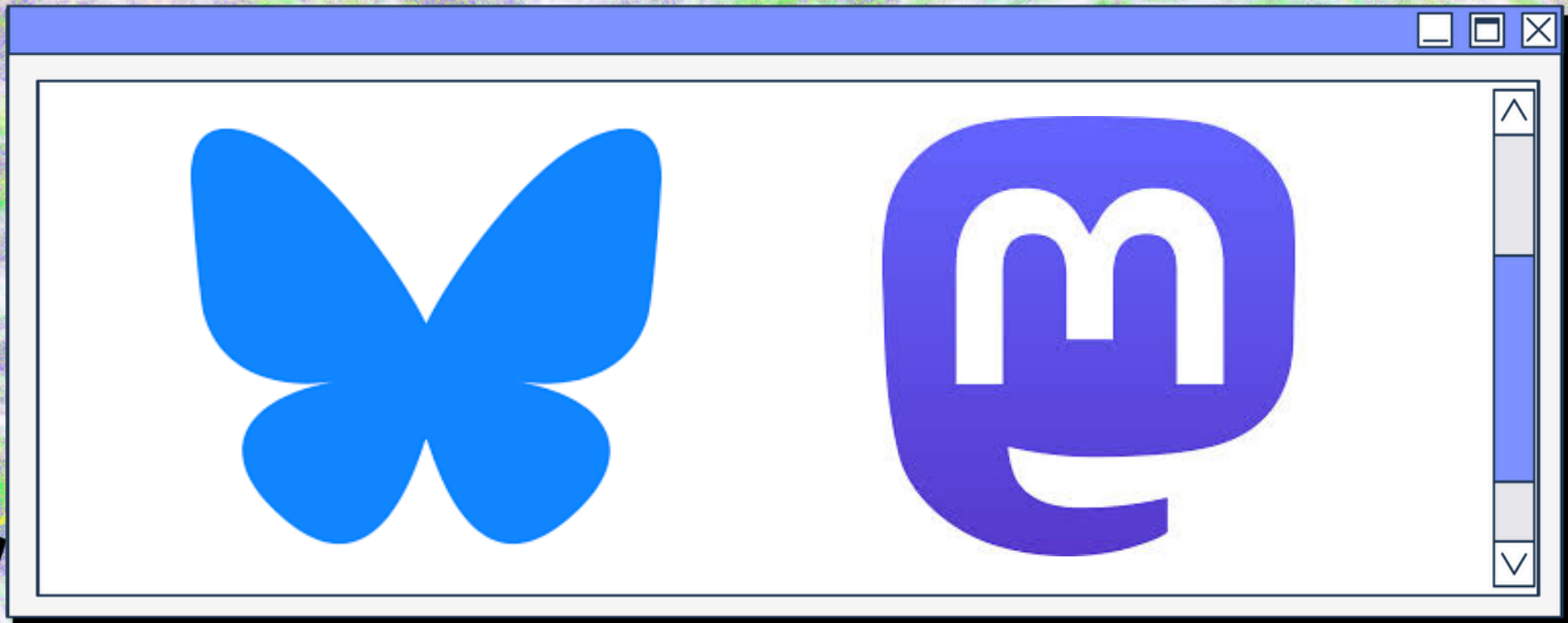
Rabble

cft

View 68 more



# MAJOR PROTOCOLS TODAY





## Both are Federated

## Neither has fully private content

- Built on AT Proto
- Public launch in 2024
- No other apps significant apps on the base protocol yet
- Newer protocol addresses some of the main criticisms of mastodon
- Significantly more users
- Funded by venture capital

- Built on ActivityPub
- Been around for a lot longer
- Greater diversity of apps on the base protocol
- More decentralized?
- Significant choice between instances
- Free and open source

<b>grafana.social</b> Grafana Social An instance for employees of Grafana Labs.	85 users • 1790 statuses
<b>www.psychocloud.tech</b> Mastodon	31 users • 2357 statuses
<b>parody.town</b> Parody.Town A place for parodies.	8 users • 342 statuses
<b>social.sigsoft.org</b> SIGSOFT Mastodon Server A Mastodon server for member of SIGSOFT, the ACM Special Interest Group on Software Engineering ( <a href="https://www.sigsoft.org">https://www.sigsoft.org</a> ). The SIGSOFT Mastodon server is run by the SIGSOFT executive committee.	81 users • 1046 statuses
<b>frinx.online</b> frinx.online Dieser Server wird betrieben von der frinx.it GmbH in Hannover und ist eine Ergänzung zum frinx.network (FRinx Is Not Xing)	1 users • 6 statuses
<b>soziale.cloud</b> Soziale Cloud Just one of many Mastodon servers. We don't have specific topics. Mainly German and English. Data location is Germany.	26 users • 2434 statuses
<b>lewacki.space</b> lewacki.space lewacki.space to fed skierowany przede wszystkim do osób o szeroko rozumianych poglądach lewicowych.	833 users • 28129 statuses
<b>blubrry.chat</b> Blubrry Podcasting This is the Blubrry Podcasting mastodon server that is for Blubrry customers. Sign up using your Blubrry.com email address associated with your Blubrry account for verification.	9 users • 86 statuses

## Instances

Can lead to option paralysis

Greater choice in terms of environment, moderation, etc, but comes with greater centralization of power in the form of the instance admin

### Brands & Products

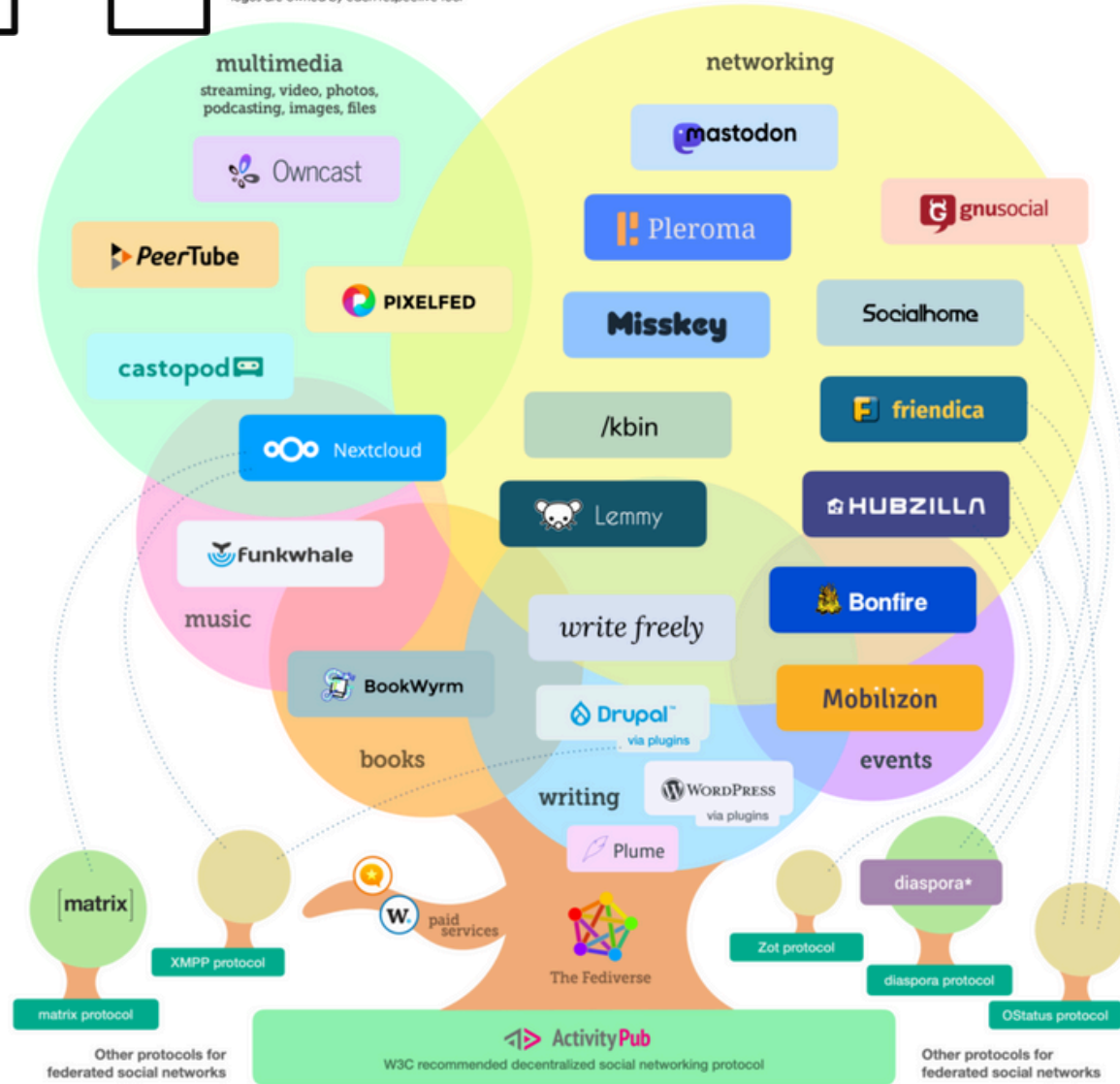
While it is encouraged on the instance to share personal projects, it is discouraged to use the platform as a "brand", or to use your account solely to do repeated advertisement of products. You're welcome to add fundraising links to your profile description, and to share them on the local timeline from time to time.

This is the Blubrry Podcasting mastodon server that is for Blubrry customers. Sign up using your Blubrry.com email address associated with your Blubrry account for verification.

# The many branches of the Fediverse

axbom.com/fediverse • CC BY-SA Per Axbom  
version 3.0 • January 17, 2023  
logos are owned by each respective tool

Note: this is an overview and not a  
complete mapping of the Fediverse.



EXAMPLE 15: Object with audience targeting

```
{
  "@context": "https://www.w3.org/ns/activitystreams",
  "type": "Note",
  "content": "This is a note",
  "published": "2015-02-10T15:04:55Z",
  "to": ["https://example.org/~john/"],
  "cc": ["https://example.com/~erik/followers",
        "https://www.w3.org/ns/activitystreams#Public"]
}
```



actor reads  
incoming messages



INBOX



send messages  
to actor (federation!)



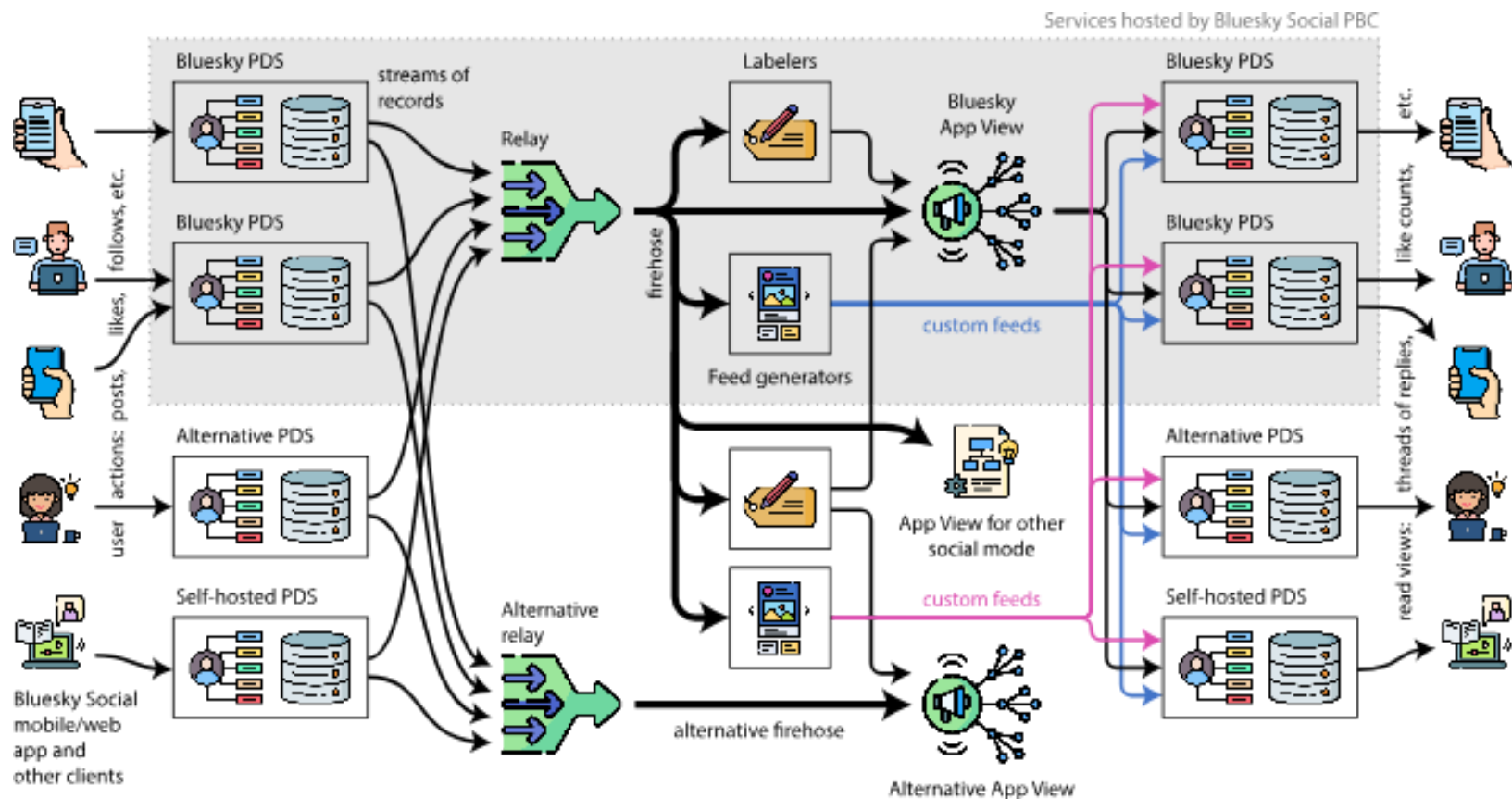
OUTBOX

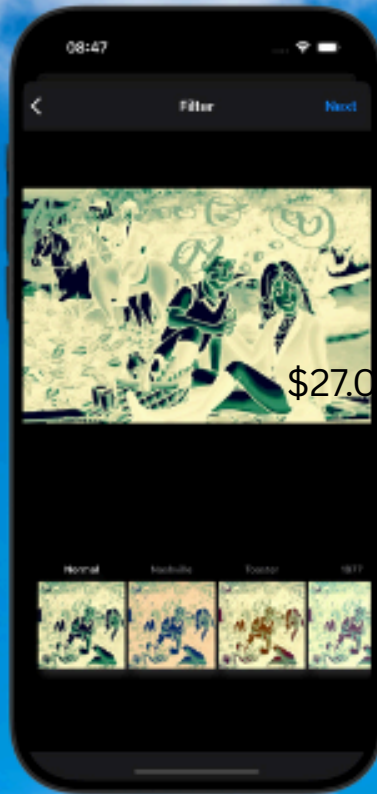
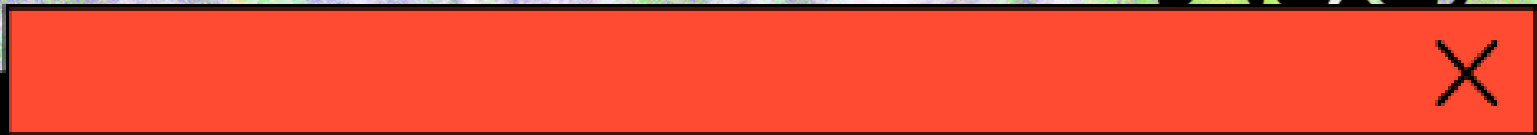


REST OF THE  
WORLD

actor sends  
messages / posts content

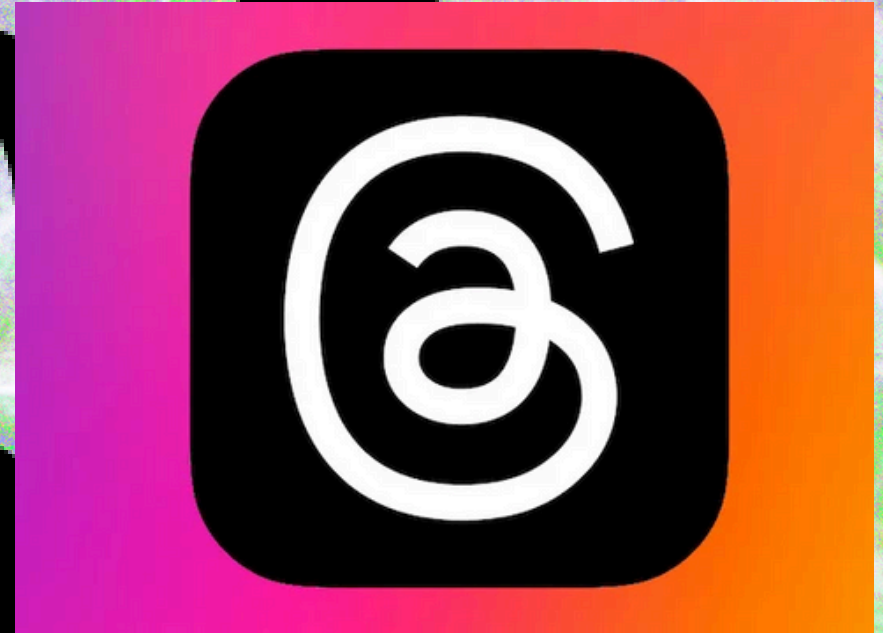
outside world can read  
messages from actor



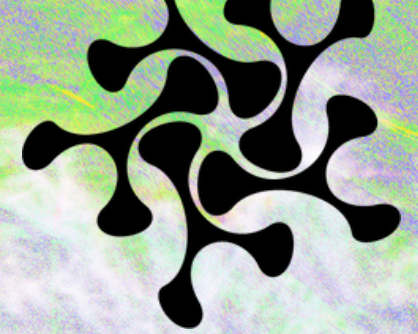


\$27.07 billion





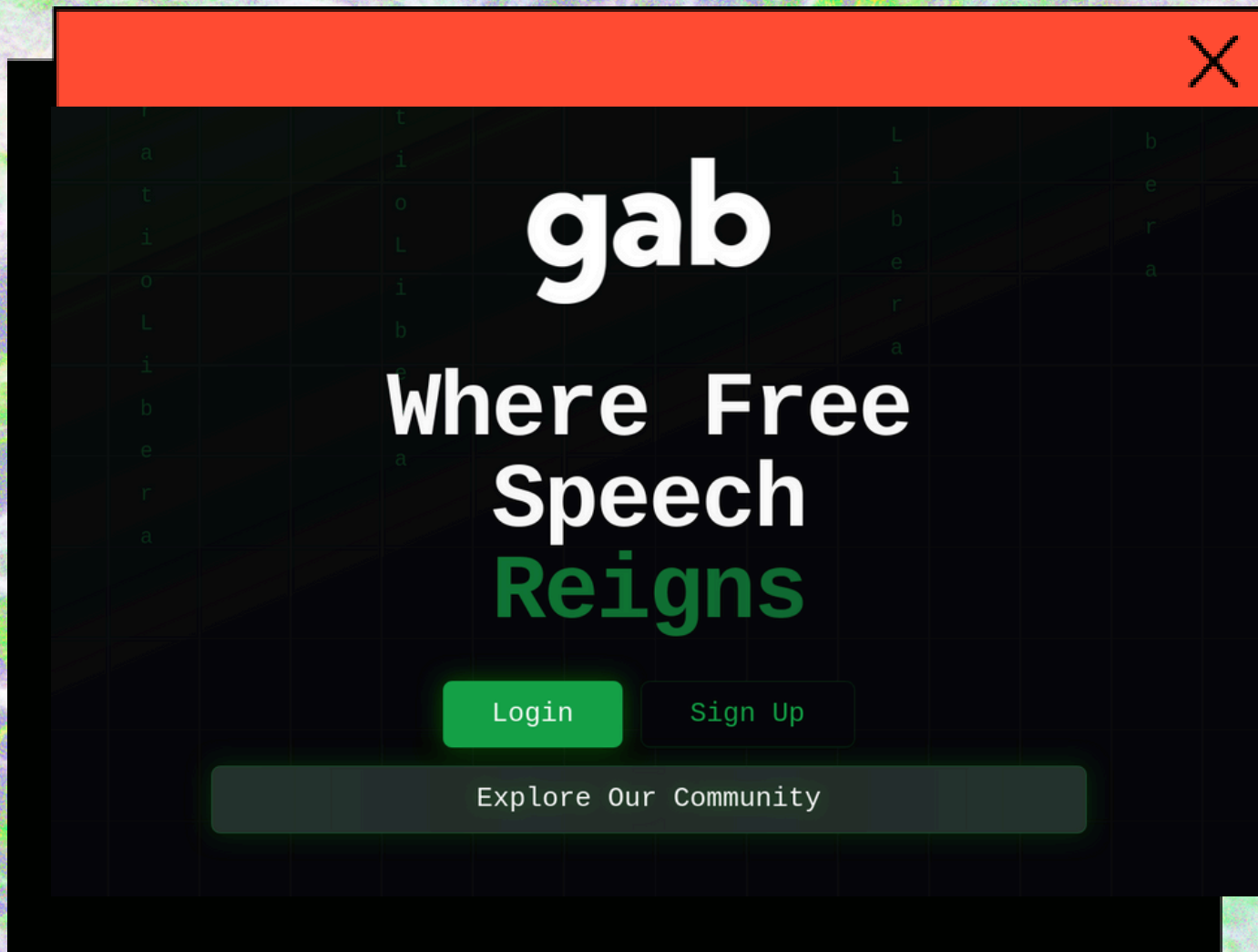
 **farcaster**



# CHALLENGES FOR DECENTRALISED SOCIAL



# The problem of content moderation

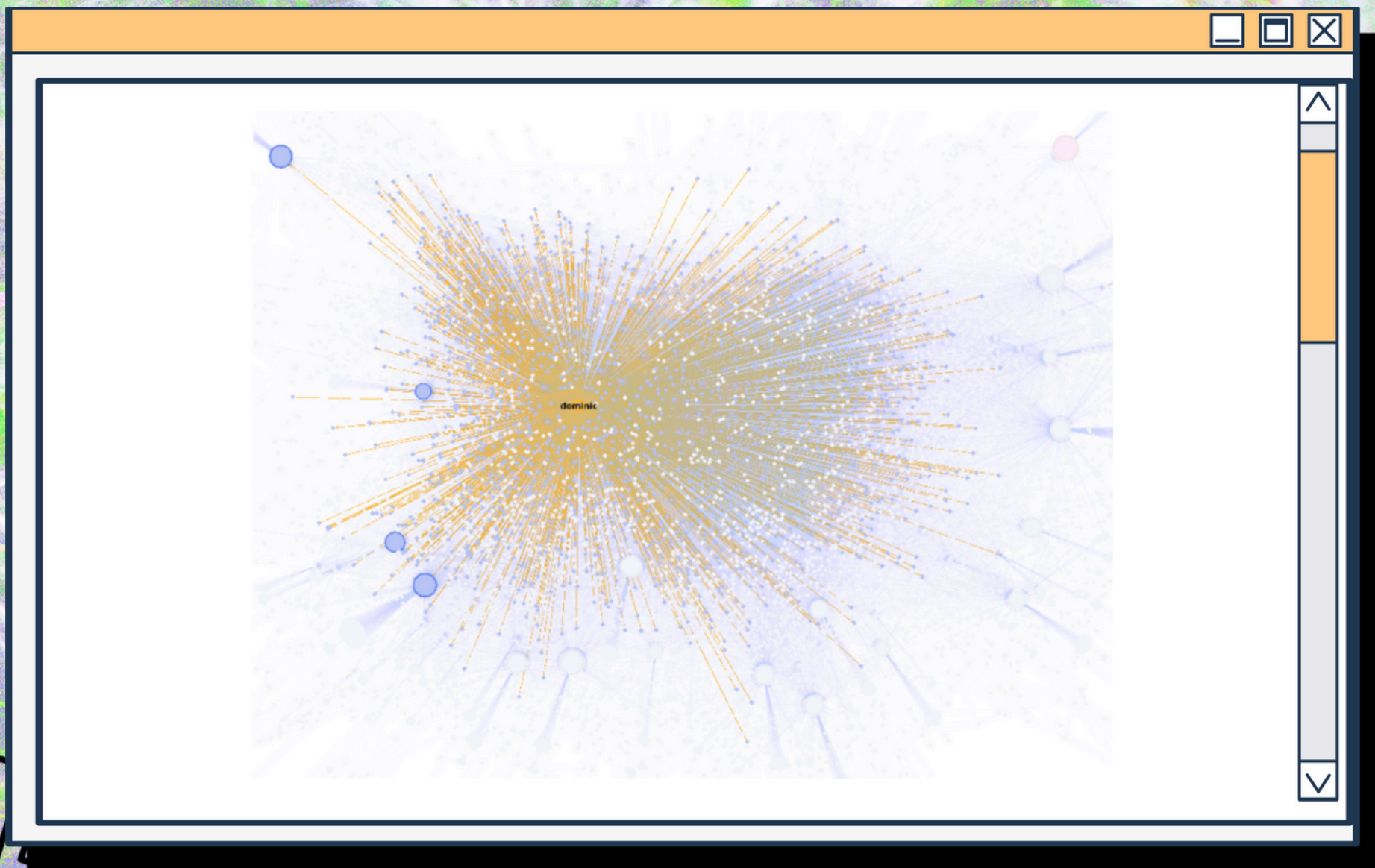


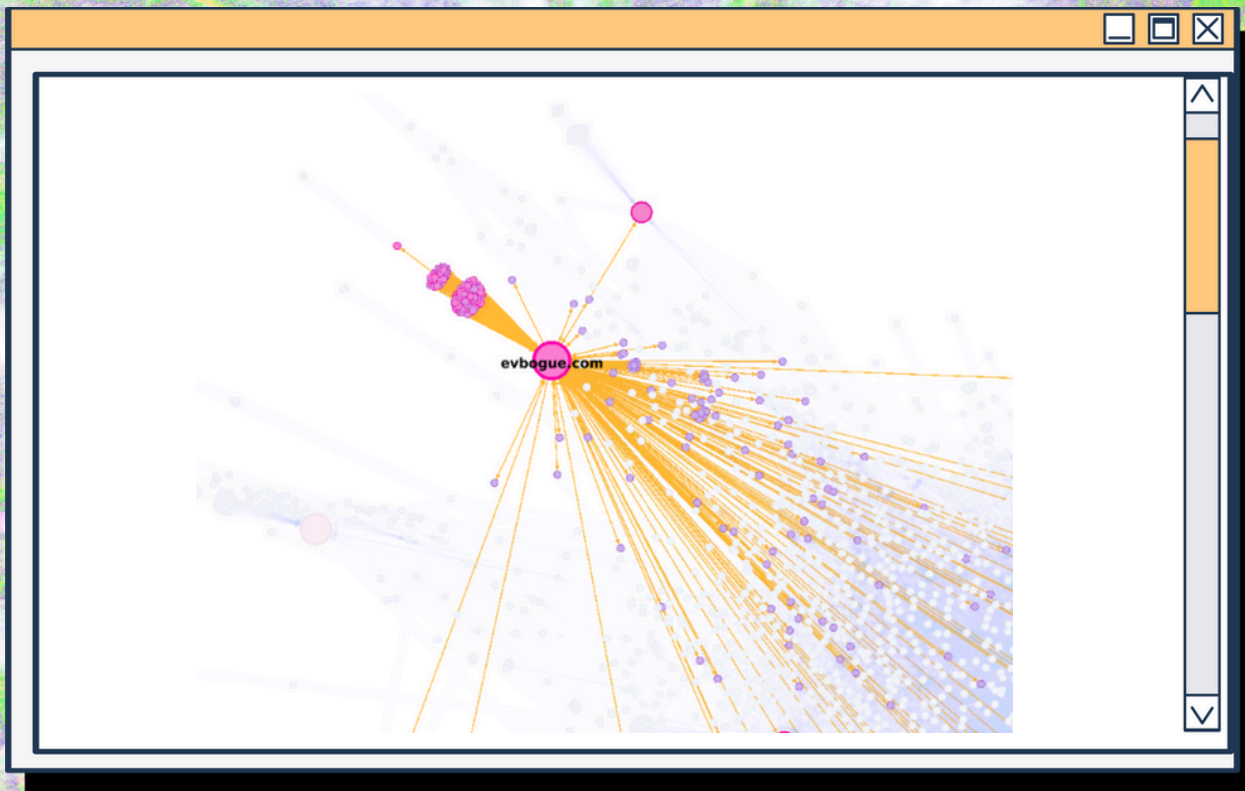
content  
moderation?

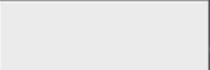



censorship?








 reply to Thanks for taking the time to keep us ... ♥ 2 likes

 yes I guess the entry point was the TickTack pub. However, I blocked the original Alltinget pubs, Mr Greybone's IDs and the TickTack pubs, yet I saw the Alltinet pub and the Greybone ID that I reported today.

I think the new vector into the Norwegian crab island is  or in the vicinity thereof. They are friends with e.g., [@zie.pub](#) (693 friends), [@pub\\_dinosaur\\_one](#) (419 friends), [@pub.heropunch.io](#) (464 friends), and [@pub\\_ticktack](#) (117 friends), which gives a lot of exposure, and they are following 185 IDs, including several IDs from the Norwegian crab group.

It takes a lot of clicking around to see these connections. I wish it was possible to have some sort of realtime, clickable, graphical display of the social graph that would let you explore your connections and also block or follow people.

♥ Like ↩ Reply

moderation

# Block Together

A web app intended to help cope with harassment and abuse on Twitter.

Note: As of 2018-06-28, the [two auto-block features](#) are disabled.

- ☐ Block young accounts (< 7 days old) that mention you.
- ☐ Block accounts with < 15 followers that mention you.
- ☐ Share your block list with friends [\(Example block list\)](#).
- ☒ Follow [@blocktogether](#) for news and updates.

[Sign up using Twitter](#)

Block Together will not tweet on your behalf, but it needs read/write access so it can block people when you ask it to. Twitter describes that permission as 'Post tweets for you.'



rainyday commented on Mar 18 • edited ▾

Contributor + 🗨️ ...

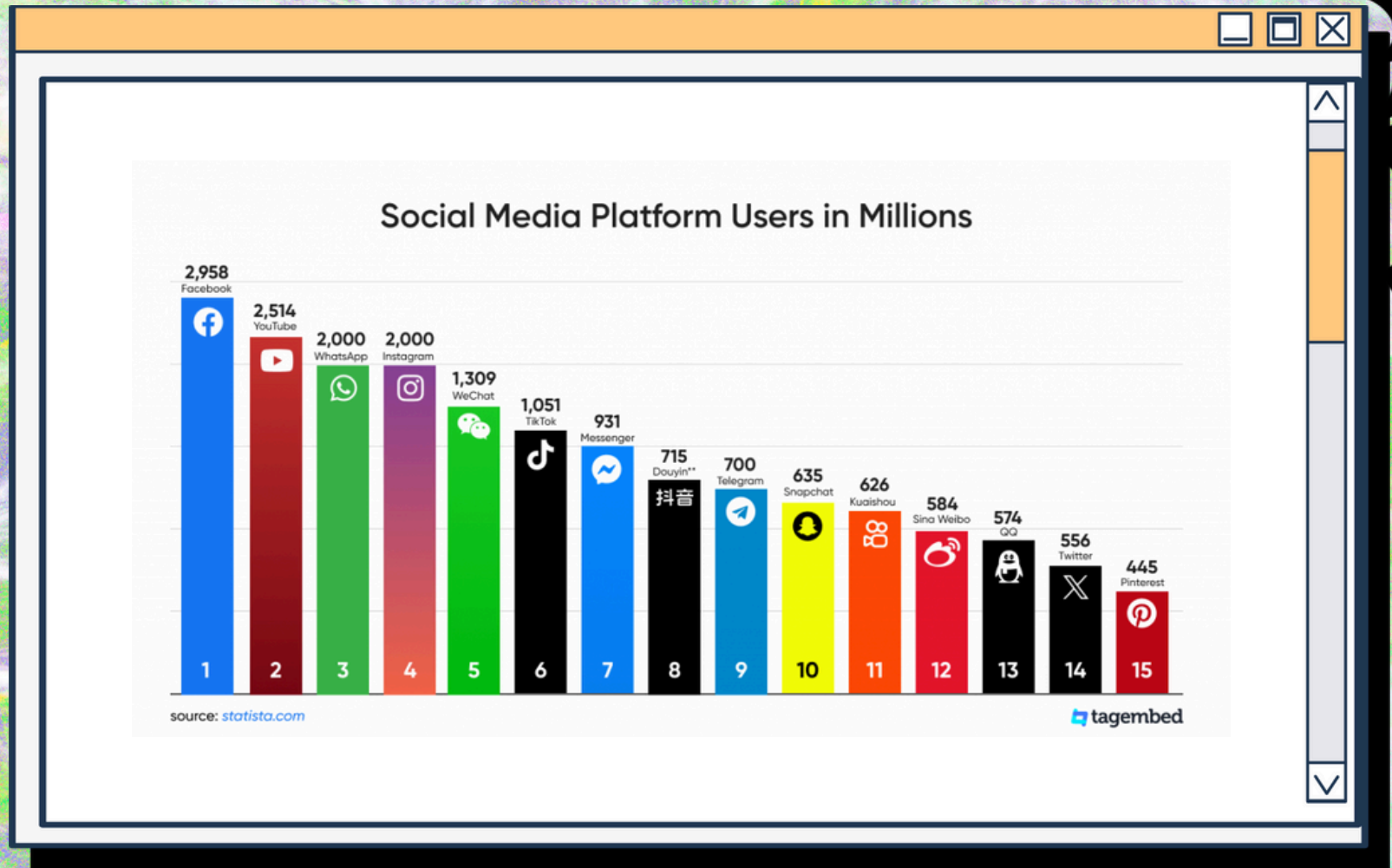
Every communal blocklist on Twitter or Mastodon so far has ended up being weaponized by bigots, abusers or other bad actors (ggautoblocker being run by a TERF is a good Twitter example). I know this type of feature may seem like a useful tool for protecting women and minorities from harassment at first glance, but in practice shared blocklists are actually used to isolate, harass and abuse the most vulnerable.

As such I think any official support for such a feature would set a very bad precedent.

👍 6

moderation

# The problem of scale



# The problem of money

## A Declaration of the Independence of Cyberspace

by John Perry Barlow

Governments of the Industrial World, you weary giants of flesh and steel, I come from Cyberspace, the new home of Mind. On behalf of the future, I ask you of the past to leave us alone. You are not welcome among us. You have no sovereignty where we gather.

Your increasingly obsolete information industries would perpetuate themselves by proposing laws, in America and elsewhere, that claim to own speech itself throughout the world. These laws would declare ideas to be another industrial product, no more noble than pig iron. **In our world, whatever the human mind may create can be reproduced and distributed infinitely at no cost.** The global conveyance of thought no longer requires your factories to accomplish.

## Dweb for creators

Join the conversation



on  Bluesky