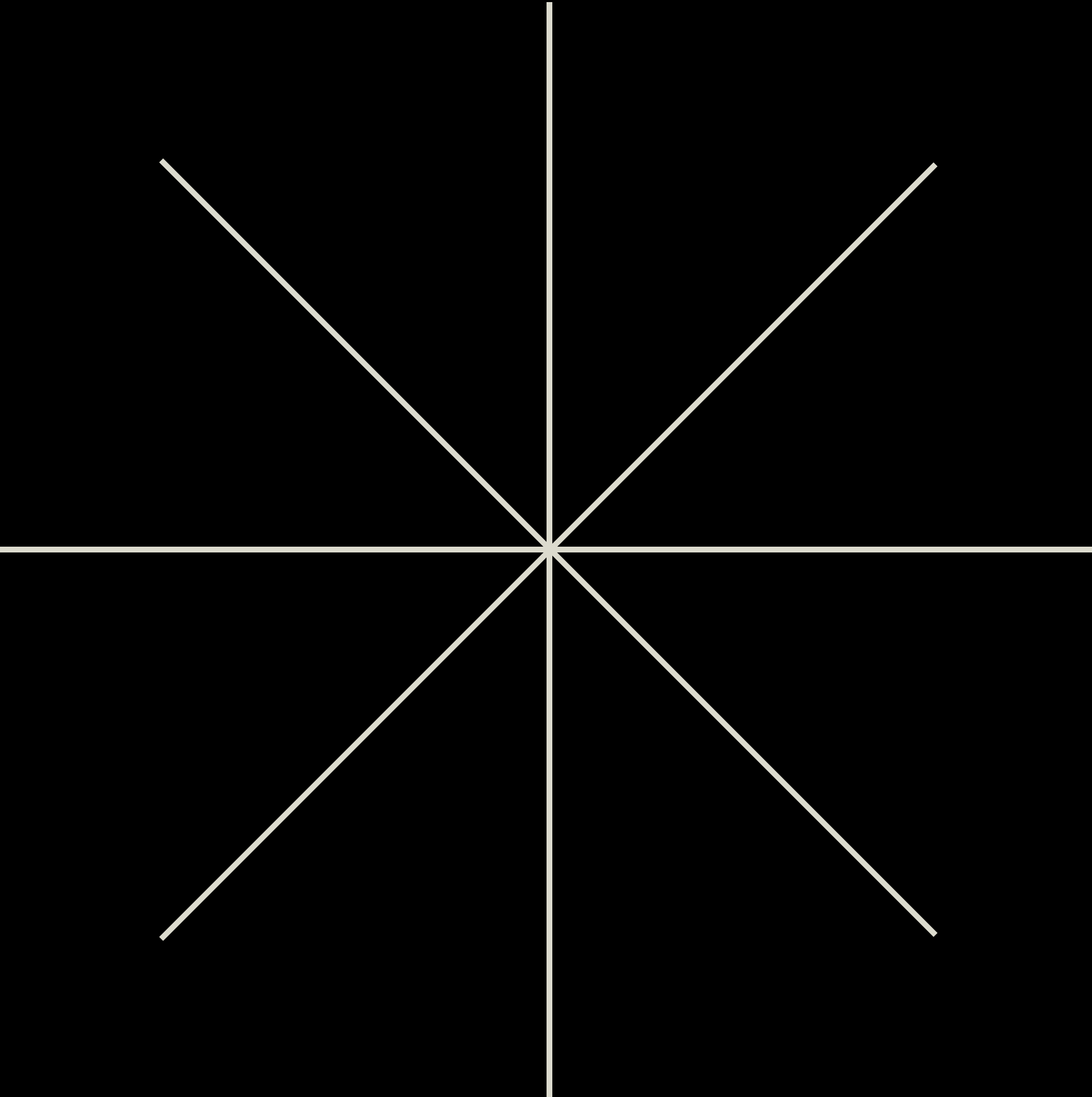
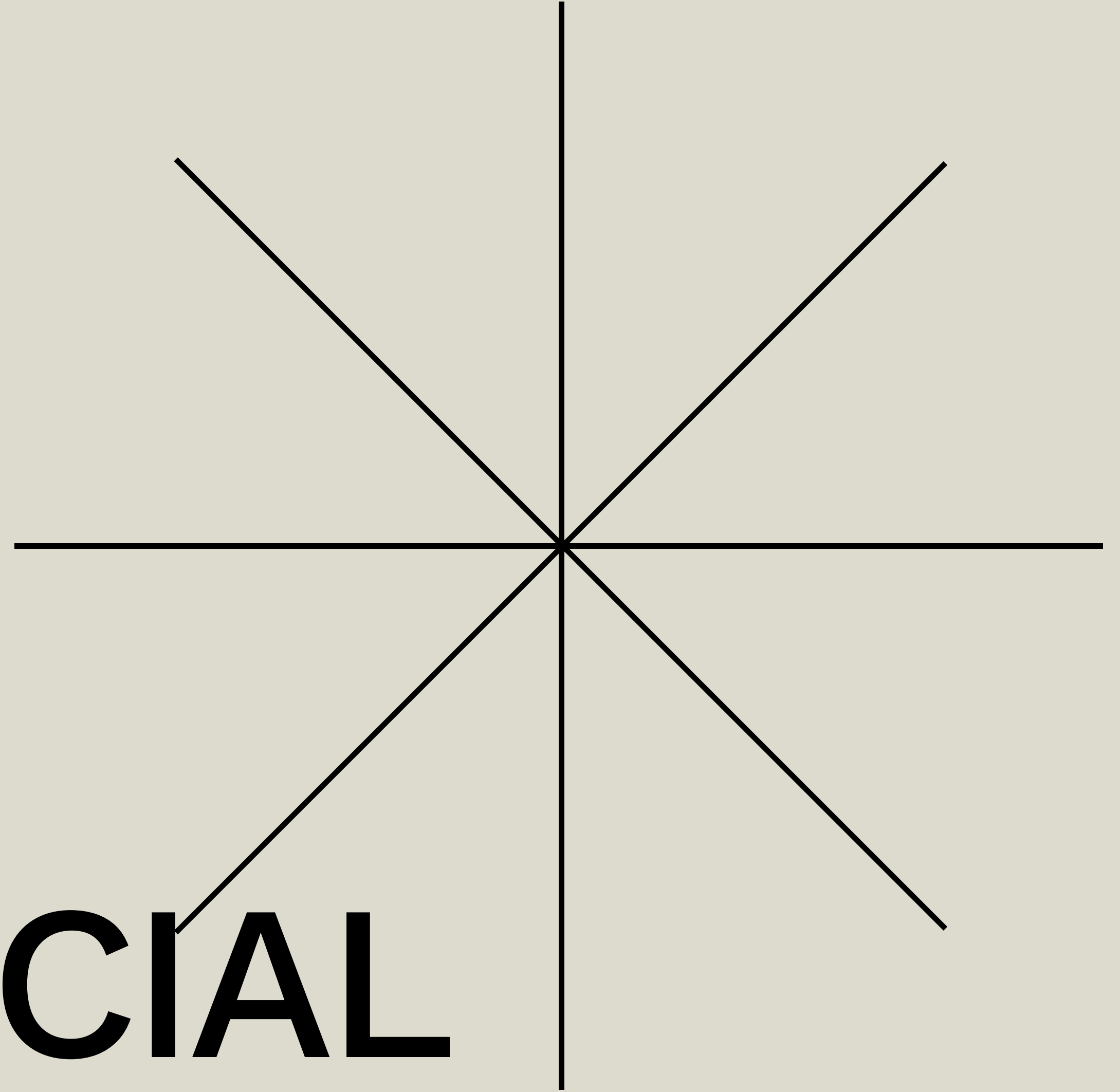


# SOCIAL NETWORKS





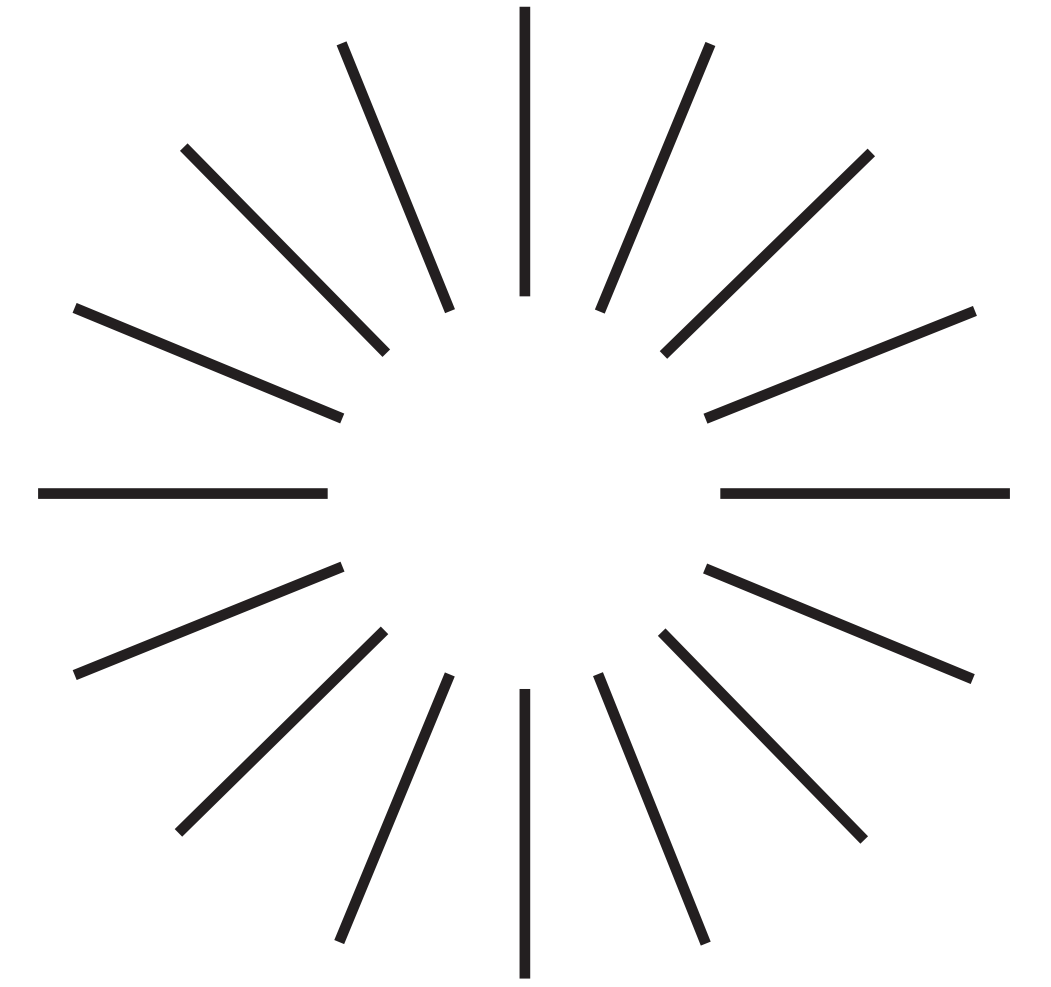


# WHAT ARE SOCIAL NETWORKS?



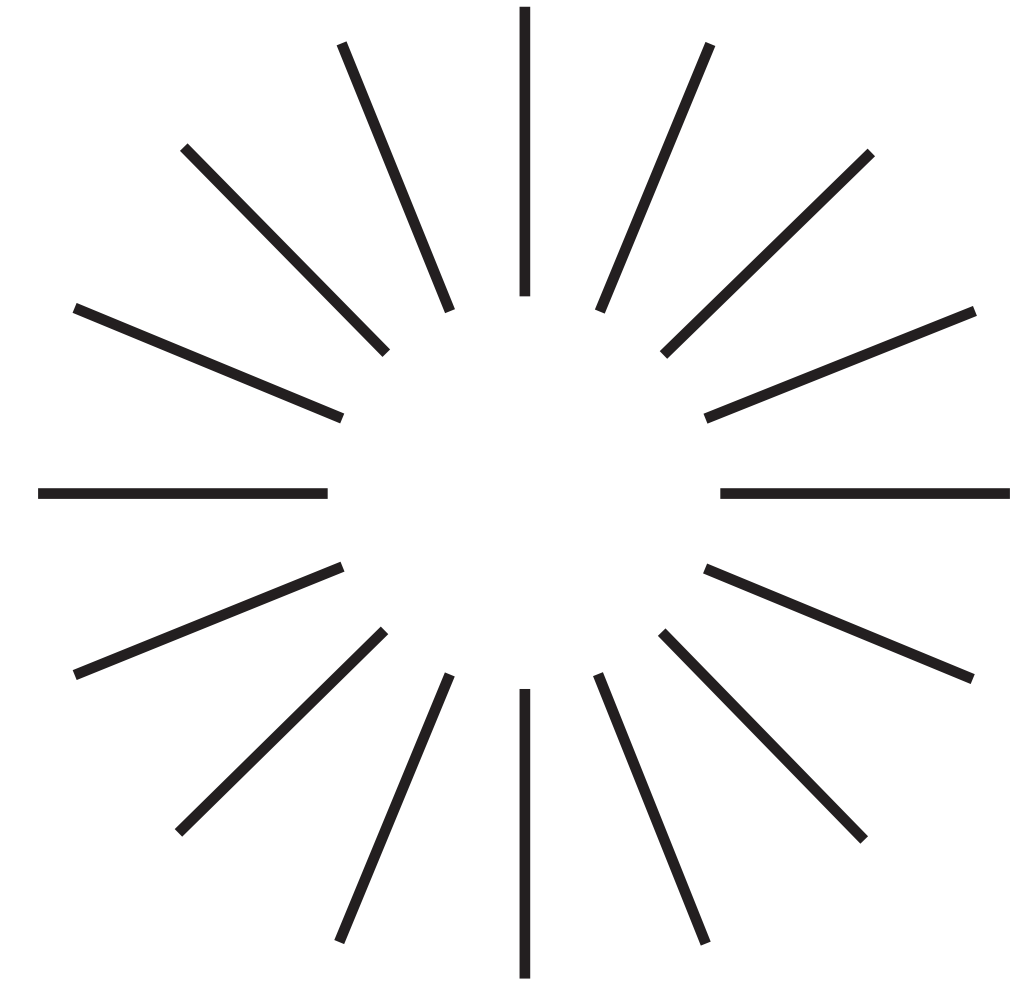
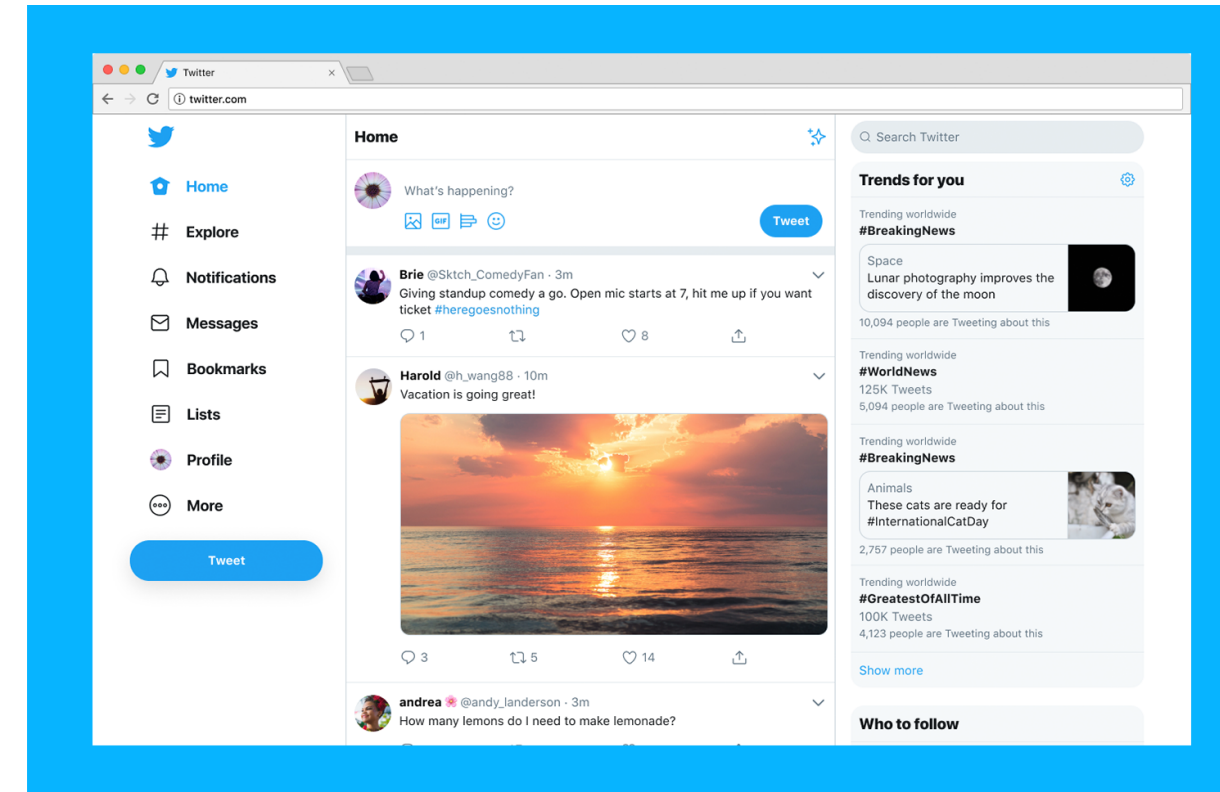
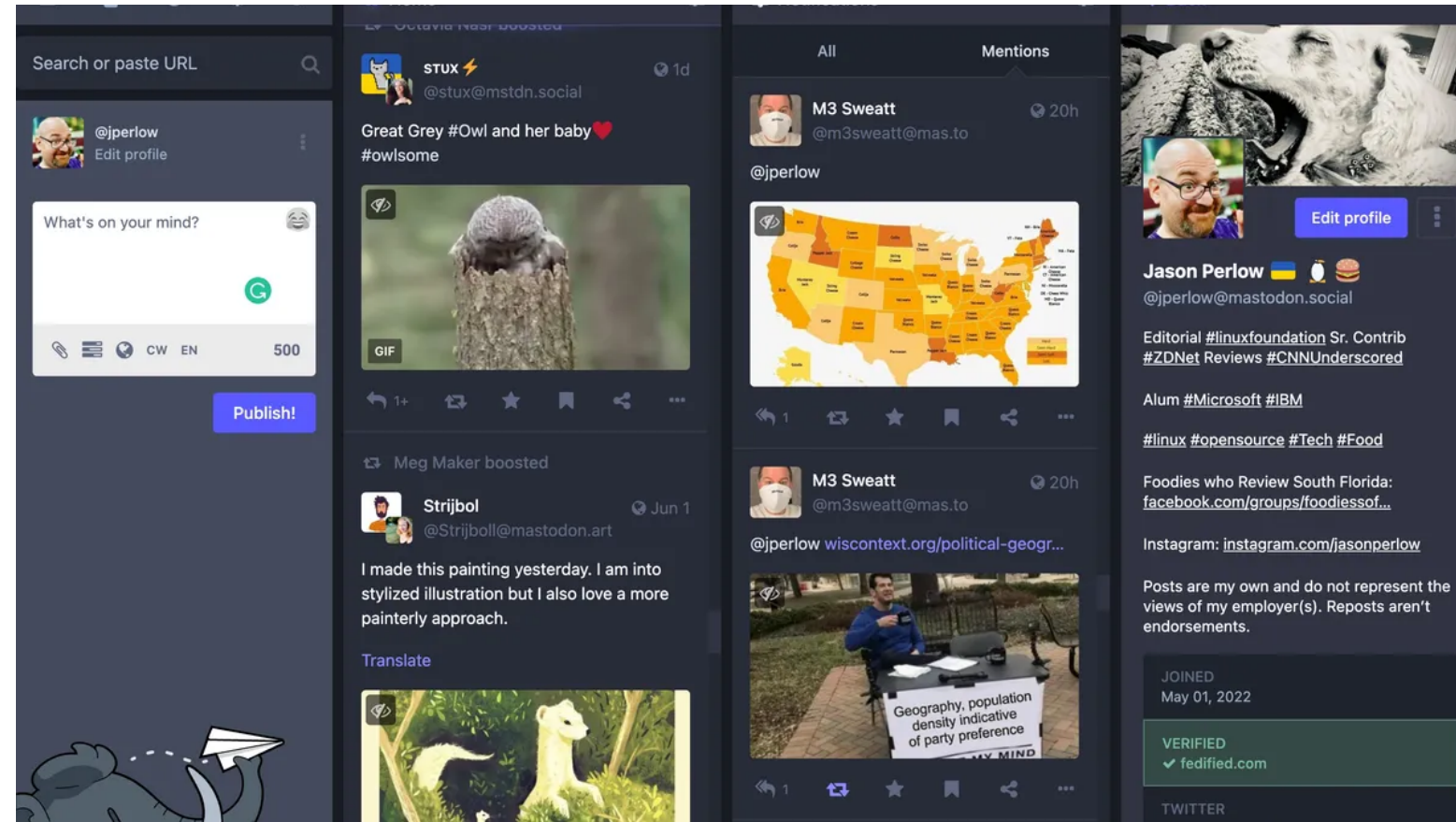
# SOCIAL NETWORKS

- reciprocal relationships
- social networks v.s. social media (interaction v.s. consumption...)
- design evolution
- what exactly makes a social network, a social network?
- more on decentralized networks



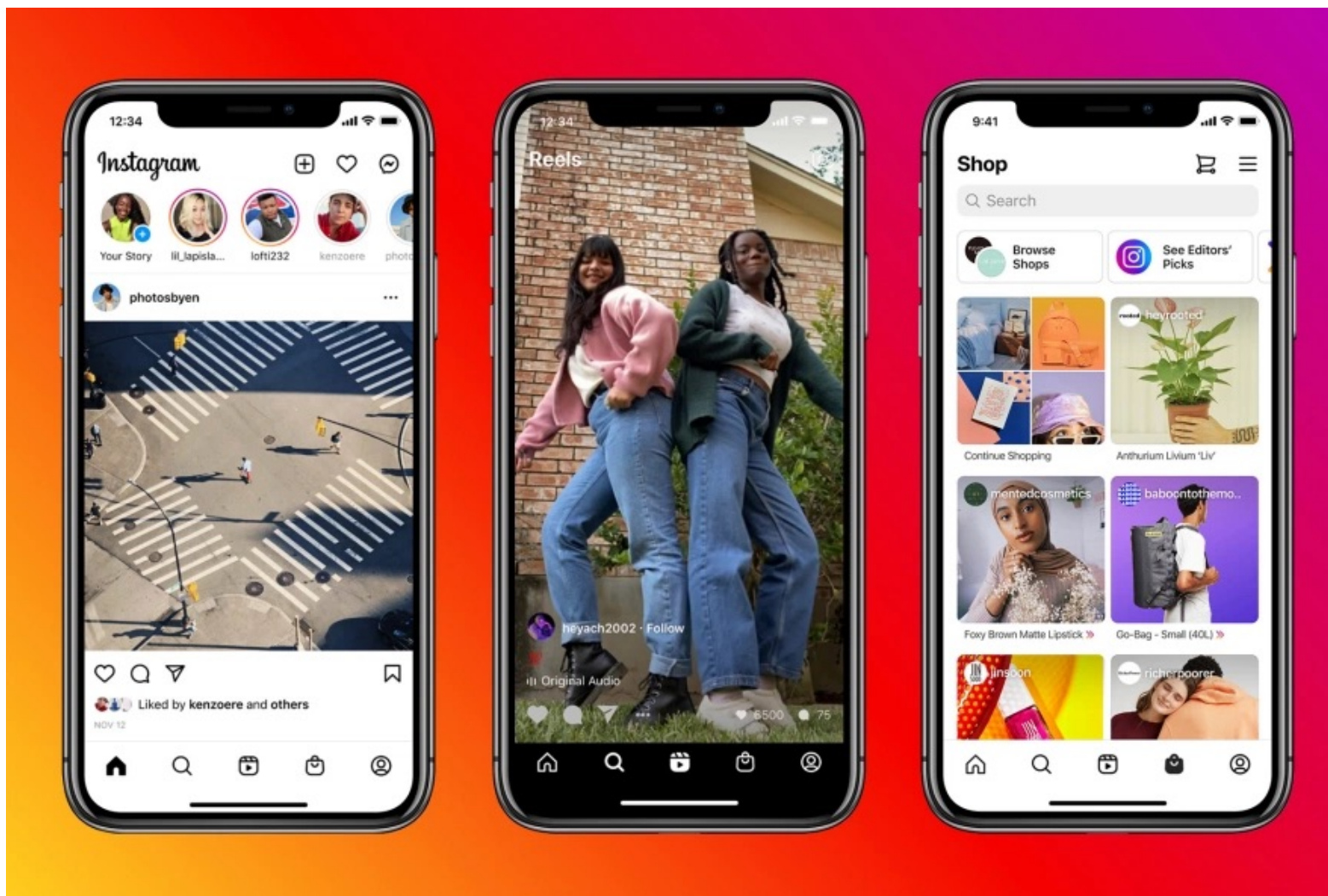


# SOCIAL NETWORKS - DESIGN

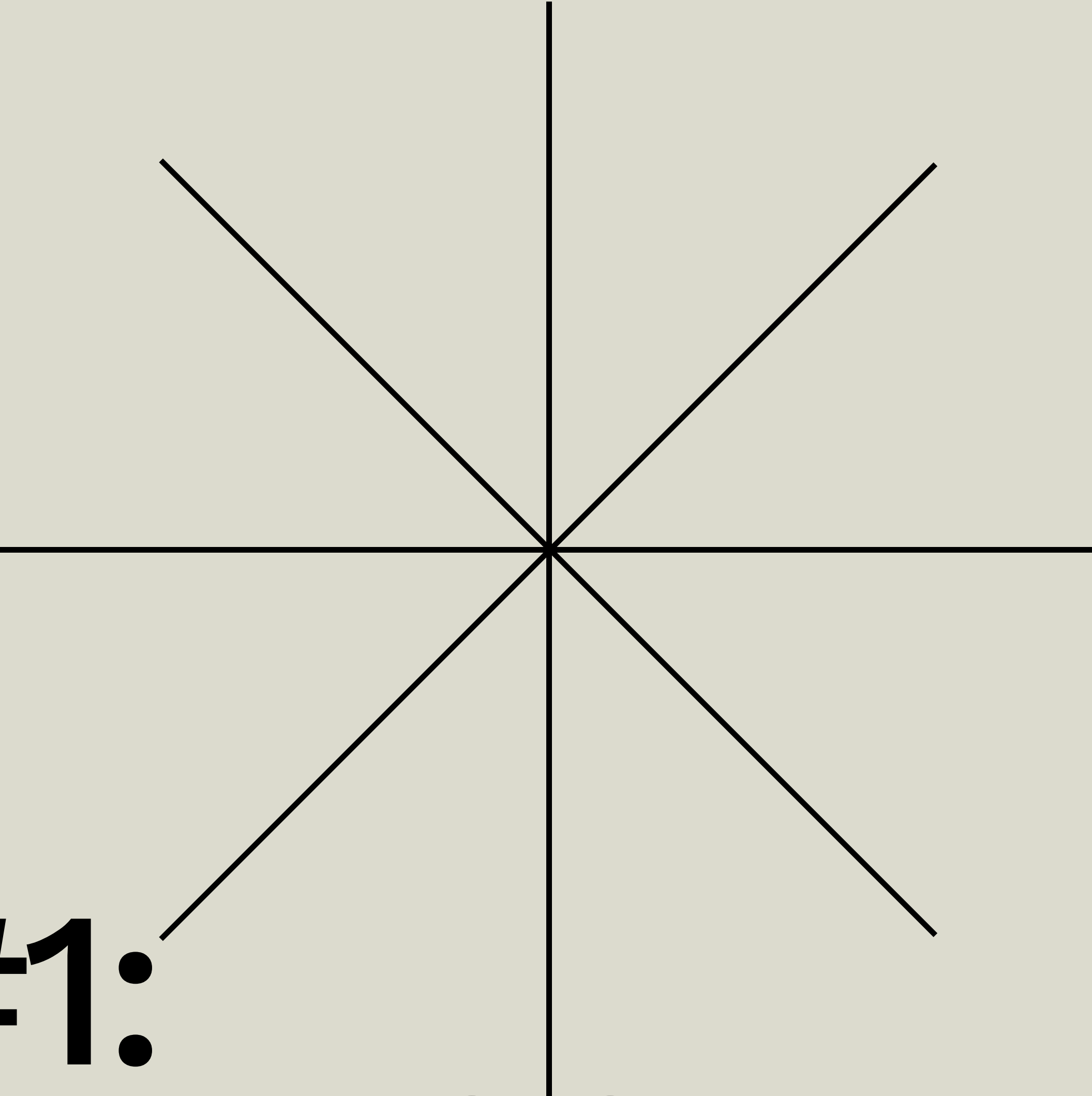


...

- design evolution
- what exactly makes a social network, a social network?
- more on decentralized networks







# CASE STUDY #1: SILLY LITTLE THINGS

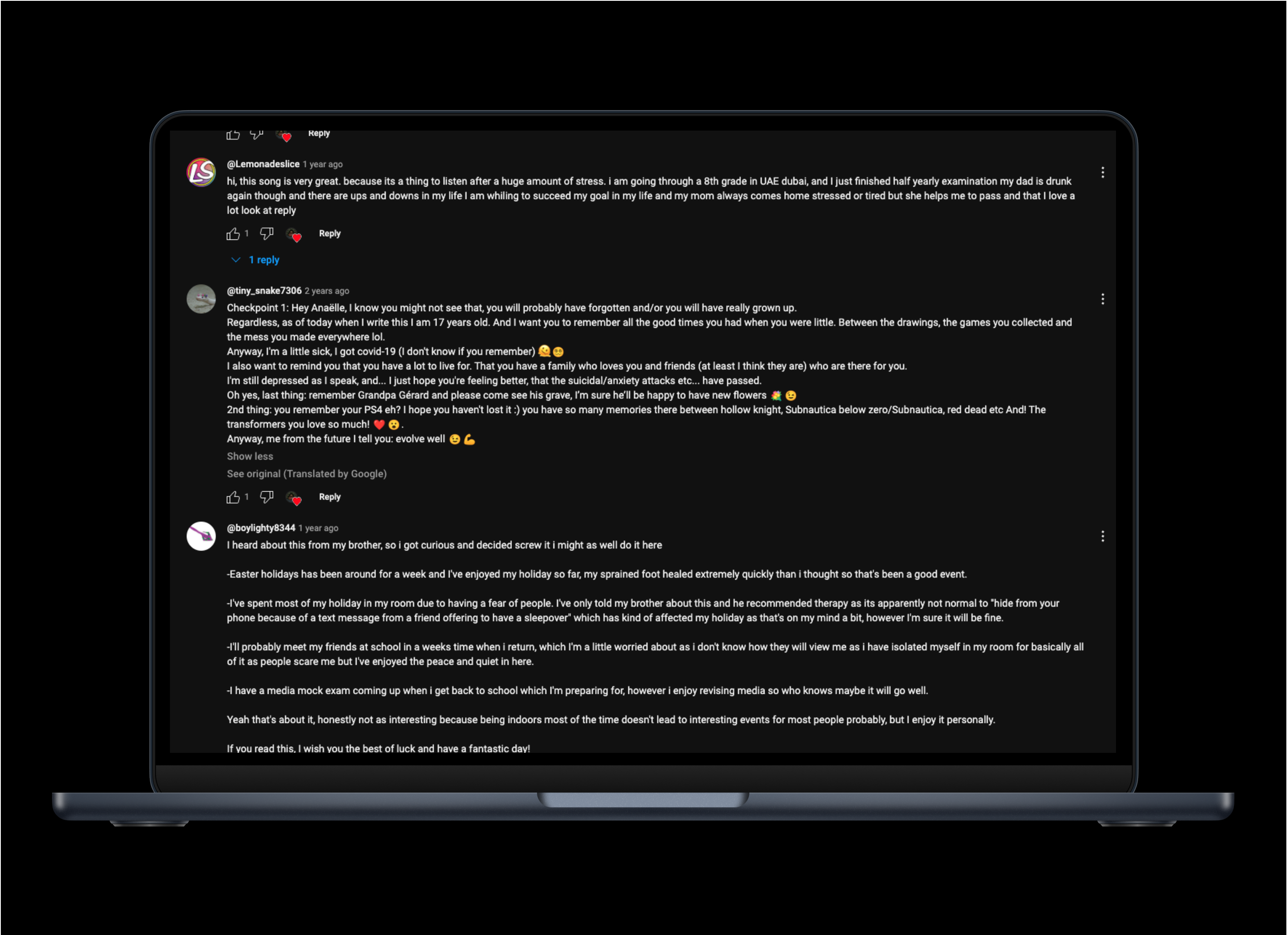


# THE INTERNET CHECKPOINT



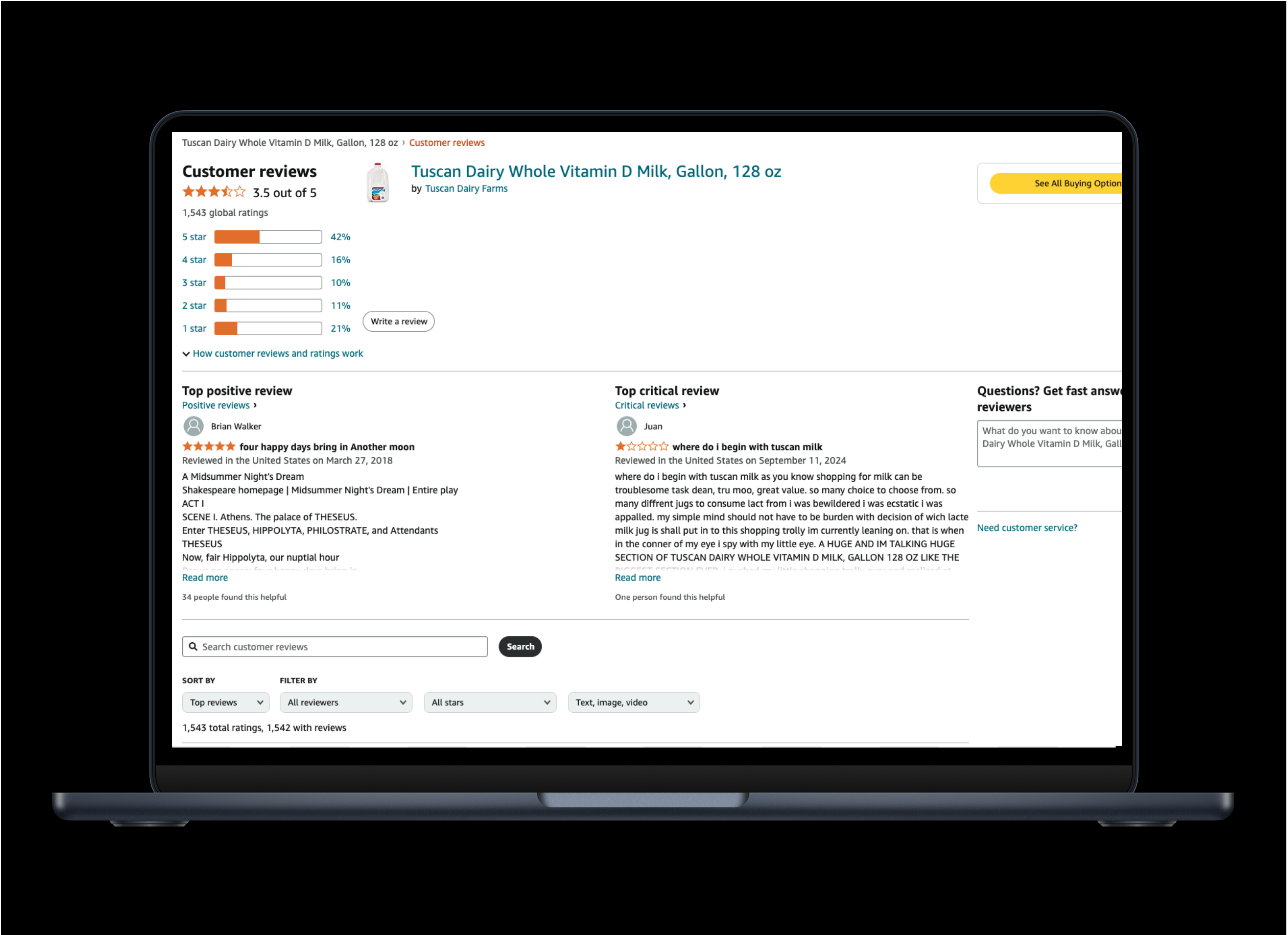


# THE INTERNET CHECKPOINT



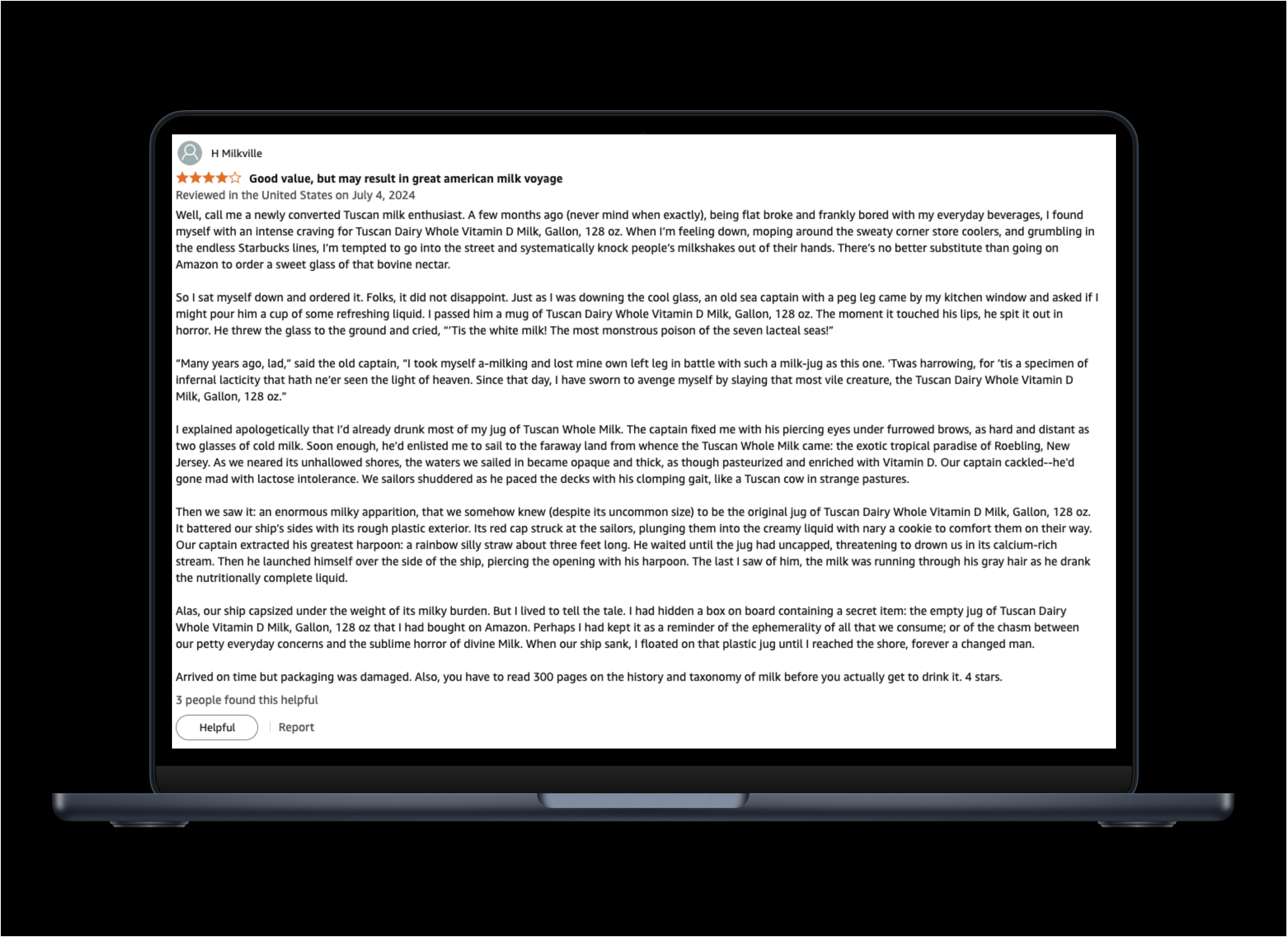


# TUSCAN DAIRY WHOLE VITAMIN D MILK





# TUSCAN DAIRY WHOLE VITAMIN D MILK



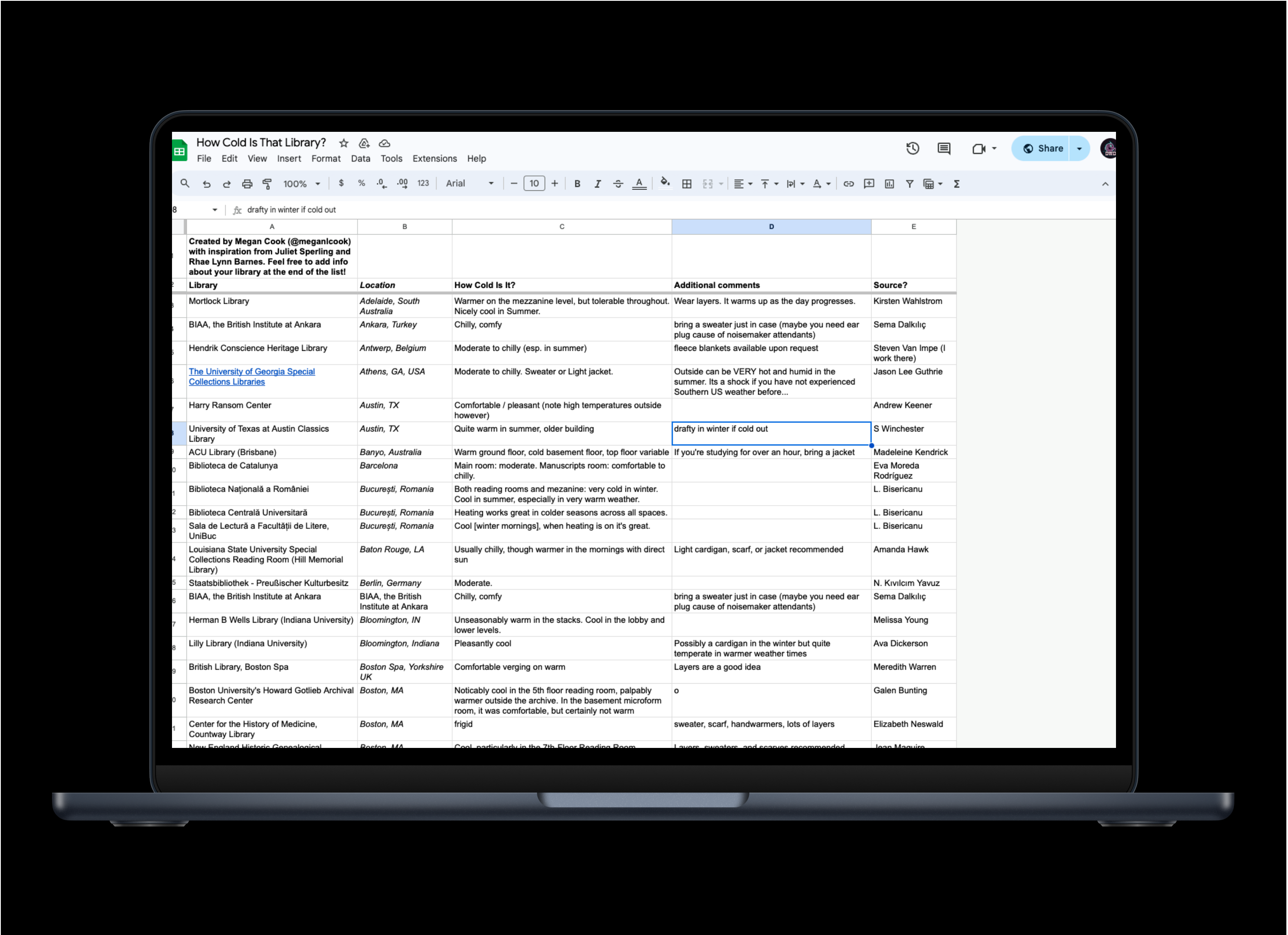


**Axiom 4: If you build a tool with the ability to publish,  
so help them god, people will publish**

They will publish often, zealously, and without regard for the intended purpose of the tool. Yelp reviews will be co-opted to publish blog posts; Venmo payments will be co-opted to publish poems; spreadsheets will be co-opted to publish personal websites; maps will be co-opted to publish magazines. The arc of specialized publishing bends towards generalized publishing.

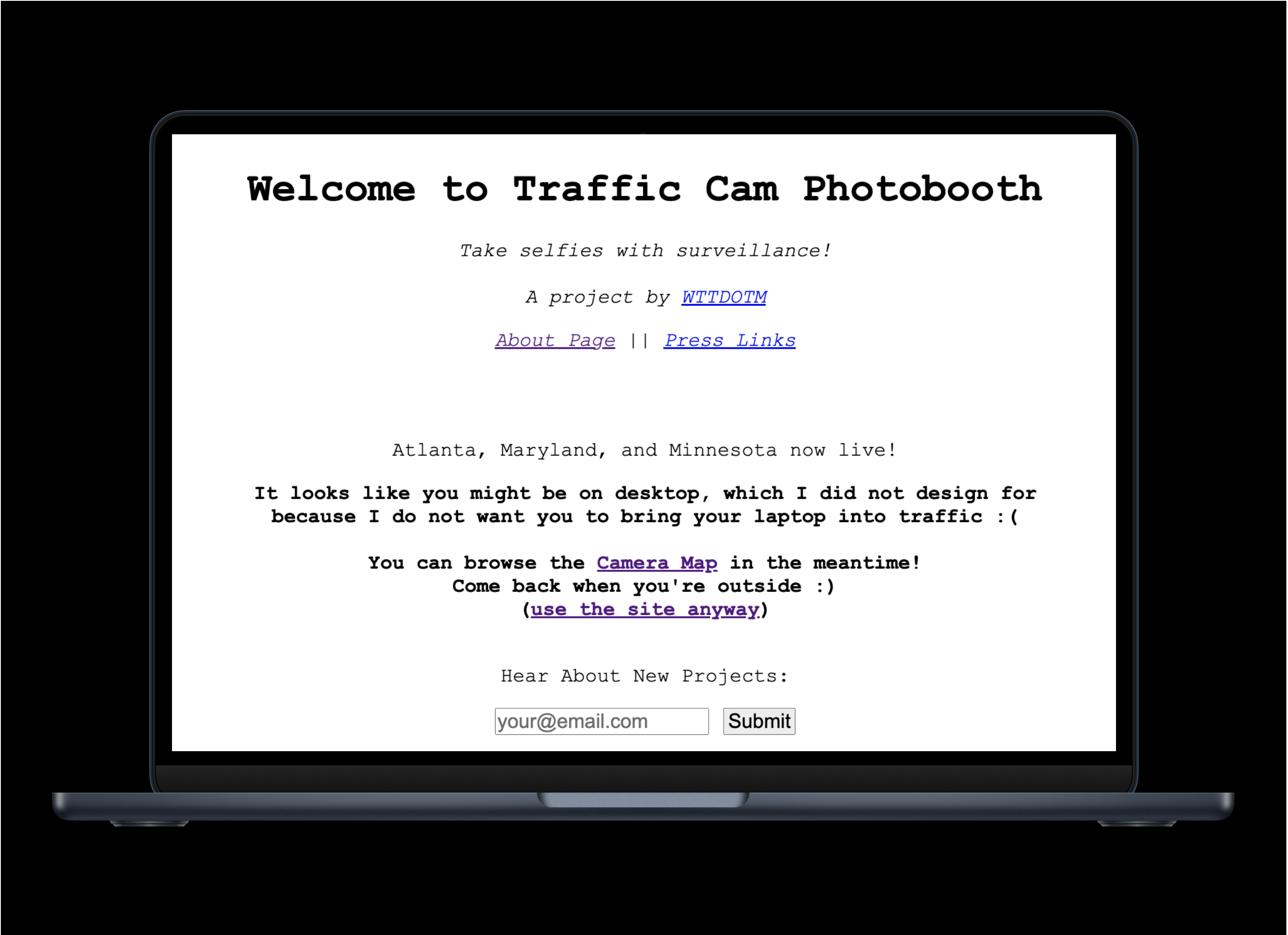


# HOW COLD IS THAT LIBRARY?





# TRAFFIC CAM PHOTO BOOTH





# EVA.TOWN



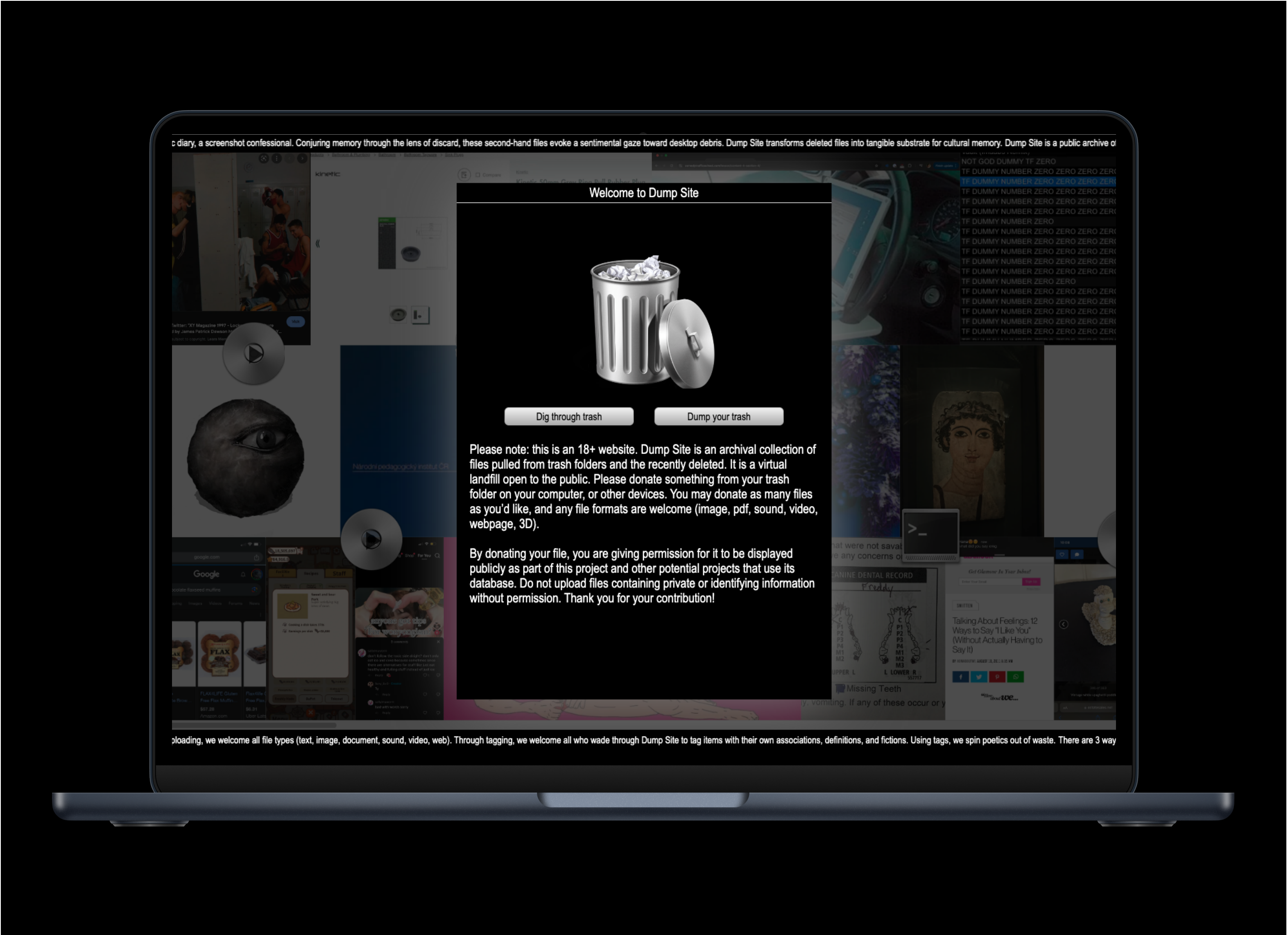


(WE)BSITE





# DUUUMP.SITE



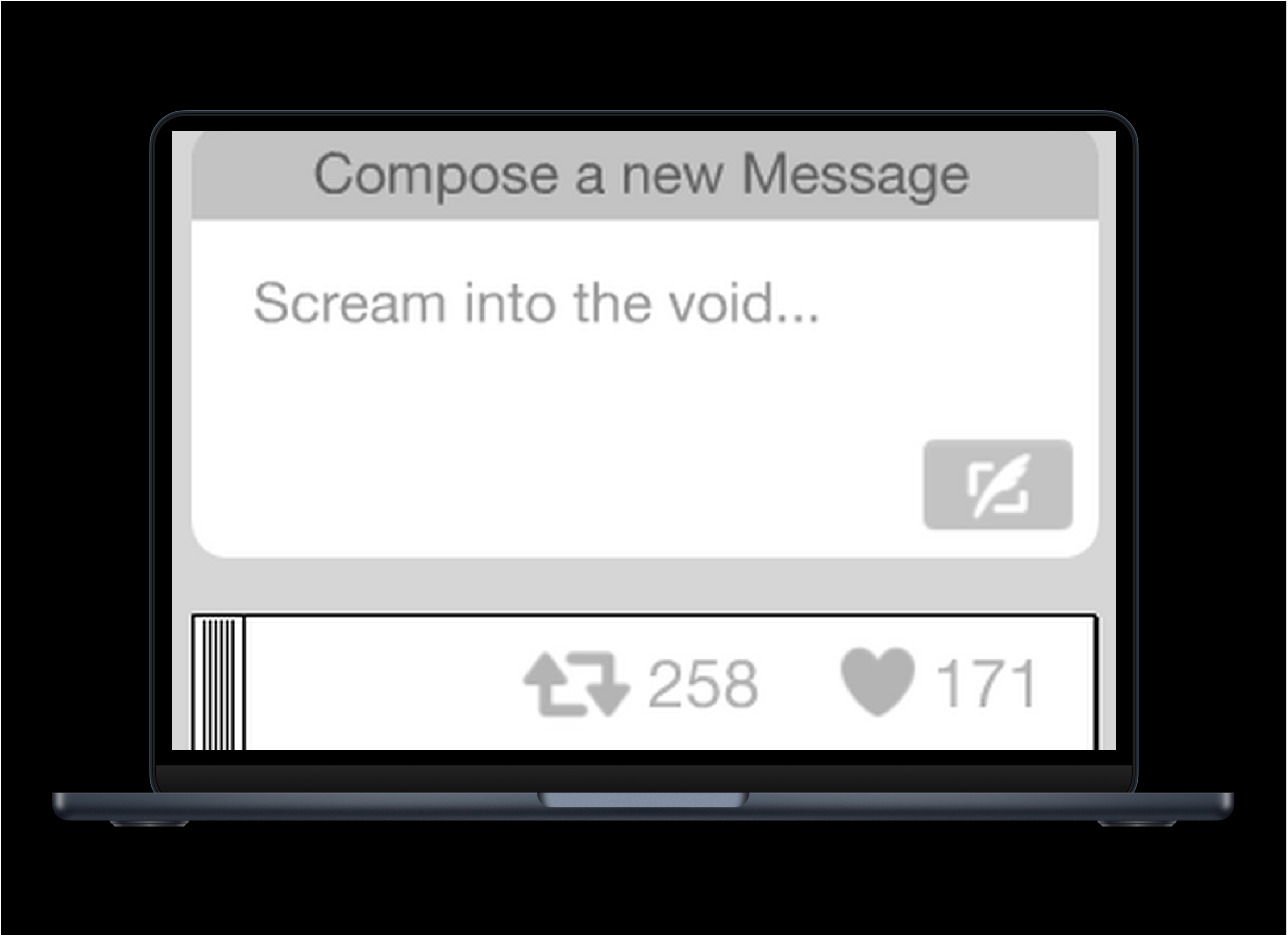


# SENTYOUASONG





# SCREAM INTO THE VOID



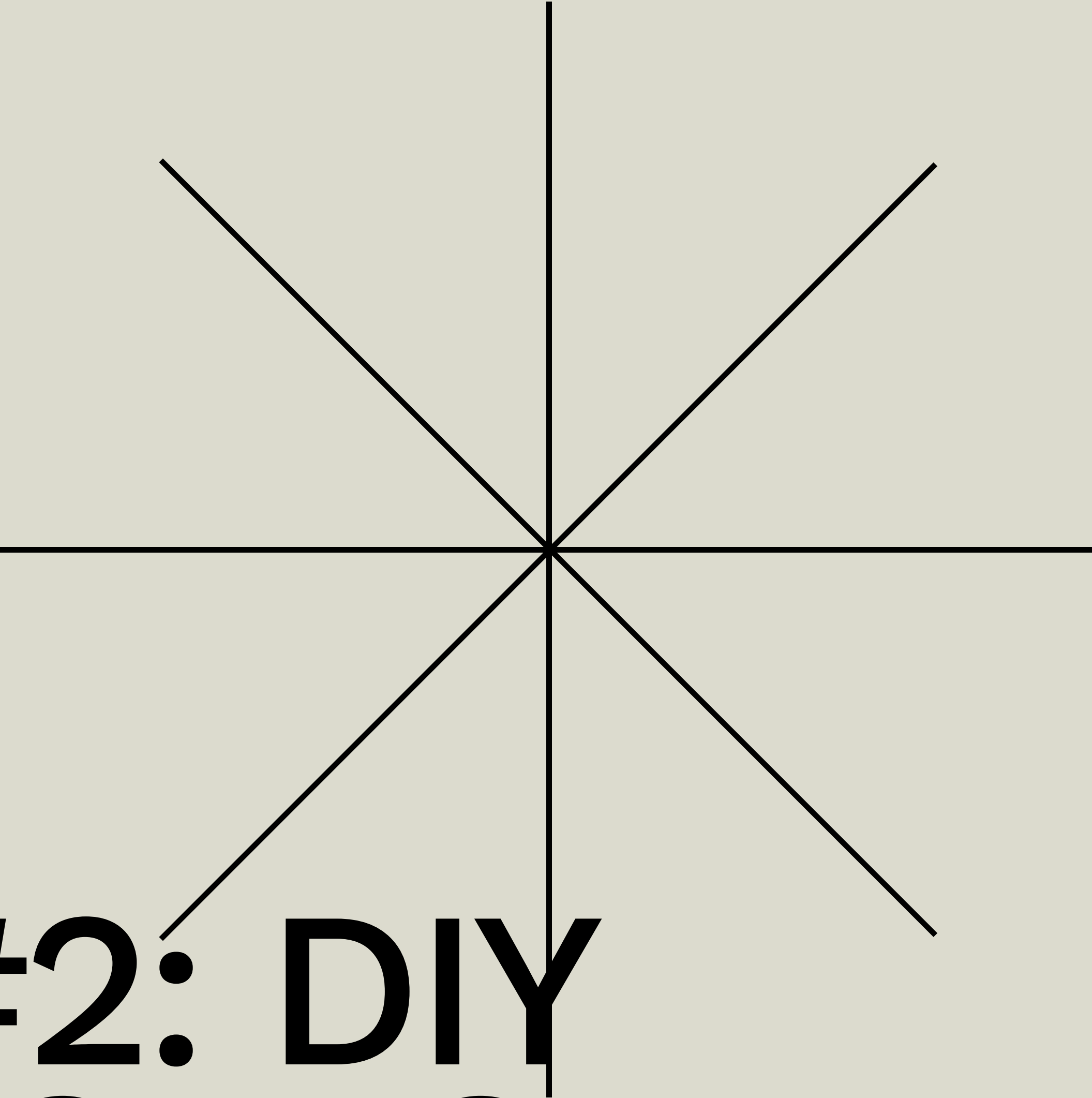




aw, imagining what it would be like if everyone had a personal discord server, to visit each others' servers like hanging out in each others' homes

3:34 AM · Feb 3, 2022





# CASE STUDY #2: DIY SOCIAL NETWORKS





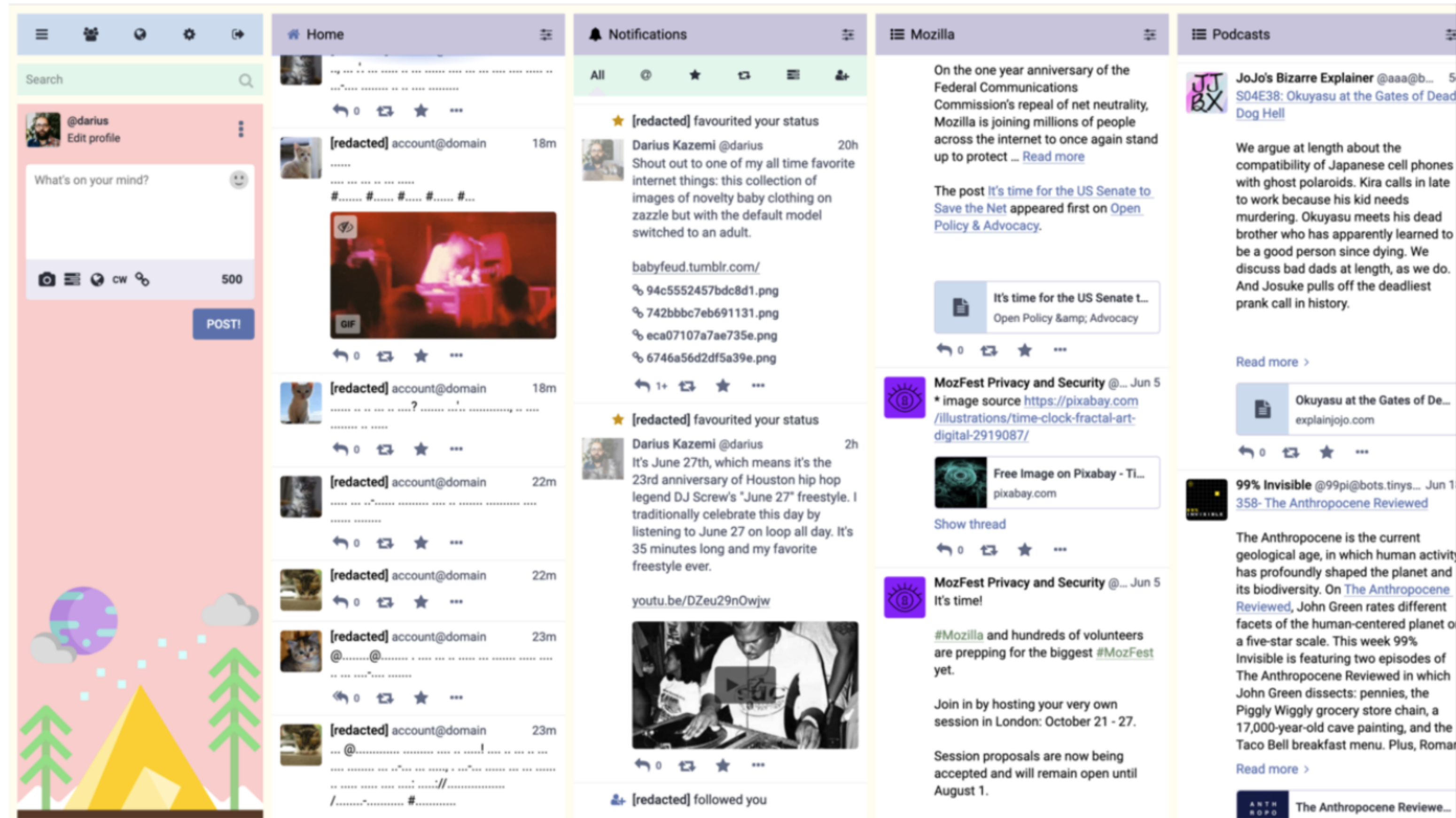
# INTRODUCTION TO DIY SOCIAL NETWORKS

- When we think of social networks, we often think of big social media platforms like Twitter, Instagram, Facebook, etc.
- But what should social networks be at their core? Connecting with others, cultivating and maintaining relationships. Sharing updates and interacting with people.
- How can you participate in social networks and reap the benefits (create and maintain relationships) without experiencing the cons (data security and privacy concerns, having your attention and time sold for ads)?
- The answer may lie in running your own social spaces!



# □ What makes a small social network site different from a big one? □

Friend Camp looks like this on a desktop web browser:



*Text obscured to protect the innocent.*





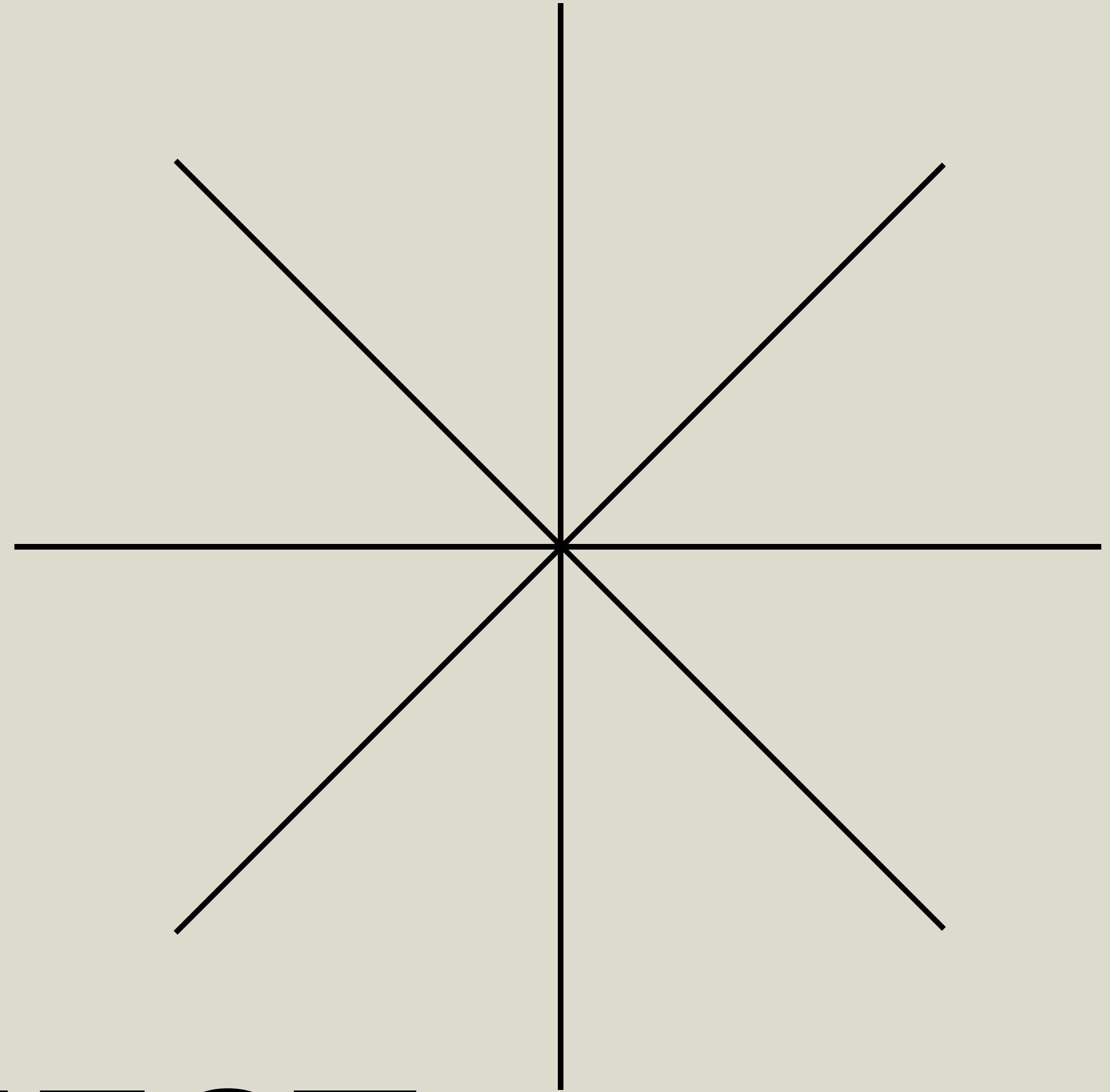
# DARIUS KAZEMI – “RUN YOUR OWN SOCIAL”

- Kazemi
  - Recommends hosting own space with small group of people to create tight knit community with hyper-specific norms
  - You have the control! Brings the power back to the people.  
#softwareforpeople
  - Ultimately, it's about community-building! Social networks should facilitate participation in a community
  - Having a technical understanding of web skills can help us create online spaces that achieve these original goals, keep out things we don't want
- Mastodon – decentralized social media platform, free and open-source software. Users can independently run their own servers
- For those who want to check it out: <https://runyourown.social/>



HOW CAN WE APPLY THESE  
PRINCIPLES IN CREATING A NEW  
SOCIAL NETWORKING SITE?

--> OUR PROJECT







# APPLYING THESE PRINCIPLES IN BUILDING OUR OWN APP..

- Relies on user-generated content. Powered by the people!
- People can share updates – personal feelings, thoughts
  - e.g. “help I’ve been locked in this study room for an hour”
- People can share information and learn
  - e.g. “this cafe has horrible matcha,” “this library has a clean bathroom”
- Has a limitation which makes it fun (you must physically go to a certain place to ‘pick up’ a note)
- Enables people to control the environment in which someone reads their messages (e.g. send someone a love letter in a forest)
- A fun way for people to leave little digital messages for friends or for the public! ***Digital-physical interaction!***



Locker



Notes



**THANK YOU!**



# REFERENCES

- <https://runyourown.social/>
- <https://sopa.tulane.edu/blog/decentralized-social-networks>
- <https://joinmastodon.org/>
- <https://internetcheckpoint.page/>
- <https://we-b.site/>
- <https://www.amazon.com/Tuscan-Whole-Milk-Gallon-128/product-reviews/B00032G1S0>
- <https://escapethealgorithm.substack.com/p/the-doc-web>
- [https://docs.google.com/spreadsheets/d/1Jeb1W-VZuuCSWpRd0tBragq0er57V7DAJg\\_D3ajwrmo/edit?gid=0#gid=0](https://docs.google.com/spreadsheets/d/1Jeb1W-VZuuCSWpRd0tBragq0er57V7DAJg_D3ajwrmo/edit?gid=0#gid=0)
- <https://duuump.site/>
- <https://trafficcampphotobooth.com/>
- <https://eva.town/guestbook>
- <https://www.sentyouasong.com/>
- <https://www.nathalielawhead.com/candybox/you-scream-into-the-void-but-the-rate-limit-has-been-exceeded-nobody-can-hear-you-scream>