

Social Networks and NREN communities

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Social Networks

- Profile on:
 - Facebook ?
 - Google+ ?
 - Twitter ?
 - Diaspora ?

Social Networks

- Profile on:
 - Facebook ?
 - Google+ ?
 - Twitter ?
 - Diaspora ?
- Connected to anyone else in here ?
- Used within last week ?
- Use in a professional context ?

Social Networks

- Profile on:
 - Facebook ?
 - Google+ ?
 - Twitter ?
 - Diaspora ?
- Connected to anyone else in here ?
- Used within last week ?
- Use in a professional context ? / For gaming ?

Social Networks

- Profile on a closed Social Network / Groupware:
 - Public School ?
 - Work related ?
 - Association / Political / Recreational ?
- Used within last week ?

Social Networks

- Email ?
- Mailing list subscriptions ?
- Sent mail to someone else in here ?
- In a professional context ?

Social Networks

- Email ?
- Mailing list subscriptions ?
- Sent mail to someone else in here ?
- In a professional context ?
- GPG/PGP/X.509 – on a key server ?

Control

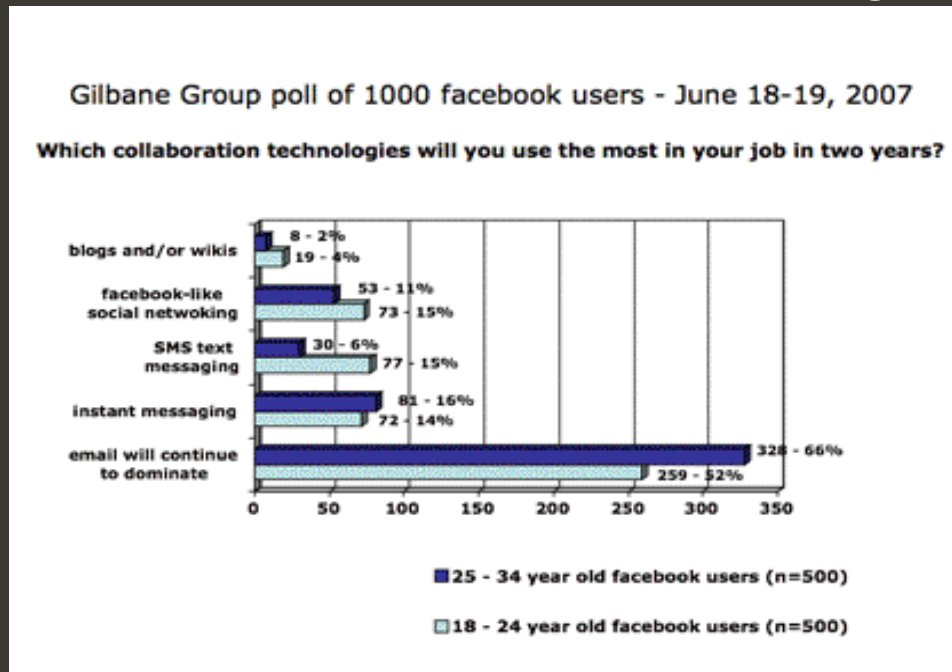
- Email server within organization ?
- External email server ?

Control

- Email server within organization ?
- External email server ?
- Organizational Diaspora Pod ?

Conclusions from questions

- Everyone is using Social Networks
 - But not really for work...
- Everyone uses email
 - For work, and a lot of other things...



Conclusions from questions

- Everyone are using Social Networks
 - But not really for work...
- Everyone use email
 - For work, and a lot of other things...
- We still use the majority of our time in the INBOX!
 - And it will most likely stay that way...
- Why ?

Conclusions from questions

- We are all over 30 ?

Conclusions from questions

- We are all over 30 ?
- Or we all have a job ?

Communication modes used at work

- Mail – like in normal surface mail
- Fax
- Telephone
- Email
- Some chat / p2p technologies
- They are all federated!
 - And no social network platform is that today.

Social Network and μ -blogging

- plan and finger:

```
MacGronager:~ gronager$ finger gronager
Login: gronager                               Name: Michael Gronager
Directory: /Users/gronager                     Shell: /bin/bash
On since Søn 11 Sep 15:42 (CEST) on console, idle 28 days 7:10 (messages off)
On since Søn 11 Sep 15:42 (CEST) on ttys000, idle 2 days 9:18
On since Ons  5 Okt 12:10 (CEST) on ttys001 (messages off)
On since Søn  9 Okt 22:52 (CEST) on ttys002 (messages off)
On since Søn 11 Sep 15:42 (CEST) on ttys003
On since Søn  9 Okt 22:52 (CEST) on ttys004 (messages off)
On since Søn  9 Okt 22:52 (CEST) on ttys005 (messages off)
On since Søn 11 Sep 15:42 (CEST) on ttys006 (messages off)
No Mail.
Plan: Today I am giving a talk on Social Networks
```

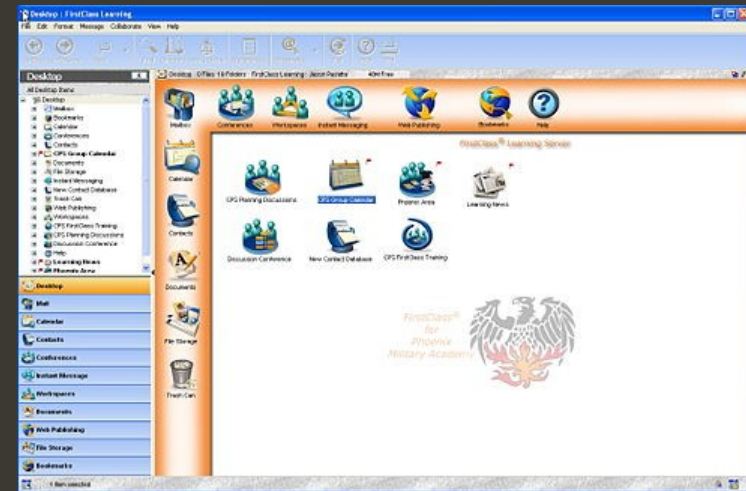
- Bulletin Board Systems:

MAIN MENU

System Commands	Message Subs
<ul style="list-style-type: none">• "P" to Pause• (SPACE) to abort• CTRL-O On-Line Help• CTRL-T Display System Time• J Join Conference(if avail)• W Extended Commands Menu• File T ransfers• . On-line Programs (Doors)• D efaults• G -files	<ul style="list-style-type: none">• * List Available Subs• R emove a Message• P ost a Message• >, + Advance one Sub #• <, - Retreat one Sub #• N ew Message scan• Q N-Scan Current Sub• S can Message Titles• Z Continuous N-Scan• Goto Sub # Pressed
	Electronic Mail
	<ul style="list-style-type: none">• F eedback to Sysop• M ailbox scan• E -Mail a User• K ill E-mail You sent
Misc Commands	
<ul style="list-style-type: none">• A uto-Message• Log O ff• Y our info• U ser List• B BS List	<ul style="list-style-type: none">• C hat with Sysop• V oting Booth• S ystem I nfo• L ast Callers Today• X Toggle Expert/Novice

Social Network and μ -blogging

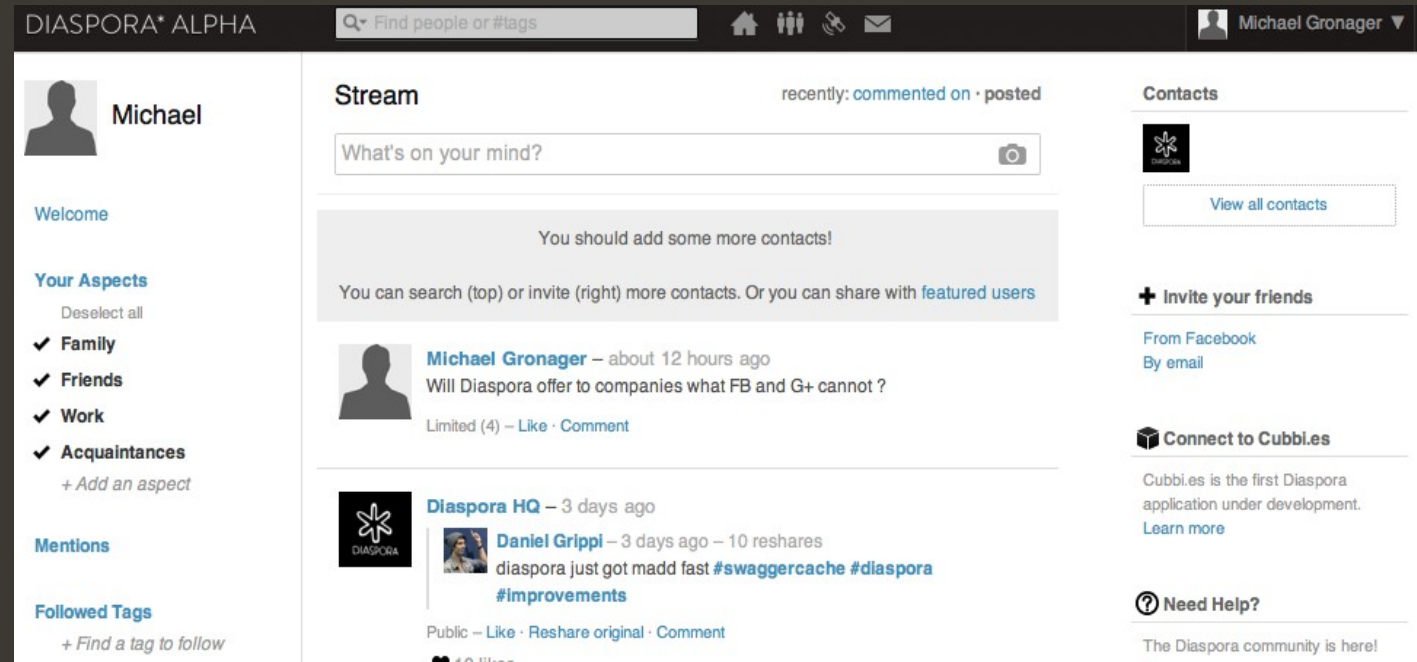
- Groupware and conferencing:
 - FirstClass
 - Groupcare
 - Intranet phone books
 - Wikipedia / Media wiki
 - Blogging
- All are evolutions of BBSes
 - Centralized solutions or non-federated company servers



Social Network and μ -blogging

- The real social networks

- Myspace
- Facebook
- Twitter
- Google+
- (Diaspora)



- Again evolutions of BBSes !

Pay or Stay!

- The majority of internet business models falls in two categories:
- Commercials (Stay):
 - Searches, maps, webmail, forums, social network
 - Google, Facebook, Yahoo
- Subscriptions (Pay):
 - Games
 - (too some extend also Facebook)
 - Exclusive content

Federated Social Network ?

- The driving business model for Social Networks is BBS based
- No commercial incentive to federate social networks
- If you have enough users (like FB/G+) this business model is perfect
- So no federated Social Network in the horizon...
- Enabling technology needed!

Innovation !

- Untie the social network / group ware from the private user database
- Converge messaging technologies
- Facilitate privacy and confidentiality

Email...

- Social Networks already use Email for:
 - Authentication
 - Notification
 - Content (webmail)
 - Federation

Scenarios

- Signup/Authentication:
 - Supply email
 - Choose username
 - Choose password
 - ...
 - Confirm email

Scenarios

- Notification (e.g. home banking):
 - Email that you got a message...
 - Login to bank site
 - Read message

Scenarios

- Federation
 - Inviting new users
 - Breaking off internal communication to include others (e.g. in company private msg system).

Ideas

- New technology:
 - Google Wave
- Using and improving existing technologies:
 - Friendship database: GPG key servers (+3mio users)
 - Perfect for federated authentication
 - Enables secure communication
 - Improved user experience for keys needed!
 - Microblogging and status updates
 - Email! – support in email clients needed

Ideas

- And while we are at it:
 - We also use social media to share photos and other assets.
 - So this little problem would also be nice to solve...

YOU WANT YOUR COUSIN TO SEND YOU A FILE? EASY. HE CAN EMAIL IT TO— ... OH, IT'S 25 MB? HMM...

DO EITHER OF YOU HAVE AN FTP SERVER? NO, RIGHT. IF YOU HAD WEB HOSTING, YOU COULD UPLOAD IT...

HMM. WE COULD TRY ONE OF THOSE MEGASHAREUPLOAD SITES, BUT THEY'RE FLAKY AND FULL OF DELAYS AND PORN POPUPS.

HOW ABOUT AIM DIRECT CONNECT? ANYONE STILL USE THAT?

OH, WAIT, DROPBOX! IT'S THIS RECENT STARTUP FROM A FEW YEARS BACK THAT SYNCs FOLDERS BETWEEN COMPUTERS. YOU JUST NEED TO MAKE AN ACCOUNT, INSTALL THE—



OH, HE JUST DROVE OVER TO YOUR HOUSE WITH A USB DRIVE?

UH, COOL, THAT WORKS, TOO.

I LIKE HOW WE'VE HAD THE INTERNET FOR DECADES, YET "SENDING FILES" IS SOMETHING EARLY ADOPTERS ARE STILL FIGURING OUT HOW TO DO.

Questions ?

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