Re-decentralising the web

Reducing our dependence on centralised platforms and services
IndieWeb
Hello!
I’d like a FAIR VOTE please.
the *centralised/corporate* web
What represents the *centralised* web?
Mark Zuckerberg’s Profile

Information

Account Info:
Name: Mark Zuckerberg
Member Since: The beginning (February 4, 2004)
Last Update: July 19, 2005

Basic Info:
School: Harvard
Status: Student
Sex: Male
Residence: Todd 311
Birthday: May 14, 1984
Home Town: Dobbs Ferry, NY
High School: Phillips Exeter Academy

Contact Info:
Email: mzuckerberg@harvard.edu
Screenname: zberg
Mobile: 

Connection
This is you

Mutual Friends
You have 19 friends in common with Mark
Silos

“A centralised web site typically owned by a for-profit corporation that stakes some claim to content contributed to it”

Full definition

indieweb.org/silo
Low barrier to entry
Addictive & compelling
user generated content
Enter the Mega silos
single point of failure
limited/no data portability
A very brief history of...

The early centralised web (2000s)
Tom testing out the new status

mySpace updates!  (view more)

new homepage look  (view more)

what's going on with friend counts?  (view more)

extended network  (view more)

Am I online?  (view more)

[View All Blog Entries]

Tom's Blurb

About me:
I'm Tom and I'm here to help you. Send me a message if you're confused by anything. Before asking me a question, please check the FAQ to see if your question has already been answered.

I may have been on your friend list when you signed up. If you don't want me to be, click "Edit Friends" and remove me!

Also, feel free to tell me what features you want to see on MySpace and if I think it's cool, we'll do it!

Who I'd like to meet:
I'd like to meet people who educate, inspire or entertain me... I have a few close friends I've known all my life. I'd like to make more.

Hello, you either have JavaScript turned off or an old version of Macromedia's Flash Player. Click here to get the latest flash player.

Tom's Friend Space

Tom has 208119501 friends.
Welcome, Guest - [Sign In]

Search Home Pages

Explore Neighborhoods

Find home pages in one of our topic-based communities:

Area51 Hollywood TimesSquare
Colosseum SouthBeach Tokyo
Heartland SunsetStrip WestHollywood

Learn how to bake a Thanksgiving turkey in NapaValley.

Cool Home Page Add-Ons

Animation & Multimedia
Instant Info
Art
Fun & Games
Baseball 99, Game Cheats...

Five Great Reasons to Get a Free Home Page

1. Yahoo! PageBuilder - Use your mouse to build a professional-looking page in minutes.
2. Home Page AddOns - Free clip art, headlines, guestbooks and more to enhance your page.
3. Neighborhoods - Meet people just like you in one of our 100+ communities.

New and Notable

More space! Join today and get 15MB of free space. We can't wait to see how you use it.

New Landmark Site
Svillafania hails from the Philippine Islands to showcase his exotic way with words in Dailyspy: A Poetry Folio.

Shortcut URLs
Use your Yahoo! ID to access your site. Just type: *www.geocities.com/Yahoo!_ID*
Read our FAQ for more info.

Getting Help

If you need help getting started or have other questions, visit our Help section for frequently asked questions and tutorials.
Welcome

...to the cemetery of acquired and shutdown websites, platforms and tools. Often taking down with them dead links, lost content and user data.
the decentralised web
“A Decentralized Web is a network of resources in which no one player can control the conversation or spin it to [his or her] exclusive advantage.”

Simon St. Laurent
Strategic Content Director, O'Reilly Media, Inc.

What Is the Decentralized Web? 25 Experts Break it Down
https://ischoolonline.syr.edu/blog/what-is-the-decentralized-web
...the *decentralised* web in decline
focused on **plumbing-centric** design

...rather than **user-centric** design
“When you get complexity, you end up with things that are too hard, too fragile and too few implementations. …A standard without implementations is not a standard at all.”
Enter IndieWeb
2011
Aaaron Parecki
Amber Case
Crystal Beasley
Tantek Çelik

a people-focused alternative to the "corporate web"

indieweb.org
Principles

indieweb.org/principles
Your content is yours

When you post something on the web, it should belong to you
You are better connected

Your posts, responses and interactions can go to all services, not just one
You are in control

Post what you want, in any format you want, share simple readable links
What/who represents the IndieWeb movement?
Community
Social

- Freenode IRC discussion
- Wiki Public domain / Creative Commons License
- BarCamp Meeting in-person to stimulate ideas
Engineering the decentralised web
Simplify the plumbing and give more time to focus on the **User Experience**
Designing standards focused on **users** and the **front-end**
IndieWeb Standards
Microformats are amazing

Published by W. Developer on 13th June 2013

In which I extoll the virtues of using microformats.

Blah blah blah
Authentication
(1) Use `rel=“me”` attribute

A way to use your own domain name to sign in to websites

Use an existing OAuth provider to log-in to your website

e.g. Github, Twitter

<a rel="me" href="https://twitter.com/calum_ryan">Me on Twitter</a>
Allow ownyourgram.com access to calumryan.com?

The app https://ownyourgram.com would like to access your site, https://calumryan.com/

The app is requesting the following scopes:

- create

Authenticate using one of the methods below to approve this request.

3 supported and verified providers were found!  Apr 20  Refresh

- hello@calumryan.com
  Receive a verification code via email

- twitter.com/calum_ryan
  Ok! Click to authenticate using this provider.

- github.com/calumryan
  Ok! Click to authenticate using this provider.

You will be redirected to https://ownyourgram.com/auth/callback after authorizing this application.

This server is hosted by sponsors of IndieWebCamp events.
Authorize IndieAuth.com

IndieAuth.com by indieweb
wants to access your Calumryan account

Public data only
Limited access to your public data

Authorize indieweb
Authorizing will redirect to
https://indieauth.com

Not owned or operated by GitHub
Created 7 years ago
Fewer than 1K GitHub users

Learn more about OAuth
(2) Be your **own** OAuth provider

Enables you to use your domain name **directly** as your online identity

Example of a self-hosted Authorisation Endpoint used to login with a personal URL:
github.com/inklings-io/selfauth

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indieauth.net
Abstract

IndieAuth is an identity layer on top of OAuth 2.0 [RFC6749], primarily used to obtain an OAuth 2.0 Bearer Token [RFC6750] for use by [Micropub] clients. End-Users and Clients are all represented by URLs. IndieAuth enables Clients to verify the identity of an End-User, as well as to obtain an access token that can be used to access resources under the control of the End-User.
Micropub
W3C Recommendation
w3.org/TR/micropub

An open API standard.
Create, update, and delete posts on one's own domain using third-party clients.
Post and edit articles, short notes, comments, likes, photos, events, or other kinds of posts to your own site.

indieweb.org
#OwnYourGram

How does it work?

1. Sign in with your domain
2. Connect your Instagram account
3. When you post to Instagram, the photos will be sent to your site!

Get Started »

18807 grams owned by 334 users on their own sites and counting!

Top users this week

1. ward.io/profile/benward
   12 this week

2. eesham.io
   8 this week
PESOS

Publish Elsewhere, Syndicate (to your) Own Site
POSSE  Publish (on your) Own Site, Syndicate Elsewhere
Webmentions
W3C Recommendation

w3.org/TR/webmention

Notify another URL when you link to it on your site
Webmention.io

Webmention.io is a hosted service created to easily handle webmentions (and legacy pingbacks) on any web page.

You might also be interested in reading about this project on the IndieWeb wiki.

Sign in with your domain
Got a web site?
Want replies and likes from social networks?
Want to tweet, post, and more?
**Bridgy** is for you. Learn more...

Connect your accounts:

facebook  twitter  google  linkedin  flickr  github

Using one of these? Click to add webmentions:

Tumblr  WordPress.com  Blogger  Medium

Already signed up? Find your user page here.

4,807 accounts, 11,129,884 responses handled, 2,713,606 links analyzed, 1,095,357 webmentions sent, 31,583 posts published, 41,098 blog posts processed, and counting...
*Brid.gy & Facebook*

Turning off Facebook for Bridgy

snarfed.org/2018-06-07_turning-off-facebook-for-bridgy

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Kevin Marks
@kevinmarks

As predicted, Facebook uses their privacy debacles as an excuse to lock out genuine data portability apps.

snarfed.org/2018-06-07_turning-off-facebook-for-bridgy

9:05 PM - Jun 7, 2018
Get your site on the IndieWeb

indieweb.org/projects

- Known
- WordPress
- Jekyll
- Perch
Become a citizen of the IndieWeb Level 1

1. Get your own domain name
A personal domain name is an inexpensive, internationally universal identifier which gives you more control over your space than other IDs (e.g. email address or phone number.)

On the wiki: Personal Domains.

2. Set up Web Sign In
In order to be able to sign in using your domain name, connect it to your existing identities.

You probably already have many disconnected profiles on the web. Linking between them and your domain name with the rel-me microformat ensures that it’s easy to see that you on Google/Twitter/Github/Flickr/Facebook/email are all the same person as your domain name.

On the wiki: How to set up Web Sign In

IndieWebify.me

http://yoursite.com

Test

Want to be able to use rel-me data in your code? Check out the open source implementations.

Publishing on the IndieWeb Level 2

1. Mark up your content (Profile, Notes, Articles, etc...) with microformats2
Other humans can already understand your profile information, and the things you post on your site. By adding a few simple classnames to your HTML, other people's software can understand it all too, and use it for things like reply contexts, cross-site comments, event RSVPs and more.

Check your homepage h-card:
Get involved!
Help make the decentralised web a better place for everyone

- Be an active part of the community
- Build a better experience than the silos
- Contribute in-person
- Help solve problems that people actually need solving
Attend an IndieWebCamp
indieweb.org/next-iwc
Join discussion on Slack/IRC

Freenode #indieweb
chat.indieweb.org/slack
My IndieWeb project: indiewebguides.org
More on re-decentralisation…
redecentralize.org/about

A collection of interesting networks and technology aiming at re-decentralising the Internet:
https://github.com/redecentralize/alternative-internet
Learn more and contribute
indieweb.org
thank you

calumryan.com / @calum_ryan