

Open Social Networking

*Bye Bye Facebook:
Vernetzen ohne
Vendor Lock-In?*

*Privatsphäre,
Selbstbestimmung,
Dezentralisierung*

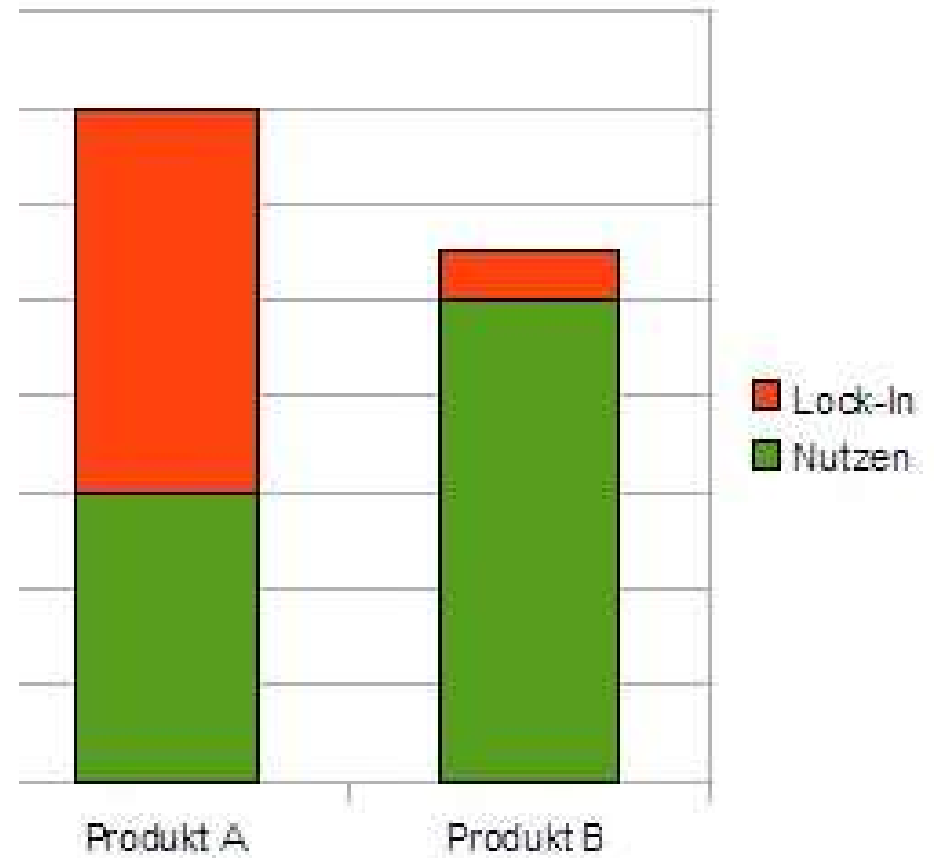


Vendor Lock-In



Hohe Kosten durch Lock-In
verhindern Wechsel zu besseren
Produkten

Hemmnis für Innovationen



Facebook: One Step Permission

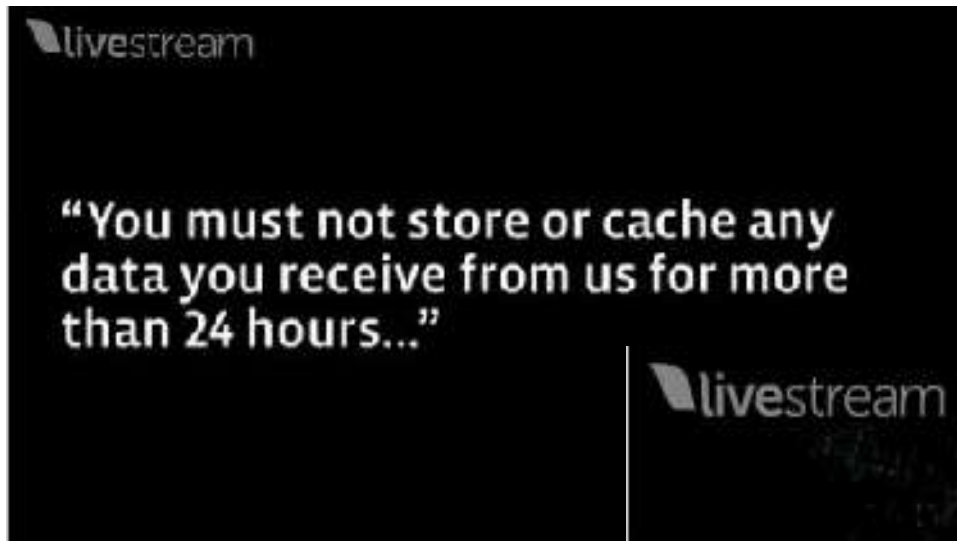


Zugriff auf persönliche Informationen mit nur einem Klick freigeben:

- E-Mail
- Profile Information (Likes,...)
- Photos and Videos, usw.

„When users go to your website or application on Facebook, you can ask them in one step for all the information you need, including access to their stream, friends' information, or even their email address.,, <http://developers.facebook.com/blog/post/378>

Facebook: Datenweitergabe



„We are removing our 24-hour caching restriction which posed a technical burden on developers.“
<http://developers.facebook.com/blog/post/378>



Facebook: Credits



easy payment in various applications



Find out more about Facebook Credits

Facebook Credits allow you to price and transact digital goods and services in Facebook's virtual currency, which can lead to higher conversion rates, more paying users, and greater net revenue. Our credits program is still in the beta phase, so we are looking for developers who will be able to integrate quickly and provide feedback to help us make credits a great experience.

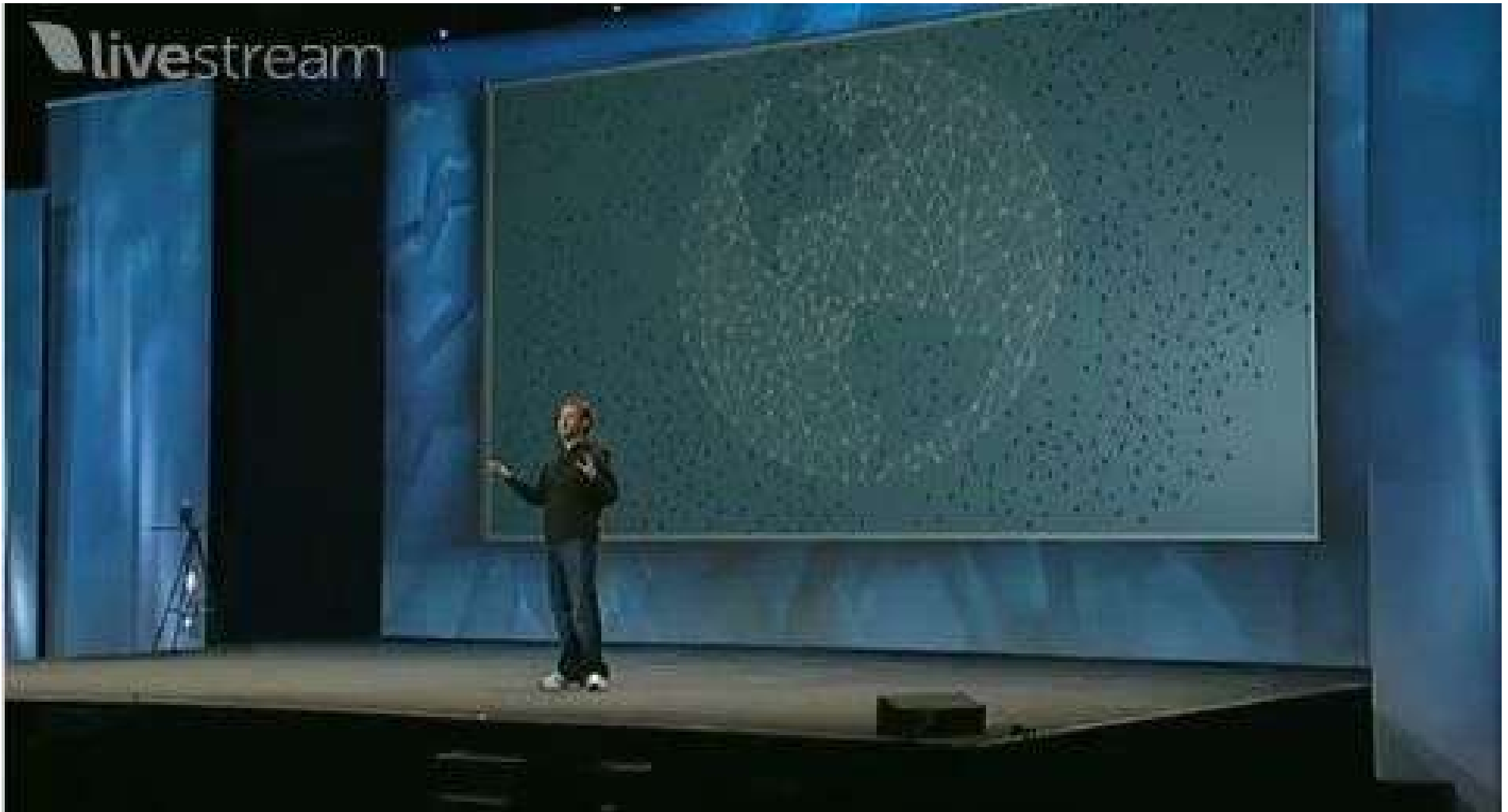
If you are interested in applying for the credits beta program, please email us at credits_onboarding@facebook.com and include your company name and app ID.

no need for separate webshops

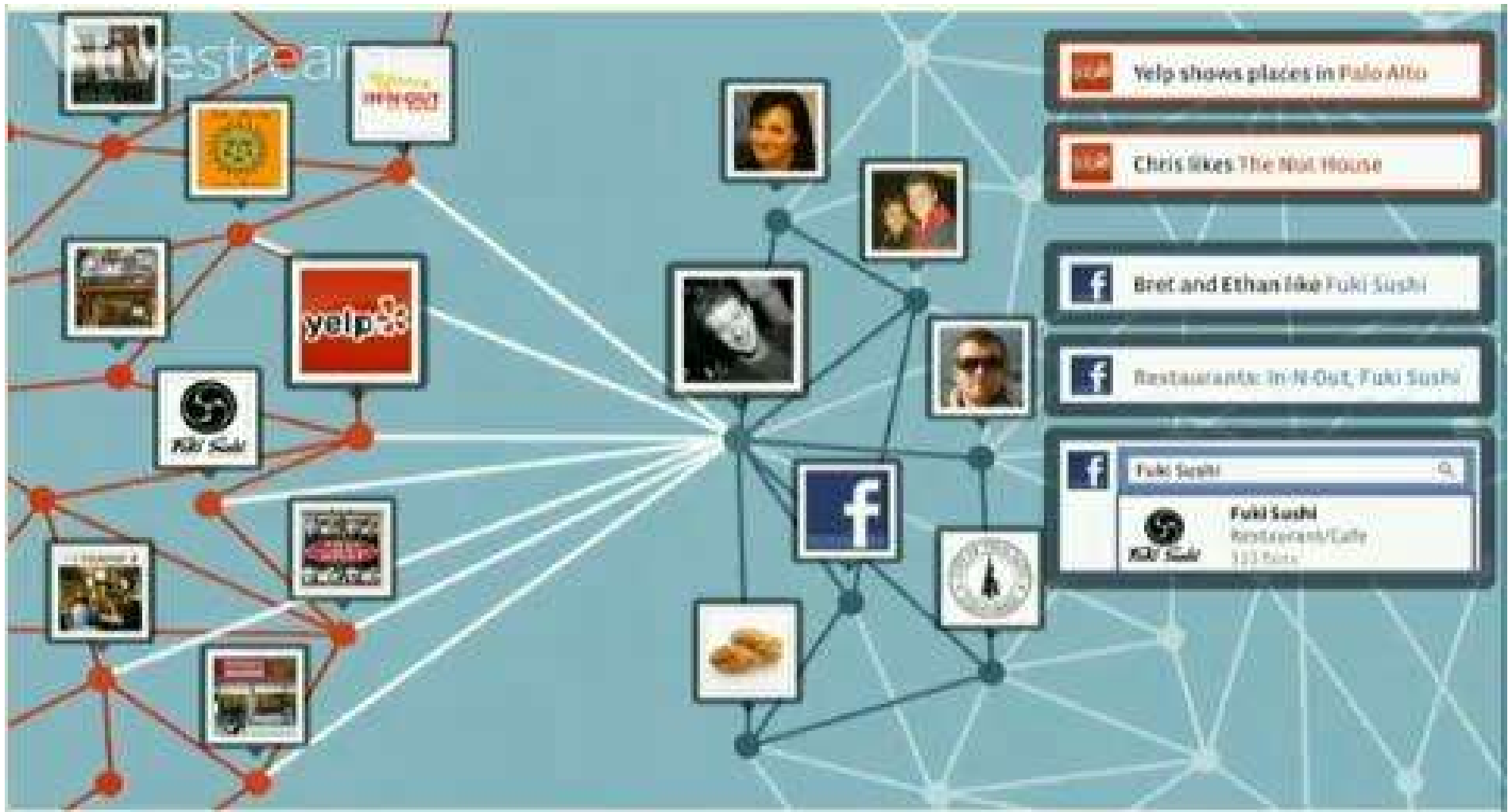
virtual currency

scaling up our systems to handle millions of dollars of transactions

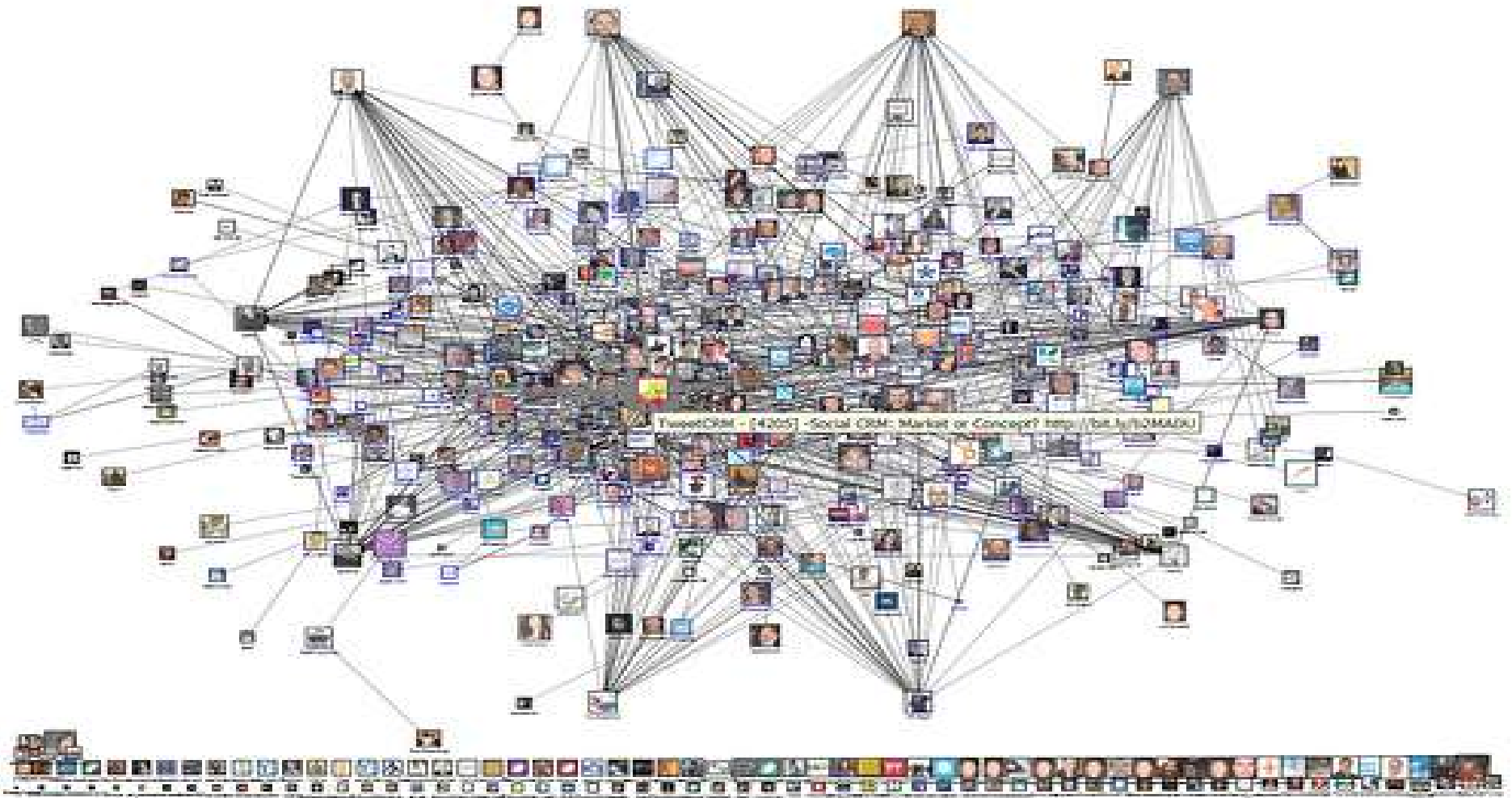
Facebook: Open Graph



Open Graph and the Social Semantic Web



Facebook: Open Graph



Facebook: *Vertrauen?*

April 21, 2010 10:25 AM EDT

Facebook F8: One graph to rule them all

by Caroline McCarthy

Print E-mail

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Zuck: Yeah so if you ever need info about anyone at Harvard

Zuck: Just ask.

Zuck: I have over 4,000 emails, pictures, addresses, SNS

[Redacted Friend's Name]: What? How'd you manage that one?

Zuck: People just submitted it.

Zuck: I don't know why.

Zuck: They "trust me"

Zuck: Dumb fucks.

Facebook's E-mail Censorship is Legally Dubious, Experts Say

By Ryan Singel  May 6, 2010 | 5:20 pm | [Categorized: Social Media](#)



Twitter @anywhere



About 2 months ago Samuel Axon 28 Like 158

Details: Twitter's New @Anywhere Platform

Twitter CEO Evan Williams just announced at SXSW that his company is taking another step to integrate with the rest of the web with a new platform called @anywhere. Operators of third-party websites will be able to plug in @anywhere to integrate some basic Twitter functionality without requiring their users to navigate away from a page.

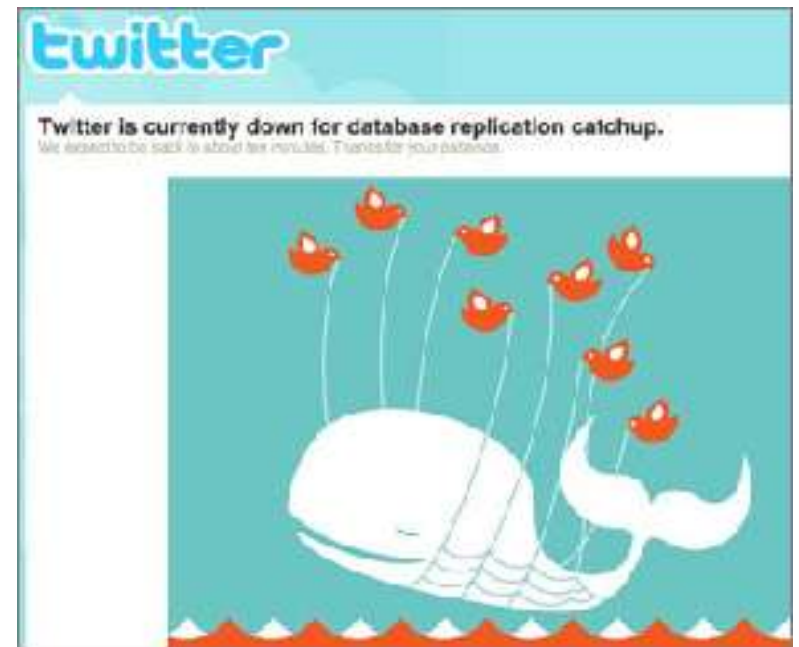
When you visit a website that supports @anywhere, you'll be able to follow any Twitter account associated with that site without navigating away to the profile at Twitter.com. The [Twitter blog](#) suggests that the platform will let you follow a participating journalist from his or her byline. It also suggests that you'll be able to tweet about a YouTube video without interrupting it.



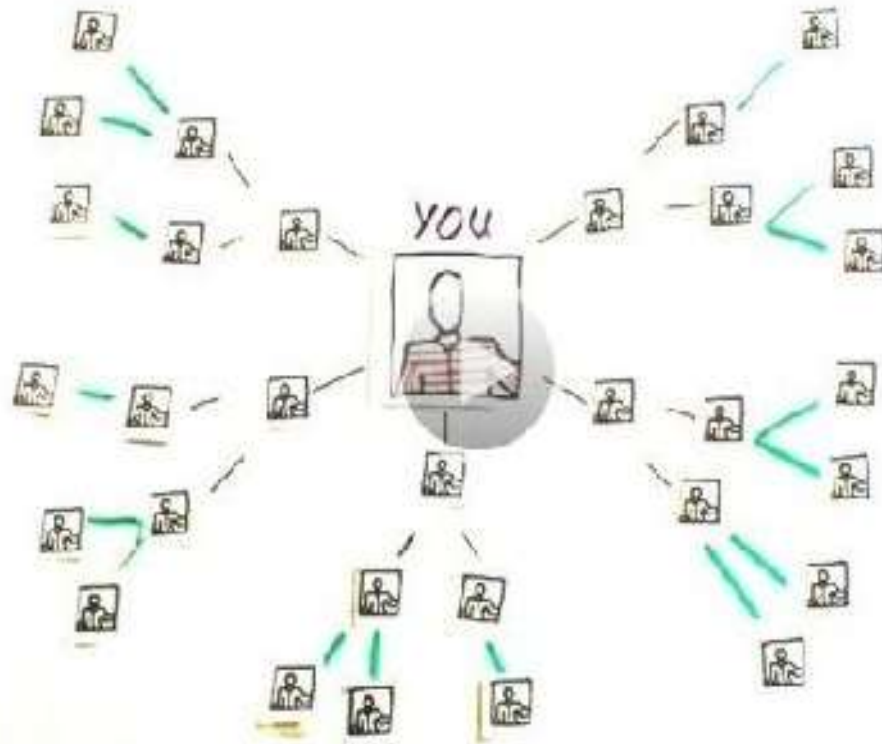
Twitter down



Problematik von zentralisierten Diensten mit nur 1 Anbieter



Warum überhaupt Social Networks?



Beziehungen

Kommunikation



Warum überhaupt Social Networks?



Fun and Games



Warum für Kommunikation, Spiel und Spaß seine Daten einem zentralen Anbieter überlassen? Gibt es keine anderen Wege?

Wozu überhaupt Datenschutz?

Privatsphäre

„Nichts zu verbergen“?

Vorratsdatenspeicherung

Verhaltensänderung
durch Überwachung

Disziplinargesellschaft



Panopticon

Diaspora

Our Social Graph belongs to us



Peer-to-Peer basiertes

Dezentrales

Soziales Netzwerk

Selbstbestimmung

One Social Web, OStatus,...



„Checks and Balances“

Fragen / Feedback,.. @albertkoellner

Quellen und weiterführende Information

- http://en.wikipedia.org/wiki/Vendor_lock-in
- Facebook F8 Keynote, <http://www.youtube.com/watch?v=wlaqiDiA4hM>
- „A New Data Model“, <http://developers.facebook.com/blog/post/378>
- „Facebook’s Gone Rogue; It’s Time for an Open Alternative“, <http://www.wired.com/epicenter/2010/05/facebook-rogue/>
- „Facebook’s E-mail Censorship is Legally Dubious, Experts Say“, <http://www.wired.com/epicenter/2009/05/facebooks-e-mail-censorship-is-legally-dubious-experts-say/>
- „Facebook F8: One graph to rule them all“, http://news.cnet.com/8301-13577_3-20003053-36.html
- „Well, These New Zuckerberg IMs Won't Help Facebook's Privacy Problems“, <http://www.businessinsider.com/well-these-new-zuckerberg-ims-wont-help-facebooks-privacy-problems-2010-5>
- „Mark Zuckerberg: I Donated to Open Source, Facebook Competitor“, <http://www.wired.com/epicenter/2010/05/zuckerberg-interview/all/1>
- „Details: Twitter’s New @Anywhere Platform“, <http://mashable.com/2010/03/15/twitter-at-anywhere/>
- „Facebook And Twitter Are On A Collision Course. And We’re In The Middle“, <http://techcrunch.com/2010/05/13/twitter-facebook/>
- „27% Believe You Can 'Never' Trust Social Networking Sites“, http://www.huffingtonpost.com/2010/05/28/trust-social-networks-no_n_593469.html
- „Google, Facebook Asked To Cooperate With Any Government Investigations,,“, http://www.huffingtonpost.com/2010/05/29/google-facebook-asked-to-_n_594280.html
- Diaspora: <http://joindiaspora.com/>
- OneSocialWeb: <http://onesocialweb.org/>
- Ostatus: <http://ostatus.org/>
- „The checks and balances system distributes power, rather than concentrating it in one location. It is extremely difficult to circumvent checks and balances, which ensures that the interests of the people are represented.“, <http://www.wisegeek.com/what-are-checks-and-balances.htm>