

From the Fediverse to the Open Social Web

The digital freedom to subscribe, communicate
and interact across the entire web

Johannes Ernst
j12t.org

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About myself



Johannes Ernst

Engineer · Founder · Organizer

j12t.org

- **FediForum**: events and community that “moves the Open Social Web forward”
- **Dazzle Labs Inc**: advising organizations on how to engage with the Open Social Web, building related open-source software

Also:

- **FediTest**: test interoperability of heterogeneous federated server-side applications
- Fediverse **Developer Network**

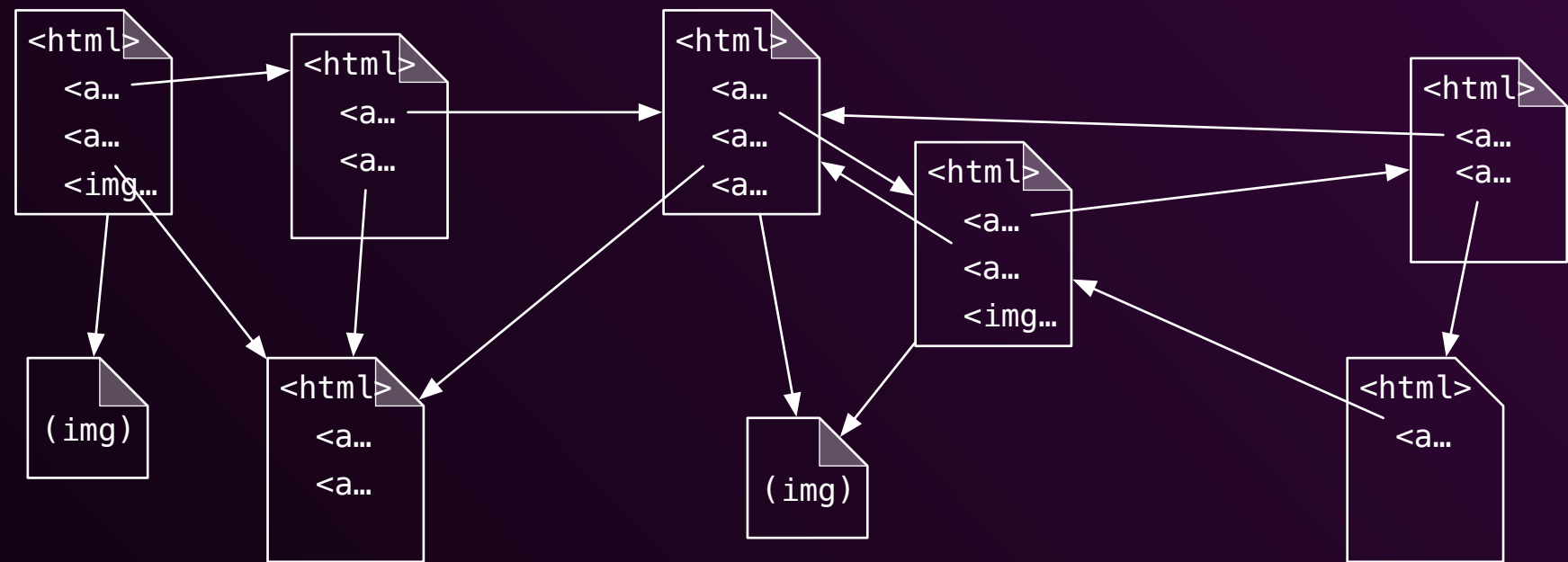
Past:

- Developer, Chief Architect, CTO, CEO from distributed engineering to healthcare and IoT, embedded to middleware to mobile, graph database...
- OpenID, LID



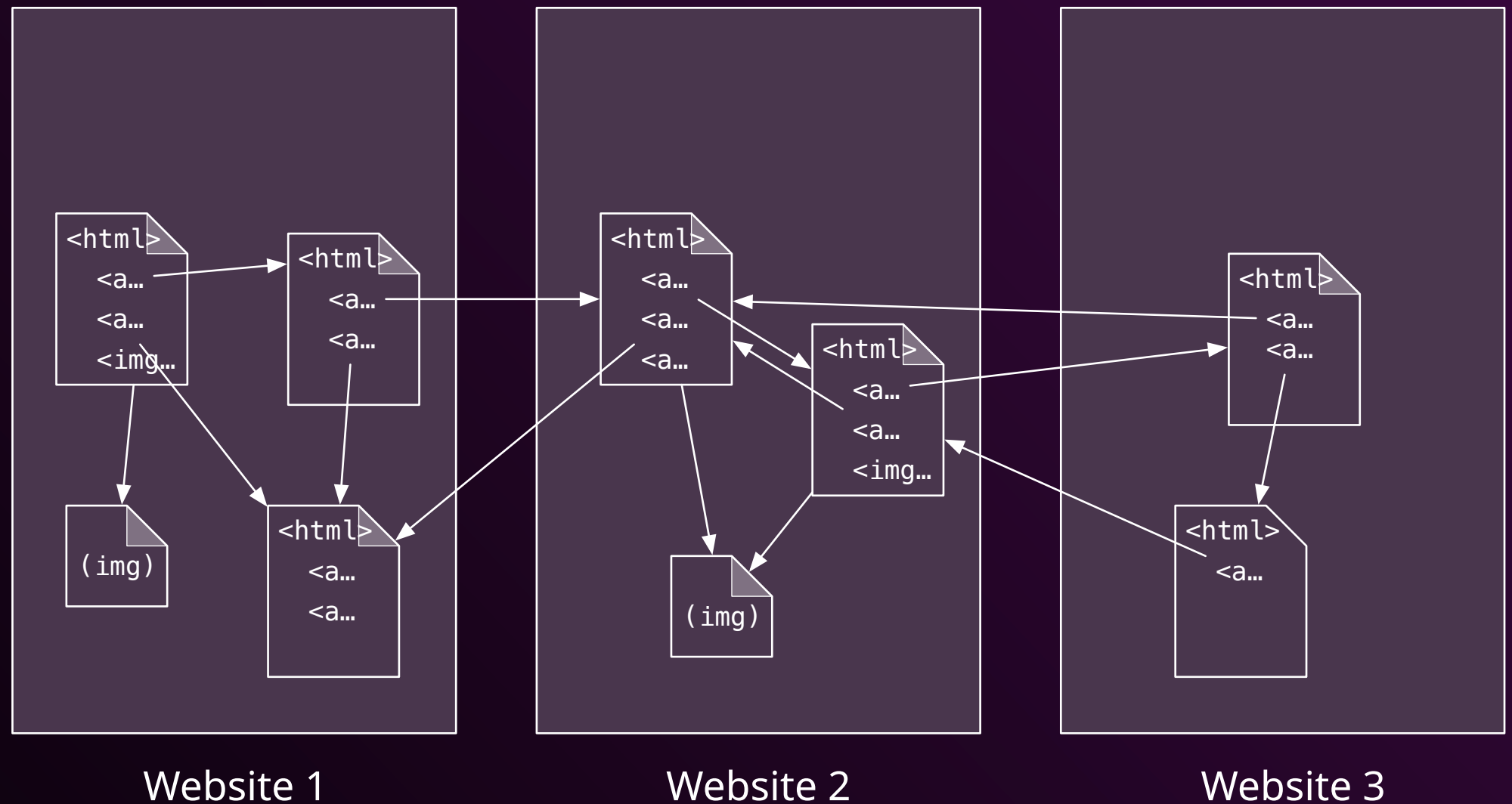
Recap: what's the World-Wide-Web?

A world of
linked pages



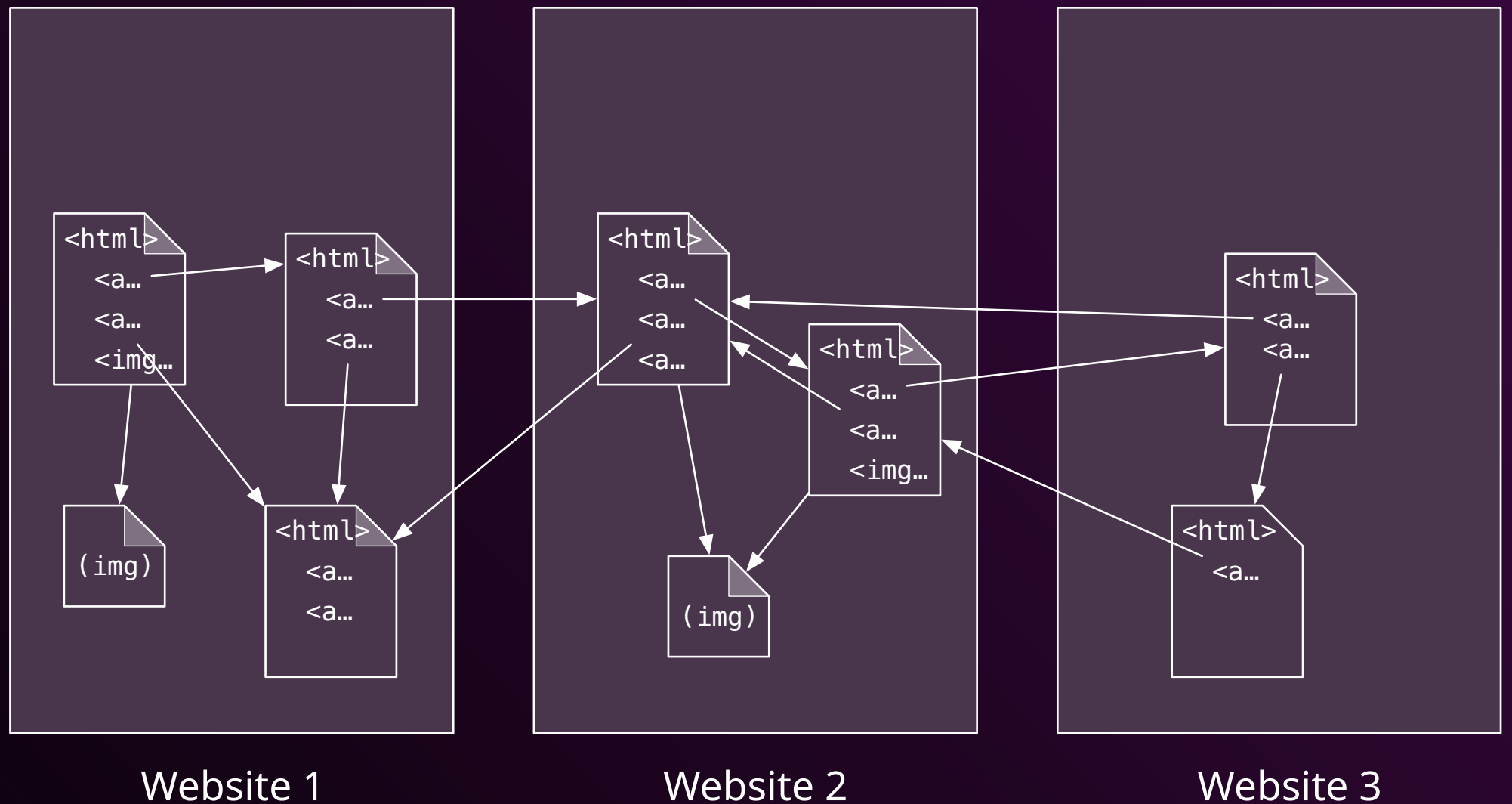
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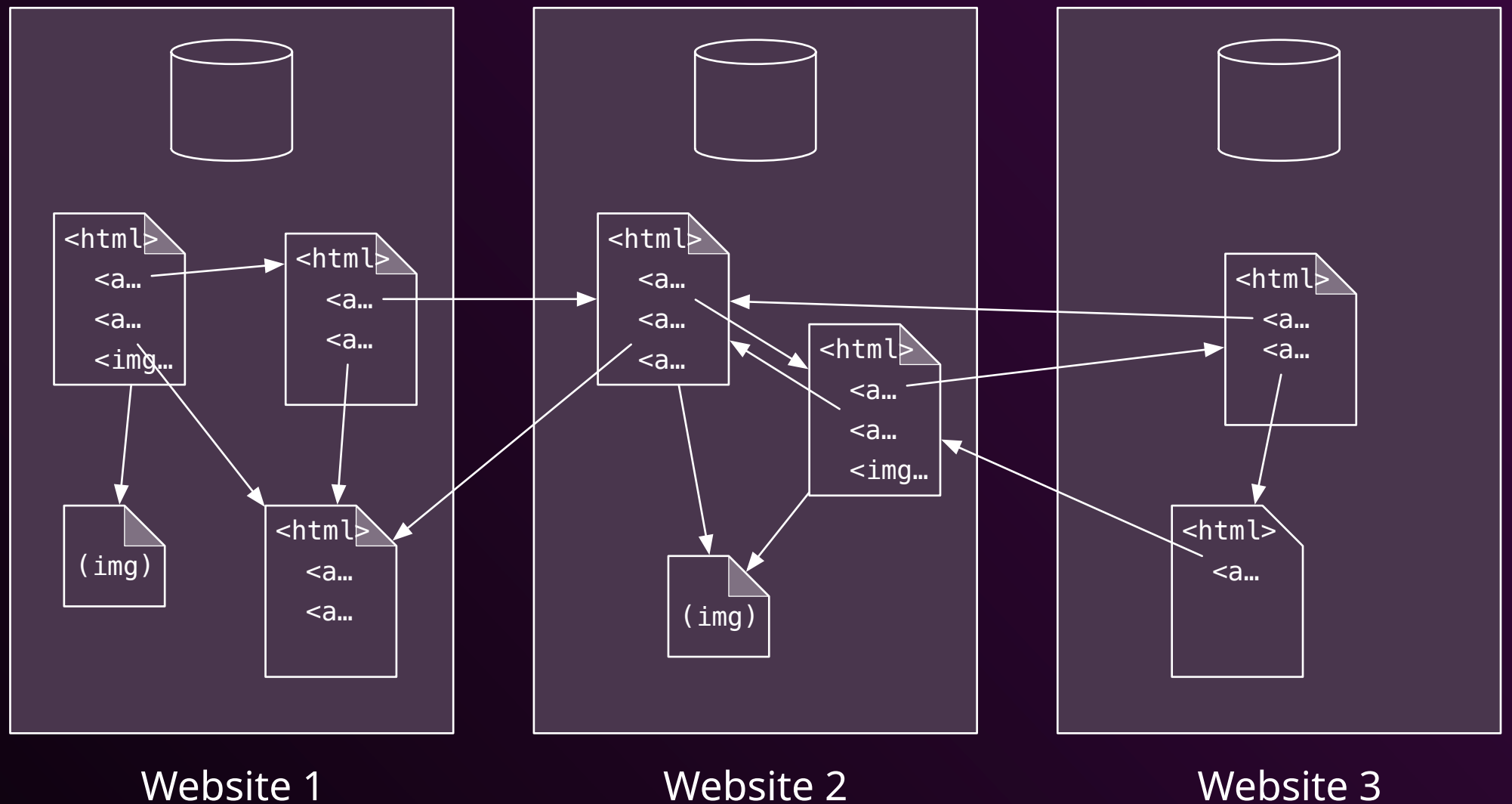


Web browser:
universal client



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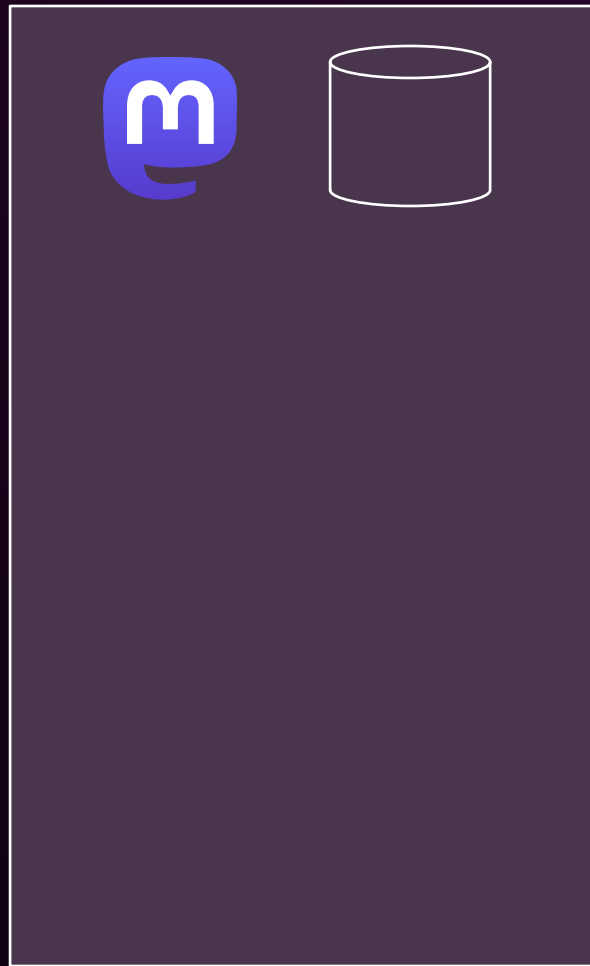


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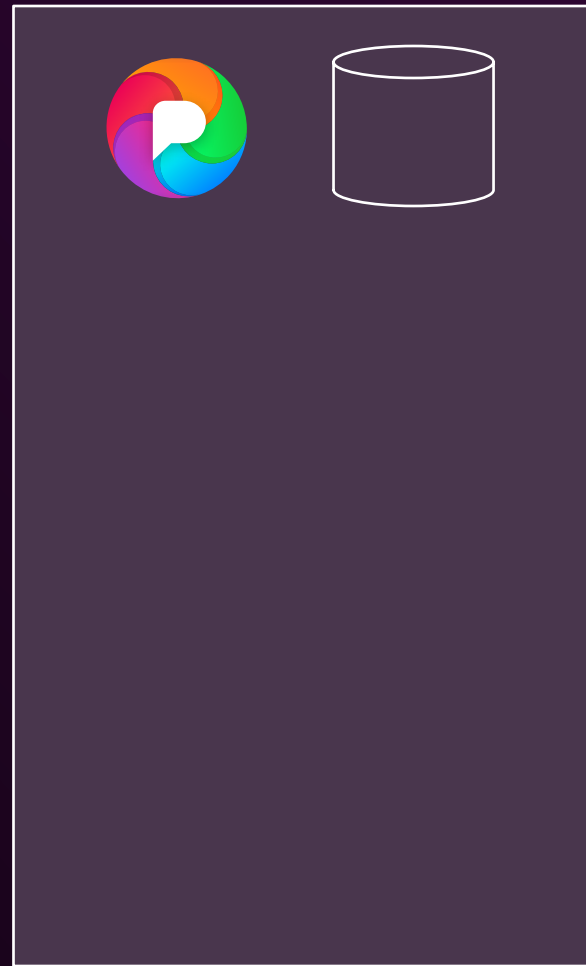


What is the Fediverse?

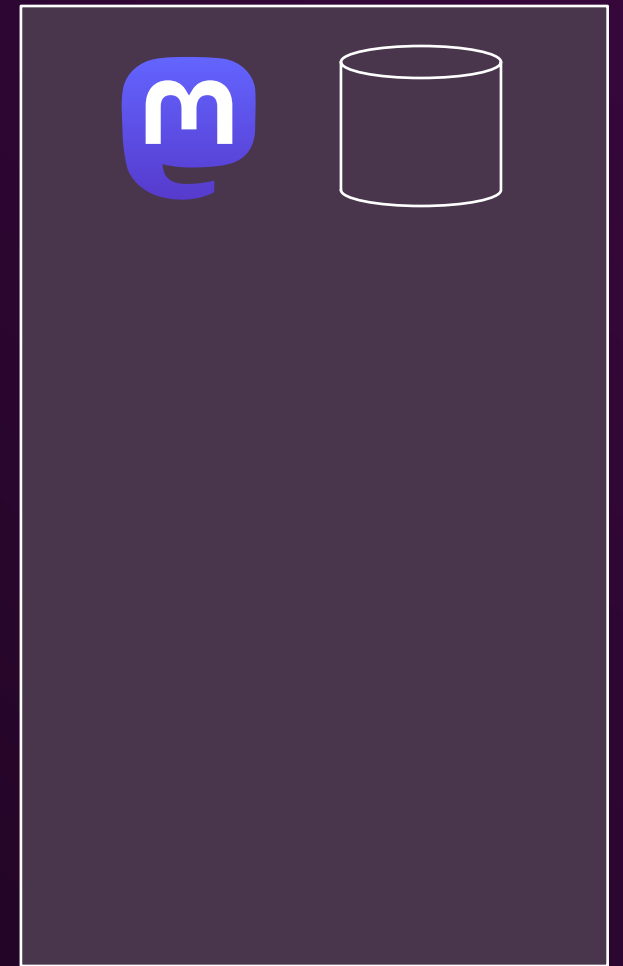
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Mastodon instance 1



Pixelfed instance



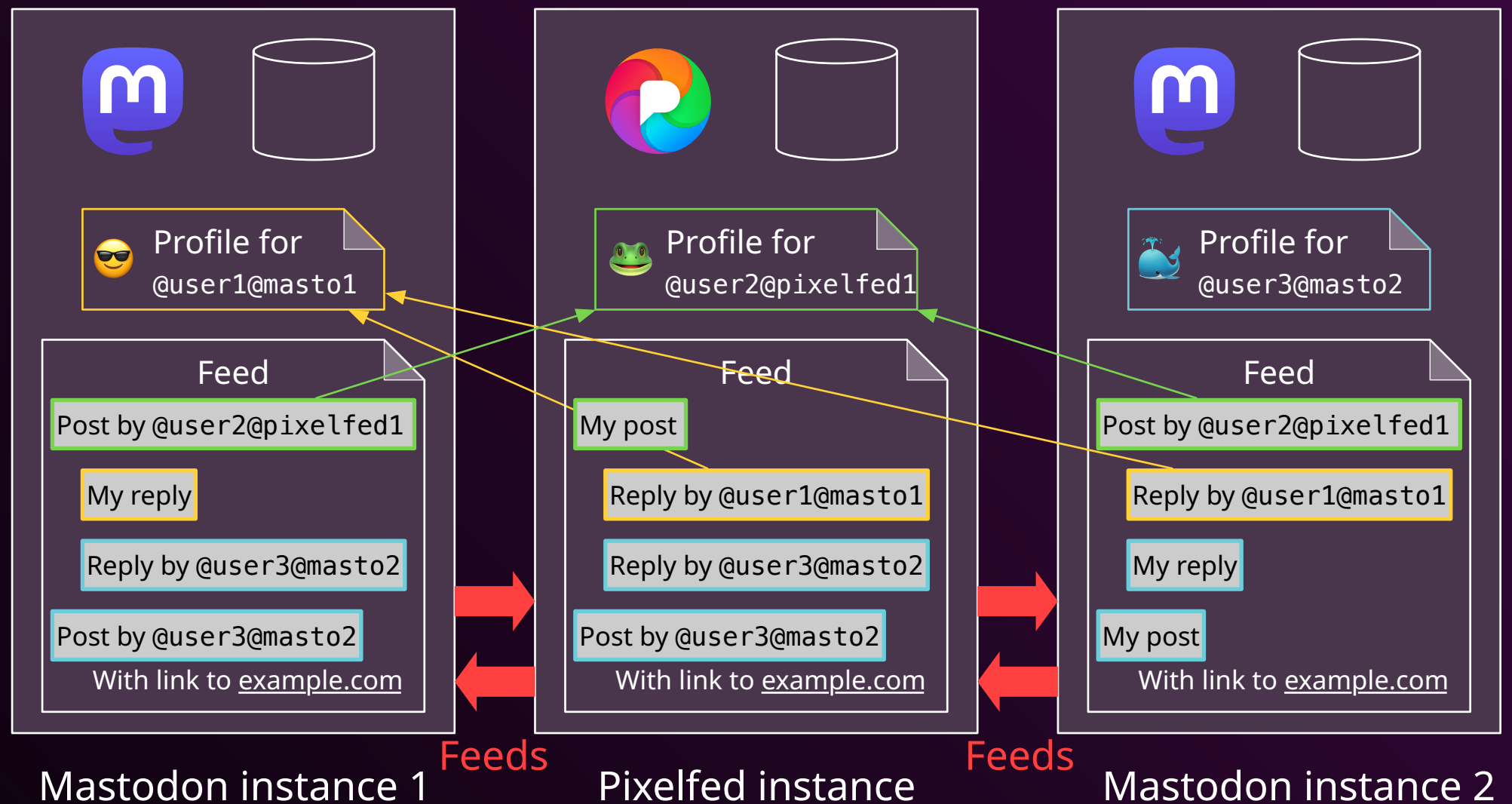
Mastodon instance 2

Web browser:
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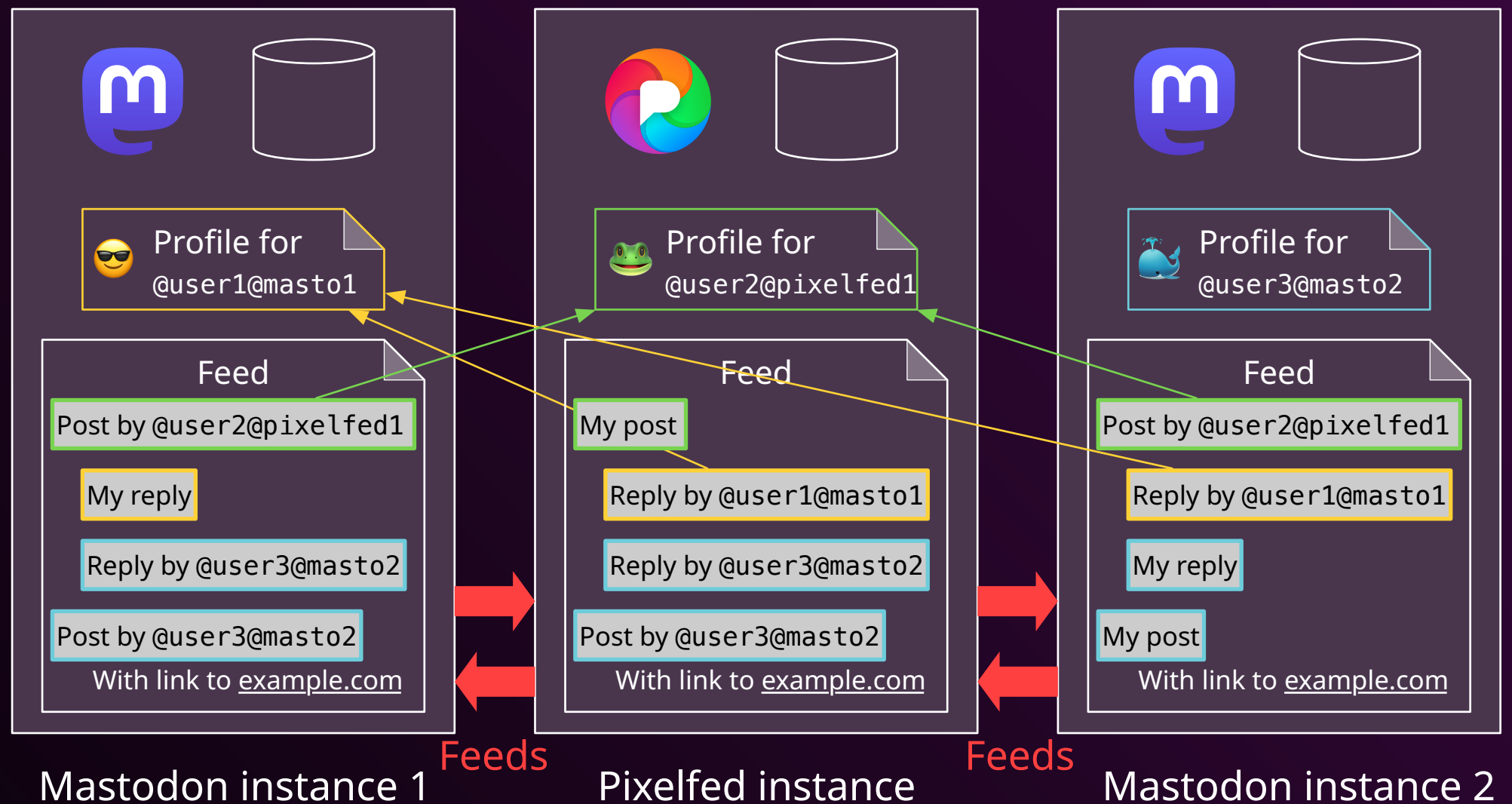


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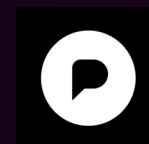
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Web browser:
universal client



+ platform-specific
apps



What's new here, architecturally?

- **An internet-wide identity**

- Created in one place (@alice@example.com) but used everywhere
 - “Oh, this post is by @alice@example.com! I didn’t expect her on i-like-furries.example!”
- Needs some improvements
 - Make identifier @example.com separable from the actual identity
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- Any website can get updates from any other, no IT project required
- Rich, extensible vocabulary of nouns and verbs



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- **Access to the user’s social graph**

- Can find your friends on other sites!



Web + Fediverse = Open Social Web

- **Universal account for the web**
 - No more new user handles to remember
 - No more separate passwords to reset
 - No more separate profiles to keep updated



(*) with permission by the user, of course.

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- **Your activities on one website can be streamed to another:**

- E.g. e-commerce: the feed of your purchases flows directly into your personal record keeping website
- E.g. health: the feed of your doctor's visits, prescriptions, lab results etc flows directly into your personal health record — and to any other doctor who you'd like to see it
- E.g. software development: all events (commits, changes to bugs, design changes...) you are interested in can end up in a single feed, from where you can engage / comment / like



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- **Your friends are always with you, regardless where you are on the web.**
 - E.g. e-commerce: see reviews from your friends first



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Some questions to ponder

- **As a user, what if I could:**
 - ...use the same identity across the entire web?
 - ...subscribe to anything that happens on any website and get the feeds where I want them?
 - ...find my friends on any website I visit?



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- **As a website operator (personal, business, ...), what if we could:**

- ...let our users bring their identity, instead of requiring them to create (and update!) new profiles
- ...publish our content to be discoverable all over the web?
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- **As a builder / innovator / entrepreneur, what valuable thing can I build now that could not be done before?**



Let's turn
the entire open web
social!





Thank you!

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Feel free to reach out.
And consider coming to the next (virtual) FediForum in spring.

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