Social networks. Can we fix them?
Joel Hernandez
Founder of Openbook.
### Forum Rules

This forum contains the rules of our forums. Failure to read up on the rules can result to anything from edits, deletions or banishment from the forums.

| Rules | 1 | 1 | Rules As of September 12, 2003 07-07-2003 09:20 PM (Arrashes Nei) |

### Anipike's Main Anime/Manga Forum

General Anime and Manga discussions. Please stay on topic to the posts. Thank You

- **General Anime** (42 Viewing)
  - Post here about general anime related chit chat.
  - 16,190 1,065

- **Manga Manga** (15 Viewing)
  - Discuss and learn about the world of Japanese Comics
  - 3,663 306

- **Anime Recommendations?** (4 Viewing)
  - Ask here to find out what anime series to buy. Or what show is cool for you to see.
  - 1,994 226

- **Anime Events** (1 Viewing)
  - 504 103

### Entertainment Center

- **Dorama** (1 Viewing)
  - Japanese Drama discussions
  - 186 29

- **Movie Madness** (4 Viewing)
  - Post here to discuss Japanese and Hong Kong Movies
  - 847 75

- **Music Wave** (16 Viewing)
  - Post here about your favorite music to listen to from JHop to HipHop
  - 2,597 220

- **Video Game Corner** (18 Viewing)
  - Video Game information, strategy tips, walkthrough help and CHEATS!
  - 4,502 376

### Fan Road

- **CosPlay** (1 Viewing)
  - 410 76

- **Fan Art** (3 Viewing)
  - Post links to your artworks here.
  - 1,346 178

- **Fan Fiction** (3 Viewing)
  - 362 98

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**1983**
member login

e-mail address:
password:

If you're not a member yet (it's free), click here.
If you can't remember your password, click here.

check out our newest service: recommendations

sixdegrees news

4/13 Check out this month's column on "MegaNetworking."
3/18 Do you have multiple sixdegrees accounts? Merge 'em.
3/1 Recommendations gets off to a flying start...
2/25 The brand new FAQ page - what you need to know about sixdegrees...

public areas

▷ join now welcome
▷ about sixdegrees
▷ whitepages

1997
Tom

":-)"

Male
30 years old
Santa Monica, CALIFORNIA
United States

Last Login:
8/27/2006

Tom is in your extended network

Tom's Latest Blog Entry [Subscribe to this Blog]

private profiles (view more)

Top 8, 16, 20, 24 friends :) (view more)

MySpace Concert & Parties -Georgia, Orlando, Miami! (view more)

In Stores Today - MySpace Records Vol. 1! (view more)

MySpace Records - in stores soon! (view more)

[View All Blog Entries]

Tom's Blurbs

About me:
Welcome to Thefacebook!

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at Harvard University.

You can use Thefacebook to:
- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.
<table>
<thead>
<tr>
<th>Last Update:</th>
<th>July 19, 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic Info:</strong></td>
<td></td>
</tr>
<tr>
<td>School:</td>
<td>Puget Sound '09</td>
</tr>
<tr>
<td>Status:</td>
<td>Student</td>
</tr>
<tr>
<td>Sex:</td>
<td>Male</td>
</tr>
<tr>
<td>Residence:</td>
<td>Todd 311</td>
</tr>
<tr>
<td>Birthday:</td>
<td>09/02/1986</td>
</tr>
<tr>
<td>Home Town:</td>
<td>Shorewood, WI 53211</td>
</tr>
<tr>
<td><strong>Contact Info:</strong></td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:bmoore@ups.edu">bmoore@ups.edu</a></td>
</tr>
<tr>
<td>Screen name:</td>
<td>DoctaBu</td>
</tr>
<tr>
<td>Phone:</td>
<td>414.702.7426</td>
</tr>
<tr>
<td><strong>Personal Info:</strong></td>
<td></td>
</tr>
<tr>
<td>Looking For:</td>
<td>Friendship</td>
</tr>
<tr>
<td>Interested In:</td>
<td>Women</td>
</tr>
<tr>
<td>Relationship Status:</td>
<td>In a Relationship with Rachel Buete (Tiny Tykes Day Care)</td>
</tr>
<tr>
<td>Political Views:</td>
<td>Very Liberal</td>
</tr>
<tr>
<td>Interests:</td>
<td>Film, Graphic Design, Video Editing, Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music, Sleeping, Being Crazy</td>
</tr>
</tbody>
</table>
Mobile Campus SUCKS!!! • I Love the Guy at the Wendys In the Union • Zoroastrian and Proud of it • I Know Puno! • THE KunalDas FanClub • I Buy From GRADE A BOOKS!

Anahita Kalianivala (TCU) wrote
at 11:25am

i confirmed you!! ..in case you didn't notice :-)
Last Update: July 19, 2005

Basic Info:
- School: Puget Sound '09
- Status: Student
- Sex: Male
- Residence: Todd 311
- Birthday: 09/02/1986
- Home Town: Shorewood, WI 53211
- High School: Shorewood Hi '05

Contact Info:
- Email: bmoore@ups.edu
- Screen Name: DoctaBu
- Mobile: 6666
- Websites:
  - http://www.doctabu.com
  - http://www.livejournal.com/users/doctabu
  - http://www.flickr.com/photos/doctabu

Personal Info:
- Looking For: Friendship
- Interests In: Women
- Relationship Status: In a Relationship with Rachel Bueth (Tiny Tykes Day Care)
- Political Views: Very Liberal
- Interests:
  - Film, Graphic Design, Video Editing, Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music, Sleeping, Being Crazy
IT'S CUTE HOW jealous you hAtErz are of what we HAVE!

message friendz chat join

forward favorites HAtErz rate

barbara ann's plurrs about me:

name is barbara ann. i live in roulette, ny. i have a lot of family and great friends. i have four different hobbies, volleyball, softball, singing in choirs, and dancing with my friends at dances. i love animals and i want to be a vet when i grow up. some people think i'm a party animal and i'm not! i agree with them. but i am in 7th grade. part of port allegre's high school and my facebook is 573 331 24
Hello, Paul Myers!

Browse
- Most Popular
- New Releases
- Top Artists
- My Library
- All Songs
- All Artists
- Featured Songs
- Advanced Search

Browse Songs
- Birthday
- Duets
- Greatest Hits
- Holidays
- Love Songs
- Party time
- Wacky

Browse Genres
- Rock/Pop
- R&B/Hip-Hop
- Country

mySPACE Karaoke Everybody Sings
Presents
The Alanis Morissette Contest
6/30/08 (5pm PST) - 7/13/08 (5pm PST)

Record one or more of these tracks from Alanis' new album "Flavors of Entanglement"

Record Your Versions Now!
1. Citizen of the Planet
2. Incomplete
3. Not As We
4. Underneath

Winners will be selected by
What your friends are doing. (over the last 24 hours)

Jack Just received a txt message from a person in Brazil wanting to twttr. (7 minutes ago) x

Dom It would be impossible to surf Linda Mar with the short board, but it won't stop teh Stewie! (13 minutes ago) x

Crystal my krissy behind it's fine all of the time. (23 minutes ago) x

donnie I'm hopin it comes true! (31 minutes ago) x

Garett Gulf shrimp w artichoke broth and hearts of palm mmmh :) (about 1 hour ago) x

What are you doing?

Send

0 / 1

twttr from your phone!
twttr is easy to use from your phone. Just txt your updates to the number 40404.

TXT NOTIFICATIONS: OFF

291 txt messages this month through twttr on your Cingular phone. Need to increase your txt plan?

Your friends. Add more!
• ★ ev: so excited about new odeo ideas 19 minutes ago
• ★ Tony Stubblebine: thinking about polyphasic sleep 27 minutes ago
• ★ drx: chatting in gmail w/Jack 31 minutes ago
• ★ biz: having some coffee 36 minutes ago
• ★ Florian: preparing a pizza about 3 hours ago
• ★ Courtney: multi-taking audio debug audio coding about 8 hours ago
• ★ Jeremy: fantasizing about jack drawing naked people mmmmmmmmmmmmm.. naked people. about 21 hours ago
• ★ noah: Oh crap, I think I might be getting that f’in cold about 21 hours ago
• ★ asruge: put some rss on my mp3 about 22 hours ago
• ★ crystal: in the musicals 1 day ago
• ★ Tim Roberts: setting up my mac mini 1 day ago
• ★ 4153738157: just setting up my twttr 1 day ago

public status

• ☁️ jack: wondering when Mer is going to show up

my stats

• 7 followers
• 392 pings today
Facebook Unveils Facebook Ads

NEW YORK — Facebook Social Advertising Event, Nov. 6, 2007 — Facebook founder and CEO Mark Zuckerberg today introduced Facebook Ads, an ad system for businesses to connect with users and target advertising to the exact audiences they want. Through Facebook Ads, these users can now learn about new businesses, brands and products through the trusted referrals of their friends.

“Facebook Ads represent a completely new way of advertising online,” Zuckerberg told an audience of more than 350 marketing and advertising executives in New York. “For the last hundred years media has been pushed out to people, but now marketers are going to be a part of the conversation. And they’re going to do this by using the social graph in the same way our users do.”

The keynote opened the Facebook Social Advertising event, which also featured senior executives from landmark partners including Blockbuster, CBS, Chase, The Coca-Cola Company, Microsoft, Sony Pictures Television and Verizon Wireless. More than 60 major consumer and Internet brand partners were highlighted at the launch of Facebook Ads.

Today, Facebook Ads launched with three parts: a way for businesses to build pages on Facebook to connect with their audiences; an ad system that facilitates the spread of brand messages virally through Facebook Social Ads™; and an interface to gather insights into people's activity on Facebook that marketers care about.

More than 100,000 Facebook Pages Launch Today Zuckerberg detailed how Facebook Pages allows users to interact and affiliate with businesses and organizations in the same way they interact with other Facebook user profiles. More than 100,000 new Facebook Pages launched today covering the world’s largest brands, local businesses, organizations and bands.

“The core of every user's experience on Facebook is their page and that's where businesses are going to start as well,” explained Zuckerberg. “The first thing businesses can do is design a page to craft the exact experience they want people to see.”
“Facebook Ads represent a completely new way of advertising online,” Zuckerberg told an audience of more than 250 marketing and advertising executives in New York. “For the last hundred years media has been pushed out to people, but now marketers are going to be a part of the conversation. And they’re going to do this by using the social graph in the same way our users do.”
Google today is launching a form of behavioral targeting advertising named Interest-Based Advertising. Interest-Based Advertising allows advertisers to deliver ads based on hundreds of interest categories and previous interactions with those users. The beta is opening to some advertisers at first but will be expanded in the upcoming months.

Brad Bender, Google’s Product Manager in display offerings on Google Content Network, said that Google is looking to make ads “more interesting” to users and more effective for advertisers. Interest-Based Advertising allows Google to do that by giving users control over their interests categories and advertisers the ability to target based on those categories and user’s previous actions.
Engagement = More data = Better ad targeting = Profit
From then onwards

Engagement = Profit
Andy Kaufman
RT @staceyharmon |Good morning #REOMAC ! Tweetup today 3:30-5 in the JW lobby bar near the sushi bar. Free drinks if u follow me & @CVEscrow
46 minutes ago from Twitter - Comment - Like - Hide

Andrew Chen
DNA False Positives - http://www.schneier.com/blog...
24 hours ago from Google Reader - Comment - Like - Hide

Jeremy Zawodny
Sponsor me in my ride for Diabetes: http://jeremy.zawodny.com/blog...
24 minute ago from Twitter - Comment - Like - Hide
It’s 2009

- Public interaction
- Ads
- Likes
- Followers
- Timeline
- Engagement = profit
mikeyk, tommy, diane, chris like this
richard [Monty Python] What's not to like
The colorful compositions of Juliette Oberndorfer: behance.net/juliette-obern...

13w • 1/30/18 • 11:40 AM

Twitttrific @Twitttrific
Twitttrific now supports attaching photos & videos to direct messages, new keyboard shortcuts & more. 😞

Updates available for both iOS and macOS at Twitttrific.com

4d • 4/21/18 • 9:15 AM
It’s 2019
A huge new survey shows that teens are bullied most on Instagram and Facebook

Taylor Hatmaker @tayhatmaker / 2 years ago

Public interaction → Hate
WE’RE OUT!

After 43 years UK freed from shackles of EU

PM in crisis as voters reject Project Fear

Leave surge sends pound to a 31-year low

Albania, Macedonia, Montenegro, Serbia and Turkey are joining the EU.

Seriously.

Turkey’s 76 MILLION PEOPLE are being granted VISA-FREE TRAVEL by the EU

GOOD NEWS???

YES

NO

Ads → Disruption of our society
Suicide rate almost doubles among teenagers, as social media giants are told they have a ‘duty of care’ to tackle it

The danger is that we are presiding over a suicidal generation of young people

Young people are reportedly more at risk (Photo by Jeff J Mitchell/Getty Images)

Likes → Validation
In meeting with Twitter chief, Trump complains about lost followers

After bot shutdown, Trump and Dorsey discuss "health of public conversation on Twitter."

SEAN GALLAGHER - 4/24/2019, 9:39 PM
Timeline → Polarization
Engagement = profit → ~592 Billion Dollars Industry
Our current social media model is broken.
Why don’t social media companies unbreak it, duh?
Because it’s not broken for them
(~592 Billion Dollars Industry)
It’s up to us, users, to fix social media.
It’s up to us, users, to fix social media.
It’s up to us, people, to fix social media.
Privacy
def test_cannot_retrieve_comments_from_encircled_post_not_part_of(self):
    ... should not be able to retrieve the comments from an encircled post not part of and return 200
    ...
    post_creator = make_user()
    circle = make_circle(creator=post_creator)
    user = make_user()
    post = post_creator.create_encircled_post(text=make_fake_post_text(), circles_ids=[circle.pk])
    amount_of_comments = 5
    for i in range(0, amount_of_comments):
        commenter = make_user()
        post_creator.confirm_connection_with_user_with_id(commenter.pk)
        post_creator.confirm_connection_with_user_with_id(user_id=commenter.pk, circles_ids=[circle.pk])
    url = self.get_url(post)
    headers = make_authentication_headers_for_user(user)
    response = self.client.get(url, **headers)
    self.assertEqual(response.status_code, status.HTTP_200_OK)
Community

- Coffee (/r/coffee)
  A place for coffee enthusiasts. Third wave and specialty coffee, brewing methods, roasting, cool places, equipment, culture.

- Gardening (/r/gardening)
  Share your gardening tips and tricks or ask advice here.

- Game of Thrones (/r/gameofthrones)
  Valar morghulis.

- Webcomics (/r/webcomics)
  A place to share your love for webcomics! Found a new comic that you would like to share? Create a post!
Community Guidelines

We created these guidelines together with the community to ensure we can all achieve a mutually peaceful, respectful, supportive and kind existence under this digital home we call Openbook.

In short:

Embrace diversity, drop the labels and stereotypes, be courteous and polite, respect people’s privacy, curb hate, avoid spamming, keep the bots out, ditch the pornography, keep content legal—and embrace the shared responsibility.

Below, these points are explained in more detail. Please read them.

Those acting outside these guidelines risk having their accounts/content suspended or deleted.

We also aim to make the process of enforcing these guidelines transparent and open to debate.

Embrace diversity

In a boring world, we would all look, think and act the same way. Luckily, we all look, think and act differently and the world isn’t boring.

Such diversity is one of the greatest strengths of our society; it allows us to collectively think critically about stuff, make better decisions by having a wider range of experiences, and even unlocks previously unattainable innovation. Because we embrace diversity we have a list of 13 protected differences we hope members of Openbook at best embrace and at least, tolerate.
Mental Health
Mental Health
Clean revenue model
Sustainable growth
30% of all profit for good
• 3,000+ People
• 1,500+ Communities
• 25,000+ Posts
• 14,000+ People on waitlist
• Diverse & healthy
Openbook: It's time for a better social network.

We're a team of engineers, designers, activists & hackers building what's next. Join us.

PROJECT OWNER
Joel Levi Hernández Fernández
The Hague, Netherlands
1 Campaign | More

€88,546 EUR total funds raised
188% funded on September 7, 2018

OVERVIEW

We envision social networks as places for dialogue, for fun, for human relations, for empowerment, for change. Places for good.

Sadly, we found ourselves more and more disappointed and frustrated about what existing ones are turning out to be: boring monetisation platforms with very little care and interest for their best asset: people.

It’s time for change.
So...
Can we fix social networks?
Can we fix social networks?

I don’t know.
Can we fix social networks?

It’s our moral duty to try.
Social networks are reflection of our society.
Social networks are reflection of our society.

What kind of society do we want to be?
👋 Thank you!

- 🌐 Openbook @joel
- 🐦 @lifenaughtjoe
- https://openbook.social