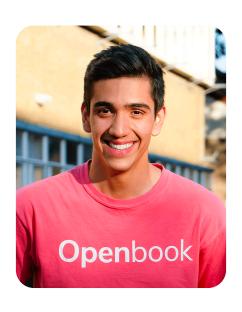
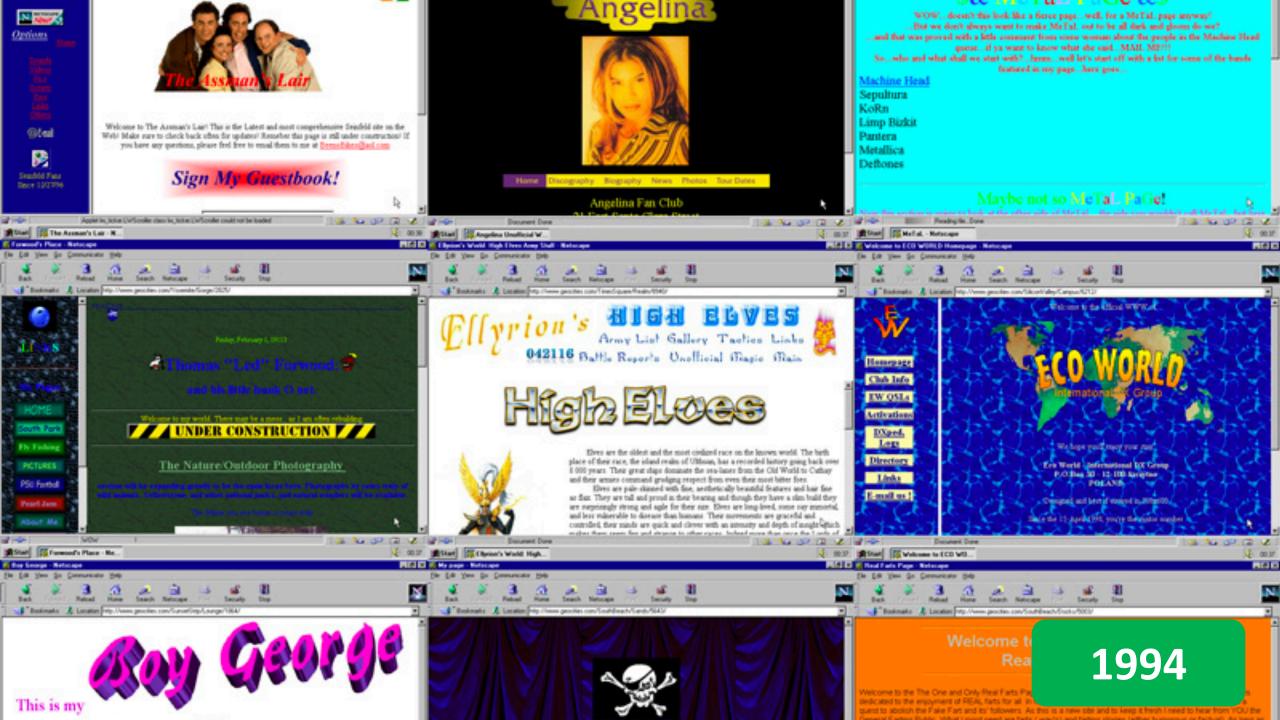
Social networks. Can we fix them?



Joel Hernandez

Founder of Openbook.

Fo	Forum Rules						
	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.	1	1	Rules As of September 12, 2003 07-07-2003 09:20 PM (Arshes 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	Worst use of logic in an Today 02:21 PM (Zabuza no Haku) Lisa Z, Ebony L, CadetDru			
	Manga Manga (15 Viewing) Discuss and learn about the world of Japanese Comics	3,663	306	Pavorite manga? ☐ Emi Today 01:35 PM (Atori)			
	Anime Recomendations? (4 Viewing) Ask here to find out what anime series to buy. Or what show is cool for you to see.	1,994	226	Escaflowne or Gundam Wing? Today 11:25 AM (Franksta)			
	Anime Events (1 Viewing)	504	103	Northern Anime Needs You Yesterday 10:55 PM (JuntaYuy)			
Entertainment Center							
	Dorama (1 Viewing) Japanese Drama discussions	186	29	<u>meteor qarden 3</u>			
	Movie Madness (4 Viewing) Post here to discuss Japanese and Hong Kong Movies	847	75	⚠ Hong Kong Movies Today 12:24 PM (Franksta)			
	Music Wave (16 Viewing) Post here about your favorite music to listen to from JHop to HipHop	2,597	220	If u could make a hit record Today 02:06 PM (My Vitriol)			
	Video Game Corner (18 Viewing) Video Game information, strategy tips, walkthrough help and CHEATS!	4,502	376	girl gamers Today 02:26 PM (<u>Risu-chan</u>) □			
Fan Road							
	CosPlay (1 Viewing)	410	76	Sakura Haruno Costume (**) 11-21-2003 05:40 PM (<u>Kiky</u>			
	Fan Art (3 Viewing) Post links to your artworks here.	1,346	178	Today 11:54 AM (C 1983			
	Fan Fiction (3 Viewing)	362	98	Adauchi (Action, PG-13) CadetDru			





member login

e-mail	
address:	
password:	

submit

check out our newest service: recommendations (%)

If you're not a member yet (it's free), click here.

If you can't remember your password, click here.

sixdegrees news

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

publicareas

- joinnow
- welcome
- about sixdegrees
- ▶ whitepages = =

1997































































Making April



Piano Rock Smoothness

View Messages	Create Blog
Edit Fens	Edit Comments

Edit Profile

Edit Photos

Customize Page

"How on iTunes!!"
(Edit)

Interested In: Friends

Member Since: Aug 2007

Profile Viewed: 3253 times since 9/1/2007

Location: Verplanck, HY

Your URL [Edit]:

http://profiles.friendster.com/makingapril

"Get our debut EP Runaway World from one of the following links below: Download "Runaway World" from iTunes: Order..."

More about Making April

Recent Updates: []

Your recent updates are currently hidden.

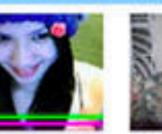
Band

Band

Making April's Fans







John Y





Lauren



Nica

View All (1292)

Mark

Edit Featured Fans



More About Making April

All contra

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classific

Tom



":-)"

Male 30 years old Santa Monica, CALIFORNIA United States

Last Login: 8/27/2006

View My: Pics | Videos



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

2003





login register about

Password:
register
login

Email: Welcome to Thefacebook!

[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.

Register

Login

2004

My Parties My Messages My Account My Privacy





Send Brian a Message Poke Him!

Connection

You are in a relationship with Brian.

Mutual Friends

You have 19 friends in common with Brian.

Access

Brian is currently logged in from a non-residential location.

Friends at Puget Sound







Last Update: July 19, 2005

Basic Info: School:

Student Status:

Male Sex: Residence:

Todd 311 Birthday: 09/02/1986

Shorewood, WI 53211 Home Town: High School: Shorewood Hi '05

Contact Info:

Screen name:

bmoore@ups.edu Email:

414,702,7426 Wes es:

DoctaBu

http://www.doctabu.com

Puget Sound '09

http://www.livejournal.com/users/doctabu

Personal Info:

Looking For: Friendship

Interested In: Women

Relationship Status: In a Relationship with

Rachel Buethe (Tiny Tykes Day Care)

http://www.flickr.com/photos/doctabu

Political Views: Very Liberal

Interests: Film, Graphic Design, Video Editing,

Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music, Sleeping, Being Crazy



Texas Friends

hot.

hoto gallery

ow

196 friends at Texas.

See All



Ryan Wind









Chloe Wilkes







Patel



Haren Patel

Groups

You are in 6 groups.

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!

The Wall

Displaying 10 of 70 wall posts.

Write Something | See All

edit

edit

See All



Anahita Kalianivala (TCU) wrote at 11:25am

i confirmed you!! ..in case you didn't notice :-)

Wall-to-Wall - Write on Anahita's Wall - Delete



Austin, TX (23) Baltimore, MD (1) Baylor (3)

Ben Davis High

School (1)

NHMCCD (1)

Oberlin (1)

Orlando, FL (2) Philadelphia.

Northwestern (1)

Feroze Karanjia (East Brunswick High School) wrote at 4:21pm May 29th, 2006

this sucks, all you college people are out for the summer and imsittin here in 90 degree weather still with 20 more days

Wall-to-Wall - Write on Feroze's Wall - Delete

My Parties My Messages My Account My Privacy





Send Brian a Message Poke Him!

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Shorewood, WI 53211 High School: Shorewood Hi '05

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Screen DoctaBu

Mo.

http://www.doctabu.com

bmoore@ups.edu

Puget Sound '09

http://www.livejournal.com/users/doctabu

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Websites.

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Interested In: Women

Relationship Status: In a Relationship with

Rachel Buethe (Tiny Tykes Day Care)

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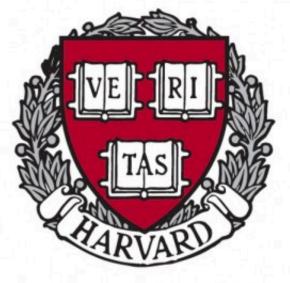
Interests: Film, Graphic Design, Video Editing,

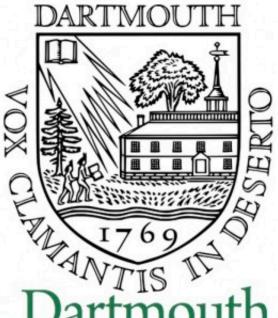
Computers, Bowling, Dancing, Acting, Singing, Listening to Decent Music,

Sleeping, Being Crazy









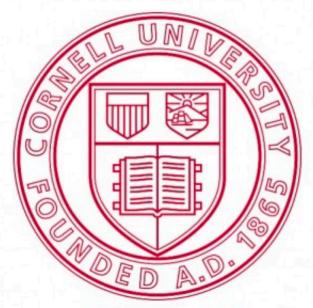
Penn

COLUMBIA

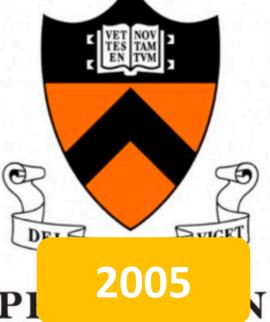
HARVARD

Dartmouth







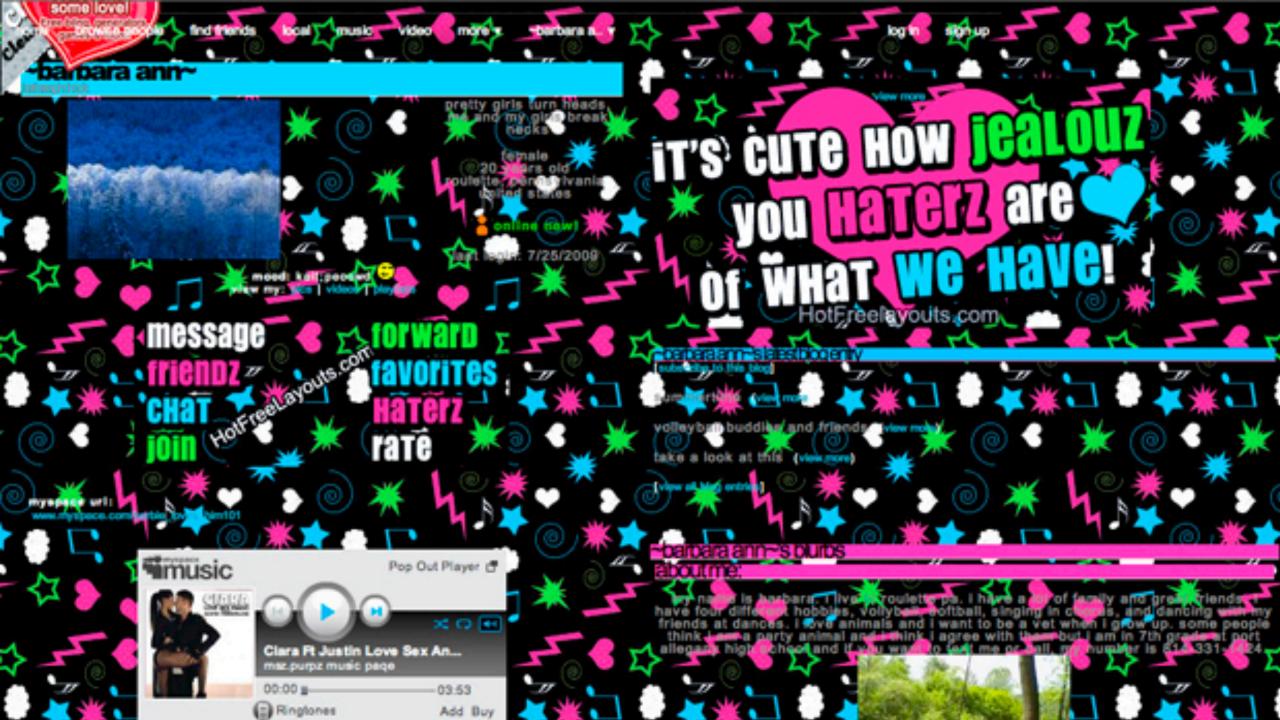


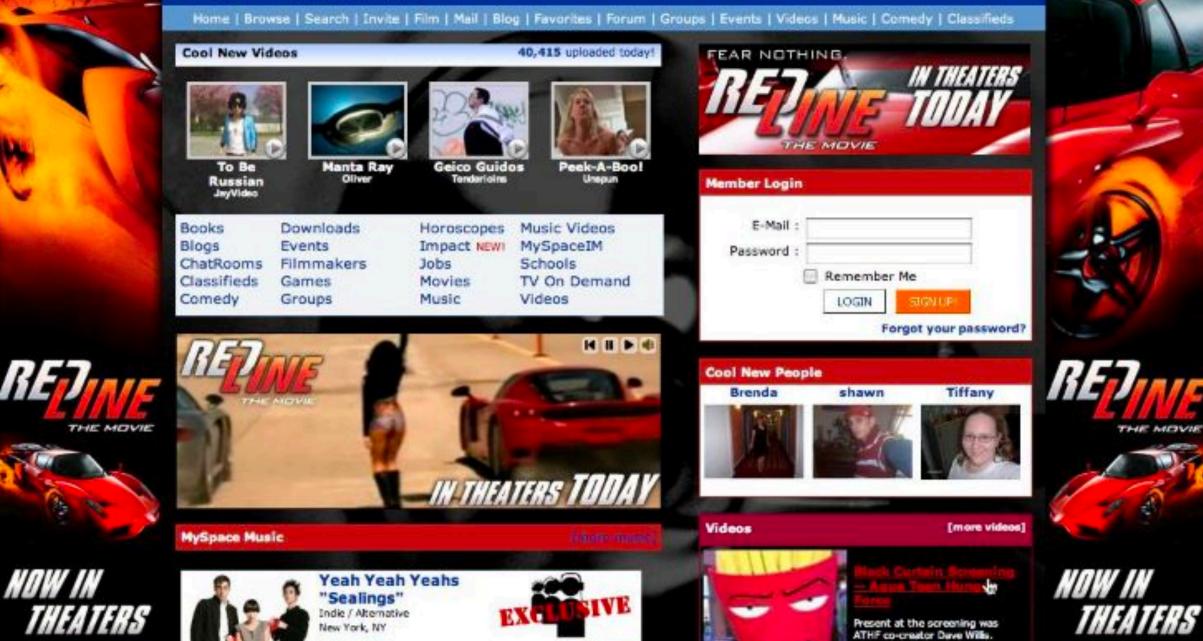
Yale

Cornell

BROWN











Click here YEAHS.

YEAH YEA

Home Songs Recordings Performers

Most Popular | New Releases | Top Artists | My Library

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



- Performers Showcas
- Latest Recordings
- Latest from Favorites
- Advanced Search

New Releases



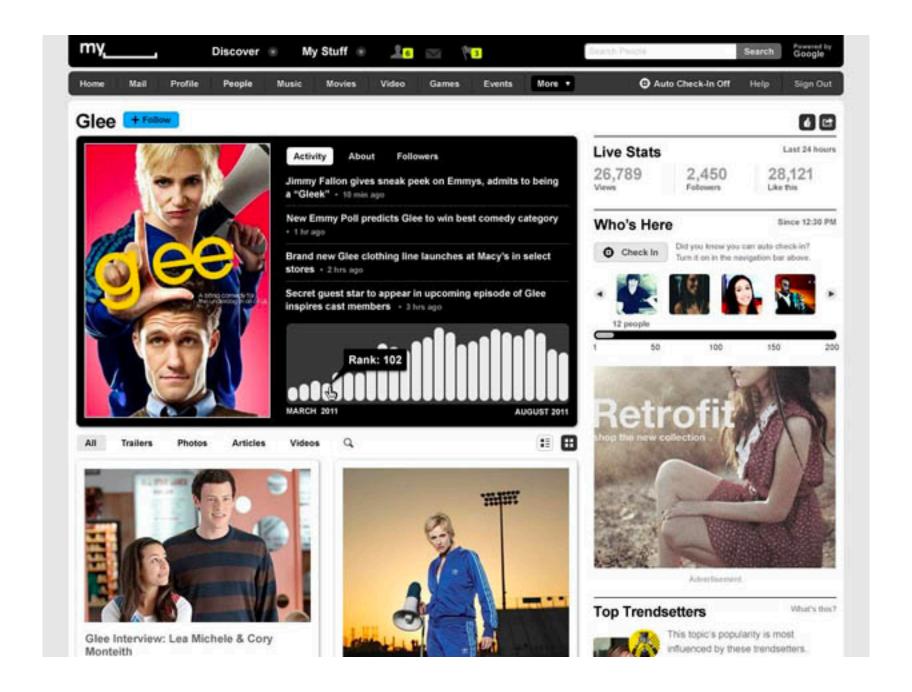
















What your friends are doing. (over the last 24 hours)



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)

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?

2006

Vour friende Add morel

Follow

- <u>x</u> ev: so excited about new odeo ideas 19 minutes ago
- Tony Stubblebine: thinking about polyphasic sleep 27 minutes ago
- <u>k</u> 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
- noah: Oh crap, I think I might be getting that fin cold about 21 hours ago
- x 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
- A153738157: 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

November 6, 2007

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 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."

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."

Contact Us

press@fb.com

Categories

Company News

Product News

Data & Privacy

Innovation

Integrity & Security

Safety & Well-Being

Social Impact

Archives

Select year +

Featured News



Introducing Oculus Rift S: A New PC VR Headset Coming This Spring

March 20, 2019

Built on the Rift Platform, Rift S gives gamers and tech 2007

"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 Gets Into Behavioral Targeting, Launches "Interest-Based Advertising" B

Barry Schwartz on March 11, 2009 at 5:00 am

Google today is <u>launching</u> a form of behavioral targeting advertising named Interest-Ba Advertising. Interest-Based Advertising allows advertisers to deliver ads based on hund interest categories and previous interactions with those users. The beta is opening to s advertisers at first but will be expanded in the upcoming months.

Brad Bender, Google's Product Manager in display offerings on Google Content Netwo that Google is looking to make ads "more interesting" to users and more effective for ad Interest-Based Advertising allows Google to do that by giving users control over their in categories and advertisers the ability to target based on those categories and user's practions.

Engagement = More data = Better ad targeting = Profit

From then onwards Engagement = Profit

Search

Home

@

You have 10 invitations from MG Siegler, Mark "Rizzn" Hopkins and 8 other people

Close



Eric Eldon settings - sign out

Filters

Home Direct messages My discussions Best of day

desktop notifier feed Favorites Professional



Anthony Ha Paul Buchheit

PALTIN MARKET

2009

ZOO IIIOTE »





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

Daniel Bentes liked this



Jeremy Zawodny

Sponsor me in my ride for Diabetes: http://jeremy.zawodny.com/blog...

24 minutes and from Twitter - Comment - Like - Mide

It's 2009

- Public interaction
- Ads
- Likes
- Followers
- Timeline
- Engagement = profit





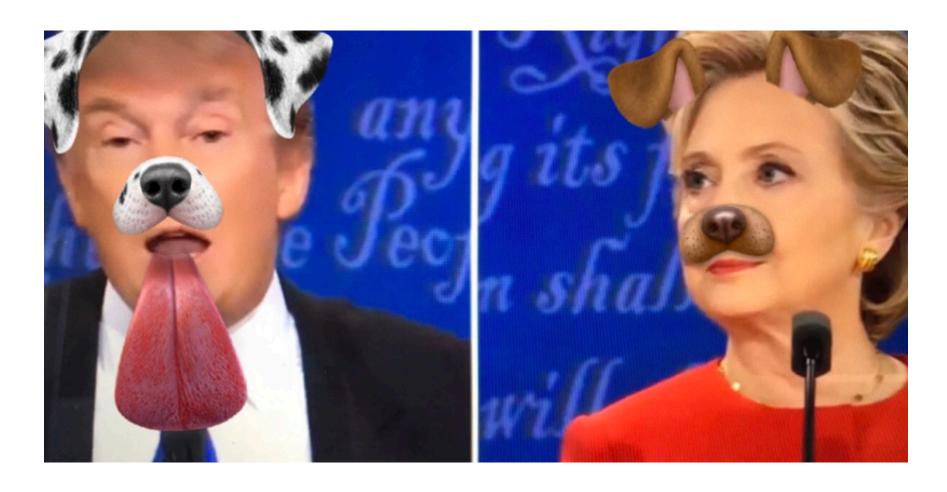
@ 22h



- w mikeyk, tommy, diane, chris like this
- richard [Monty Python] What's not to like











Vine

The colorful compositions of Juliette Oberndorfer: behance.net/juliette-obern...



13w • 1/30/18 • 11:40 AM

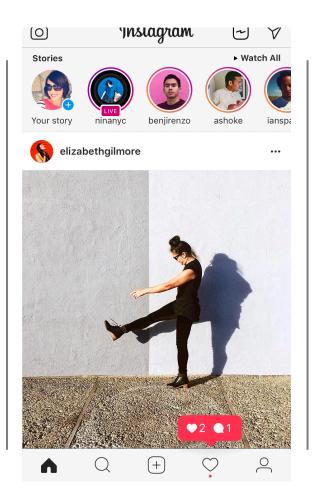
Twitterrific @Twitterrific

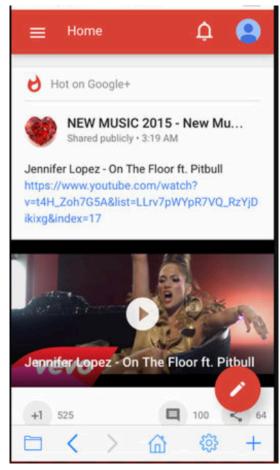
Twitterrific now supports
attaching photos & videos to
direct messages, new keyboard
shortcuts & more.

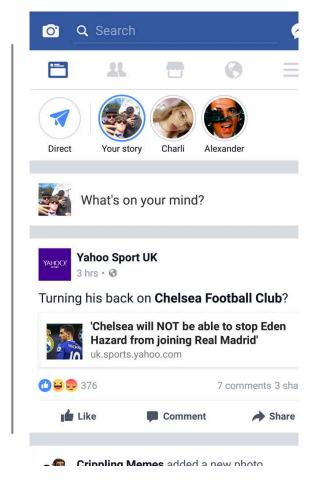
t7 🖤

Updates available for both iOS and macOS at Twitterrific.com

4d • 4/21/18 • 9:15 AM







It's 2019





Login

A huge new survey shows that teens are bullied most on Instagram and Facebook

Taylor Hatmaker @tayhatmaker / 2 years ago

Comment

Startups

Apps

Gadgets

Videos

Podcasts

Extra Crunch

Events

Advertise

Crunchbase

More

Apple

Google



Public interaction → Hate

5AM REFERENDUM SPECIAL





■ After 43 years ■ PM in crisis as ■ Leave surge **UK freed from** shackles of EU

voters reject **Project Fear**

a 31-year low





Ads → Disruption of our society







£350 million a week to the EU

OR

Support the UK steel industry

YOU DECIDE:

EU

UK STEEL



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

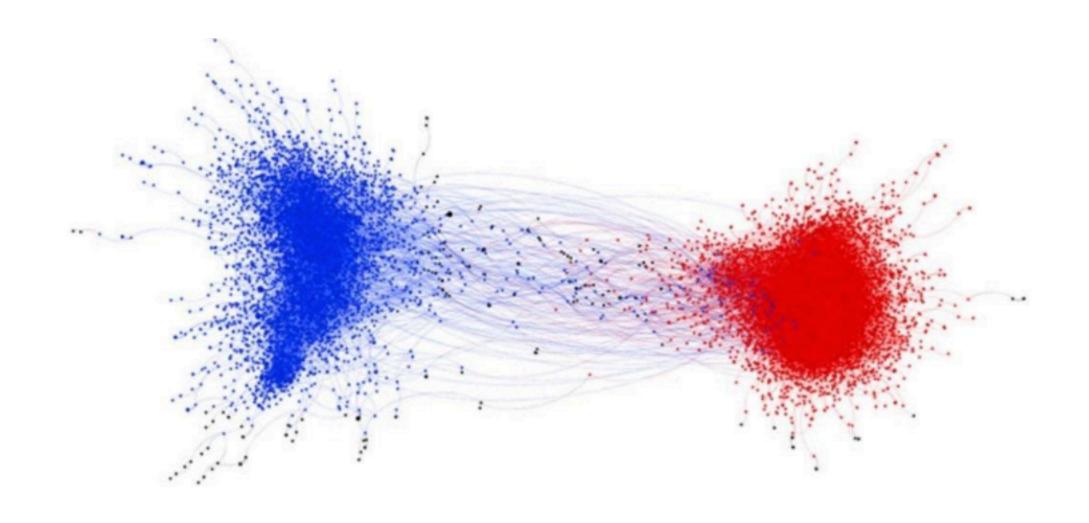
In meeting with Twitter chief, Trump complains about lost followers

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

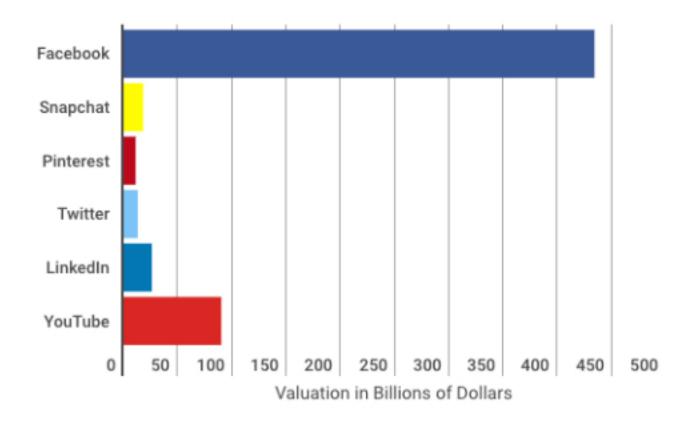
SEAN GALLAGHER - 4/24/2019, 9:09 PM



Followers→ Social status



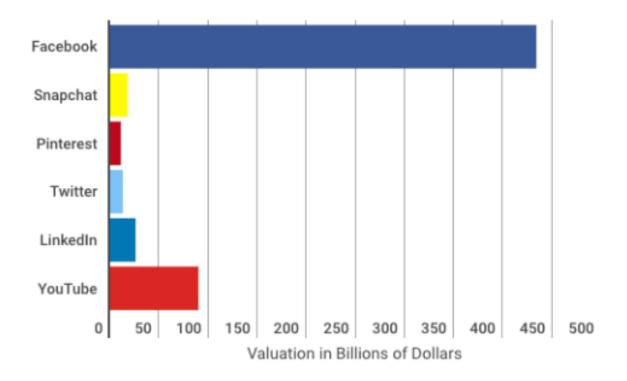
Timeline→ Polarization



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

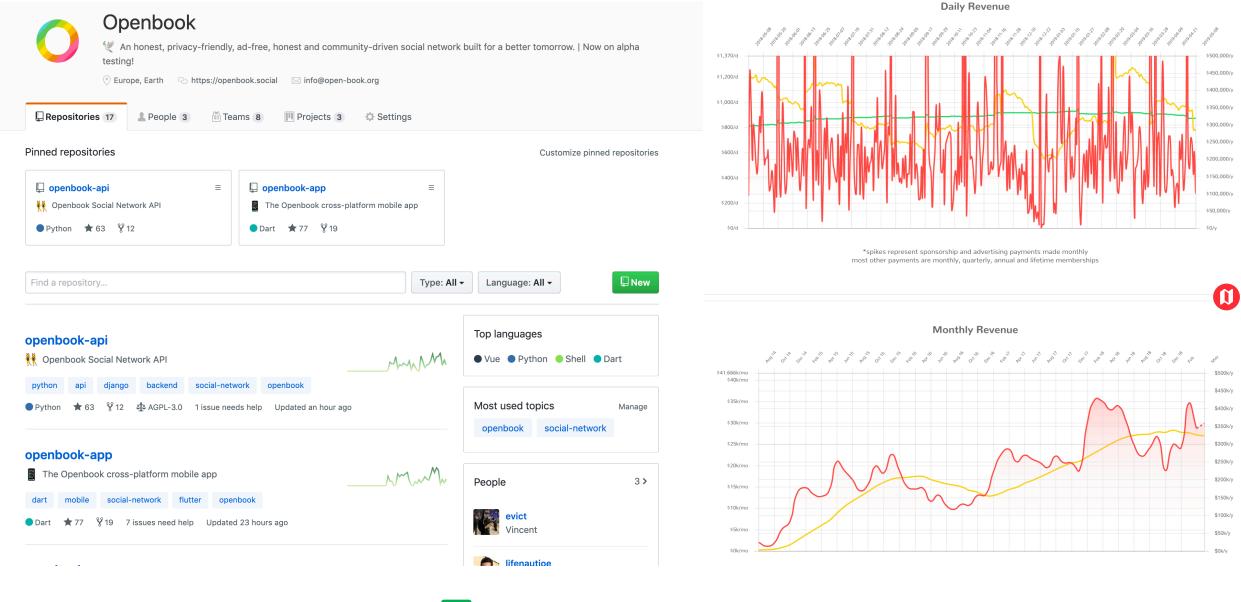
(~592 Billion Dollars Industry)

It's up to us, users, to fix social media.

It's up to us, users, to fix social media.

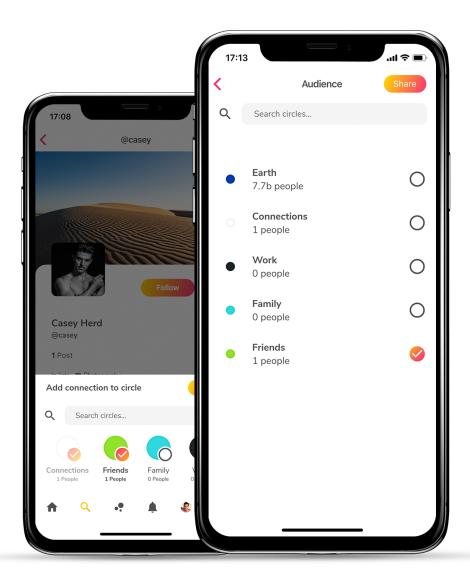
It's up to us, people, to fix social media.





Transparency







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()
    commenter = make_user()
    commenter.connect_with_user_with_id(post_creator.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_400_BAD_REQUEST)
```

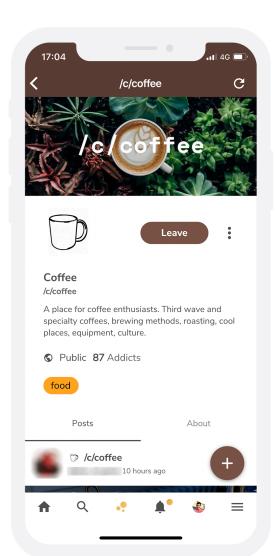


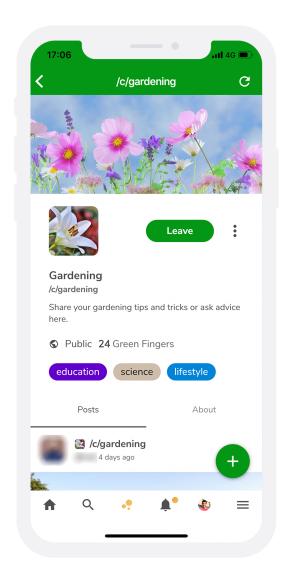


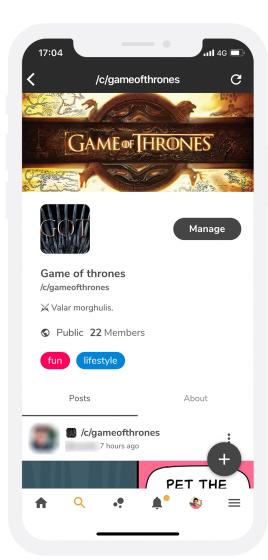


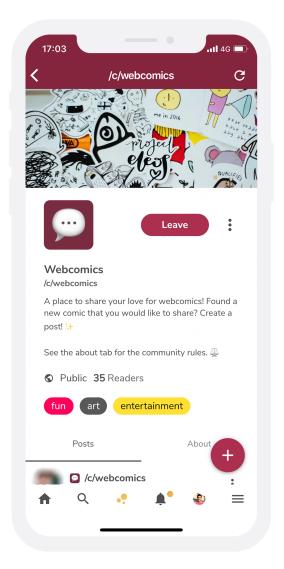












Community



Openbook



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.

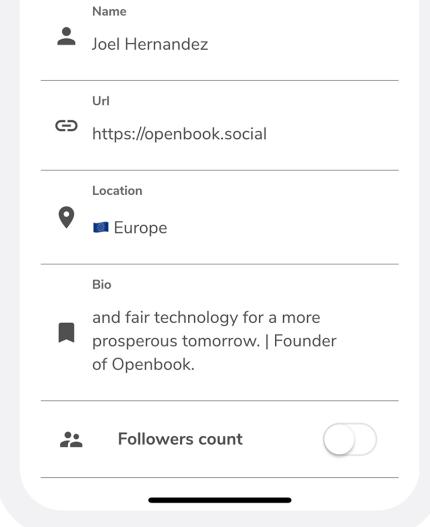


Embrace diversity

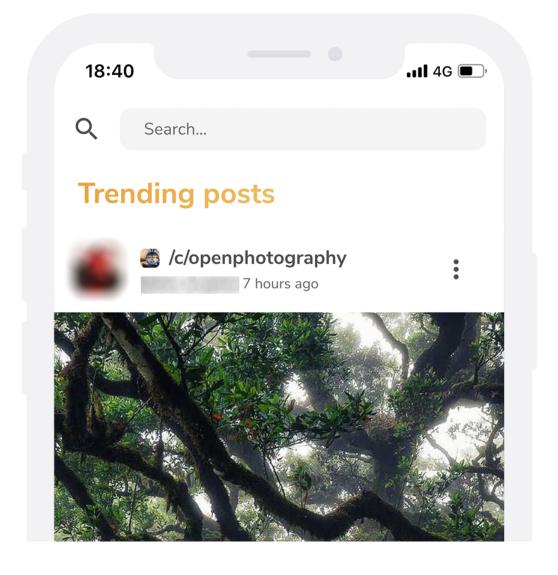
In a boring world, we would all look, think and act the same way. Luckily, we all look, think and act differently and the world isn't boring.

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.

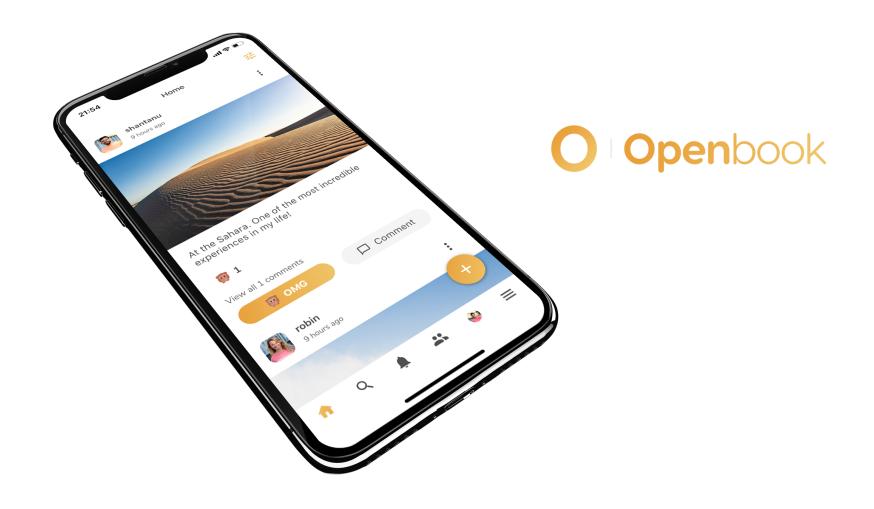




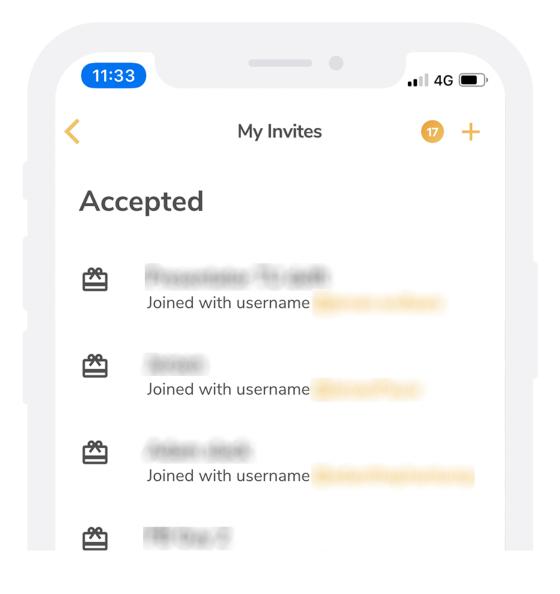
Mental Health



Mental Health



Clean revenue model



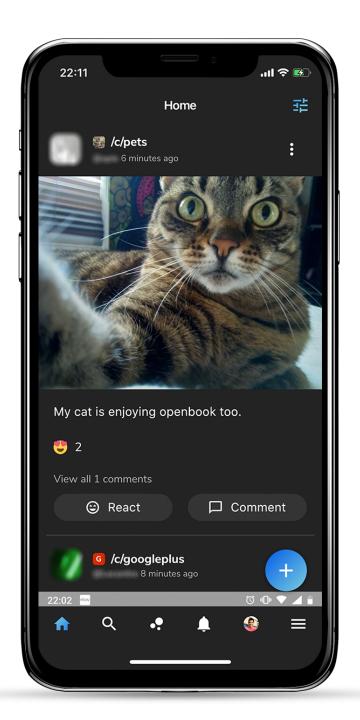
Sustainable growth



30% of all profit for good

Openbook | Alpha

- 3,000+ People
- 1,500+ Communities
- **25,000**+ Posts
- 14,000+ People on waitlist
- Diverse & healthy





INDEMAND

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 ?





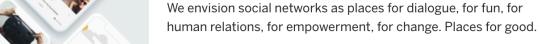






OVERVIEW

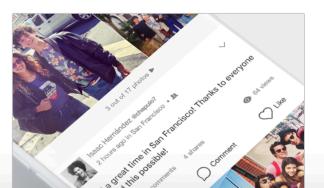
TECH & INNOVATION

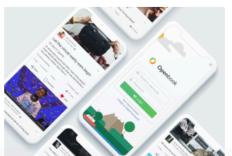


Sadly, we found ourselves more and more disappointed and frustrated about what existing ones are turning out to be: boring monetisation platforms with very little care and interest for their best asset: people.

It's time for change.

SELECT A PERK





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?



• Openbook @joel

• @lifenautjoe

https://openbook.social

