#indieweb

Re-decentralising the web

Reducing our dependence on centralised platforms and services

Calum Ryan ***@calum_ryan***

LONDON
WEB STANDARDS

IndieWeb

https://www.flickr.com/photos/dullhunk/34390755362

https://en.wikipedia.org/wiki/Presidential_Advisory_Commission_on_Election_Integrity

https://commons.wikimedia.org/wiki/File:Cambridge_Analytica_protest_Parliament_Square4.jpg

the **centralised/corporate** web

What represents the **centralised** web?

Niall Kennedy https://flic.kr/p/apNav2

https://www.flickr.com/photos/niallkennedy/6176497431/

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

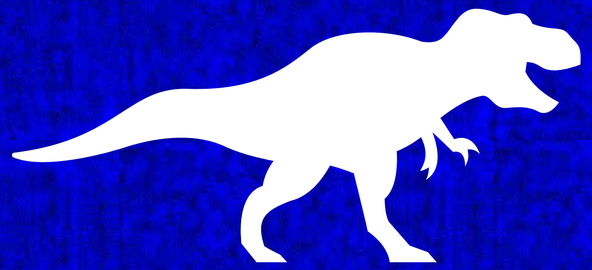
Addictive **&** compelling

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)

Shop Here for BOOKS amazon.com.
"and the winner is..."
LIVE HOMEWORK HELP!
Spring Tulips 1-800-flowers.com

AOL.COM

NEW! - My AOL.COM: Now You Can Customize News, Weather, Stocks & More.

AOL Mail | My AOL.COM | People/Chat | Search | Shop | Web Centers | Try AOL FREE!

AOL Anytime, Anywhere

Check Your AOL Mail

Enter AOL Screen Name: Enter Password: Go

- Simplify Your Life
  - My Calendar
- Connect With Friends
  - AOL Instant Messenger
  - Quick Buddy
  - Web Chat
- Personalize AOL.COM
  - My AOL.COM

Search

Search

Other Searches: White Pages | Yellow Pages | Categories | Maps | E-mail Finder | Home Pages | Kids Only

Shop

- 2.9% Intro APR* Visa, Plus Free Month AOL.
- Own a copy of the Oscar-nominated script Magnolia.
- MVP.com -- Grand Opening Sale -- $10 OFF $50.

Great Stores:

Bid.com
GapKids
CarParts.com
ONSALE
Zappos.com
RedRocket
J&R.com;
Food.com
NewLine
MagazineOutlet
gamestop!com
CollectiblesToday

Hot Spots:

Art & Antiques
Auctions
Computing
Software

More Stores

People & Chat

- Hot Chats: Romance, Britney Spears, Celebrities, Music

Friday, March 3, 2000

Daily Essentials

TOP NEWS:

- Gen. Pinochet Arrives in Chile
- Bush, McCain Squabble Over Money

Weather
Horoscopes
Sports Scores
Classifieds
Stock Portfolio

Hot Chats
Love@AOL
Home Pages
Free Greetings
AOL 5.0 FREE

STOCK QUOTE: Symbol Lookup

Get Quote

See New Cars

- Concept Car Gallery
- New Car Reviews
- Used Car Search

Web Centers

- **Autos**: New Cars, Used Cars...
- **Bus. & Careers**: Job Listings...
- **Computing**: Screensavers...
- **Entertainment**: TV, Movies...
- **Food**: Recipes, Quick Meals...
- **Games**: Demos, Game Tips...
- **Govt.**: Elections, DMV Forms...
- **Health**: Babies, Conditions...
- **Home & Garden**: Floor Plans...
- **International**: Newspapers...
- **Legal**: Find A Lawyer...
- **Local**: Events, Visitor's Guides...
- **News**: Comics, Crosswords...
- **Personal Finance**: Stocks, Taxes...

Tom

":-)"

Male
32 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
11/3/2007

Mood: busy
View My: **Pics** | **Videos**

Contacting Tom

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:
http://www.myspace.com/tom

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 Interests

General	Internet, Movies, Reading, Karaoke, Language, Culture, History of Communism, Philosophy, Singing/Writing Music, Running, Finding New Food, Hiking, Travel, Building alternate communities
Music	**Bands:** Beatles, Superdrag, Jackson 5, Weezer, Sex Pistols, The Carpenters, Vain, Radiohead, Teenage Fanclub, Rocket from the Crypt, Pitchfork, Oasis, Rialto, Supergrass,

Tom testing out the new status

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

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 Blurbs

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.**

AT&T; Get MySpace on | presidential dialogues | Find Madeline | Mickey Avalon

YAHOO! GeoCities

Yahoo! - Help

Welcome, Guest - [Sign in]

Get a free home page

BUILD A PAGE
Create a new webpage.

EDIT PAGES
Manage and maintain your site

UPLOAD FILES
Import HTML, pictures and other files

Returning GeoCities members, learn how to sign in for the first time.

Search Home Pages

Search

Explore Neighborhoods

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

Area51
Colosseum
Heartland
Hollywood
SouthBeach
SunsetStrip
TimesSquare
Tokyo
WestHollywood

more...

Learn how to bake a Thanksgiving turkey in NapaValley.

Cool Home Page Add-Ons

Animation & Multimedia
Animated Logo, Gliding Images...

Instant Info
Stock Charter, Counter...

Art
Arrows, Bullets, Buttons, Icons...

Interactive
Forms, Searchbox...

Fun & Games
Baseball '99, Game Cheats...

Pages That Pay
Merchant Center, Join Now!...

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 Add-Ons** - Free clip art, headlines, guestbooks and more to enhance your page.
3. **Neighborhoods** - Meet people just like you in one of our 41 themed 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 Dalityapi: 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.

404

twitpic
YAHOO! GEOCITIES
Vine
Lanyrd.com
Friends Reunited
fotopedia
Images for humanity

#indieweb

Welcome

...to the cemetery of acquired and shutdown websites, platforms and tools

Often taking down with them dead links, lost content and user data

#indieweb

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

https://chribba.deviantart.com/art/The-old-pipes-320068994

focused on **plumbing-centric** design

…rather than **user-centric** design

Tantek Çelik

The once and future IndieWeb

@ Web Directions South 2013

“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.”

Video presentation URL

youtu.be/FNr0JNwsLy8

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

#indieweb

You are better connected

Your posts, responses and interactions can go to all services, not just one

#indieweb

You are in control

Post what you want, in any format you want, share simple readable links

What/who represents the IndieWeb movement?

Community

#NETRUE

Social

- **Freenode IRC** discussion
- **Wiki** Public domain / Creative Commons License
- **BarCamp** Meeting in-person to stimulate ideas

#indieweb

Engineering the decentralised web

Simplify the plumbing and give more time to focus on the **User Experience**

#indieweb

Designing standards focused on **users** and the **front-end**

#indieweb

*Indie*Web Standards

Microformats

microformats.org

```
<article class="h-entry">
  <h1 class="p-name">Microformats are
amazing</h1>
  <p>Published by <a class="p-author h-card"
href="http://example.com">W. Developer</a>
     on <time class="dt-published"
datetime="2013-06-13 12:00:00">13<sup>th</sup>
June 2013</time></p>

  <p class="p-summary">In which I extoll the
virtues of using microformats.</p>

  <div class="e-content">
    <p>Blah blah blah</p>
  </div>
</article>
```

Authentication

(1) Use **rel="me"** attribute

indieauth.com

RelMeAuth

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.

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

indieauth.net

IndieAuth

W3C Working Group Note 23 January 2018

This version:
https://www.w3.org/TR/2018/NOTE-indieauth-20180123/

Latest published version:
https://www.w3.org/TR/indieauth/

Latest editor's draft:
https://indieauth.spec.indieweb.org/

Test suite:
https://indieauth.rocks/

Editor:
Aaron Parecki

Repository:
Github
Issues
Commits

Please check the **errata** for any errors or issues reported since publication.

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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.

#indieweb

IndieAuth

W3C Draft

w3.org/TR/indieauth

#indieweb

Micropub

W3C Recommendation

w3.org/TR/micropub

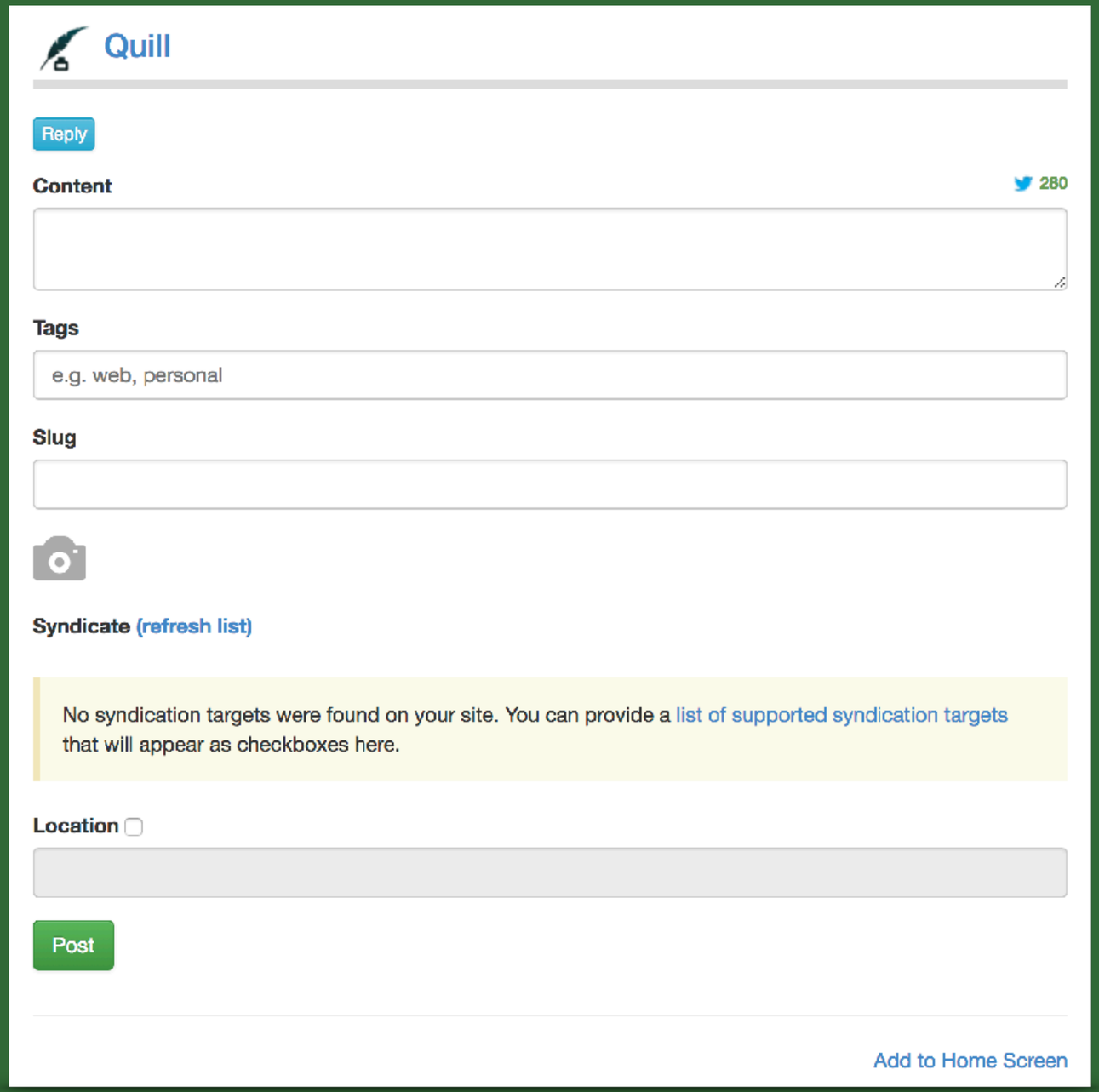
An open API standard.

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

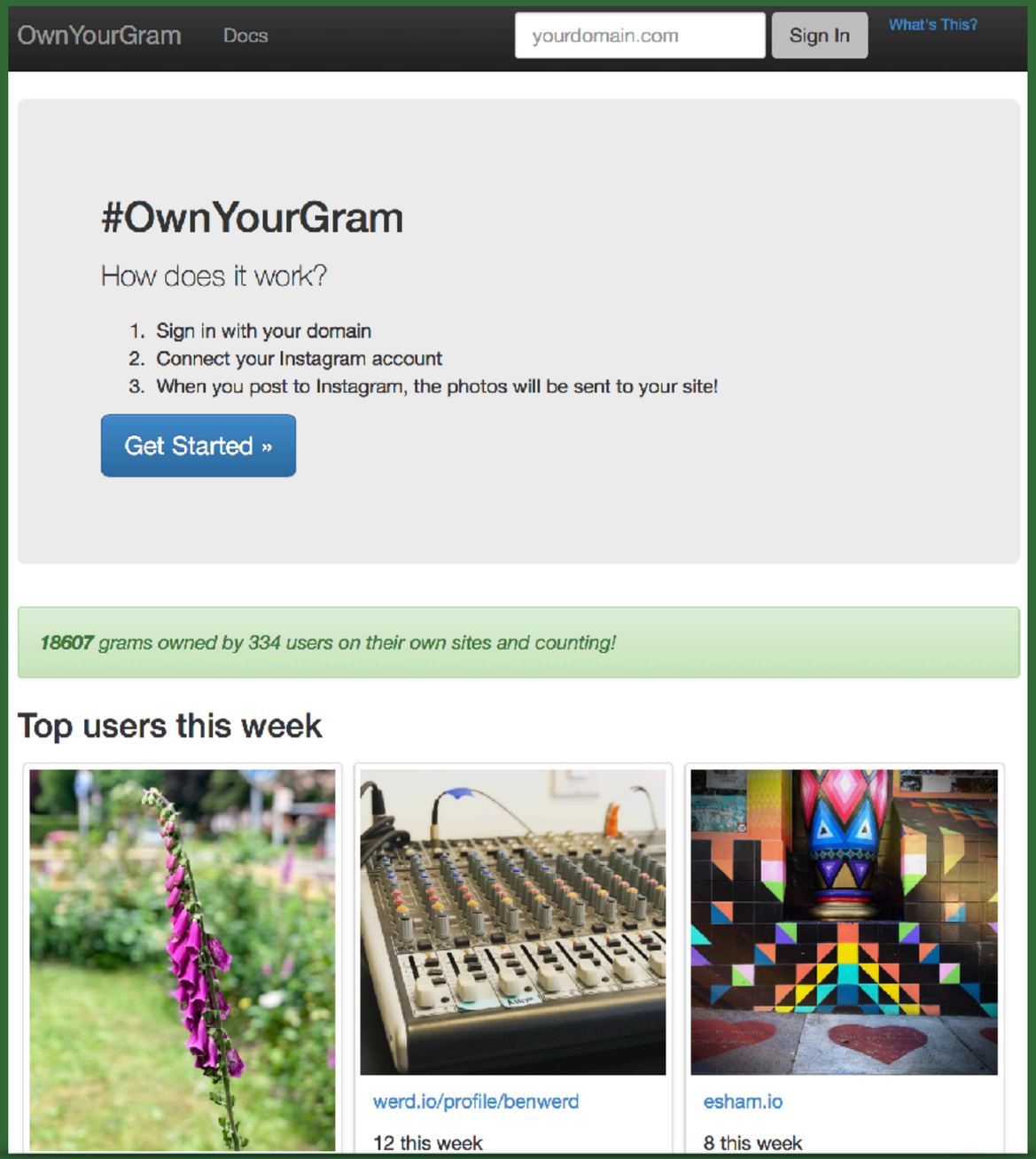
#indieweb



Quill

quill.p3k.io

#indieweb



OwnYourGram

ownyourgram.com

#indieweb

PESOS

Publish Elsewhere, Syndicate (to your) Own Site

#indieweb

POSSE

Publish (on your) Own Site, Syndicate Elsewhere

Webmentions

W3C Recommendation

w3.org/TR/webmention

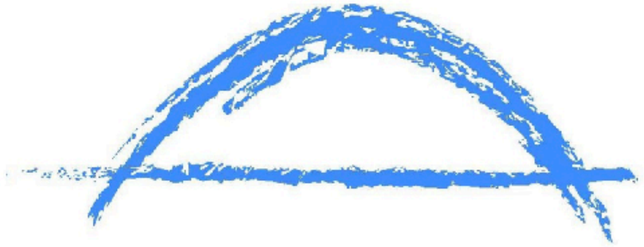
Notify another URL when
you link to it on your site

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 Instagram 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

Get your site on the IndieWeb

indieweb.org/projects

- Known
- WordPress
- Jekyll
- Perch

#indieweb

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

http://yoursite.com Test

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

IndieWebify.me

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**

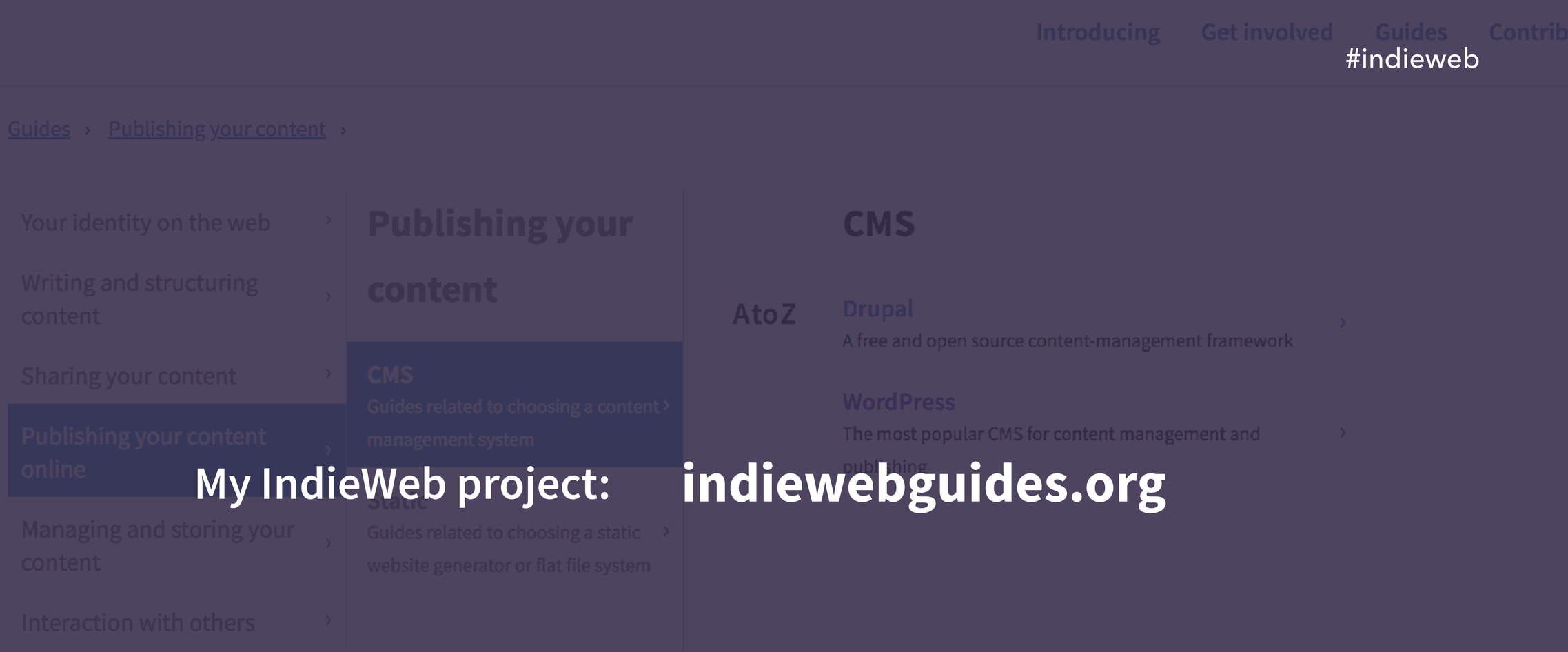
- Be an active part of the community
- Build a better experience than the silos
- Contribute in-person
- Help solve problems that people actually need solving

Attend an IndieWebCamp

indieweb.org/next-iwc

Join discussion on Slack/IRC

Freenode #indieweb
chat.indieweb.org/slack



My IndieWeb project: **indiewebguides.org**

#indieweb

Homebrew Website Club London

hwclondon.co.uk

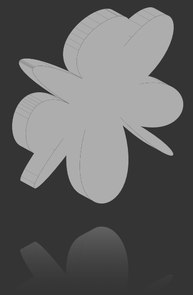
More on re-decentralisation…
redecentralize.org/about

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

#indieweb



thank you

calumryan.com / @calum_ryan