



INDIEWEB CAMP

Own Your Data

IndieWeb – Beyond Blogging and
Decentralisation

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Why?

Your content is yours

When you post something on the web, it should belong to you, not a corporation. Too many companies have gone out of business and lost all of their users' data.

You are better connected

Your articles and status messages can go to all services, not just one, allowing you to engage with everyone.

You are in control

You can post anything you want, in any format you want, with no one monitoring you.

Site deaths



Gone in 2015:

- Comcast/Xfinity Personal Web Pages
- Yahoo Pipes
- Plug.dj
- This Is My Jam
- Google+ Photos
- Yahoo Maps
- Balanced Payments
- Branch
- Lyrk.de
- Grooveshark
- Google OpenID
- Trovebox
- FriendFeed
- tvtag

My website as an example

- Implemented
 - Blogposts
 - Pictures
 - Events
 - Notes
 - Podcasts
 - Comments
 - Likes
 - Twitter, Instagram, Facebook: likes, comments, reposts
- Not yet
 - Salmentions
 - SWAT0
 - Reader
- Examples
 - Image
 - Event
 - Comment

History

- Frustration
 - Federated Social Web Summit
 - Committee working on standards
 - A lot of discussions, no code
 - People with different ideas blocking each other
 - Mailing lists invite to discuss/fight instead of creating

Community

- Different approach now
 - Show, don't tell
 - Creators Only. Must have your own domain name and actively build stuff for it to attend.
 - Use your domain name and IndieAuth to sign into the IndieWeb MediaWiki.
<http://indieweb.com/>
 - Could only add yourself to the attendee list if you use your domain name to log into the site.
- Key principles
 - Own your data
 - Use visible data
 - Build tools for yourself
 - Eat your own dogfood
 - Document your stuff
 - Open source
 - UX and design most important
 - Build platform agnostic
 - Longevity
 - Plurality
 - Have fun!











Movement




Your own domain

- You need your own domain so you can own the permanent URLs to your content
 - Binerio
 - Loopia
 - GoDaddy
 - Hover
 - ...
- You can host wherever you want, they just need to allow you to use your own domain
 - Squarespace
 - Wordpress
 - Tumblr
 - Known
 - Linode
 - Digital Ocean
 - ...

How much is it?

		Registrering
.SE		119 SEK
.NU		129 SEK
.COM		119 SEK
.NET		119 SEK
.ORG		129 SEK
.INFO		129 SEK
.BIZ		129 SEK
.ME		129 SEK
.MOBI		159 SEK
.EU		119 SEK

Domäntyp	Stödjer ÅÄÖ ¹	Registrering
.SE		129,00 kr
.COM		99,00 kr
.NU		139,00 kr
.EU		99,00 kr
.GRATIS		219,00 kr
.CLUB		189,00 kr
.GURU		329,00 kr
.WEBSITE		249,00 kr
.EMAIL		219,00 kr
.LINK		119,00 kr
.ME		199,00 kr
.NET		109,00 kr
.ORG		129,00 kr

IndieWebify.me

This website helps you to decide what to do to start and to check and test if your attempts were right or what you should change.

- 1) Become a citizen of the IndieWeb
- 2) Publishing on the IndieWeb
- 3) Add the ability to send Webmentions to other IndieWeb sites
- 4) Federating IndieWeb Conversations

Jumpstart

- Known

- Implements a lot of IndieWeb functionality
- Integrates great with 3rd parties
- Smaller community
- Pro costs 100\$/year

- Wordpress

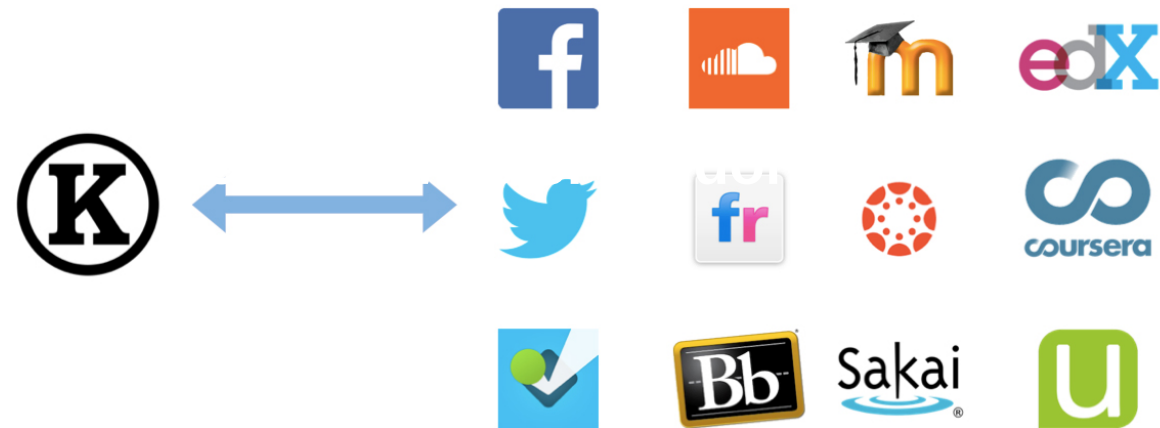
- Uses plugins to implement IndieWeb functionality
- Very big community
- Perhaps you're using it already?

Some building blocks

- POSSE
- PESOS
- Webmention
- (Pingback)
- Microformats
- Parser
- Micropub
- Quill
- Mention
- Salmention
- SWAT0

POSSE

Publish on your Own Site, Syndicate Elsewhere



“... For example, could we write a Known plugin that would let us POSSE into Canvas? Knowing what I do of their API, I think we could.” - David Wiley

PESOS

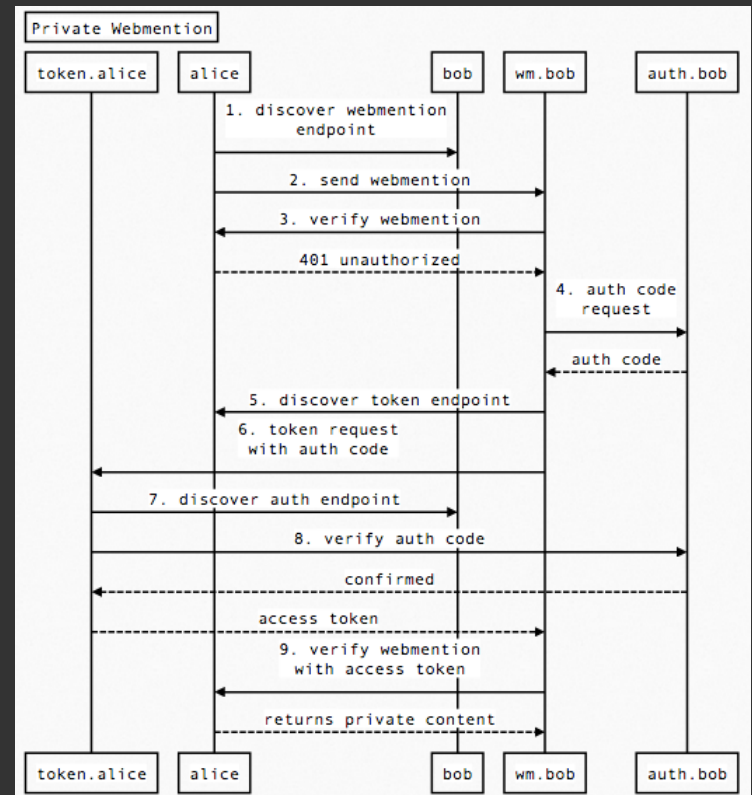
Publish Elsewhere, Syndicate (to your) Own Site

- Instagrams API doesn't allow write access, so we need to pull their changes and copy them to our own website.



Webmention

- Ping someone about (changes in) your content
- Derived from Pingback
- Easier without XMLRPC
- Just form POST requests



```
curl -i -d "source=$your_url&target=$target_url" \
    $targets_webmention_endpoint
```

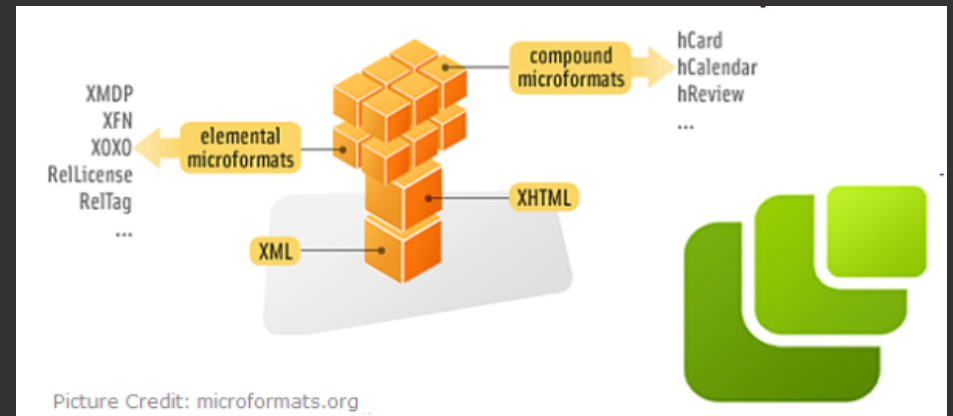
Microformats

Here is a simple minimal person example:

```
<a class="h-card" href="http://example.com">Joe Bloggs</a>
```

Parsed JSON:

```
{
  "items": [
    {
      "type": [
        "h-card"
      ],
      "properties": {
        "name": [
          "Joe Bloggs"
        ],
        "url": [
          "http://example.com"
        ]
      }
    }
  ]
}
```



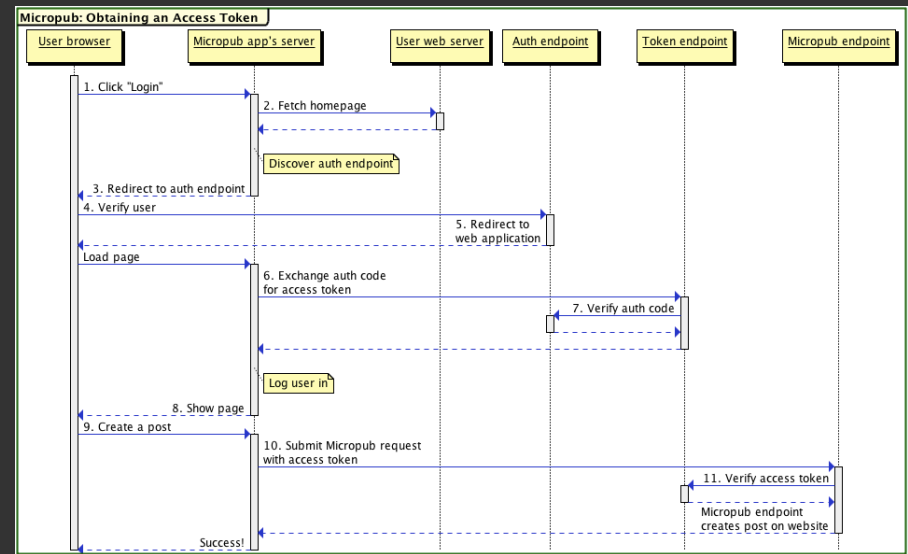
Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards.

Microformats parser

- Open source implementations for many different languages
- Like a ORM, many use HTML files as storage instead of a database
- Example:
 - [HTML Source](#)
 - [JSON Output](#)

Micropub

- Simple publish API
- Login via IndieAuth
- Uses form and POST
- Used by readers for likes, comments, reposts, etc.
- Used by Apps to post images, articles, etc.



- Woodwind Reader
- Quill app

Mention / Reply

- Combination of Webmention and Microformats
- Christian creates a comment on his site and pings me
- I parse his HTML and extract the h-card and h-content and display it as a comment



Jeena, 12 days ago

On my way to Germany to Christians birthday party in Steinfurt, wohoo! I just hope he doesn't forget to get me in Düsseldorf!

2 Replies



[Christian Kruse](#), [12 days ago](#)

I would never forget you ;-)



[Tobias Tom](#), [12 days ago](#)

I'm still surprise that you booked the current flight! ;) Sadly I'll miss you again. Have fun!

1 Like



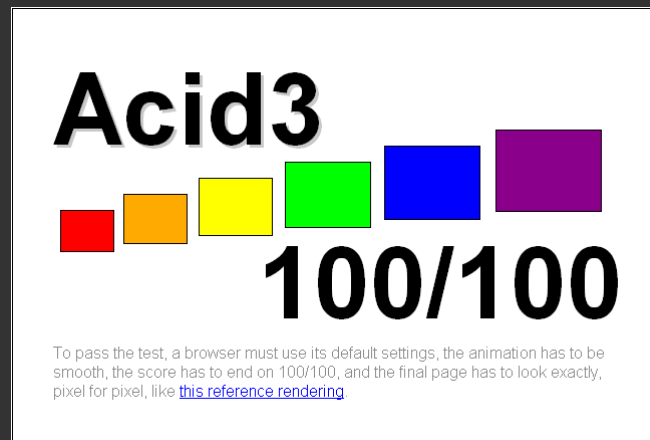
Salmention

- One step further
- Shows the whole tree on one page so it is easy to follow
- Pings whole tree of users about new comments
- Think federated interleaved Facebook comments

SWAT0

- Combines many building blocks
- Real world problem
- Think Acid3 for federated social networks

- 1) user A takes a photo of B from their phone and posts it
- 2) user A explicitly tags the photo with B
- 3) B gets notified that they are in a photo
- 4) C who follows A gets the photo
- 5) C makes a comment on the photo
- 6) A and B get notified of the comment



Center of the universe: IRC

- The IndieWeb happens on IRC
- All discussions, showing off, asking, etc.
- Hundreds of users online
- <https://indieweb.org/irc/today>
- https://indieweb.org/IRC_People
 - Channel: #indieweb
 - Server: irc.freenode.net
 - Port: 6667 (usually default)

IndieWebCamp

- A unconference
- Code of conduct (super diverse)
- My first was in Portland last year
- NYC • MIT • Nürnberg • Düsseldorf •
Portland • DC • Brighton • Edinburgh •
Berlin • Göteborg?

Homebrew Website Club

- Biweekly since august 2015 in Gothenburg, Steampunkbar
- <https://indiewebcamp.com/next-hwc>
- from 17:30 to 19:30
- You're very welcome to join!

