

Social Network Visualizer

Activity Pub Implementation



Statement of purpose

We aim to help users explore the giant space of the Fediverse network, empowering them to view their local network in a user-friendly interface – and potentially help the users expand and shape their own local network.

User Personas

Megan Reeves



AGE	45
EDUCATION	PhD in Economics
STATUS	Married
OCCUPATION	Journalist
LOCATION	London

“ I am very into participating in discussions about economics and sharing my thoughts with others.

Personality

Introvert Thinker

Tech-savy

Bio

She currently lives in London as a journalist, interviewing people in Economics industry and write articles for social media. She finished her PhD in Economics and used to use Twitter heavily for participating in Economics discussions with people in the industry. During the pandemic, she found out about the Fediverse and started to use Mastodon over Twitter as her main social media tools.

Core needs

- Need to find people can provide valuable thoughts for her articles.
- Need to post or share some hot takes without worrying about being restricted by the platform.
- Need to find the better community for Economics discussions.

Frustrations

- Hard to find people in the community simply using the direct search feature.
- Troubles in switching between platforms/servers.
- Feeds are not optimized, as it is shown in chronological order in most cases, not all posts are recommended properly.

Social Media



facebook

YouTube



Marco Hudson



AGE	29
EDUCATION	Bachelor's in Data Science
STATUS	Single
OCCUPATION	Data Scientist
LOCATION	San Francisco

“ I love exploring different lifestyle other than work and make new friends.

Personality

Extrovert Open-minded
Social

Bio

As a data scientist, he love hanging out with his friends during the weekends and be open-minded to try different things. Before he was introduced to Mastodon by his friend, he has always been a heavy social-media user on various platforms. Sharing his daily photos and interacting with his friends is one of his favourite things to do. As a new user to Mastodon, he is figuring things out.

Core needs

- Need to find more friends of him using Mastodon, or friends of friends.
- Need to explore feeds that are more interesting to him.
- Need to make more friends and share thoughts on the platform.

Frustrations

- Barely has anything recommended to him after signing up as a new account.
- Troubles in switching between platforms/servers.
- Hard to find valuable or interesting contents for him.

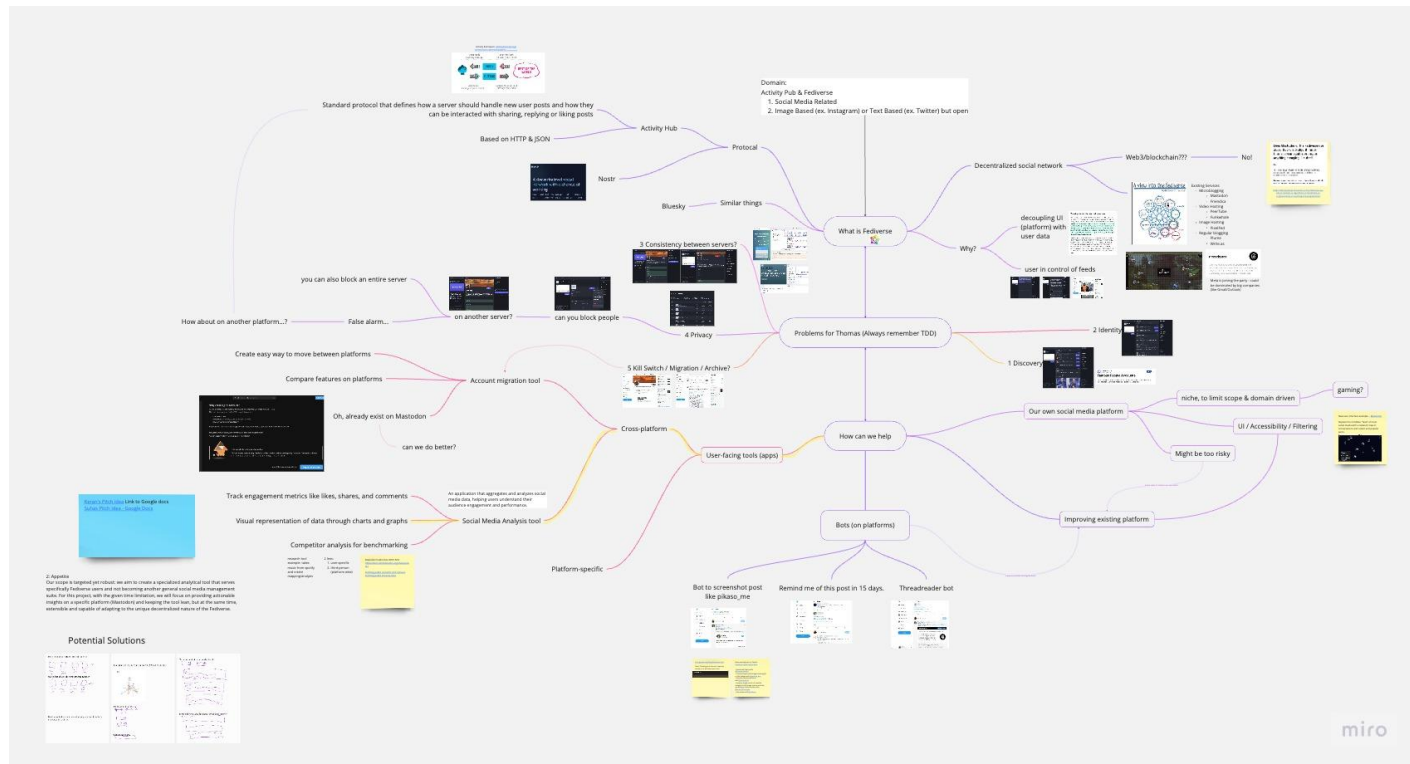
Social Media



User Personas

Appetite

https://miro.com/app/board/uXjVNUZOaoY=?share_link_id=990082350211



Solution

Open-Source Social Media Visualization Tool

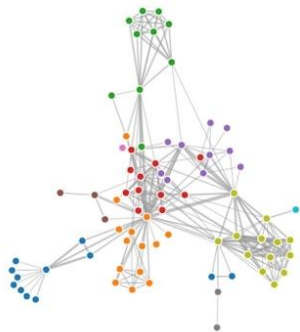
Key Features:

- Visualization of Fediverse Network
- Recommendations for a user to expand their Local Network

Fat Markers

Local map of this account's network (D3 framework viz)

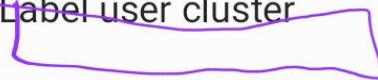
D3



Depth, coloring, filtering

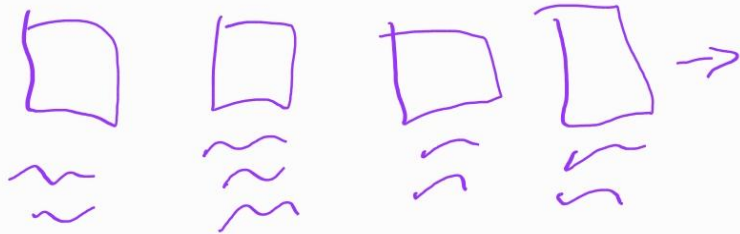


~~Label user cluster~~

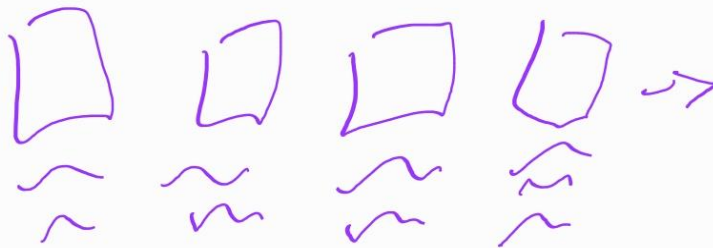


Fat Markers

Users that share follows with this account

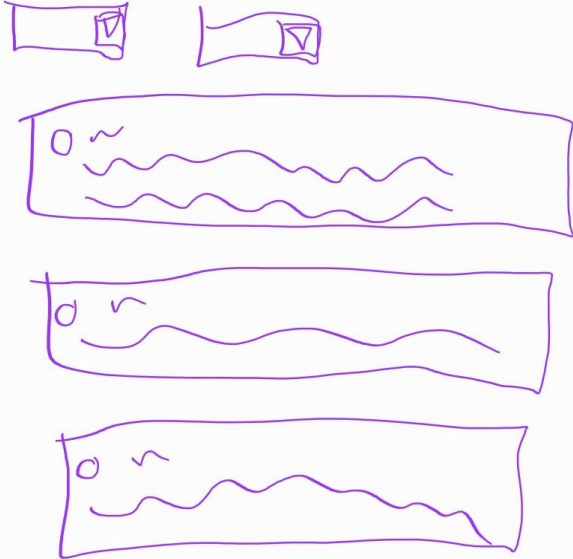


Users that share followers with this account

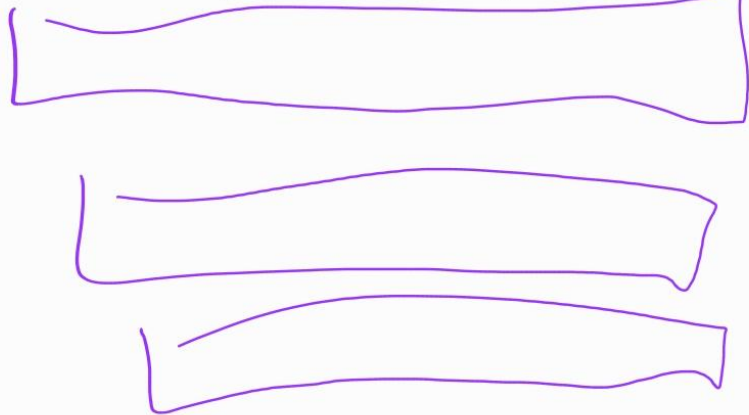


Fat Markers (Stretch Goal)

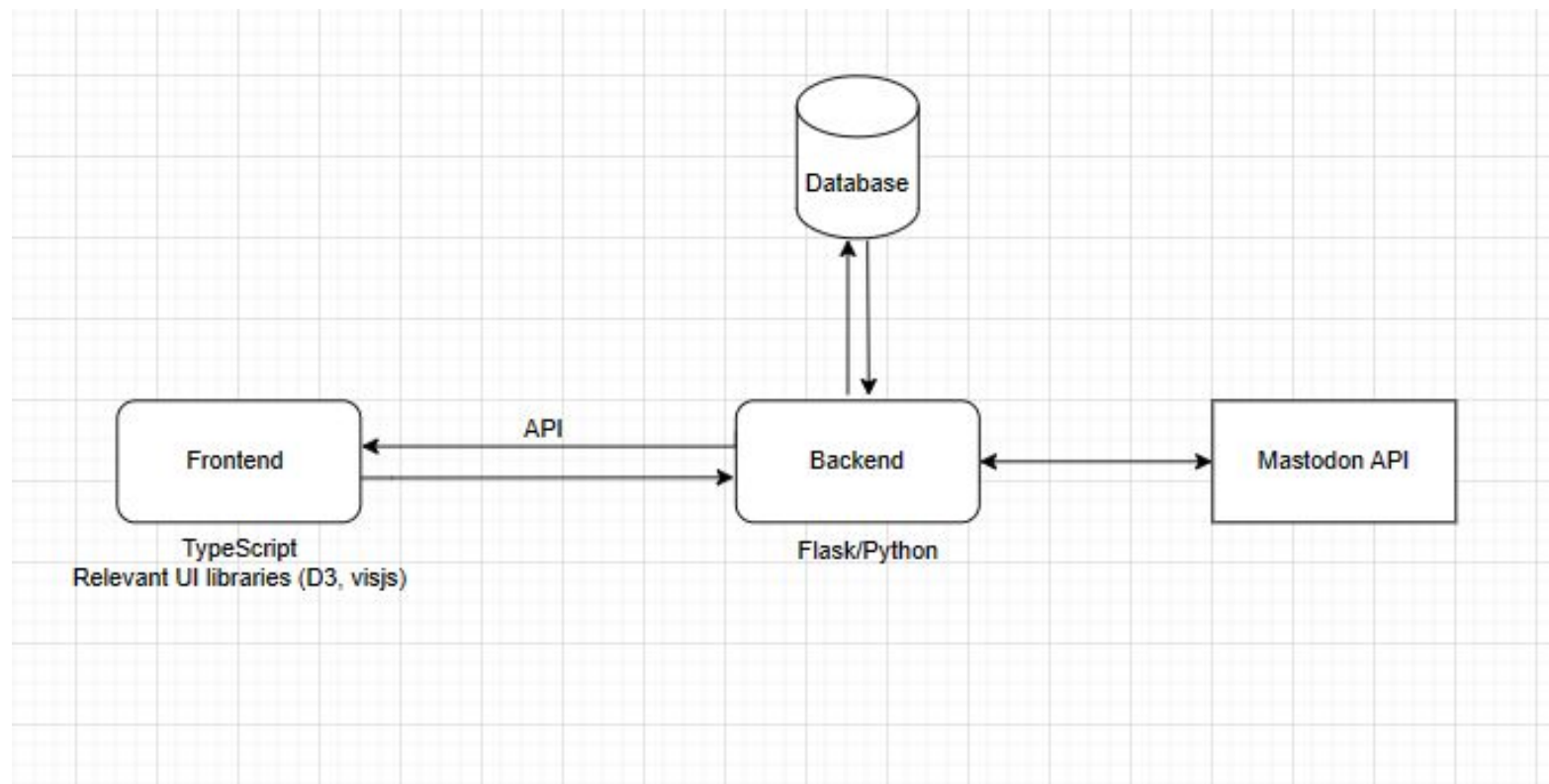
Trending posts in your local network



Historical most popular posts in your local network



Architecture



Rabbit Holes:

1. UI challenges
2. Data privacy and ethics
3. Data scraping
4. Content moderation
5. Scaling and Performance

No Gos:

1. No ML/AI
2. No scaling/performance focus
3. No other forms of social media, and no other platforms

Questions?

Thank You!

