

# **Federated Services, POSSE, and you**

By Chason Chaffin for OSCON 2013

# **What are Federated Services?**

...and why should I care?

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Decentralized social networks that make their content available using free, open standards

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Decentralized social networks that make their content available using free, open standards

- Email

# Existing Federated Services

## Email

# The Original Social Network

- No centralized server
- Open, free standards
- Anyone can setup a server

# What are Federated Services?

Decentralized social networks that make their content available using free, open standards

- Email
- XMPP/Jabber

# Existing Federated Services

## Jabber/XMPP

### Server to Server and Server to Client

- No centralized server
- Open, free standard
- Anyone can start a server

Lost Federated Google Chat to Google Hangouts

# What are Federated Services?

Decentralized social networks that make their content available using free, open standards

- Email
- XMPP/Jabber
- Blogs



# Existing Federated Services

## Blogs

### When Homepages Became Social

- No centralized servers
- Open, free standards (RSS, Atom, Trackbacks)
- Anyone can start a server

Early independence forced blog services to be open as well

# **Walled Gardens Considered Harmful**

# Walled Gardens

**Old:**

- AOL
- Prodigy
- CompuServe
- Delphi

# Walled Gardens

## Old:

- AOL
- Prodigy
- CompuServe
- Delphi

## New (Content Silos):

- Facebook
- Twitter
- deviantART
- Tumblr

# Content Silos

- Changing privacy standards
- Compliance with corrupt governments or hostile third parties
- Onerous Terms of Service
- Data locked up in proprietary APIs

# Federated Services

- If policies of one service bother you move to another or start your own
- Competition between services for users means more freedom if users value it
- Open standards allow disparate services to talk to each other

# Problems

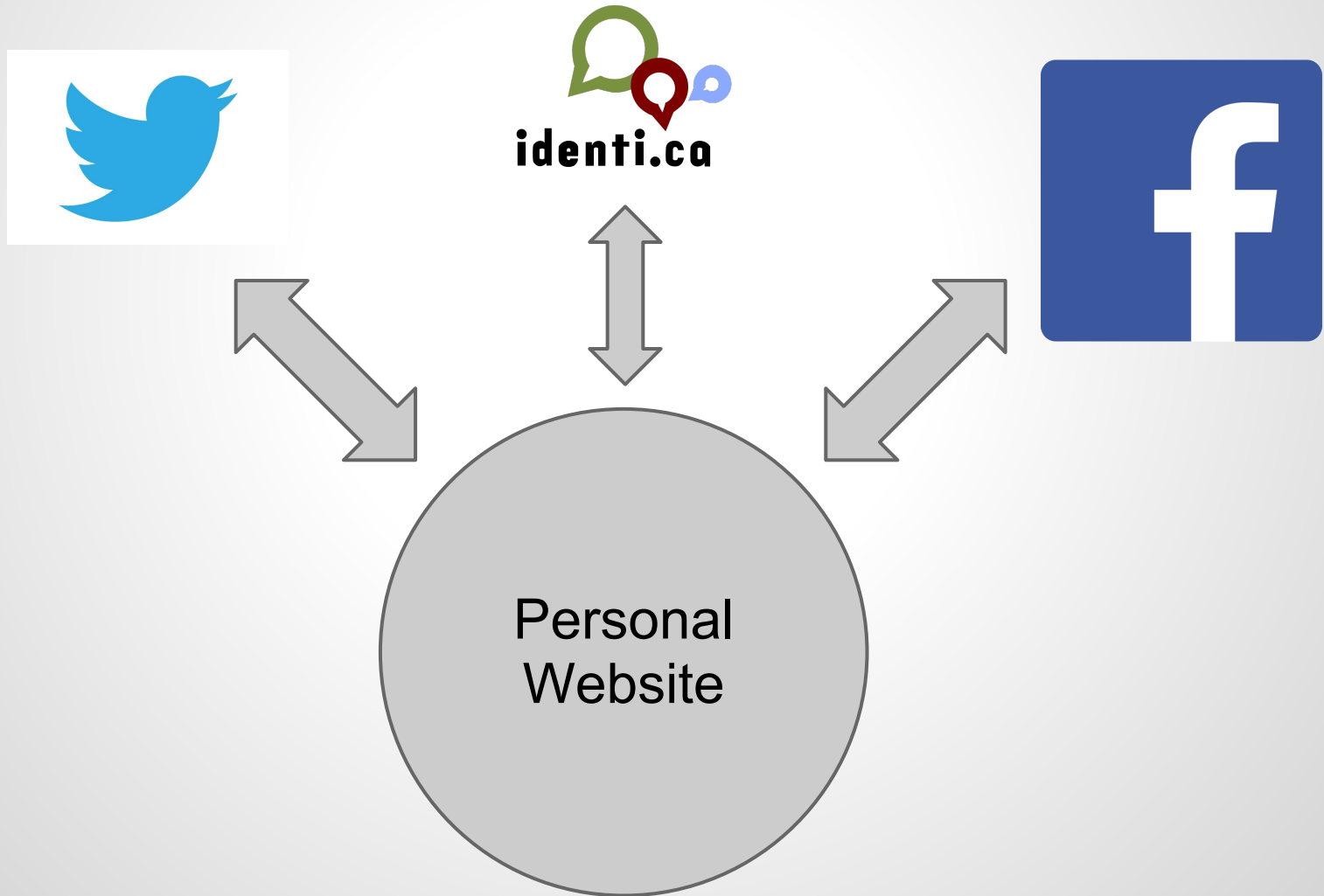
- Hard to enforce privacy with current systems
- Open standards still developing
- Hard to convince others to leave existing social networks

# **POSSE**

Publish (on your) Own Site, Syndicate  
Elsewhere



# POSSE



# POSSE Workflow

1. User publishes content on client
2. Client saves content on server
3. Server generates permalink and appropriate metadata
4. Server pushes copies with permalink to third party servers

# Advantages to POSSE

- Ownership of content
- Canonical URLs
- Reduce dependence on 3rd parties
- Connect to friends using existing services
- Establish framework for server to server communication

# Disadvantages to POSSE

- Awkward UX
- Lots of setup
- Few agreed upon standards

# **Protocols and Implementations**

# Protocols

- RSS/Atom
- Activity Streams
- tent.io
- OpenID
- OAuth 2.0

# Implementations

- WordPress (OStatus, DiSo project)
- PubSubHubbub (PuSH)
- Status.Net
- Diaspora
- pump.io
- idno

# **Alternatives to Existing Services**



# Alternatives

Gmail	→	Zimbra
deviantART/Flickr	→	Media Goblin
Facebook/Twitter	→	pump.io/Diaspora
Google Hangouts	→	Jabber/Jitsi

# Recommended Reading

## Eben Moglen - FOSDEM 2011

<http://www.softwarefreedom.org/events/2011/fosdem/moglen-fosdem-keynote.html>

## Anil Dash - The Web We Lost

<http://dashes.com/anil/2012/12/the-web-we-lost.html>

## IndieWebCamp - POSSE

<http://indiewebcamp.com/POSSE>

## PRISM Break

<https://prism-break.org/>

# Github Repo

`mediatemplate/federated_services_oscon_2013`