Hoe tem je de

Mastodon?

Een gezonder sociaal medianetwerk

CC-BY-SA door
@Pietervdvn@en.osm.town

- Huidige sociale media
- Hoe kan het anders?
- Aan de slag!
- Iemand doet lastig...

Wat zijn sociale media?

Er bestaan er duizenden,
elk met een eigen focus

Enkele voorbeelden

Twitter

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Home

Don Martin @DonMartinCTV · 1m

Coming up on @CTV_PowerPlay, @cathmckenna on school retrofits, PMJT plastic forks +Twitter trolls,; @MarcGarneau on high speed trains; @MaximeBernier on his policies; @GillesDuceppe on Quebec politics; exit interviews with MPs @LarryMillerMP, @kylejpeterson and @irenemathyssen .

1 1

Braeden Caley and 14 others follow

Kyle Larkin @KylePLarkin · 4h

It should. While more work needs to be done to enshrine an independent Senate, the fact that over 20% more legislation was amended than previous governments speaks for itself. Independence guarantees sober second thought. #cdnpoli

Search Twitter

1,231 Tweets

Trending in Canada
Masai
15.2K Tweets

Trending in Canada
#onpoli
8,829 Tweets
Farah Nasser, David Akin, and 1 more are Tweeting about this

Trending in Canada
Etika
604K Tweets

In memoriam
YouTuber Desmond 'Etika' Amofah has been found dead

Trending in Canada
#BourdainDay
31.8K Tweets

Celebrity
Paying tribute to the late Anthony Bourdain on his birthday

LinkedIn

Andrew Mooers
Maine Real Estate Broker /Owner at Mooers Realty - Marketing Maine Properties, Listings!
info@mooersrealty.com
View full profile

1,423 Followers

Manage
Private to you
Your followers
Your drafts

Andrew's Activity

Articles | Posts | All activity

Andrew Mooers
Maine Real Estate Broker /Owner at Mooers Realty - Marketing Maine Properties, Listin...
38m

Looking For One Floor Single Story Living In Your Maine Home? Get The Safety But All The Fine Housing Features Too In This Houlton ME Home For Sale! **#realestate** The Property Listing Link **https://lnkd.in/dVZNNzk** 207.532.6573 info@**mooersrealty.com**Over 3300 Square Foot Hip Roof Rancher Full Of Tile, Pink Granite, Marble, Cherry & MUCH MORE!

Like | Comment | Share

https://www.youtube.com/user/mooersrealty

Andrew Mooers
Maine Real Estate Broker /Owner at Mooers Realty - Marketing Maine Properties, Listin...
43m

They All Look A Like Or Do They? **https://lnkd.in/d4szQFB #realestate** 207.532.6573 **info@mooersrealty.com**

Interests

Heather Elias
Real Estate Industry Marketing and Branding Veteran
681,766 followers
✓ Following

University of Maine
61,042 followers
✓ Following

ActiveRain
6,595 followers
✓ Following

University of Maine
56,585 followers
✓ Following

Social Media Marketing
2,099,839 followers

Pete Asmus' Real Estate Networking Group (Investor Strategies)
701,981 followers

Developers - Android, iOS developer , Blockchain, Ethereum, Java, Ruby, .net, php, django, etc
215,396 followers

See all groups

Search

Pinterest

Add + About Brian

Pinners you follow · Everything · Videos · Popular · Gifts

Recent Activity

Misty Pichardo and **24 others** repinned your pin.
5 days ago

Samantha Briley repinned your pin.
7 days ago

kierah and **7 others** repinned your pin.
2 weeks ago

Sue Currie and **32 others** repinned your pin.
2 weeks ago

Sasha Ashton and **1 other** are now following your pins.
2 weeks ago

Khushbu Lynch and **1 other** repinned your pin.
2 weeks ago

Marla Porter and **3 others** liked your pin.
3 weeks ago

gracie eddy and **1 other** are now following your pins.
3 weeks ago

Perry Hairr and **1 other** are now following your pins.
4 weeks ago

Rubie Arrendell and **1 other** liked your pin.
4 weeks ago

Takisha Lamountain and **2 others** are now following your pins.
4 weeks ago

Vicky Gallagher and **4 others**

Just testing to see if I can pin the same post twice with a different picture.

Brian Humek onto Social Media Articles

Chelsea Ross onto What to

How Pinterest can be useful to bloggers.

Brian Humek onto Social Media Articles

Wordy Double Seater

FHopkins onto Products I Love

Wordy Armchair

FHopkins onto Products I Love

Chelsea Ross onto Soul candy

love

Chelsea Ross onto Wedding Ideas

Wat zijn sociale media?

Website/app/computerprogramma waar je een **account** (een identiteit) kunt maken,
die je kan **connecteren** met andere accounts.

Daarna kan je **inhoud** (tekstberichten, foto's, muziek en/of filmpjes) delen met **anderen**

Iedere gebruiker krijgt **een andere selectie** inhoud te zien, afhankelijk van **connecties**

Wat zijn sociale media?

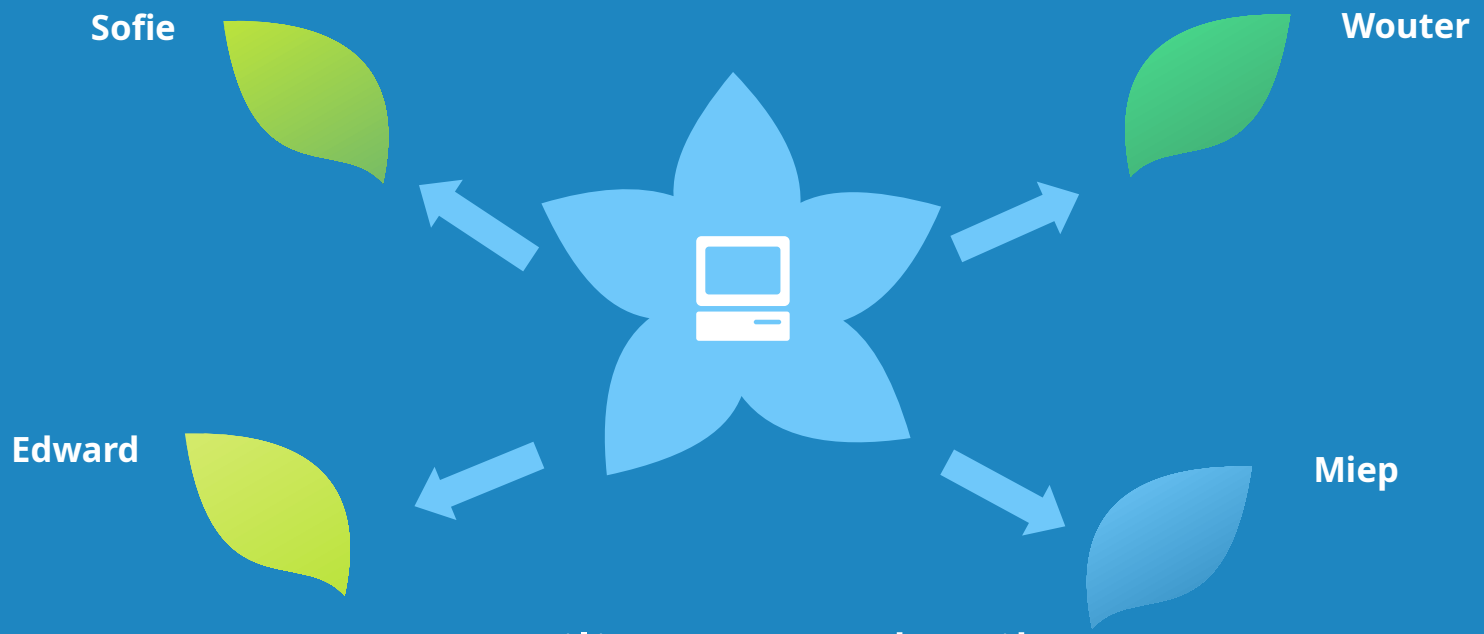
Contrast met **massamedia** waar iedereen dezelfde berichten ziet/hoort

Hoe werken conventionele sociale media?

Conventionele sociale media

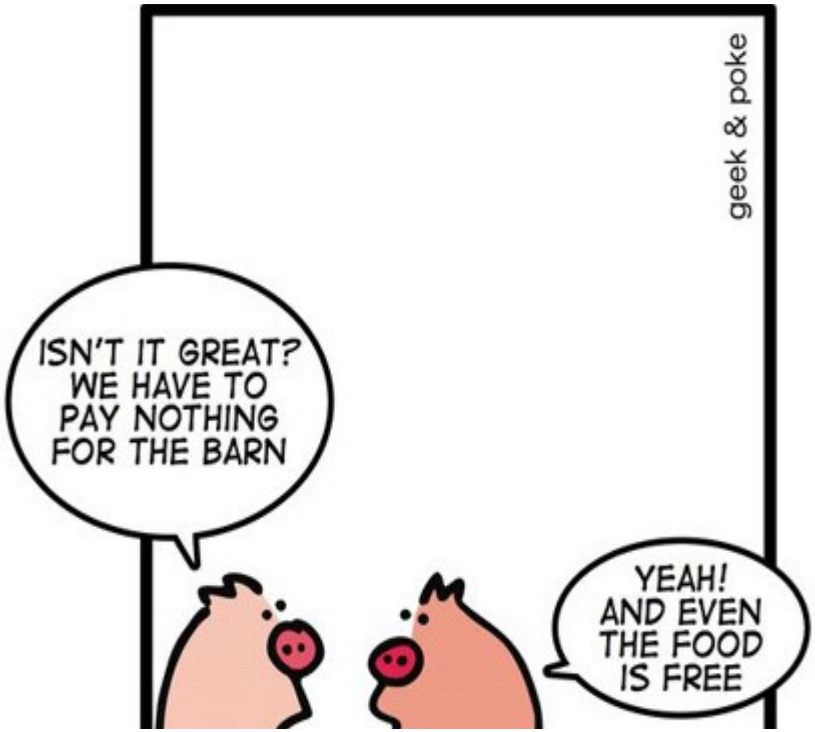
Eén centrale computer:
de ‘server’

Conventionele sociale media



Miljoenen gebruikers
De centrale computer beslist **wie** er **wat ziet**

Commerciele sociale media



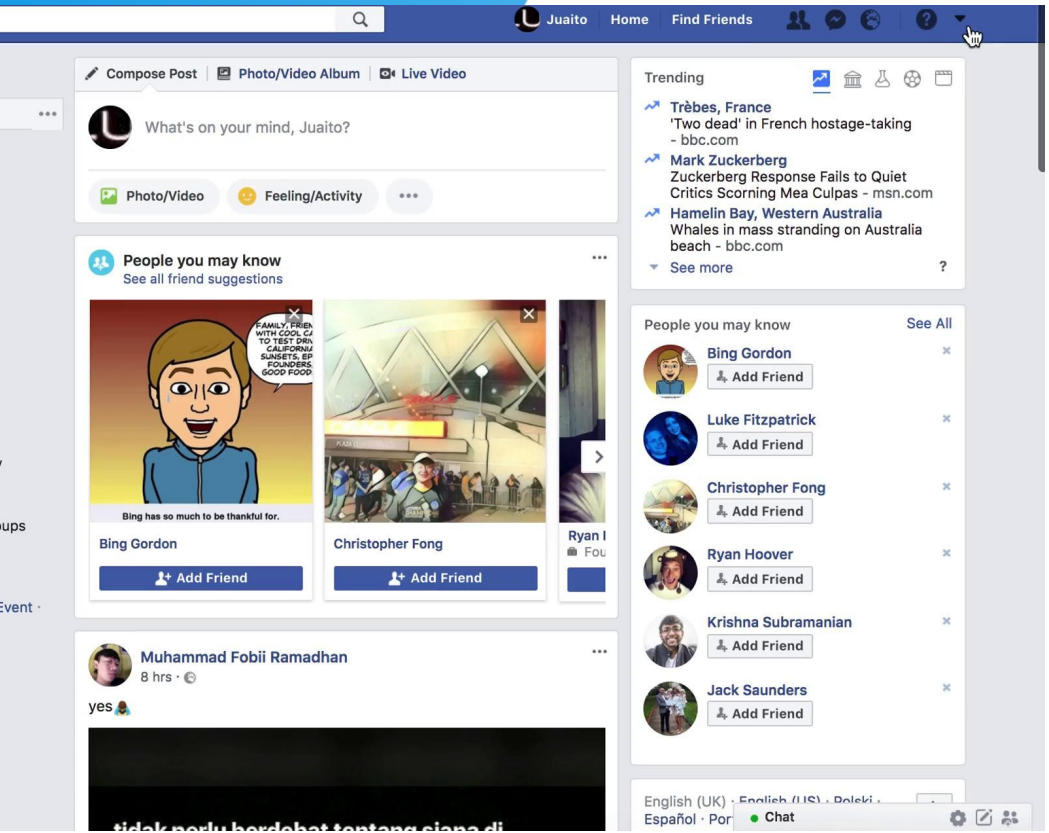
14 BENEFITS OF
BILLBOARD
advertising

Meta Inc.
(Facebook inc)

People just submitted all this data.
They “trust me”
Dumb fucks

https://www.esquire.com/uk/latest-news/a19490586/mark-zuckerberg-called-people-who-handed-over-their-data-dumb-f/

Facebook *(the blue product)*



$60’000’000’000

Inkomsten in 2021
https://www.businessofapps.com/data/facebook-statistics/

$39’300’000’000

Winst in 2021
(Bron: zie hierboven)

2’910’000’000

Monthly active user accounts

Facebook *Ad Library*

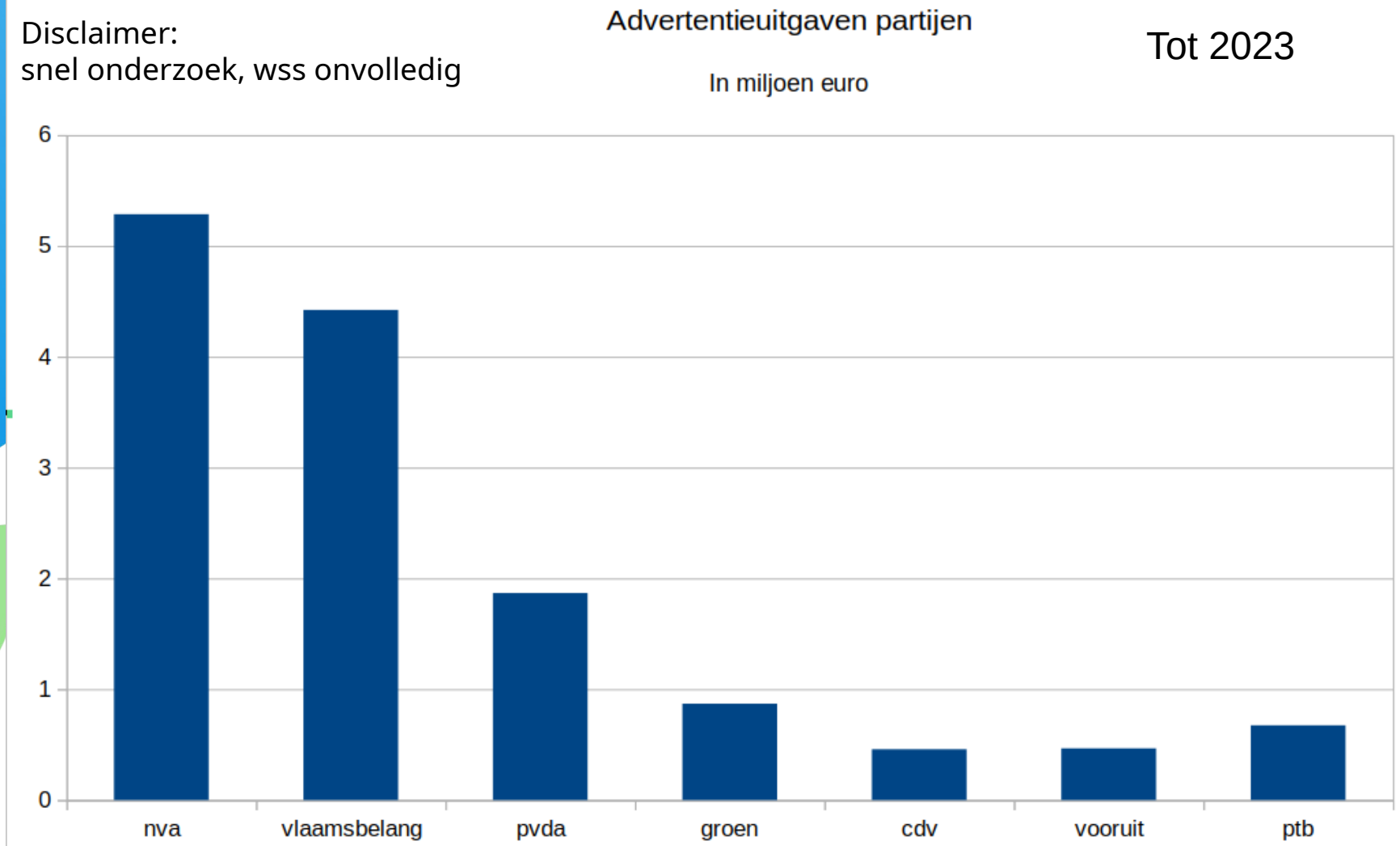
https://www.facebook.com/ads/library/report/?source=archive-landing-page&country=BE

Verplicht openbaar dankzij controverse na Trump's verkiezing
Bevat oa welke partij hoeveel spendeert aan advertenties

Quiz:
Welke zijn de top 3 partijen?
Hoeveel hebben die reeds gespendeerd (sinds april '19) aan facebook ads?

Disclaimer:
snel onderzoek, wss onvolledig

Tot 2023



Meta Inc.

I want all communication!

Whatsapp

$19’000’000’000

Overgekocht door **Facebook** in 2014 voor dit bedrag
https://fortunly.com/statistics/whatsapp-statistics/

$298’000’000

Winst in 2021
Via ‘Whatsapp Business’

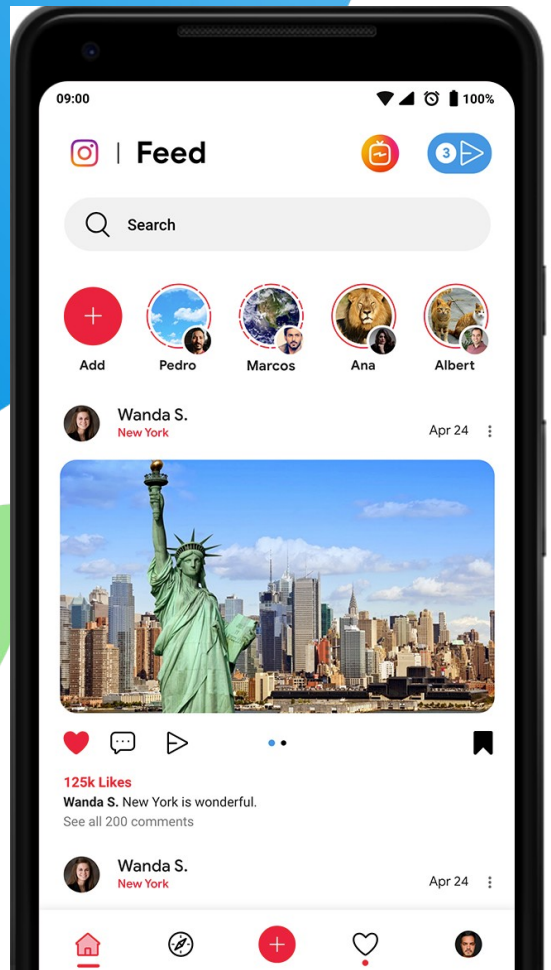
2’240’000’000

Monthly active user accounts

Meta Inc.

I want all communication!

Instagram



$1’000’000’000

Overnameprijs die **Facebook** betaalde in 2012

$26’460’000’000

Winst in **2021**
https://www.omnicoreagency.com/instagram-statistics/

1’074’000’000

Monthly active user accounts

Meta Inc.

I want to grow!

Growth hacking

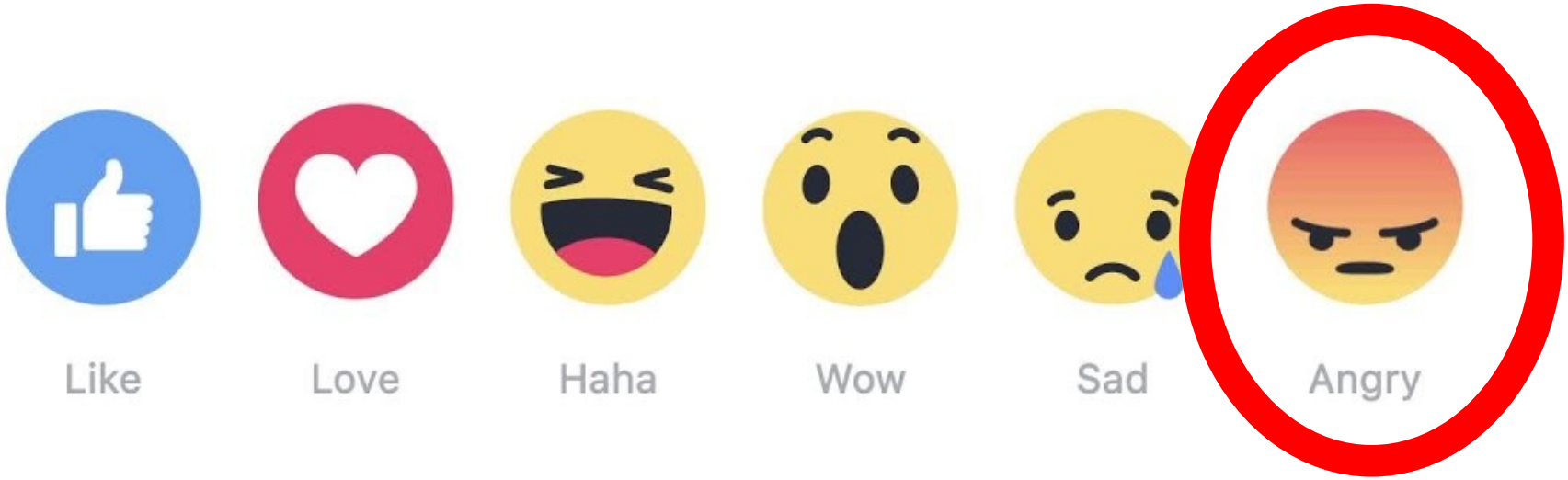
Diverse tactieken om meer gebruikers aan te trekken
en op het platform te houden;
Meer gebruikers – meer advertenties die getoond kunnen worden

Steeds algemenere en aggresievere content;
Verschillende **psychologische manipulaties** worden hiervoor gebruikt

Growth hacking

- Infinite scroll (https://journals.sagepub.com/doi/abs/10.1111/j.1467-9280.2006.01738.x)
- Notificaties op random momenten (Skinner box)
- Gericht op prikkels *terug* sturen (like-button, poke)
- Streaks (Snapchat)

Like
Love
Haha
Wow
Sad
Angry


Like
Love
Haha
Wow
Sad
Angry

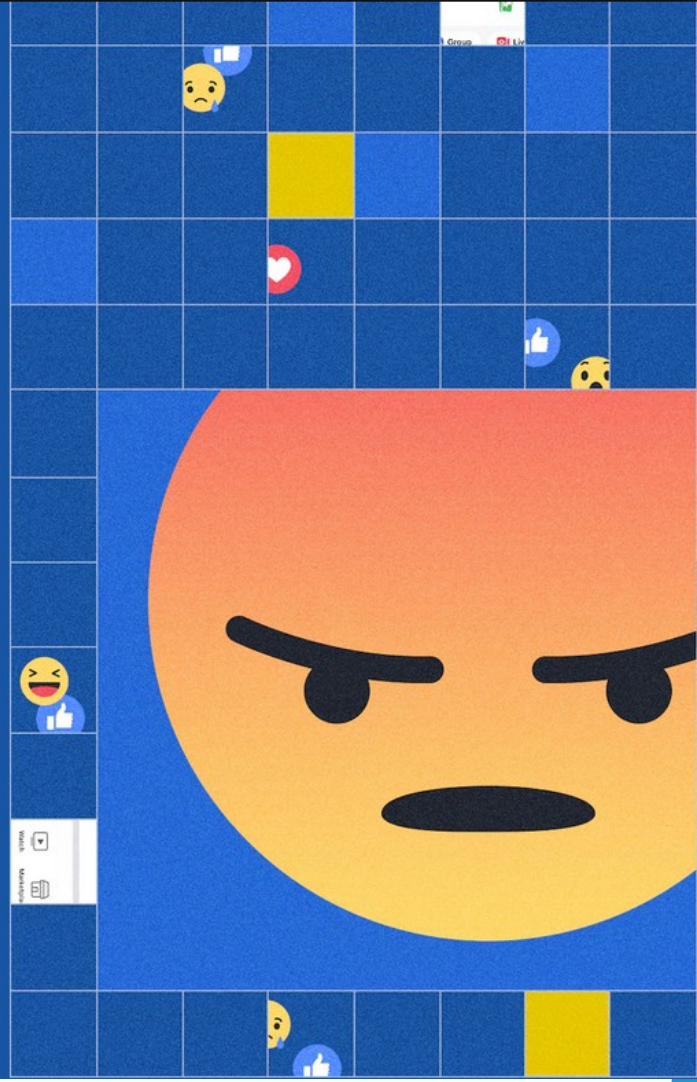
FACEBOOK UNDER FIRE

Five points for anger, one for a 'like': How Facebook's formula fostered rage and misinformation

Facebook engineers gave extra value to emoji reactions, including 'angry,' pushing more emotional and provocative content into users' news feeds

By Jeremy B. Merrill and Will Oremus

Updated October 26, 2021 at 1:04 p.m. EDT | Published October 26, 2021 at 7:00 a.m. EDT



https://www.washingtonpost.com/technology/2021/10/26/facebook-angry-emoji-algorithm/

Behind the scenes, Facebook programmed the algorithm that decides what people see in their news feeds to use the reaction **emoji** as signals to **push more emotional and provocative content — including content likely to make them angry.**

Starting in 2017, Facebook's ranking algorithm treated emoji reactions as f**ive times more valuable than "likes"**, internal documents reveal. The theory was simple: Posts that prompted lots of reaction emoji tended to keep users more engaged, and keeping users engaged was the key to Facebook's business.

The company's data scientists confirmed in 2019 that posts that sparked angry reaction emoji were disproportionately likely to include misinformation, toxicity and low-quality news.

https://www.washingtonpost.com/technology/2021/10/26/facebook-angry-emoji-algorithm/

Wat is hier mis mee?

Commerciele sociale media

01 Het maakt ons boos en ongelukkig

02 Moderatie, macht en manipulatie

03 Haat en Genocide

HEALTH NEWS

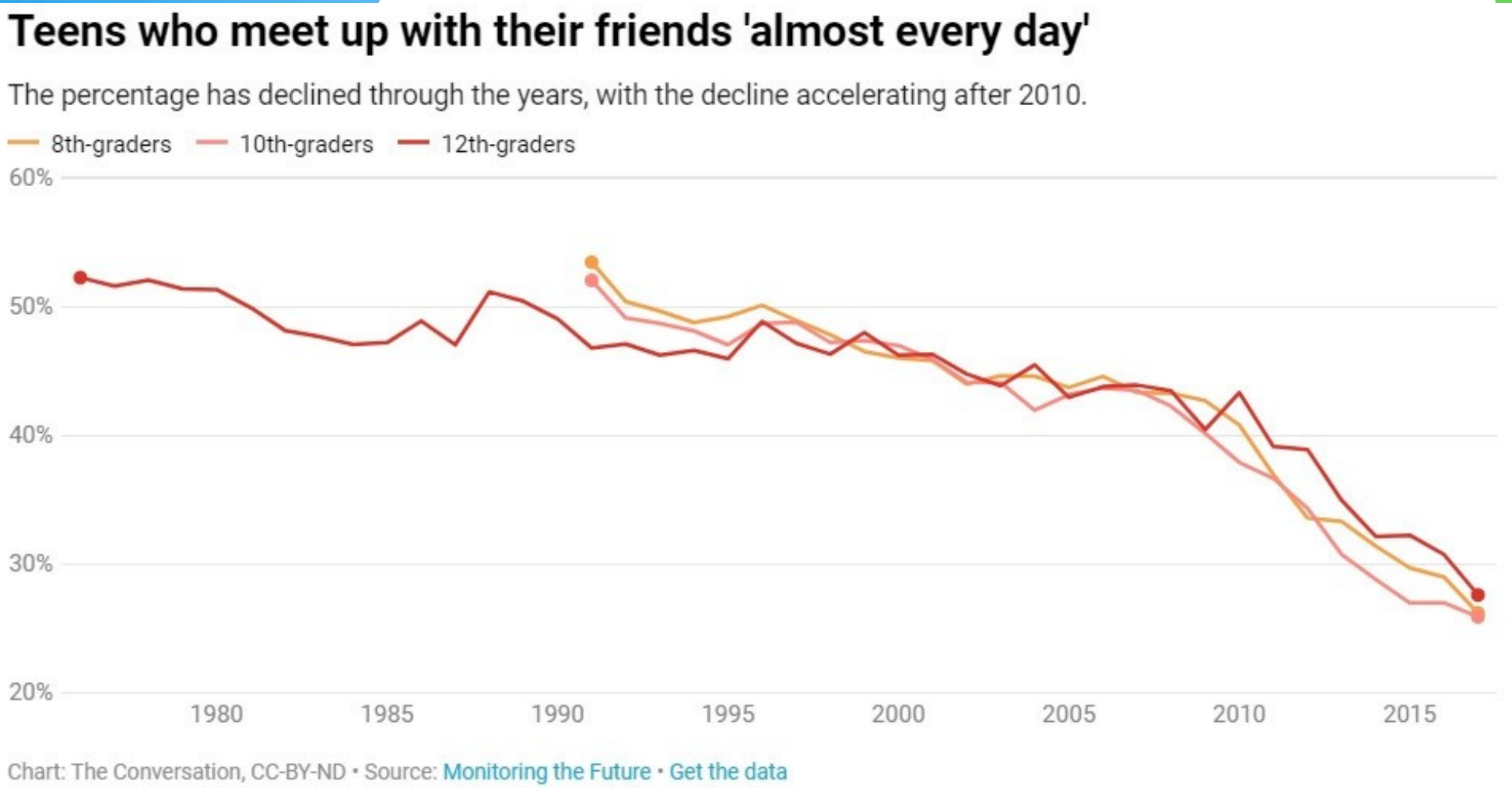
The FOMO Is Real: How Social Media Increases Depression and Loneliness

New research reveals how social media platforms like Facebook can greatly affect your mental health.

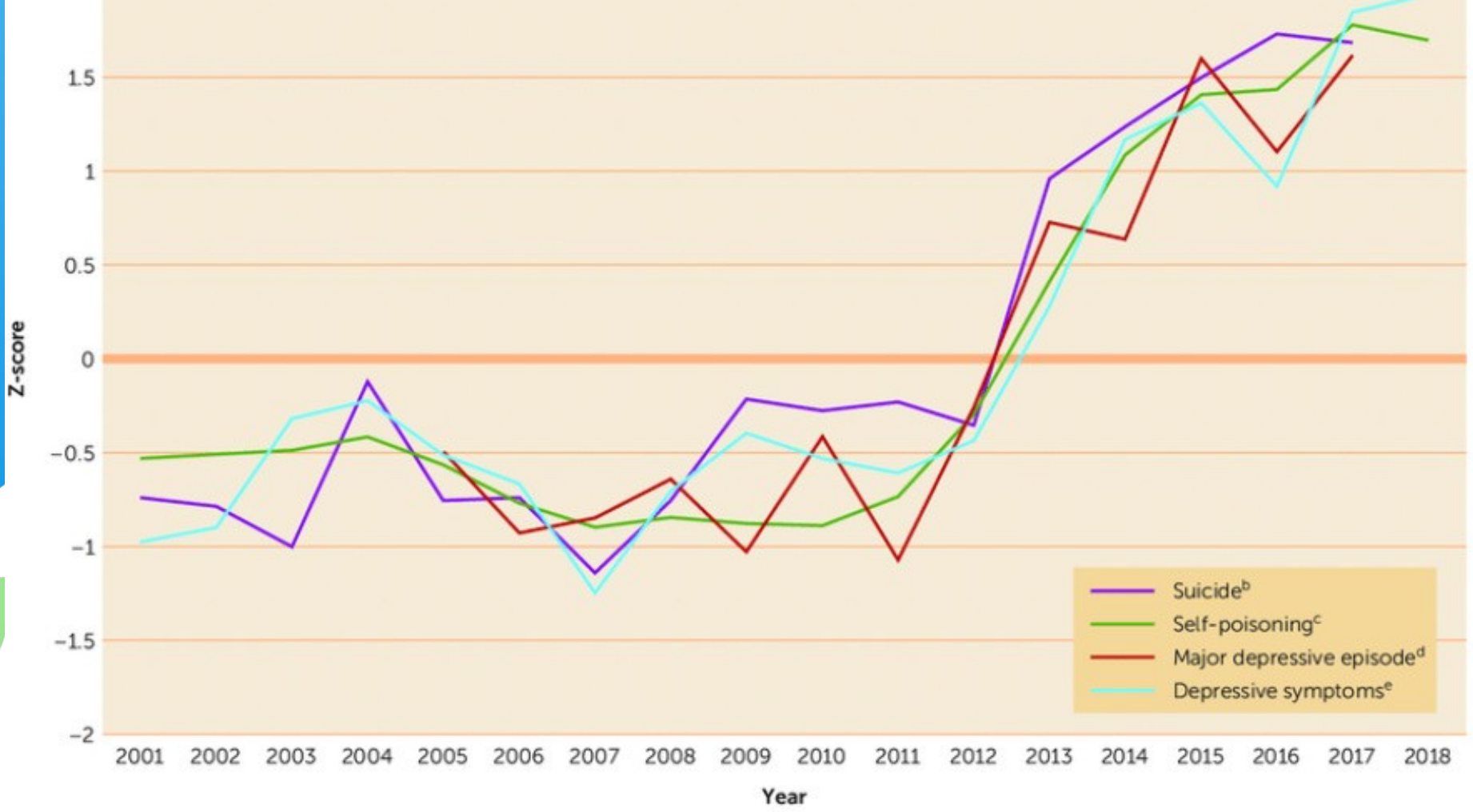
By Gigen Mammoser on December 9, 2018

ADVERTISEMENT

https://www.healthline.com/health-news/social-media-use-increases-depression-and-loneliness



2023-03 https://noahpinion.substack.com/p/honestly-its-probably-the-phones



Indicators of poor mental health among U.S. girls and young women, 2001-2018 a

https://noahpinion.substack.com/p/honestly-its-probably-the-

Mood manipulation (2012)

We now know that's exactly what happened two years ago. For one week in January 2012, data scientists **skewed what almost 700,000 Facebook users** saw when they logged into its service. Some people were shown content with a preponderance of happy and positive words; some were shown content analyzed as sadder than average. And when the week was over, **these manipulated users were more likely to post either especially positive or negative words themselves.**

https://www.theatlantic.com/technology/archive/2014/06/everything-we-know-about-faceboo

Election manipulation (2012)

About 611,000 users (1%) received an 'informational message' at the top of their news feeds, which encouraged them to vote, provided a link to information on local polling places and included a clickable 'I voted' button and a counter of Facebook users who had clicked it. About 60 million users (98%) received a 'social message', which included the same elements but also showed the profile pictures of up to six randomly selected Facebook friends who had clicked the 'I voted' button. The remaining 1% of users were assigned to a control group that received no message.

Those who saw the social message were 2% more likely to click the 'I voted' button. The social message, the researchers estimate, directly increased turnout by about 60,000 votes.

September 12, 2012.
https://www.scientificamerican.com/article/facebook-experiment-found-to-boost-us-voter-tur

Vlaams Belang Brussel

Sponsored · Paid for by Vlaams Belang ·

Een leefbare stad is voor de machtspartijen blijkbaar geen prioriteit! Het enige dat men wel gepresteerd heeft, is de al penibele verkeerssituatie in onze stad verergerd. Het zogeheten GoodMove circulatieplan is uitgedraaid op een NoMove. **Brussel stond stil en staat vandaag nog steeds stil, en dat zo mogelijk op meer plaatsen dan voorheen**. Zich verplaatsen in Brussel is nog nooit zo stresserend geweest!

✅ Vraag nu je GRATIS STRESSBAL aan op w[redacted]n betuig je st... **See more**

https://www.brusselstim[redacted]empts-to-divi

Moderatie?

- Vreemde taal en cultuur?
- ‘t systeem verspreid net wat niet mag verspreid worden
- ‘t moet zo goedkoop mogelijk

TECH Aug 1, 2022, 11:00 AM

A factory line of terrors: TikTok's African content moderators complain they were treated like robots, reviewing videos of suicide and animal cruelty for less than $3 an hour.

- As TikTok gains in popularity in the Middle East and North Africa, it's ramping up its content moderation operation in the region.
- But reviewers for the platform complain they're watching hours of graphic videos with little psychological help.
- "The devil of this job is that you get sick slowly," one former content moderator told Insider.

https://www.businessinsider.com/tiktoks-african-factory-line-of-terrors-2022-7?r=US&IR=T

A Genocide Incited on Facebook, With Posts From Myanmar's Military

Leer en español

NAYPYIDAW, Myanmar — They posed as fans of pop stars and national heroes as they flooded Facebook with their hatred. One said Islam was a global threat to Buddhism. Another shared a false story about the rape of a Buddhist woman by a Muslim man.

The Facebook posts were not from everyday internet users. Instead, they were from Myanmar military personnel who turned the social network into a tool for ethnic cleansing, according to former military officials, researchers and civilian officials in the country.

https://www.nytimes.com/2018/10/15/technology/myanmar-facebook-genocide.html

The US complaint cites Facebook posts that appeared in a Reuters report, with one in 2013 stating: "We must fight them the way Hitler did the Jews, damn Kalars [a derogatory term for Rohingya people]." Another post in 2018, showing a photograph of a boatload of Rohingya refugees, says: "Pour fuel and set fire so that they can meet Allah faster."

The number of Rohingya killed in 2017, during the Myanmar military's "clearance operations", is likely to be more than 10,000, according to the medical charity Médicins sans Frontières.

About 1 million Rohingyas live in Cox's Bazar refugee camp, in south-eastern Bangladesh, where McCue and Mishcon de Reya, which is also working on the UK-based case, expect to recruit more claimants.

https://www.theguardian.com/technology/2021/dec/06/rohingya-sue-facebook-myanmar-genocide-us-uk-legal-action-social-media-violence

Wat als...?

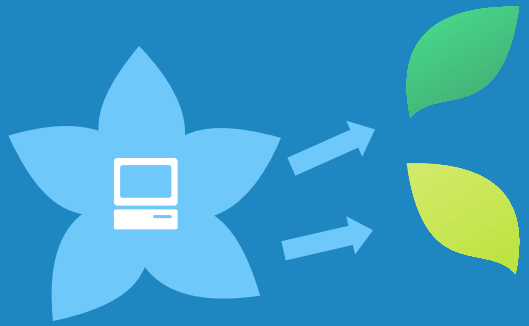
Hoe communiceer je nog met anderen indien je verbannen wordt?

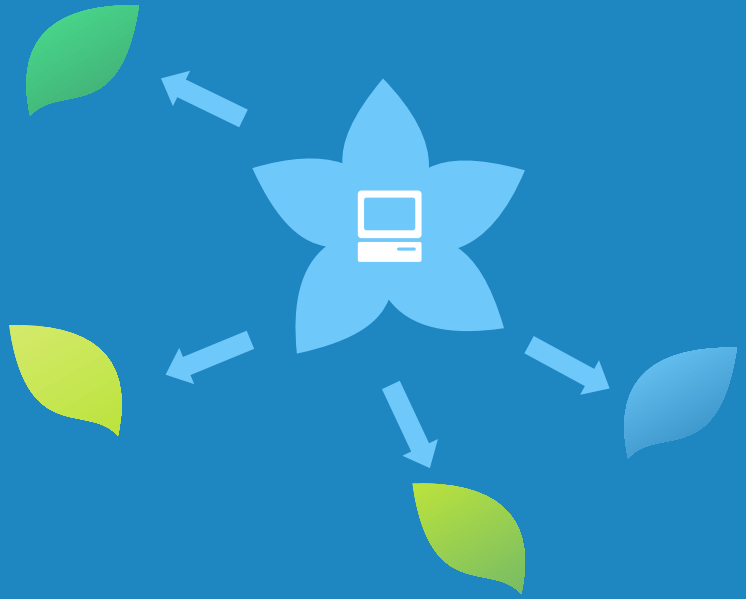
Welke informatie kan afgeleid worden uit je met wie je bevriend bent?

Kunnen we het *zelf* beter doen?

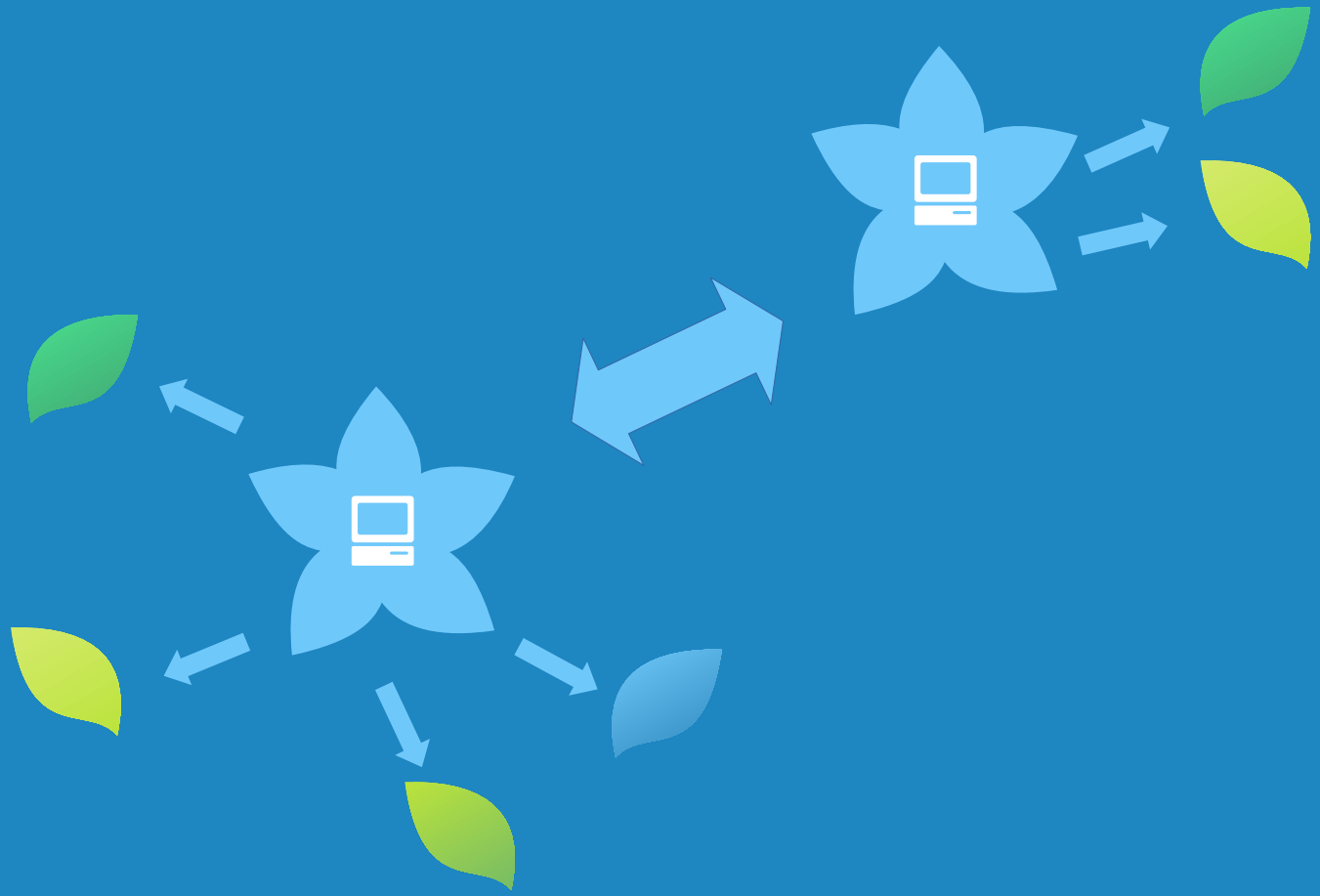
Als mensen onderling

Ilja weet wat van computers en zet een soort van mini-Twitter op voor zichzelf én een aantal vrienden





Anna zet ook een gelijkaardige mini-twitter op voor een aantal vrienden

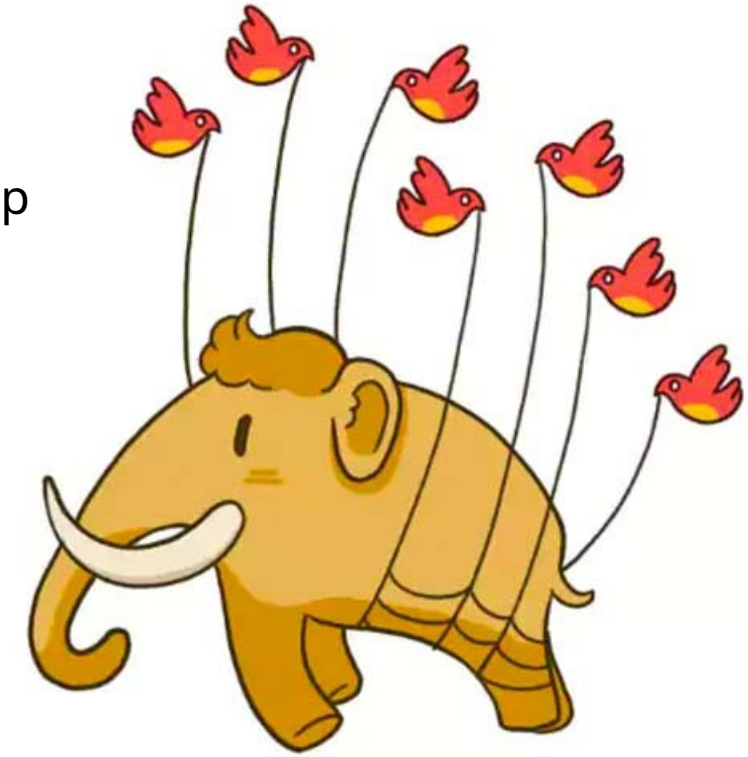


Fediverse (Mastodon, Pixelfed, Mobilizon, ...)

Mastodon

Populair sinds een biljonair een ander sociaal netwerk op stelten aan ‘t zetten is

Gericht op
korte, persoonlijke statusupdates



Search

@arcalinea
Edit profile

What's on your mind?

CW 500

TOOT!

Home

halcy @halcy@icosahedron.website 11m
bullet heck
1

Christopher Lemmer Webber @cwebber@octodon.social 9m
wireworld clock generators are so cool
0

Nolan boosted

Darius Kazemi @darius@friend.camp 4h
"Log in to continue reading in private mode" is definitely a cool prompt to get on a website
1+

HN Tooter @hntooter 20m
Build a web application without a bundler
snowpack.dev/

(submitted by codecurve)

Snowpack
www.snowpack.dev
0

Nate Cull @natecull 27m
So the long game for Harry and Meghan is gonna be move to the USA, have a kid who's natural-born US citizen, kid grows up to become

Home
Notifications
Local
Federated
Direct messages
Favourites
Bookmarks
Lists
Profile directory
Preferences
Follows and followers

Search

@arcalinea
Edit profile

What's on your mind?

CW 500

TOOT!

Post een status-update

Home

halcy @halcy@icosahedron.website 11m
bullet heck
1

Home: timeline met updates van wie je volgt

Christopher Lemmer Webber @cwebber@octodon.social 9m
wireworld clock generators are so cool
0

Nolan boosted

Darius Kazemi @darius@friend.camp 4h
"Log in to continue reading in private mode" is definitely a cool prompt to get on a website
1+

HN Tooter @hntooter 20m
Build a web application without a bundler
snowpack.dev/

(submitted by codecurve)

Snowpack
www.snowpack.dev
0

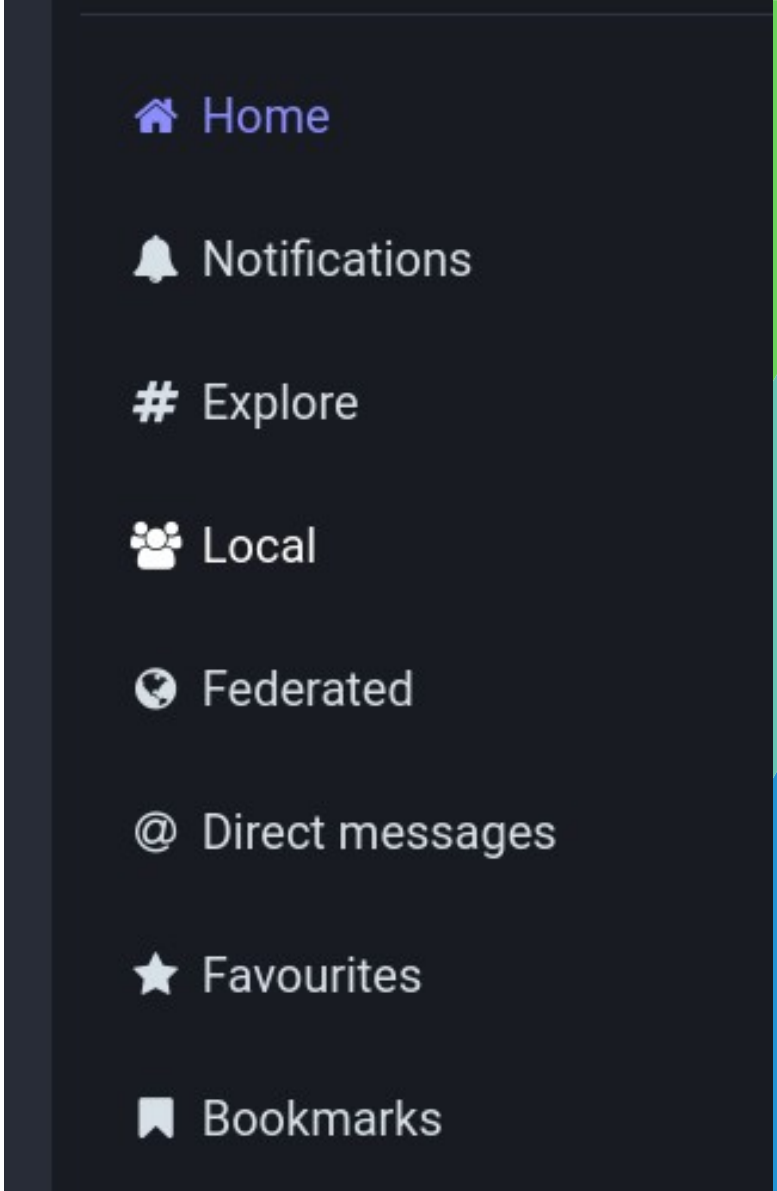
Nate Cull @natecull 27m
So the long game for Harry and Meghan is gonna be move to the USA, have a kid who's natural-born US citizen, kid grows up to become

Home
Notifications
Local
Federated
Direct messages
Favourites
Bookmarks
Lists
Profile directory
Preferences
Follows and followers

Home: berichtjes van wie jij volgt
Notificaties: je kreeg een boost, favourite of mention

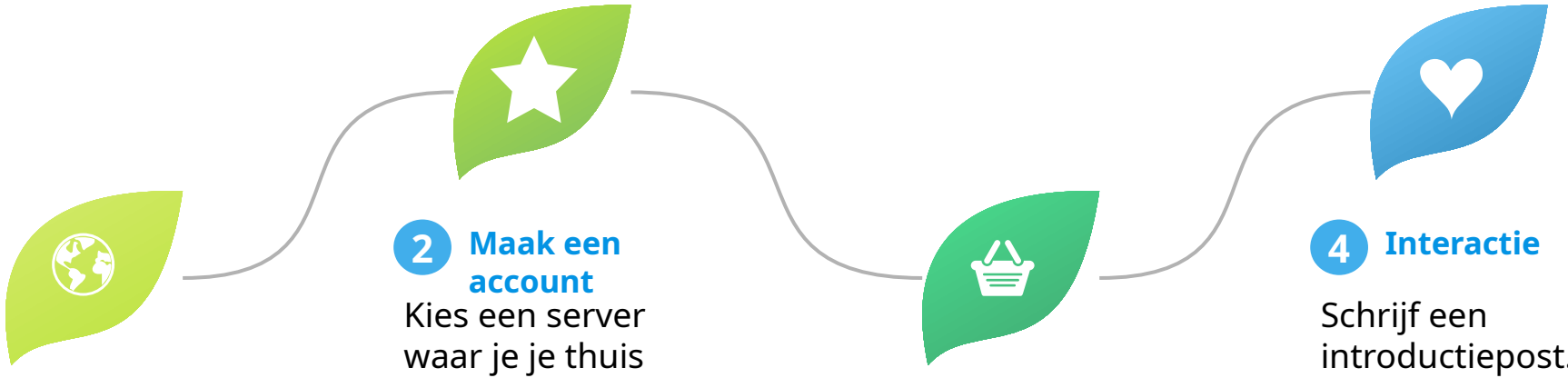
- **Local:** berichtjes van iedereen op de server

- **Federated**: berichtjes van iedereen wereldwijd die op de server terechtkomen



Unfollow
Eugen Rochko
@Gargron@mastodon.social
NOTE
Click to add note
Founder, CEO and lead developer @Mastodon, Germany.
JOINED
Mar 16, 2016
PATREON
patreon.com/mastodon
73K Posts
339 Following
287K Followers
Volgen:
Berichtjes komen in je timeline
Belletje: krijg een notificatie bij een post

How to



1 Verken servers

Er zijn duizenden servers met elk een eigen community.

2 Maak een account

Kies een server waar je je thuis voelt.
Bonuspunten als je de admins kent en vertrouwt.

Zoniet: tussen 100 en 5000 leden is optimaal

3 Ga shoppen

Ga kijken op alle servers waar je interesse voor hebt,
Volg er mensen

4 Interactie

Schrijf een introductiepost.

Antwoord op berichtjes die je interesseren en die je aangaan

Boost en favoriet.

Mastodon Server lists

https://mastodonservers.net/servers

https://joinmastodon.org/servers

Diverse servers per topic

Veel servers mag iedereen een account op maken,
Sommigen zijn gesloten
Anderen op aanvraag

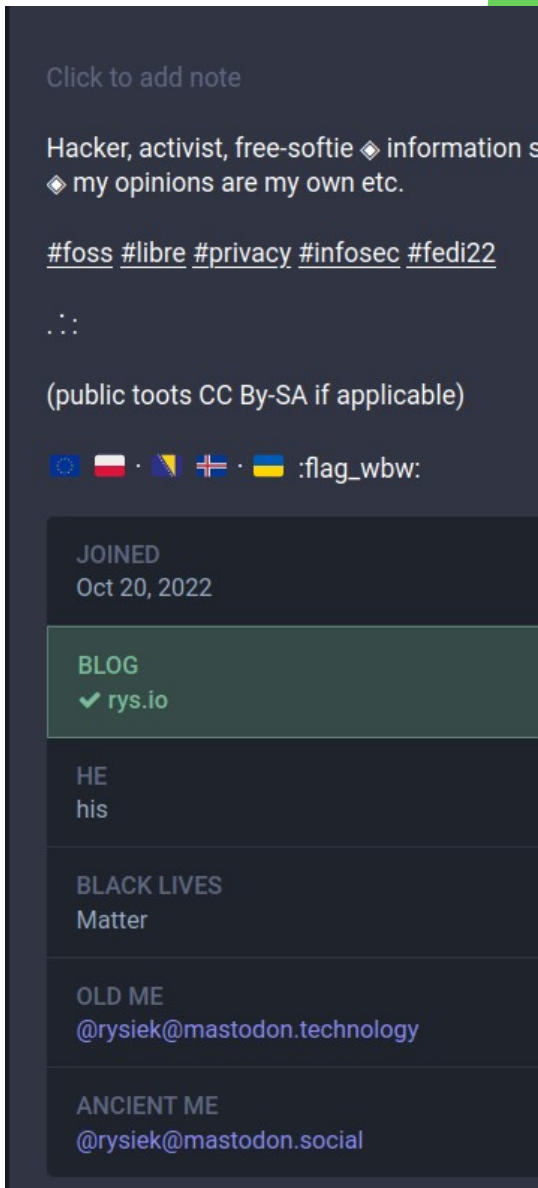
Algemene, geografische servers • Mastodon.vlaanderen • Mastodon-belgium.be	**Urbanisme en transport** Urbanists.social, transportation.social Rail.chat en zug.network masto.bike (EN/FR) en Toot.bike (EN/DE)
Activisme Activism.openworlds.info social.rebellion.global (XR) kolektiva.social (anarchisten) mastodon.pirateparty.be union.place (vakbonden)	**Open source en tech** Fosstodon.org en.osm.town (OpenStreetMap) mapstodon.space
Misc Tech.lgbt (gay programmeurs) Comics.town (kunst) Veganism.social Birds.town (vogelkijkers) indieauthors.social (auteurs) Disabled.social	**Enkel officiele EU-instanties** Social.network.europa.eu https://social.overheid.nl/about **https://mastodonservers.net/servers** **https://joinmastodon.org/servers**

Hoe bewijs je dat je account ‘echt’ is?

Heb je een website of user account?
Plaats een speciale link naar je mastodon:

```
<a href="mastodon.domain/@username"
rel="me">mastodon</a>
```

Plaats in je profiel-metadata (een tabel) een link naar de pagina met je teruglink in de rechterkolom.
Je server zal dan zoeken naar die link en een vinkje tonen



#Plugin

FediAct: browser plugin om makkelijk te interageren met andere instanties

Enkel indien je één account beheert,
kan verwarrend zijn bij meerdere

#App

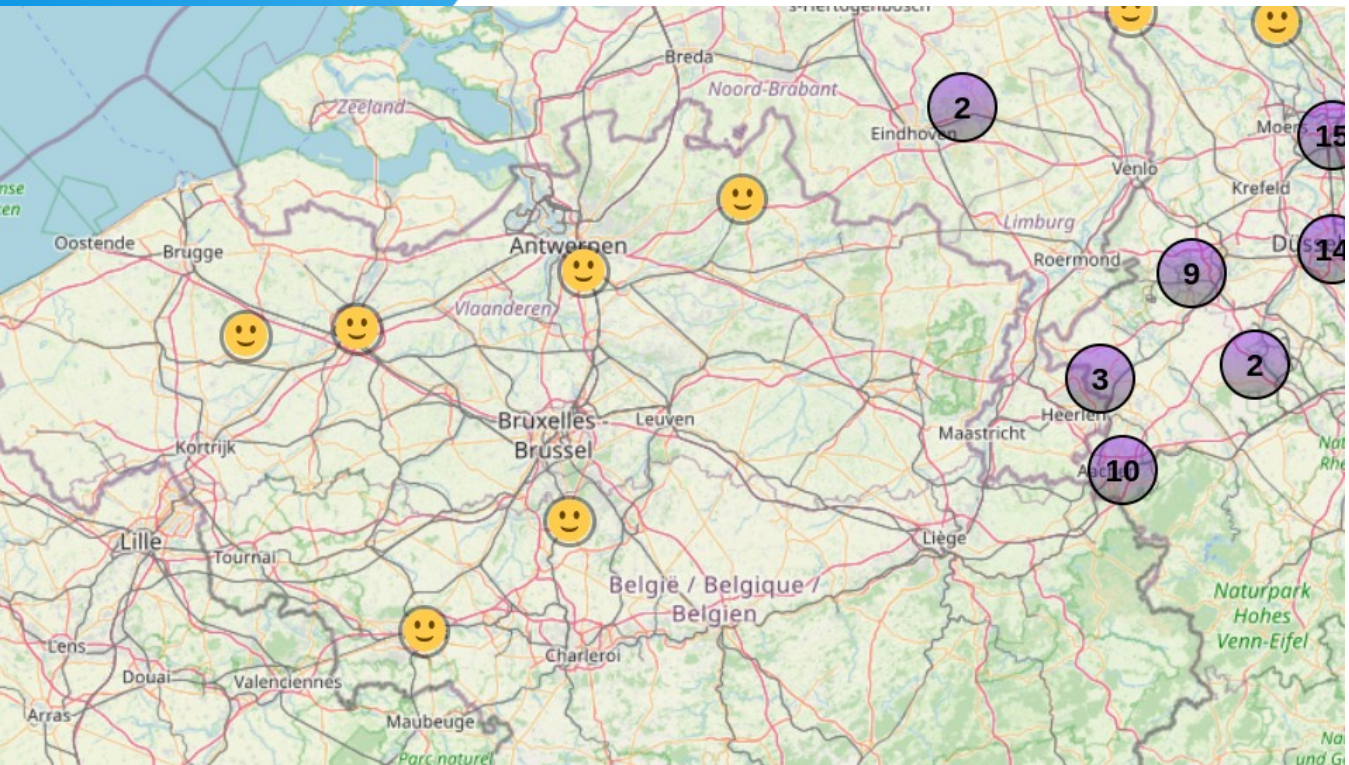
Tusky

Gebruiksvriendelijk
Goeie ondersteuning voor verschillende accounts

In de Play Store en of F-Droid
(Geeks zonder Google Play Services hebben: eerst NTFY installeren)

#Fedikarte.de

Zoek accounts in je buurt
Opt-in: zet jezelf (ongeveer) op de kaart met
!in koordinateX,koordinateY naar @fedikarte@troet.cafe



#Hashtag

Je kan een hashtag volgen. Dan zie je alle berichten die deze hashtag hebben. Bv.
#gent #belgium #some-event #introductie #nieuw-hier

Enkel op hashtags kan gezocht worden

#Alt-txt

Wanneer je afbeeldingen online zet, wordt gevraagd om deze te beschrijven in de Alt-text.

Dit is voor blinden en slechtzienden, zo kunnen ze meedoen.

Volg https://mastodon.social/@alt_text om een reminder te krijgen indien je het vergeet.

Bluesky?

Dat andere “””gedecentraliseerde””” sociale medianetwerk

Bluesky

- Is in de praktijk *niet* gedecentraliseerd
  - Federatie is puur theoretisch
  - Een andere server opzetten kost miljoenen
- Ook op Amerikaanse bodem
- Draait ook op venture capital
  - Een investeerder is een crypto-bro

MIT Technology Review

minded leadership. But challenges remain, and we can't count on Bluesky to do this right without support.

Critics have pointed out that Bluesky has yet to turn a profit and is currently running on venture capital, the same corporate structure that brought us Facebook, Twitter, and other social media companies. As of now, there's no option to exit Bluesky and take your data and network with you, because there are no other servers that run the AT Protocol. Bluesky CEO Jay Graber deserves credit for her stewardship so far, and for attempting to avoid the dangers of advertising incentives. But the process by which capitalism degrades tech products is so predictable that Cory Doctorow coined a now-popular term for it: enshittification.

- https://www.technologyreview.com/2025/01/17/1110063/we-need-to-protect-the-protocol-that-runs-bluesky/

No trolls allowed!

Van welke aanpak weten we dat het positief gedrag aanmoedigt?

Greta Thunberg
@GretaThunberg
yes, please do enlighten me. email me at smalldickenergy@getalife.com
Andrew Tate @Cobratate · Dec 27, 2022
Hello @GretaThunberg
I have 33 cars.
My Bugatti has a w16 8.0L quad turbo.
My TWO Ferrari 812 competizione have 6.5L v12s.
This is just the start.
Please provide your email address so I can send a complete list of my car collection and their respective enormous emissions.
Show this thread

Don’t do this

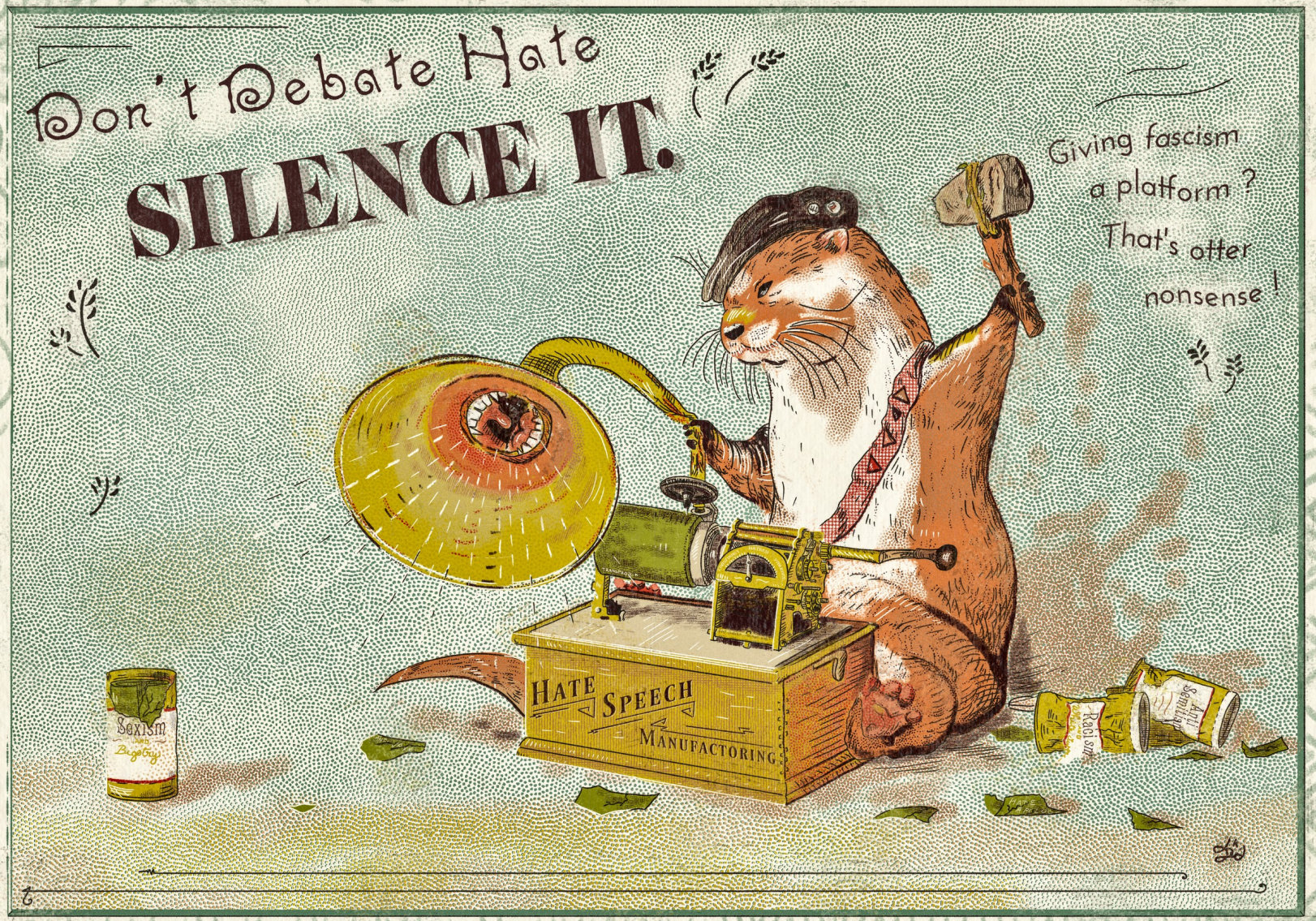
Ik vond ‘t ook grappig, maar:

- Is er iets mis met een kleine piemel hebben?
  No body shaming please!
  Dat helpt niemand vooruit

- Greta heeft zo de spotlight op Andrew Tate gezet, alle tegenstanders ooit hebben nu iemand meer om te volgen.
  Ook haar volgers worden nu met haat geconfronteerd

- Denk ook aan Schild en Vriend. Dankzij de Pano-reportage zit Dries Van Langenhove in ‘t parlement

CC-BY-NC-SA
@Lokigwyn@pixelfed.fr



Moderatie

Persoonlijk

Blokkeer personen die je lastigvallen
Rapporteer aan je admin

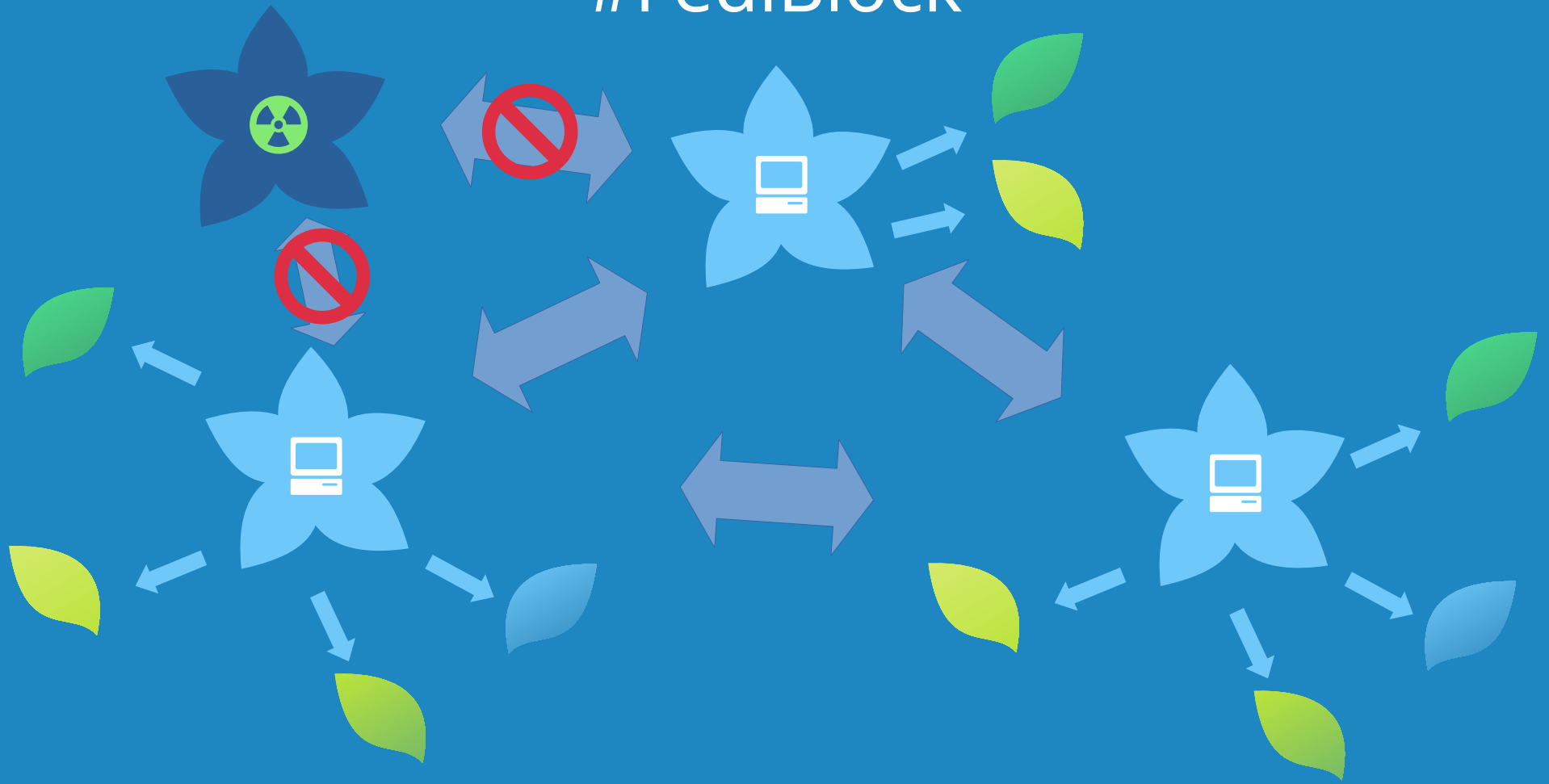
Ga **nooit** in discussie, doe **geen** quote-tweets. Dit geeft enkel **meer zichtbaarheid** aan de haat

Je admin

Blokkeert personen of **volledige servers** voor de eigen server

Communiceert met andere admins voor **#fediblocks**

#FediBlock



Fawn
@Fawn@ohai.social

Just finished manually blocking a ton of bigoted domains.

I noticed:

They're extremely lonely. They're angry & sad that the fediverse is reasonably efficient at blocking them before they can cause harm & have their fun. Without targets they can attack as a group, their friendships fall apart.

They're creating "normie" accounts so they can pretend to not be bigoted so they can have human connection. They complain that they can't keep the facade up forever & they'll end up alone.

Jan 02, 2023, 03:34 · Edited Jan 02, 03:34 · 11 · 1

Wat als de server slijt?

Is de moderatie op je server slecht geworden?
Lijkt een andere server leuker?

Je kan **verhuizen.**
Mits juist in te stellen, zullen je volgers automatisch je nieuwe stek vinden.
Ook wie je volgt kan je meenemen.
Je toots blijven echter achter (maar er zijn wss tools om die ook mee te nemen)

There is more...

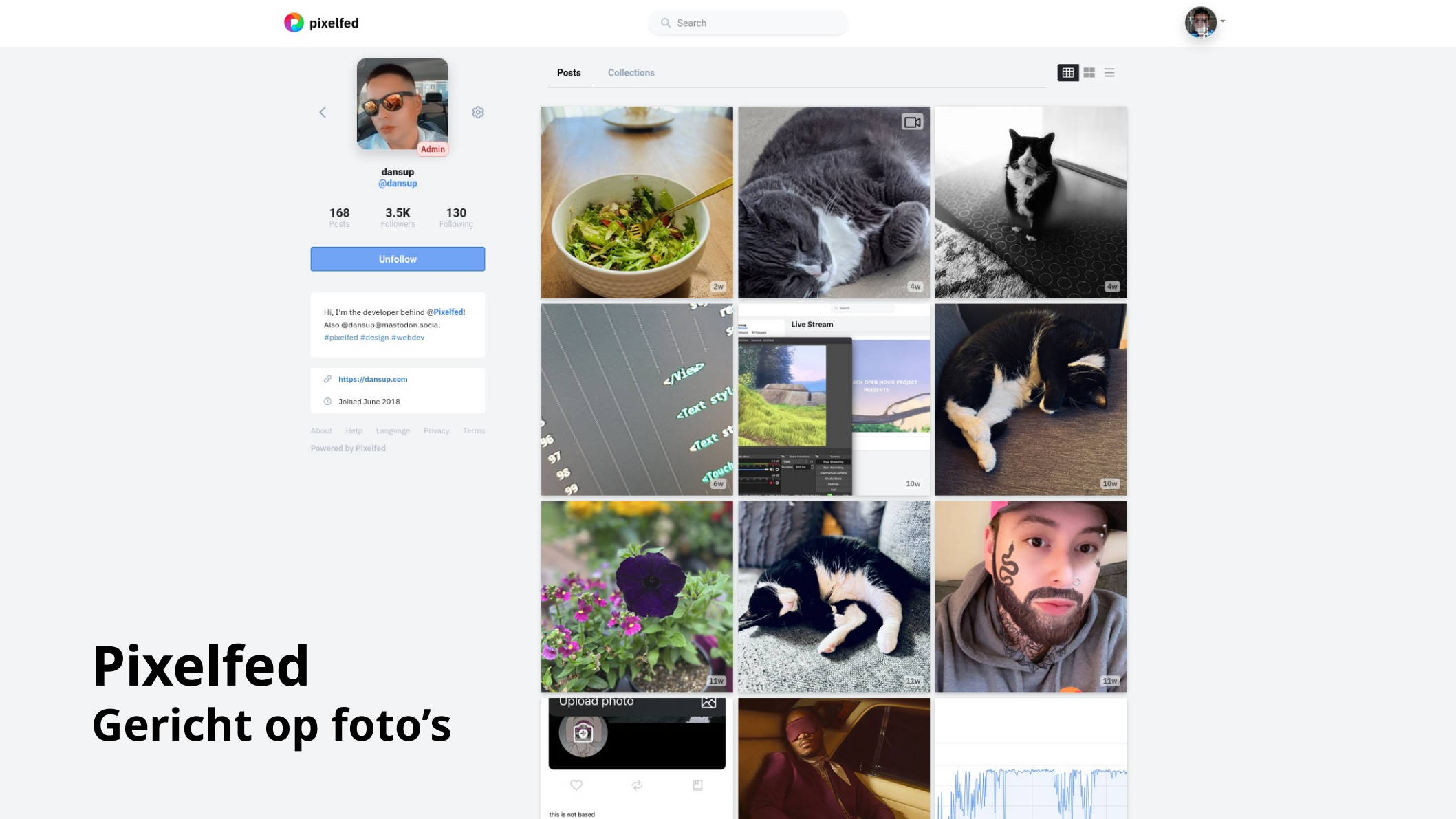
Gespecialiseerde servers

Mobilizon of Gancio
Evenementen

Pixelfed
Foto’s – beetje Instagram-achtig

Peertube
Videos

Lemmy
Reddit-achtig



Pixelfed

Gericht op foto’s

Mobilizon

Post evenementen online,
Gemaakt voor en door activisten

Publiceert automatisch op Mastodon
Verschillende servers instances.joinmobilizon.org
Nog veel bugs maar cute artwork <3

Samengevat

Autonoom en
decentraal

Gezondere en
minder toxische interacties

Nodig voor een gezonde
democratie en verandering

Sommige berichten nodigen
uit tot diepe reflectie

Toot Toot!

Voor wie meer wilt

Metareview van diverse studieshttps://jonathanhaidt.substack.com/p/social-media-mental-illness-epidemic

https://ncase.me/trust/

https://ncase.me/crowds/

https://www.groene.nl/artikel/een-traditie-van-internetpionieren