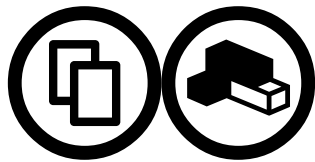


The Future Social Web



The problem with  
social networks...

They don't  
work together.

(unlike the Web)

The future of  
social networks...

Make them  
work together.

(like the Web)



**Make it so.**



Small pieces. Loosely joined.



## Axioms of Web Architecture






Simplicity  
Modular Design  
Decentralization

Why don't our social apps work this way?

Search ▾

## Applications

edit

-  Photos
-  Video
-  Groups
-  Events
-  Marketplace

▼ more

## Welcome Bascillio!

You're now ready to explore Facebook.



## Find Friends

Finding your friends makes your Facebook experience better. You can search for classmates or coworkers or look for friends by name.



## View and edit your profile

Fill in details and upload a profile picture to help your friends recognize you.

Close

## News Feed

[Preferences](#)

News Feed highlights what's happening in your social circles on Facebook. It updates a personalized list of news stories throughout the day. Whenever you log in, you'll get the latest headlines generated by the activity of your friends and social groups.

We don't currently have any news feed stories for you.

## Status Updates

[see all](#)

What are you doing right now?

Control

## Invite Your Friends



Invite your friends to join Facebook.

Speed

Privacy

Clean Experience



[\(modify search\)](#) San Francisco to Vancouver Tue 5 Feb 2008 – Tue 5 Feb 2008

Filters [\(help\)](#)

## Stops

- ☒ nonstop [\\$255](#)  
☒ 1 stop [\\$265](#)  
☒ 2+ stops [\\$1274](#)

## Airlines

- [select all](#) | [clear](#)
- ☒ Air Canada [only](#) [\\$818](#)  
☒ Alaska Airlines [only](#) [\\$255](#)  
☒ American Airlines [only](#) [\\$842](#)  
☒ Multiple Airlines [only](#) [\\$422](#)  
☒ Northwest [only](#) [\\$842](#)  
☒ United [only](#) [\\$640](#)  
☒ US Airways [only](#) [\\$664](#)

[Star Alliance](#) [SkyTeam](#) [oneworld](#)

## Flight Times

Leave ☒ takeoff ☐ landing  
 takeoff Tue 1:00a - 2:00p

Return ☒ takeoff ☐ landing  
 takeoff Tue 11:30a - 8:00p

## Airports

San Francisco Airports [\(map\)](#)  
 (SFO) San Francisco

Vancouver Airports [\(map\)](#)  
 (YVR) Vancouver Intl

## Layover Duration

0h 30m to 11h 05m

List

Matrix ▾

Chart ▾

Get fare alerts for this trip:

USD

302 of 302 shown

« Prev [Next](#) »

Price\* ▲

Airline

Depart

Arrive

Stops (Duration)

**\$255**

USD  
select



Alaska Airlines

SFO 1:56p  
YVR 6:51p

YVR 4:14p  
SFO 9:21p

0 (2h 18m)  
0 (2h 30m)

[details](#)

[alaskaair.com: \\$255](#) [cheaptickets.com: \\$259](#) [orbitz.com: \\$260](#)

**\$265**

USD  
select



Alaska Airlines

SFO 8:20a  
YVR 1:00p

YVR 10:47a  
SFO 5:55p

0 (2h 27m)  
1 (4h 55m)

[details](#)

[alaskaair.com: \\$265](#) [cheaptickets.com: \\$270](#) [orbitz.com: \\$271](#)

**\$270**

USD  
select



Alaska Airlines

SFO 8:20a  
YVR 6:51p

YVR 10:47a  
SFO 9:21p

0 (2h 27m)  
0 (2h 30m)

[details](#)

[alaskaair.com: \\$270](#) [cheaptickets.com: \\$275](#) [orbitz.com: \\$276](#)

**\$270**

USD  
select



Alaska Airlines

SFO 8:20a  
YVR 4:55p

YVR 10:47a  
SFO 7:13p

0 (2h 27m)  
0 (2h 18m)

[details](#)

[alaskaair.com: \\$270](#) [cheaptickets.com: \\$275](#) [orbitz.com: \\$276](#)

**\$276**

USD  
select



Alaska Airlines

SFO 7:00a  
YVR 3:00p

YVR 12:25p  
SFO 8:36p

1 (5h 25m)  
1 (5h 36m)

[details](#)

[alaskaair.com: \\$276](#) [cheaptickets.com: \\$280](#) [orbitz.com: \\$281](#)

**\$281**

USD  
select



Alaska Airlines

SFO 8:20a  
YVR 4:30p

YVR 10:47a  
SFO 8:36p

0 (2h 27m)  
1 (4h 06m)

[details](#)

[alaskaair.com: \\$281](#) [cheaptickets.com: \\$285](#) [orbitz.com: \\$286](#)

Compare Kayak.com to:

- ☐ Orbitz.com [only](#)  
☒ American Airlines [only](#)  
☐ Expedia.com [only](#)  
☒ Hotwire.com [only](#)  
☒ Expedia (Flight + Hotel) [only](#)

[Compare](#) in new windows

Flights to Vancouver

[Cheap Vancouver Flights](#)

Save on Vancouver Flights  
Fast & Easy Flight Search!

[www.BookingBuddy.com](#)

[San Francisco to Vancouver](#)

to Vancouver and save!

[www.ORBIZ.com](#)

[www.ORBIZ.com](#)

[Flights to Vancouver](#)

Travelzoo: Find Great Deals on  
Flights to Vancouver!

[www.travelzoo.com](#)

[Vancouver Flights](#)

Save on Flights to Vancouver.  
Travelocity Guarantees Low Price

[www.Travelocity.com](#)

[Vancouver](#)

Tourism BC Official Summer Sit  
Plan & Book a Vancouver BC  
Getaway!

[HelloBC.com/VancouverTravel](#)

[Cheap Vancouver Flights](#)

Find best Vancouver airfare

130+ Travel Sites for Price Comparison

Missing: the power of remixable data



Social networking fatigue





[brian@brianoberkirch.com](mailto:brian@brianoberkirch.com)

photo by Lane Hartwell





[brianoberkirch.com](http://brianoberkirch.com)

photo by Lane Hartwell





[twitter.com/brianoberkirch](https://twitter.com/brianoberkirch)

photo by Lane Hartwell





[flickr.com/people/brianoberkirch](https://www.flickr.com/people/brianoberkirch)

photo by Lane Hartwell





<http://upcoming.yahoo.com/user/40960/>

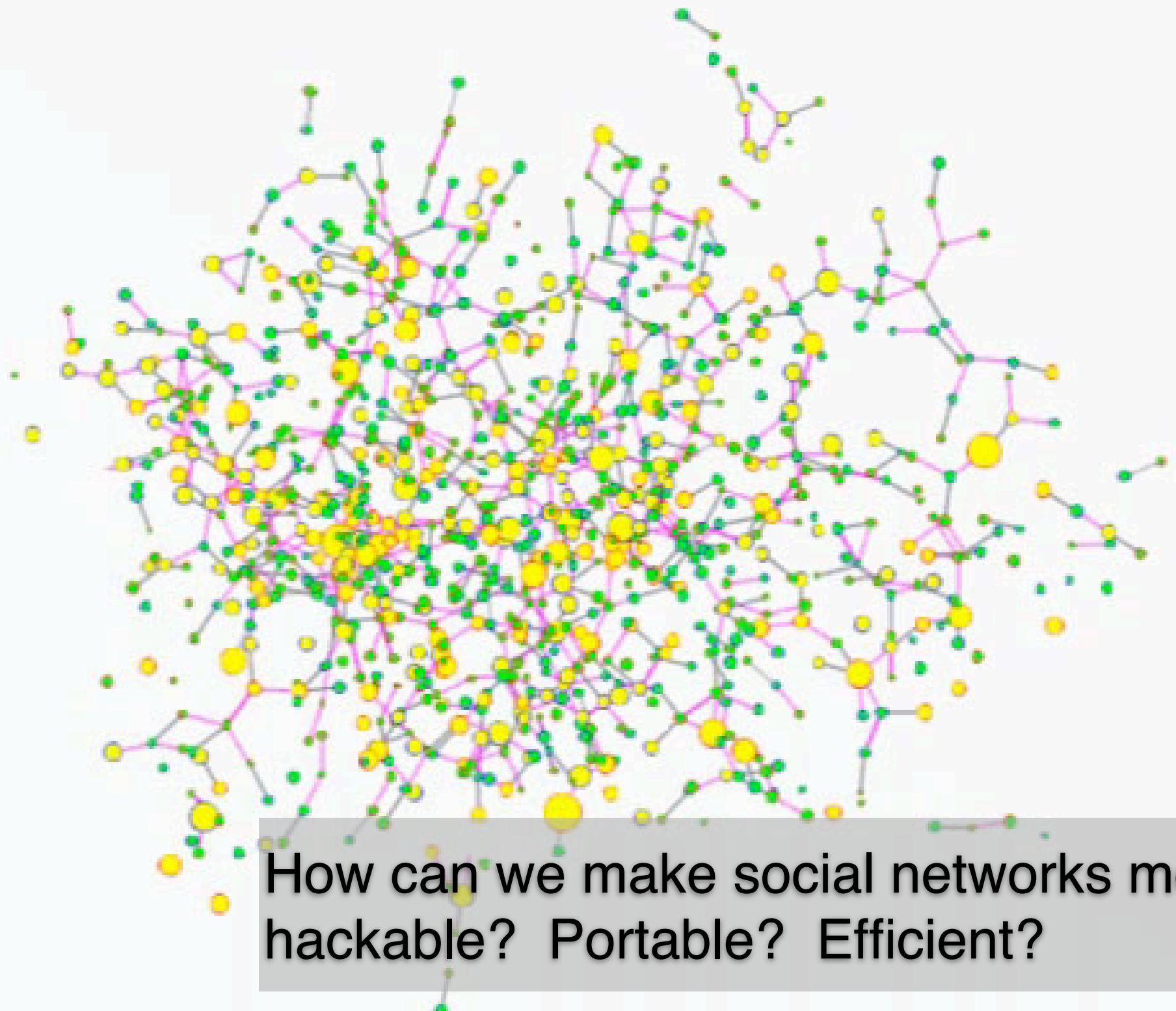
photo by Lane Hartwell





[last.fm/user/brianoberkirch](https://last.fm/user/brianoberkirch)

photo by Lane Hartwell



How can we make social networks more hackable? Portable? Efficient?





Don't make me repeat myself.

Profile information

Friend networks

Preferences



Could these sites work together?



Sync in Progress  
Please Wait...





We have the technology:



**oAUTH**



# Building Block: profile information

- info:
  - name
  - photo
  - notes
  - hyperlink to his blog
- Building block: **hCard**

Chris Messina



Chris is originally from New England; he hails from the small hamlet of New Connectivermontshire, which is in the city of New Hampshire. More recently Chris comes to us from Pittsburgh, Pennsylvania, home of the Mellon de Carnegie.

Chris's favorite thing is: "Definitely coffee, all genres of."

In his free time, Chris woks on his hobby, which is open source world domination. So he spends time working on Bar Camp, Mash Pit, and WineCamp. "Open source -- because I want control over my life, my time, my future, my present. And it seems like other people should have that control, too."

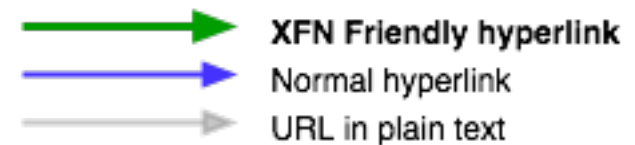
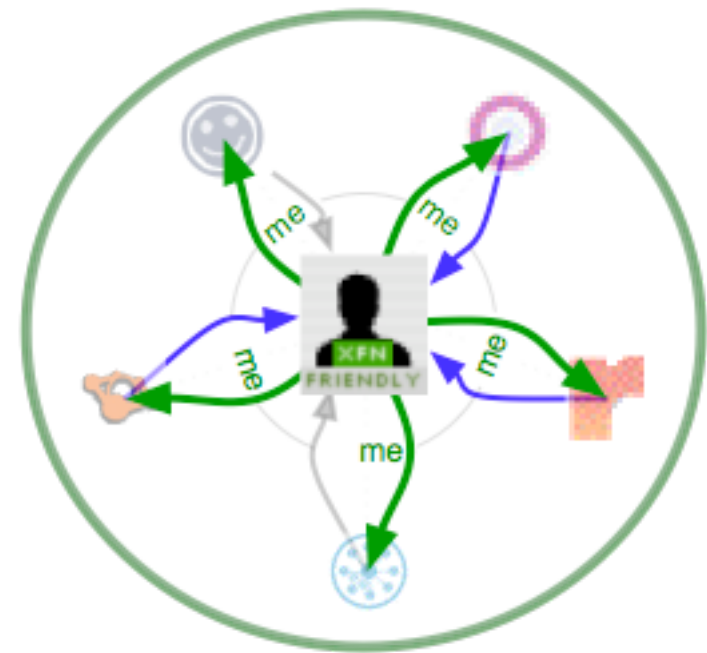
Chris also spends his free time with Miss Rogue.

See also [Chris's blog](#).

# Building Block: profile equivalency

users hyperlink to their identities

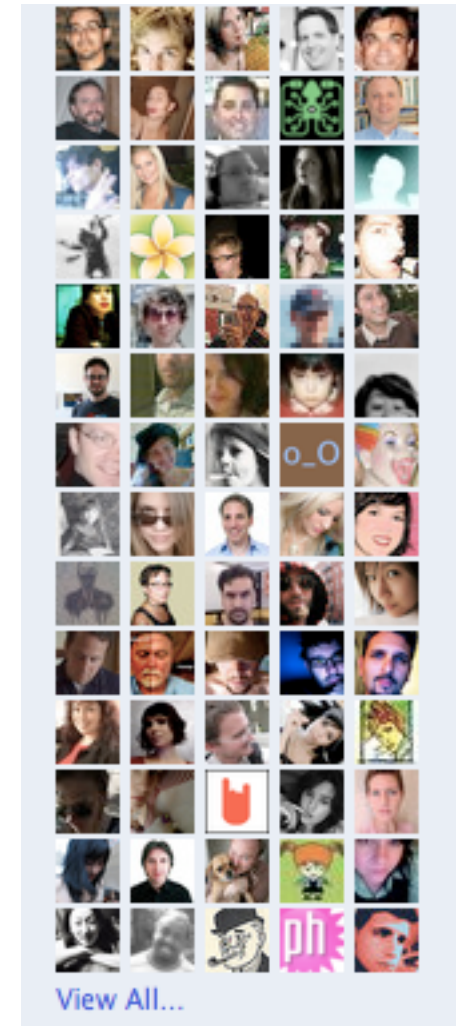
- social network profile(s)
- home page
- blog
- OpenID(s)



Building block: **XFN rel="me"**

# Building Block: friends list

- friends lists with:
  - hyperlinks to their profiles
  - friend icons
  - name (in img alt text)
- Building blocks:
  - **hCards** for their link, icon, name
  - **XFN** for relationships



# Social Network Portability: How-To

- Publish microformats building blocks in user profiles
  - hCard on user profile pages
  - XFN rel="me" hyperlinks to user blogs/home pages
  - hCard+XFN friends lists
  - XFN rel="me" to separate friends list pages
  - XFN+HTML4 pagination rel="me next", rel="me prev"
- Subscribe to microformats for profiles. Let the user:
  - subscribe to their hCard user profile
  - subscribe to their hCard+XFN supporting friends lists
- more: [microformats.org/wiki/social-network-portability](http://microformats.org/wiki/social-network-portability)

# How To: hCard profiles

Chris Messina



Chris is originally from New England; he hails from the small hamlet of New Connectivermontshire, which is in the city of New Hampshire. More recently Chris comes to us from Pittsburgh, Pennsylvania, home of the Mellon de Carnegie.

Chris's favorite thing is: "Definitely coffee, all genres of."

In his free time, Chris woks on his hobby, which is open source world domination. So he spends time working on Bar Camp, Mash Pit, and WineCamp. "Open source -- because I want control over my life, my time, my future, my present. And it seems like other people should have that control, too."

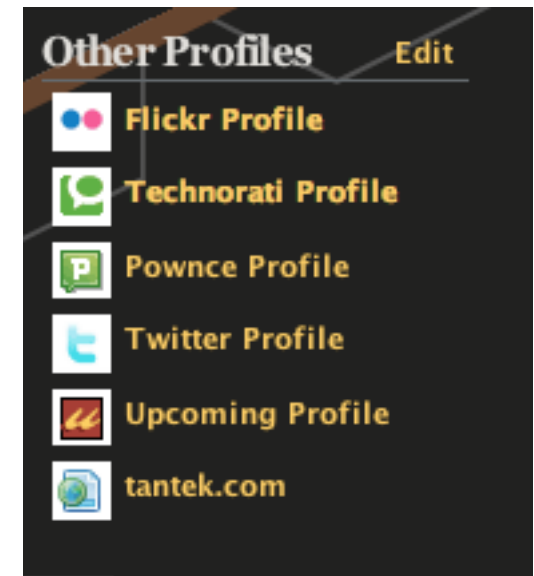
Chris also spends his free time with Miss Rogue.

See also [Chris's blog](#).

```
<div class="vcard">
  <div class="fn">Chris Messina</div>
  
  <div class="note">
    <p>Chris is originally...</p>
    <p>...</p>
  </div>
  <a class="url" rel="me"
    href="http://...">Chris's blog</a>
</div>
```

# How To: XFN rel="me" profile equivalency

- `<a rel="me" href="http://flickr.com/people/...">  
Flickr Profile</a>`
- `<a rel="me" href="http://technorati.com/...">  
Technorati Profile</a>`
- `<a rel="me" href="http://pownce.com/t">  
Pownce Profile</a>`
- `<a rel="me" href="http://twitter.com/t">  
Twitter Profile</a>`
- `<a rel="me" href="http://upcoming.yahoo.com/...">  
Upcoming Profile</a>`
- `<a rel="me" href="http://tante.com/">  
tante.com</a>`



rel="me" link symmetry required for profile equivalency

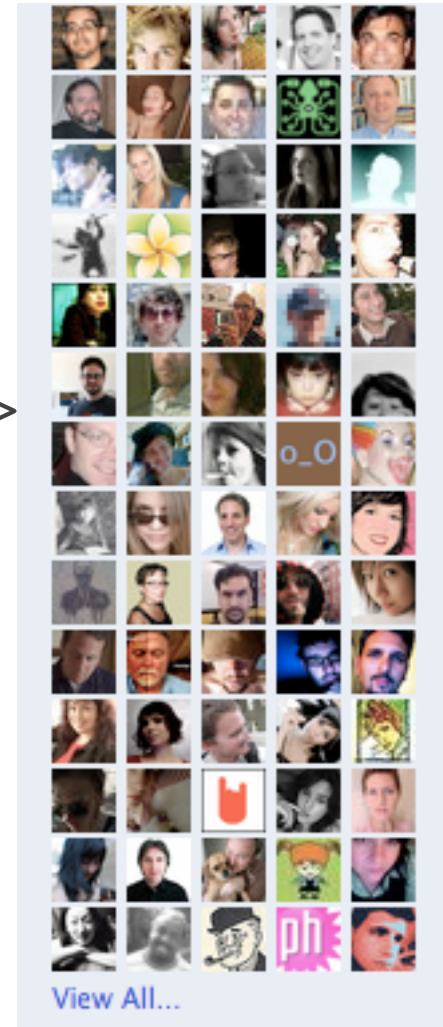


# How To: hCard+XFN friends lists

```
<span class="vcard">
  <a class="url" rel="contact"
    href="http://twitter.com/davemc500hats">
    
    </a>
</span>

<span class="vcard">
  <a class="url" rel="contact"
    href="http://twitter.com/factoryjoe">
    
    </a>
</span>

... etc.
```

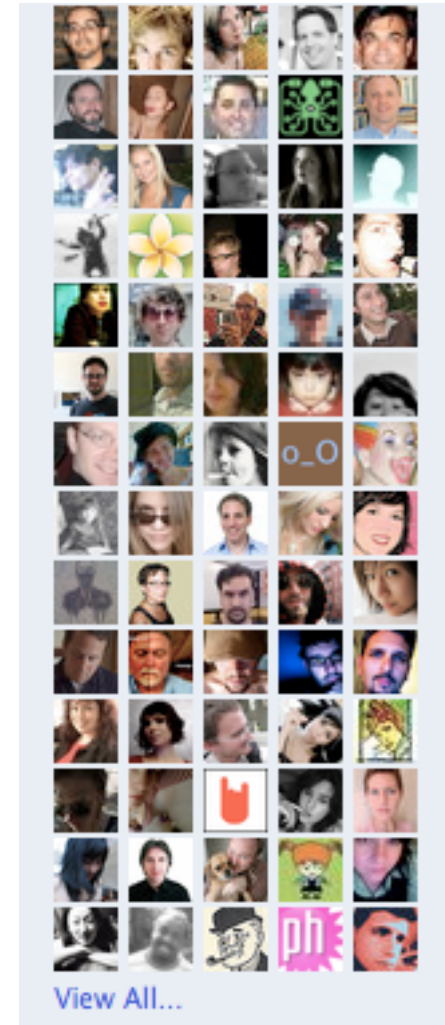




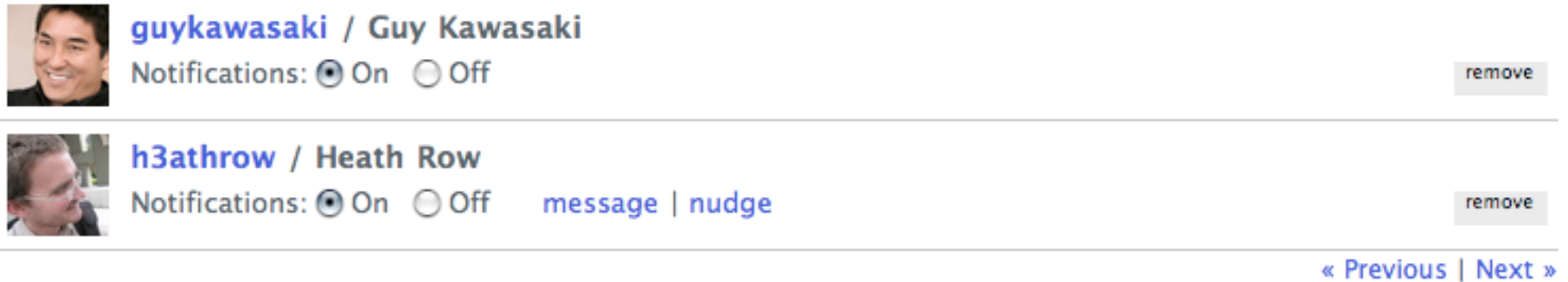
# How To: separate friends page

- `<a rel="me" href="/t/friends">View All...</a>`

be sure to link from friends page back to the profile with  
`rel="me"`



# How To: paginated friends lists



## "Previous" and "Next" links on a paginated friends list

- `<a rel="me prev" href="/t/friends?page=6">#171; Previous</a>`
- `<a rel="me next" href="/t/friends?page=8">Next &#187;</a>`

# Social Network Portability publishing support

- What sites and companies support this?

Lots!

- Check microformats wiki for latest:
  - hCard supporting user profiles
  - hCard+XFN supporting friends lists

<http://microformats.org/wiki/hcard-supporting-user-profiles>

<http://microformats.org/wiki/hcard-xfn-supporting-friends-list>

Open for business.

## Sign up. Check your Pulse.


**What's Pulse?** It's the first social utility that spans your professional *and* personal life.

Pulse enriches your connection with the people you know and care about.

It's like a personal news page that automatically brings you what your family, friends, and business connections are choosing to share from all over the web.

### Other ways to create your account:



 [Sign in with an OpenID](#)



We value your privacy and will not sell or rent your email address to anyone.

[View our privacy policy.](#)

## Create your account

E-mail address



Example: john\_doe@example.com

Create a password

Re-type password

at least 6 characters (case sensitive)

Language



**Continue**

## OPENID VERIFICATION

A site identifying itself as all sites matching

<http://anything.plaxo.com>

has asked us for confirmation that

<http://jsmarr.myopenid.com>

is your identity URL.

The site also asked for additional information. It did not provide a link to the policy on data it collects. This is the persona we're going to send to plaxo.com:

### Default



[Change this image](#)

Full Name	Joseph Smarr
Nickname	jsmarr
Gender	Male
Birth Date	14 February, 1981
E-mail	joseph-myopenid@plaxo.com
Postal Code	95134
Country	United States
Language	English
Time Zone	America/Los_Angeles

[Edit this persona](#)

[Delete this persona](#)

Or you can send a different persona:

## YOUR ACCOUNT

YOUR OPENID:

<http://jsmarr.myopenid.com/>

[Home](#)

[Account Settings](#)

[Account History](#)

[Your Affiliate Sites](#)

[OpenID Site Directory](#)

[Sign Out](#)

## Start Here

**Sign up, and you'll have a  
'smart address book' you can  
use virtually anywhere.**

- Access all your contacts and calendars, wherever you need them.
- It syncs, without effort; no cables, cradles, or complicated set-up.
- Self-updates as your friends move, change jobs, or edit their profile.

[Learn more](#)



Watch a [short movie](#)  
about Plaxo.

OpenID  <http://josephsmarr.com/>

Already a Plaxo member? [Attach your OpenID](#)

E-mail address



Example: john\_doe@example.com

Language

English



**Continue**



We value your privacy and will not sell  
or rent your email address to anyone.  
[View our privacy policy.](#)

### If your address book were really smart, it would...

- Work inside the tools you already use.
- Keep itself always up-to-date.
- Make a call when you click a phone number.
- Remind you of friend's birthdays in time to send them a card.



Plaxo takes your [privacy](#) seriously.

### Your Account Information

First Name  ✓

Last Name  ✓

Country  ▼

Postal Code

Timezone  ▼

Birthday  ▼  ▼  ▼

You must be at least 13 years old.

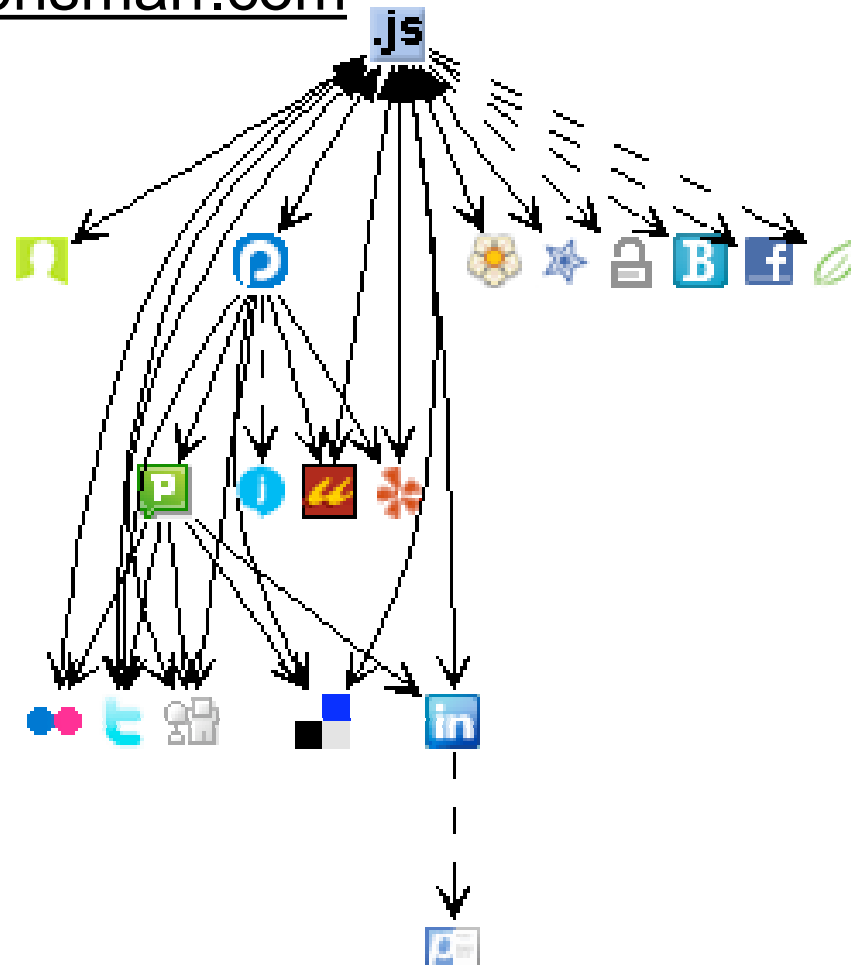
Gender ☐ Female ☒ Male

☐ I agree to the Plaxo [Terms of Service](#)

[Continue](#)



<http://josephsmarr.com>



+

Google Social Graph API



**Share**

- [Message](#)
- [Link](#)
- [Video](#)
- [Photos](#) new
- [Poll](#)
- [Review](#)

**Filter**

- ▶ **Everyone**
- [Business Network](#)
- [Friends](#)
- [Family](#)
- [Me](#)
- [Starred](#) ★

**We found these sites on your public profiles:**

[Close](#)

	Bloglines	jsmarr	<a href="#">Add</a>
	del.icio.us	jsmarr	<a href="#">Add</a>
	Digg	jsmarr	<a href="#">Add</a>
	Flickr	jsmarr	<a href="#">Add</a>
	Jaiku	jsmarr	<a href="#">Add</a>
	Magnolia	jsmarr	<a href="#">Add</a>
	Pownce	joseph	<a href="#">Add</a>
	Socializr	jsmarr	<a href="#">Add</a>
	Upcoming	75587	<a href="#">Add</a>

**Everyone**

Show:  ▼

You added Jaiku.

57 seconds ago

**New stuff**

You have [3 group invitations](#)

**Search Pulse**

[Search](#)

**Status Updates**

[view all](#)



Joseph Smarr is deciding what feeds to add to pulse  
24 minutes ago [edit](#)

Glenn Dixon is aaa

Russell Davis is testing4

Garret Heaton test sharing url  
<http://www.plaxo.com>

**Share more**

[Hook up feeds](#) from sites you use.



**Get more content**

[Invite](#) your family, friends, and business contacts to join Pulse.

**Connections**

[view all](#)



Share

- Message
- Link
- Video

Filter

- ▶ **Everyone**
- Business Network
- Friends
- Family
- Me
- Art & Beauty
- Art Stuff
- Creative Ideas a...
- Designers
- Family Guy
- Green Group
- Haxo Ideas
- OpenSocial Widge...
- Photography
- Plaxo eCard Idea...
- Plaxo Employees
- Plaxo Food
- Plaxo Hula Hoop...
- Plaxo NBA-baller...

« Prev 1 2 3 4 5 ... 208 209 Next »

## Pulse Stream: **Everyone**



**Joseph shared a video**

14 seconds ago

Shared with: Everyone



**YouTube - Mashup Camp Plaxo demo**  
Stealth video of Pulse demo at Mashup Camp

2 comments (last by Ashley C) Share Hide Actions



**David Sheen and Julie Hernia** joined the group **Social Networking Today**

2 hours ago



**Shelley Halton shared a message**

3 hours ago

Shared with: Everyone

I just bought myself a terra-box! 😊

0 comments Share Hide Actions



**Drake Nielson posted a blog entry**

[Connect to Drake](#)

Shared with: Everyone

**Dewey Aunry and the Cable Guys**  
Interesting read. Check it out. I met this guy in person too.  
[more »](#)

0 comments Share Hide Actions

### YESTERDAY

●● **Joe Smith posted 3 photos on Flickr**

1 day ago

Shared with: Family, Friends, Business Network, Photography



2 comments (last by John M) Share Hide Actions

### New stuff

You have [4 connection requests](#).  
You have [2 group invitations](#).  
You have [2 group requests](#).  
You have [3 new messages](#).

### Search Pulse

### Share more

[Hook up feeds](#) from sites you use.



### Show the world

[Create a "lifestream" widget](#) for your blog or other sites.

### Connections [view all](#)



Gary



Dan



Alex



Edward



Emily



Regina

 Joseph Smarr's weekly top artists at Last.fm


Nov 22, 2007

 You forwarded a share from Christopher Lamb

Nov 22, 2007


[View all](#)


### [FunWall](#)


 FunWall by slide.com


Post

 or 

 Make a FunPix

 Add a Video

 Make a Slideshow

 Make a Sketch

[See All](#)


Joseph Smarr

Tuesday, November 27, 2007

### [Songs iLike](#)

## Songs iLike

 1 2 3 4 by Feist

 Girlfriend by Avril Lavigne

iLike™

Full song ☐



Full song ☐



### John McCrea posted on Twitter

Shared with: Business Network

Spent Friday eve with Arrington on phone/email: <http://tinyurl.com/02/first-opensocial-application-hacked-within-45-minutes/>

 0 comments

 Share

 Hide

 Actions

### John McCrea shared a message

Shared with: Business Network

I'm on TechCrunch. Woo hoo! In a kinda funny way. <http://www.techcrunch.com/2007/11/02/first-opensocial-application-hacked-within-45-minutes/>

 0 comments

 Share

 Hide

 Actions


### John McCrea is happy

Shared with: Everyone



How are you feeling?

 4 comments (last by John M)

 Share

 Hide



# We are on the cusp of the Social Web

The pie is about to get a lot bigger