Own Your Data

IndieWeb – Beyond Blogging and Decentralisation
• Why?
• My website as an example
• History/Community: show don't tell
• Your domain
• IndieWebify.me
• Known, Wordpress
• Building Blocks
  – Webmentions
  – Microformats
  – POSSE
  – Micropub
  – Salmention
  – ...
• SWAT0
• IRC
• IndieWebCamp
• Homebrew Website Club GOT!
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
  - Longetivity
  - Plurality
  - Have fun!
Movement
Your own domain

- You need your own domain so you can own the permanent URLs to your content
- You can host wherever you want, they just need to allow you to use your own domain

- Binero
- Loopia
- GoDaddy
- Hover
- ...
- Squarespace
- Wordpress
- Tumblr
- Known
- Linode
- Digital Ocean
- ...
How much is it?

<table>
<thead>
<tr>
<th>Domäntyp</th>
<th>Stödjer ÅÅÖ</th>
<th>Registrering</th>
</tr>
</thead>
<tbody>
<tr>
<td>.SE</td>
<td>✅</td>
<td>129,00 kr</td>
</tr>
<tr>
<td>.NU</td>
<td>✅</td>
<td>130,00 kr</td>
</tr>
<tr>
<td>.COM</td>
<td>✅</td>
<td>99,00 kr</td>
</tr>
<tr>
<td>.EU</td>
<td>✅</td>
<td>99,00 kr</td>
</tr>
<tr>
<td>.GRATIS</td>
<td></td>
<td>210,00 kr</td>
</tr>
<tr>
<td>.CLUB</td>
<td></td>
<td>189,00 kr</td>
</tr>
<tr>
<td>.GURU</td>
<td></td>
<td>329,00 kr</td>
</tr>
<tr>
<td>.WEBSITE</td>
<td></td>
<td>249,00 kr</td>
</tr>
<tr>
<td>.EMAIL</td>
<td></td>
<td>219,00 kr</td>
</tr>
<tr>
<td>.LINK</td>
<td></td>
<td>119,00 kr</td>
</tr>
<tr>
<td>.ME</td>
<td></td>
<td>199,00 kr</td>
</tr>
<tr>
<td>.NET</td>
<td>✅</td>
<td>109,00 kr</td>
</tr>
<tr>
<td>.ORG</td>
<td>✅</td>
<td>129,00 kr</td>
</tr>
</tbody>
</table>
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
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
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

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

Here is a simple minimal person example:

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

Parsed JSON:

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