

# Consumer-Oriented Social Media

## Key Features, What's Held It Up, How We Get It

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<http://rogerclarke.com/II/COSM-SJ> {.html, .pdf}

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# Generic Needs

## (1) 'Functional Requirements'

Beyond 'Confidentiality, Integrity and Availability' (CIA):

- **Accessibility** by authorised people of (a) data, (b) traffic and (c) social networks
- **Inaccessibility** by unauthorised people of (a) data, (b) traffic and (c) social networks
- **Integrity** of (a) data, (b) traffic, (c) social networks
- **Unlinkability** of sessions
- **Non-Detectability** of traffic
- **Plausible Deniability** of actions

# Diverse Categories of 'Persons-at-Risk'

## Social Contexts

- Celebrities and notorieties at risk of extortion, kidnap, burglary
- Short-term celebrities such as lottery-winners, victims of crime
- **Victims of domestic violence**
- **Victims of harassment, stalking**
- Individuals subject to significant discriminatory behaviour
- People seeking to leave a former association, e.g. ex-gang-members

## Political Contexts

- **Whistleblowers**
- **Dissidents**
- **Human Rights Activists**

## Organisational Contexts

- Corporate executives
- Government executives
- Undercover operatives
- Law enforcement and prison staff
- Mental health care prof'ls, counsellors

## Legal Contexts

- Judges, lawyers and jurors, particularly in highly-charged cases
- Witnesses, especially people in protected witness programs
- Ex-prisoners re-integrating with society

<http://www.rogerclarke.com/EC/eHlthRes.html#PAR>

[http://geekfeminism.wikia.com/wiki/Who\\_is\\_harmed\\_by\\_a\\_%22Real\\_Names%22\\_policy%3F](http://geekfeminism.wikia.com/wiki/Who_is_harmed_by_a_%22Real_Names%22_policy%3F)

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# Architectural Features

- **Layering**  
Common, underlying services for all tools
- **Modularity**  
For Tool Substitutability
- **Interface Definitions**  
Protocols for processes, Standards for data
- **Interoperability**  
Open Protocols, Standards, for cross-device use
- **Free and Open Source Software (FOSS)**  
'Many hands', 'many eyes'
- **Portability**  
For use across hardware and systems software
- **Security**  
Features, Settings, Defaults
- **Decentralised Control**  
To avoid ceding power to service-providers

# Open Applications Architecture

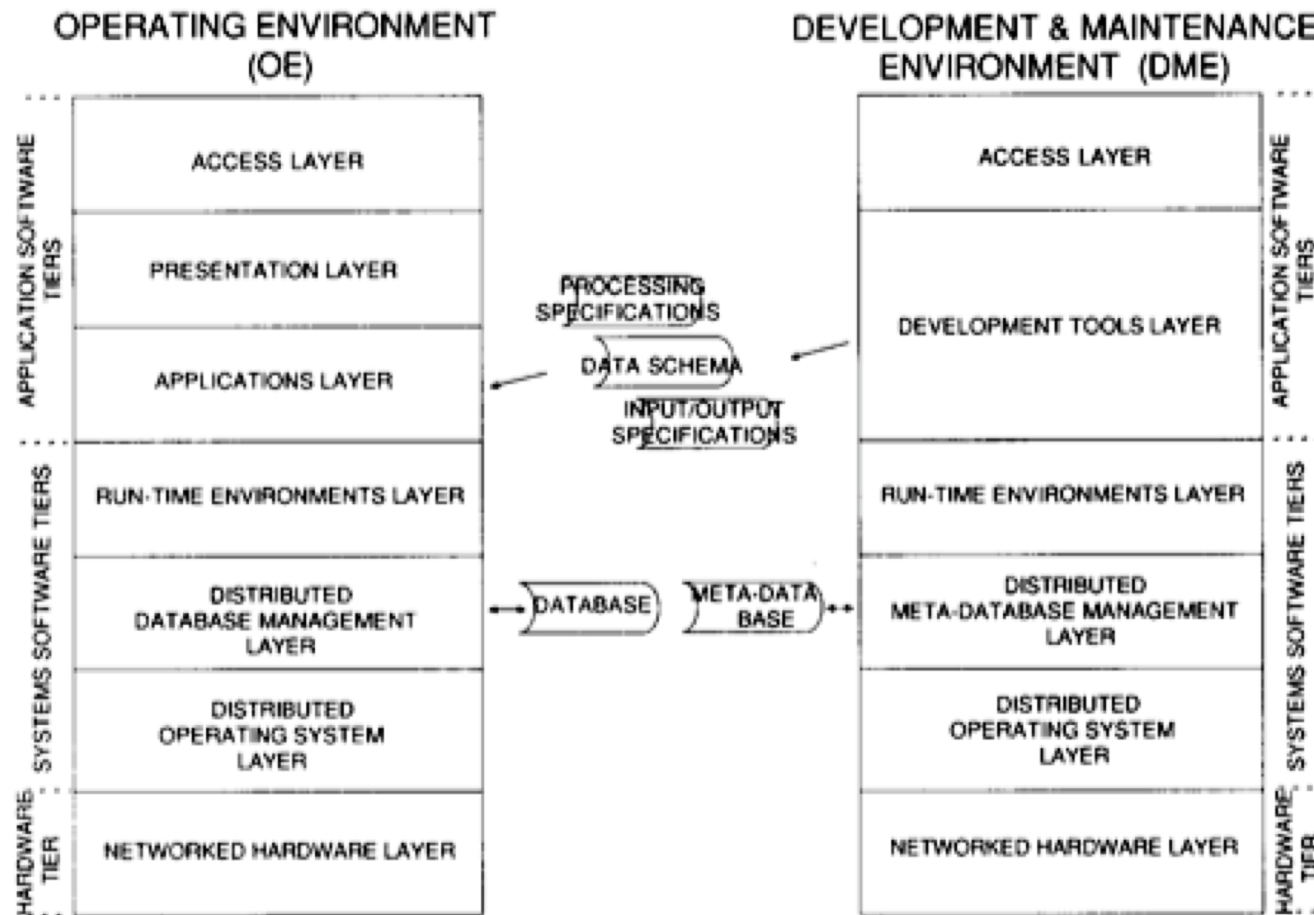


Fig. 1. Open applications architecture.

# Characteristics of a Successful Innovation

## Relative Advantage

- Perceived to be better than what it supersedes

## Compatibility

- Consistent with values, experiences, needs

## Complexity

- Not difficult to understand and use

## Trialability

- Can be experimented with on a limited basis

## Observability

- Its results are visible

# Exemplars

## The Bad and the Ugly

- Facebook, YouTube, WhatsApp, Messenger, Instagram, WeChat and TikTok

## Some Good

- Aether, Crabgrass, Diaspora\*, Duuit, Friendica, Funkwhale, GNU social, Kune, Mastodon, MeWe, Minds, Mobilizon, PeerTube, Pixelfed, pump.io, Signal, Telegram, WriteFreely



# Economic Challenges

## What Business Models Work?

A Business Model  
is an Answer  
to the Question:

**Who Pays?**

For What?

To Whom?

And Why?

# Internet-Era Business Models

## Lessons from Open Source and Content

### WHO PAYS? For What? To Whom? And Why?

- Customers:
  - for a Good or Service
  - for Complementary Goods or Services
- Third Parties – esp. Advertisers
- ‘A Fairy Godmother’
- Providers, as a Complementary Service  
Freemium / Premium

# Remaining Impediments

- 1 Product/Service Inadequacies**  
Delivery, Quality, Scalability, Flexibility
- 2 Ineffective Business Model Implementation**
- 3 Lack of Demand**  
Failure to Convert Latent Demand to Adoption

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Failure to Convert Latent Demand to Adoption
- 4 Stifled Network Effects**  
Anti-Competitive Behaviour of Incumbents

# Competition Law

- Economists argue competition enables **innovation** (with the rights of consumers against corporations a secondary consideration)
- Interventions are used to address '**market failure**'
  - supplier lockin (control of essential resources)
  - customer lockin (high switching costs, control of distribution networks)
  - competitor / new entrant lockout mechanisms (high entry costs, market dominance, service-bundling)
  - 'the tragedy of the (unmanaged) commons'
  - 'market irrationality'

# Recent Actions by Regulators

- **Australia**
  - False or misleading representations to consumers about the personal location data
  - Payments to local media companies for expropriated content
  - Dominance of the ad tech supply chain
  - Scam celebrity crypto ads
- **EU**
  - Google Shopping
  - Android operating system
  - Google AdSense
- **USA** – FTC is a sham, Congress again pressuring

# What's Needed

Active communication to legislatures and regulatory agencies by IT services industry associations and IT professional associations, explaining the need for **competition regulators to enforce:**

- **Messaging Interoperability**
- **Portability** of Individuals' Profiles and Archives

Having content locked inside Walled Gardens is good for tech platforms, bad for innovation , bad for people

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