# THE FEDIVERSE IS QUIET

Let's Fix That!

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- SWICG Forum and Threaded Discussions task force lead

### **NodeBB**

- v4.0.0 released recently
- Made in Canada!
- Brings federation to traditional forum software



### Short —

- Mastodon
- Misskey (& derivatives)
- Other microblogs

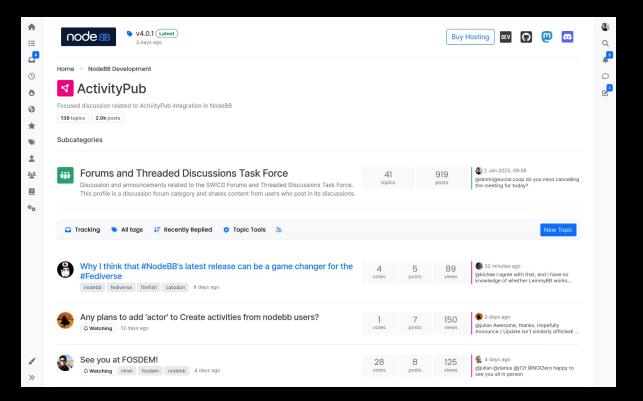
- Medium
  - Discourse

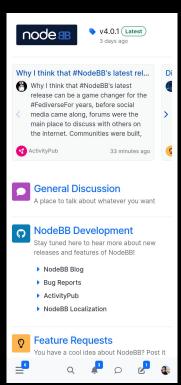
NodeBB

- Lemmy
- mBin
- Piefed
- Other threaded software

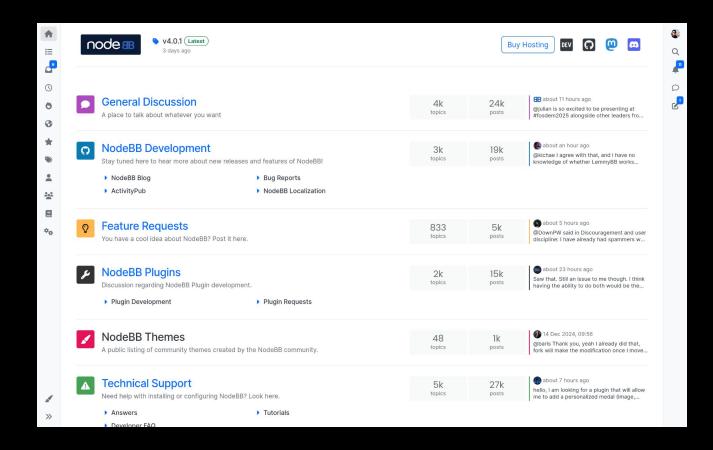
- Long
  - GhostWordPress
  - Write.as
  - Other blogs

## NodeBB

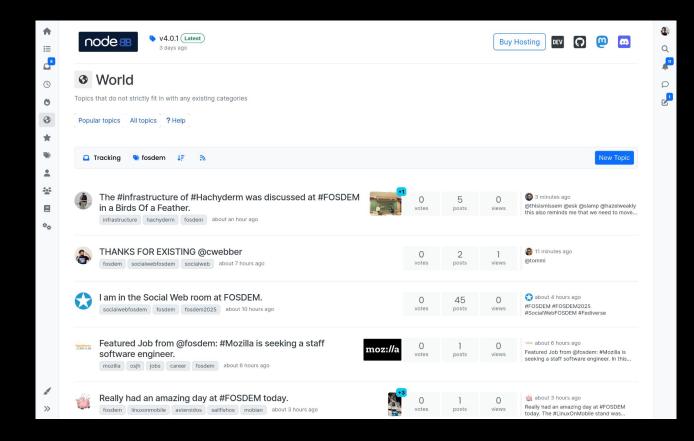




# Now Federating...



## /world



### Hard Problems on Fedi

#### The Fediverse is Quiet

Where have all the good people gone?

#### Lackluster content search

How can I follow people when I can't find them? Why are there no posts on topic X, Y, Z?

Social Web Foundation

### Fediscovery

#### Advanced Moderation

Reply controls, federate blocklists, etc. Look no further than the SWICG Trust & Safety Task Force!

SWICG Trust & Safety Task Force

#### What is an instance?!

If you have to explain it, you've already lost. Better onboarding for the layperson.

# The Fediverse is Quiet

- Spoken by those new to the fediverse
- Content discovery is driven by follow relationships
- "Algorithmless" missed content due to time zones, no centralized authority for content discovery

# Myth: Your instance is a window to the fediverse

This is an elegant idea with a simple promise — that instances don't matter, and every instance sees the "same fediverse".

Single user instances suffer greatly from diminished network effects; they see less, and they're heard less.

# Minimalism by Design

- High SNR
- Less chance of smaller instances overwhelmed by protocol noise
- AP sends what it needs to send and no more
- Disconnect between what protocol deems sufficient and what the end user does

#### EXAMPLE TIME!

... with our friends Alice, Bob, Carol, Dan, and Eve.

#### ALICE MAKES A POST

Lorem ipsum dolor sit amet

### BOB REPLIES TO ALICE

@alice great placeholder!

#### CAROL REPLIES TO BOB

@bob actually | think it is totally
overused

DOES ALICE SEE CAROL'S REPLY?

#### **EXAMPLE TIME!**

... with our friends Alice, Bob, Carol, Dan, and Eve.

#### ALICE MAKES A POST

Lorem ipsum dolor sit amet

#### DAN ALSO REPLIES TO ALICE

@alice | prefer real latin myself.

#### EVE REPLIES TO DAN

@alice @dan that's not the point though...

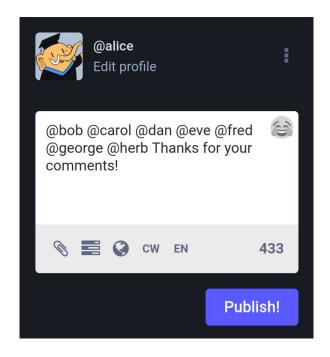
DOES CAROL SEE THIS EXCHANGE?

# Mention spam

X/Twitter's simplified UI — later adopted by Mastodon — was not originally conceived as a minimalist UI innovation, it was a restriction due to Twitter's initial ties to SMS.

@ Mentions were used by its users later on, and support was added after-the-fact.

Intentional and unfortunate collision of notification and addressing.



# View Original URL

Considered Harmful

# View Original URL

There are legitimate reasons to visit the original URL

FOMO is not one of them.

### "Conversational Context"

A conversational context is an intentional, explicit grouping of objects together, as managed by some party (the context owner).

e.g. reply trees, forum topics, comment stream.

#### **EXAMPLE TIME AGAIN!**

#### I RECEIVE AN OBJECT

A single object is received through an activity like a Create or Announce (aka boost)

#### CONTEXT IS RESOLVED

The resolved context contains the entire conversation (hundreds of posts!), so I can retrieve the entire conversation all at once.

#### CONTEXT IS FOUND

Inspection of the received (or retrieved) object shows context is set as a potentially resolvable URL.

THIS IS CONVERSATIONAL BACKFILL

### Recommendation

Contexts can provide a thorough, comprehensive way to backfill an entire conversation. This is the biggest step we can take towards tackling the "fediverse is quiet" problem. Use context resolution in conjunction with a fallback method such as inReplyTo traversal.

# Questions?

# SWICG Forum and Threaded Discussions Task Force

FEP 7888 https://w3id.org/fep/7888



# THANK YOU

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