



OpenCola: The Antisocial Network



DEF CON 2022

Who am I?



opencola - Opencola PRO - (user)

File Edit View Search Items Tools Help

New Modify Restart Share Filter

Search Internet News Peers

opencola

Folders: Start Page, Active Folders, opencola (35), Deleted Items, Downloads

Score	Name	Sources	Created
	Joi Ito's Web: Opencola Beta Available	Google;AllTheWeb;...	Sun Jan 12 12:38:06 2003
	Joi Ito's Web: Blog Rolling	randym	Sun Jan 12 12:38:06 2003
	Opencola Solution	Google	Sun Jan 12 12:38:04 2..
	P2P Goes in Search of 'Doogle'	Teoma	Sun Jan 12 12:38:04 2..
	Way.Nu: OpenCola rocks!	AllTheWeb	Sun Jan 12 12:38:04 2..
	Surfmind.com Web Collection: Cognitive Science Meets the Web	AllTheWeb	Sun Jan 12 12:38:06 2..
	Can peer-to-peer grow up?	Teoma;Google;davids	Sun Jan 12 12:38:04 2003
	Opencola PRO Benefits	AllTheWeb	Sun Jan 12 12:38:05 2..
	Encapsulating Effort	Teoma	Sun Jan 12 12:38:04 2003
	Technology Review - OpenColaHave Some Code and a Smile	AllTheWeb;Googl...	Sun Jan 12 12:38:04 2..
	From the Editor	Google	Sun Jan 12 12:38:04 2003
	Business 2.0 - Web Guide - Distributed Computing Projects -e1	Google;AltaVista;Te...	Sun Jan 12 12:38:06 2003
	search engine blog: search engine submission, optimization, news ...	Google;Yahoo!isa	Sun Jan 12 12:38:04 2..

Name: Joi Ito's Web: Opencola Beta Available
 Location: http://joi.ito.com/archives/2002/08/20/opencola...
 Score: [redacted]
 Sources: Google;AllTheWeb;Yahoo

Back Copy to Folder http://joi.ito.com/weblog/2002/08/20/opencola-beta-a.html Go

Opencola Beta Available »

Joichi Ito
[Aug 20, 2002 - 06:14 UTC »](#)

Categories:

- [Network Technology](#)

I just got the beta of [opencola](#). (Thanks Howard!) On the surface, it looks like a bookmarking, meta-searching relevance tracking front end. Very useful just for meta-searching various search engines and news sources and filing your information. You have various folders for different topics and you mark the relevance of various documents and you can continue to search for more stuff similar `opencola - Opencola PRO - (user)` thing is that you can add peers that can look at your public folders

What's Happened Since?

Big Tech Problems

- **Information Silos** (Facebook's Secret War on Switching Costs)
- **The Attention Economy** (Sick Of The Attention Economy?)
- **Privacy abuse** (John Oliver on online data brokers)
- **Corporate concentration of wealth / power** (The Antitrust Case Against Facebook)
- **Misinformation** (We Tracked Down A Fake-News Creator...)
- **Polarization** (How tech platforms fuel U.S. political polarization)
- **Stifled Innovation** (Android users on Twitter can pay to drop the Spaces button)
- **Bots** (The Social Impact Of Bad Bots And What To Do About Them)

What's the Deal?

A screenshot of a Facebook news feed. At the top, there is a search bar and navigation icons. The main content area shows a post by Vivian Wang with a photo of a colorful Ferris wheel and the caption "Colorful day on the boardwalk!". Below it is a post by Matt Viscomi with a photo of a bowl of soup and the caption "I can't wait to visit Iceland next week!". On the right side, there is a section for "ALEX RISTEVSKI and 1 other" with "2 events this week", a "TRENDING" section with items like "Paul Rudd: Lip Sync Battle with Paul Rudd" and "Ben & Jerry's: Ben and Jerry's Announces Four New 'Core' Flavors", and a "PEOPLE YOU MAY KNOW" section with profiles for Greg Marra, Mike Rumble, and Julie Zhuo.

A screenshot of a Twitter home page. The top shows the time as 9:15 AM and battery at 100%. The main content is a tweet from "The Barista Bar" (@baristabar) featuring a video of a barista pouring coffee. The tweet text says "Love coffee? We've partnered with local coffee bean roasters to bring you the best flavors in San Francisco." and "Hawaiian Kona coffee beans by the...". The tweet is marked as "LIVE" and has 2 views. Below the tweet are icons for replies, retweets, likes, and shares, along with a "Promoted" label. The bottom navigation bar shows icons for home, search, notifications, and messages.

A screenshot of an Instagram post from the account "NASA" with the bio "The Freakin' Moon!". The post features a photograph of the Apollo 11 lunar module on the moon's surface, with the silhouette of an astronaut in the foreground. The post has received likes from "spacecase" and "1969 others". The caption reads: "@buzz @neil @collins We made it!!! '10, 9, ignition sequence start, 6, 5, 4, 3, 2, 1, zero. All engines running. Liftoff! We have a liftoff!' 📹 NASA 48 YEARS AGO instajoe Whoa! Guys! You did it!!! 🚀 #jelly!". The bottom navigation bar shows icons for home, search, post, and messages.

What's the Deal?

You get

- The ability to (indirectly) interact with other people by performing a small set of actions on content (Post, Like, Rate, Comment, Tag, Share)
- A feed

in exchange for

- All the aforementioned problems

Why?

“... in a country anchored by democratic values and fear of tyranny derived from breaching individual civil liberties, why does the free market today offer no real alternative to the exchange of free use of social media for pervasive surveillance?”

- [The Antitrust Case Against Facebook](#)

How Can We Have a More Trustworthy Internet?

Principles of Trust

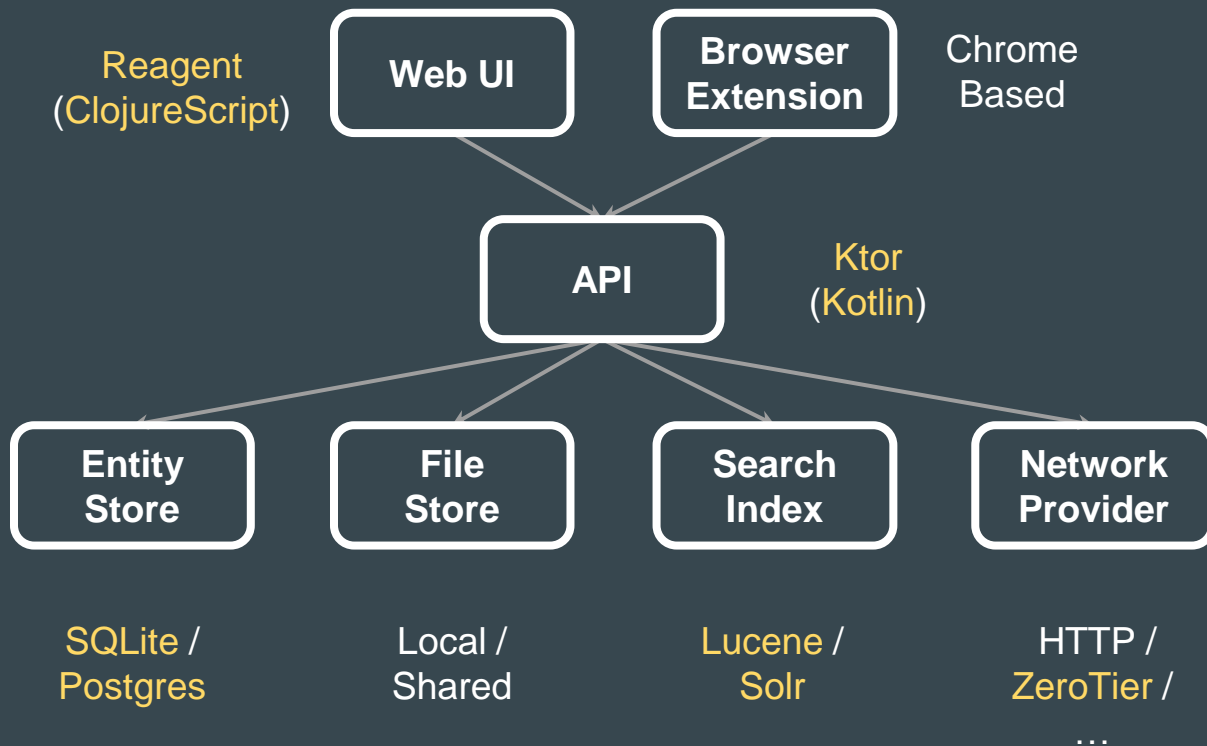
- *Transparency*
- *Accountability*
- *Personal Control*
- *Security*

Principles of Trust

- **Transparency:** Closed source, for profit model minimizes this.
- **Accountability:** Closed source, for profit model minimizes this.
- **Personal Control:** Closed source, for profit model minimizes this.
- **Security:** For profit means your information will be sold.
- Strongly suggests a free, open source, distributed software model

Demo

Simplified Architecture



(Database) Facts

[**authorityId**, **entityId**, **attribute**, **value**, **operation**, **transactionId**]

Who is asserting
the fact

What the fact is
referring to (hash)

Property being
referred to (URI)

Value of the
attribute
(ByteArray)

Asserting or
retracting?

Id of signed
transaction the fact is
packaged in

How does this help?

- **Information Silos:** Your data goes wherever you want
- **The Attention Economy:** No advertising. No incentive to keep your attention.
- **Privacy abuse:** Your data is yours. You should share it only with those you trust.
- **Corporate concentration of wealth / power:** You can move away.
- **Misinformation:** Information provenance supports accountability
- **Polarization:** Less incentive to share negative emotion
- **Stifled Innovation:** Anybody can contribute
- **Bots:** Practically impossible with social friction and accountability

What does OpenCola not Address?

- **Information Bubbles:** These are natural, and have always existed, we just have been less aware of them. It's a people problem, not a technical problem

What We're Thinking About:

- Visibility beyond direct peers
- Mirroring existing social activity via the extension
- Bulk data importers from existing sites
- Managing Identity
- Mobile app
- Specialized recommenders using generalized data (YouTube, Amazon, ...)
- Publishers vs. Consumers
- Leveraging network to enable trust algorithms
- Application / Recommendation ecosystem
- Search Filters (to support custom feeds)

OK, Now What?

- Trying to solve a problem worth solving, even if we make no money
- We're a non-profit, public good company
- Not looking for VC funding
- Want to work with other smart, cool people
- Looking for debate, collaboration, ideas
- Specifically interested in
 - Alternative NetworkProviders (thinking about Tor)
 - Transient / “dead drop” storage to address P2P challenges
- Reach me at: john.midgley@opencola.io