

How I misunderstood an aspect of Indieweb

If the indieweb sites were not syndicating to Twitter, would it be possible to collect the posts based on hashtags with - for example - Google?

During the Indiewebcamp 2014/UK^[1] I've tried to raise one of the concerns I have with the decentralization: the problem of discover-ability. The reaction was that indie web is The web itself; use the search engines.

A long, long time ago the web was truly decentralized. Lots of small, individual sites, pretty dumb search engines (we're talking ~1999), no social networks, at max some incredibly hard to use forums.

During these years accidentally bumping into interesting topics was not easy. Finding things to read were pretty much limited to :

- some link-collector-sites,
- webrings^[2],
- banner exchange^[3],
- lots of effort using old search engines, like Altavista^[4] *which was doing pretty OK until the porn industry realized the potential in search engines,*
- and by following lots of links.

Indieweb is not the same as what Tumblr told recently (an aim to bring back the diverse, colourful, happy web^[5]). The main goal it to own your content, to have the original copy of all reactions. Reply? I'll reply with my own site, you'll get a ping. I like your content? I push a like via my own site, ping yours, yay! Everyone is happy. Don't get me wrong; this is probably the most important goal we can have today.

As usual, there are overlaps with other aims and goals, like ind.ie^[6], whereas some would even want to get rid of the evil silos with their corporate surveillance^[7], with their user-abandoning behaviour^[8]. And for a little while, I thought, this was part of the indieweb plan from the beginning, but I was wrong.

Most of the "collecting" type works were demoted by searching for hashtags on Twitter. Twitter is a silo, a closed little world which we want to get away from, is it not? Apparently, this is where I was mistaken. *And it is a shame that Twitter did not realize the potential of becoming the real-time web^[9] and going facebookish instead.*

I was told that to search Indieweb is to search the web; it is the web, isn't it? But the web is not ready for this. It might never be. I've read entries I would never have searched for, just by seeing the title on WordPress.com^[10], by browsing the recommended articles. If I intentionally had to look for these, I would never even thought of them. If the indieweb sites were not syndicating to Twitter, would it be possible to collect the posts based on hashtags with - for example - Google?

No, it would not.

We need silos - until someone comes up with an alternative.

Links

1. <http://indiewebcamp.com/2014/UK>
2. <https://en.wikipedia.org/wiki/Webring>
3. https://en.wikipedia.org/wiki/Link_exchange
4. <https://en.wikipedia.org/wiki/AltaVista>
5. <http://www.theverge.com/2014/5/6/5684212/tumblr-declares-war-on-the-internets-identity-crisis>
6. <https://ind.ie>
7. <https://aralbalkan.com/notes/spyware-2.0/>
8. <http://indiewebcamp.com/site-deaths>
9. <http://daltoncaldwell.com/what-twitter-could-have-been>
10. <http://wordpress.com>

Created by Peter Molnar <mail@petermolnar.net>, published at 2014-09-11 07:30 UTC, last modified at 2021-10-31 15:50 UTC , to canonical URL <https://petermolnar.net/article/how-i-misunderstood-an-aspect-of-indieweb/> , licensed under CC-BY-4.0 .