

# DissoLving GAFAM, a bit at a time

*“We need to re-decentralise the web” @TimBl, 2014*

*“You are never too small to make a difference”  
Greta Thunberg, 2018, Cattowice*

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## Situation 2018

- a few huge IT monopolies
- ever growing complexity and bloat
- 90% sheep-like consumers without any clue what goes on ('magic')
- few decision makers, many consumers
- no voice

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## Core Problems with those monopolies

- they are very unlike you, i.e. your goals aren't theirs
- you are a monitored, dependant supplicant (TOS!)
- volatility of service, not reliable nor responsible
- you won't learn a thing but rather be conditioned
- minorities are easy marginalised or suffocated

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## Interlude I: Conways Law (1968)

- a (software) system mirrors the organisation that produces it
- gives an ironic taste to 'lean web' by the giants
- failure guaranteed, lean has no stakeholder
- that's exactly what happened so far ('Website obesity crisis')
- Parkinsons law: administrations ever only grow

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## Interlude II: Hammer finds Nail

- e.g. Paul Watzlawick, Eric Evans (Domain Driven Design) or Don Norman (Design of Everyday Things) find that
- technologists find solutions just in their field
- experts increase complexity
- solutions outside are notoriously overlooked
- differences are precious

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# Response

- self-serve, DIY or use products of peers, flee premium cyber
- <http://indieweb.org/POSSE>
- learn the mechanics of what you use
- try to balance relations
- spread the word

I do microblog with [mro.name/shaarligo](https://mro.name/shaarligo), thoughts appreciated.

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# Addendum I: Simplicity & Empowerment

indieweb.org, self-hosting, solid, libre software (fsfe.org),  
'lean software' (N. Wirth, 1995), suckless.org, 'a domain of ones  
own', vernacular web, pinboard.in, 'complexity is killing us',  
'website obesity crisis' (2015)

just to name a few.

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# Addendum II: Self-hosting

The 4 essential 'easies', inspired by the freedoms of software:

- easy to use
- easy to host and operate
- easy to inspect, audit, monitor
- easy to exchange

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