

Cruising the **AT**mosphere Together

@bnewbold.net / Bluesky



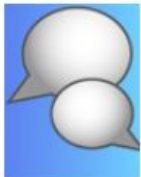


Bluesky, PBC

"develop and drive large-scale adoption of technologies for open and decentralized public conversation"



Masnick's Impossibility Theorem: Content Moderation At Scale Is Impossible To Do Well



Say That Again

from the *a-little-philosophy* dept

Wed, Nov 20th 2019 09:31am - **Mike Masnick**

As some people know, I've spent a fair bit of time st...
work on endogenous growth theory and information...
on the economics of innovation in a digital age. How...
for what's generally referred to as **Arrow's Impossi**...
most succinctly (if not entirely accurately) as arguin...
adequately reflect the will of the public. No matter w...
some inherent unfairness built into it. The Wikipedia summary (link...
want to explore it in more detail, I'd recommend this **short descrip**



KNIGHT
FIRST AMENDMENT
INSTITUTE at
COLUMBIA UNIVERSITY



Issues ▾

Litigation

Research

ESSAYS AND SCHOLARSHIP

Protocols, Not Platforms: A Technological Approach to Free Speech

Altering the internet's economic and digital infrastructure to promote free speech

BY **MIKE MASNICK**
AUGUST 21, 2019

The social media trap

Users are locked in, developers are locked out

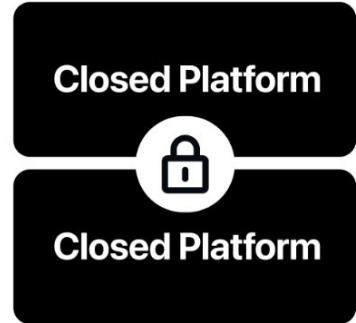
Users are locked into one experience

- Frustrated with moderation policies
- Tired of ad-driven feeds
- Dependent on algorithms as content creators

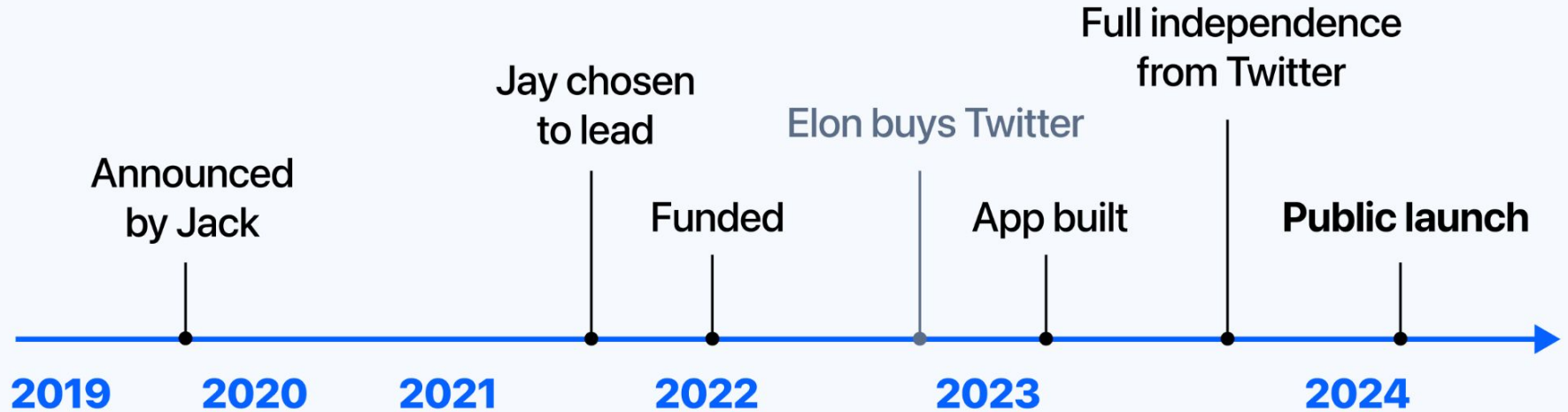
And developers can't change it

They've been locked out of the ecosystems they helped build. Social APIs are more closed now than they've ever been.

Tweetdeck
BlockParty
Zynga



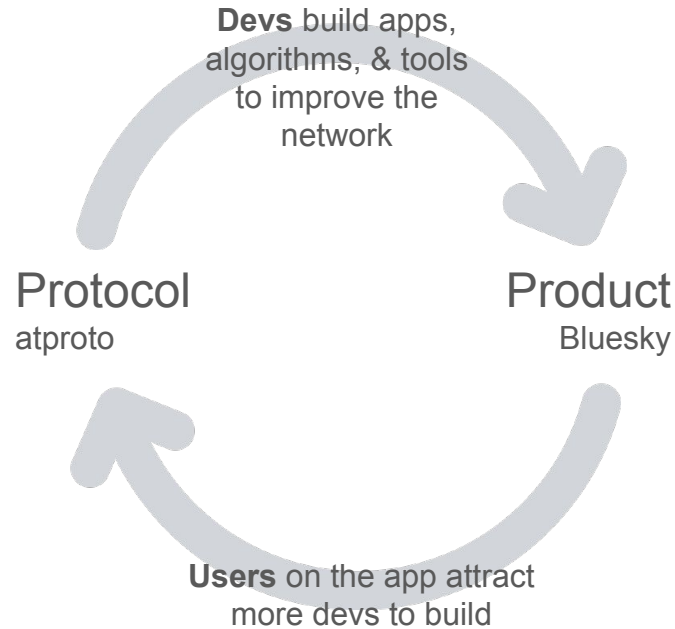
Bluesky was started to build a protocol Twitter could run on, **at scale**, making social an **open platform** again



Bluesky in Summer 2024

- ~20 core staff (remote, USA+EU), ~20 person moderation team
- \$13mil R&D contract from Twitter, additional VC funding
- 6 million accounts in network, 500k daily-active-users

Protocol / Product Co-Development



Protocol Values

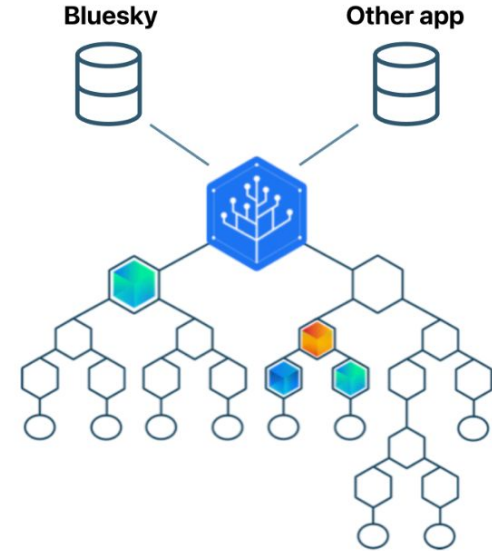
and Value Proposition

1. Own your Identity and Data
2. Algorithmic Choice
3. Composable Multi-Party Moderation
4. Open/Libre Protocol
5. Credible Exit
6. Foundation for New Apps

Users own their data and their identities



Your handle can be a domain you own, that travels with you across apps



Your data lives in a repository that can be moved between providers

A marketplace of algorithms

50K+ custom, third-party feeds

Gives users control



Katie
Custom feeds might be one of the best features that any social media has to offer right now. When they were first getting pitched I felt like it was easy to undervalue them, but I can't imagine NOT having them. Other sites where I don't have them feel like something is missing.

10 31 164

Helps communities form



Science

by @bosset.social

A curated feed from Bluesky professional scientists, science communicators, and photographers.



Tony
Holy forking shirtballs.

I really should have known better than to summon fountain pen BlueSky before I went to sleep.

1 28

Lets developers experiment



Quiet Posters

by @why.bsky.team

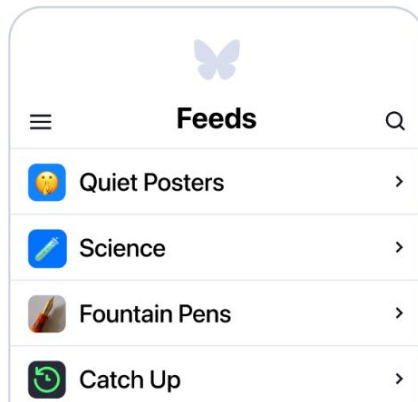
Posts from your quieter follows



Catch Up

by @skyfeed.xyz

Most popular posts from the last 24 hours



Feeds

- Quiet Posters
- Science
- Fountain Pens
- Catch Up

Community-driven moderation

100+ independent moderation services

Stackable services let you select the moderators you trust

Report post

To whom would you like to send this report?



Bluesky Moderation Service

@moderation.bsky.app

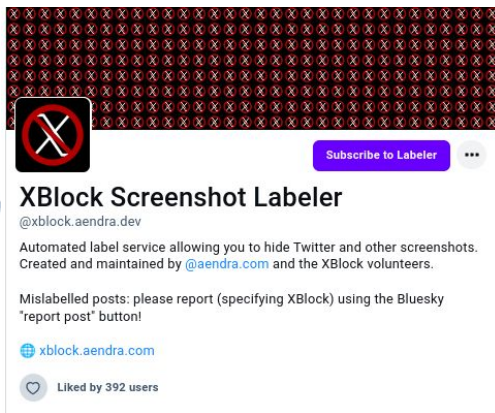


XBlock

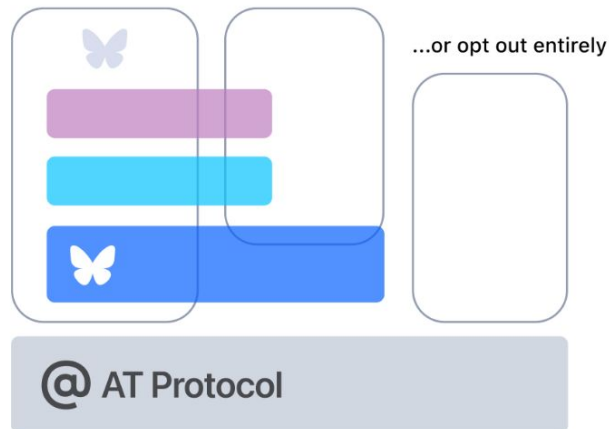
@xblock.aendra.dev

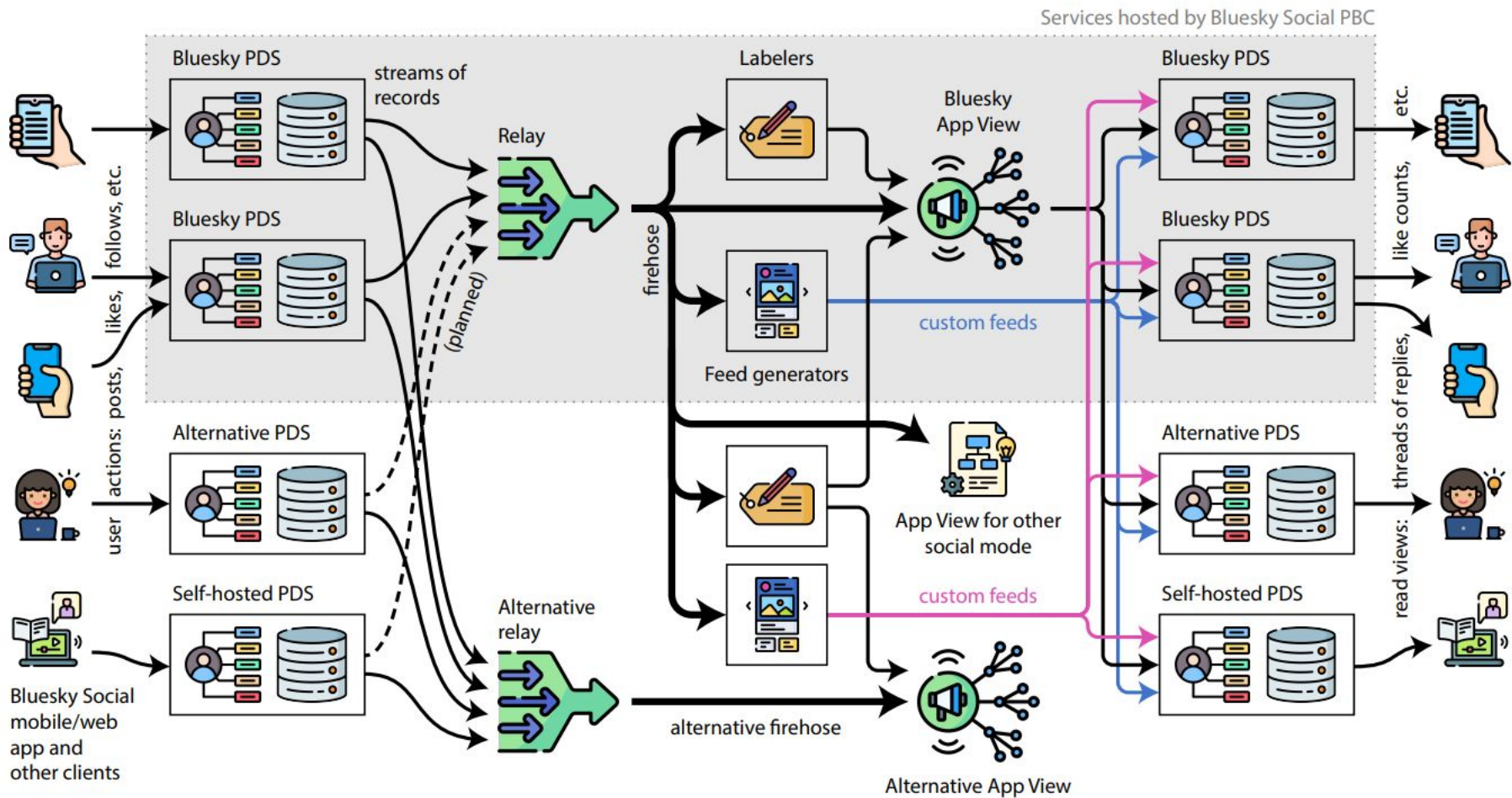
To create your perfect experience

- Hide "Rude" posts
- Hide spoilers
- Hide screenshots from Twitter
- Hide pictures of spiders



A composable architecture lets other apps build on top of Bluesky's moderation...





Open/Libre Protocol

Bluesky and the AT Protocol: Usable Decentralized Social Media

Martin Kleppmann
martin.kleppmann@est.cam.ac.uk
University of Cambridge
Cambridge, UK

Paul Frazee
Jake Gold
Jay Graber
Daniel Holmgren
Bluesky Social PBC
United States

Devin Ivy
Jeromy Johnson
Bryan Newbold
Jaz Volpert
Bluesky Social PBC
United States

Specs

AT Protocol

Data Model

Lexicon

Cryptography

Repository

Label

HTTP API (XRPC)

Event Stream

DID

Handle

NSID

Record Key

URI Scheme

atproto Public

Social networking technology created by Bluesky

TypeScript 5.8k 412

social-app Public

The Bluesky Social application for Web, iOS, and Android

TypeScript 7.2k 956

atproto-website Public

JavaScript 215 138

feed-generator Public

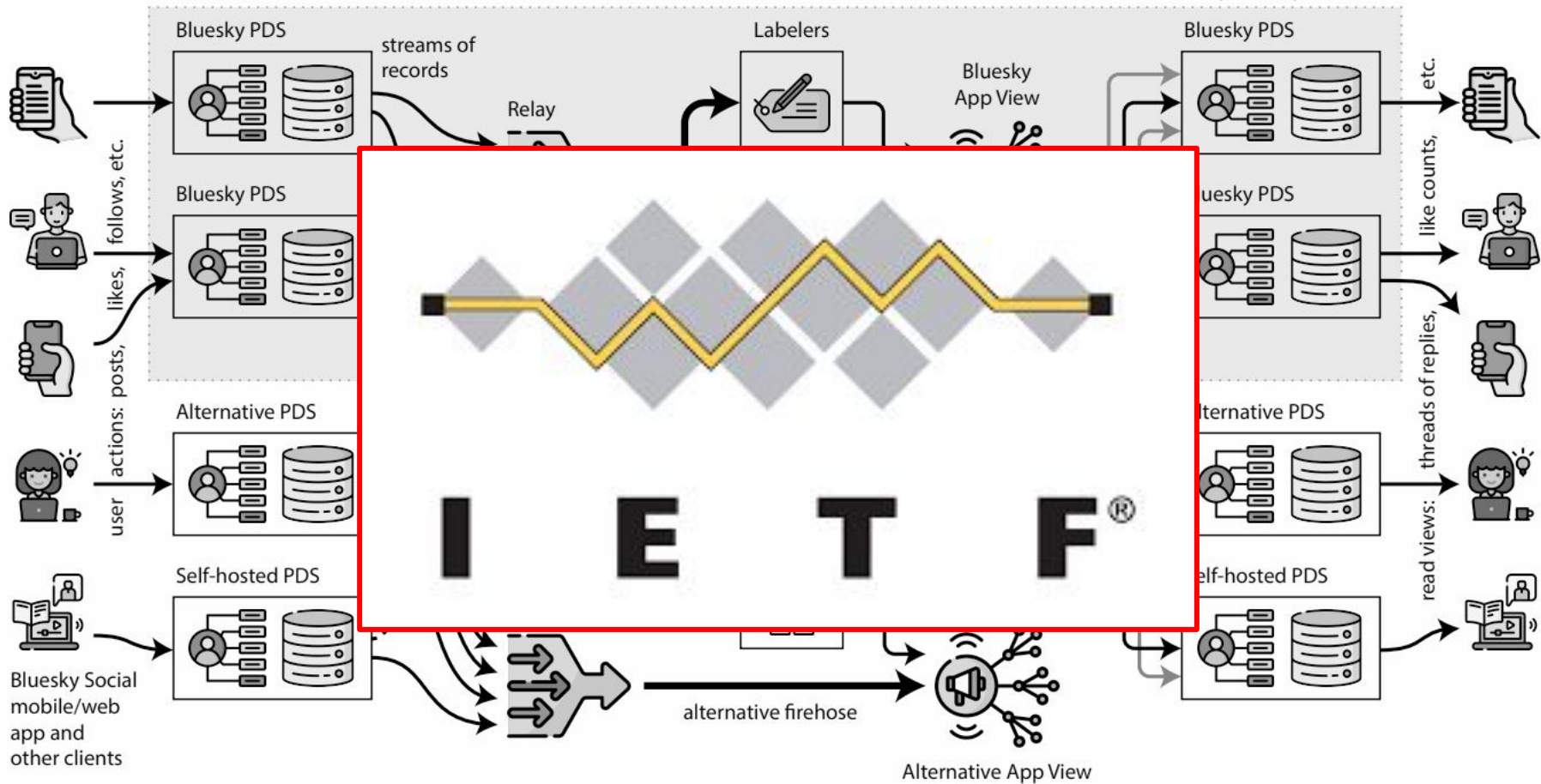
ATProto Feed Generator Starter Kit

TypeScript 849 305

mobile/web
app and
other clients

alternative firehose

Alternative App View



Bluesky handles directory

[Top](#) | [Countries](#) | [Generic](#) | [PDSes](#) | [Fediverse](#) 🌟

Independent PDSes

Total PDSes: 235

Accounts: 5408

Accounts are only included if they're visible on bsky.app and only if they have made at least one post (except accounts bridged from the Fediverse).

#	Host	Accounts
1	atproto.brid.gy	5064
2	gear.blue	5
3	unbnd.net	5
4	bsky.pink	4
5	mraow.party	4
6	nmatsui.com ⚠️	4
7	steppr.blue	1

Credible Exit



bryan newbold

@bnewbold.net



have an extra relay running at 'relay-ovh.demo.bsky.dev'. it is currently crawling/relaying the vast majority of the network, and should respond to crawl requests.

\$153/month bare metal instance

Jul 11, 2024 at 12:26 AM



77



14



Reply


[Read 2 replies on Bluesky](#)

Broad Spectrum of Dev Projects

1. HTTP API Clients
2. Existing Service APIs
3. Public Data Firehose
4. App Integrations
5. New App Modalities
6. Modular Components

HTTP API Clients


as simple as a platform API, but locked-open



deck.blue

Web client for Bluesky

favorite client




Bluesky, like you've never seen it before.

Graysky

iOS and Android client for Bluesky


favorite open-source client



Klearsky

Web client for Bluesky


favorite open-source client



SkyFeed

Web client for Bluesky

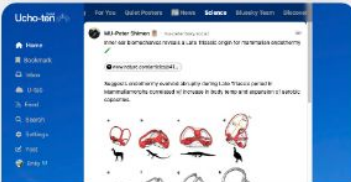
favorite open-source client custom feed



Tokimeki

Web client for Bluesky


favorite client



Ucho-ten

Web client for Bluesky

favorite client




berduck
@berduck.deepfates.com

As a supintelligent rubba duck 🦆, I'm hewe to hep peopl by weadin their thoughts and feewins...

Jun 17, 2023 at 8:31 PM

1 Reply

[View on Bluesky](#)



nyt-first-said context
@nyt-said-where.bsky.social

"...ty, in the memorable words of the late-night host Seth Meyers, "Flaco shawshanked out of that cage." occurred in:


<https://www.nytimes.com/2024/02/02/nyregion/flaco-outlaw-kakutani.html>

Feb 3, 2024 at 11:31 PM

Reply

[View on Bluesky](#)

Public Data Firehose

 SkyGraph
@skygraph.art

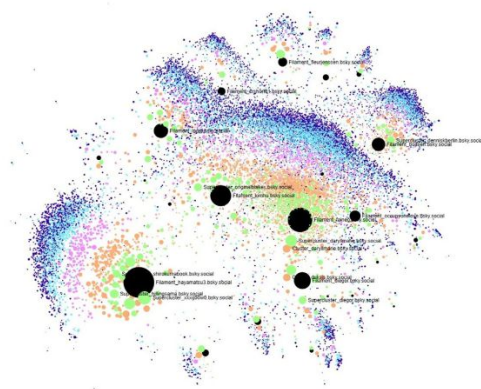
Meet [skygraph.art](#)

The Universe of Communities.

Here nodes are not users but entire communities. Each node has a "leader" as part of it's name - the most socially active shitposter of the community.

For more details, see "Show Legend".


Kudos to [@jaz.bsky.social](#) for the Atlas visualisation code.



Apr 25, 2024 at 5:43 PM

👍 127 🗨️ 43 🗨️ Reply

[Read 7 replies on Bluesky](#)

 Firesky ①

Patrick Cosmos
(5208) @veryimportant.lawyer

hardcore show tomorrow has five bands

[image:a grainy photo of cm punk bloody and insane saying "I'm hurt and I'm old and I'm..."]

Gabriel S. Jacobs
(705) @gsjphd.bsky.social

there's plenty of pro-Palestine protests that do. it's not super hard, but some just don't

credit still to those who do. there must be a strong line drawn between those who actually

OmegaDoesThings
(11) @agentomega.bsky.social

I'd put money on "Lay-Z-Boy"

(Pun absolutely intentional)

Nich Hills
(83) @nichhills.bsky.social

Eleven is terrible. 4.5 is still awful.

By way of comparison, in Australian infant mortality dropped 2.6% in 2022, to 2.8 per thousand

#450

Paul and Linda McCartney, 'Ram' (full album playlist)

www.youtube.com/watch?v=7ppN...

https://www.youtube.com/watch?v=7ppNnQ-sEG&list=PLJBNO_2F3argG3INTJpgXxhL...

Pickle Tiedrich
(1082) @prettylittakemachine.is-extremely.gay

reminds me of the 'have you seen this man in your dreams?' image that circulated a de

mia
(309) @mialingem.bsky.social

https://media.tenor.com/AmuTmhC_h40AAAAC/running-hopping.gif?hh=373&ww=4...

DJ Upptagetton
(527) @elinhansson.bsky.social

Wtf???

Chance Shirley
(96) @crewless.bsky.social

But he has to be president again. Otherwise he might be held accountable for a crime

Bailey McCann
(849) @baileymcc.bsky.social

The thing is these are exactly talking points that all of my conservative relatives would

dumb genius/smart idiot
(365) @andrew.mcguiregis.com

It is saf~er~ but I still wouldn't call it safe.

I can think of at least twice in my career I was probably concussed, and I played a relative

Yaniv Carmel
(201) @yanivc.bsky.social

מימים באף זה אחד הדברים השנואים עלי, אני לא יכול לדמיין שמישהו יעשה את זה מרצון...

Genderflux Superfluid
(842) @rewhan.bsky.social

(Basically I'm accusing ChatGPT of using the telemetry data they got from leasing their

Pizuki ▲ ▲ ▲
(82) @pisuke85.bsky.social

Green m'a fait découvrir le jeu "Magical Hat" sur Megadrive. Après visionnage de quelques

[image:Magical Hat anime まじがるハット]

Christl 🙄
(684) @christl.bsky.social

Das glaub ich Dir gerne 🙄

Am Abgrund stehend schon heftig ohne Hundeleine um den Bauch 🙄

Integrations and Bridges



learn more, please reach out at emily@blueskyweb.xyz. If you're a developer looking to get started building on Bluesky, here's a link to [documentation](#).

Finally, here's a link to Bluesky's official [press FAQ](#).

Thank you to [Dylan Freedman](#), [Dana Cassidy](#), and [Chris Painter](#) for thoughtful feedback on this post!

379 likes 117 reposts 21 replies

Comments

Reply on Bluesky [here](#) to join the conversation.

Monica Rose @monicarose.ca

such a good post!

0 0 4

The stars are just old lights, I can see them falling down @oldlights.bsky.social

I'm not hopeful. Politicos haven't migrated in any real quantities, and while journalists and news agencies are increasingly swarming to BSKY, their prey remains on Twitter.

1 0 2

bluesky tobacconist @nomoretwitter.bsky.social

Also, many people have migrated here to get away from the yuck that election coverage brings. Becoming emotionally invested in foreign elections is not worth it

1 0 1

The stars are just old lights, I can see them falling down @oldlights.bsky.social

2024 is going to be noisy enough wherever we live, but yes. It is not



B I [Rich text formatting icons]

[Rich text formatting icons]

Very exciting to use my existing PDS account to blog!

!cherry blossomes in seattle, 2023](https://morel.us-east.host.bsky.network/xrpc/com.atproto.sync.getBlob?did=did:plc:44ybard66vv44zksje25o7dz&cid=bafrkregglycdtiqtnpsdrwhzypfknea4y63r4qkqhigtu2nlrzpm7xhey)

And very impressive that the whtwnsd devs have gotten this working. Having atproto act as a foundation for apps was a big design goal for the protocol, but we haven't had a chance to document or explore the opportunities yet. It is a lot of work to figure out how everything fits together.

New App Modalities

Very exciting to use my existing PDS account to blog!



And very impressive that the whtwnsd devs have gotten this working. Having atproto was a big design goal for the protocol, but we haven't had a chance to document or explore the opportunities yet. It is a lot of work to figure out how everything fits together.

Protocol Modularity

Take What Works!

Be Pragmatic!

Experiment!

Protocol Structure

Identity: account control is rooted in stable DID identifiers, which can be rapidly resolved to determine the current service provider location and Cryptographic keys associated with the account. Handles provide a more human-recognizable and mutable identifier for accounts.

Data: public content is stored in content-addressed and cryptographically verifiable Repositories. Data records and network messages all conform to a unified Data Model (IPLD, with CBOR and JSON representations). Labels are a separate lightweight form of metadata, individually signed and distributed outside repositories.

Network: HTTP client-server and server-server APIs are described with Lexicons, as are WebSocket Event Streams. Individual records can be referenced across the network by AT URI. A Personal Data Server (PDS) acts as an account's trusted agent in the network, routes client network requests, and hosts repositories. A relay (previously referred to as a Big Graph Service, or BGS) crawls many repositories and outputs a unified event firehose.

Application: APIs and record schemas for applications built on atproto are specified in Lexicons, which are referenced by Namespaced Identifiers (NSIDs). Application-specific aggregations (such as search) are provided by an Application View (App View) service. Clients can include mobile apps, desktop software, or web interfaces.

Let's Talk About Money

Bluesky, PBC

- Domain/Handle Registrations
- Subscription Model with Rev Share
- VC-funded, focused and frugal

Dev Ecosystem

- Developer Micro-Grants (\$500 / \$1000)
- AWS Credits
- deck.blue (App) and others shooting for full-time stability
- Don't be shy!



The **AT**mosphere

Developers want to build where users are, and users come for the experiences developers have built.

