

Easier to choose when you have no

† † †  
n r e  
i † †  
s e v



## Easy to choose when you have no alternatives...

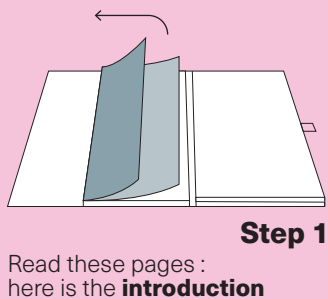
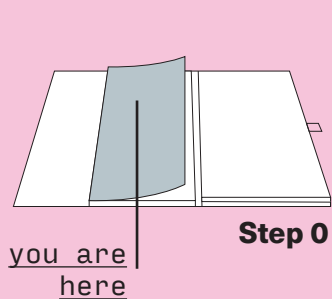
The cool thing about alternative is that it gives you a choice and who doesn't like possibilities?

This book is an investigative atlas of the possibilities offered by alternative social media and wants to tell them through data visualizations.

Today you can choose how to start having that data told to you. In real life there is kind of a big difference if I tell you who I am or if others describes me. Don't you think so ? With data is the same and today you have the possibility to decide where to start. Do you want social media alternatives to describe themselves first or do you prefer other users to describe them for you? .

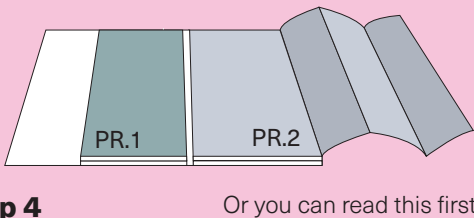
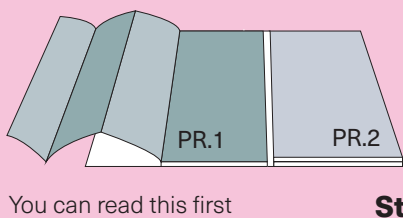
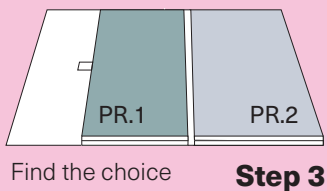
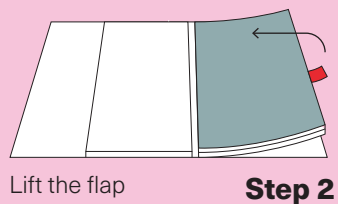
It's up to you (:

How to use:



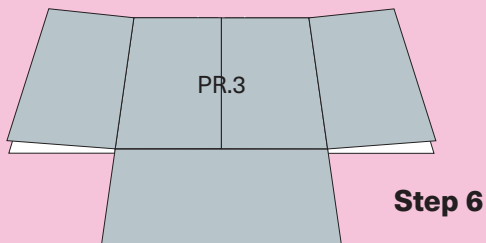
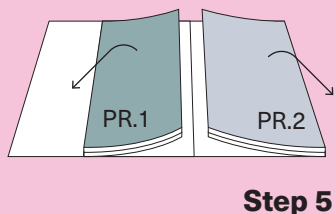
Choose from:

PROCOL ONE (PR.1) "I TELL YOU WHO I AM" or  
 PROTOCOL TWO (PR.2) "THEY TELL YOU WHO I AM"



Good! After you've read both of the protocols, you are ready for the last part!

PROTOCOL THREE (PR.3) "ME OVER TIME"



Enjoooooy.

# introduction

How many times have you found yourself scrolling through your instagram feed? How many life-saving notifications of forgotten birthdays do you get on Facebook? How many likes have you put on strangers on twitter? The screens of our phones are populated by the big social media that, with their sheer numbers, seem to leave no room for alternatives. Choosing what to download from our App Store becomes easy when we don't know anything else.

The vast panorama of social media instead, includes within it all those social media called alternative because they offer an option to precise issues. Whether we talk about censorship, privacy policies, free speech or the latest dating platform, you can find a huge amount of social media where all these themes are discussed.

These platforms came about as a result of different needs to break away from the mainstream ones. In this book they were mapped in order to understand their behaviour and their values. To do so, three protocols were created: the first one with an auto description and the second one with a description based on reviews. In the third protocol we have tried to depict temporal patterns between the alternative social media.

it's

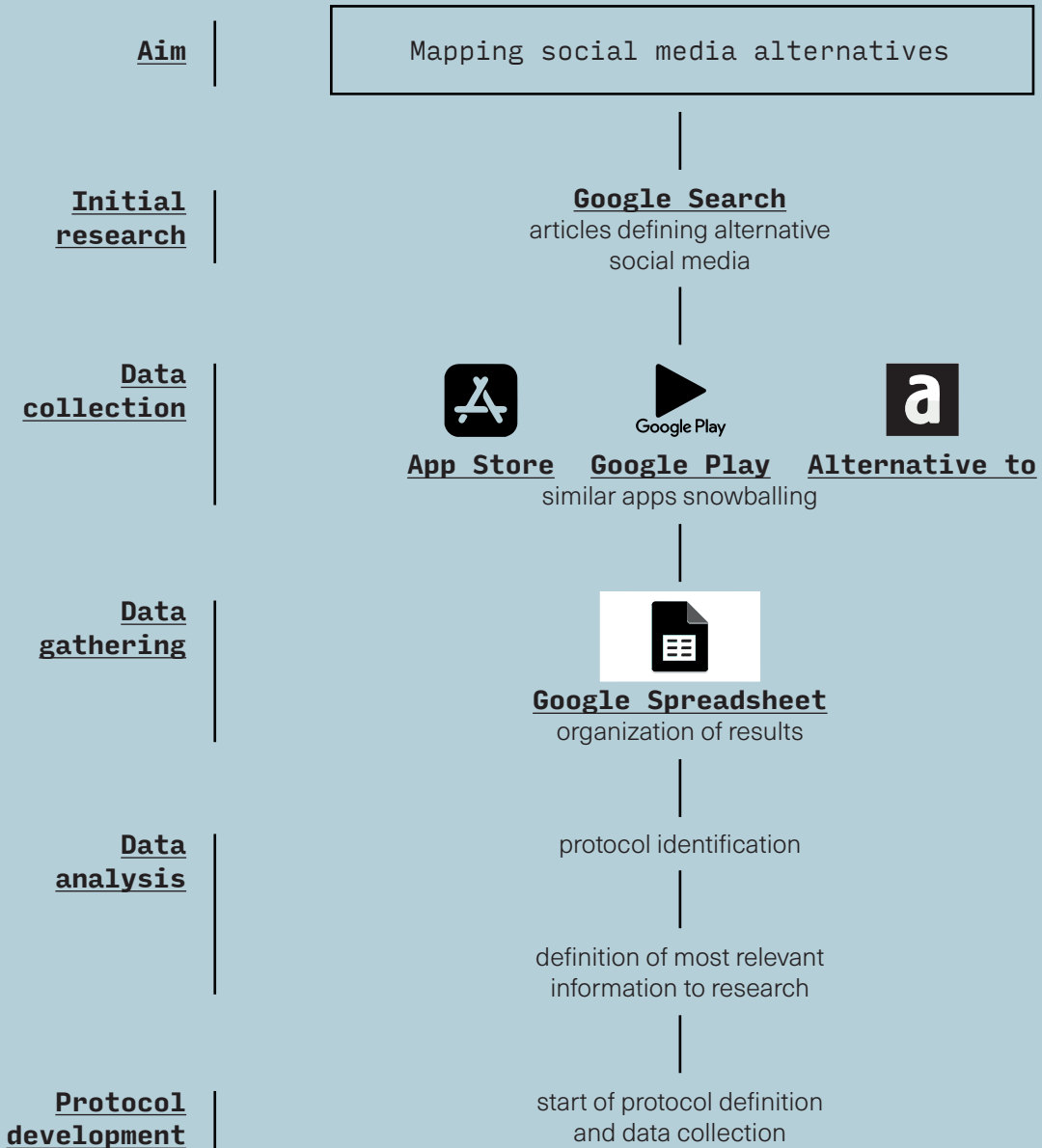
---

up  
to

---

you

# diagram



# this

I tell you who i am

---

0

r

---

they tell you who i am  
that



protocol 1



# intro

## Which are the themes related to alternative social media according to their self definition?

The first protocol is based on the auto representation made by each mapped alternative social media. The focus is set completely on the payoffs-descriptions found on the networks' webpages.

From each payoff, a series of keywords has been extracted and collected. Later from their analysis, ten macro themes have been identified and the related keywords have been grouped to provide a specific list of expressions used to describe a theme.

Findings highlight specificity about discourses, techniques and ways used by social media to auto depict themselves.

On your right the final dataset for the first protocol which consists of the most characteristic keywords for each payoff from which most relevant themes were extracted.

dataset

## 20 Things

feel like sharing, online  
scrapbook

## 2nd1st

(vs) cancel culture, free  
speech, free thought

## 4Chan

variety of topics, no  
account, community

## 500px

no fads, just great  
photography

## Aether

peer-to-peer, ephemeral,  
open source, self governing  
community, auditable  
moderation

## Altensored

(vs) censor, unbiased  
community catalog, (vs)  
limited state, removed, self  
censored videos, youtube

## Badoo

honestly; all backgrounds,  
democratise dating,  
empower authentically

## BeReal

friends for real, random  
time, simultaneously, daily  
life

## BitChute

peer-to-peer, creators first,  
flourish - express ideas  
freely

## Briar

secure messaging,  
anywhere, freedom of  
expression and association,  
right to privacy, peer-to-  
peer, freenet

## Bumble

challenge rules, empower  
users to connect, women  
first move, outdated  
gender norms, kindness  
and respect, safe, new  
relationships

## Caffeine

safe space, users  
accountable, belonging,  
free to create, live social  
broadcasting

## Chtrr.co

politically unbiased

## CloutHub

social - civic - political  
networking, empower  
members, issues they care  
about, change the world,  
have their voice heard,  
(vs) click bait, making  
a difference, you can  
trust, (vs) censorship, (vs)  
violating privacy, healthy  
user experience, interaction  
positive, productive

## DeltaChat

telegram, whatsapp, (vs)  
tracking, (vs) central control,  
no need phone number,  
privacy, email server  
network, open source, free  
software, use - see - change  
the software

## Diaspora

decentralization, freedom,  
privacy, independent, free  
software, no need real  
identity, you own your data,  
you choose

## DLive

(vs) platform fees, create  
value, empower creators,  
revolutionary rewards  
system, platform ownership  
users, contributions valued,  
revolutionize revenue  
distribution, blockchain  
technology

## Discord

easier to chat everyday and  
meet more often, thematic  
channels, group chat, easy  
to meet, instantly, no call  
needed

## Element

own your conversations,  
secure, independent  
communication, end-to-  
end encrypted, choose,  
ownership and control of  
your data, on premise/  
hosted by us, interoperable,  
easy connectivity, matrix

## Ello

global community, creative  
excellence, build by artists  
for artists, you are not the  
product

## Fadd

what you are doing at  
the exact moment, your  
statuses - replies get  
deleted after 24 hours

## Flote

uncensored self expression,  
members earn crypto  
rewards, meaningful  
connections, (vs) big tech,  
our personal data, (vs)  
censor our speech, steals  
our content, manipulates  
us for monetary gain,  
empowers you to protect  
your identity, broadcast  
openly, easily, value, share  
ideas freely, community

## Feedly

ai, important to you, from  
everywhere, privacy, own  
and control personal  
information, secure space,  
privately organize and  
research topics and trends  
matter to you, optimizing  
your time, (vs) feed that  
mines your attention, twitter

## Friendica

free, open source software  
distributed, interconnected,  
decentralized network  
of independently operated  
servers, compatible,  
developed by different  
people, no corporation,  
bidirectionally, twitter, app,  
net, gnu social

## Gab

free speech, individual  
liberty, free flow of  
information, all are welcome

## Geneva

best way to stay connected,  
more organized than  
groupme, more private than  
facebook, more fun than  
slack

## Gettr

free speech, independent  
thought, (vs) political  
censorship, (vs) cancel  
culture.

## Glimesh

truly real time interactivity,  
speed, blazing chat,  
thriving community, built  
by the community for the

community, increasing  
discoverability for creators,  
open company, fairness,  
transparency, sustainable  
income

## Grindr

world's largest app for gay,  
bi, trans, and queer people,  
location based technology,  
meaningful impact for our  
community, safe space

## Hacker News

interesting for good  
hackers, intellectual  
curiosity

## Hubzilla

connecting free and  
independent communities,  
powerful platform,  
interconnected,  
decentralized identity,  
common webserver,  
technology, true ownership  
of online identity, no  
account on a server

## Ignite

(vs) censorship, can't delete,  
block, moderate, ban but  
not approved offensive  
behaviour, data stored  
forever on a distributed data  
storage

## Jami

freely, privately, peer-to-  
peer, no server, end-to-end  
encryption

## Karma

for good, share positive,  
cool content, no stealing  
and selling your data,  
decentralized, earn

## Keybase

end-to-end encryption,  
secure messaging, private,  
safety

## Known

open source, fully-fledged  
community sites

## KOO

your language

## Launchyoo

designed with you,  
alternative, you are the  
algorithm

## Lbry

open, free and fair network, controlled by participants, no corporation, digital goods

## Lemmy

alternative, interconnected communities, personalized, open-source, reddit, no advertising, no monetizing

## Luxy

minus the poor people, no average, luxury, millionaire, ideal match

## Manyverse

secure messaging, off the grid, your social data, no cloud company, offline, syncs, open source, non commercial, neutral, fair, no ads, no pay wall, no data centers, no cloud, no cookies, no company, no investors, no token, no ico, no blockchain, no tracking, no spying, no analytics, no tedious registration, no premium costs, no annoying notifications, emails, banners

## Mastodon

back in your hands, community owned, no ad, different organizations, twitter, facebook

## Matrix

open network, secure, decentralized, real-time, nonprofit, independent

## Medium

your thinking, nuance, complexity, vital storytelling, vs advertising, substance, authenticity, open platform, trusted

## Mewe

trust, control, love, private, #not4sale, no ads, no spyware, no bs, democracy, privacy, vs big technology, target, track, spy, vs sell our information, feel safe and respected, restore decency, visionary, facebook

## Minds

open conversations, take back control

## Movim

shaped for your community, federates

## Nextdoor

your neighbourhood, give and get help, build real world connections, trust

## Ning

customized community management, social media integration

## Nitter

free, open source, no ads, alternative twitter, privacy

## Okuna

done good

## Open-source-socialnetwork

facebook, instagram and twitter, vs selling your data, your own

## Osp

self-hosted, free, open source

## Owncast

self-hosted

## Parler

speak freely, express yourself openly, no fear of being "deplatformed", privacy

## Peepeth

open, decentralized, immutable, ethereum, blockchain

## PeerTube

take back control, decentralized, free/libre alternative, offer something else, different values

## PixelFed

ethical alternative, vs centralized platform

## Planetary

for humans, not algorithms, decentralized, by and for the people

## Poparazzi

safe, authentic expression, don't break any laws, respect, don't spam, any nudes

## Protoplay

cooperative monetization system, copyright system, free speech, transparent, trust, constant

## Quora

share knowledge, understand

## Rafrtr

omni-channel, reimagines campus communities, engaged, empower, sense of belonging

## Raya

free to express, members, change a life, dynamic, code of conduct, respectful, removal, empower, feel safe

## Reddit

home, authentic human connection

## Rumble

management system

## Saidit

respectful, variety, reddit

## Sayches

engage, today and tomorrow, content

## Scuttlebutt

decentralized, secure, gossip, peer-to-peer, offline

## Session

encrypted, privacy, freedom, vs surveillance

## Signal

unexpected, privacy

## Simply Local

neighbors, safely, important to your neighborhood

## Soundcloud

your journey, your space, your fans, artists, grow

## Steemit

blockchain, decentralized, rewarded

## The League

your time, your preferences, scouting, like-minded people, community, local

## The Lox Club

private, membership, high standard

## Toffee

privately educated

## Tox

vs digital surveillance, free, no ads

## Triller

you do you

## Twitch

take back your data, decentralized, own, earn money

## Vero

vs addiction, total control, personal data, money, vs ads, vs algorithm, creative freedom, collaboration

## Vk

keep up, wherever you are

## VSCO

expression matters, self expression, freedom, vs ads

## WT.Social

non-toxic, vs ads, your data, vs selling data, vs algorithm,

## Yubo

a place for you

## legend

---

Rank of the themes:

1° Freedom of expression and speech

2° Right to privacy

3° Decentralized, p-2-p, blockchain technology

4° Safe and health space

5° Data ownership and management

6° Alternative to:

7° Open source/free software

8° Advertisement

9° Real connection and relationship

10° Free of charge

vs) violating privacy,

more private than

Facebook, (vs) ads description by negation

variety, **you** do **you**,

**your** thinking, **your**

data, **their** pronouns to involve the users

keyword, keyword repeted 8 times in the payoffs

keyword, 6 repetitions

keyword, 5 repetitions

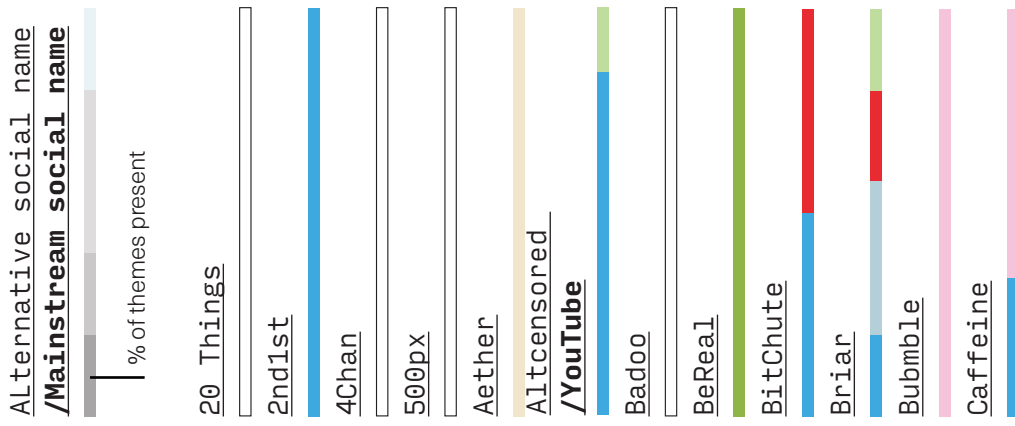
keyword, 4 repetitions

keyword, 3 repetitions

keyword, 2 repetitions

keyword 1 repetition

Theme name colour assigned to the theme

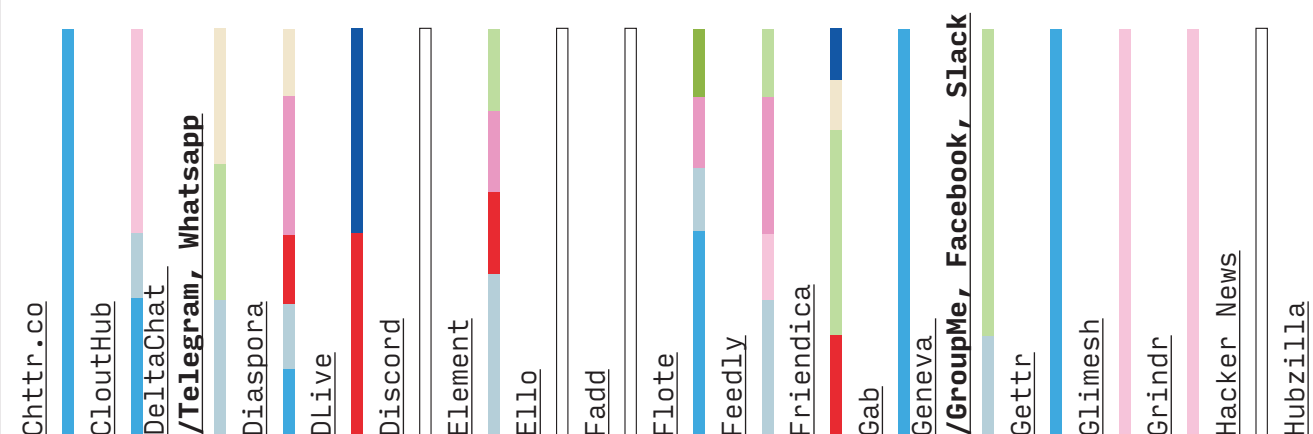


free speech, freedom, (vs) cancel culture, (vs) censorship, (vs) censor, (vs) censor **our** speech, (vs) limited state/removed/self-censored videos, (vs) politically censorship, a place for **you, we** can't delete/moderate/block/ban, complexity, connecting free and independent community, creative freedom, democracy, express **yourself** openly, expression matters, flourish, express their ideas freely, free flow of information, free thought, free to create, free to express, freedom of expression and association, have **their** voices heard, individual liberty, (vs) fear of being deplatformed, nuance, open conversation, politically unbiased, self-expression, share ideas freely, speak freely, unbiased community catalog, uncensored self-expression, variety, **you do you, your** thinking, (vs) discriminating against political ideology, open conversation, honest global conversation

## Freedom of expression and speech

### 1st Finding

Top themes emerged from the keywords extracted from social medias' payoffs. For each themes the related expressions used.



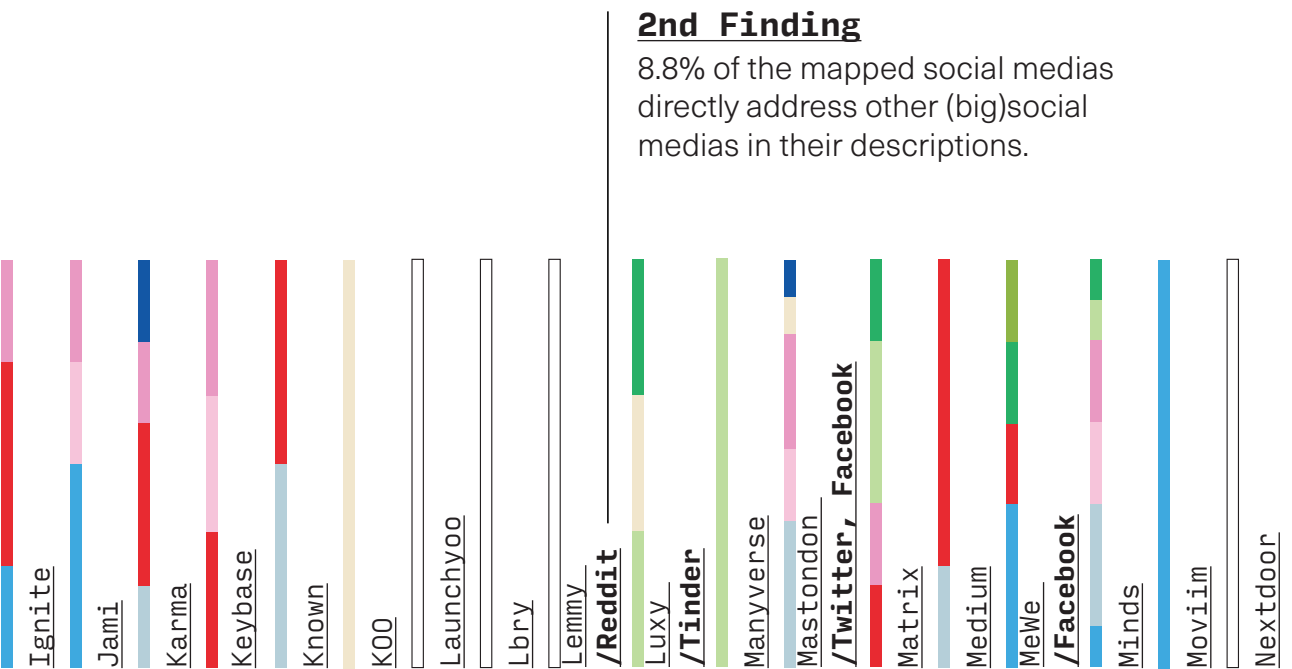


privacy, (vs) spying, secure, secure messaging, (vs) tracking, private, **our** privacy, (vs) digital surveillance, (vs) surveillance, (vs) violating privacy, empowers **you** to protect **your** identity, more private than Facebook, (vs) analytics, own **your** conversation, privately, privately organized, right to privacy, target

Right to privacy

decentralized, peer to peer, end-to-end encryption, interconnected, (vs) decentralized platform, blockchain, blockchain technology, common webserver technology, community owned, decentralization, decentralized identity, decentralized network of independent operated servers, distributed, ethereum blockchain, immutable, independent, self-hosted

**Decentralized, p-2-p, blockchain technology**



feel safe, respect, respectful, safe, safe space, (vs) addiction, (vs) clickbait, (vs) feed that mines **your** attention, code of conduct, don't break any laws, fair, fairness, for humans not algorithms, healthy user experience, interaction positive, kindness and respect, love, neutral, non-toxic, not approved offensive behavior, safely, share positive, users accountable

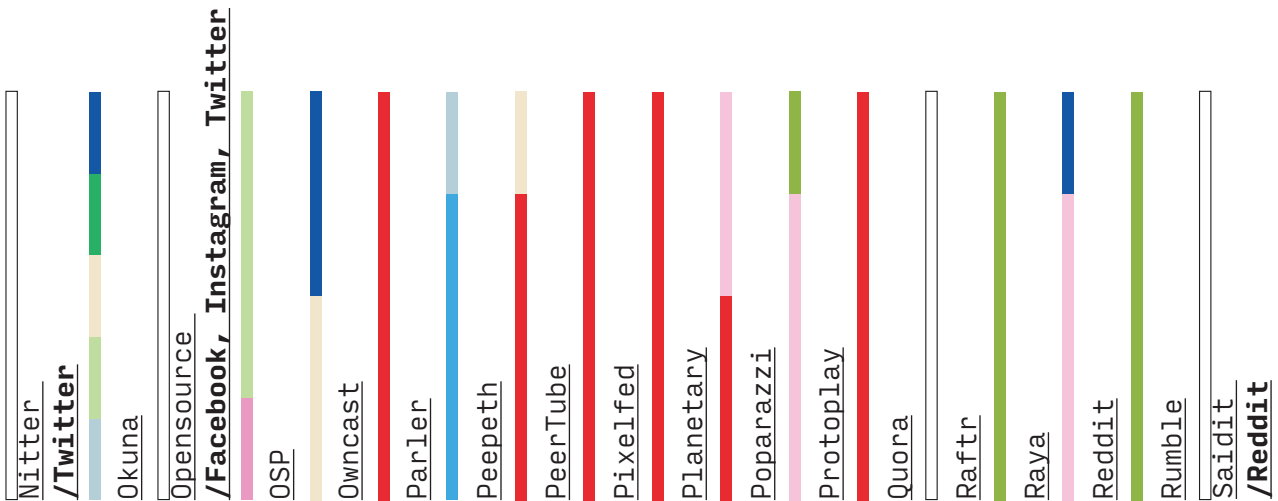
## Safe and health space

(vs) selling **your** data, (vs) sell **our** information, (vs) selling data, back in your hands, data stored forever on a distributed data source, independent, (vs) cookies, (vs) data centers, (vs) stealing **your** data, not for sale, **our** personal data, own and control personal information, ownership and control of **your** data, your personal data, secure space, take back **your** data, true ownership of online identity, **you own your** data, **your** data, **your** social data

## Data ownership and management

### 3rd Finding

Some social medias often require the use of personal pronouns to address their future users.



Twitter, Facebook, Reddit, App.net, Freenet, Gnu social, GroupMe, Instagram, Matrix, Slack, Telegram, Whatsapp, Youtube, Diaspora, Hubzilla, Tinder

Alternative to:

open source, free software, open, open network, open platform

Open source/free software

(vs) ads, (vs) advertising

Advertisement

authentic expression, authentic human connection, authenticity, build real-world connection, **your** friends for real, meaningful connection, sense of belonging

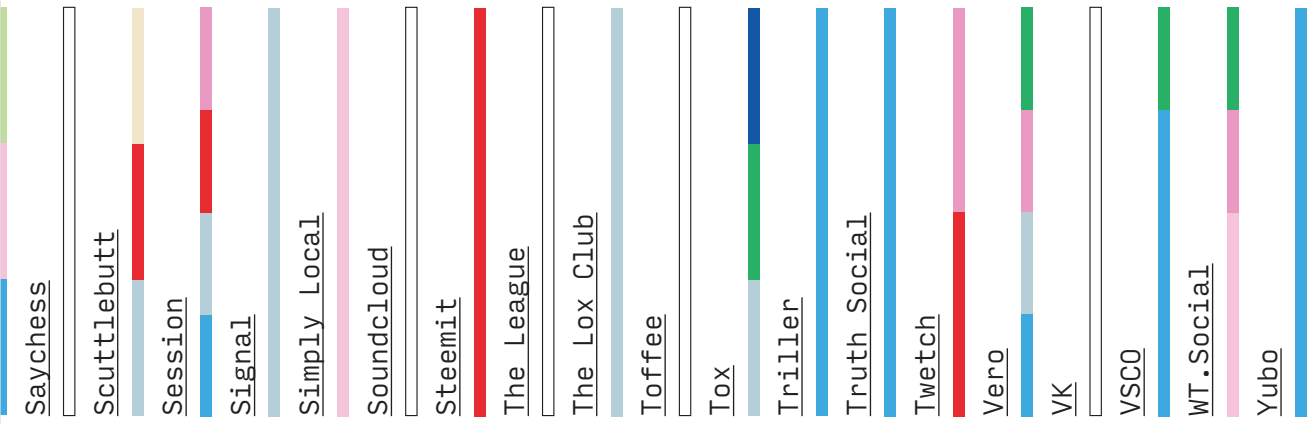
Real connection and relationship

free, (vs) platform fees, freely, (vs) premium costs

Free of charge

#### 4th Finding

These social medias are alternative, but only the 19,4% of expressions among the total used to describe the main themes, uses negation.



# findings

## First finding

The social media's descriptions of themselves provide different word usage from which different themes emerge: in some cases the expressions are very specific and frequently repeated. In others, the social media have found many different ways to tell the users their values and what they aim to reach.

## Second finding

Some of the mapped social media directly address other social media in their descriptions; 8.8% of social media declare themselves as alternative to a mainstream competitor such as Facebook, Youtube, Twitter etc...

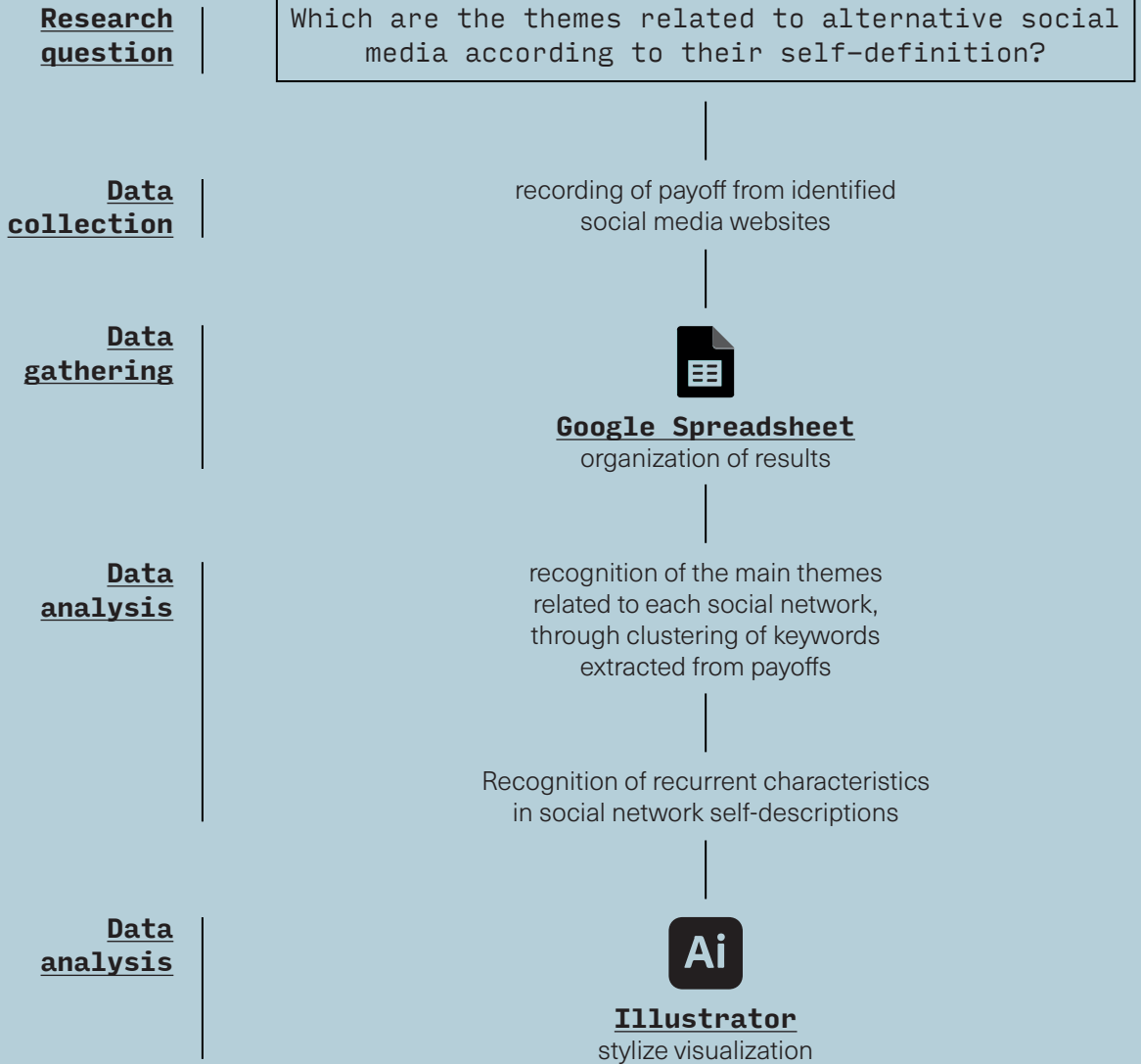
## Third finding

It is interesting that some social media often make use of personal pronouns to address their future users, directly involving people with pronouns such as "you, your, us, our ...". This happens more frequently in two categories: "Data" and "Free speech"

## Fourth finding

In order to describe their alternative nature, only 19,4% of these social media uses negation, talking about themselves as opposite to someone else.

# diagram



protocol 2



# intro

## Which are the themes related to alternative social media according to users reviews?

The second protocol concentrates on the depiction of social media's main themes from the perspective of users, through the analysis of comments selected on the website "alternativeto.net". Comments have been downloaded and organized so as to extract a series of keywords. The goal is to understand what are the main recurring themes, how the different audiences relate to each other, and what is the definition of "alternative" for the users.



dataset

This is a visual return of the last dataset used to make the final visualization of the second protocol.

The reviews were sorted with a minimum of 6 qualitative comments for each social.

From these comments the most used keywords were selected.

Keywords outline the main topics that users of the various social media describe while reviewing their own experience with the social. Keywords make up the basic structure of the second protocol visualization.

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# findings

## First finding

For each social media having at least 6 analyzable comments (qualitative ones), the most used keyword has been pinpointed above all the comments related to that social media.

## Second finding

Some users are able to recognize which are the mainstream social media that the alternative platforms are a valid substitute to. Words written in red show the mainstream social media cited.

## Third finding

Three are the most frequent themes extracted from the most used keywords of the comments of social media, in order: “free”, “alternative”, “speech”. Through the visualization it is possible to identify in which social media they recur.

## Fourth finding

Some peculiarities have been found. Some comments reveal very specific topics about the social they refer to, which are noticed thanks to strange words. For example in comments regarding Quora two of the main keywords are names of two populations: “sinhalese” and “tamil”. One comment for each social has been reported in order to explain better.

Bitchute



Briar



Diaspora



Discord



Element



Feedly



Gab



Lbry



Lemmy



Mastodon



Medium



Minds



Nextdoor



Parler



Peertube



PixelFed



Quora



Reddit



Saidit



Signal



Tox



**How to read it :**  
n. of comments  
n. of keywords

## Discord

chat 15  
 voice 14  
**free** 13  
 server 13  
 data 12  
 information 12  
 company 10  
 privacy 10

## Element

chat 7  
 client 7  
 matrix 6  
 beta 5  
 encryption 5  
 source 4  
**alternative** 4  
 video 4

## Feedly

reader 8  
 feeds 4  
**google** 4  
 view 3  
**alternative** 2

## Reddit

social 5  
 community 4  
 track 3  
 censorship 2  
 free 2  
 hate 2  
**speech** 2

## Gab

**free** 23  
**speech** 22  
**twitter** 17  
**facebook** 7  
 censorship 6  
 wing 6  
**alternative** 5  
 hate 5

## Tox

video 4  
**alternative** 3  
 calls 3  
 chat 2  
 mass 2  
 p2p 2  
 privacy 2

## Briar

tor 3  
 bluetooth 2  
 messages 2  
 p2p 2  
 required 2  
 secure 2  
 unique 2  
 wifi 2

## Mastodon

**twitter** 9  
 social 8  
 better 7  
 people 7  
 instances 6  
 decentralized 5  
 federated 4  
 network 4

## Minds

**free** 10  
**facebook** 9  
**alternative** 9  
 social 9  
 speech 8  
**twitter** 6  
 personal 5  
**youtube** 5

## Lbry

**youtube** 5  
**alternative** 3  
 creators 2  
 crypto 2

## Quora

questions 12  
 tamil 8  
 sinhalese 6  
 banned 4  
 deletes 4  
 censor 4  
 suspicious 3  
 terrorist 3

## Diaspora

decentralized 4  
 community 4  
**facebook** 4  
**free** 3  
 distributed 3  
 data 3  
 opensource 3  
 pods 3

## Signal

phone 9  
 messenger 8  
 open 7  
 privacy 7  
 source 6  
 encryption 5  
 free 4  
**whatsapp** 4

## Parler

**gab** 3

## Medium

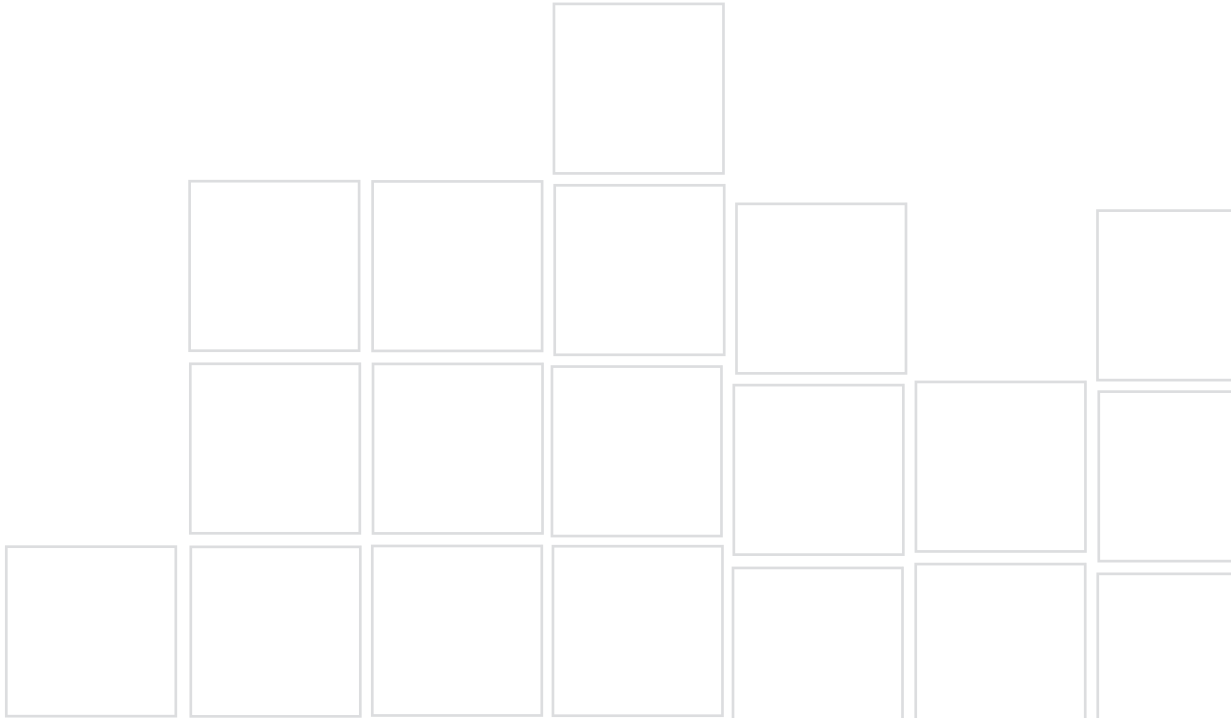
read 3

## PixelFed

alternative 3

## Bitchute

**free** 26



## 1st Finding

For each social media, the most used keyword has been pinpointed above all the comments relative to that social.

Most frequent keyword for each app's reviews

## 2nd Finding

Most frequently mentioned social media of which those listed are alternative

mainstream social media

## 3rd Finding

Three are the most frequent discourses extracted from the keywords of the comments of social media, that are here listed in order of relevance :



twitter 3  
amazon 2  
censorship 2  
code 2  
people 2  
social 2

experience 2  
good 2  
stories 2  
text 2  
useful 2

data 2  
free 2  
instagram 2  
software 2

video 20  
speech 13  
youtube 12  
censorship 9  
alternative 6  
disqus 5

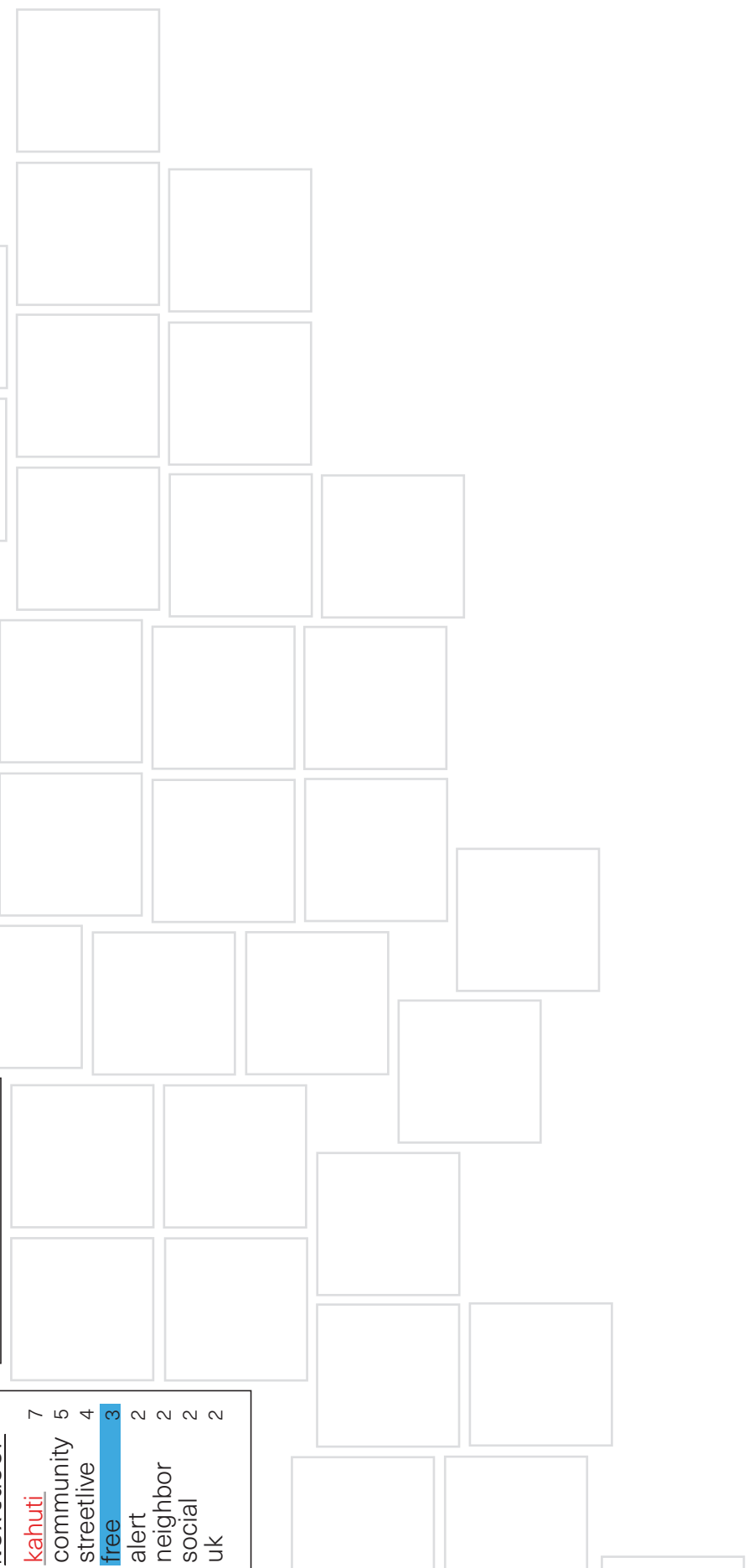
free 2  
open 2  
source 2

Saidit  
free 5  
reddit 4  
speech 4  
community 3  
content 3  
disagree 2  
downvote 2  
mature 2

Lemmy  
alternative 3  
create 3  
community 2  
explaining 2  
federated 2  
links 2  
policy 2  
privacy 2

Nextdoor  
kahuti 7  
community 5  
streetlive 4  
free 3  
alert 2  
neighbor 2  
social 2  
uk 2

Peertube  
open 5  
federated 4  
decentralized 3  
free 3  
alpha 2  
beta 2  
p2p 2



greater number of reviews

greater number of reviews

fewer number of reviews

fewer number of reviews

21 app with qualitative reviews

66 app without qualitative reviews

Discord

- chat 15
- voice 14
- free 13
- server 13
- data 12
- information 12
- company 10
- privacy 10

Element

- chat 7
- client 7
- matrix 6
- beta 5
- encryption 5
- source 4
- alternative 4
- video 4

FeedLY

- reader 8
- feeds 4
- google 4
- view 3
- alternative 2

Reddit

- social 5
- community 4
- track 3
- ensorship 2
- free 2
- hate 2
- speech 2

**4th Finding**

Any peculiarities? Yes.  
 Some comments reveal particular and specific topics related to some of the alternative social media.

Gab

- free 23
- speech 22
- twitter 17
- facebook 7
- ensorship 6
- wing 6
- alternative 5
- hate 5

Tox

- video 4
- alternative 3
- calls 3
- chat 2
- mass 2
- p2p 2
- privacy 2

Briar

- tor 3
- bluetooth 2
- messages 2
- p2p 2
- required 2
- secure 2
- unique 2
- wifi 2

Mastodon

- twitter 9
- social 8
- better 7
- people 7
- instances 6
- decentralized 5
- federated 4
- network 4

Minds

- free 10
- facebook 9
- alternative 9
- social 9
- speech 9
- twitter 8
- personal 6
- youtube 5

Quora

- questions 12
- tamil 8
- sinhalese 6
- banned 4
- deletes 4
- ensor 4
- suspicious 3
- terrorist 3

Diaspora

- decentralized 4
- community 4
- facebook 4
- free 3
- distributed 3
- data 3
- opensource 3
- posts 3

Lbry

- youtube 5
- alternative 3
- creators 2
- crypto 2

PixelFed

- alternative 3
- deto 3

Medium

- read 3

Parler

- gab 3
- alternat 3

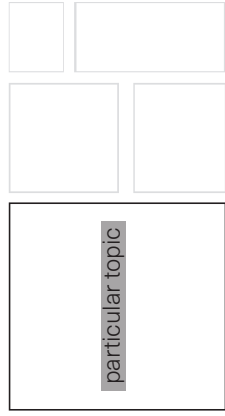
BitChute

- free 26

*"Gab lives up to its reputation of being a right-wing echo chamber. If you like Trump and dislike Islam, China, and Democrats, you'll feel right at home."*  
 Gab seems to be related to a lot of political parties and arguments inside the community.

*"Quora is a cease pool of tamil nationalists, and tamil terrorists who constantly flood sinhalese topics with twisted facts to attack sinhalese history, and culture. I am sick and tired of seeing tamils lies in my dashboard in quora when I selected my language as **sinhalese**. This is outrages how sites like quora caters to tamil terrorism which is also banned by US government/EU/ and Indian government. This is not just illegal, but also unethical that quora bears terrorists in their site."*  
 According to some comments, inside the community of Quora there is a strong debate between Sinhalese (people of SriLanka) and Tamil ( a small indian community, located near SriLanka).

*"Claims to support free speech but doesn't respect user privacy by using **DISQUS** centralized service."*  
 According to comments, BitChute doesn't respect



privacy policies by using Disqus, a blog hosting service with a networked platform.

- video 20
- speech 13
- youtube 12
- mentorship 9
- alternative 6
- disqus** 5

- data 2
- free 2
- instagram 2
- software 2

- experience 2
- good 2
- stories 2
- text 2
- useful 2

- twitter 3
- amazon 2
- mentorship 2
- code 2
- people 2
- social 2

- Nextdoor**
- kahuti** 7
  - community 5
  - streetlife 4
  - free 3
  - alert 2
  - neighbor 2
  - social 2
  - uk 2

- Lemmy**
- alternative 3
  - create 3
  - community 2
  - explaining 2
  - federated 2
  - links 2
  - policy 2
  - privacy 2

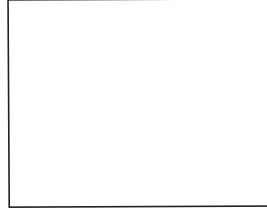
- Saidit**
- free 5
  - reddit 4
  - speech 4
  - community 3
  - content 3
  - disagree 2
  - downvote 2
  - mature 2

- Peertube**
- open 5
  - federated 4
  - decentralized 3
  - free 3
  - alpha 2
  - beta 2
  - p2p 2

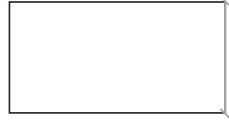
*"Kahuti appears to be the most suitable and popular of the replacements for Streetlife."*  
 Most of Nextdoor comments describe Kahuti social media, as if it was an error.



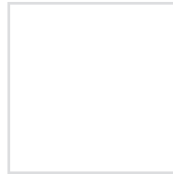
greater number of reviews



21 app with qualitative reviews



fewer number of reviews



66 app without qualitative reviews

# diagram

Research question

Which are the themes related to alternative social media according to users reviews?

Data collection



Alternative to  
recording of users reviews

Data gathering



Google Spreadsheet  
organization of results

Data analysis

selection of 21 apps  
(min. 6 relevant comments)



Word Counter  
found most used keywords  
for each social network



Word Counter  
top 3 keywords  
above all



Word Counter  
8 most relevant keywords for each social network, with at least 2 repetitions

Data analysis



Illustrator  
stylize visualization



protocol 3

---

me over

time

# intro

## What is the relation between social media alternatives and their year of birth?

This last protocol examines the social media alternatives on a temporal level, mapping the birth year of each social media on a timeline. These data are cross-referenced with four of the categories found in the first protocol, in an attempt to find correlations and recurring trends over the years.

# findings

## First finding

Despite the frequent presence of the four themes among social media descriptions, no platforms from 2003 to 2007 belong to these categories.

## Second finding

Both “Freedom of speech” and “System properties” firstly appeared in 2010 as main themes for alternative social media but they didn’t gain particular relevance for quite a long time. We need to wait until 2015 to witness a strong concentration of social media regarding freedom issues, and 2016 for “Decentralized, p2p, blockchain technologies”.

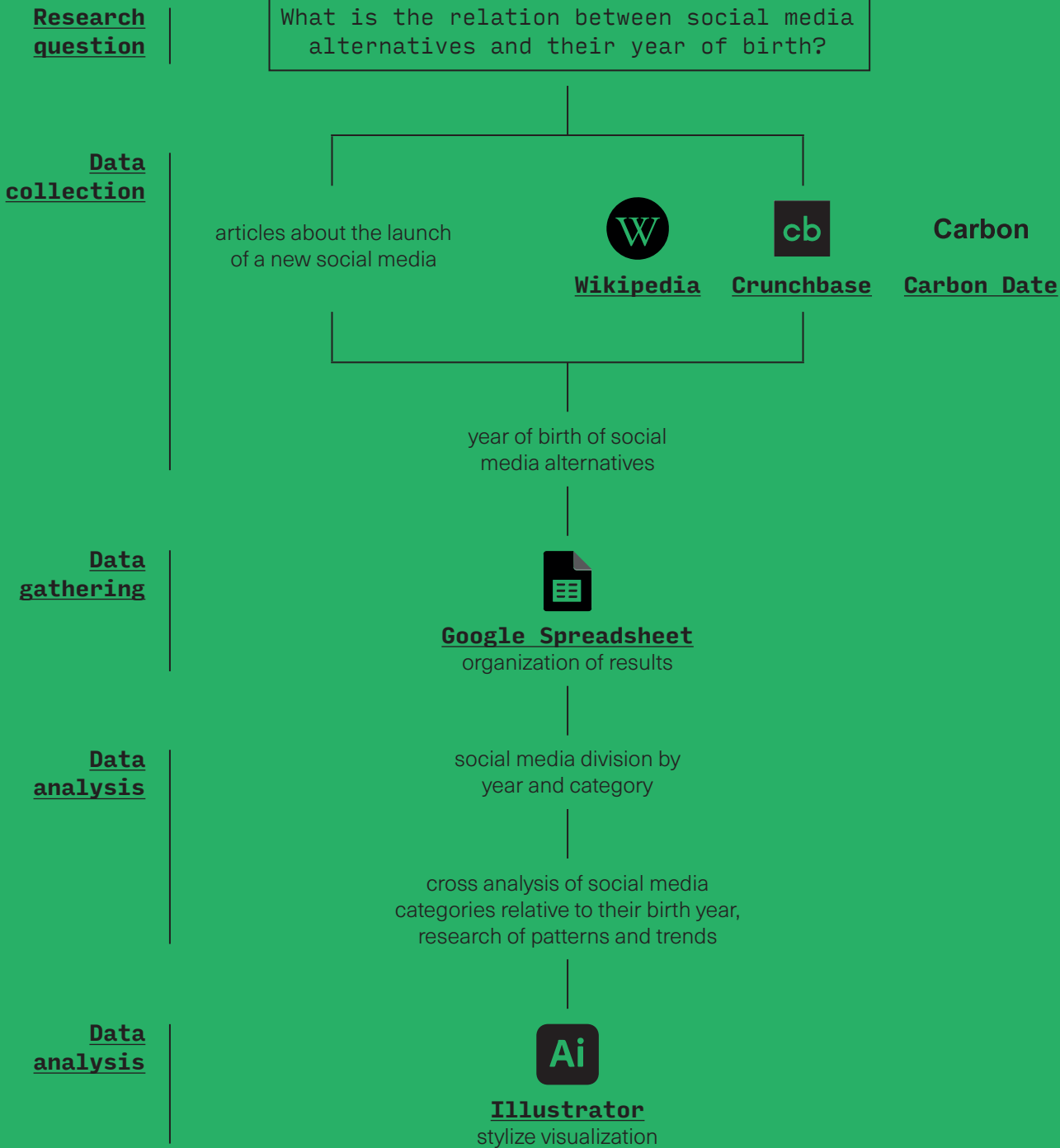
## Third finding

Two are the years with the most social media’s birth: 2015 and 2020. In 2015 the main theme is “Freedom of speech”, while in 2020 the first categories are “Privacy” and “Freedom of speech” on equal footing.

## Fourth finding

One particular year emerges from the rest as 100% of the social media launched at that time belong to the same category; every social media in 2016 puts their focus on decentralization.

# diagram

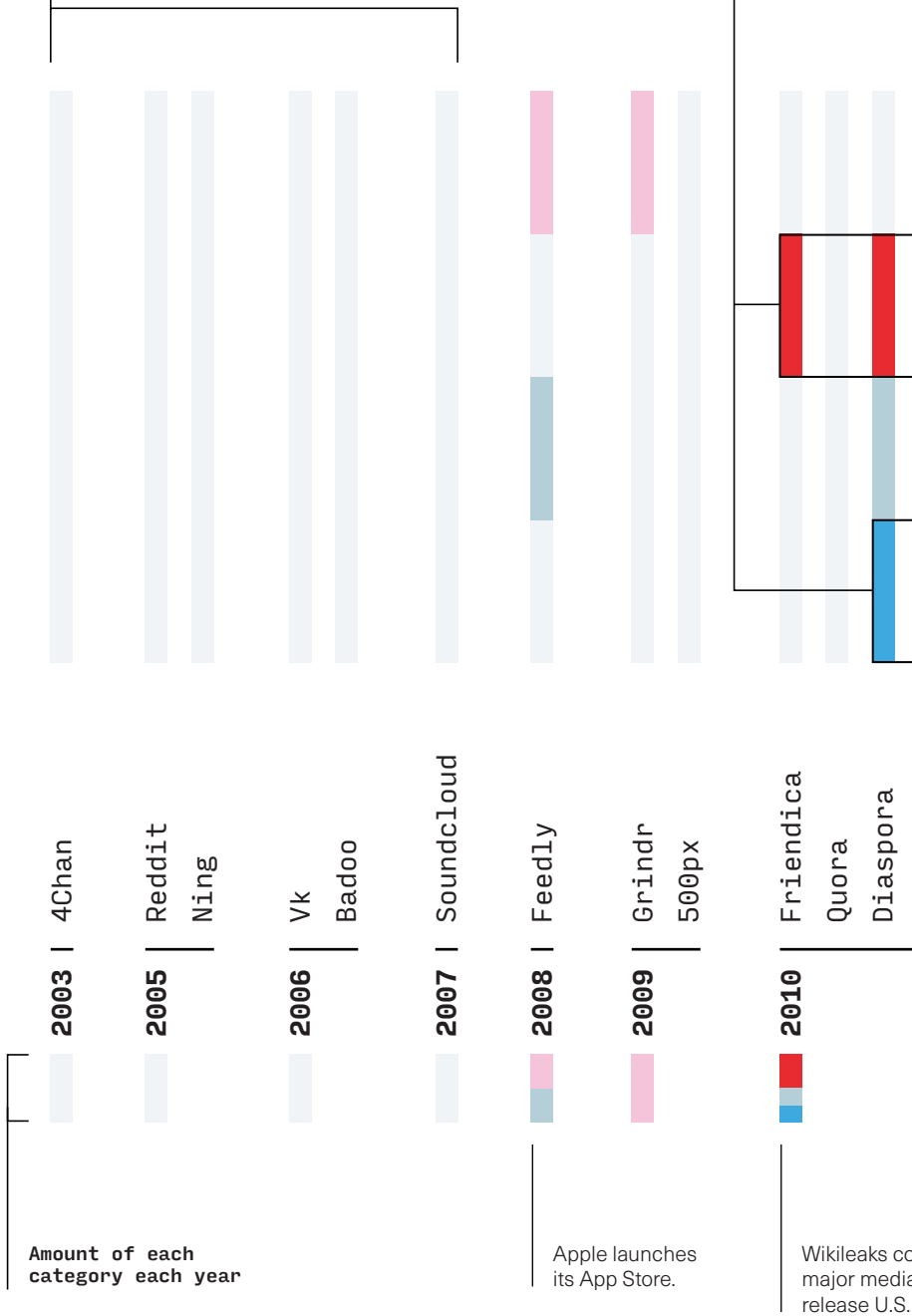


**1st Finding**

Social networks born between 2003 and 2007 did not present any of the four represented categories.

**2nd Finding**

Social networks born between 2008 and 2010, started to present categories. In 2016, started to present categories.



nt to privacy



Decentralized, p-2-p, blockchain technology



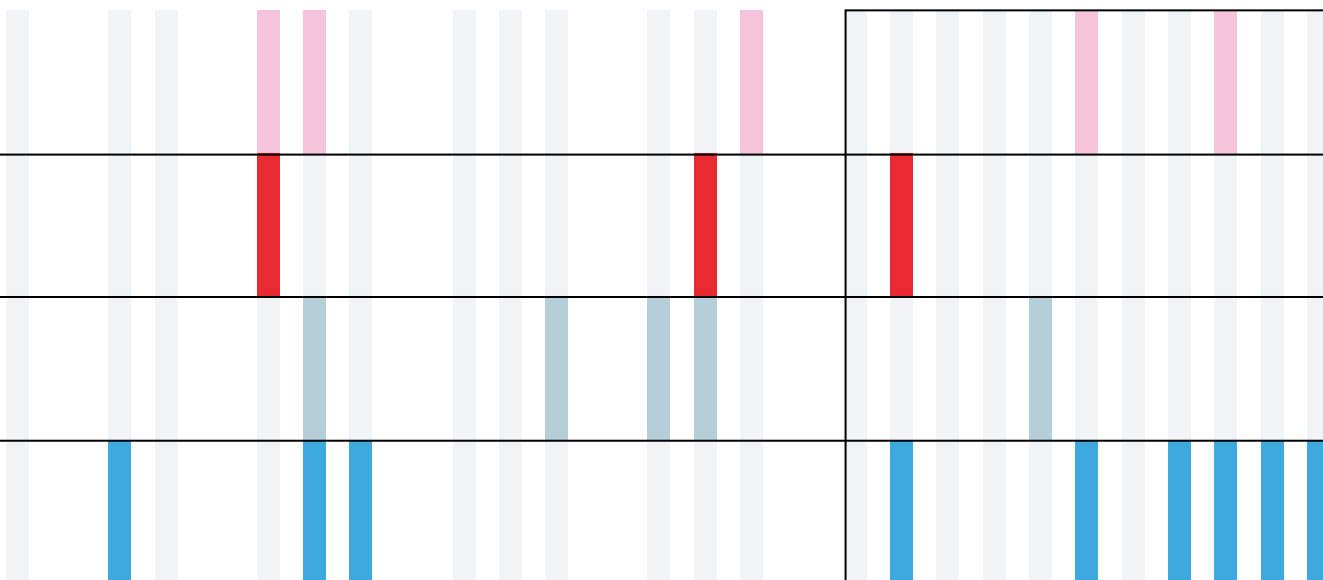
Safe and health

ng

orks whose focus on free decentralization was born in to spread only from 2015-

### 3rd Finding

2015 and 2020 were the years when the most alternative social networks were born.



Hacker News

VSCO  
Nextdoor

Karma  
Mewe  
Medium

Known  
Rumble  
Tox

Signal  
Scuttlebutt  
Bumble

Ello  
Hubzilla  
Lbry  
The League  
The lox club  
Vero  
Discord  
Gab  
Raya  
Minds  
Yuhho

2011

2012

2013

2014

2015

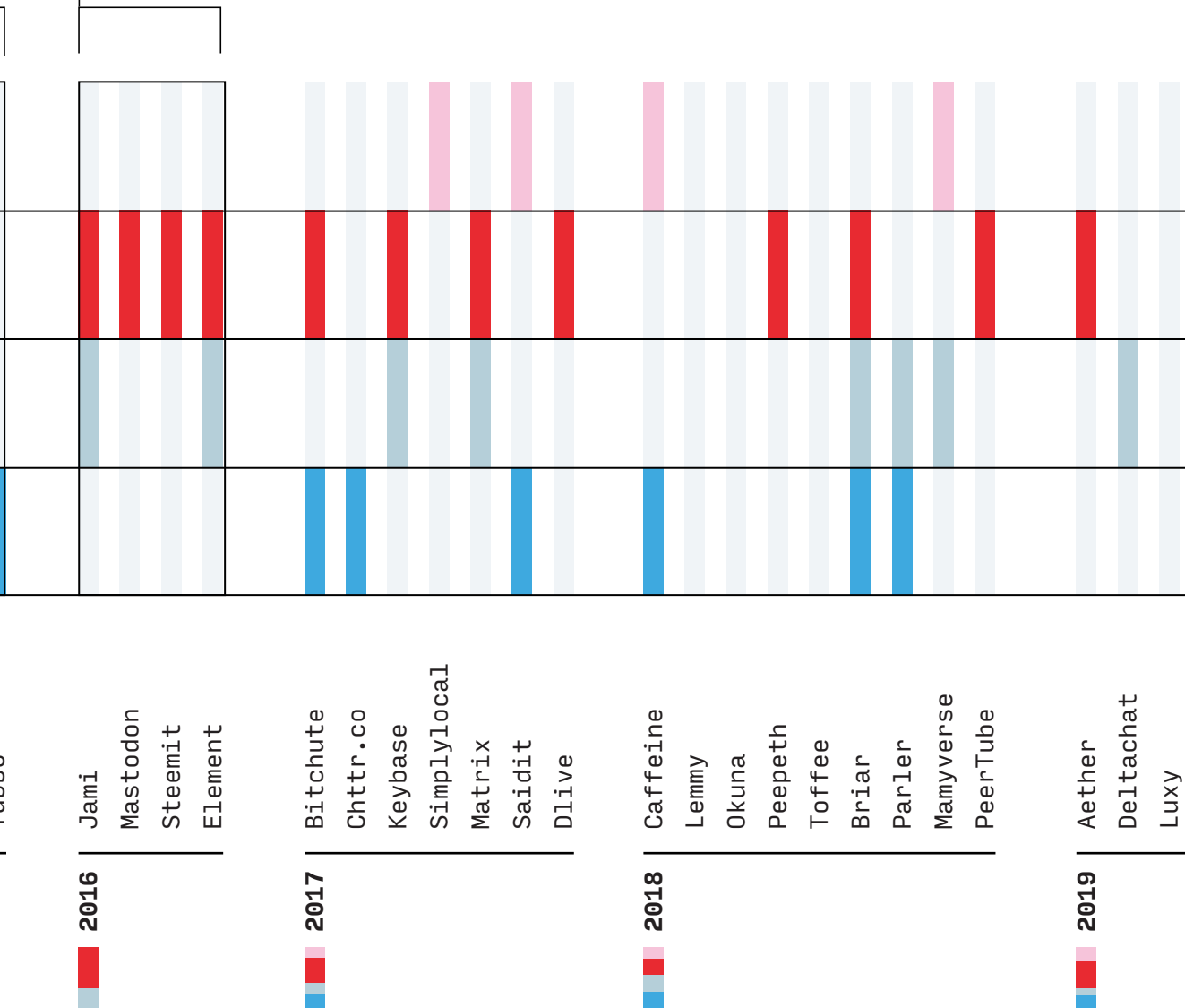
collaborates with a organizations to diplomatic cables.

Former CIA employee Edward Snowden turns over thousands of classified documents to the world.

#BlackLivesMatter gained traction after the acquittal of George Zimmerman in the Trayvon Martin case back in 2013 became a dominant theme.

### 4th Finding

All alternative social networks born in 2016 belonged the same category.

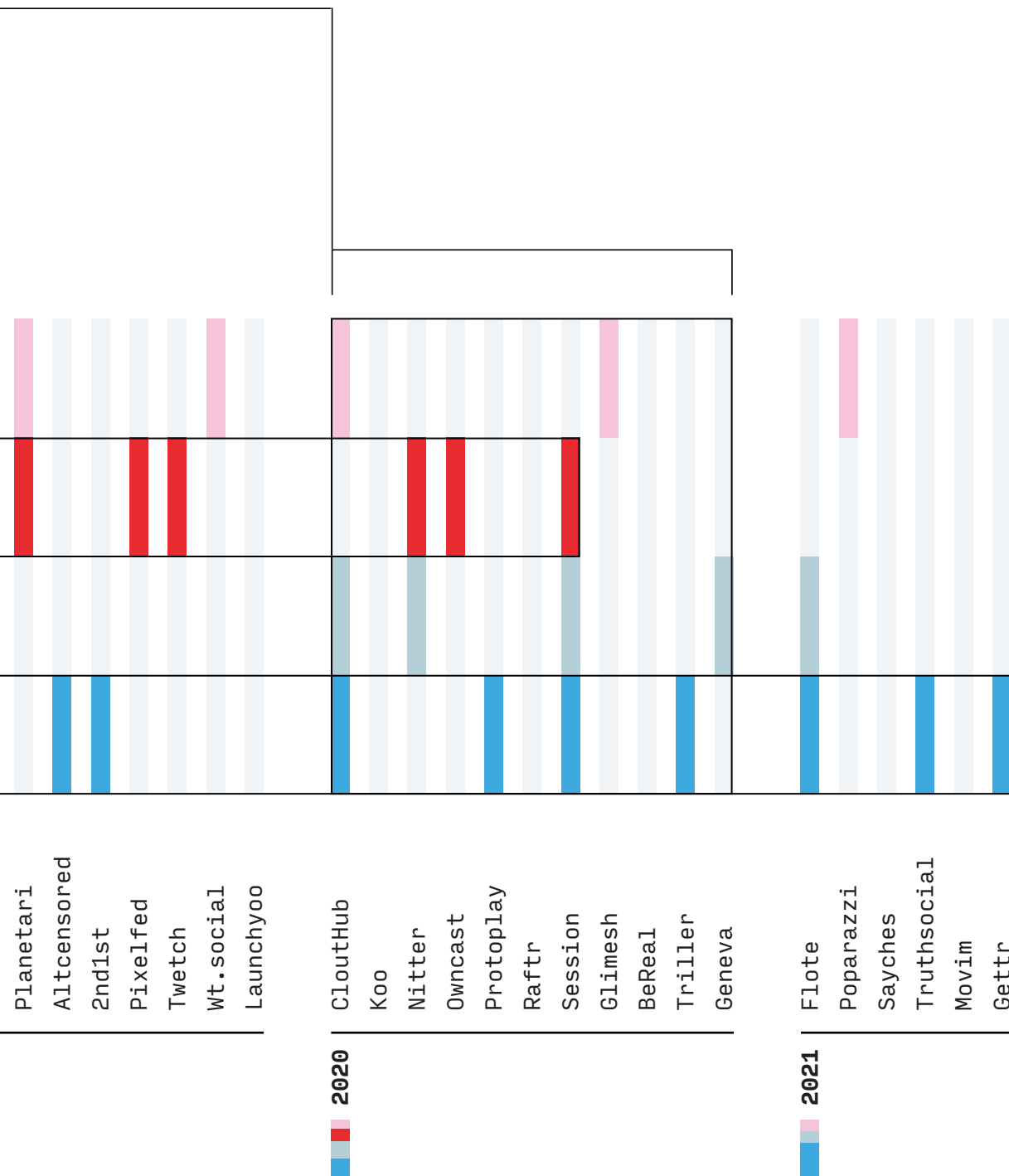


The DFINITY Foundation is founded to build the Internet Computer, combining blockchain technology and novel cryptography to create a decentralized environment for interoperable software.

Facebook and Cambridge Analytica were implicated in a massive data breach.

The EU's General Data Protection Regulation (GDPR) takes effect

Facebook to settle all Commission privacy pra



agreed to pay a \$5 billion fine  
 egrations by the Federal Trade  
 on that it had mishandled user  
 ctices.

The break-out of the COVID-19 pandemic results  
 in a spike of fake news regarding the virus and its  
 related vaccines



GROUP 04

Easier to choose when you have  
no alternatives

*The Atlas of possibilities on  
alternative social media*

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D E N -  
S I T Y  
G N +



**POLITECNICO**  
MILANO 1863  
SCHOOL OF DESIGN

FINAL SYNTHESIS DESIGN  
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A.A. 2021/2022