

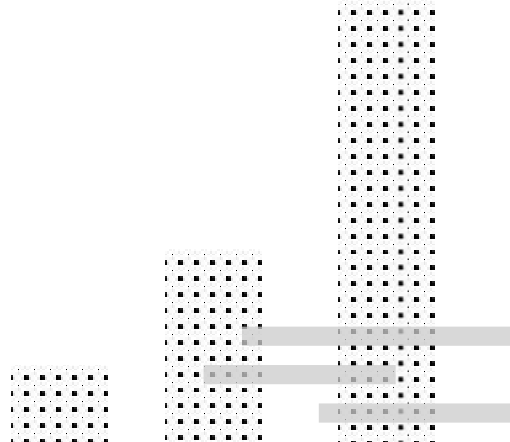
We d-build it, but they didn't come

Decentralization
FOSDEM 26



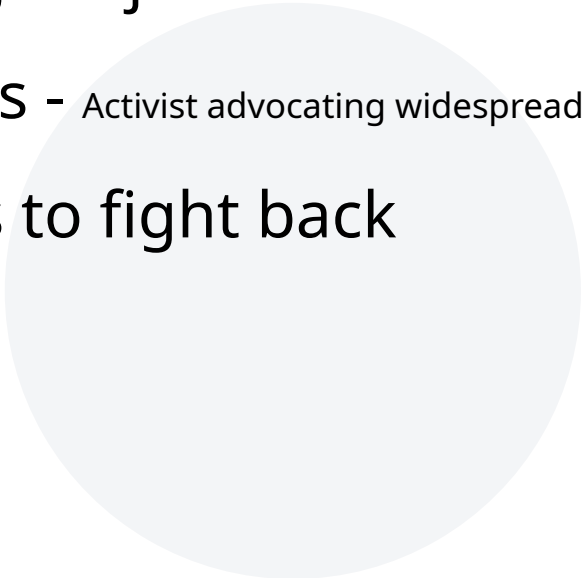
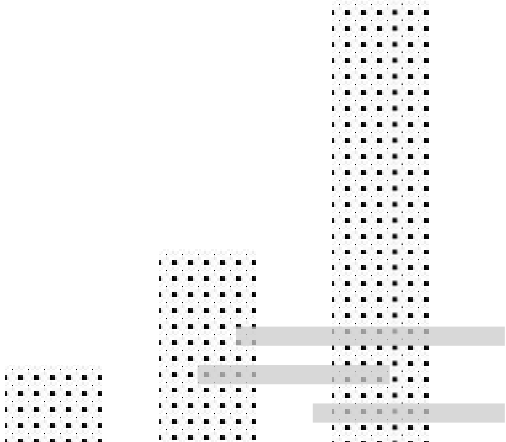


ZeroTrust

- Zero Trust is basically cybersecurity saying:
 - “I love you... but I still need to see your ID, your birth certificate, and a blood sample before you touch the Wi-Fi.”
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How did everything start?

- Chat-Control – media and society negligence
 - PGP training for journalists
 - Cypherpunks – Activist advocating widespread use of strong cryptography
 - F/LOSS tools to fight back
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What is the main challenge

- Our first step is done – the technology exists and it's good and it's working
- ...and only a few of us are using it?
- **How** do we change that?



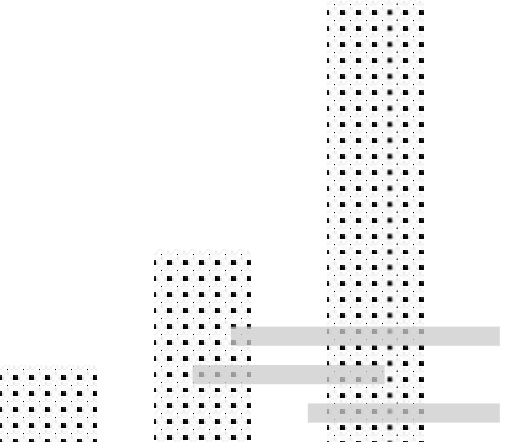
A task for you

- Our goal is to protect everyone's communication with decentralized and privacy respecting tools that use strong encryption
- Our goal is adoption (ergo value)
- Look at the feedback I collected and think on how you can apply this and how this can be scaled to 1B people.
- Can your product/community help with that?



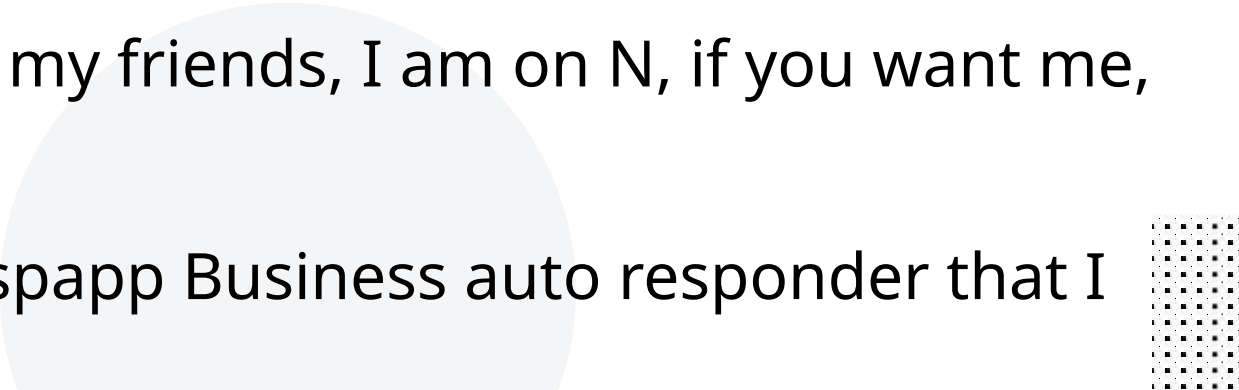
Research sources



- HackerNews ([link](#))
 - Mastodon ([link](#))
 - Sessions Messenger
 - 1:1 conversations at various events
 - Proprietary messaging networks
- 



Results:

- I have asked my doctor to use N to respect my HIPPA rights.
 - I just said to my friends, I am on N, if you want me, follow me.
 - I set a Whatspapp Business auto responder that I moved to N
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Results:

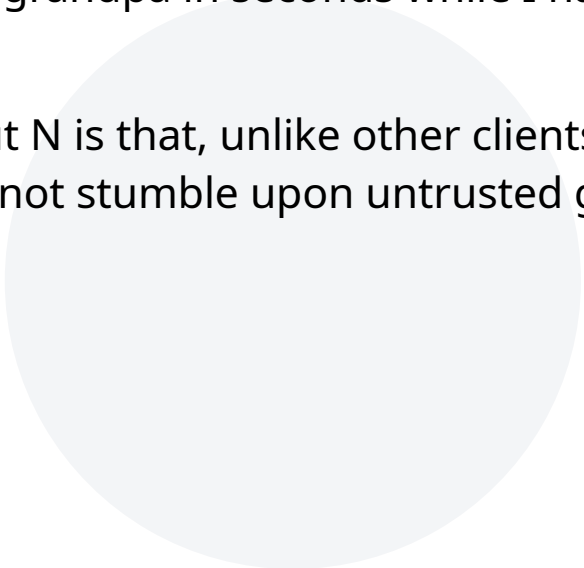
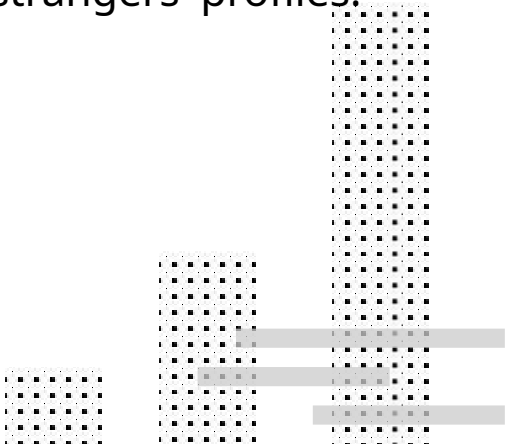
- „I think the key is to just make the best service. For the masses, **privacy and security** aren't selling points. Make the core product great, and then it happens to also be privacy respecting FOSS.
- Of all the FOSS software that has made inroads with the masses, none of it has been due to it being FOSS or the privacy. People don't use **VLC because it's FOSS**, they use it because a video file didn't play in the player they had, and VLC played it without and fuss.
- **Solve problems users have.** They don't see not being FOSS as a problems. So yes, make FOSS, but don't expect that to be your headline feature. Like it or not, very few people actually care.“

Results:

- „ People will stay where their friends are. Having a fall-back solution that gives them more privacy or a way to remain in contact when their **primary means are down** can be useful at times. How vigilant people are about privacy will vary greatly by generation and by group interests.“
- „The main reason behind every switch was not the better privacy, but the greater product: features, that the mainstream alternative did not have.“

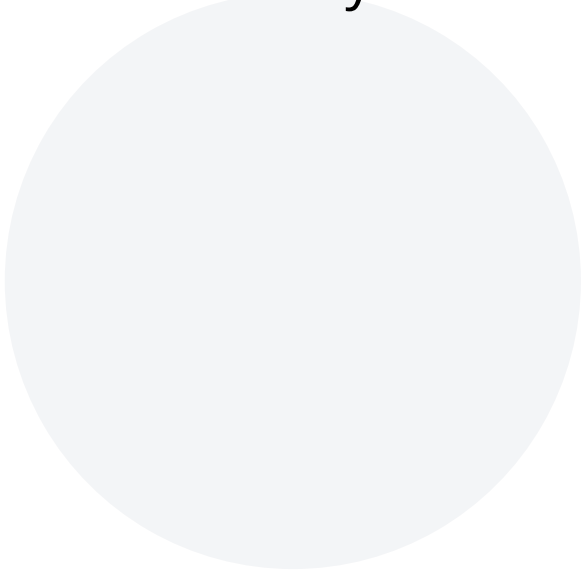
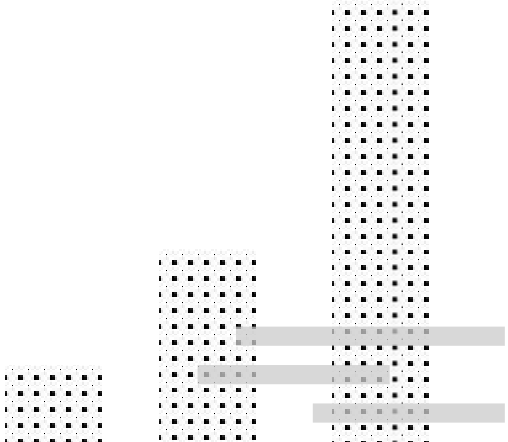


Results:

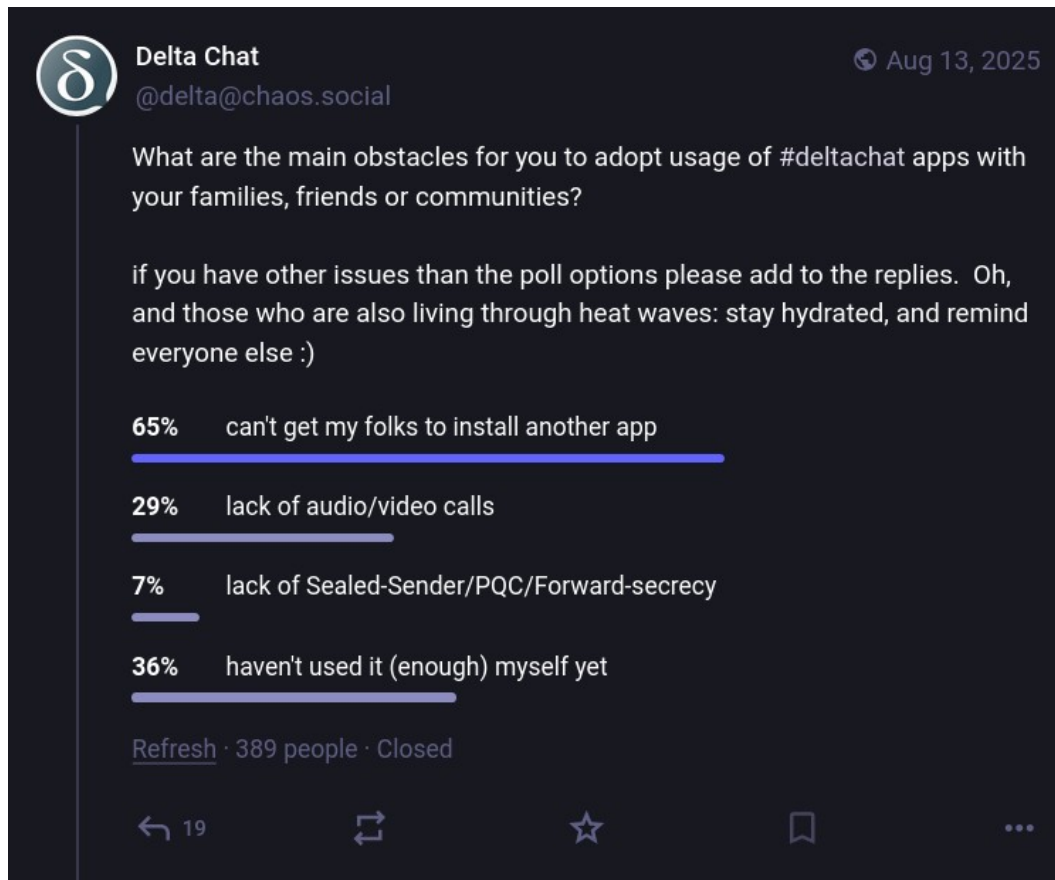
- Kids: They don't have phone numbers (or phones in many cases) but want to be included in family group chats. Once kids got in on it, N spread like wildfire among our extended family, relatives, inlaws and friends. Even a kid with [#downsyndrome](#) onboarded their grandpa in seconds while I had earlier struggled to get him on another platform
 - A great thing about N is that, unlike other clients, there's no search and discovery feature so kids do not stumble upon untrusted groups and strangers' profiles.
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Results:

- The N was really useful for my friends where we were on a protest in Sofia against the government. It worked offline without the need of a cell connectivity.
- 
- 

Results:





Hristo Hristov

@hristohristov@mastodon....

Jan 12

@bart @bogo In recent years, I have helped many people switch to Signal. At that time, few had heard of Signal.

Then I did the same with TeleGuard and Briar.

I have always given examples of the advantages of the platform. End-to-end encryption, and consequently, you don't have to connect your phone to a paid Alma for communication.

Session is great, but one reason is that the device you use powers your network with tokens. That's why it drains the battery.



Results:



adb

@adbenitez@mastodon.so...

Jan 11

@opensourceopenmind similarly, I got my family and friends to talk to me via #DeltaChat because I simply don't have #WhatsApp, #Telegram etc. in my phone, I never try to convince them talking about encryption or open source, I simply say "I don't use that apps, you can reach me in this one" and then it is about a practical problem and not ideological one, I don't go saying "you should uninstall whatsapp now" but they are more willing to respect/ understand your own ideological decisions



Bogomil Shopov - Boro

@bogo

Jan 11

@quaithe was that an easy conversation? or it was more like, If you need me I am here?



Eva Infeld

@quaithe@mastodon.social

Jan 11

@bogo Not too difficult, it helps to explain that it works well and people *do* care about the encryption and feel uncomfortable with, say, Facebook these days. The enshittification has done a lot of the legwork here. Also if you actually start and organise group chats they get into it fast, because there's a lot going on in a group chat.

A few ideas to think about

- If it feels **radical**, people won't trust it. If it feels like plumbing, it wins. You don't sell "encryption."
- Success is adoption, value and daily use
- UX must feel like something they already know. No ideology without convenience.
- Grandmas can use it and Developers can build on it.
- Move from privacy aware messaging to a larger public one : "This is like WhatsApp, but no company owns your messages."
- Pick one group, focus on it and share the success. Repeat and scale.



The One Thing Worth Remembering

No users

No decentralization.



Join my network!

I am cool :)

- fediverse/mastodon:
@bogo@hapyyr.com
- web: Talkweb.eu
- mail: bogomil@talkweb.eu (PGP)
- Sessions messenger session:
0531634331f5b6be12375bf4229412eed
3f2f3543cfe119df37e1b72c883143d4a

