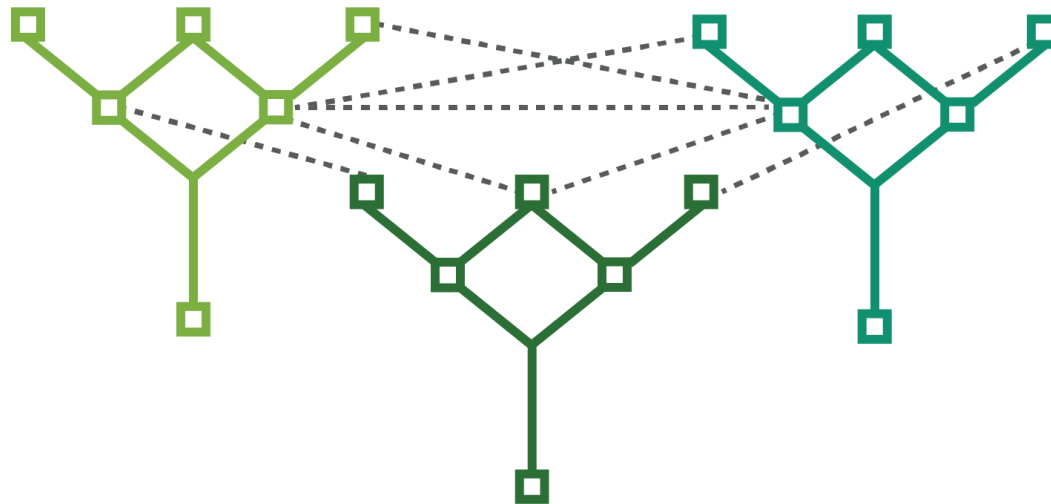


# The Network Can Be a Forest

Response and Reimagining of the Field of Information  
Architecture



Rachel Jaffe

## **Part One**

An Automating World

## **Part Two**

A Structural Language

## **Part Three**

The Forest

## **Part Four**

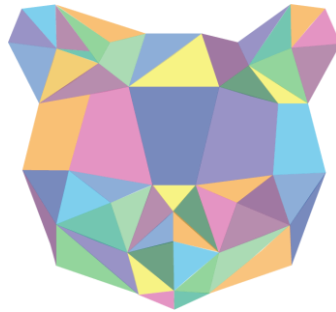
Modular Networks



The Paper Incubator



THE EMERGENT  
UNIVERSITY



**MEDDY**

**Adjacent**  
Your virtual incubator.

*Spontaneous Space!*

The Paper Incubator



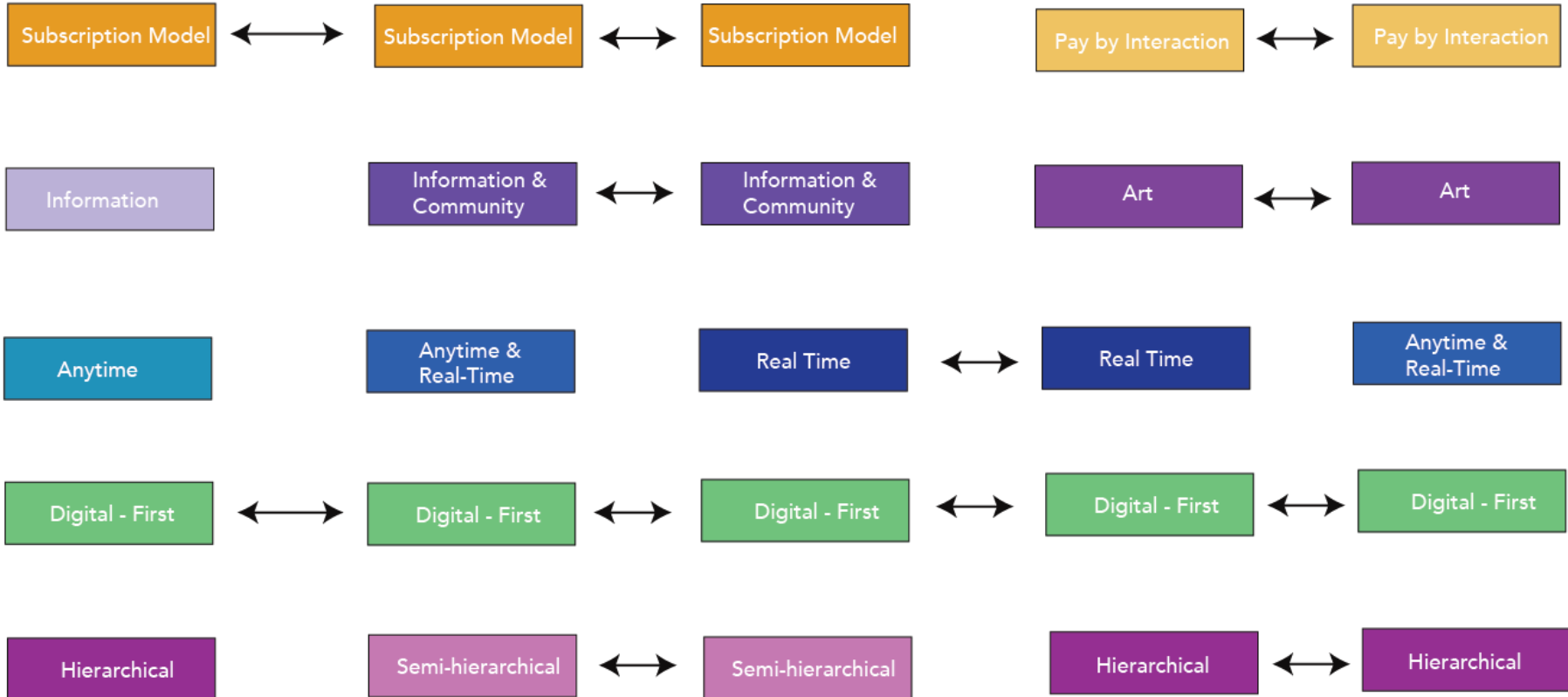
Adjacent  
Your virtual incubator.

THE EMERGENT  
UNIVERSITY



MEDDY

*Spontaneous Space!*





# MEET ULTRABOOST 21

Creating more energy return was our core design ambition. See how we got there.

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# **Part One**

## **An Automating World**



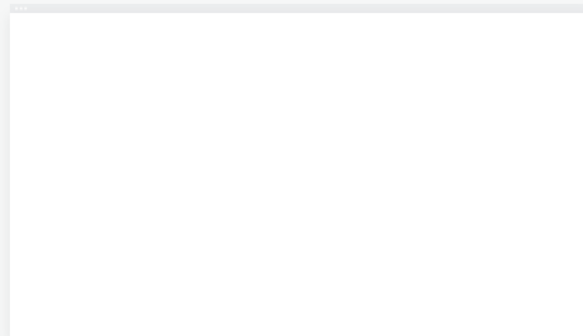
## Pick the Website Template You Love

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### Blank Website Templates



Start from Scratch



Minimal Layout



Classic Layout



One Page Layout

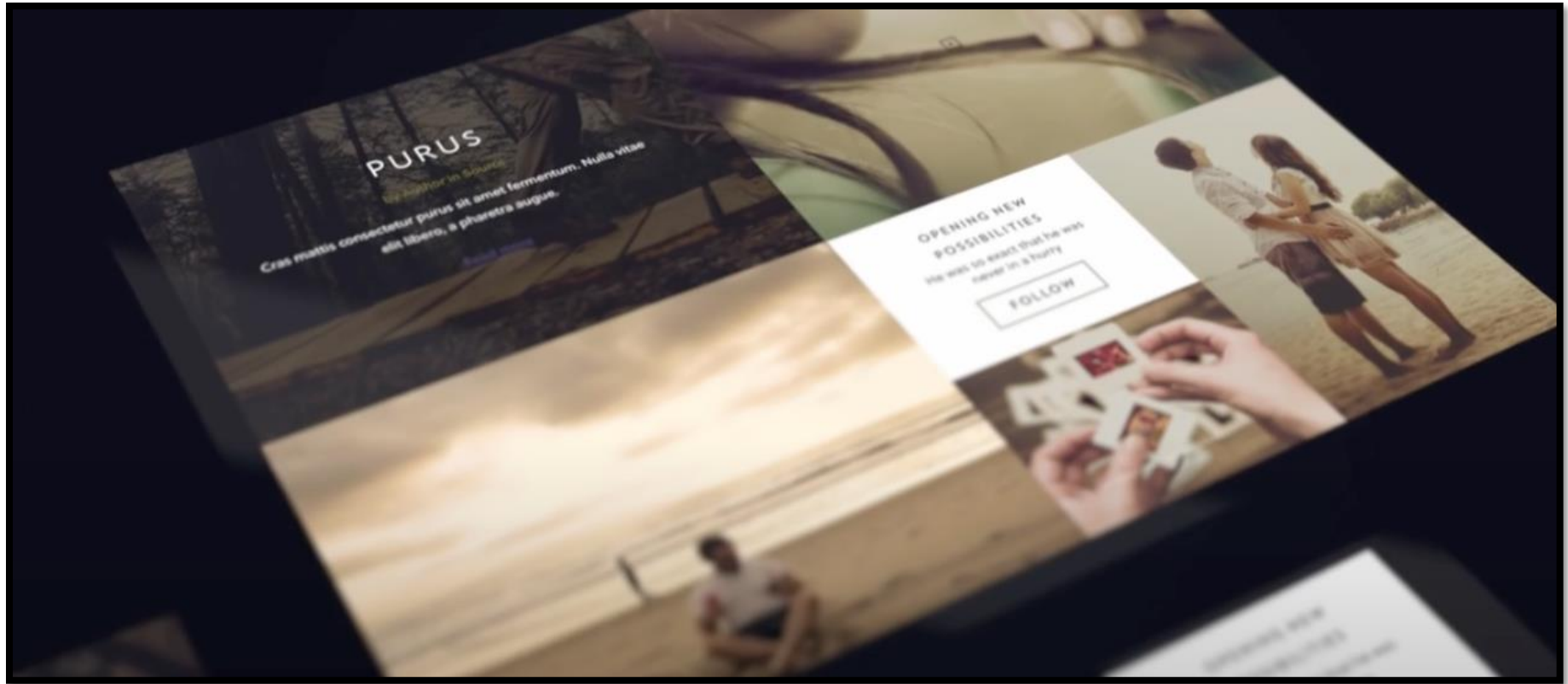


Stain-Hearted Layout

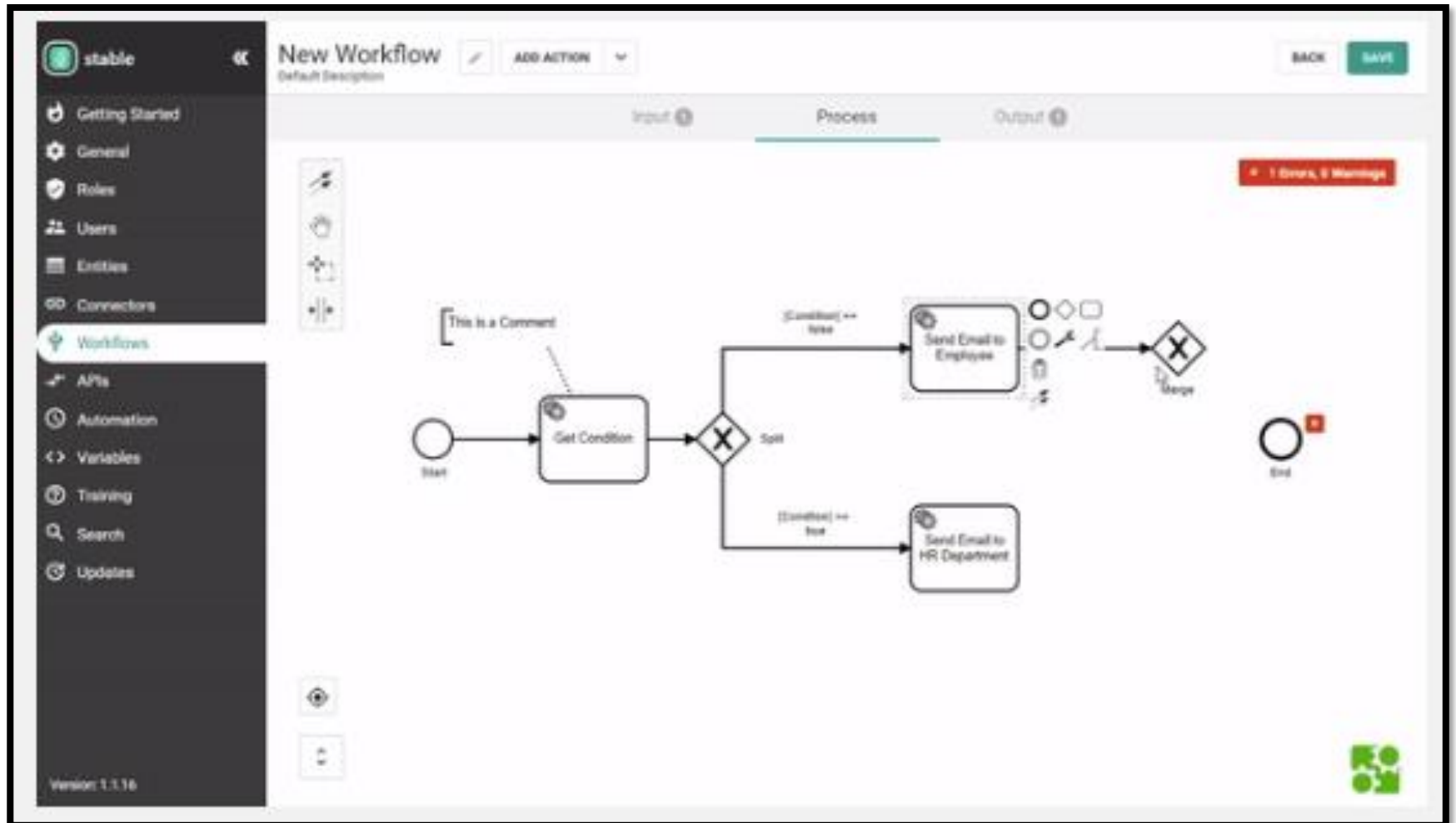


Content Layout

# The Grid

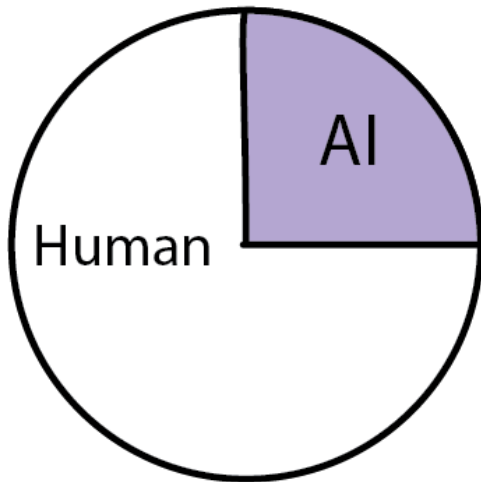


# Plant An App

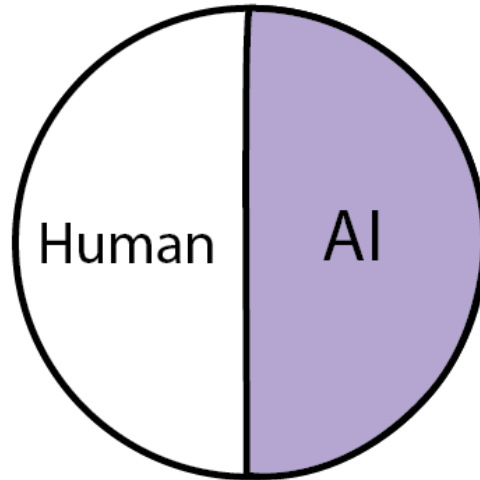


# “Good Enough”

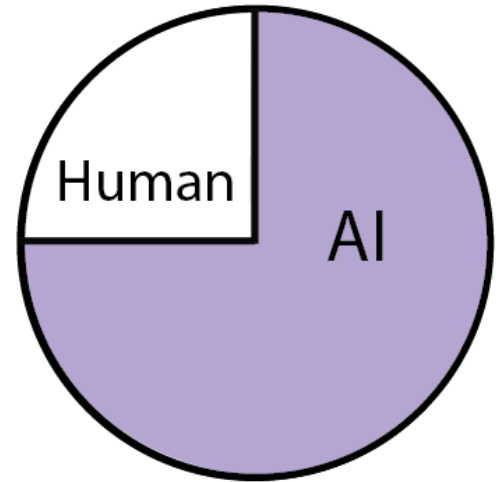
2020



2025



2030

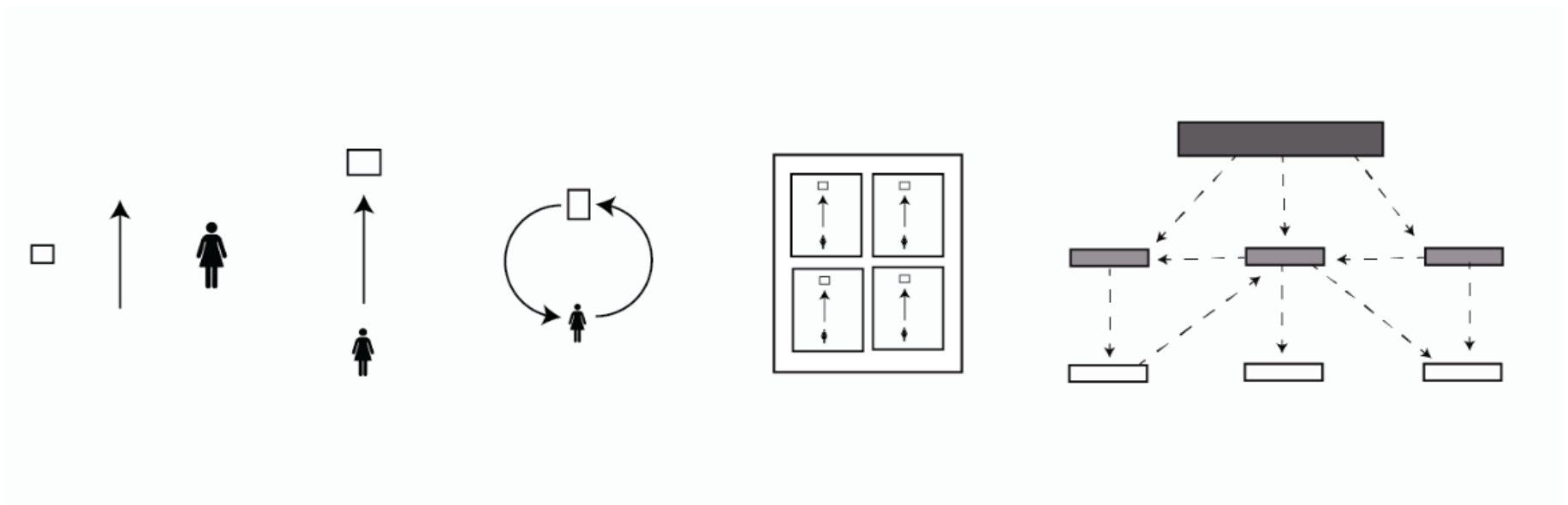


## **Part Two**

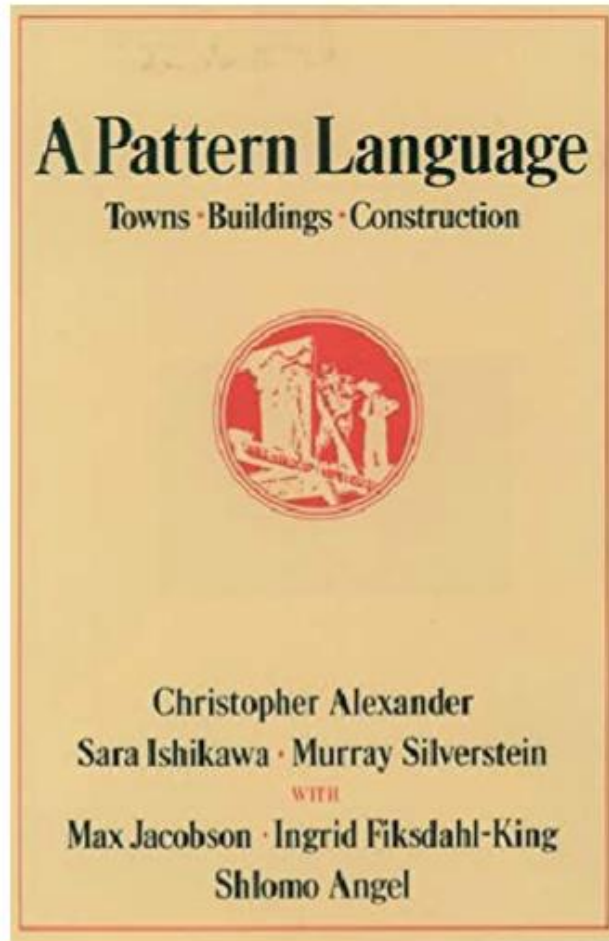
# A Structural Language

Is our job bigger?

# It begins with a language Of Modularized Interactions.

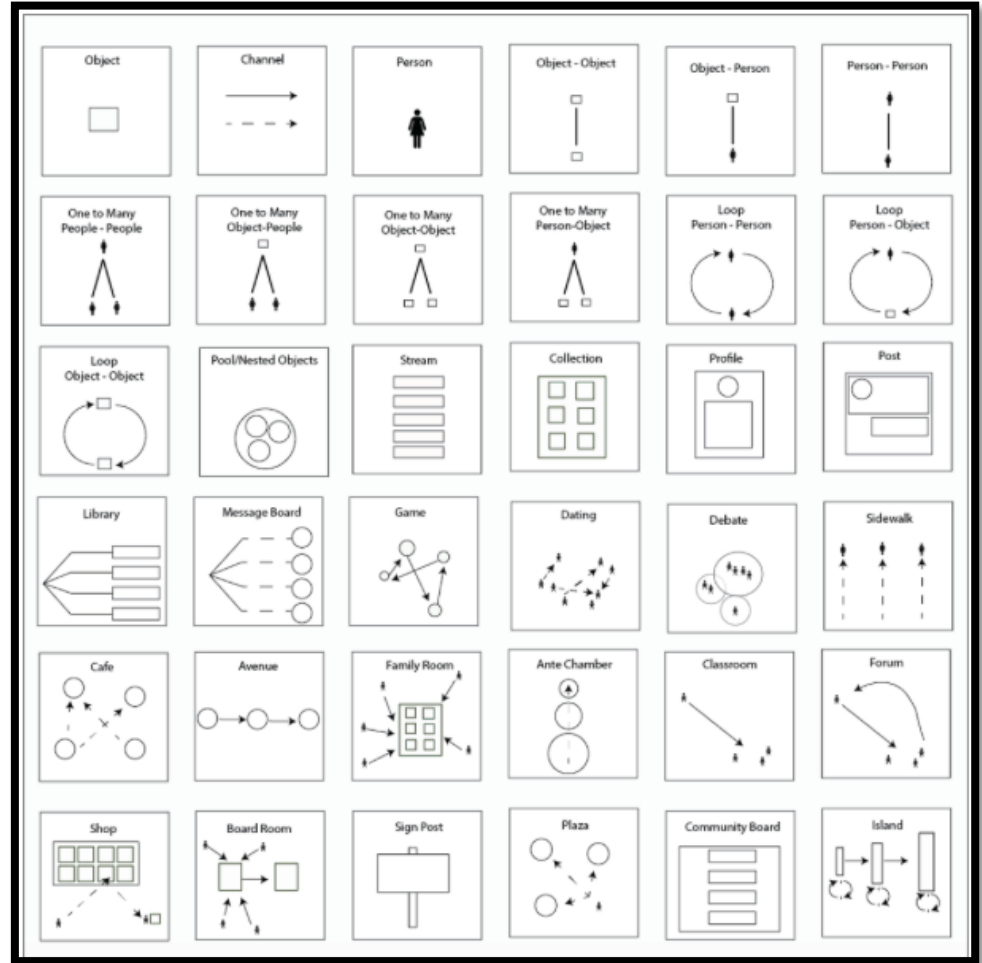


# A Pattern Language



# Structuralist Approach

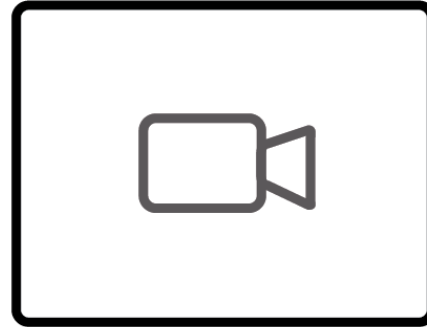
The structured design of digital Spaces directly impacts information Flows on them and interactions That emerge on them.



# Objects



Photo



Video

The screen door smacked shut with a hair-raising clap.

A second later Rigby stood in front of his den with the kind of look that said there would be no negotiations for his attention.

There were adventures that awaited them, in the great world beyond the garden fence.

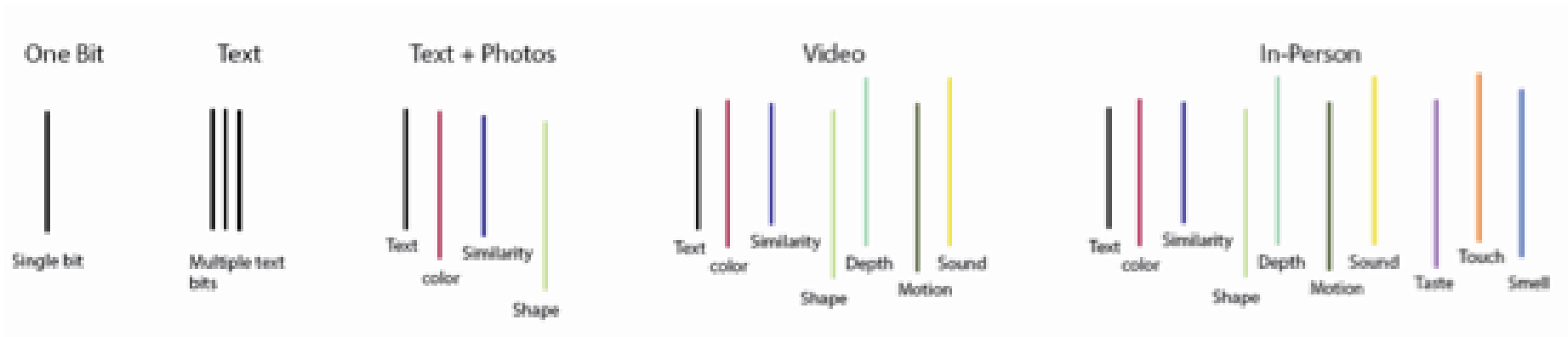
Text



Audio file

# Channels

Connections between objects that exchange information.



# Channels

Low Information

High Information

One Bit

Text

Text + Photos

Video

In-Person

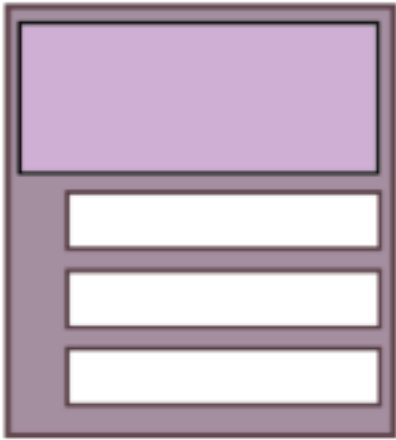
0 or 1  
Yes or No

Hey, what's up?  
Want to get dinner  
with me on Thursday?

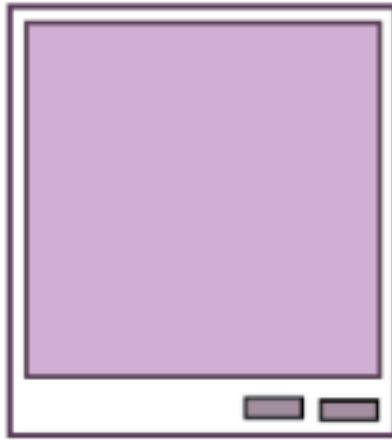
We could be healthy,  
or...



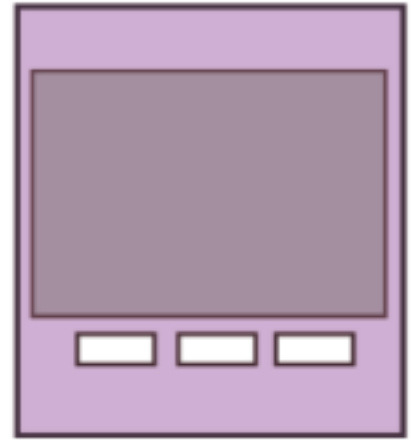
# Modules



Post a Reply

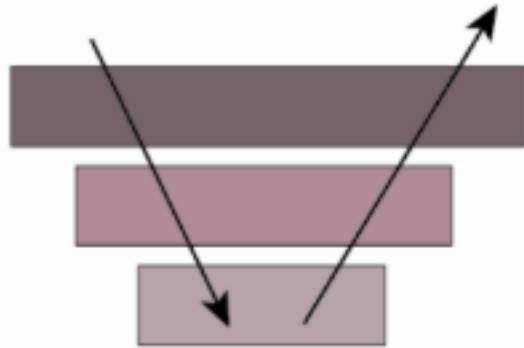


Send a Message

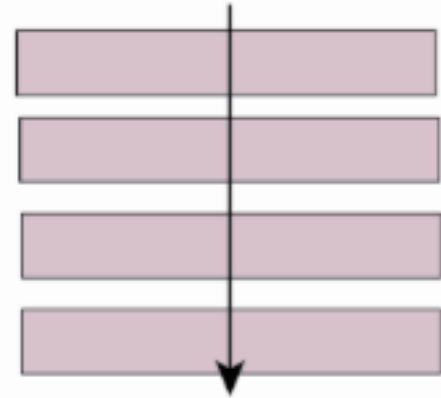


Read an Article

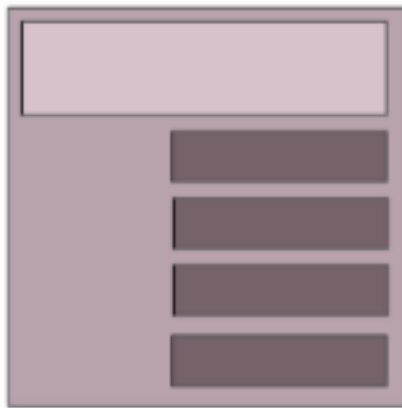
# Basic Blocks



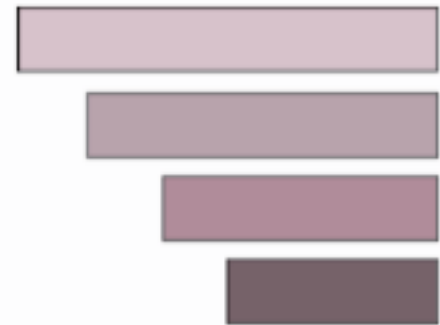
**Pool**



**Stream**



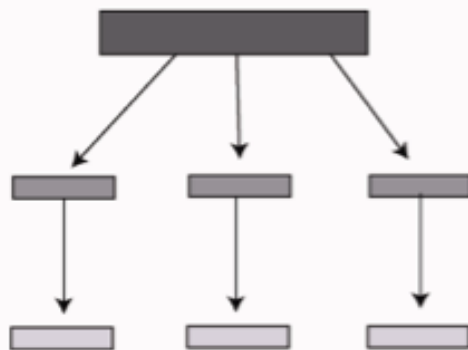
**Wall**



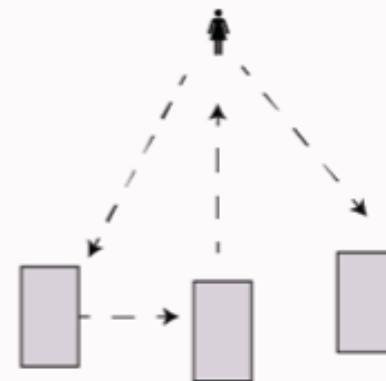
**Thread**

# Platform Structures

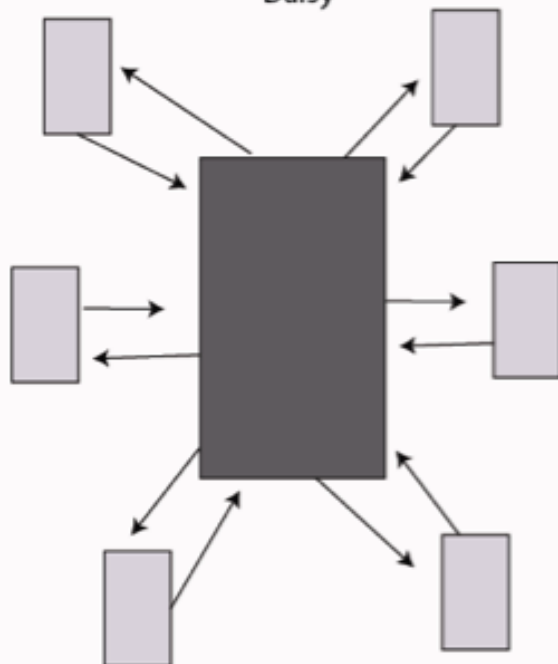
Strict Hierarchy



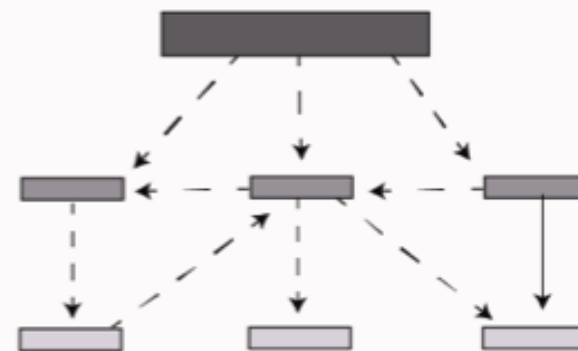
Hypertext



Daisy



Matrix



# Instagram

Core objects: Photos

Modules: Posts

Blocks: Threads

Platform: Hypertext



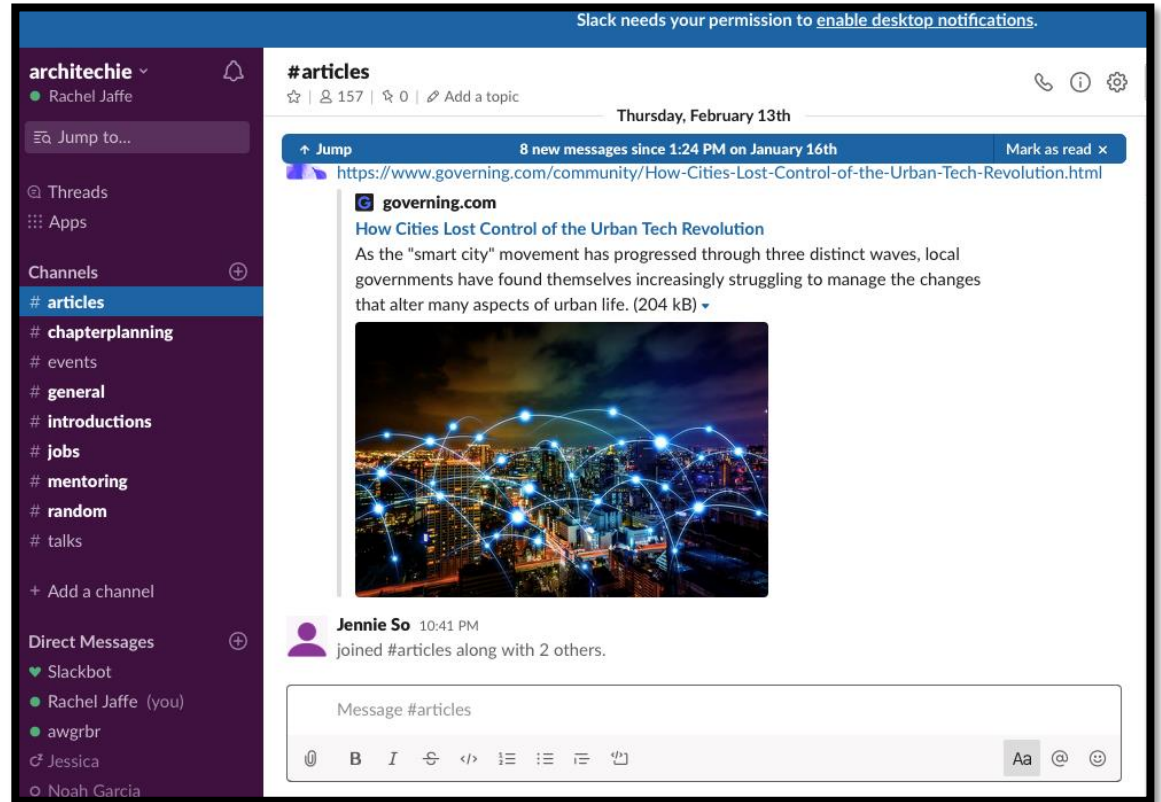
# Slack

Core objects: Messages

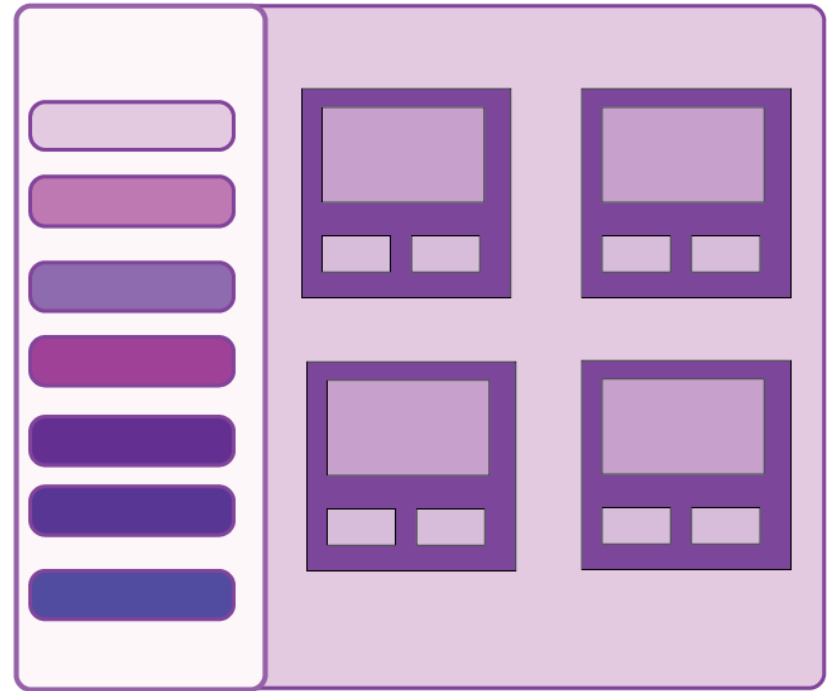
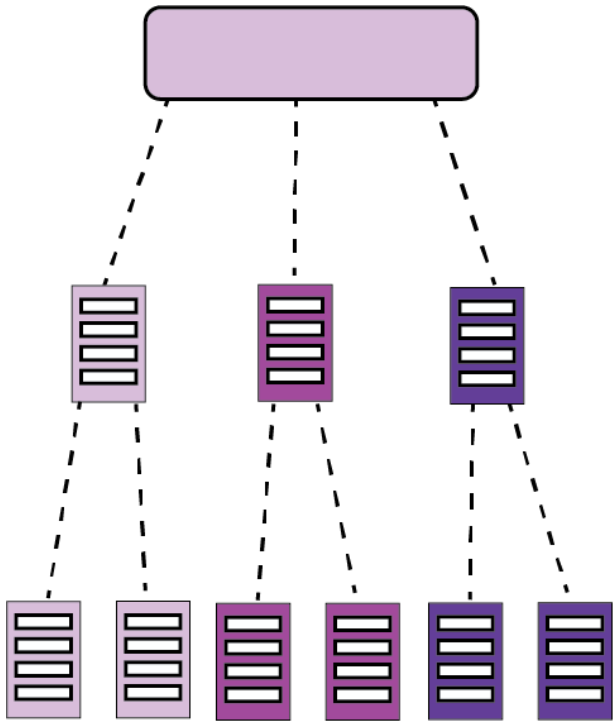
Modules: Messages

Blocks: Threads

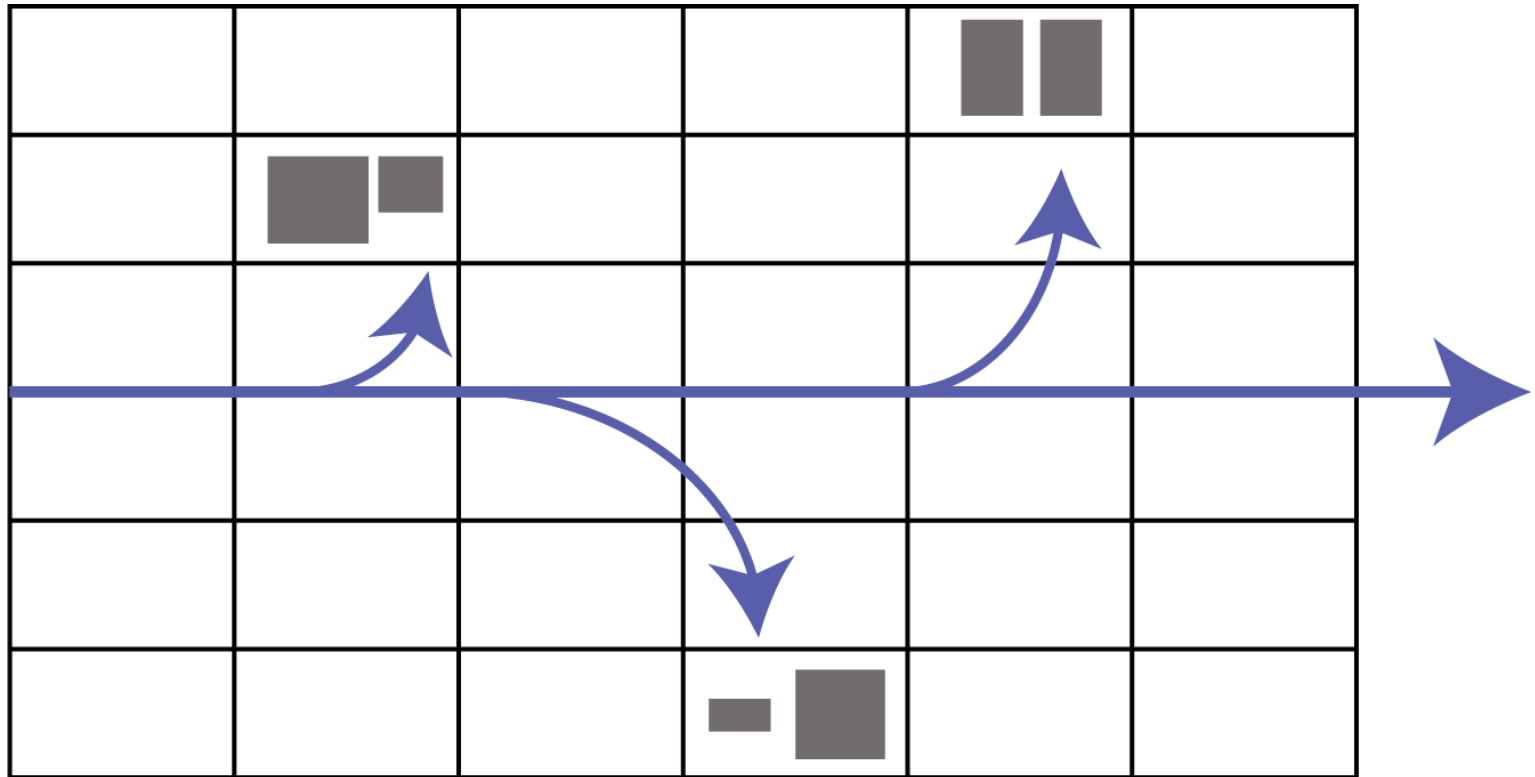
Platform: Channels



# New platforms, faster.

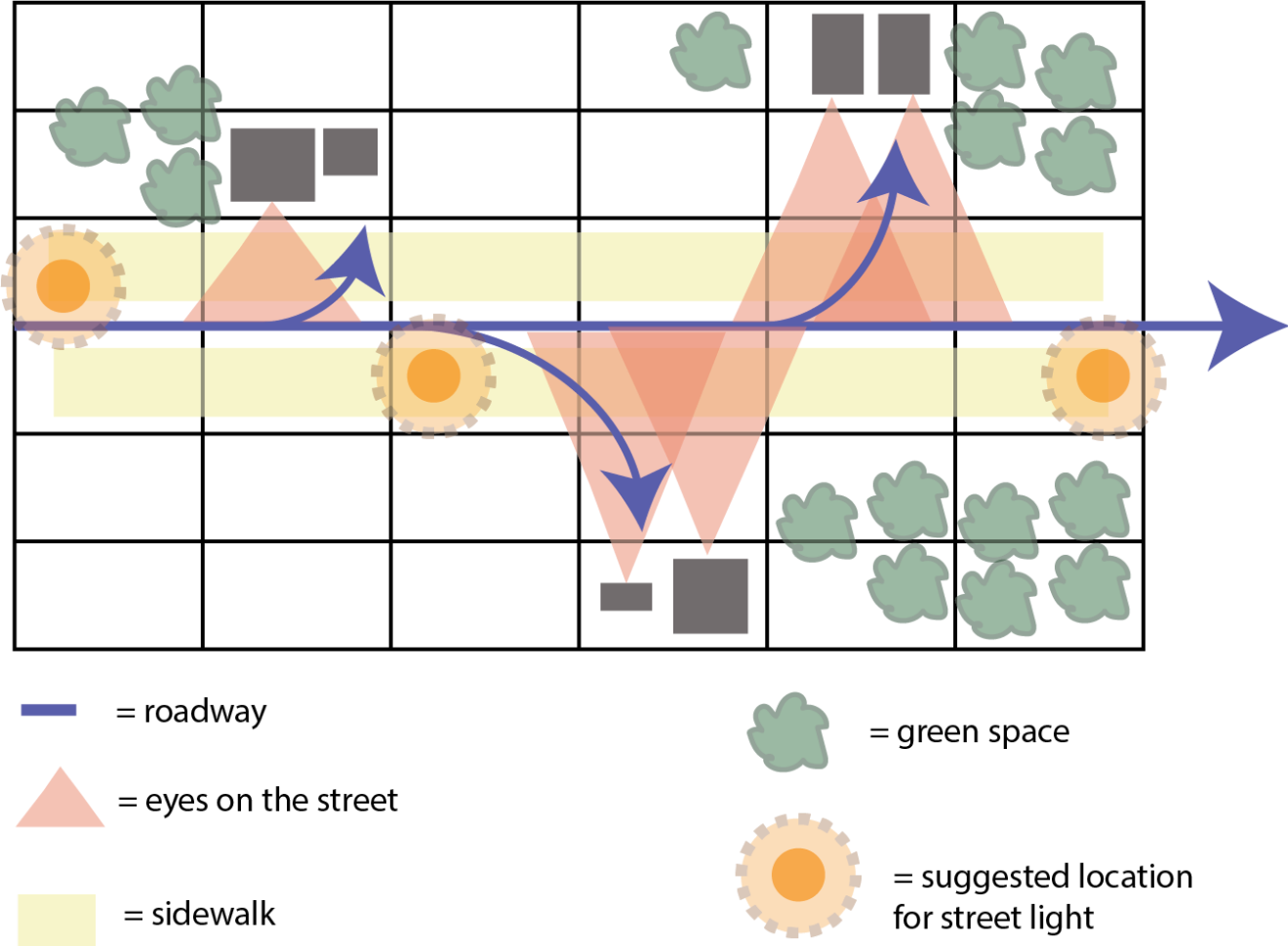


# Transportation Engineering



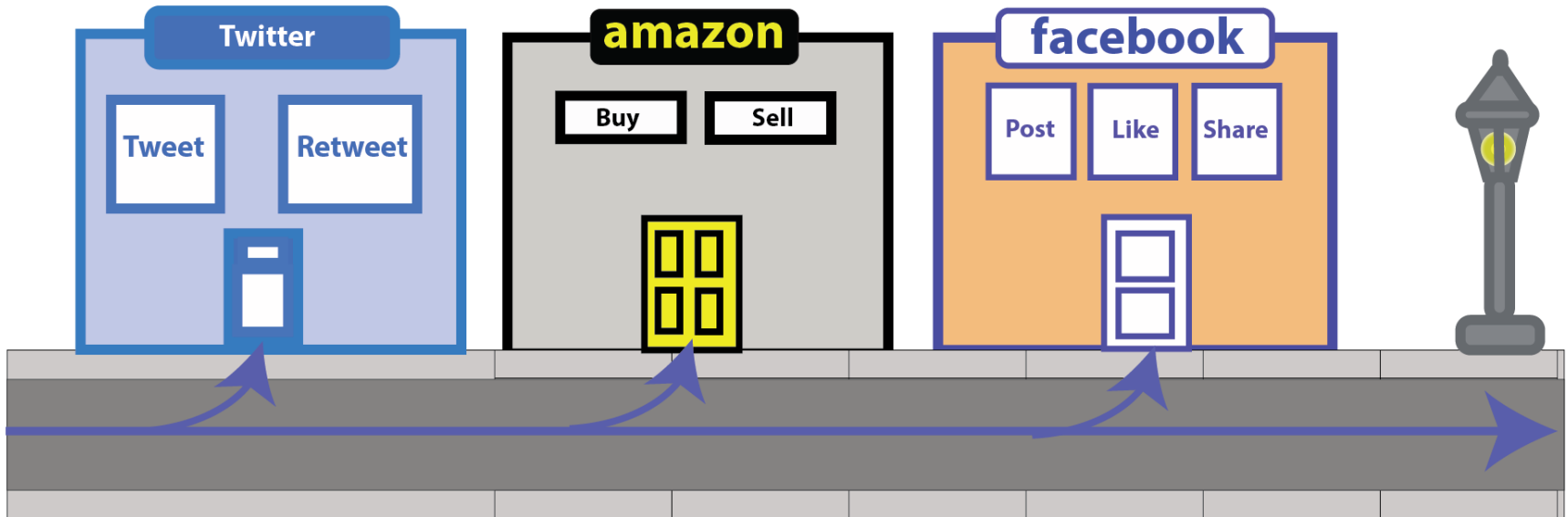
— = roadway

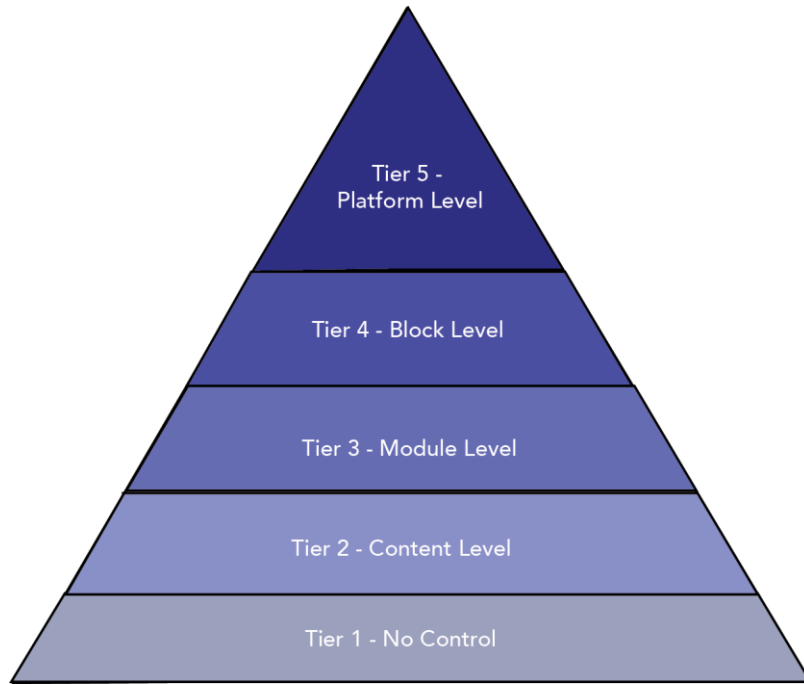
# New words enable New Analysis



# Human vs. User Centered Design

Who do we really design for?





# Tiers of User Control

Tier 1 — Users can only go through delineated pathways defined by the system's architect. The user has no way to impact the system.

Tier 2 — Users can create content, or singular objects and object groups in the system. They cannot control who sees their content or how people interact with it.

Tier 3 — Users have module-level control to be able to shape who sees and how people interact with their content. They cannot change block-level functionality of the system.

Tier 4 — Users have control over the design and functionality of the system at the block level. They do not have control over the goals of the network at the platform level.

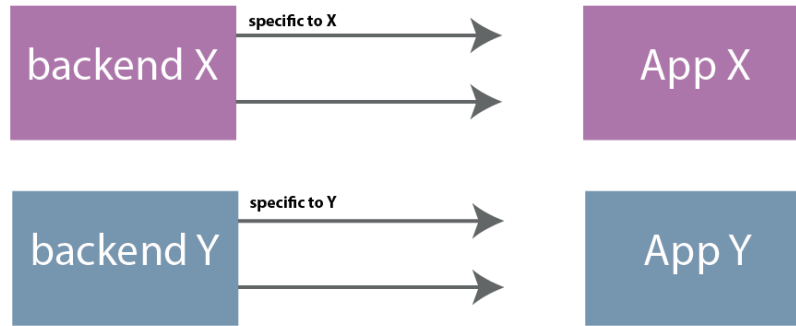
Tier 5 — Users are deeply embedded in the formulation of the goals and ethics that shape the design of the network at the platform-wide level.

## **Part 3**

# A Forest of Interaction

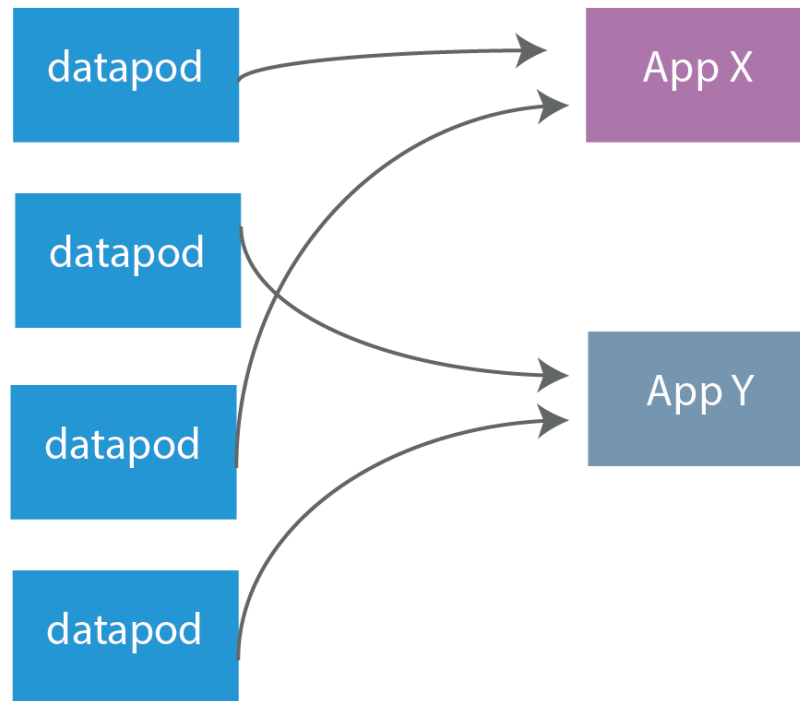
**Centralized Systems**

Single back-end works with a single app

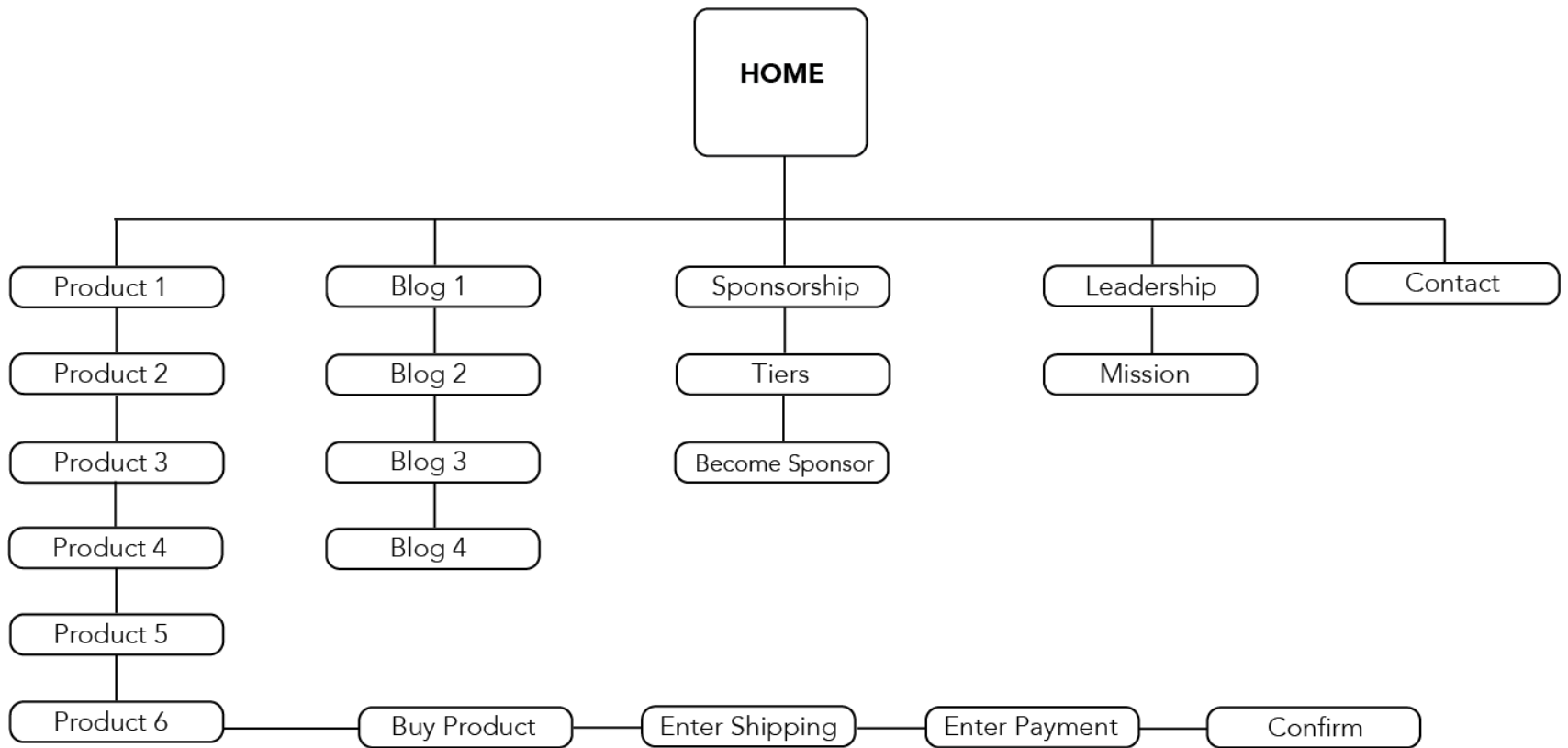


**Decentralized Systems  
Solid/Inrupt**

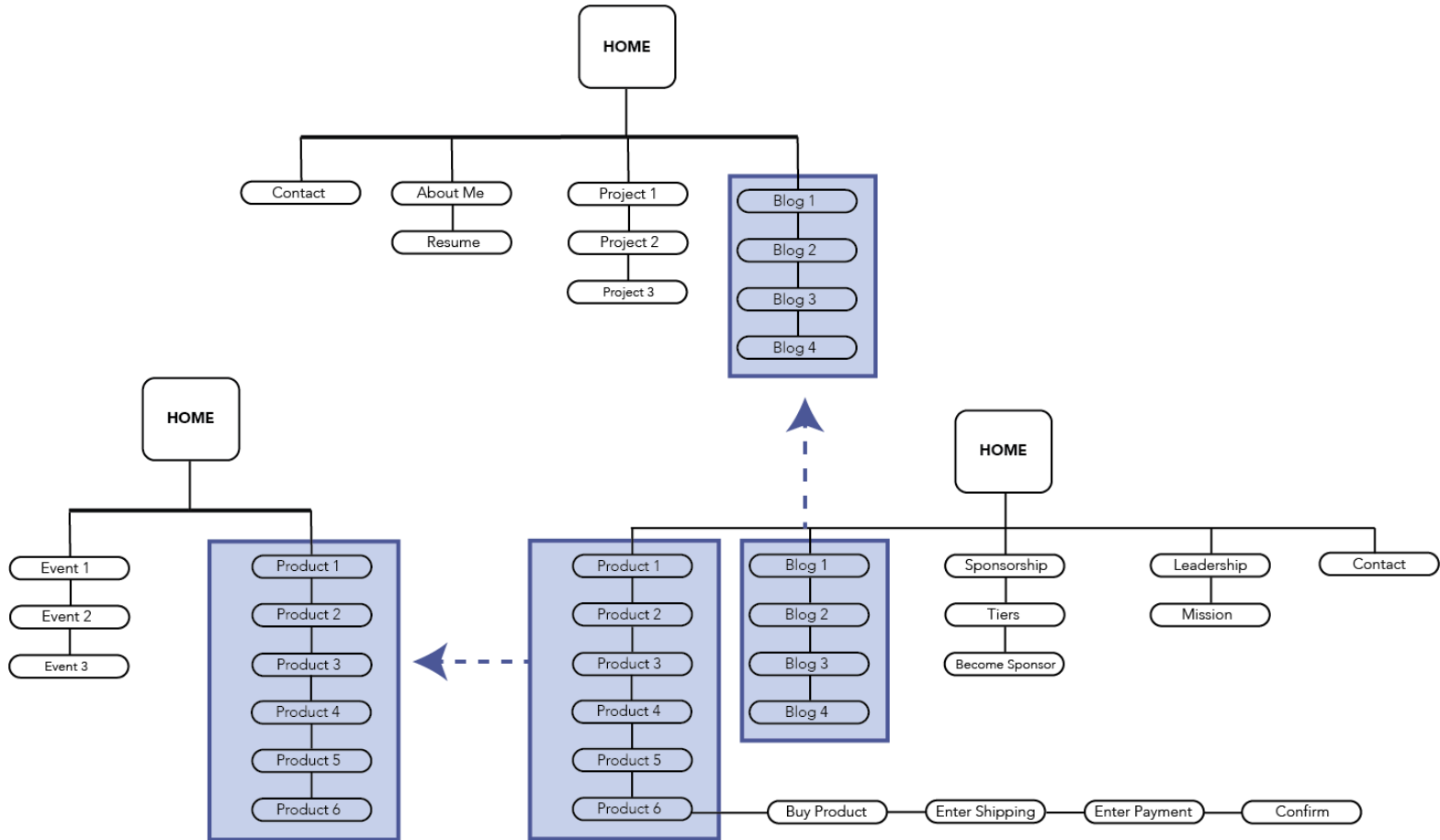
Multiple apps & Multiple back-ends

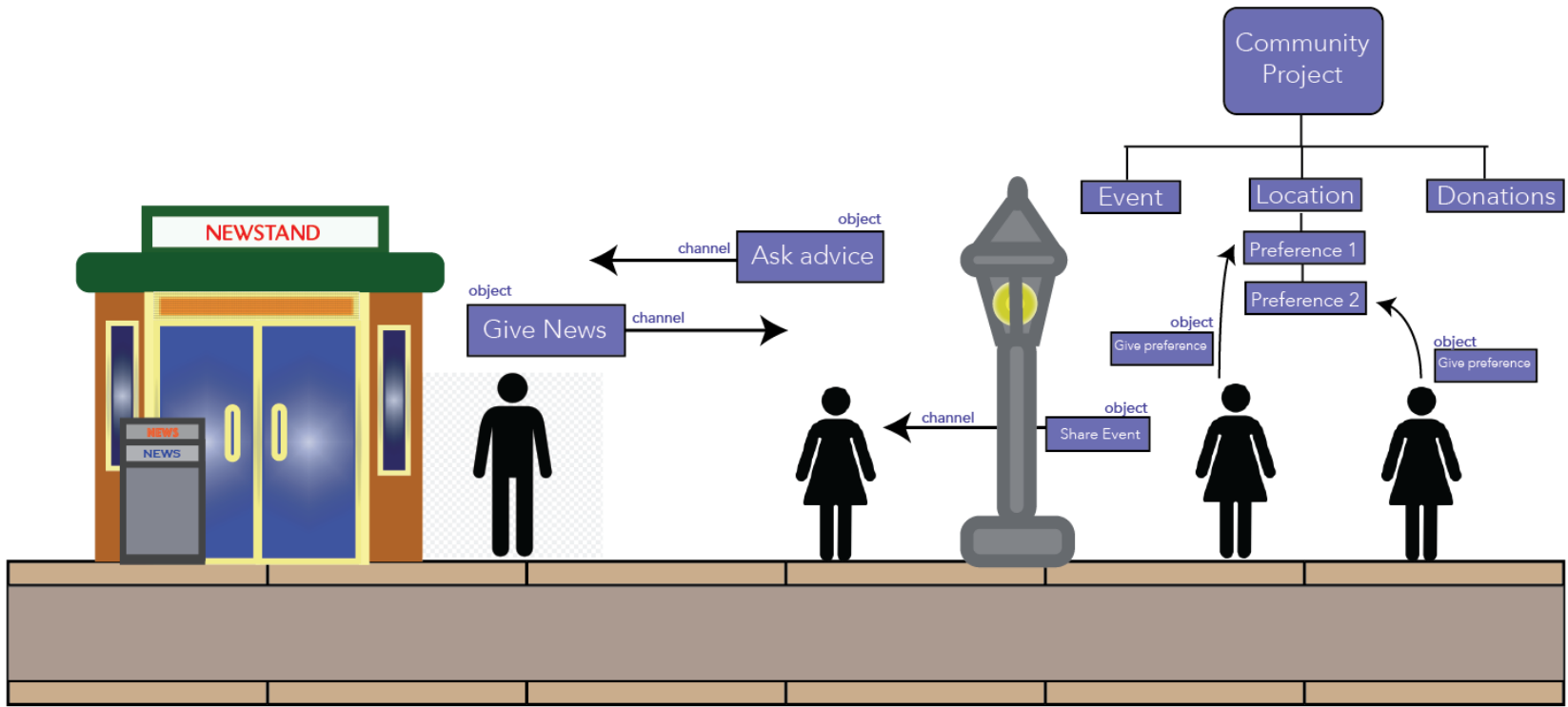


# Typical Site Map

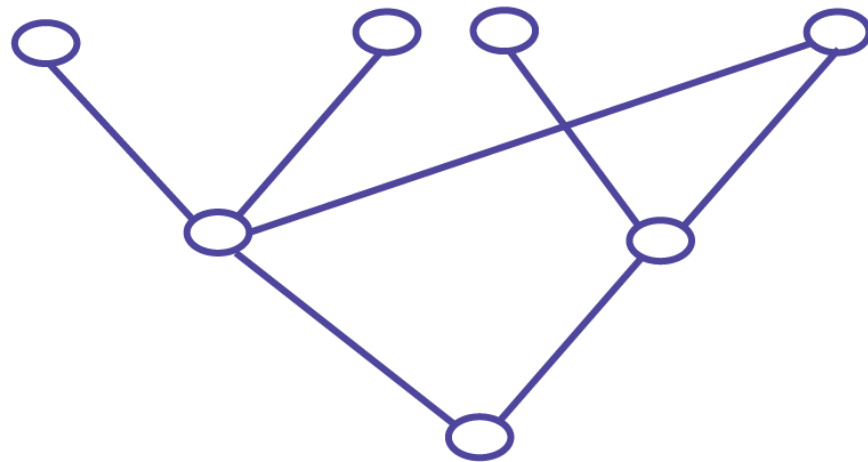


# Modular Networks





**Emergent Semi-lattice  
of interactions**

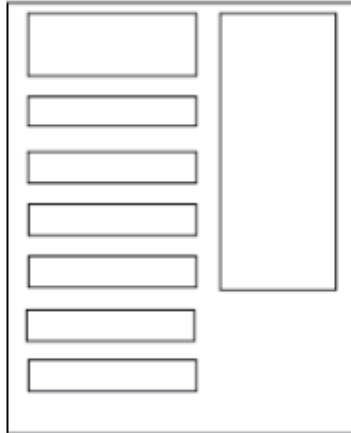


## Part 4

# Modular Networks

# Interoperable components untethered from specific platforms

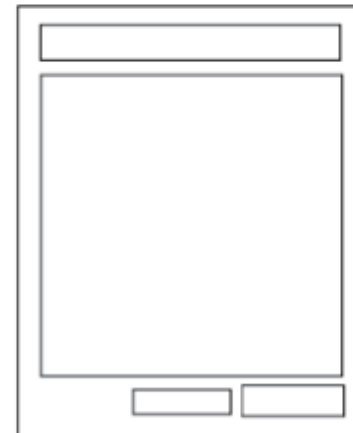
Portfolio



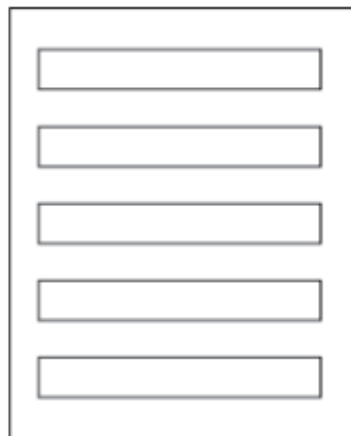
Article



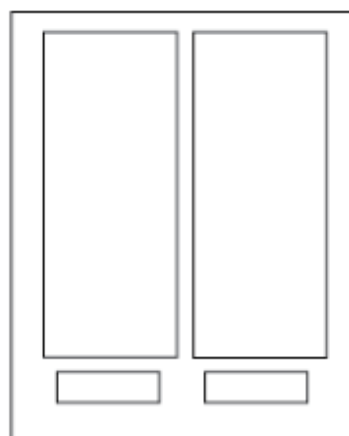
Letter



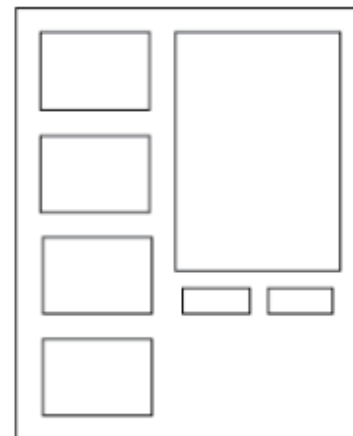
List



Collaboration



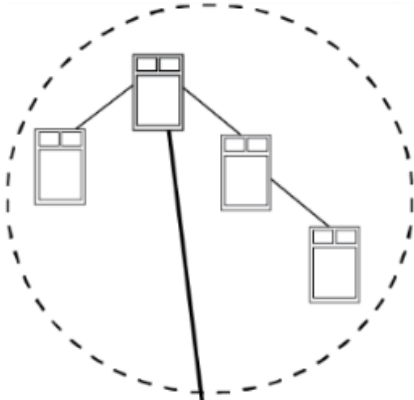
Presentation



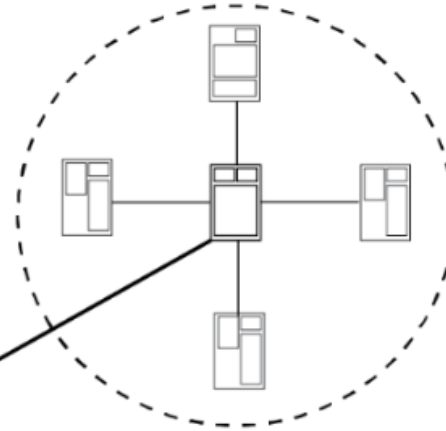
Basic Module Patterns

# Interoperable Modules

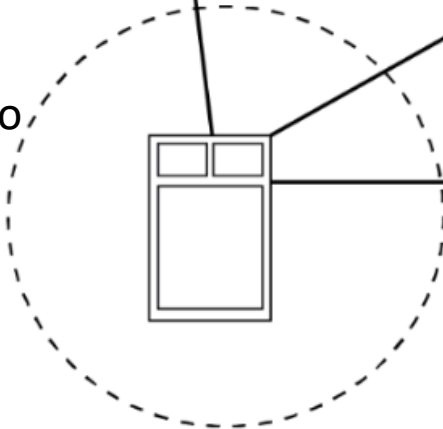
Family's Website



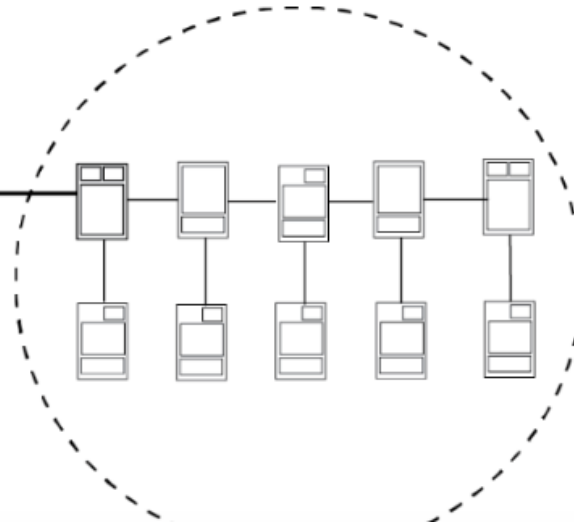
Job board



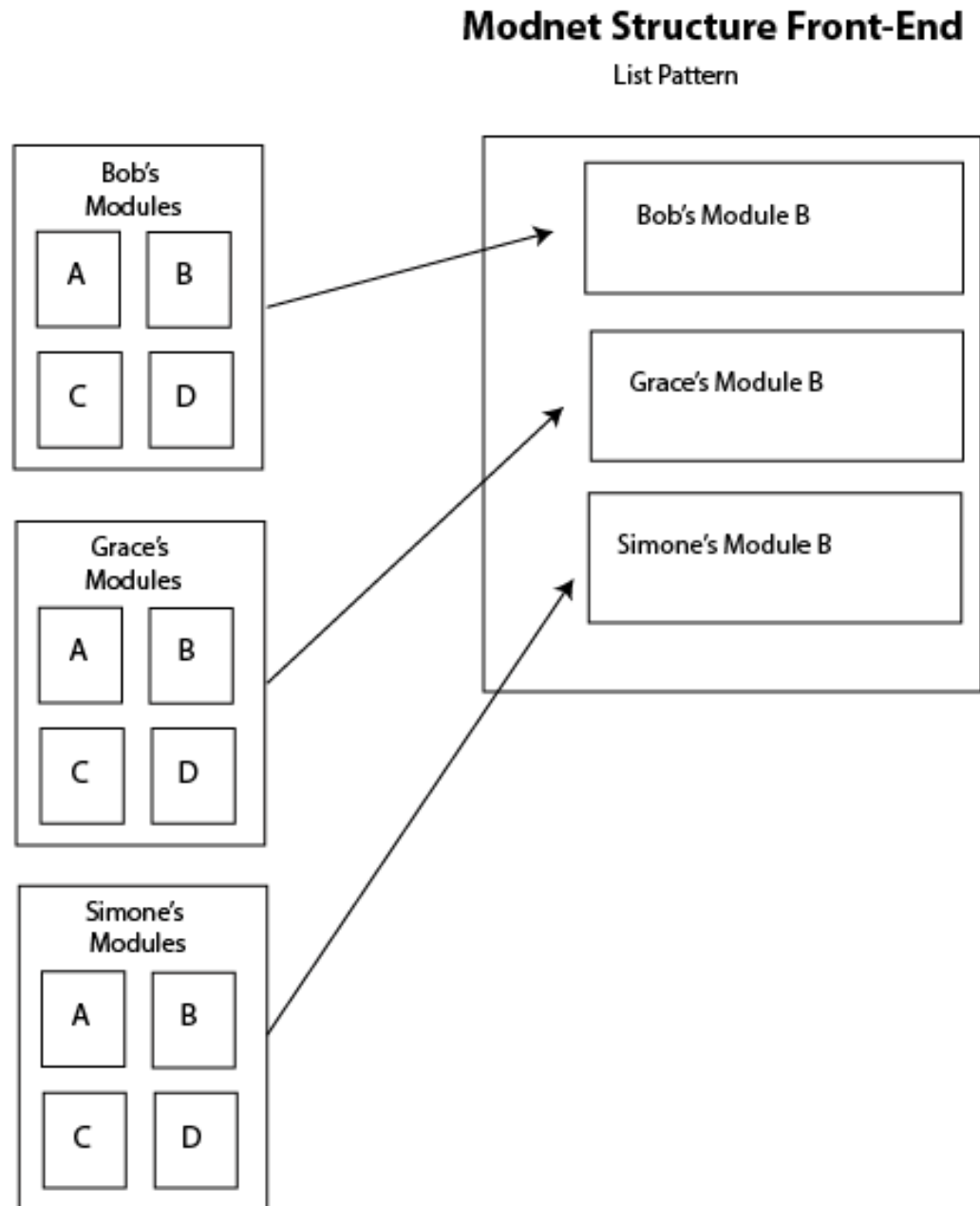
Portfolio



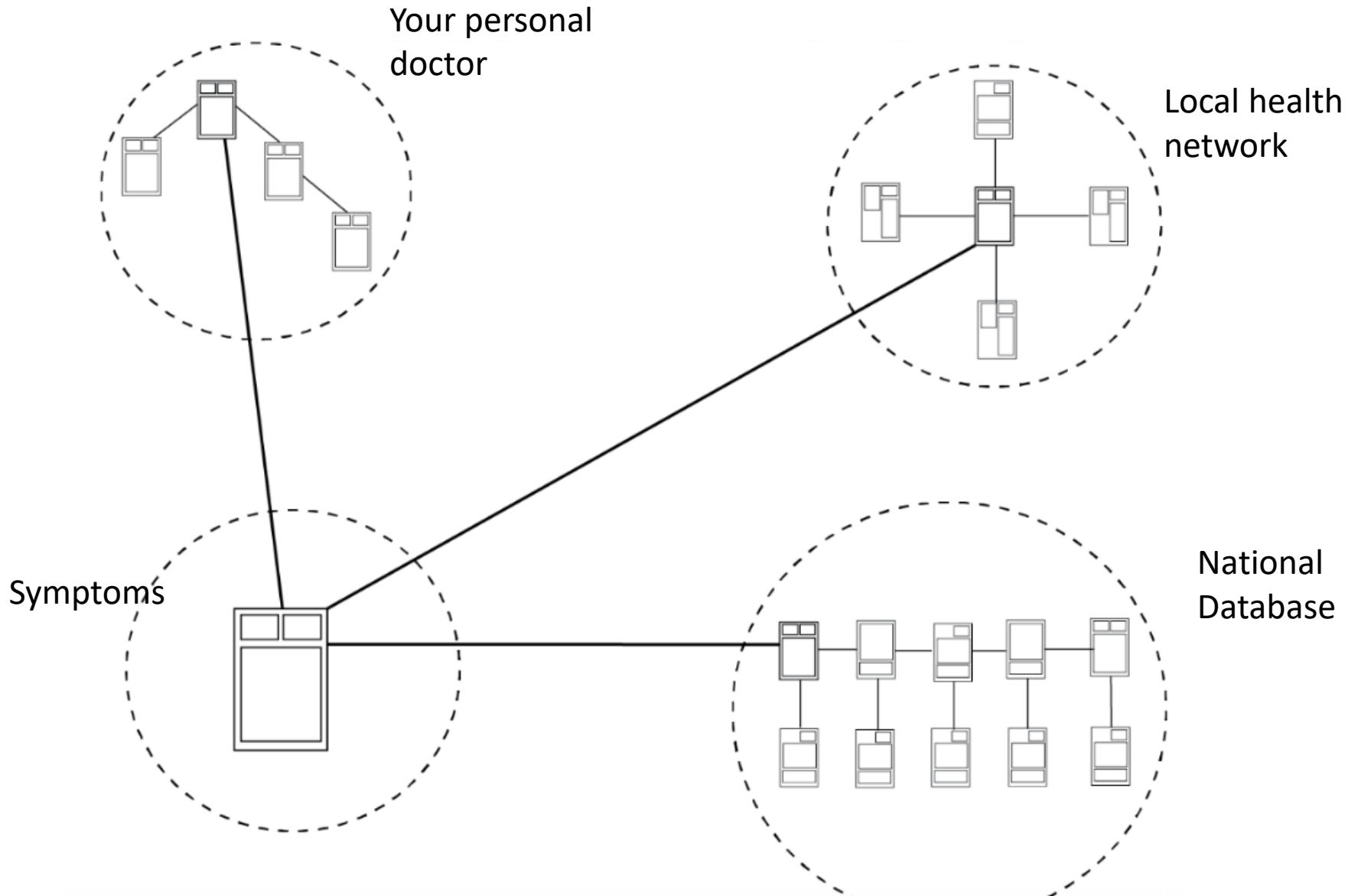
Community showcase



# Modnets: Modular Networks



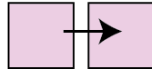
# More Efficient Data Exchange



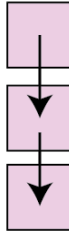
Case One:  
Display



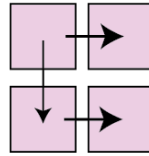
Case Two:  
Push to Side



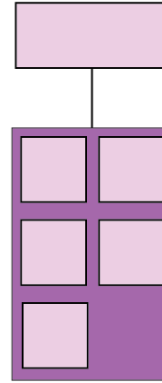
Case Three:  
List



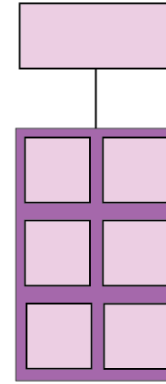
Case Four:  
Push to Side  
Push Down



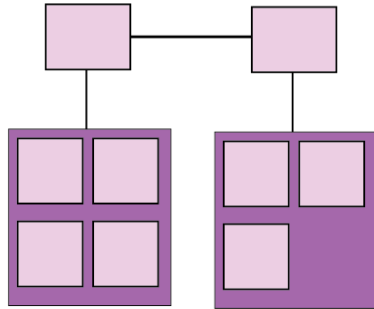
Case Five:  
Nest Under  
Category



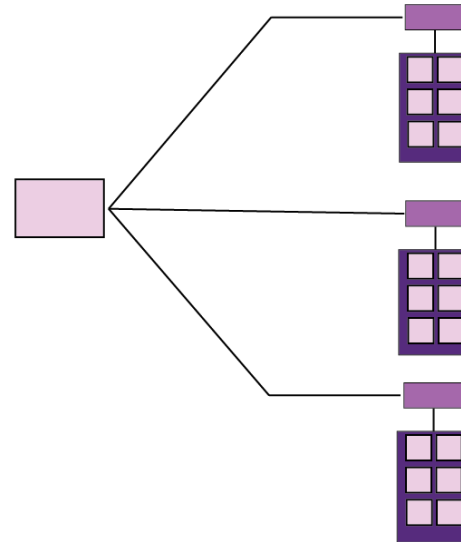
Case Six:  
Nest Under  
Category



Case Seven:  
Split Into Branches

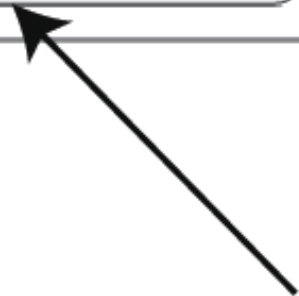
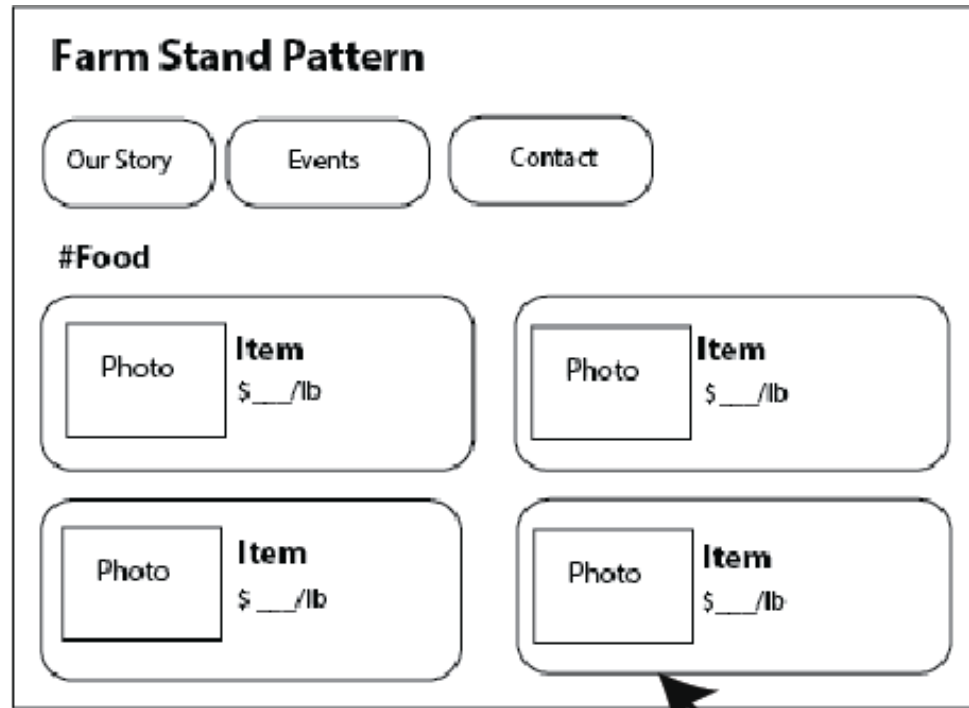


Case Eighteen:  
Nest Branches



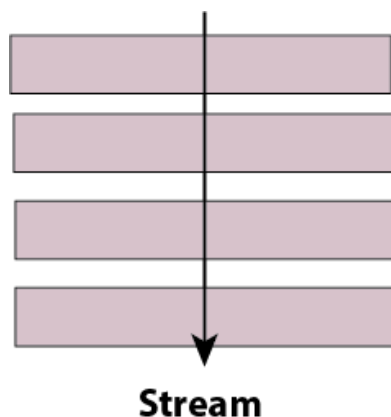
# Paul's Farm Stand Pattern

(Objects into Modules)



# Farmer's Market

(Modules into  
List Block)



## Farmer's Market



### Paul's Farm Stand

Selling:  
apples, broccoli, potatoes, carrots



### Judy's Honey

Selling:  
honey, candles



### Greg's Cheeses

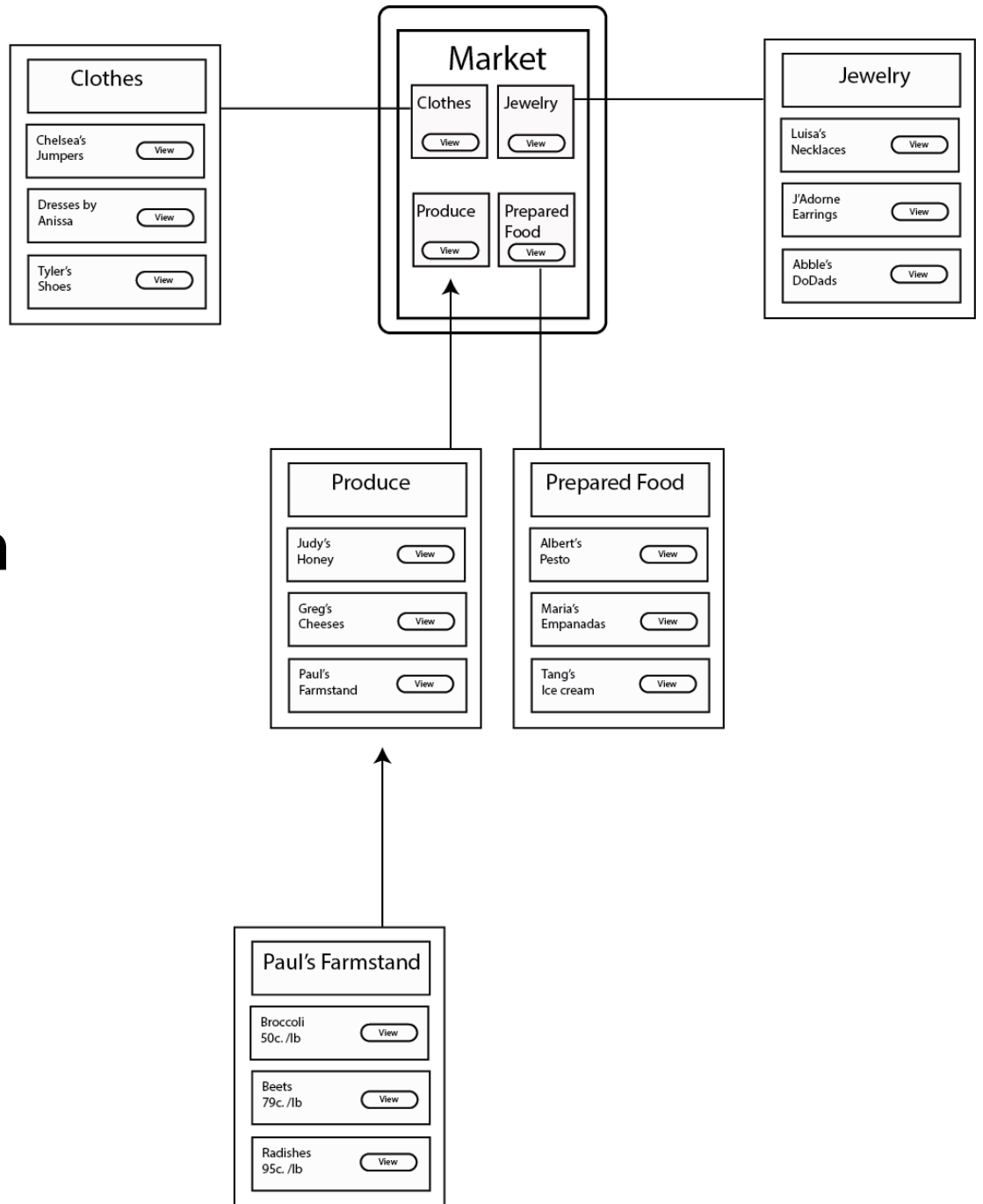
Selling:  
cheese, cream cheese, milk



### Meredith's Apple Cider

Selling:  
apples, broccoli, potatoes, carrots

# Market Platform

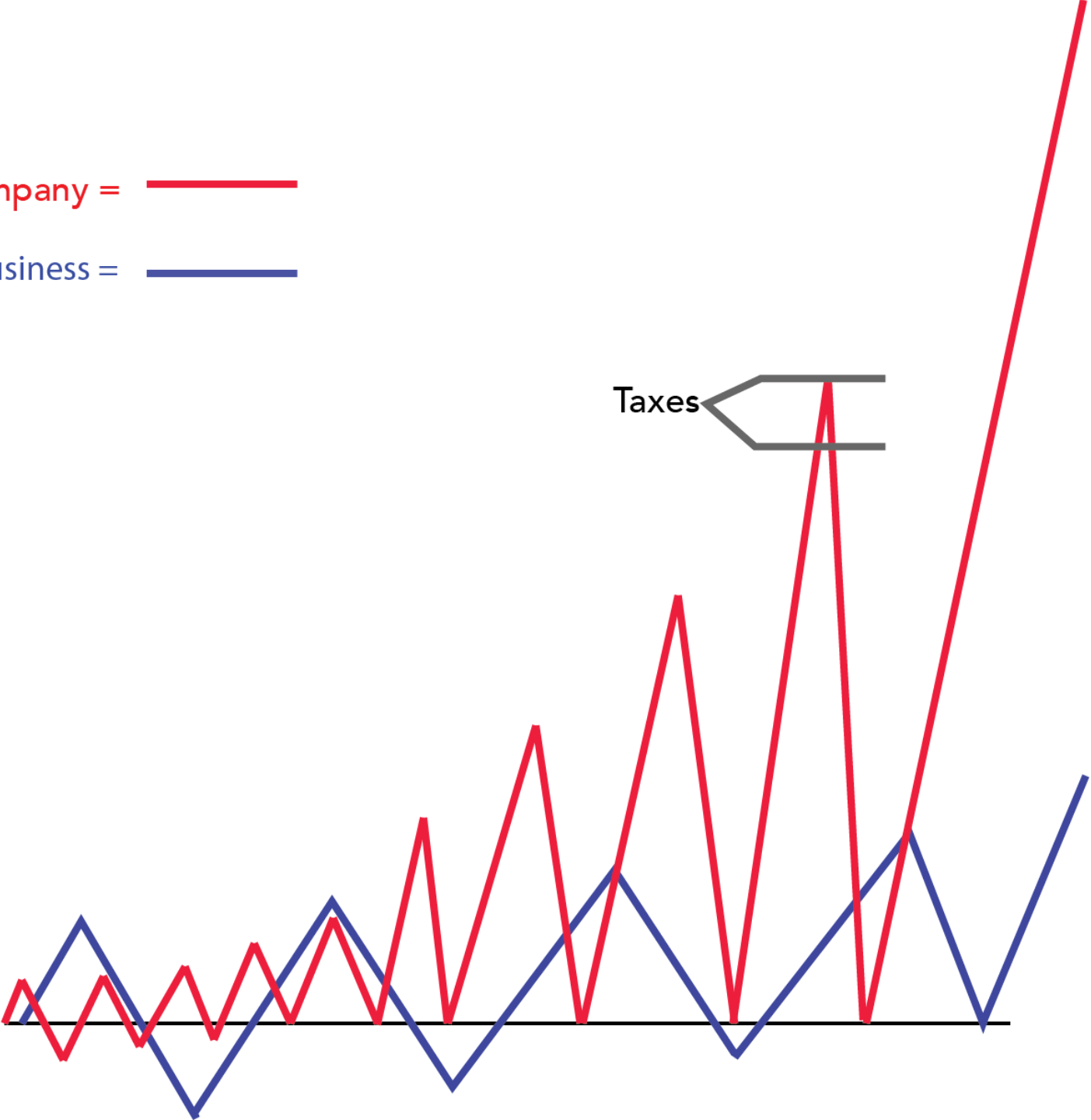


Platform Company = 

Typical Business = 

Taxes 

Value Transfer 

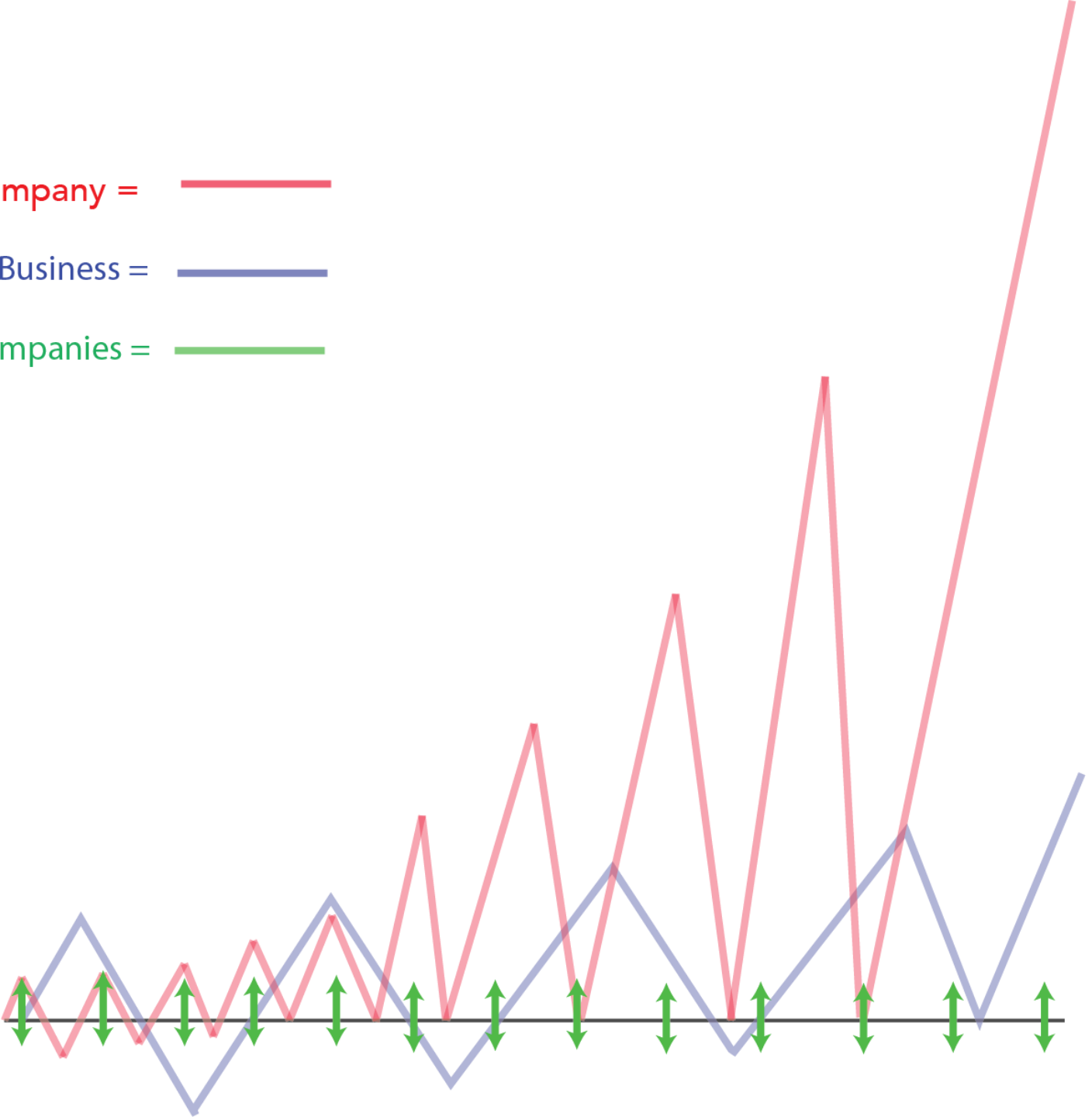


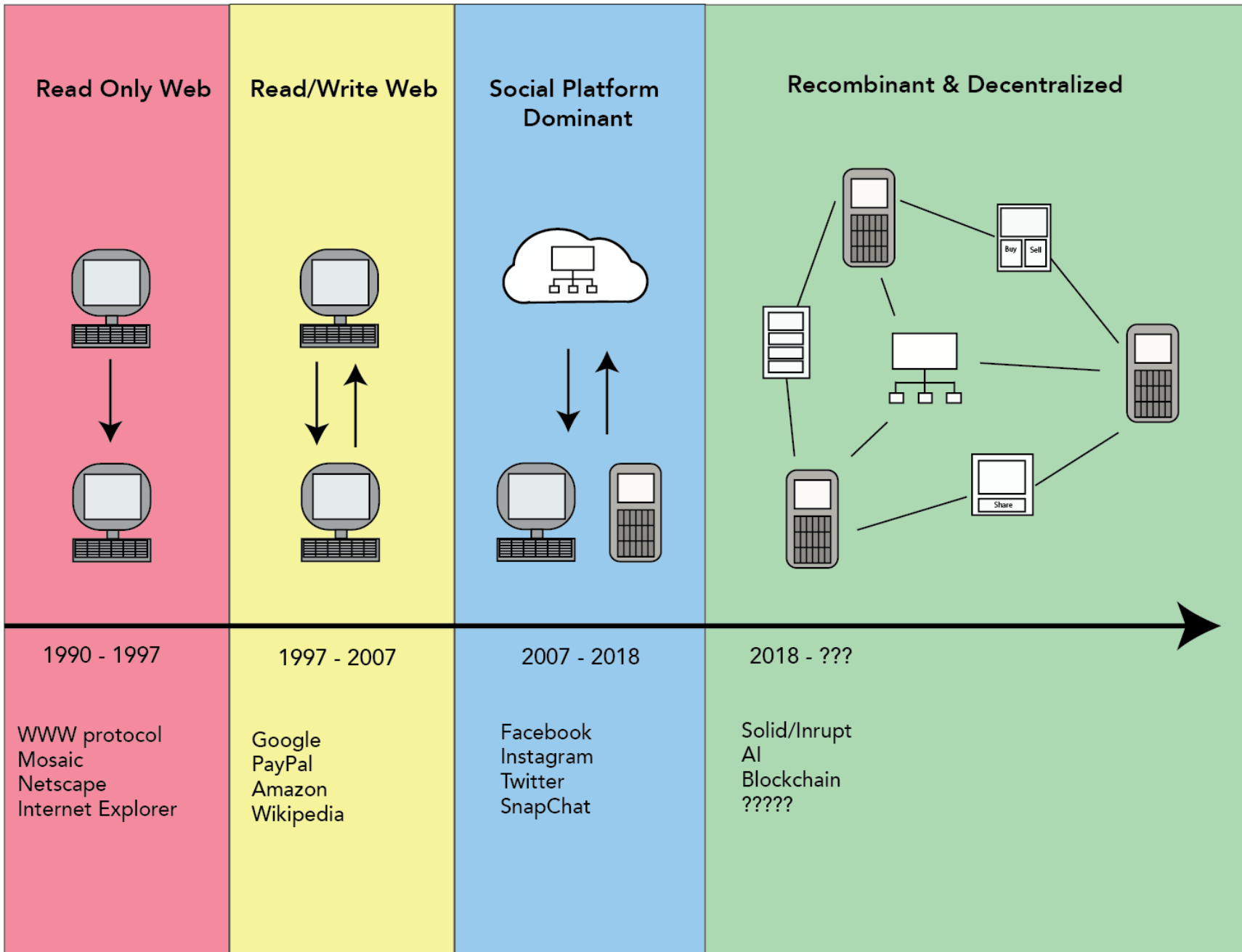
Platform Company =

Typical Business =

Ephemeral Companies =

Value Transfer





# Reach out/Get Involved!

Join Slack: <https://cutt.ly/tkLGciZ>

Medium: @rachelaliana

Email: [aliana@umich.edu](mailto:aliana@umich.edu)

Twitter: @rachel\_jaffe

Substack: <https://cutt.ly/GkLHUIV>