

Re-Imagining Social Networks

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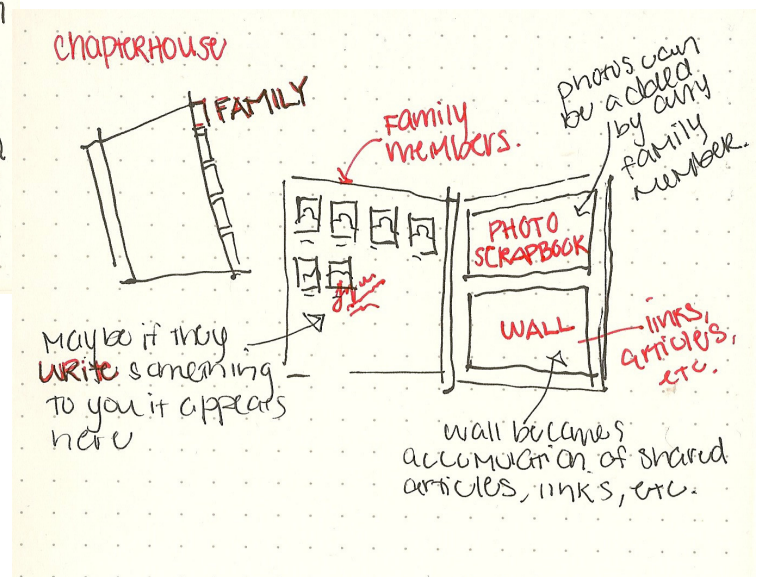
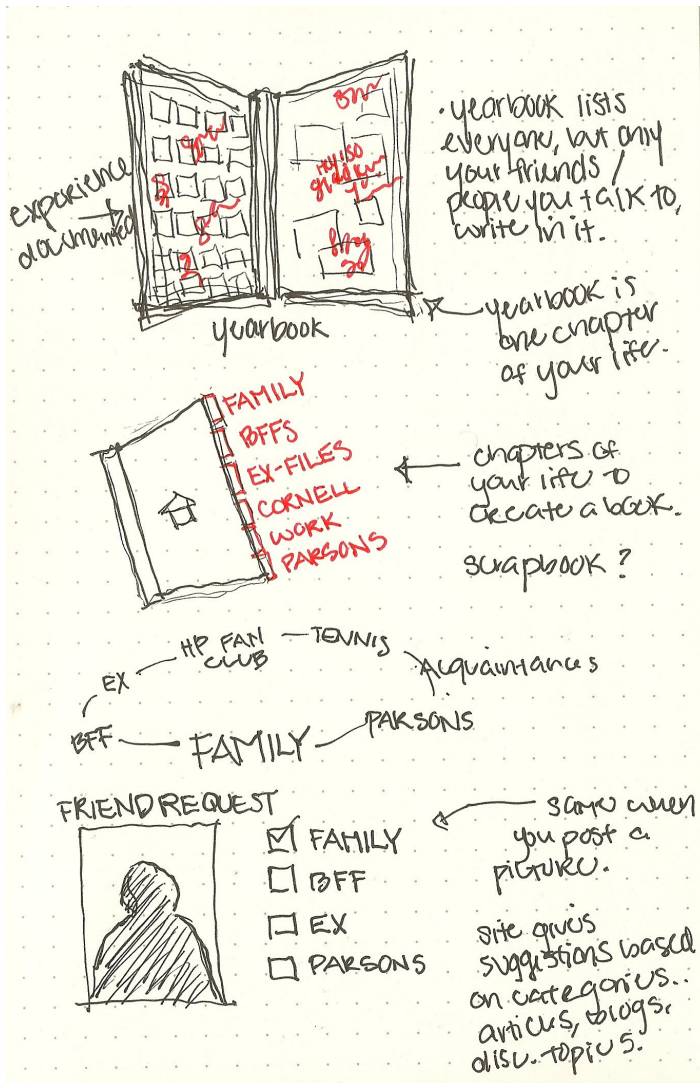
Precedents & Concept

- Yearbooks (highschool)
 - everyone is in there, even people you've never seen or spoken to
 - only your friends write in it/sign it and personalize it
 - comparable to how Facebook functions
 - this represents one chapter of your life
- article "Web Means the End of Forgetting" says we no longer have our different selves

My first concept was based off the idea of a yearbook representing one chapter of your life, and the possibility of keeping a book with all the chapters of one's life. Each one is different, and I really like the idea of being able to add chapters to your life. An analog form of this would look like a combination between a yearbook and scrapbook, documenting momentous time spans and the interactions that build them.

My second concept was based off the idea of having different selves. The environment that we are in and the people we are surrounded by inform how we act, what we talk about, and what we do. We often vary between these different environments, so this website would actually be a more accurate depiction of ones self, by allowing them to keep multiple profiles.

Process Sketches



Chapterhouse

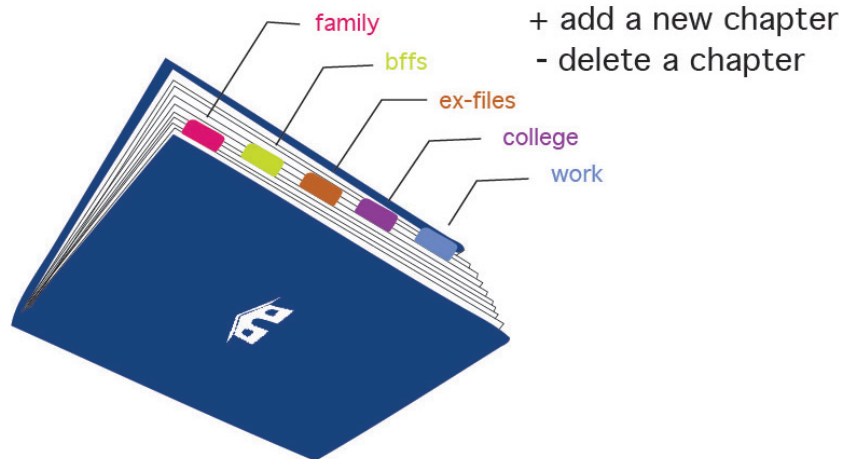
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*Sign up
today!*

Can't keep up with all the chapters in your life?
Customize your own personal book that documents all the chapters of your life. If you want to erase all the bad relationships you've ever had (and deleting phone numbers just isn't enough), now it's just an easy click away. Store them all in one chapter and delete!

How does it work?

Here you can document all of the chapters of your life easily by adding a new chapter whenever you want. Your "friends" are assorted into the chapter you choose for them, and they can only see whichever profile you create for that chapter.



who needs to hide,
when they can

multiply
multiply
multiply
multiply
multiply

*Click here to sign
up now!*

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embrace your different selves!

Are you hesitant to have heated discussions with your fellow Harry Potter fanclub members for fear of being called a loser by your friends? Want to make your exes jealous by creating the ideal profile for yourself? We all know your work life is different from your family life, and wouldn't you like to keep it that way? Now, embrace your different selves with **multiply**.

How does it work?

Multiply allows you to create different groups of "friends", and a different profile for each group. You get complete control over how you want to represent yourself amongst different groups. You have the power to add and delete groups whenever you want.

Friend
Request



family



bffs



highschool



Acquaintances



Artists



Harry Potter Fanclub



college