

- Some people have been asking why Bluesky and many more will in a near future, I will try to convince you, but first I need you to understand WHAT is bluesky. (this will have tons of references, if you want to know you gotta read them)
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- So first: Jack's vision (notice the date)
 - `{{twitter(https://twitter.com/jack/status/1204766078468911106)}}`
 - Bluesky was a project of Jack, it was Jack's gift to the world. He realized twitter could not (and more importantly SHOULD NOT) control the flow of information, so he created a project where there would be no person/organization controlling it
 - he really disliked how everything became so centralized on a few sites and the power they are FORCED to handle, (absolute power corrupts absolutely and at this scale there is absolutely no one that is capable of handling all the (external) pressures that come with it!)
 - #centralization
 - `{{twitter(https://twitter.com/jack/status/1510314535671922689)}}`
 - `{{twitter(https://twitter.com/jack/status/1562861302242226178)}}`
 - I know, again the whole "centralization thing". Yeah! This is a real problem! The Web3 guys tried the token approach, jack disagrees it is necessary but agrees there's a problem, bluesky is a possible solution without any tokens.
 - `{{twitter(https://twitter.com/jack/status/1473139010197508098)}}`
 - `{{twitter(https://twitter.com/jack/status/1473361222825299974)}}`
 - The goal was for bluesky to "fix twitter" and, eventually, replace it, essentially a "back to origins" of twitter as a protocol
 - The future of twitter
 - `{{twitter(https://twitter.com/jack/status/1443271707473678338)}}`

- but he wasn't expecting to be kicked (the official narrative is that "he decided to leave" but cmon... I don't buy it)
 - he hints at it in this tweet, this might be only referring to the power capture by Wall Street in the board of directors, but let's look at it: 2019 he shares a vision for twitter replacement that will mean less power and control, 2021 parag (the CTO of that project) replaces Jack as CEO of twitter... What could this mean ? My intuition tells me the board tried to kill 2 birds with one stone.
 - `{{twitter(https://twitter.com/jack/status/1518772754782187520)}}`
 - (there was an interesting article about some internal fights, I can't remember where I've read so I probably can't find it)
 - With jack out of the picture and now with Musk taking over the chances of twitter being slowly replaced with bluesky are pretty much null. He paid 44b for it after all... It's the same old problem again but with someone different controlling the path: twitter as a company is bound to have massive problems. We saw this with the external pressure advertisers put on twitter when many of them stopped advertising on twitter, pulling out a big chunk of twitter income. Twitter NEEDS to be a protocol. This is bigger than anyone, no one can manage this properly when there's unaligned incentive\$ that let external pressures affect the platform. Unless... We move. :)
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- Ok, now you have a bit of the background for the project
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- bluesky is like a proto-"what twitter should've been"
 - `{{twitter(https://twitter.com/IaimforGOAT/status/1644419227908993038)}}`
- it's still early, it is still being built after all... But it doesn't have the issues mastodon has (pick a server and giving a random person access to your things, fragment people over different servers, etc). As of now it has the same basic features twitter has, but it is a

smaller, cozier social network. If twitter is the world's public square, bluesky rn is a small-town public square. It's nice, people are having fun, mixing and mingling. And if you are somewhat tpot adjacent many people in your network are already there.

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