**'"In the middle of a Cloud I call your name"- Open Standards in Social Networking'**

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When we excavate the stack out of which Social Networking sites have evolved we see that it is Open Standards, TCP/IP,HTML.XHTML, and W3C standards that have been the enablers. Can Facebook and Myspace and the like stay proprietary and survive, or are the forces of user accessibility and portability compelling them towards Open Standards (such as XMPP?
What are the implications for this for IP generally in the always on-line age?