



Web Recruiting: Yesterday, Today, and Tomorrow

Don Ramer

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Antisocial Networking Gets Hip

Joanna Glasner [✉](#) 04.05.06 | 2:00 AM

Online social networks are usually all about bringing together people who like the same things.

The founder of a new anti-social networking site, however, is finding that shared hates can be an equally effective bonding tool.

Software engineer Bryant Choung intended to satirize social discovery services when he launched his beta site, Snubster, last month. The site lets members create public lists of people and things that rankle them.

"The whole concept of online social networking was really starting to irk me," said Choung, who initially envisioned Snubster as a way to stem the often irritating flow of invitations to join networking sites like Friendster and LinkedIn. While such sites seemed like a good idea at first, their usage too often devolves into "an attempt to get as many fake friends as possible."

Snubster members, by contrast, focus on what irritates them. Targets of discontent include individuals (President Bush is a popular pick), groups (guys who talk at urinals) and things (bologna). Besides storing lists, the site has a tool for sending an e-mail to someone newly added to a list to tell them why they're being snubbed.



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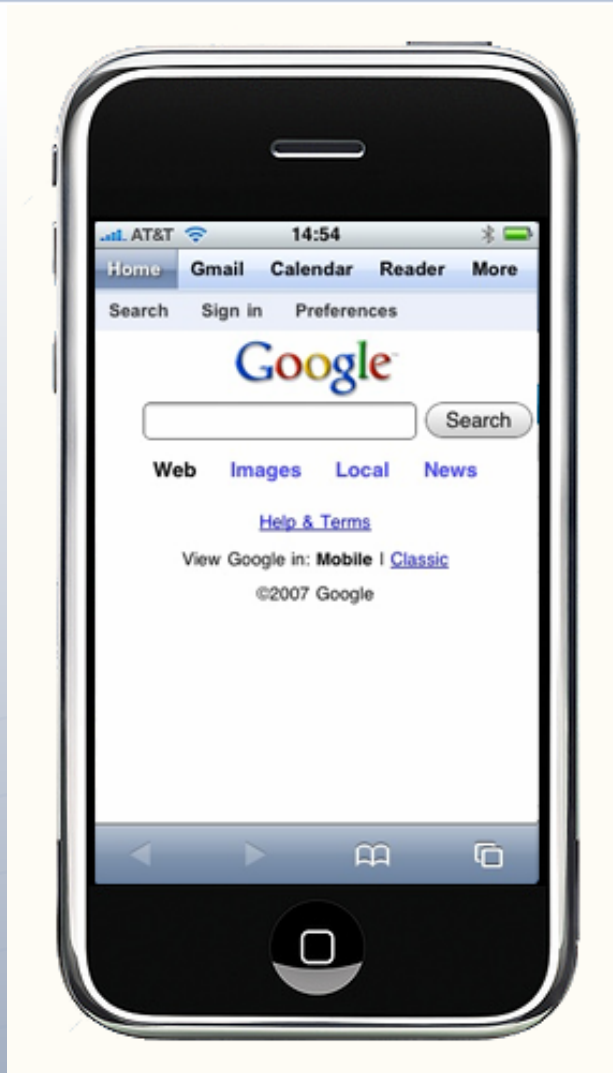
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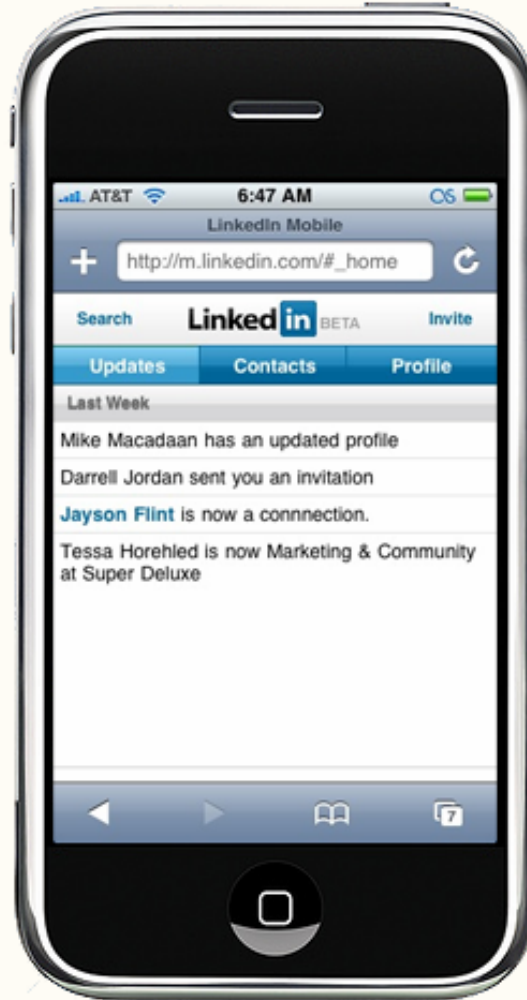
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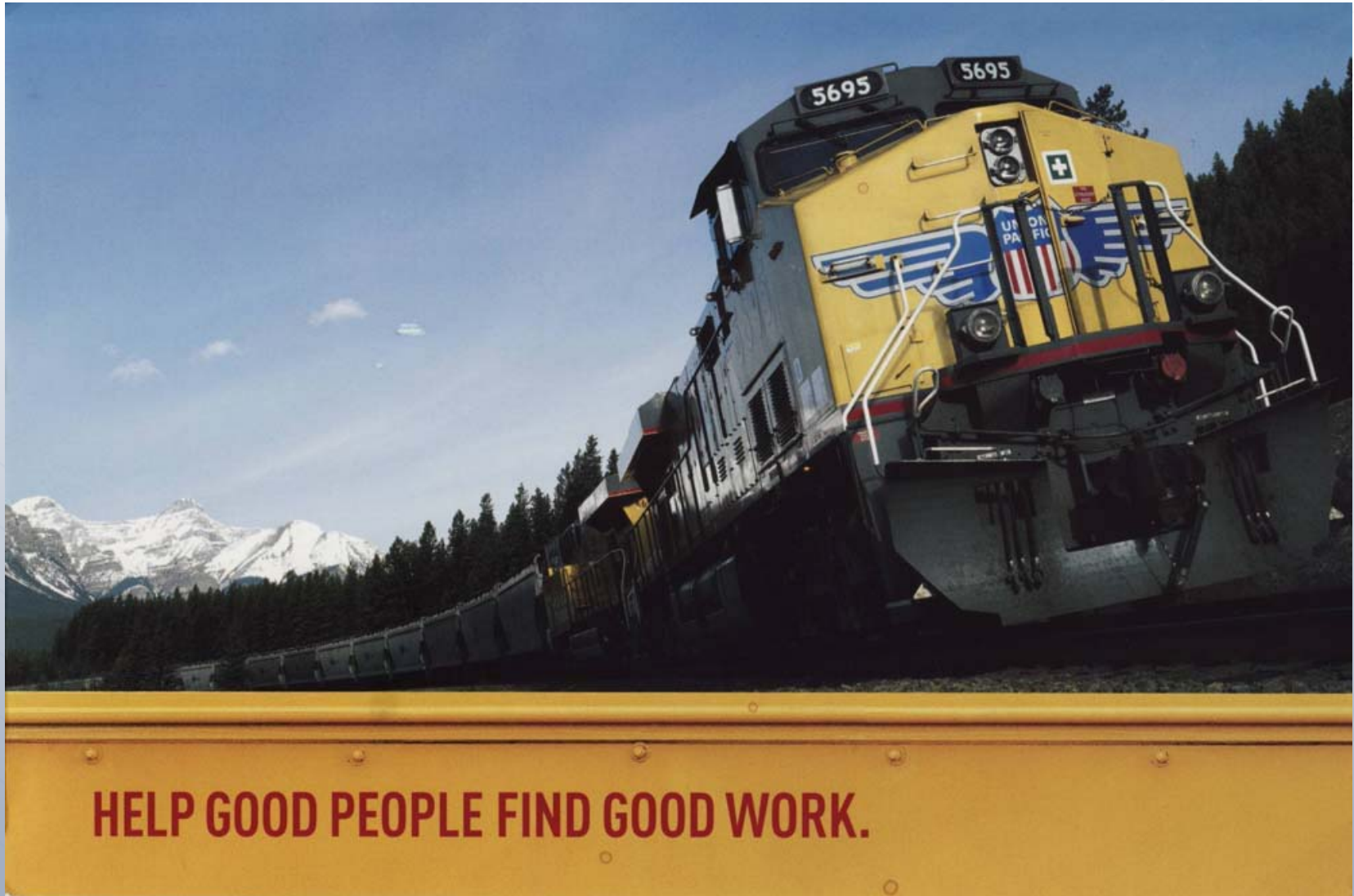
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