

# **Three Tiers of Social Products: Designing Robust Relational Infrastructure**

Trace Remick

2025-06-26

# Why Relational Infrastructure Matters

**50%**

of U.S. adults report experiencing loneliness with some of the highest rates among young adults.

**30%**

of Americans report knowing all or most of their neighbors.

**25%**

of Young men ages 15-34 report feeling lonely daily

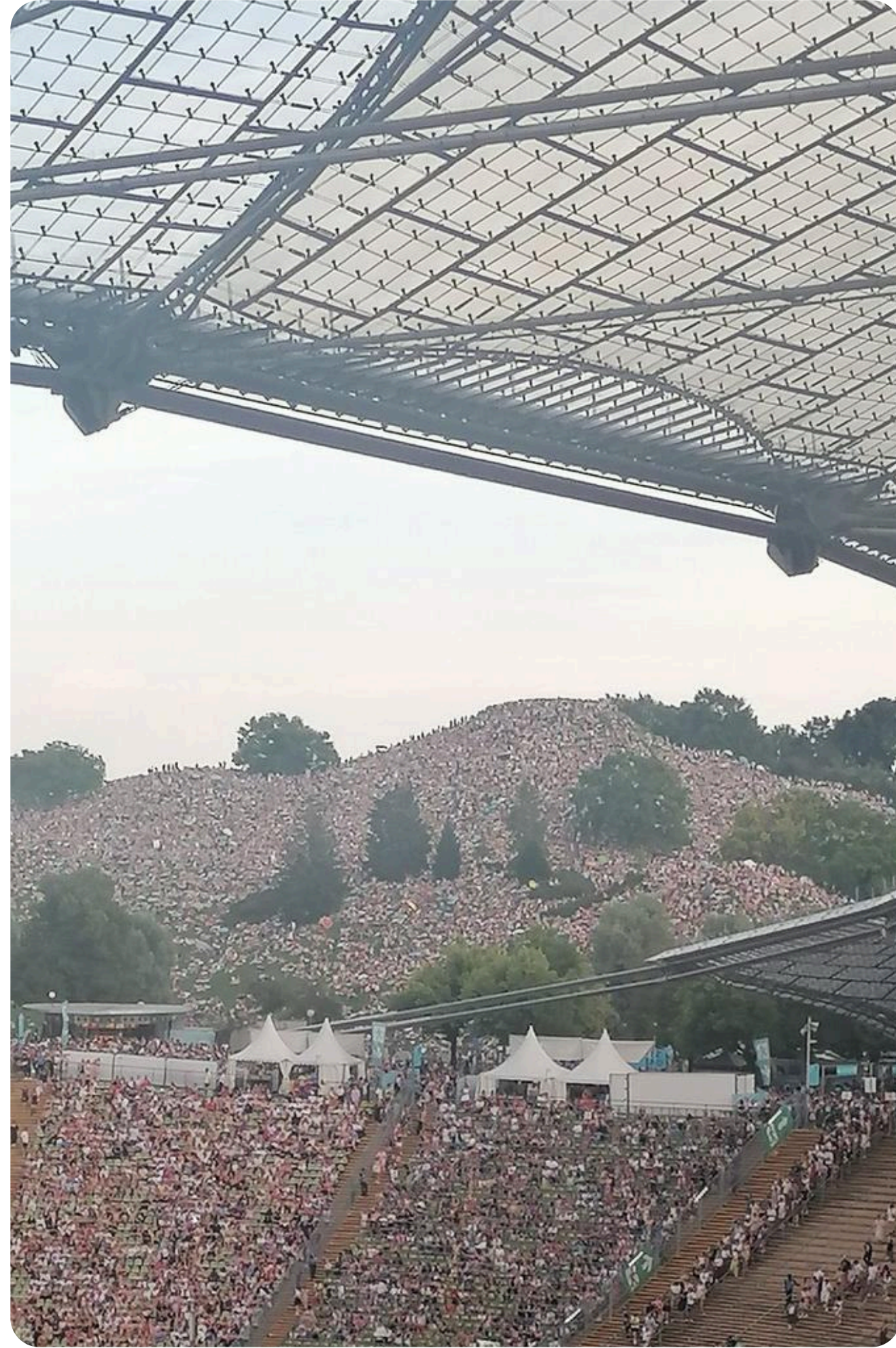
**Loneliness is no longer a feeling, it's a public-health metric.**

# Relational infrastructure

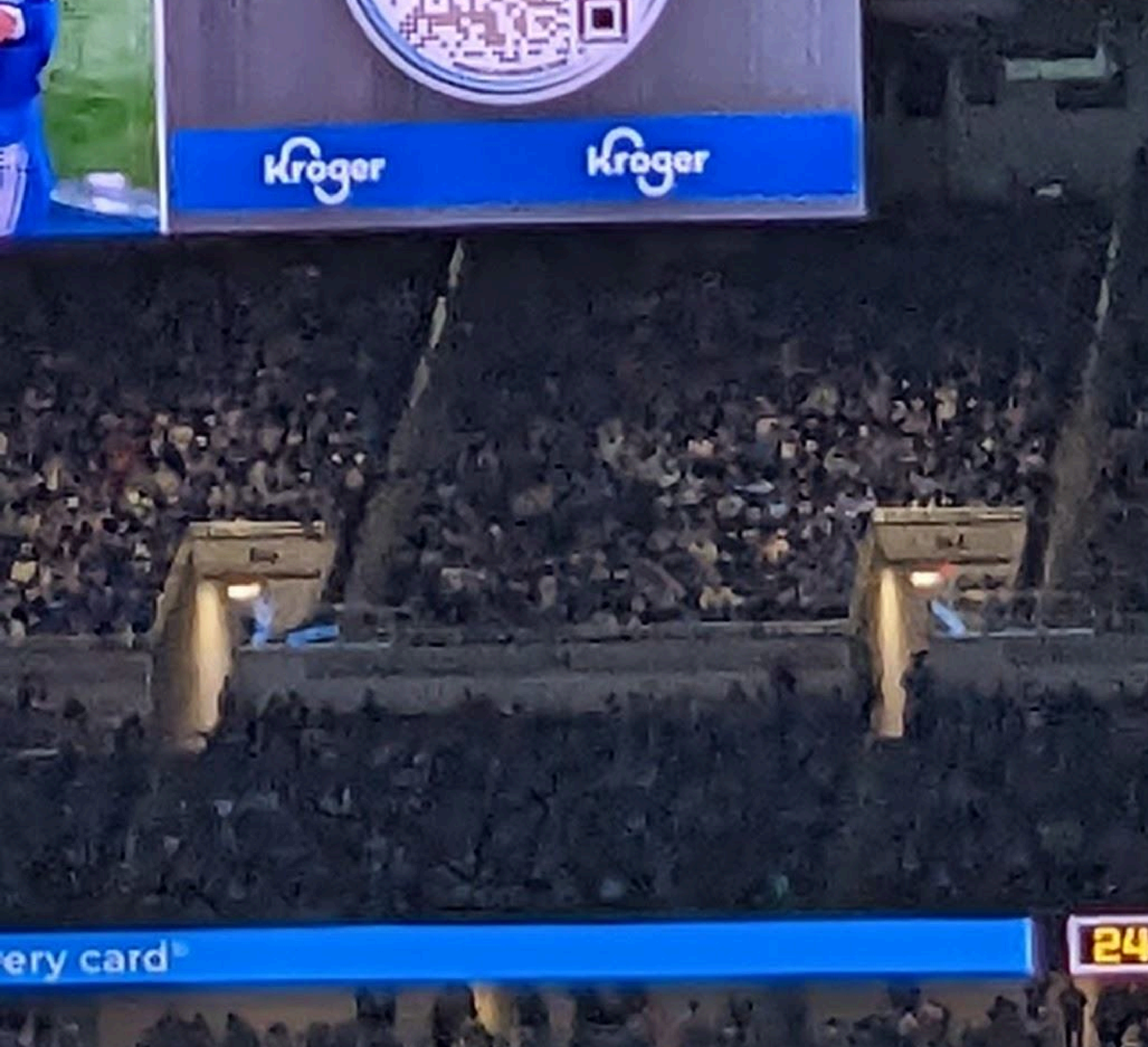
is the foundational tools, systems, and frameworks that enable and support strong, and effective relationships.

**Good relationships don't scale, but infrastructure does.**

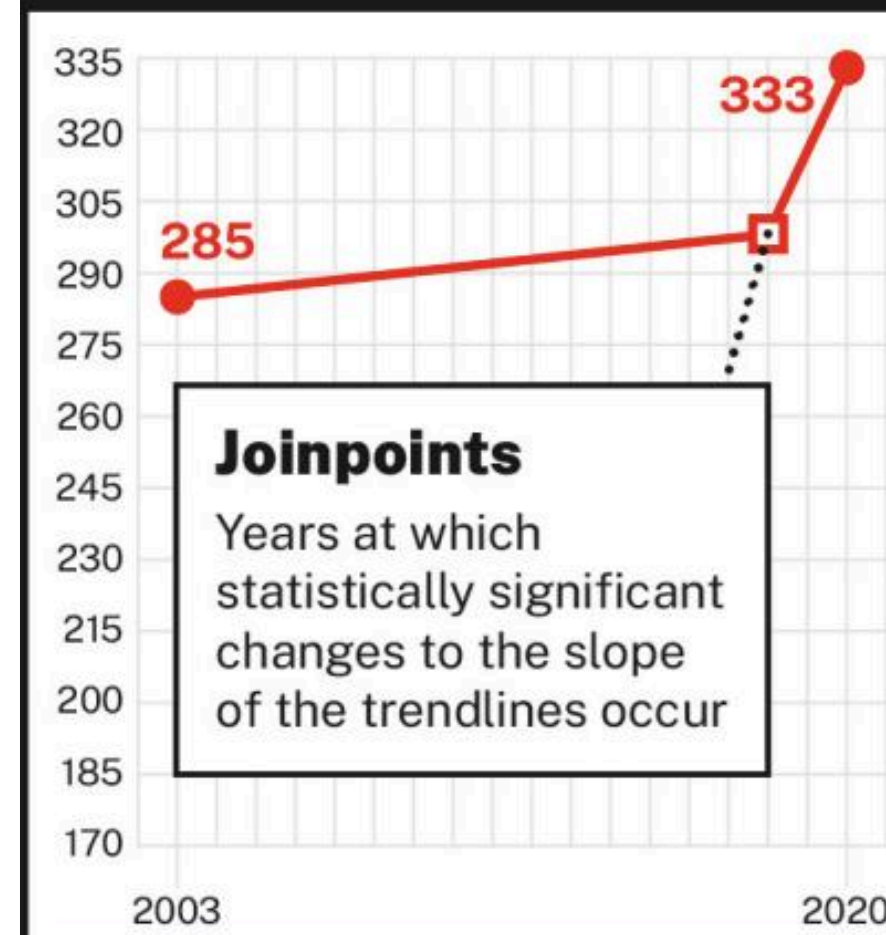




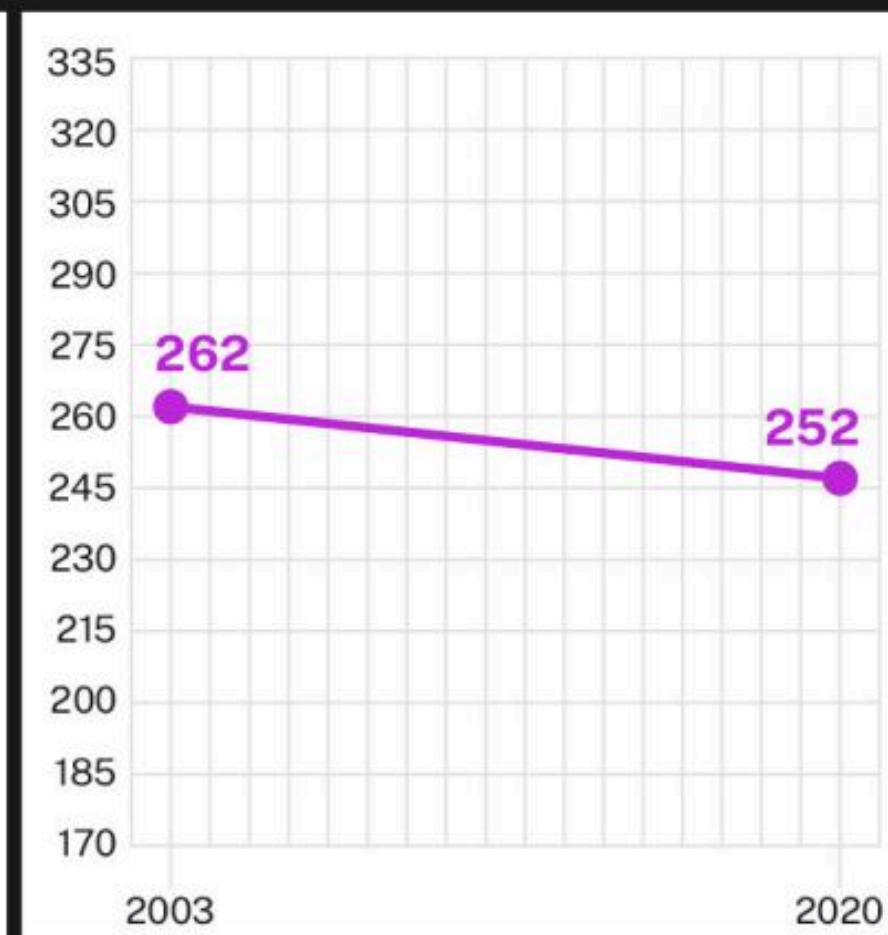




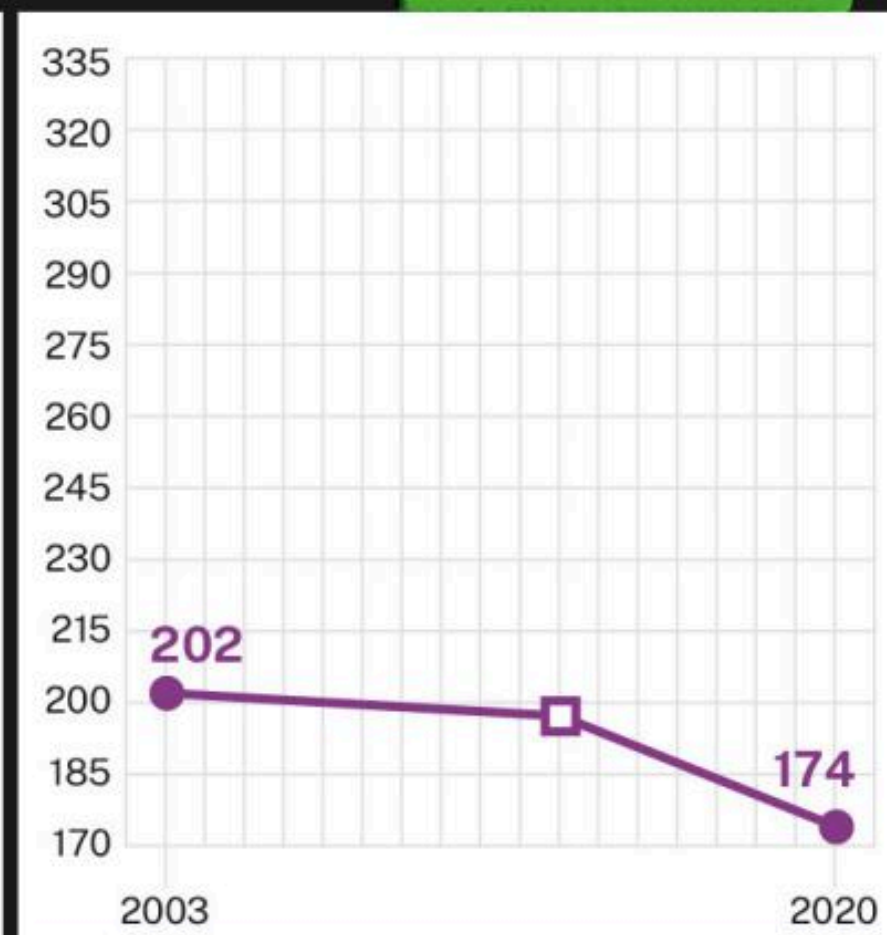




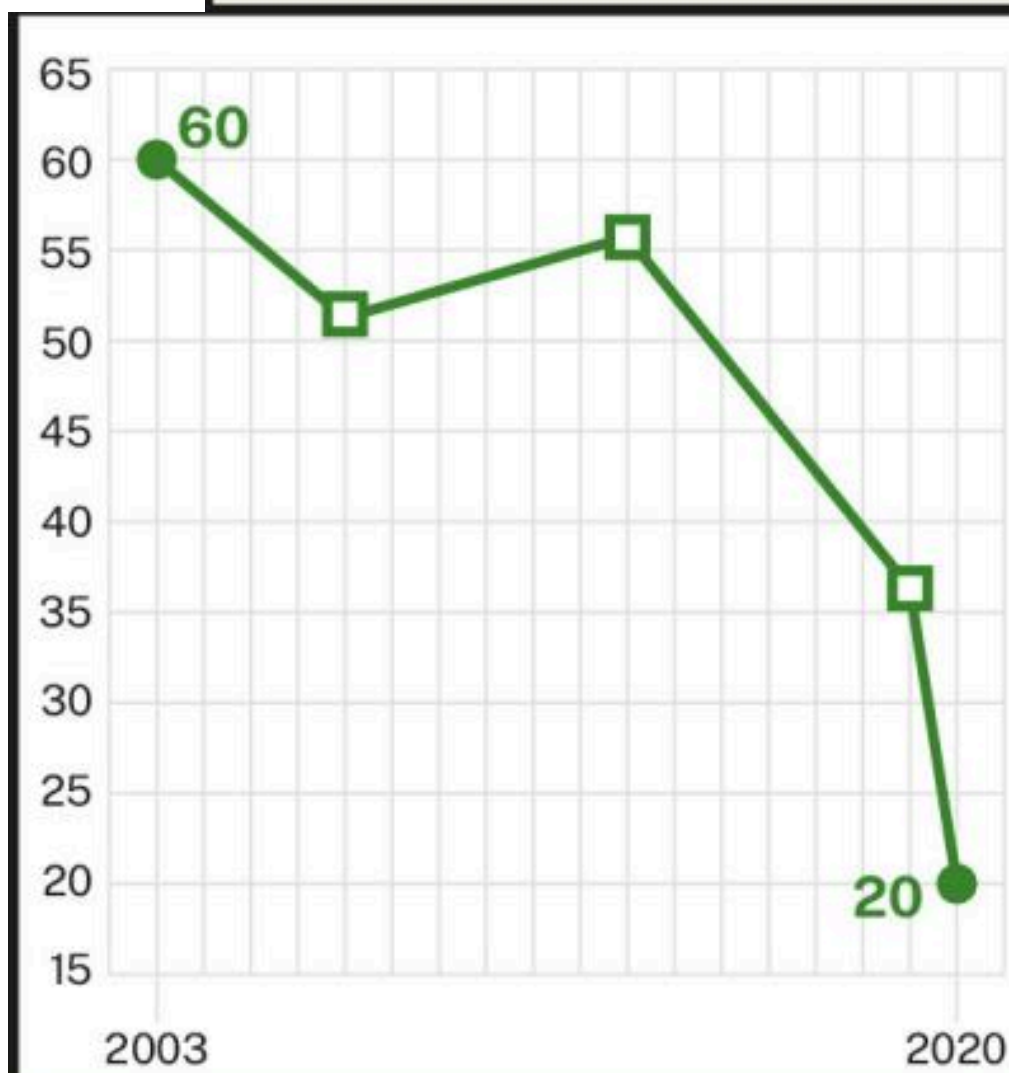
**Social Isolation**  
an increase of  
**24 hours** per month



**Household Family Social Engagement**  
a decrease of  
**5 hours** per month



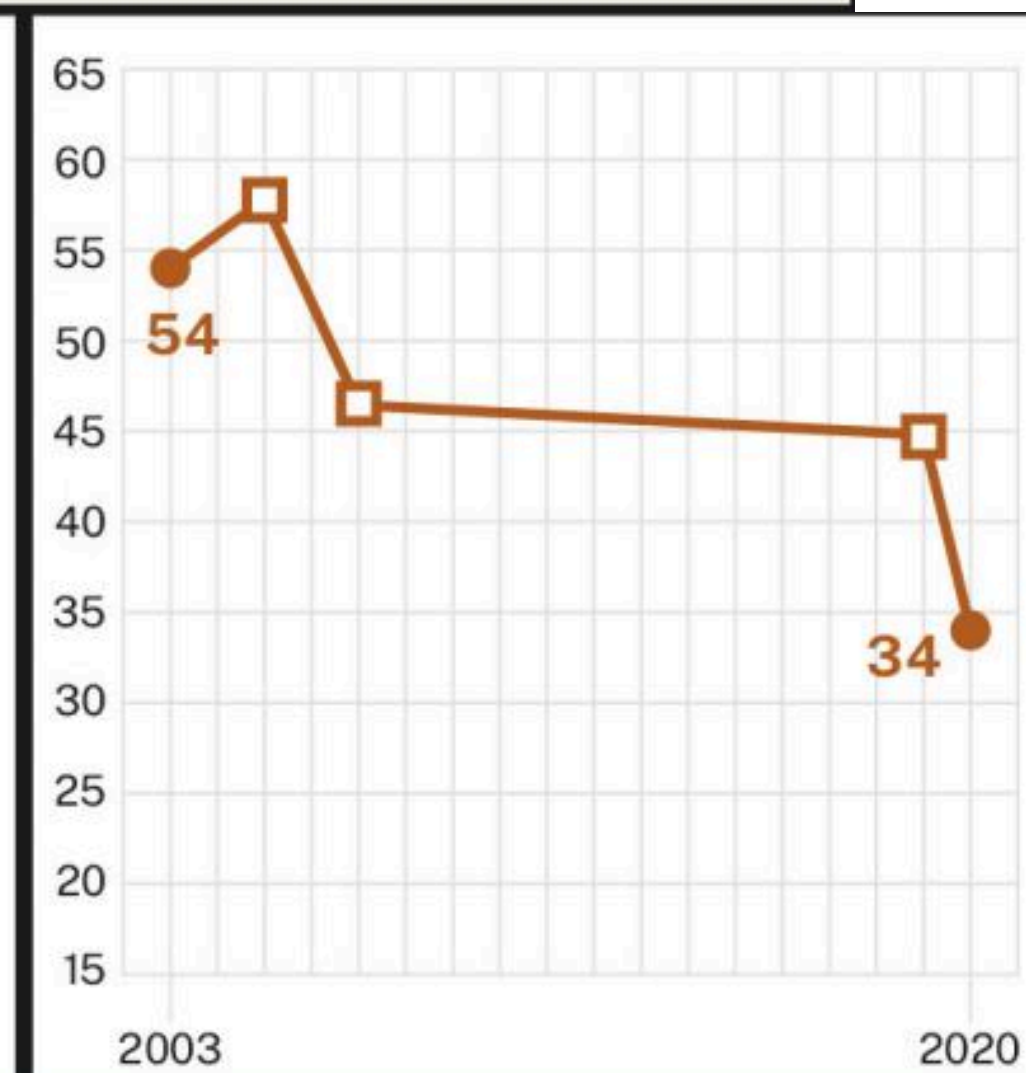
**Companionship**  
a decrease of  
**14 hours** per month  
Companionship refers to shared leisure for the sake of enjoyment and intrinsic satisfaction



**Social Engagement with Friends**  
a decrease of  
**20 hours** per month



**Non-Household Family Social Engagement**  
a decrease of  
**6.5 hours** per month



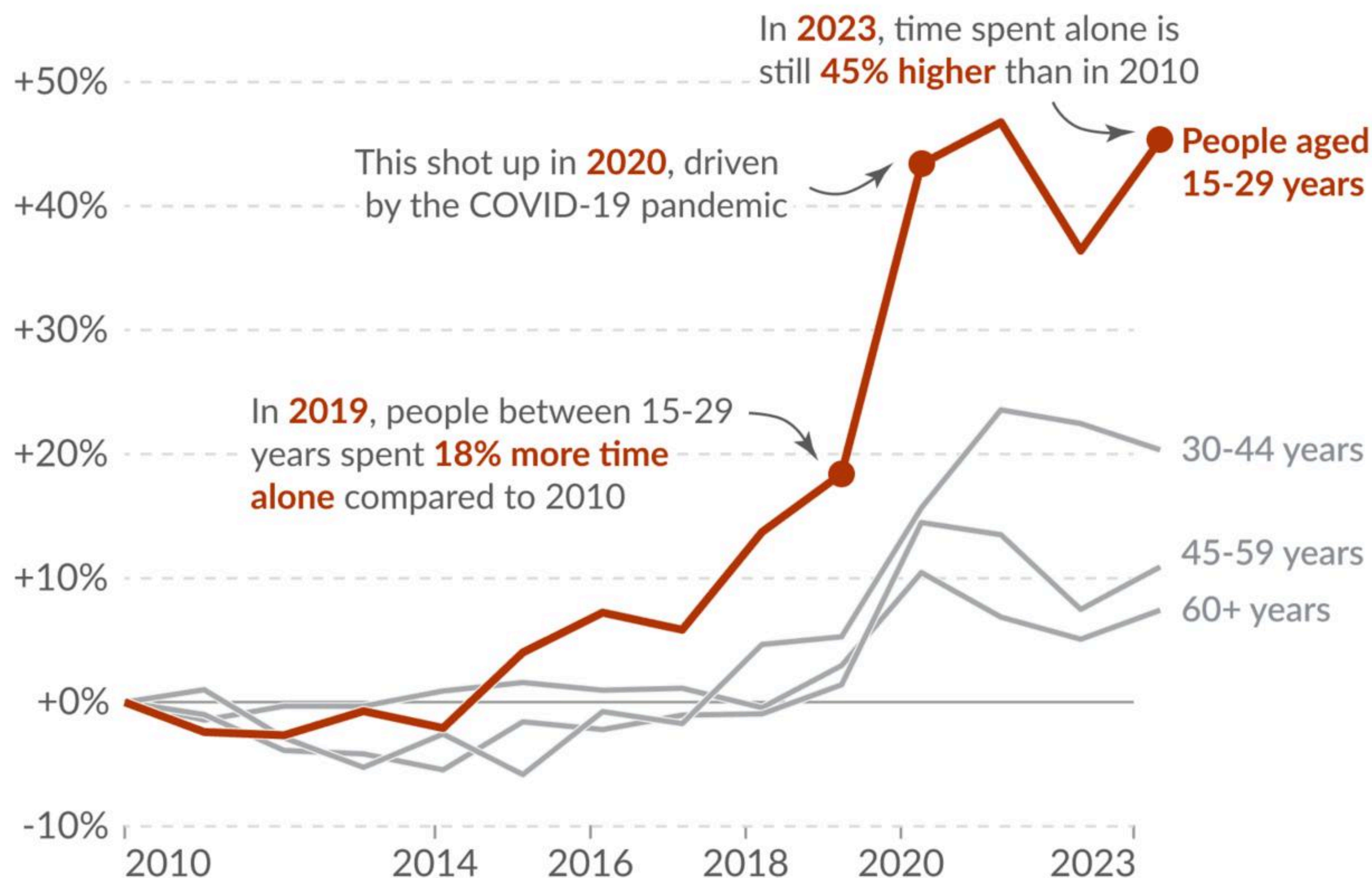
**Social Engagement with Others**  
a decrease of  
**10 hours** per month



# Young Americans are spending much more time alone

Our World  
in Data

Relative change in average survey responses compared to 2010.  
Time spent alone means no one else was physically present and can still include phone or video calls.






**Note:** Activities such as sleeping, grooming, and personal care are not included in the data. Data for 2020 excludes the period March 18 to May 9 ("lockdown").

Data source: U.S. Bureau of Labor Statistics (2023)

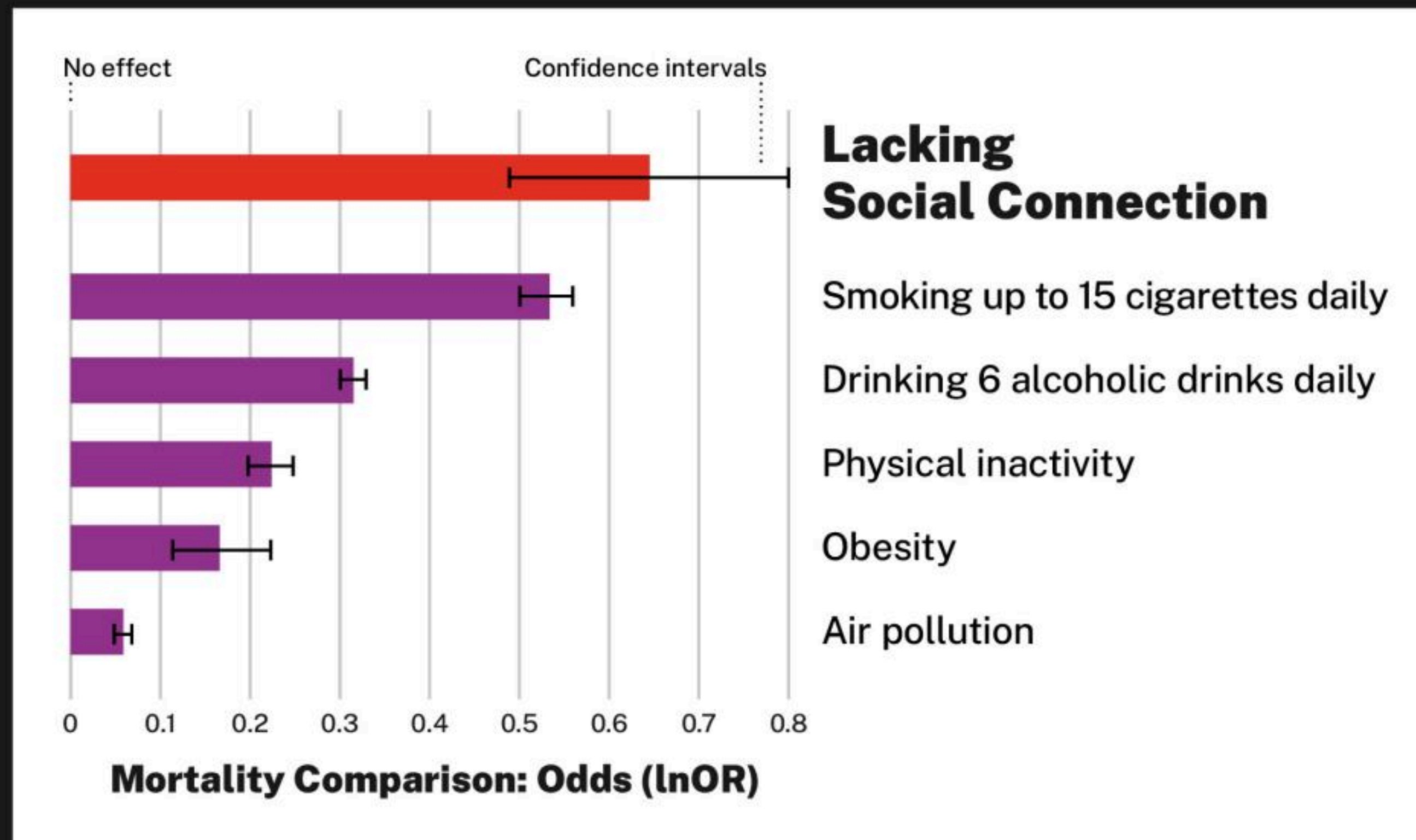
CC BY



|                                                                                       |                                  |       |
|---------------------------------------------------------------------------------------|----------------------------------|-------|
|    | <b>KaiCenat</b><br>Just Chatting | 75.9K |
|    | <b>Clix</b><br>Fortnite          | 10.4K |
|  | <b>Ludwig</b><br>Counter-Strike  | 10.1K |



# Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.



**Comparison groups:** Complex measures of social integration: high v. low; not smoking v. smoking < 15 cigarettes daily; alcohol abstinence v. drinking > 6 alcoholic drinks daily; physical activity v. inactivity; low BMI v. high BMI; low air pollution v. high air pollution.

**Source:** Holt-Lunstad J, Robles TF, Sbarra DA. Advancing Social Connection as a Public Health Priority in the United States. *American Psychology*. 2017;72(6):517-530. doi:10.1037/amp0000103. This graph is a visual approximation.



Office of the  
U.S. Surgeon General



## **Three Tiers of Social Products**

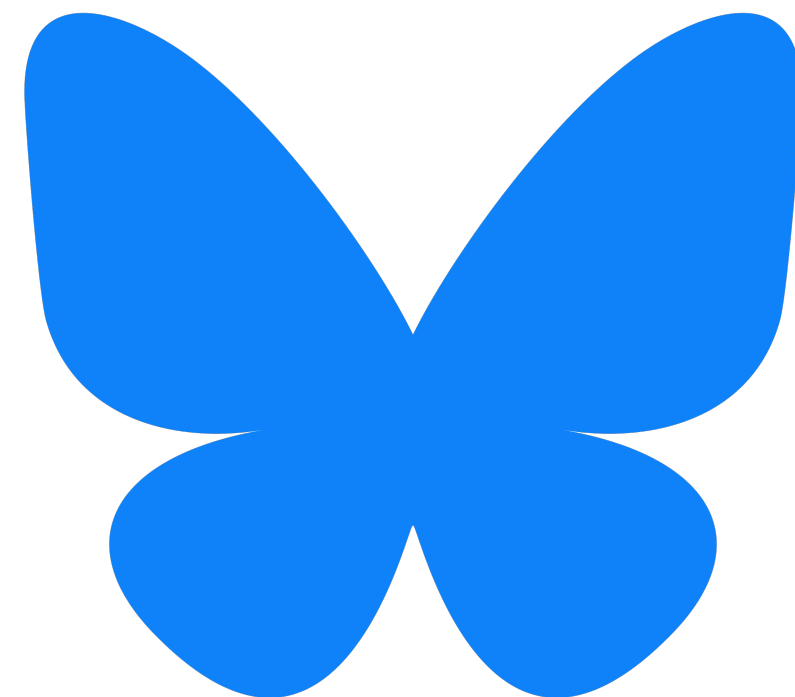
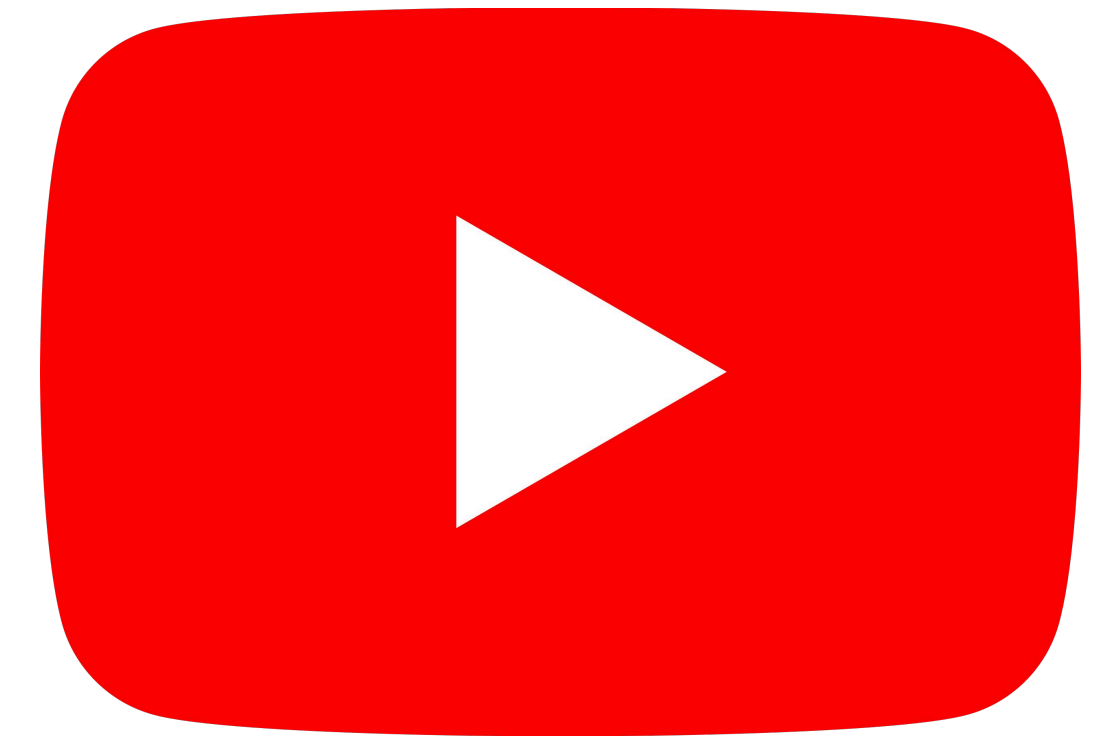
**Tier 1: Direct Two-way Connection Apps**

**Tier 2: Individual Social Management**

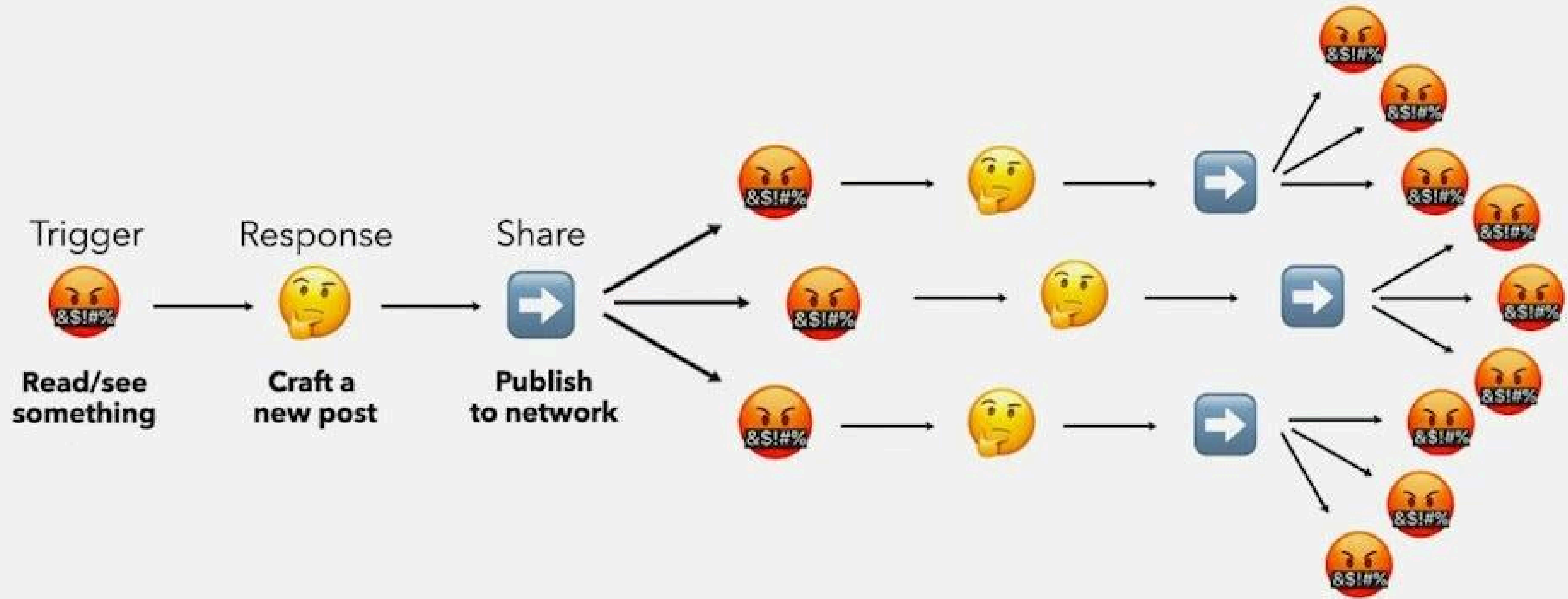
**Tier 3: Social Schema and Instructions**



# Tier 1: Direct Two-way Connection Apps







Tobias Rose-Stockwell

<https://qz.com/1264547/facebooks-problems-can-be-solved-with-design>



# Tier 1.5: Direct Two-way Connection Apps

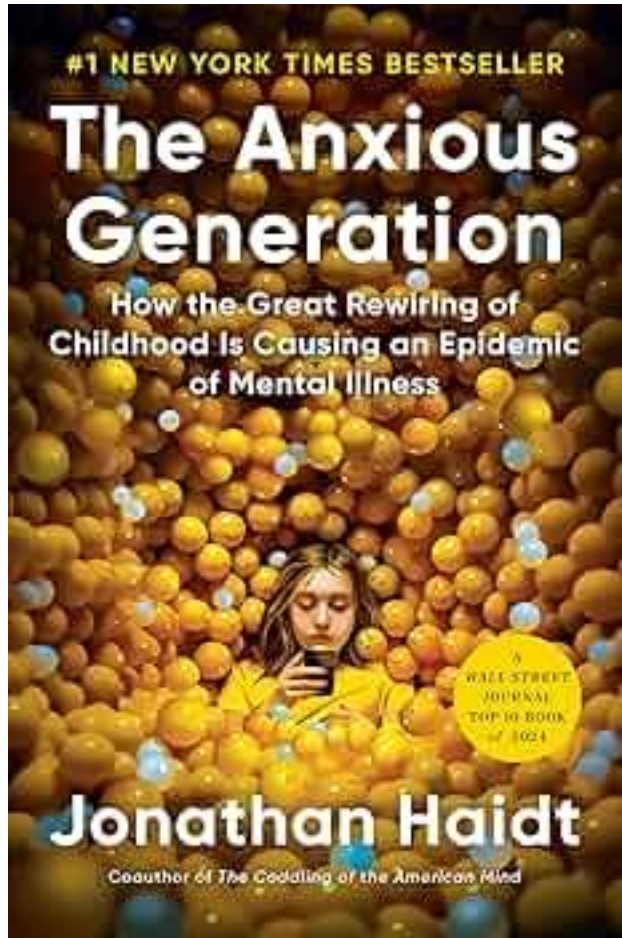




# Tier 2: Individual Social Management







# Tier 2: Individual Social Management

TECH & INNOVATION

## Facebook’s problems can be solved with design

Data exploits affecting millions, election hacking, the death of newspapers, weaponized propaganda, troll armies, deepening polarization and the shaky future of democracy itself. It seems we’re presented daily with a laundry list of dystopian consequences linked back to our collective overuse of social media.

Updated July 20, 2022

By Tobias Rose-Stockwell



relationalinfrastructure.com

Recent Blog Posts

### Opportunity Maximization Is A Driver For Happiness

February 16, 2025

Five years ago when I was 23 I bought a Tesla using a traditional auto loan. I had a great paying job, great prospects and I could afford the payments. After learning more about money, and how debt steals my future (thanks Ramsey Solutions), I realized what paying for a Tesla at 23 was doing: [...]

### Do It

February 16, 2025

Please do it, we’re all counting on you. I believe in you to do it. Picture and general vibe from @levelsio on X.

### Events Are Key to Building Friend Groups

January 29, 2025

In hindsight this realization is obvious: events are a catalyst for forming friend groups. When I look back at times when it was easy to create a friend group, there’s a clear pattern: it’s all about events. Making friends as a kid was effortless because school forced us into social situations. But as adults, where [...]

### Noah Kahan – The View Between Villages (Extended)

January 17, 2025

[Verse 1]Air in my lungs ‘til the road beginsAs the last of the bugs leave their homes againAnd I’m splittin’ the road down the middleFor a minute, the world seemed so simple [Verse 2]Feel the rush of my blood, I’m seventeen againI am not scared of death, I’ve got dreams againIt’s just me and the [...]

### The People And Places Already Exist

December 22, 2024

With few exceptions, all of the places and the people you’ll interact with in the next five years already exist. That means there are relationships that have not yet started, paths that have not yet crossed, and stories that have not yet unfolded. These connections are waiting, like seeds, ready to grow when the right [...]

### Attention Is All You Have

October 29, 2024

Our attention isn’t just something we pay, it’s all we truly have to give to one another. In an age where digital systems constantly compete for our focus, our attention has become both increasingly valuable and increasingly fragmented. The irony doesn’t escape me. While we’re building machines that can process thousands of...

### Joy Conditioning

October 28, 2024

Commonly we think of joy coming from big moments: graduations, promotions, weddings, vacations. We are conditioned to believe that happiness requires grand gestures or significant achievements. We save our happiness for the weekend, for after we get the promotion, for when we finally move into that bigger house. We’ve...

### People Want to Be Heard

October 27, 2024

People want to be good. But there is a serious disconnect with the tools and infrastructure given to people to grow their relationships. We build highways to connect



I Visited 50 States in 50 Days - Day 7

3.6M views • 8 days ago

Fundraiser



I Visited 50 States in 50 Days - Day 6

3.7M views • 9 days ago

Fundraiser



I Visited 50 States in 50 Days - Day 5

3.9M views • 10 days ago

Fundraiser



I Visited 50 States in 50 Days - Day 3

4.7M views • 12 days ago

Fundraiser



I Visited 50 States in 50 Days - Day 2

5.6M views • 13 days ago

Fundraiser



I Visited 50 States in 50 Days - Day 1

7.3M views • 2 weeks ago

Fundraiser



# Tier 2: Individual Social Management

Debug Panel

EVENT STATS

Total Events

147

Total Events

146

Total Events Ranked

147

PARSE GOOGLE EVENTS

All Events

Today

Tomorrow

This Week

Weekend

Next Week

PARSE RSS FEEDS

Wayne State Events

UMich Events

GEMINI SEARCH

Today

Tomorrow

This Week

Upcoming Events

Discover and track exciting events in your area

All Events

Today

Tomorrow

This Week

Weekend

Next Week

CoderSpaces - Tuesdays

85% Match

Are you grappling with a piece of code, trying to compute on a cluster, or just getting started with a new method such as machine learning? Then we might hav...

July 1, 2025 - in 6 days

9:30 AM - 11:00 AM

University of Michigan

Source: umich

View Details

CoderSpaces - Wednesday

85% Match

Are you grappling with a piece of code, trying to compute on a cluster, or just getting started with a new method such as machine learning? Then we might hav...

July 2, 2025 - in 7 days

1:30 PM - 3:00 PM

University of Michigan

Source: umich

View Details

Harness U-M Maizey and MiMaizey for Teaching and Learning

85% Match

Discover how to harness the power of Maizey by using it as a teaching tool.

Why this match?

Trace has a strong background in tech and web development, making a workshop on integrating AI assistants like Maizey with educational tools quite relevant and interesting. The event is a structured workshop which aligns well with his preference for adult-focused, knowledge-sharing environments featuring moderate noise levels and networking opportunities. Although the

June 27, 2025 - in 2 days

12:00 PM - 5:00 PM

University of Michigan

Source: umich

View Details

Behind the Curve: Rainbows and the Science and Culture of Color

40% Match

We have many significant books from the history of our understanding of rainbows and color theory, from the writings of scholar asan Ibn al-Haytham to Isaac...

July 3, 2025 - in 8 days

9:00 AM - 8:00 PM

University of Michigan

Source: umich

View Details

Shawn Mullins

30% Match

World class songwritingAfter a series of indie releases and growing buzz in the Atlanta music scene, Shawn Mullins critical and commercial breakthrough came...

June 30, 2025 - in 5 days

8:00 PM - 12:00 AM

University of Michigan

Source: umich

View Details

Watcher of the Sky: Making and Remaking the Detroit Observatory

30% Match

The Detroit Observatory was once a hub of astronomical discovery that put the University of Michigan on the map as a world-class research...

June 27, 2025 - in 2 days

12:00 PM - 5:00 PM

University of Michigan

Source: umich

View Details

A Little Looney: Lessons Learned as a Loon Biologist

25% Match

Center Stage Strings (CSS) one of SMTDs MPulse

June 27, 2025 - in 2 days

12:00 PM - 5:00 PM

University of Michigan

Source: umich

View Details

Telegraph String Quartet

20% Match

Center Stage Strings (CSS) one of SMTDs MPulse

June 27, 2025 - in 2 days

12:00 PM - 5:00 PM

University of Michigan

Source: umich

View Details

U-M Jazz Ambassadors & Jazz Faculty featuring Adam Larson

20% Match

Center Stage Strings (CSS) one of SMTDs MPulse

June 27, 2025 - in 2 days

12:00 PM - 5:00 PM

University of Michigan

Source: umich


View Details



# Tier 3: Social Schema and Instructions

### Overcome the Loneliness Epidemic ▶ Play all


The world can surely be a lonely place, but it doesn't mean we have to face it alone. We understand and appreciate how difficult it can be for folks today to make their way in the world, and so if you'r...



22:02

**Loneliness Is Awesome, Actually.**


HealthyGamerGG ✓  
1.1M views • 1 year ago



25:56

**Revealing The Truth Behind Charisma**


HealthyGamerGG ✓  
877K views • 1 year ago



26:02

**How to Destroy Your Depression**


HealthyGamerGG ✓  
1.6M views • 1 year ago



23:09

**You Need To Stop Being A Simp**

HealthyGamerGG ✓  
311K views • 1 year ago



18:38

**"Self-Love Isn't the Answer"**


HealthyGamerGG ✓  
571K views • 1 year ago



HealthyGamerGG

Productive Peter

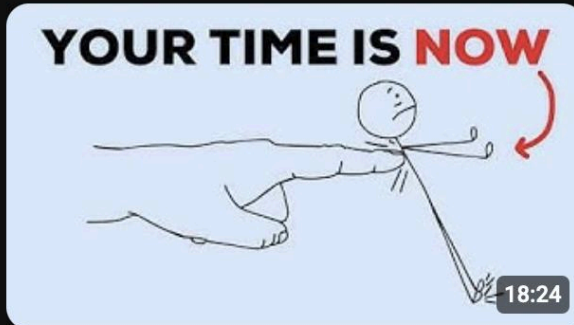




19:06

**What actually matters in your 30s**

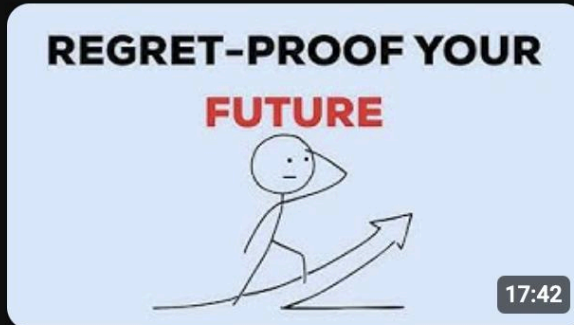
324K views • 3 weeks ago  
Fundraiser



18:24

**You are the Chosen One (Watch Before it's Too Late)**


37K views • 4 weeks ago  
Fundraiser



17:42

**In Pursuit of an Extraordinary Life**


31K views • 1 month ago  
Fundraiser



14:27

**How To Fix Your Brain After the Internet Broke It**

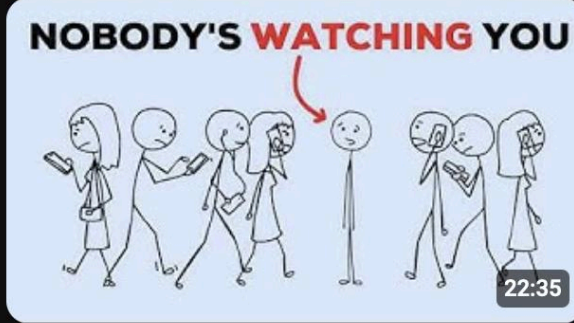
44K views • 1 month ago  
Fundraiser



18:17

**Stop Worrying (Your Life Will Transform Overnight)**

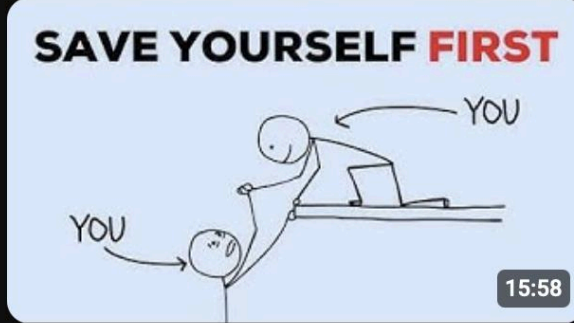
56K views • 1 month ago  
Fundraiser



22:35

**This Will Find You When You Need It Most**

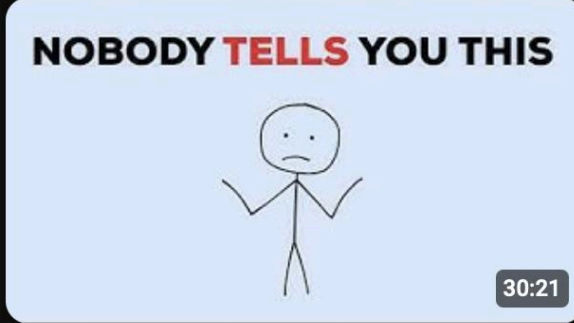
922K views • 1 month ago  
Fundraiser



15:58

**Stop Being Everyone's Emotional ATM (Before You're Empty)**

21K views • 1 month ago  
Fundraiser



30:21

**What Actually Matters in Your 20s**

744K views • 1 month ago  
Fundraiser



**Call to builders**