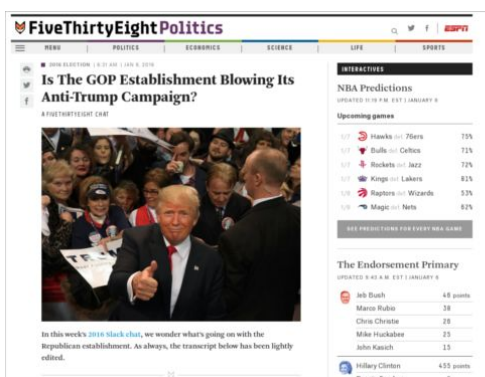# Discussion Pins

Content discovery and discussion of content have been large parts of the average user's internet experience for some time. Users find articles and news posts on the internet, and look to other places to discuss them. The idea of Discussion Pins allows a more seamless integration between content discovery and discussion of that content. When a user finds an article they enjoy, whether from Twitter, Gmail, Facebook, Tumblr, a news site, or a simple Google search, they would be able to "pin" that article as something they would be hoping to discuss. People who subscribed to their discussions would then be allowed to immediately chat with them about these articles in an instant messaging system.

Currently, users have a variety of sub-par ways to deal with this problem. Users currently solve the problem by using two sites at once.

In the above solution, users go to a website to see an article. They then share that article on another site, where they get discussion. Aside from Twitter and Facebook, they use places like Tumblr, Reddit, or traditional internet message boards. These areas all have different drawbacks. For example, you often do not want to talk about a political article with your Facebook friends. However, you also do not want to talk about it with a bunch of people that you do not know or trust (like on Reddit). You also cannot guarantee a discussion for any given article on any of these sites. You can post a thread on Reddit or a message board, but without a list of subscribers, there is no way to know who will respond. Discussion Pins allow you to determine who you want to discuss with, when you want to discuss, and what you want to discuss.

The best way to implement Discussion Pins is through a web browser extension. A Chrome extension would suffice to make the idea accessible to users. There is a choice of where to integrate the extension into the user's experience. One option is to integrate at the level of articles, putting a button at the bottom of articles for users to start a discussion. Another option is to integrate with secondary sources like Facebook or Twitter. Either way, the difficulty comes with tieing the extension and all these other sources together. In addition, these need to be supported by a chat, which requires another set of features. Keeping both the "pin" button and the "chat" in mind would be a challenging part of this project.