The Five W's of Open Source

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About me

Why am I here?

Accidental web geek

- HTML fiddling - 1996-1998
- Dreamweaver templates - 1998
- PHP "includes" - 1999
- Database - 1999
- Rudimentary CMS - 2000
- Multi-lingual, template-driven CMS & e-commerce solution - 2003

"I can't be the only one?"

Content Management System

- Visitor side
- Admin side
- Different types of content
- Expandable

OSS CMS

- https://en.wikipedia.org/wiki/List_of_content_management_systems
- 117 currently listed (9/10/2014)
- 8 different platforms
- (lots more on github)

… I'm not the only one!

Contributions

- *2000 - PHPList*
- 2003 - TikiWiki (PHP)
- 2005 - Fusebox (CFML)
- 2006 - Fusebox (PHP)
- 2007 - Radiant (Ruby on Rails)
- 2008 - Drupal (PHP)

* I did not start these, just contributed.

People!

- Mailing lists!
- User groups!
- Conferences!
  - DrupalCamps
  - DrupalCons
- Twitter..

"Come for the software, stay for the community"

- Drupal project moto

The Five W's

Five W's

- Who?
  - What?
    - When?
      - Where?
        - Why?

1. Who?

Who?

- Software engineers
- UX designers
- Project managers
- Technical writers
- Teachers
- Painters
- Pizza delivery..

- Students
- Artists
- Hobbyists
- Children
- Rocket scientists

...

- Humanoids

Anyone!

You!

Dispel myths

- Don't have to
  - Be a genius
  - Like *Weird Al*
  - Like British comedy
  - Like *Doctor Who*

Requirements

- Interest
- Enthusiasm

2. What?

What is
Open Source Software?
(OSS)

What?

- Computer software
- Commercial or free
- Source code available
- Software license
- Open Source Definition
  - Open Source Initiative (OSi)

Bazaar model

- The Cathedral and the Bazaar
  - Eric S. Raymond
  - http://www.catb.org/~esr/writings/cathedral-bazaar/

Example software

- GNU Linux
- Apache HTTP Server
- Mozilla Firefox
- PHP
- GNU toolchain
- Ruby on Rails

- FreeBSD
- OpenOffice.org
- git
- Subversion
- Apache Solr
- WordPress
- Drupal

Commercial or free

- Software can be sold
- Main software package
- Add-ons
  - Plugins
  - Themes
  - etc

License

- Different licenses
  - GNU General Public License (GPL), BSD License, Apache License, Mozilla Public License, etc
- Different allowances
- Derivations & integration
- The Open Source Definition
  - Open Source Initiative (OSi)

What can we do?

What to do?

- Code!
- HTML
- JavaScript
- CSS
- Documentation
- Presentations
- Screencasts
- Training

- Testing
- Graphics
- Usability studies
- R&D
- PM
- Devops
- Tech support

Wha?

What!

- Brainstorming
- Marketing
- Event organizing
- Fundraising
- Hanging out
- Babysitting / childcare

Back to *Who?*

- Don't have to be a geek
- Don't have to be a genius
- Interest
- Enthusiasm

Regarding communication..

Protip:
Treat others with respect

Support

- Write with respect
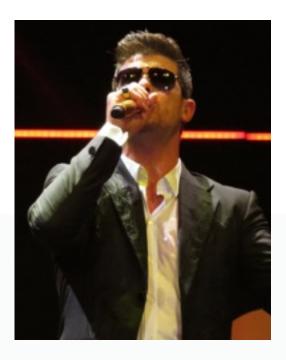- Write clearly
- Have patience

The other person..

- Doesn't work for you
- Not at your beck 'n call.
- May have personal & professional difficulties.
  - New baby,
  - Illness,
  - etc

Role models

Bad

- Don't be hatin'

Good

- Be respectful

https://www.flickr.com/photos/lezbel_24/7248701812

https://www.flickr.com/photos/98388875@N03/11490118244

Write as if your parents will read it just before you talk with them

3. When?

When?

- Quiet evenings
- Quiet mornings
- Evening job
- At the beach

...

- Day job!

… Now!

… after this presentation :-)

4. Where?

Where?

- Home
- Conferences
- Code sprints
- Library
- User groups

...

- Work
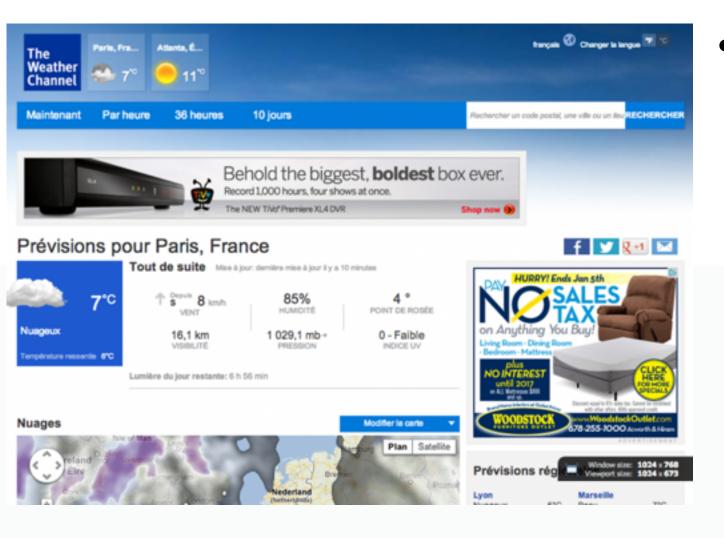
Work

- Companies that use OSS
- ... need to contribute

5. Why?

In the before times..

The Weather Channel

- 100m unique visitors per month

Harvard College

- harvard.edu
- Private college
- $32b endowment

Others..

- Major sports organizations
- Major news organizations
- National stores
- National media companies
- 100's million visitors per year
- $bn companies
- Dozens of staff

Commercial CMS

- Expensive licenses
- Expensive development costs
- All customizations custom
- Staff availability?

No sharing!

"..vendors have a disincentive to interoperability and that disincentive grows as the market share grows."

- Brendan Scott, IP lawyer

http://brendanscott.wordpress.com/2008/06/20/the-invisible-closed-source-overhead-1/

No sharing :(

"In a world…"

CARE

- care.org
- Int'l relief agency
- ~90 countries
- 900+ projects
- ~100m people helped

Habitat for Humanity

- habitat.org
- Int'l poverty housing agency

Amnesty International

- amnesty.org
- Int'l human rights org

Local news sites

Personal sites

All share - All benefit

Yay!

But ... why?

- Professional benefits
- Employer benefits
- Personal benefits
- Social benefits

Professional benefits

- Exposure to new things
- Improve skills
- Learn more
- Investment in future

Employer benefits

- More skilled team
- PR for the company
- Help find potential staff
- Improve company's toolchain
- Invest in future

Business investment

- Investment in future
- Minimum investment: 10%
- = 4 hours per week
- 4 hours * 5 people = 20 hours
- 4 hours * 10 people = 40 hours

- Imagine 20%...

Personal benefits

- Career improvement
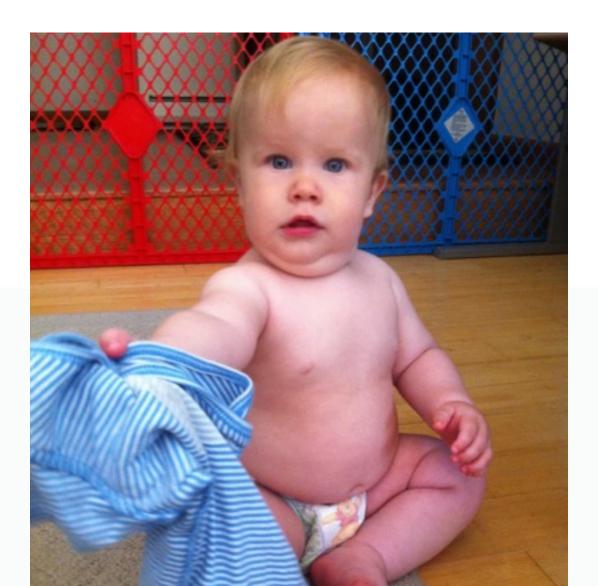- Meet new people
- Help other people

Social benefits

- All benefit
- Improved tools for everyone
- Everyone wins!

It's good to share!

One more thing..
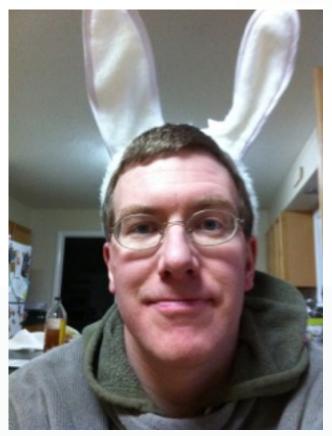
Diversity & Privilege

About me

- White
- Male
- Hetero
- Bill Gates look-alike
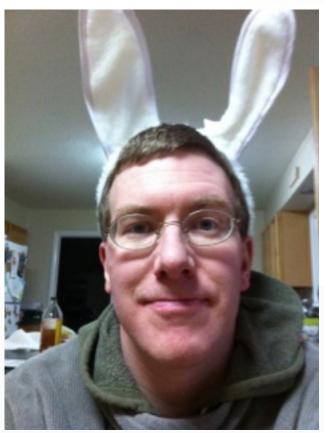
Compared

https://www.flickr.com/photos/dunechaser/161509031

Compared

- Not a Drupal contributor

- Not a multi-billionaire

https://www.flickr.com/photos/mateus27_24-25/6231123857

Similarities

- Both..
  - Privileged
  - Had access to tech from early age
  - Leap forward b/c of parents
  - Able to brush-off mistakes

My privileges

- More likely
  - to be taken at my word
  - to be ranked highly in interviews
  - to "fit in" with tech culture

My privileges

- Less likely
  - to have decisions questioned
  - to have abilities questioned
  - to have life style questioned
  - to be harassed

Responsibility

Our responsibility

- Stop doing bad things.

- Stop telling underprivileged what to do / how to feel

- Stop talking

Our responsibility

- Start listening

- Make selves available to help

- Help when asked

- Codes of conduct!

When hiring...

- Reduce unnecessary requirements
- Hire for potential, not abilities
- Don't hire jerks
- Don't hire for previous employer(s)
- Don't hire your clone
- Seek out different groups
- http://qz.com/258066/this-is-why-you-dont-hire-good-developers/

More information

- @ashedryden
- @femfreq
- Model View Culture

Questions?

Contribute Today!

- Room 163C - Drupal
- Room 165 - Makerspace
- Room 162 - Hack for Change

THANK YOU

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