



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



Good



- Don't be hatin'

- 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

The screenshot displays the The Weather Channel website interface. At the top, there are navigation options for 'Paris, Fra...' and 'Atlanta, É...', along with a language selector for 'français' and a temperature unit selector for '°C'. Below this, there are tabs for 'Maintenant', 'Par heure', '36 heures', and '10 jours', and a search bar with the placeholder text 'Rechercher un code postal, une ville ou un lieu' and a 'RECHERCHER' button.

A prominent advertisement for the 'The NEW TND' Premiere XL4 DVR' is featured, with the headline 'Behold the biggest, boldest box ever.' and the subtext 'Record 1,000 hours, four shows at once.' A 'Shop now' button is visible.

The main content area is titled 'Prévisions pour Paris, France'. It includes a 'Tout de suite' section with a 'Mise à jour: dernière mise à jour il y a 10 minutes' timestamp. The current temperature is 7°C, and the weather is 'Nuageux'. Other weather details include: Wind (8 km/h), Humidity (85%), Dew Point (4°C), Visibility (16,1 km), Pressure (1 029,1 mb+), and UV Index (0 - Faible). A 'Lumière du jour restantes: 6 h 56 min' indicator is also present.

Below the weather forecast is a 'Nuages' section with a map of Europe and a 'Modifier la carte' button. The map shows cloud cover over the region, with labels for 'Ireland', 'Nederland (Netherlands)', and 'Poznań'.

On the right side, there is a social media sharing bar with icons for Facebook, Twitter, Google+, and Email. Below this is a large advertisement for 'WOODSTOCK FURNITURE OUTLET' featuring a 'NO SALES TAX' promotion on 'Anything You Buy!' for 'Living Room - Dining Room - Bedroom - Mattress'. The ad includes a 'HURRY! Ends Jan 5th' banner and a 'CLICK HERE FOR MORE SPECIALS' button. The website 'www.WoodstockOutlet.com' and phone number '678-255-1000' are also listed.

At the bottom, there is a 'Prévisions rég' section with a 'Window size: 1024 x 768' and 'Viewport size: 1024 x 673' indicator. Below this, there are partial views of weather forecasts for 'Lyon' and 'Marseille'.

Harvard College



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

A screenshot of the Harvard University website homepage. At the top, it says 'HARVARD UNIVERSITY' and 'HARVARD COLLEGE' with the Harvard crest. There are navigation links for 'my.harvard', 'FAQs', 'Directory', and 'College Events', and a search bar. The main banner features a large image of a Harvard building with the text 'Home at Harvard' overlaid. Below the banner are two promotional tiles: 'You Belong Here' with a photo of students in a dining hall, and 'Financial aid that fits your need' with a photo of students studying. At the bottom, there are three sections: 'MESSAGES FROM THE DEAN' with a photo of a man and the text 'We want to ensure we are providing', 'NEWS & ANNOUNCEMENTS' with a photo of a man and the text 'Freshmen urged forward As the bell at Memorial Church', and 'UPCOMING EVENTS' with buttons for 'TODAY', 'TOMORROW', and 'FRIDAY'.

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

The screenshot shows the Habitat for Humanity website homepage. At the top left, there is a location selector dropdown menu set to 'United States/Canada'. The Habitat for Humanity logo is prominently displayed in the center. To the right of the logo is a search bar and a 'Search' button. Below the logo is a navigation menu with links for 'Get Involved', 'About Us', 'Where We Build', 'Support Habitat', 'ReStores', and 'Stories & Multimedia'. The main content area features a large image of three children in blue Habitat shirts and white hard hats. To the right of the image is a text box stating 'Habitat's vision: a world where everyone has a decent place to live.' Below this text are four buttons: 'Donate Now' (red), 'Learn More', 'Volunteer', and 'Advocate'. Further down, there is a section titled 'Featured way to get involved:' with a sub-heading 'Habitat AmeriCorps' and a paragraph describing the program. At the bottom of the page, there are two sections: 'Find Your Local Habitat for Humanity' with a search bar and 'Habitat Extra E-Newsletter' with an email subscription form.

Amnesty International



- amnesty.org
- Int'l human rights org

A screenshot of the Amnesty International website homepage. The top navigation bar is yellow and contains the Amnesty International logo, a search bar, and links for 'FOR MEDIA', 'LIBRARY', and 'CAMPAIGNS'. Below the navigation bar is a main banner area with a large image of a globe and a yellow box that says 'ANNUAL REPORT 2011'. To the right of the banner is a 'HOW YOU CAN HELP' section with buttons for 'Donate', 'Join', and 'Take Action'. Below that is a 'HUMAN RIGHTS INFORMATION' section with filters for 'By country' and 'By topic'. The bottom section is divided into 'News' and 'In focus' columns. The 'News' column has three news items with small images and headlines. The 'In focus' column has a large video player with a play button and a headline about Bahrain's 'revenge drive'.

Local news sites



A screenshot of the THE BATAVIAN website. The header includes the site name 'THE BATAVIAN' and the tagline 'ONLINE NEWS. COMMUNITY VIEWS.' There is a search bar and navigation links for 'Become a Member', 'About', 'Advertise', and 'Contact Us'.

A screenshot of the WYOMING COUNTY FREE PRESS website. The header includes the site name 'WYOMING COUNTY FREE PRESS' and the tagline 'ONLINE NEWS. COMMUNITY VIEWS.' There is a search bar and navigation links for 'About', 'Advertise', and 'Contact Us'.

A screenshot of the GOLD RUSH website. The header includes the site name 'GOLD RUSH' and the tagline '\$CASH FOR YOUR GOLD!'. There is a search bar and navigation links for 'Home', 'Shop', 'Batavia', 'Sports', and 'Bus'.

A screenshot of the Mother Jones website. The header includes the site name 'Mother Jones' and the tagline 'Must Reads: How Not to Fix Medicine'. There is a search bar and navigation links for 'HOME', 'POLITICS', and 'E'.

A screenshot of the Yeno website. The header includes the site name 'Yeno.be' and the tagline 'ACCUEIL ACTUALITÉS MAROC CHRONIQUE INTERVIEW YENOO MAGAZINE REPORTAGE GALE'. There is a search bar and navigation links for 'HOME', 'Sports', 'Business', and 'Ar'.

A screenshot of the Birtherism Is Dead website. The header includes the site name 'Birtherism Is Dead' and the tagline 'Mitt Romney, Newt Gingrich, and at'. There is a search bar and navigation links for 'HOME', 'Sports', 'Business', and 'Ar'.

A screenshot of the Gulf Adult Business & Events website. The header includes the site name 'Gulf Adult Business & Events' and the tagline 'Quick 1 call & Request, 100%'. There is a search bar and navigation links for 'Home', 'Sports', 'Business', and 'Ar'.

A screenshot of the BENNINGTON LANES & GROVE website. The header includes the site name 'BENNINGTON LANES & GROVE' and the tagline '585-591-2314'. There is a search bar and navigation links for 'Home', 'Sports', 'Business', and 'Ar'.

A screenshot of the Combien gagne en moyenne un travailleur website. The header includes the site name 'Combien gagne en moyenne un travailleur' and the tagline 'Les Belges gagnent 3 000 euros brut/mois... suite'. There is a search bar and navigation links for 'HOME', 'Sports', 'Business', and 'Ar'.

A screenshot of the Yeno website, showing a grid of images and a search bar. The header includes the site name 'Yeno.be' and the tagline 'ACCUEIL ACTUALITÉS MAROC CHRONIQUE INTERVIEW YENOO MAGAZINE REPORTAGE GALE'.

Personal sites

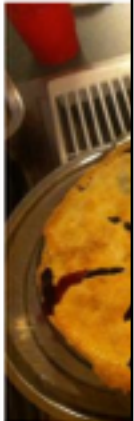


Damien's Site

I geek so you don't have to.

I came here for p

Submitted by Damien on Sat, 0



Tags: photo food

Three blueberry pies that my w

DOMESTICAT.NET

AMY QUALLS IS A QUILTER AND DRUPALIST BASED IN PORTLAND, OREGON.

[ABOUT](#) [CONTACT ME](#) [LIFE LIST](#)
[FIND ME ELSEWHERE](#) [QUILTS](#)



Dave Reid

9 SEP 20

[Home](#) [Appearances](#) [Rodney TV](#) [Contact](#)

Big changes

Submitted by Dave on 18 September 2013 - 1:27pm

"They always say time changes things, but you actually have to change them yourself."

- Andy Warhol

New blog! New house! New job! NEW EVERYTHING!

Tags: [Drupal](#), [Work](#), [Life](#)

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



Compared



- Not a Drupal contributor



- Not a multi-billionaire

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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