Web Directions South 07

There and back again...

David DeMello
CU Web Forum
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What is it?

- Web Directions Was founded in 2004 by John Allsopp and Maxine Sherrin
- Brings leading web thinkers together to discuss direction and future of the web
Founders

- Maxine Sherrin developed large collection of resources and courses at Australian wed education company Westciv
Founders

- John Allsopp is a software developer who wrote Style Master and wrote the first major book on Microformats.

The conference

- Full listing of events is at
- http://www.webdirections.org/tag/wds07/
It was in the air...

• The web originally said, “This is how we think”

• The first wave of interactive sites invited people to, “Tell us what you think.”

• In the current phase, businesses are providing services that allow users to “Tell each other what they think.”

• Across all networks, platforms, and devices.
Examples

- del.ici.us
- YouTube
- Flickr
- Slideshare
- blogs
- MySpace, Facebook, LiveJournal, LinkedIn, etc.
- Wikipedia
Laurel Papworth

- Social networking strategist who came from large telcos - now head of world.com.au
- Spoke on how to build and maintain vibrant social networks and online communities
- [http://www.webdirections.org/resources/laurel-papworth/](http://www.webdirections.org/resources/laurel-papworth/)
Rashmi Sinha

- Designer researcher, and entrepreneur. CEO of www.slideshare.net
- Spoke on the rise of popularity-based filtering mechanisms (digg, Google, YouTube) as alternatives to traditional IA.
- http://www.webdirections.org/resources/rashmi-sinha/
George Oats

- Co-Founder of Flickr, gave a talk was entitled “Human Traffic”
- Perfect example of object-based social network, and of accidental success, grew out of on-line game called Game Never Ending
- http://www.webdirections.org/resources/george-oates/
Brian Fling

- Consultant and author of dotMobi Mobile Web Development Guide
- http://dev.mobi/blog/web-developers-guide-released
Scott Berkun

- Author of *The Art of Project Management* and *Myths of Innovation*
- [http://www.webdirections.org/resources/scott-berkun/](http://www.webdirections.org/resources/scott-berkun/)
- Richard Drew at 3M
"As our business grows, it becomes increasingly necessary to delegate responsibility and to encourage men and women to exercise their initiative. This requires considerable tolerance. Those men and women, to whom we delegate authority and responsibility, if they are good people, are going to want to do their jobs in their own way.

"Mistakes will be made. But if a person is essentially right, the mistakes he or she makes are not as serious in the long run as the mistakes management will make if it undertakes to tell those in authority exactly how they must do their jobs.

"Management that is destructively critical when mistakes are made kills initiative. And it’s essential that we have many people with initiative if we are to continue to grow."

-William McKnight, 3M Chairman, 1948
Chris Wilson

- Internet Explorer Platform Architect at Microsoft since 1993
- Co-authored Mosaic for Windows
- http://www.webdirections.org/resources/chris-wilson/
Bert Bos

- Co-authored CSS in 1994 and was part of groups that created HTML and XML
- [http://www.webdirections.org/resources/bert-bos/](http://www.webdirections.org/resources/bert-bos/)
Andy Clarke

- UK Web Developer and proprietor of Stuff&Nonesense
- Author of Transcending CSS: The Fine Art of Web Design
CSS ELEVEN

“CSS ELEVEN IS AN INTERNATIONAL GROUP OF VISUAL DESIGNERS AND DEVELOPERS WHO ARE COMMITTED TO HELPING THE W3C’S CSS WORKING GROUP TO BETTER DELIVER THE TOOLS THAT ARE NEEDED TO DESIGN TOMORROW’S WEB”
Mark Pesce

- Futurist and Consultant, father of VRML, author, and lecturer in New Media and new broadcast strategies
- http://www.webdirections.org/resources/mark-pesce/
• Services not sites
• People *are* the Network
• The street finds it's own use
• "The web interprets censorship as a form of damage and routes around it." - Gilmore's Law
• Advertising is a form of Censorship
• The mob does not need a business model
Advertising is a form of censorship.
One more thing...
Why is Second Life so sleazy?
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- Sex sells