




mozilla
Drumbeat

Mark Surman - Mozilla
presentation to MozCamp Europe
Prague - October 2009

 creative commons attribution 3.0



hi



mark surman



mark surman
mozilla





mozilla

Drumbeat



my point:



my point:
the people in this room create
cool, world changing **technology**



my point:
but technology may not be enough
to preserve the web we've built

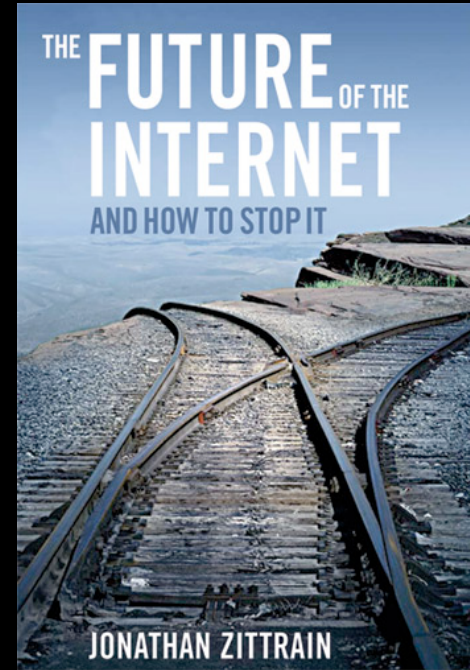


my point:

we need millions more people to
love, protect and steward the web



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Zittrain photo by Joi Ito under CC BY.

hackability



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remixability



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generativity



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“We must use the **generativity** of the net to create a constituency that will **protect** and **nurture** it.”

point #1

the people in this room create
cool, world changing **technology**

I  OPEN
WEB

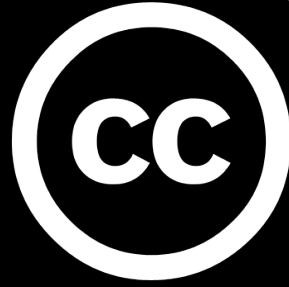
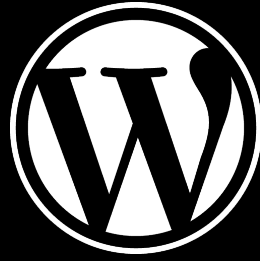
the web we love

the web we love



the web we love

flickr™



the web we love

What's a "Better" Internet?

There are a few key characteristics:

transparent vs. unknowable

open vs. closed

shared control vs. central control

international vs. international

participatory vs. manipulative



the web we love



**you
made
this**

but

point #2

but technology **may not be enough**
to preserve the web we've built

the web is **healthy** now

but likely many **threats** and **struggles** ahead



network throttled, sliced up

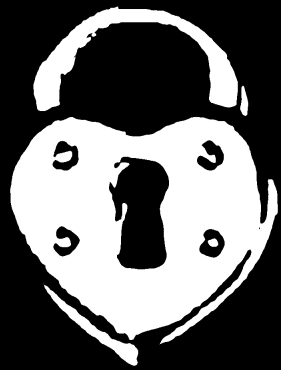
mobile web still thinks like a phone





web video looks like **plain old TV**

identity and data locked up in silos



security + privacy fail = web lockdown



security + privacy fail = web lockdown

seatbelt moment:

we have the technology

more people need to care, and act

will we have an open web

100
years?

point 3

we need millions more people to
love, protect and steward the web



Zittrain photo by Joi Ito under CC BY.

“We must use the **generativity** of the net to create a constituency that will **protect** and **nurture** it.”



mozilla **how?**
Drumbeat

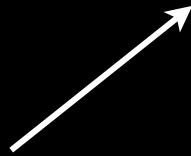


mozilla

Drumbeat

A global community of people who **steward the open web**, explaining and protecting the internet as a critical public resource.

A
better
internet



Build
technology
and product



Current source
of massive impact

A
better
internet

Build
technology
and product



Steward
the open web as
public resource



people who **make the web**



people who **make the web**



people who **make the web**

big **internet** issues



data and identity



mobile ecosystem



open video



net neutrality?

openness?

Big internet issues



Online (bongo)
e-newsletter and campaigns.

Yearly event (tympani)
Big tent ideaswap / festival / hackfest.



Ground game (conga)
Local events, meetups and clubs.

**Support + work
with others**

Consumer awareness and caring
about **data and identity**.



You in the cloud
e-newsletter and campaigns.



'You computing' summit
Big tent ideaswap / festival / hackfest.



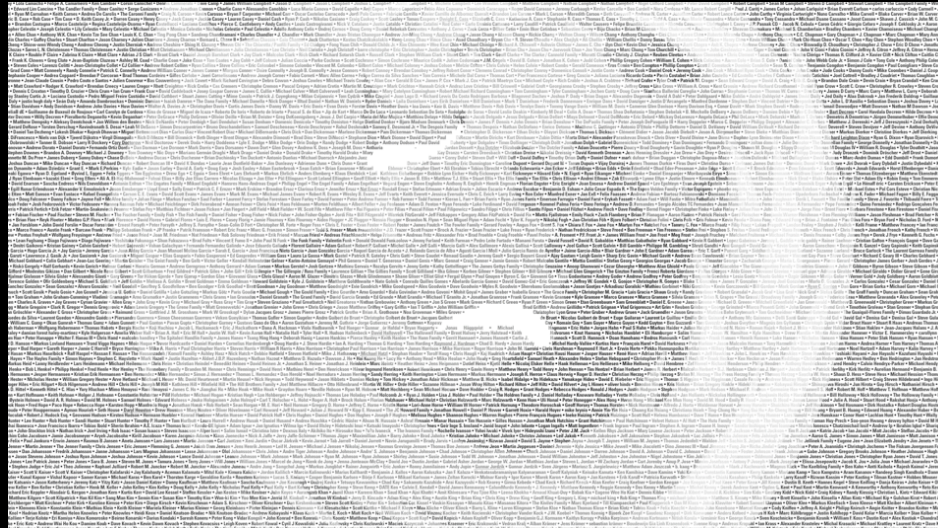
Using Weave
Local events, meetups and clubs.

**Support + work
with others**

we already know how to do this

and do it simply

we already **know how** to do this



and **do it** simply


we already **know how** to do this



and **do it** simply


we already **know how** to do this

Internet Health Check



Yay! You're using a current browser!


Thank you for not using IE6, keeping the internet healthy and protecting yourself and others from nasty security risks. **Scroll down to see how you can help others upgrade to a better browser.**



checklist

Friends don't let friends use IE6

You can help the web be healthier by getting friends, family, co-workers, local community groups, churches and libraries off IE6. [Print this checklist](#) and take it anywhere you think people might be using IE6. Tell them [why IE6](#) is dangerous and help them upgrade.



IE6 at work?

If you're stuck on IE6 at work and your IT department won't approve or support the upgrade, [click here](#) for a letter you can send off to IT to encourage an upgrade. Get your colleagues to send them too!

and **do it** simply

we already **know how** to do this



and **do it** simply

we already **know how** to do this



and **do it** simply



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Still just an idea. **An idea that needs your help.**

Join our Drumbeat **session this afternoon** ...



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... or just fill in this [poll](#).



Mike Beltzner requests your feedback:

“ What should Mozilla Drumbeat do in Europe? ”

Send Mike your feedback

Help community members talk about the open web and freedom in the cloud at local barcamps.

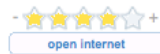
› Give Mike better feedback!

110

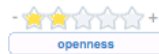
How would you rate...



open web



open internet



openness

... or just fill in this **poll**.
rypple.com/beltzner/mozcampeu



mozilla

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Still just an idea **An idea that needs your help.**

we will have an open web

100
years!

we can make
this idea happen



we will have an open web

100
years!

thanks



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