

RED HAT :: NASHVILLE :: 2006

SUMMIT



Popular Computing and Open Source

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Definitions

- Professional Computing
 - IT Departments - “Lower TCO” (RHEL)
 - Enthusiasts - “Maximum technology” (Fedora)
- Popular Computing
 - Individuals - “Simple, fun, and cheap”



Popular Leads Professional

- Trickle-up technology
 - Instant Messaging
 - Wikis
 - Blogs
 - Social Networking
 - Rich Web Applications
- “Weekend or Career” test



The Internet Services Disruption

- What's new?
 - Ubiquitous broadband and wireless
 - Advertising-supported economic model
 - Rich “raw Internet” platform
 - Social adaptation
 - Complexity exhaustion
- Read Ozzie's memo



Internet Services Pop Successes

- GMail
- iTunes
- MySpace, Facebook
- .Mac
- TBD: Windows Live?



Internet Services Pros

- Robustness
 - Server in a mountain, not spindle in a laptop
- Simplicity
 - Administration is someone else's problem
- Access and Sharing
 - It's already on the network
- Rate of Innovation
 - No client upgrades; iterative deployment



Internet Services Cons

- Compromised User Experience
 - Warring IM clients, media players, accounts...
- Impaired User Choice and Control
 - Lack of data mobility means de facto lock-in
- Reduced Access Flexibility
 - Alternative platforms (Linux), mobile devices
- Limited Extensibility
 - Mash-ups



Open Source Pop Successes

- Wikipedia
 - Open service hosted in the public interest
 - Open source Mediawiki software
 - Open content
- Firefox
 - Less is more
 - User experience (tabs, popup blocker, search)
 - Safety



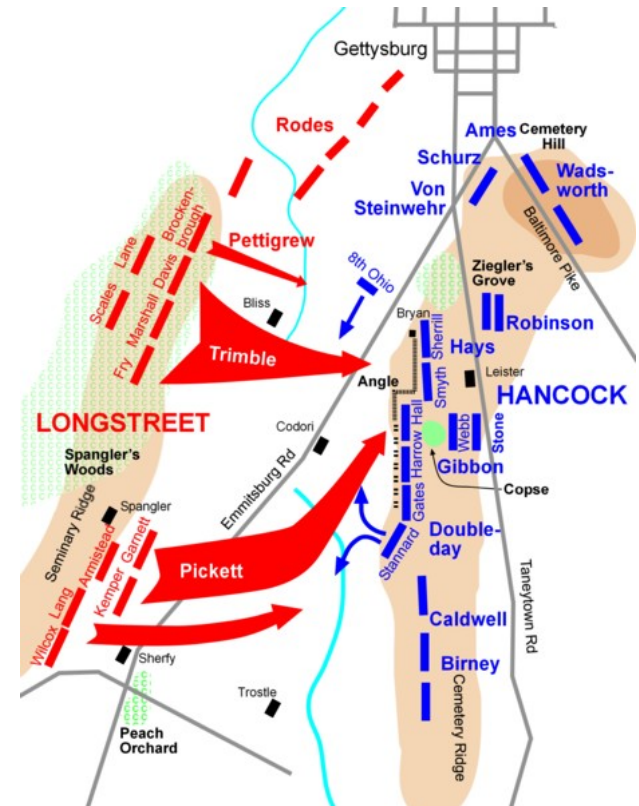
An Open Source Approach to Popular Computing

- User experience: simplify and delight
- Level playing field for software and services
 - Multiple commercial providers
 - Non-commercial providers, too
- Open source, cross platform software
- Open standards, open services, open data



Pickett's Charge

- Full frontal assault can be valiant but tragic
- Flanking maneuver?
 - Cross-platform (Firefox)
 - New platform (TiVo)
 - No platform (Wikipedia)



(Credit to Stephen O'Grady of RedMonk for this analogy)

Three Organizing Principles for Popular Computing

- **Freedom**
Choice among software & service providers
- **Liveness**
Dynamic connections between people
- **Entertainment**
Living and fun, not work

