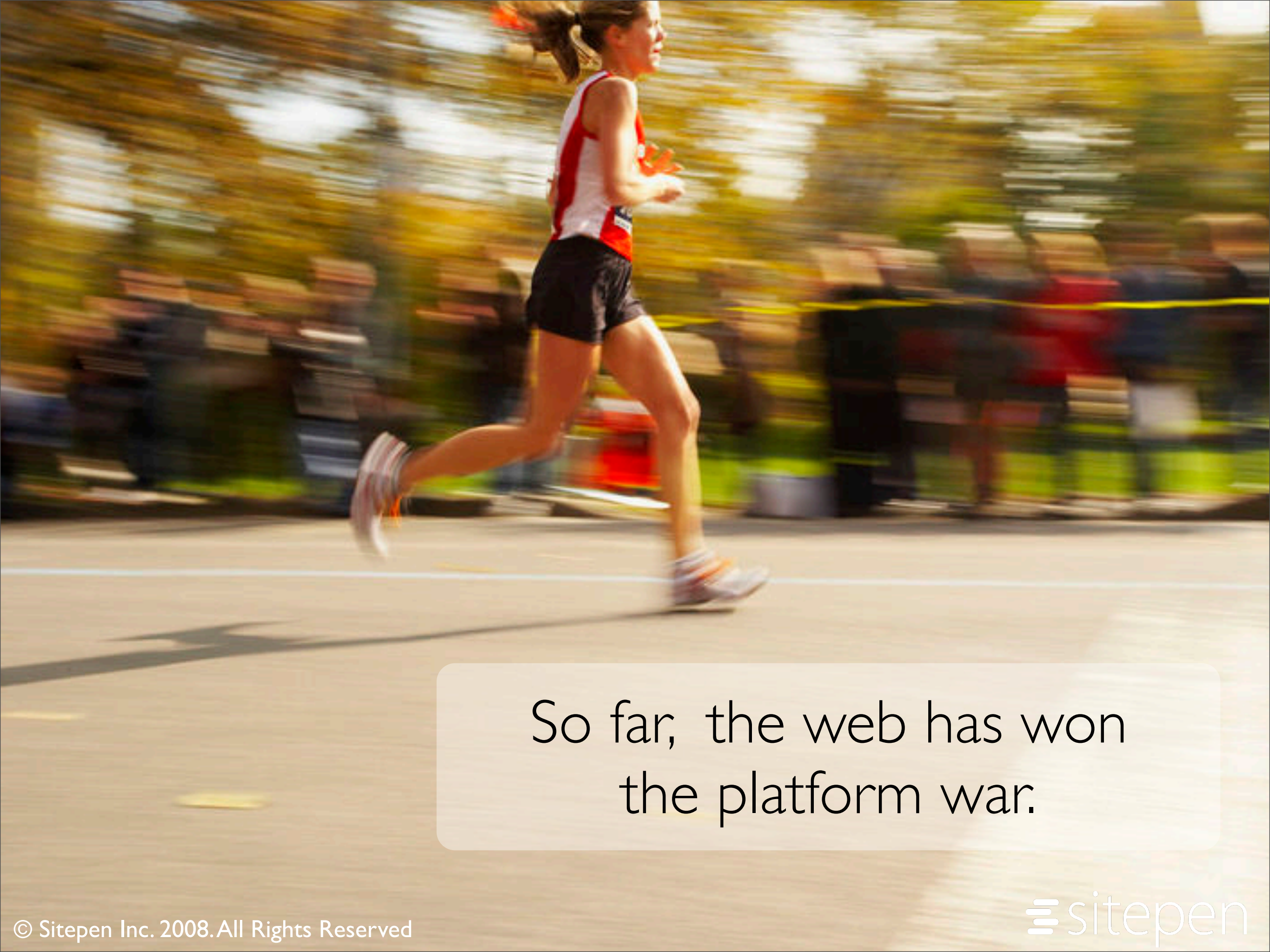


The Case for the Open Web

Is web 3.0 where we give up and use something else?





So far, the web has won
the platform war.



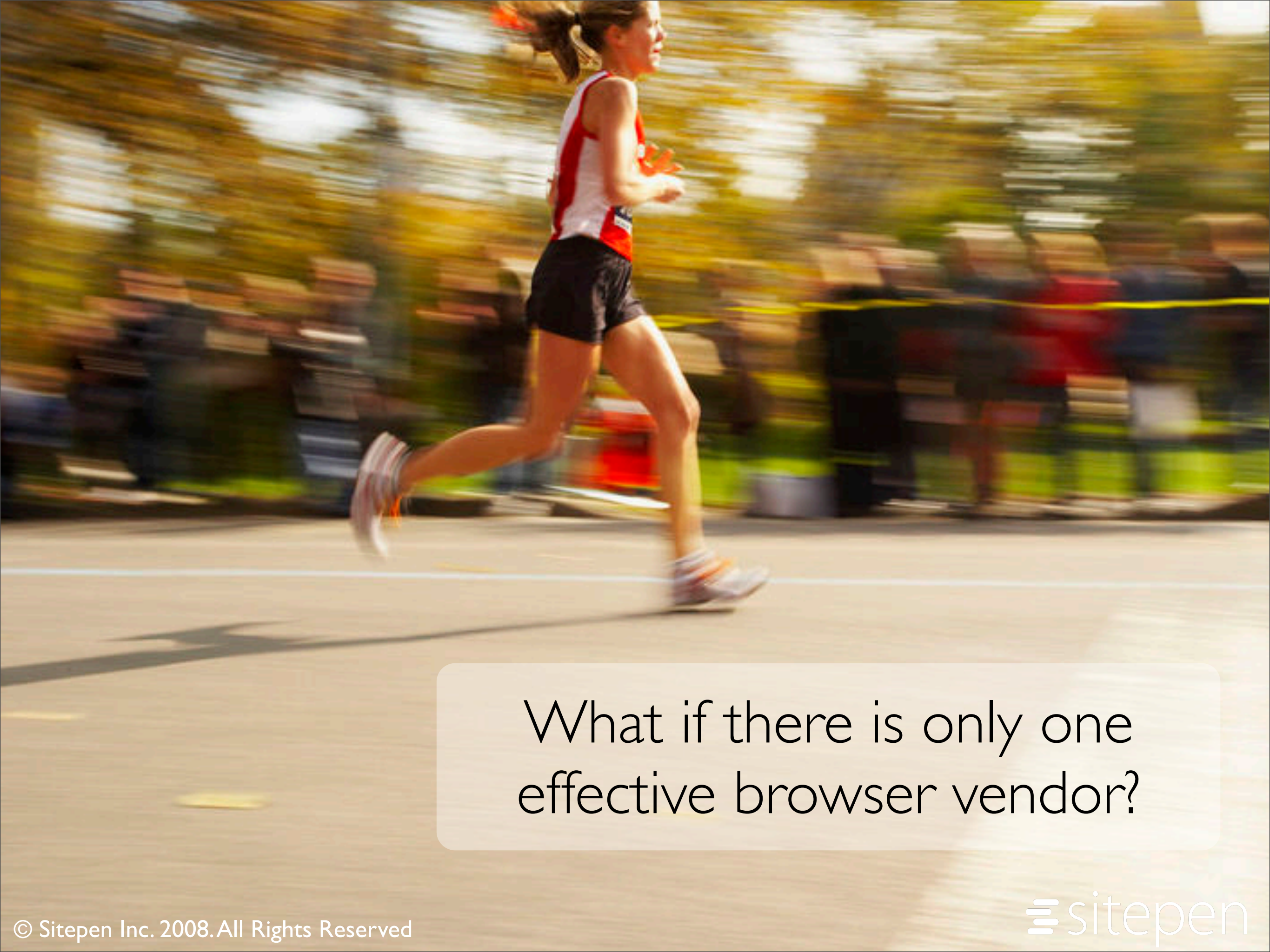
Why?

3 Reasons:

Deployment, Openness, Lazy Text



Who decides if it carries
on winning?



What if there is only one
effective browser vendor?

Monopolies: Good / Bad?

Monopolies: Good / Bad?

Monopolies are a form of Absolute Power
(and that's not good)

A mono-culture is easier
for the developers

A mono-culture is easier
for the developers

(but the goal is to be *better* for the *users*)

Plug-ins: Good / Bad?

Plug-ins: Good / Bad?

A plugin is just a 'browser' in a browser

A close-up photograph of a spider web on a wooden surface. The web is a complex, multi-layered structure of fine, white threads, some of which are thicker and more prominent. It is draped over a piece of light-colored wood, possibly a piece of plywood or a wooden board, which shows some signs of wear and discoloration. The background is slightly out of focus, showing more of the wooden structure and some dark, possibly damp, areas. The overall lighting is soft, highlighting the delicate texture of the web.

The History of the Web



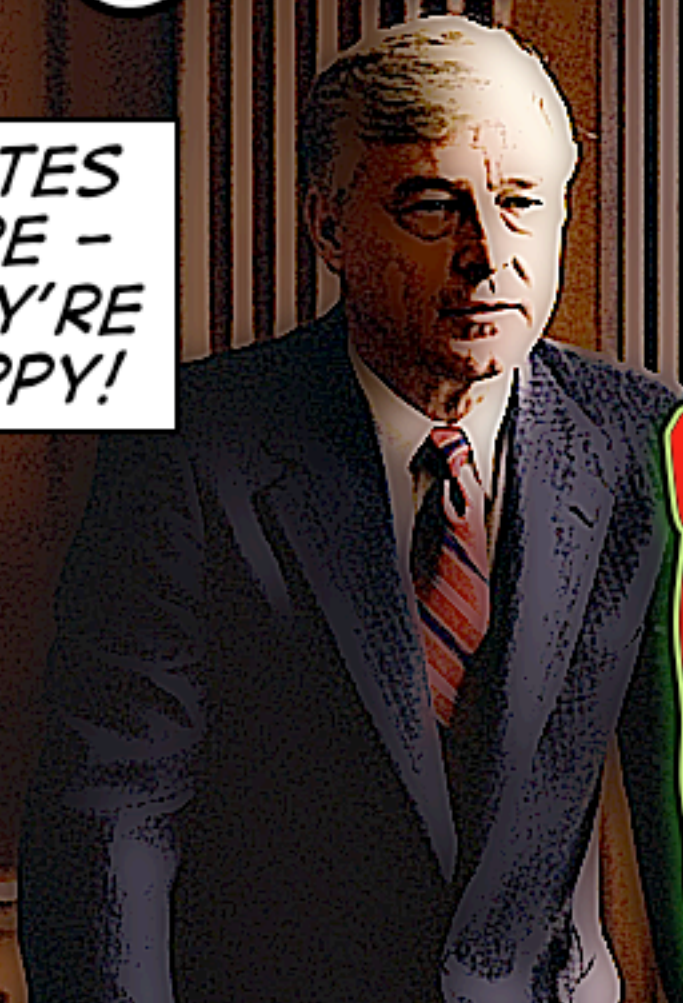
AUG 1998
US: \$1.50
CAN: \$1.75
UK: 75P



ISSUE #
9,483,102

US V. Microsoft

*THE STATES
ARE HERE -
AND THEY'RE
NOT HAPPY!*




BILL GATES IN THE DOCK!



DEATHMATCH

IN THE COURTHOUSE ...



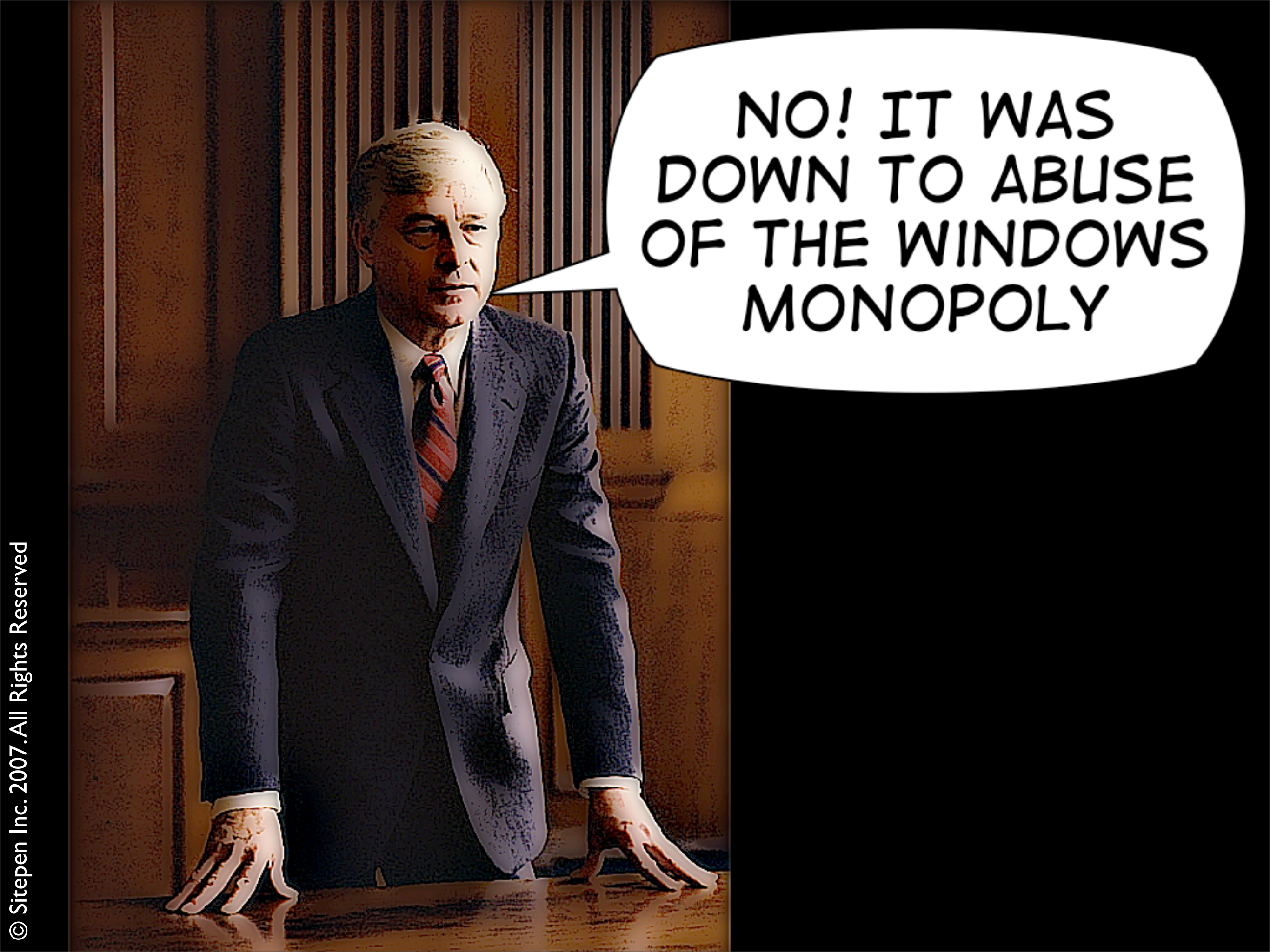
YOU ILLEGALLY
USED YOUR
MONOPOLY TO
KILL NETSCAPE

A pixelated, low-resolution image of Bill Gates. He is wearing a dark suit, a white shirt, and a patterned tie. He has a speech bubble coming from his mouth. The background is dark and blurry. In the bottom left corner, there is a timestamp.

NETSCAPE KILLED
THEMSELVES BY
NOT UPDATING

9:30AM
AUG 27

1998

A man in a dark suit and striped tie is leaning forward with his hands on a dark, reflective surface. He has a serious expression. A large white speech bubble with a black outline points to him from the right. The background consists of vertical wooden slats.

NO! IT WAS
DOWN TO ABUSE
OF THE WINDOWS
MONOPOLY

NETSCAPE
RELEASED
NOTHING FOR
YEARS, SO
THEY KILLED
THEMSELVES

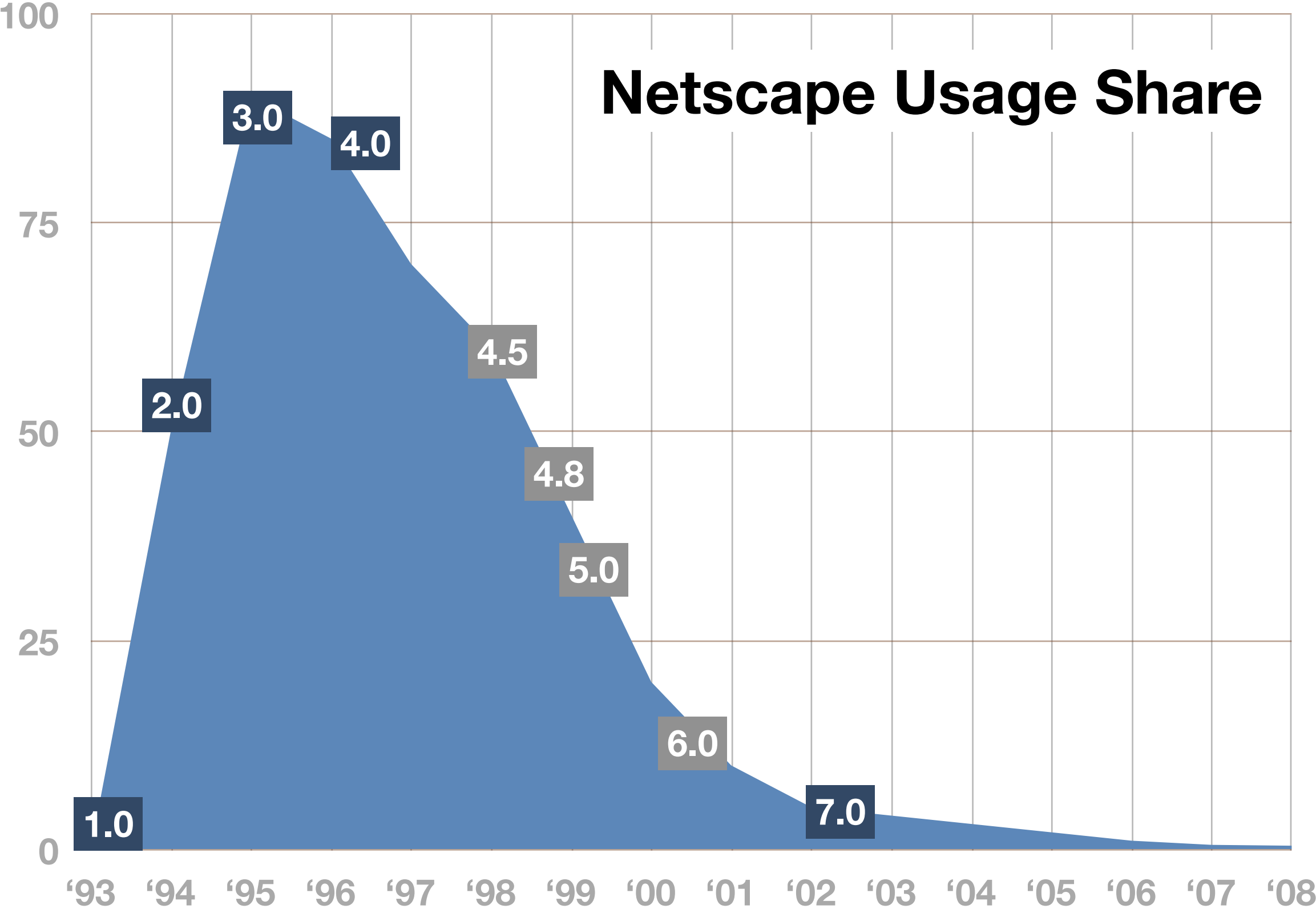
9:17AM
AUG 27 1998



HMMMM,
MAYBE WE
SHOULD TRY
NOT UPDATING
INTERNET
EXPLORER ...

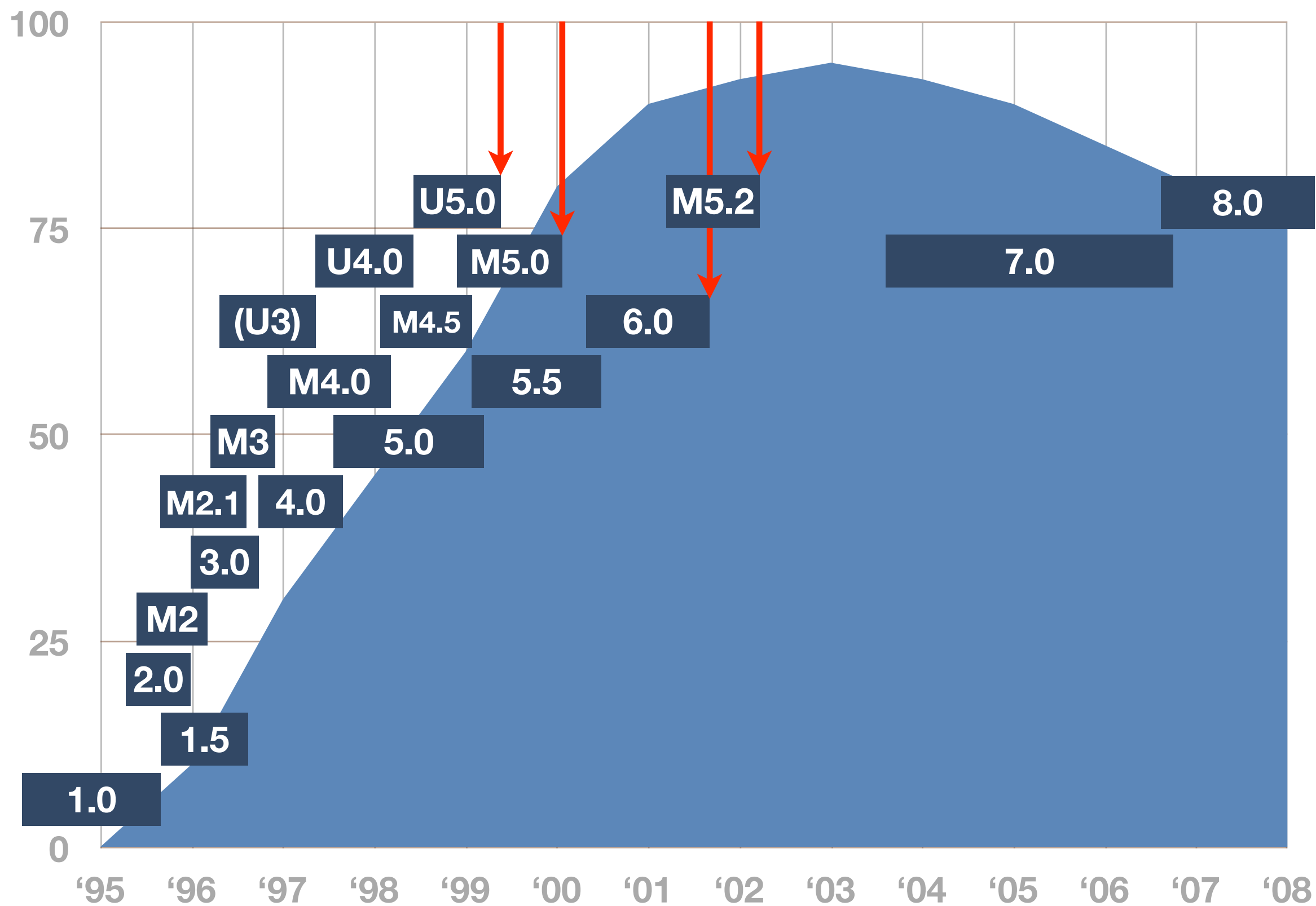
9:56AM
AUG 27 1998

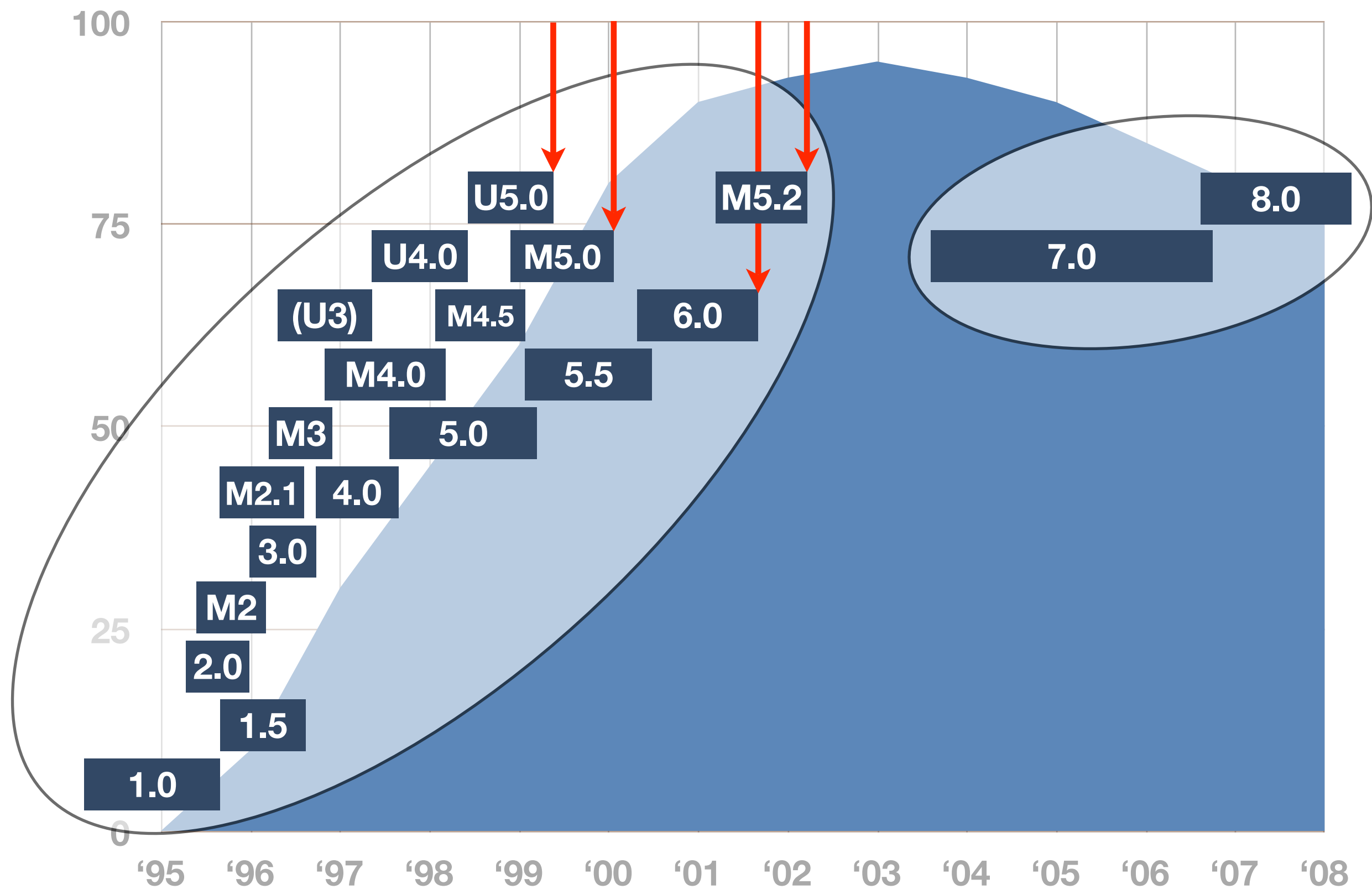
Netscape Usage Share



If the Netscape developers were
not in the safety of a monopoly;

Would they have chosen
the risky rewrite path?





1996 ← 6 years → 2002 ← 6 years → 2008

16 major releases of IE
Across 4 platforms

2 major releases of IE?
Now only on Windows

IE got to 90% market
share in 2002



4 things the web needs to
carry on winning ...



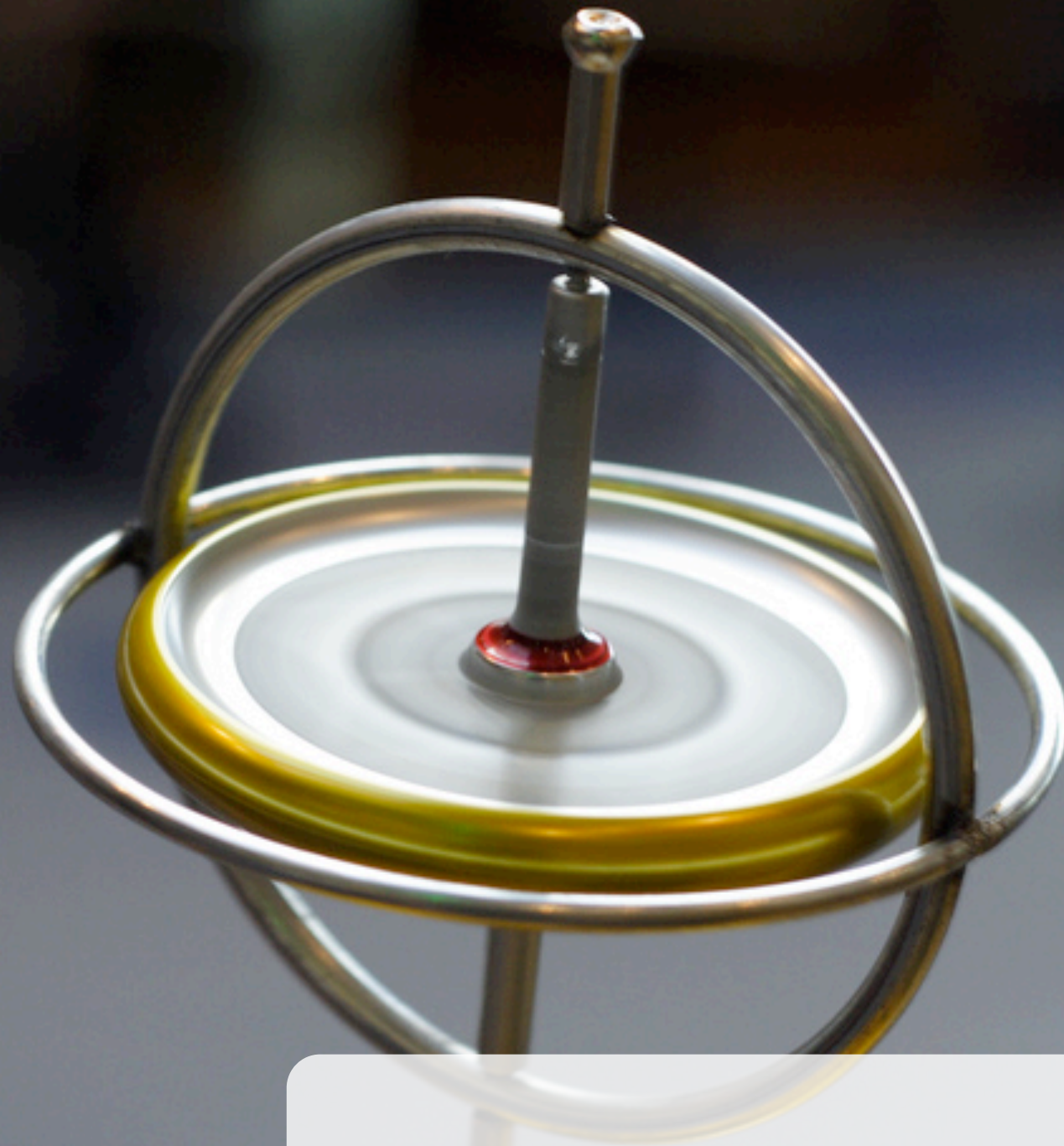
Features



Reliability



Trust



Momentum



Features

Signs of Disfunction



Signs of Disfunction

Zillions of toolkits are a sign that something is wrong.

If browsers were perfect we wouldn't need Dojo or DWR or any of the other toolkits

Signs of Disfunction

What do the toolkits do for us?

- Abstraction
- Bug fixing
- Simplification
- Harmonization

Signs of Disfunction

How do toolkits harm us?

- Downloading
- Integration

Browser Features

Browser Developer Todo List:

- Make ajax toolkits irrelevant

Browser Features

The down side of browser evolution

- Do new features break old features?
- It's slow
- Ubiquity is vital

Browser Features

How far can we evolve without vendor support?

- Comet
- 3D using VML / SVG / Canvas / etc
- Storage and offline



Reliability

Reliability

Local or Global?

- Depending on small scale reliability can hurt
- Large scale reliability requires anticipation of failure
- Markup defines the Open Web through reliability

Reliability

The web has some great features borrowed from Unix

- Small, independent units
- Linked through debuggable text based protocols

It adds features from living things

- The ability to cope with failure
- That can adapt when the world changes



Trust

Trust

What do you worry about when using the web?

- Web worms
- Privacy invasion
- Data in transit
- Identity Theft
- Browser Security
- How to build something trustable

Trust

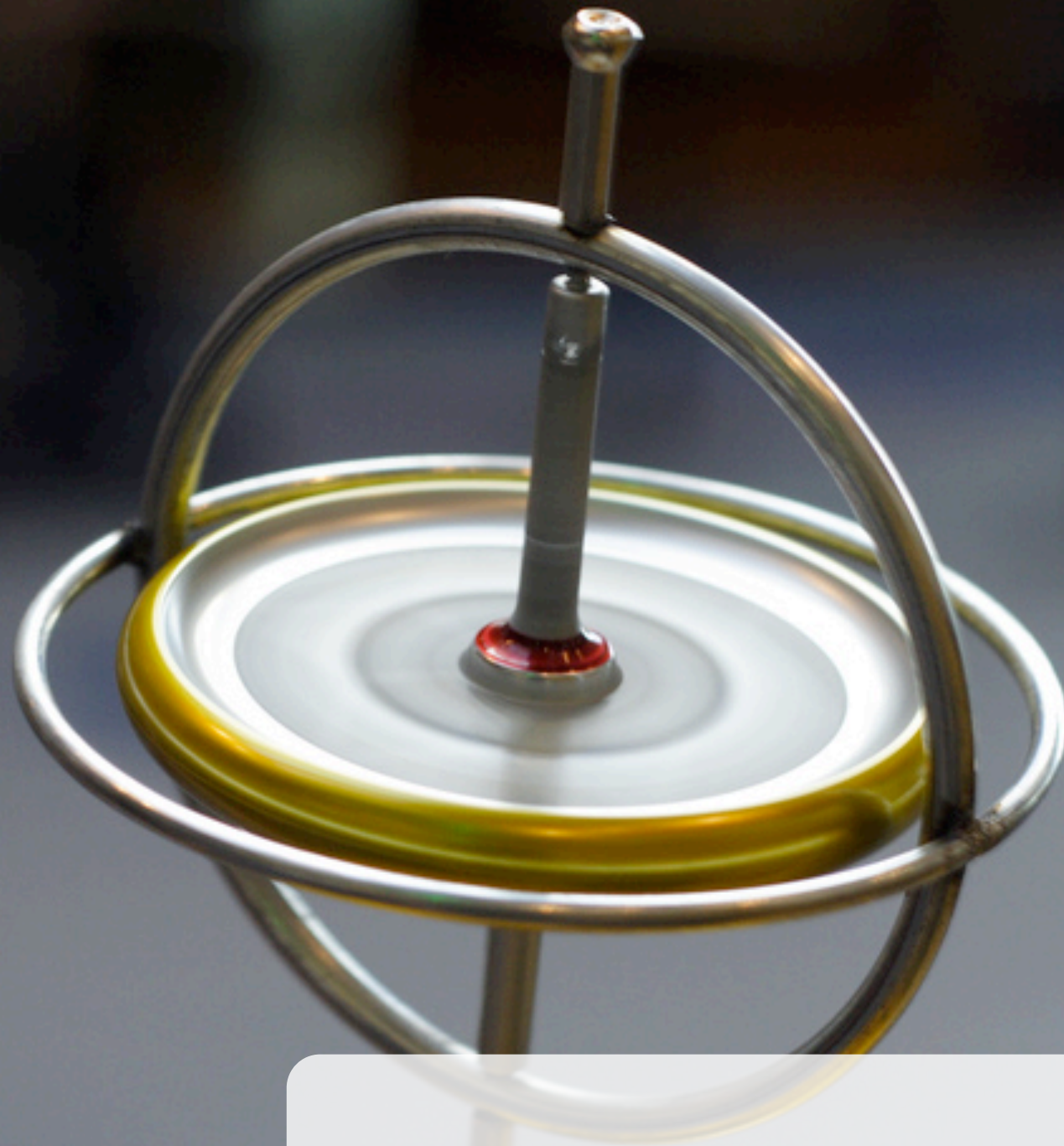
What do users need to build trust

- Lack of spelling mistakes
- Reliable patterns
 - Principle of least astonishment
- Time

Trust

What does the web need?

- Content Restrictions
- An anti CSRF marker for cookies
- Sandboxing
- Less brittle models of building relationships
 - SMASH, XIP, etc.



Momentum

Momentum



What people know today defines
how they think about the future

Momentum

Web Standards:

- Not all have been transparent
- Working groups break down when the participants don't play ball
- Adding IQ to a large group reduces the IQ of the group
- Working groups don't test for fitness

What if we don't get the tools we need?

Toolkits

Flash

Gears



The Case for the Open Web Questions?