

PLATFORMS, POLICY, & WHY DEVELOPERS HOLD THE KEYS TO CHANGE

THE KINGMAKERS

A LITTLE ABOUT US

WE ADVOCATE FOR
DEVELOPERS

DEVELOPERS
ALLIANCE

The background is a complex, multi-colored fractal pattern. It features intricate, swirling lines and shapes in shades of deep blue, purple, and magenta, set against a dark, almost black background. The overall effect is one of organic complexity and depth, reminiscent of natural patterns like seashells or mineral formations.

THE FACTS, FROM THE DEVELOPER PERSPECTIVE

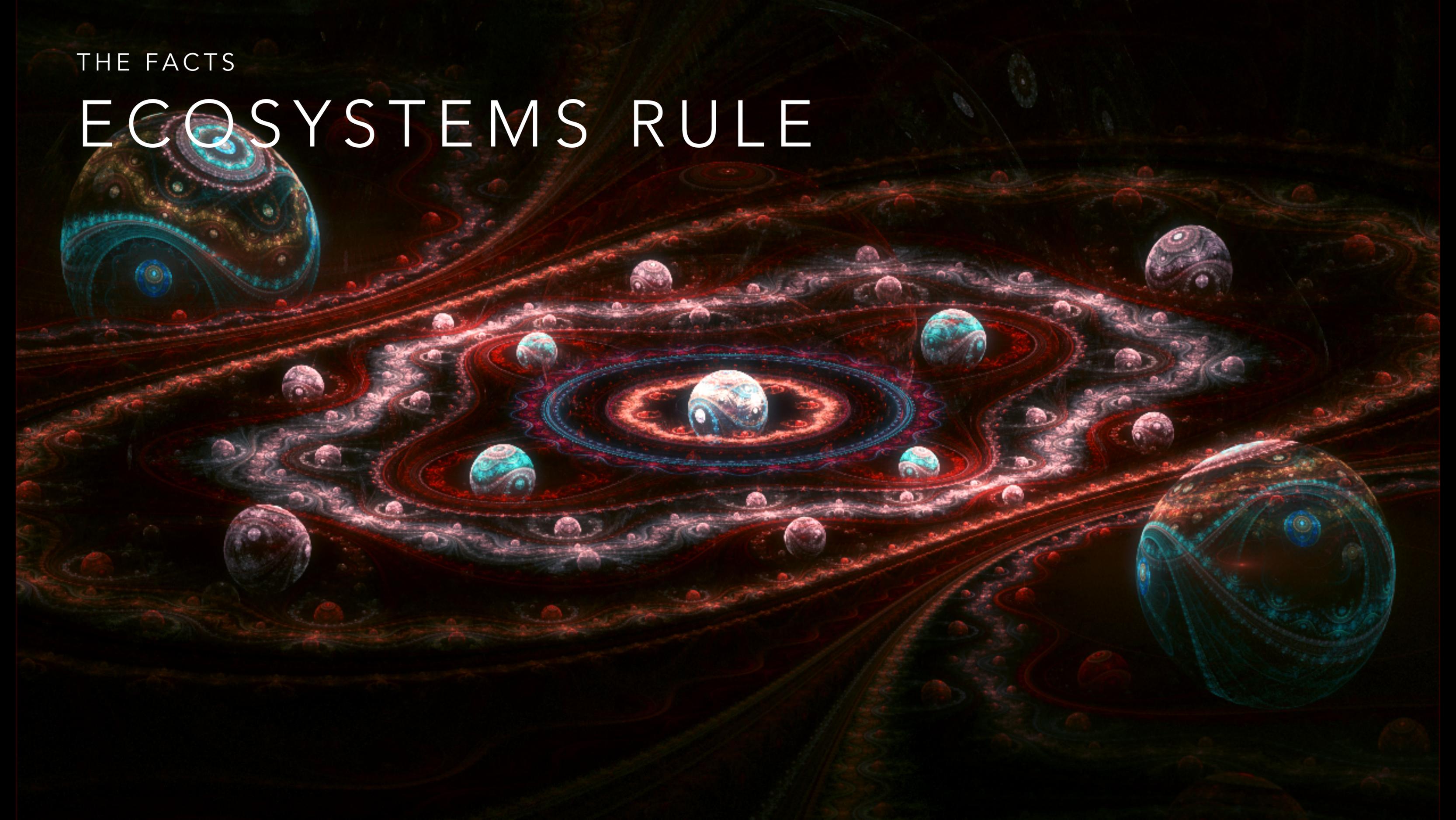
ECOSYSTEMS RULE
... BUT THEY ARE UNSTABLE

COMMUNITIES ARE KINGMAKERS
... BUT THEY NEED CARE AND FEEDING

CHANGE IS COMING
... GET ON BOARD

THE FACTS

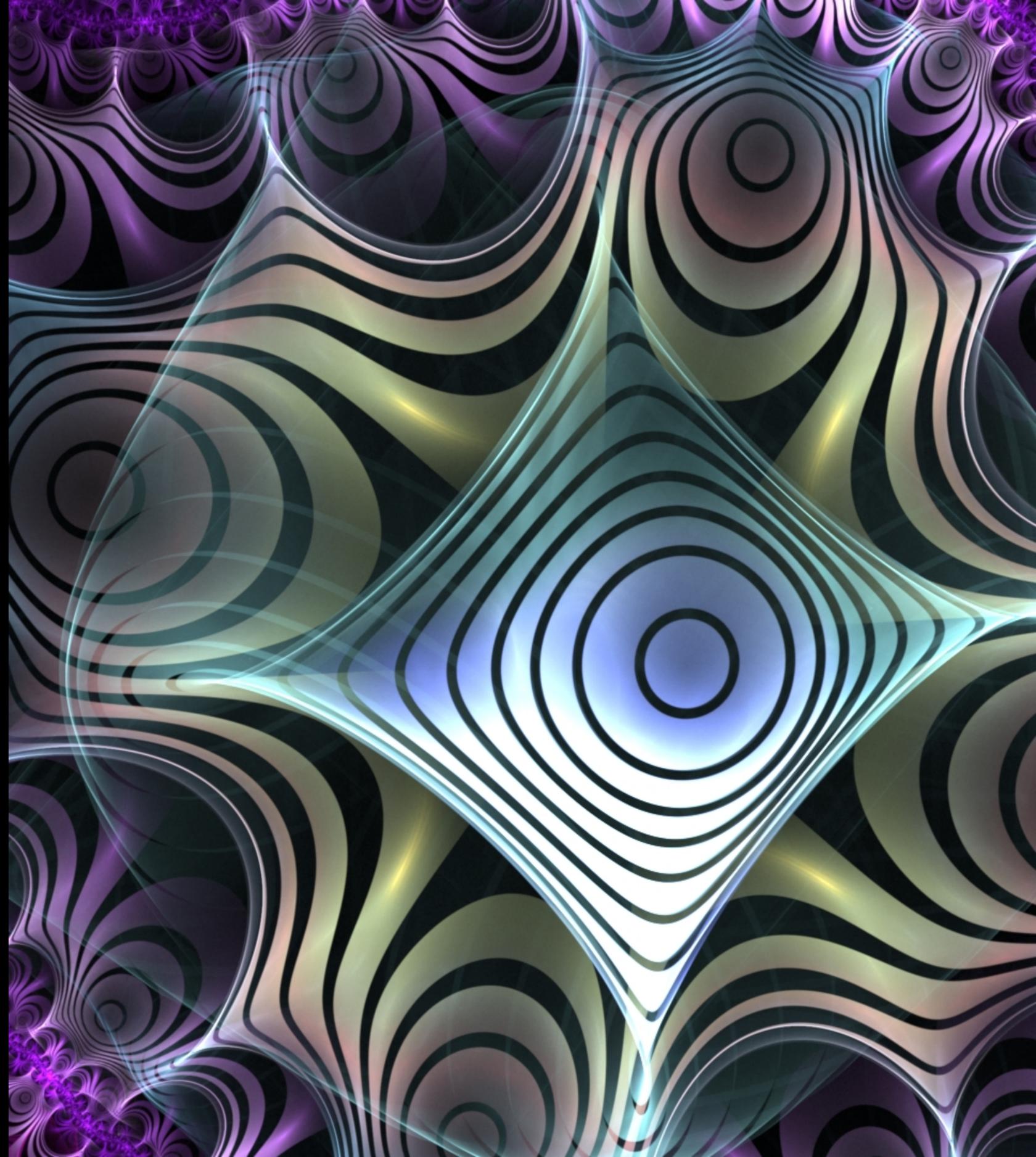
ECOSYSTEMS RULE



ECOSYSTEMS

- Platform, plus ...
- Content, plus ...
- Users & partners, plus ...
- Ability to scale ...

- Platform as Marketplace



ECOSYSTEM STORIES

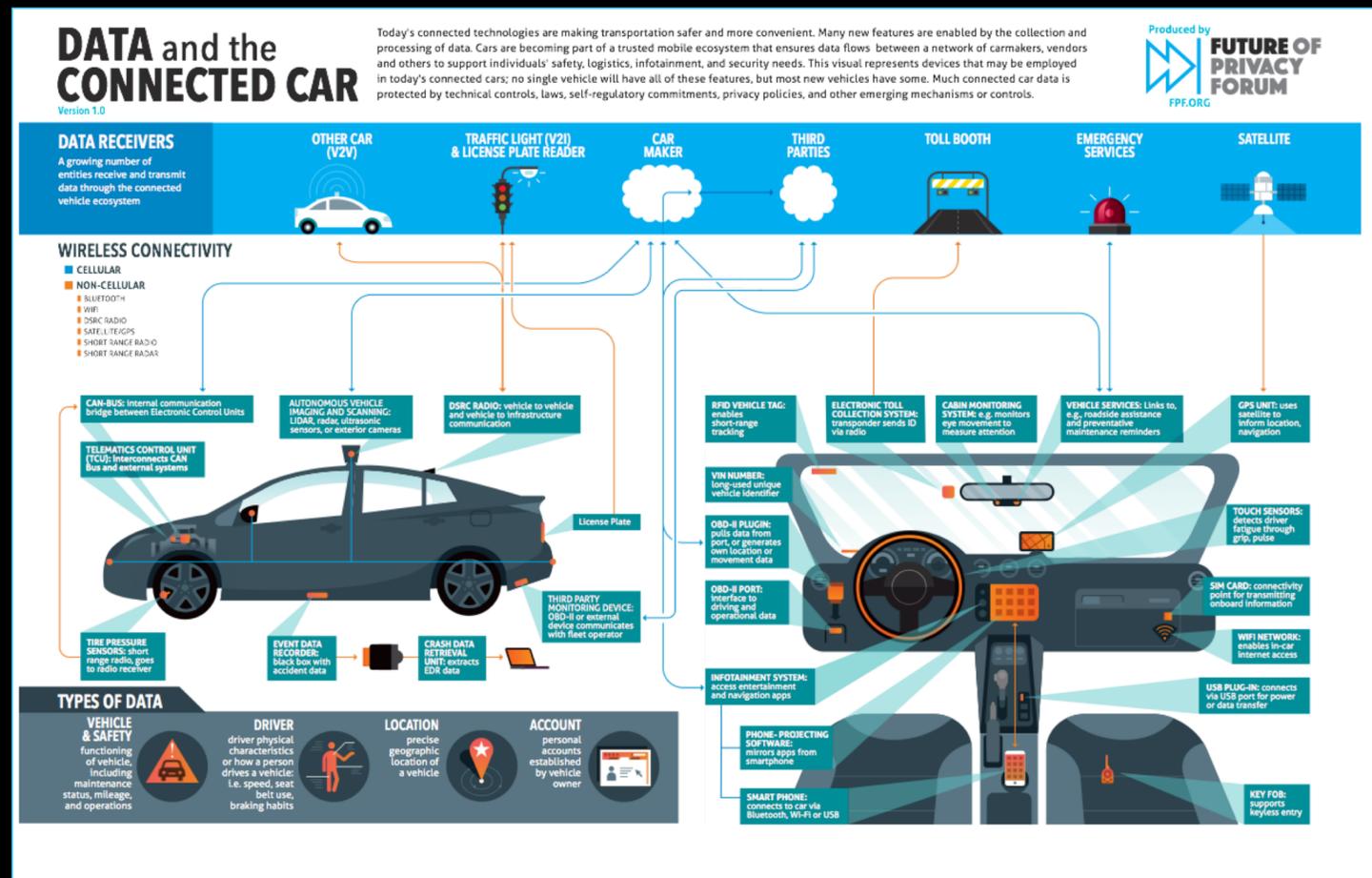
- Win-tel (but monopoly)
- Myspace, Facebook, ... Google+
- Apple, Google, ... Nokia
- Walmart, Amazon, ...
- Government?

- Plenty of paths to failure



HOW IS AUTOMOTIVE LIKE TELECOM?

PLATFORM FRAGMENTED FAIL

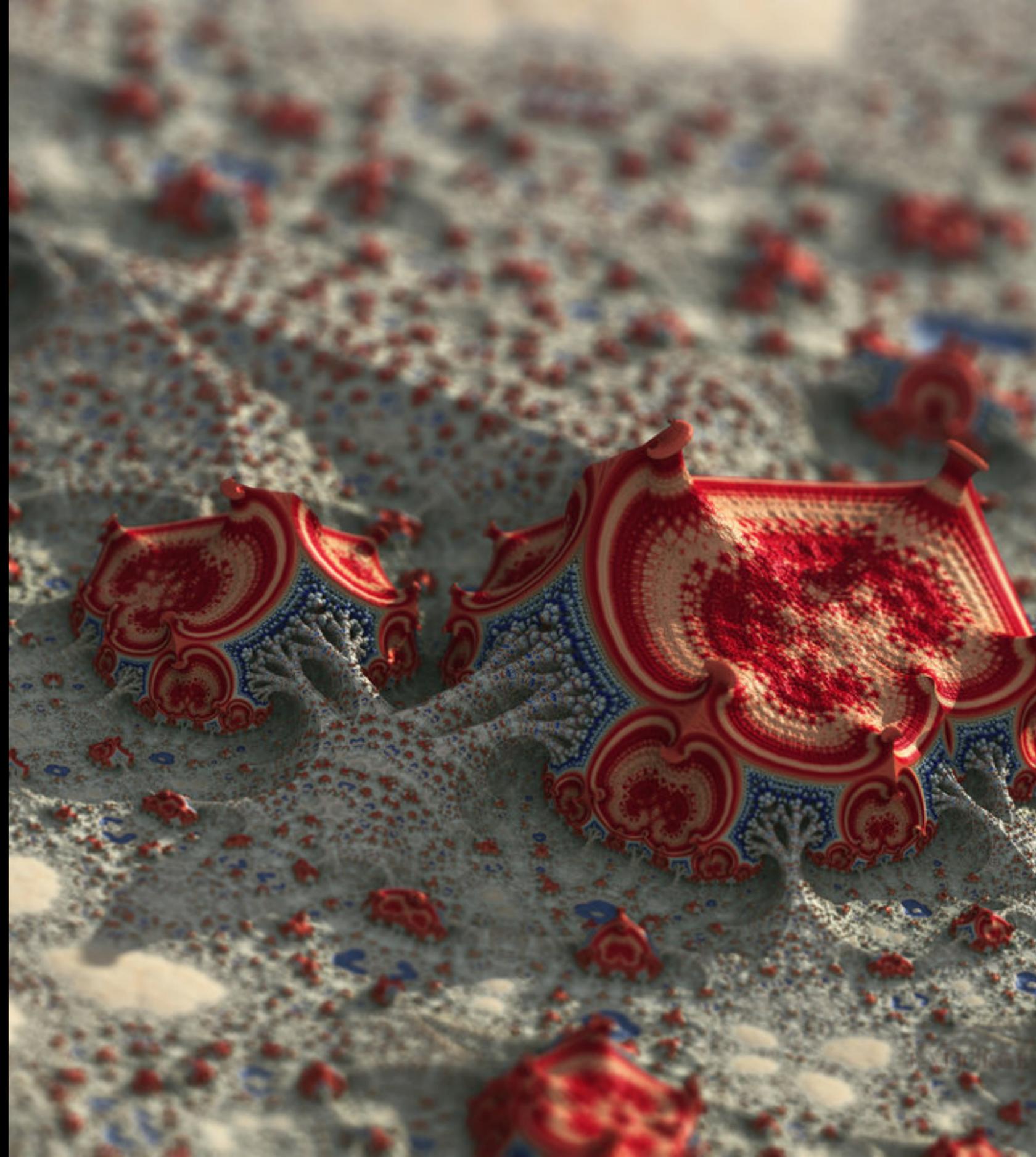


KEY TO UNDERSTAND: WHERE DOES THE ECOSYSTEM BALANCE?

ECOSYSTEM LESSONS

- Nothing lasts, & don't force it
- Multi-sided is multi-better
- Get it right, or others will
- Motives matter

- Every ecosystem is part of something bigger & more powerful



ALSO THE FACTS

COMMUNITIES ARE KINGMAKERS

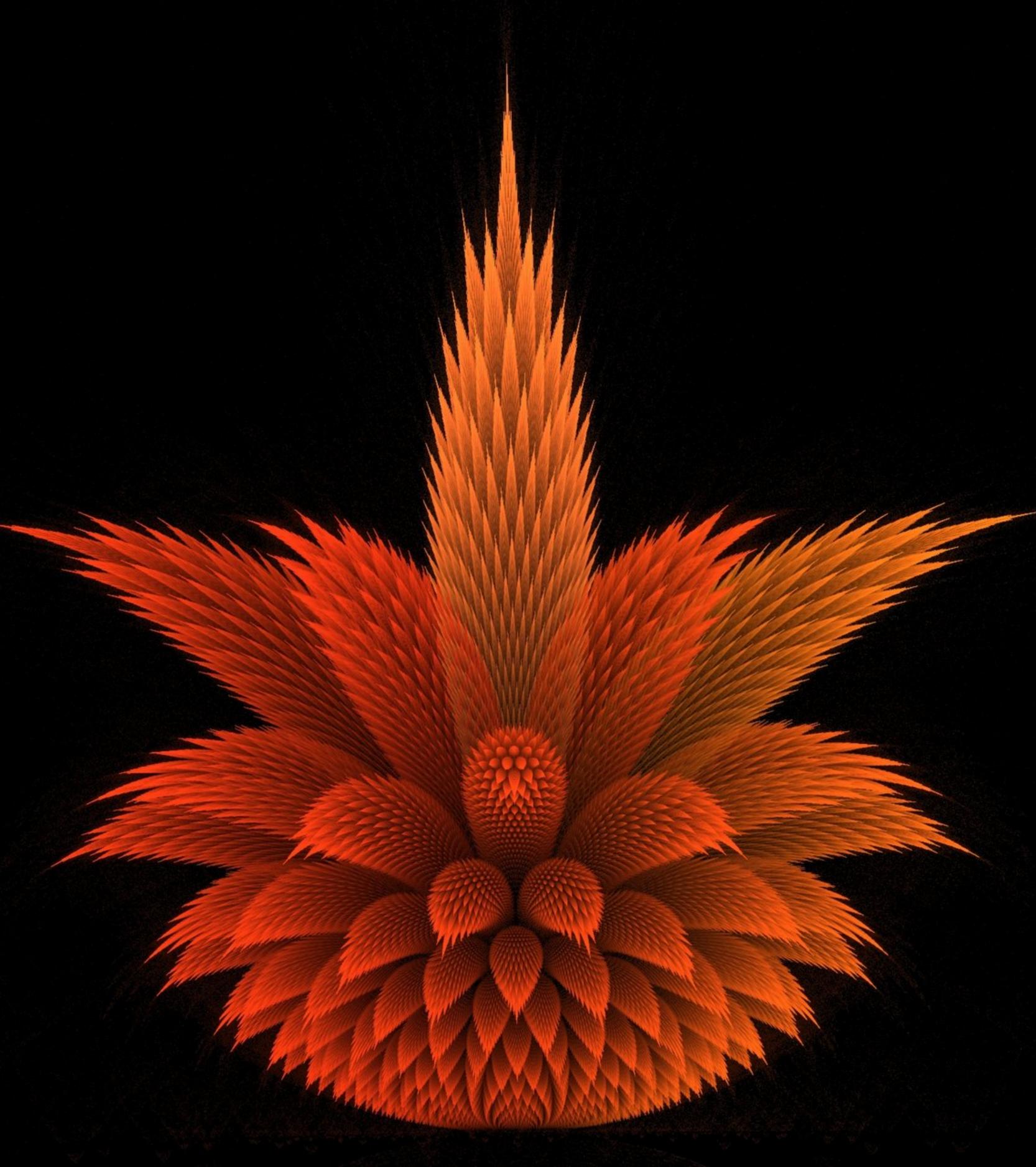




COMMUNITIES

- Users (maybe multi-sided)
- Platform enablers (hw/sw partners)
- Value-add (developers / content)

- The trick is to support, not control



COMMUNITIES & INFLUENCE

- Evangelists & honesty
- Beware the overlooked community
 - Employees, policy makers, etc.
- The power of leadership
- Developer relationships are unique

- Empowerment ... and Mutiny

HOW IS AUTOMOTIVE LIKE TELECOM?

COMMUNITIES IGNORE BARRIERS



Apple CarPlay



android auto



amazon alexa

KEY TO UNDERSTAND: WHO DOES THE COMMUNITY THINK YOU ARE?

THE FACTS

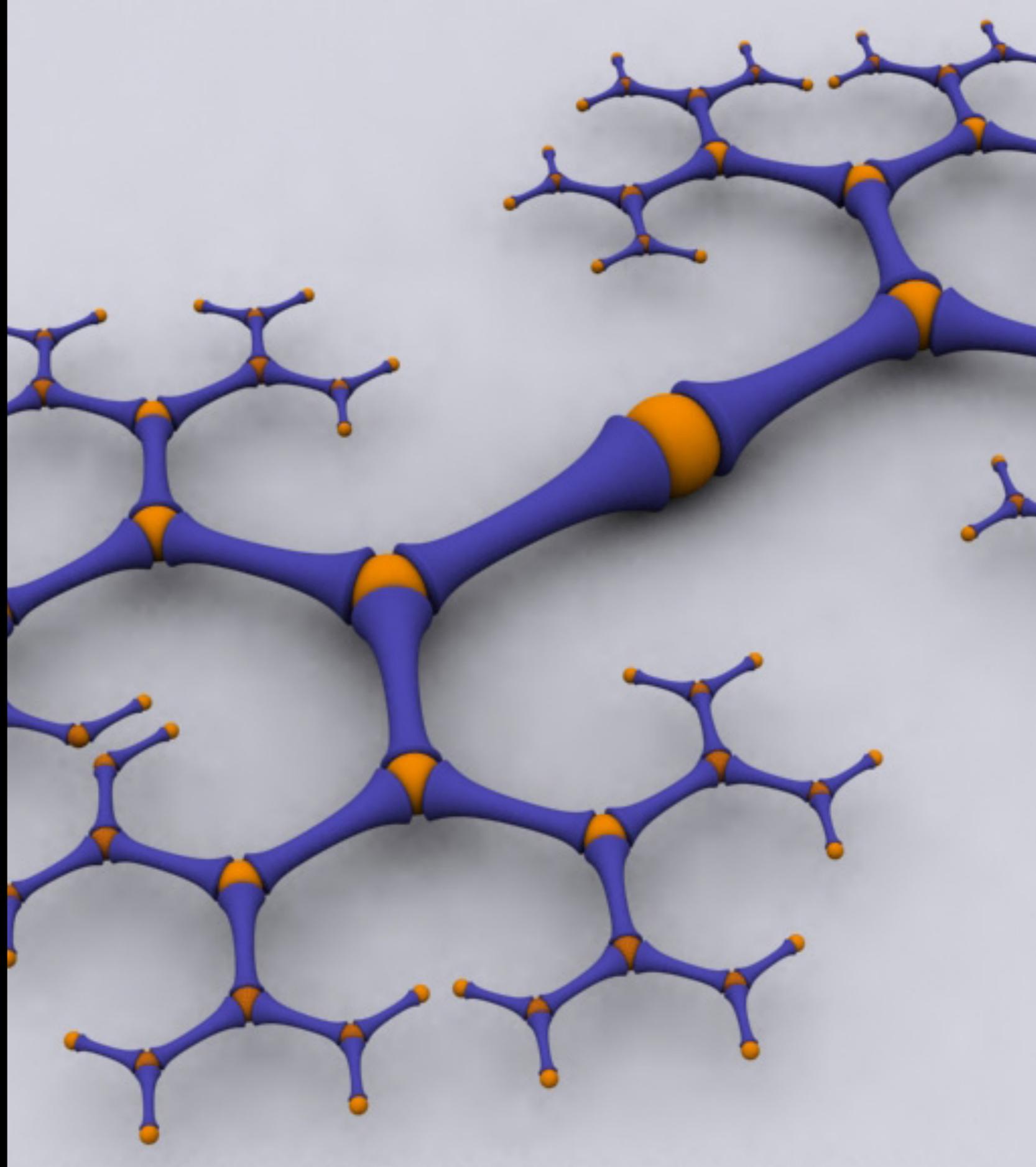
CHANGE IS COMING



THE FUTURE OF TECH ECOSYSTEMS

- Ecosystems vs Political Power
- Ecosystems vs Social Evolution
- Ecosystems vs Culture & Norms

- When will enough be enough?
- What must change, to avert change?

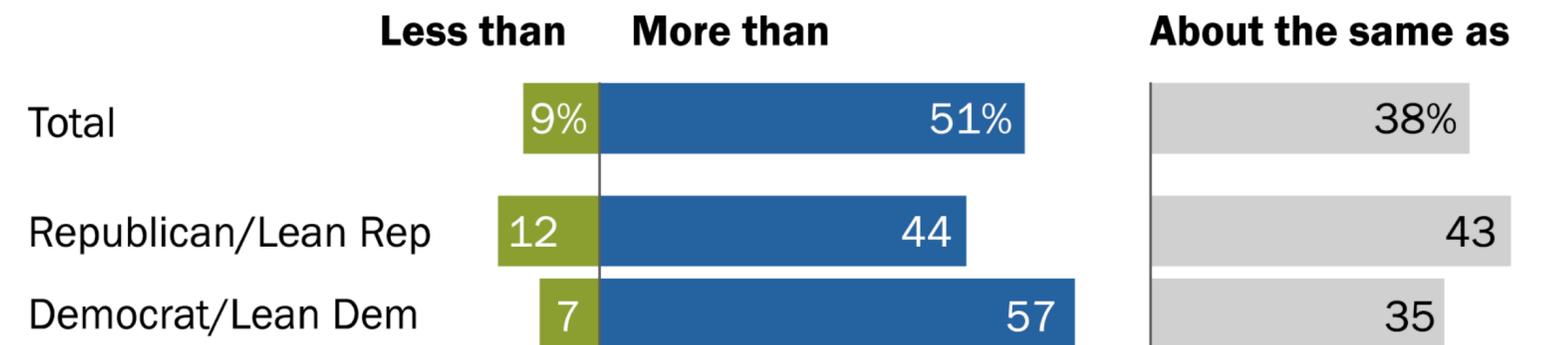


THE PUBLIC IS NOT ON OUR SIDE

- 51% want regulation
- Bipartisan voice
- Why do they feel this way?
- What are we doing to fix things?

Roughly half the public thinks major tech companies should be regulated more than they are now

% of U.S. adults who say that major technology companies should be regulated ____ they are currently



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted May 29-June 11, 2018.

"Public Attitudes Toward Technology Companies"

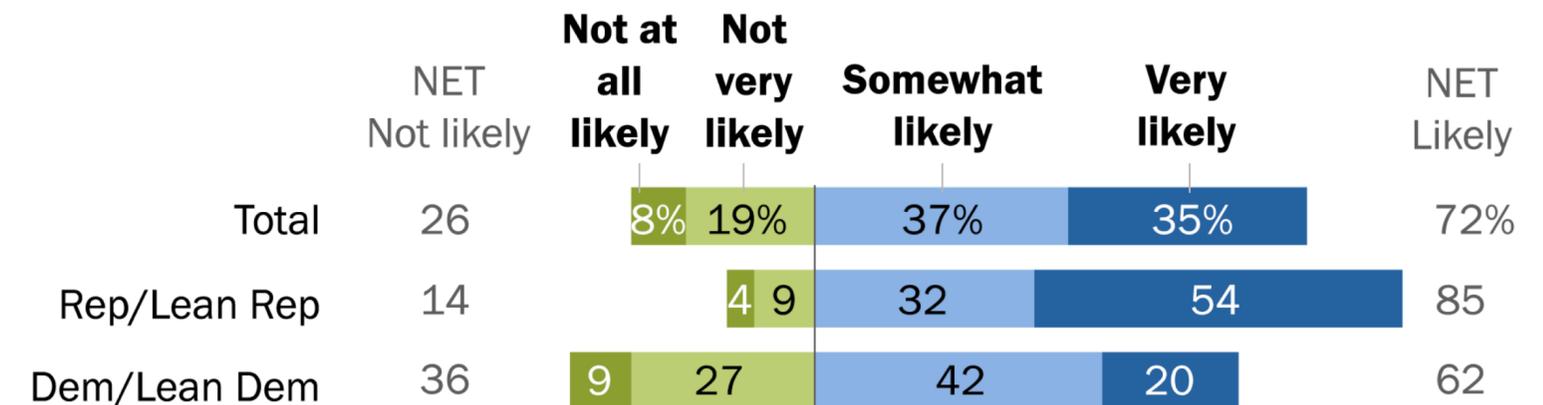
PEW RESEARCH CENTER

THE BATTLE IS NOW POLITICAL

- 72% think we censor viewpoints
- Slightly partisan, but so what?
- Corporate culture vs. service offer
- Demographics of Tech

Roughly seven-in-ten Americans think it likely that social media platforms censor political viewpoints

% of U.S. adults who think it is ___ that social media sites intentionally censor political viewpoints they find objectionable



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted May 29-June 11, 2018.

"Public Attitudes Toward Technology Companies"

PEW RESEARCH CENTER

THE FACTS

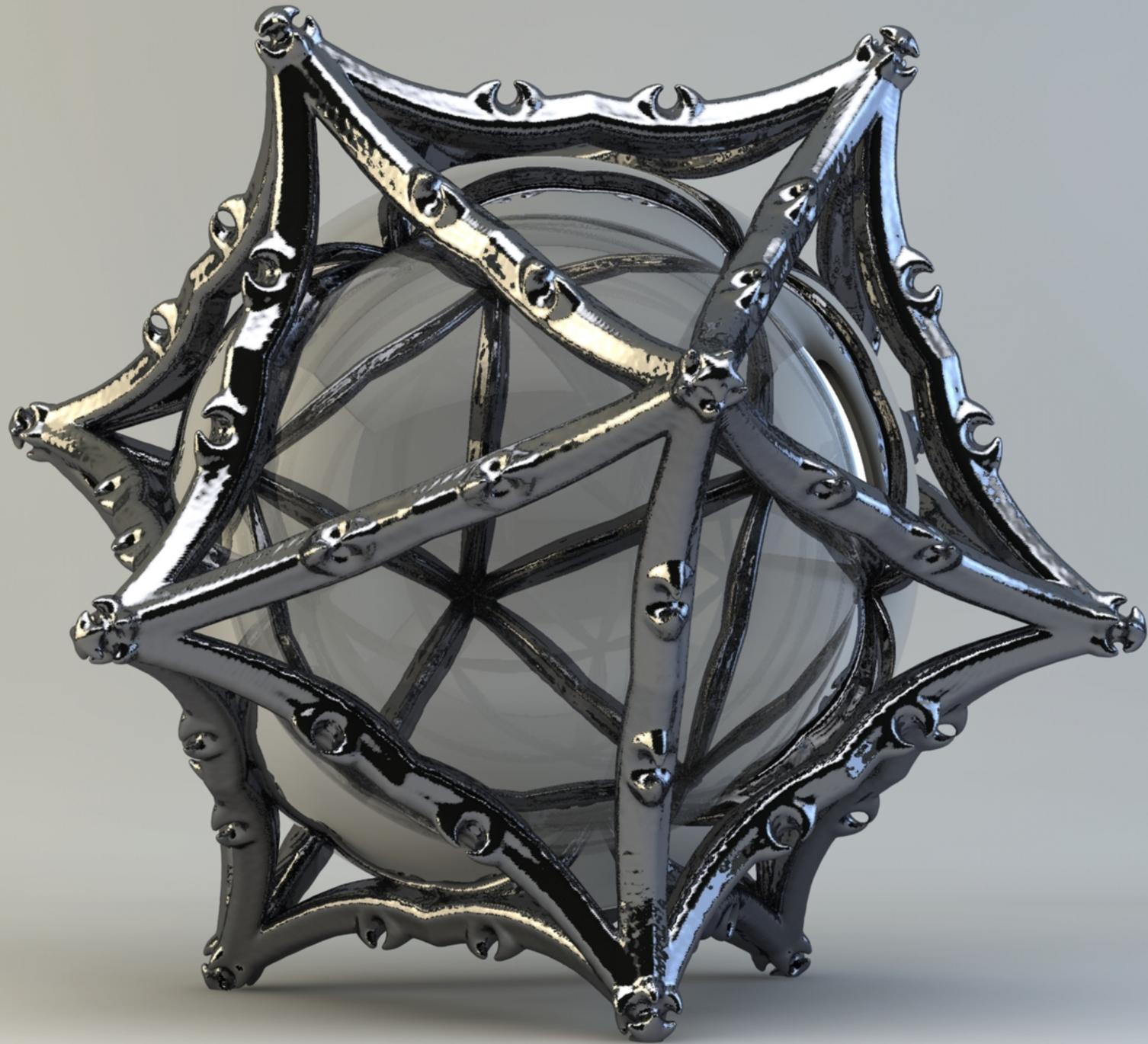
EMPOWER OUR COMMUNITIES



DIGITAL ECONOMY POLICY ISSUES

- Antitrust & Competition Law
- Tools of the State
- Society & the Educated Elite
- The Pace (and price) of Change
- The Individual vs the Collective





DEVELOPERS HOLD THE KEY

- Developers are uniquely vested
- Developers are the Grass Roots
- Developers are Users are Citizens

- Who's job is it to organize them?

DEVELOPERS AND PUBLIC POLICY

- Passionate about personal issues
 - Motivated change agents
 - Embody digital democracy
 - Jobs, Innovation, Education
-
- Lack time, focus, information, and cohesion



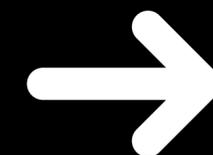
DEVELOPERS
ALLIANCE

WHERE ARE DEVELOPERS FOCUSED TODAY?

- Promoting education, diversity, and social involvement
 - Defending their ability to code (APIs)
 - Defending their ability to hire (visas)
 - Defending their business model (platforms, ad-supported, competition)
 - Defending their reputation & autonomy (privacy)
- 

PRIVACY: THE LATEST BATTLEFRONT

- The public believes we have the power to do good (or evil)
- 31% or 19%, we fail
- ... we're not doing enough



Older and younger adults express differing opinions about major technology companies

% of U.S. adults in each age group who say the following

	18-29	65+
Personal impact of major tech companies more good than bad	81	73
Think it likely that social media platforms censor political viewpoints	67	81
Major tech companies often fail to anticipate how products will impact society	57	73
Major tech companies have too much power and influence	47	61
Major tech companies should be regulated more than they are now	45	57
Major tech companies do enough to protect personal data of their users	31	19

Source: Survey conducted May 29-June 11, 2018.
"Public Attitudes Toward Technology Companies"

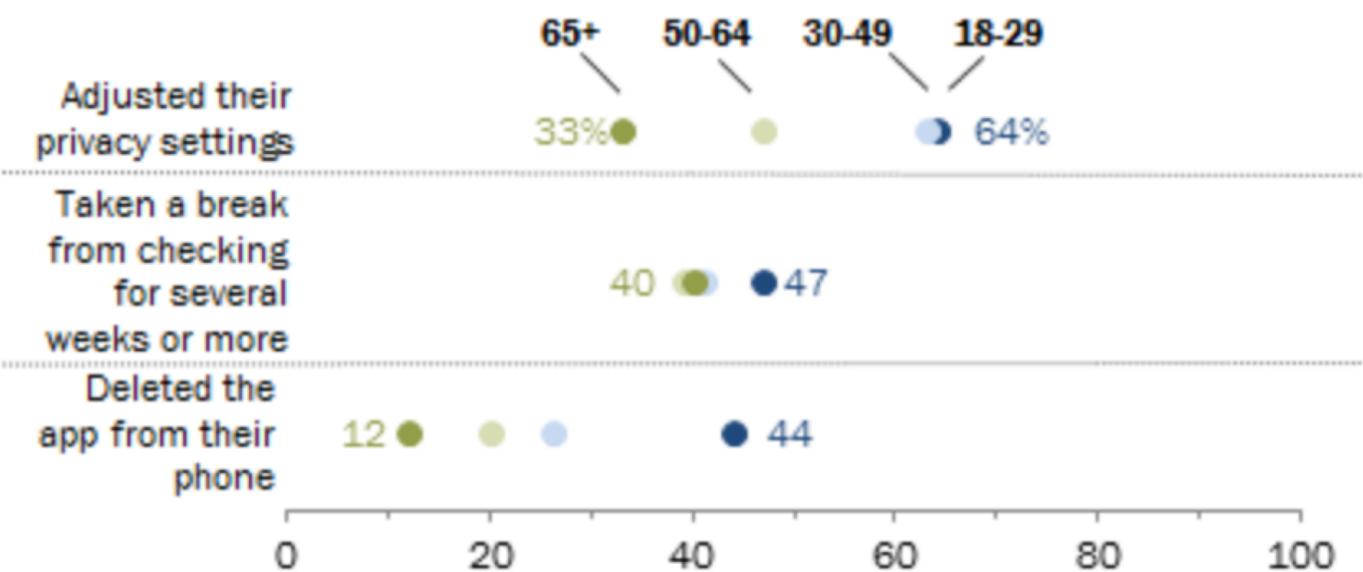
PEW RESEARCH CENTER

COMMUNITIES CARE ABOUT PRIVACY

- The Facebook / Cambridge example
- Users will act if they lose trust
- ... and policymakers are taking note

Younger Facebook users much more likely than older users to have recently adjusted their privacy settings, deleted Facebook app from their phone

% of U.S. adults who use Facebook, in each age group, who say they have done the following in the last 12 months ...



Note: Those who did not answer or gave other responses are not shown.

Source: Survey conducted May 29-June 11, 2018.

PEW RESEARCH CENTER

REGULATION: THE NEW EU EXPORT

- GDPR: enshrines privacy “rights”
 - ePrivacy: the next wave
 - Cyber: certification as a service
-
- Meanwhile, what is the US doing?
 - What are WE doing?



TIME TO STEP UP

- Developers too, want to raise the bar
- Our research agrees: the majority of our developer members feel developers should be doing MORE

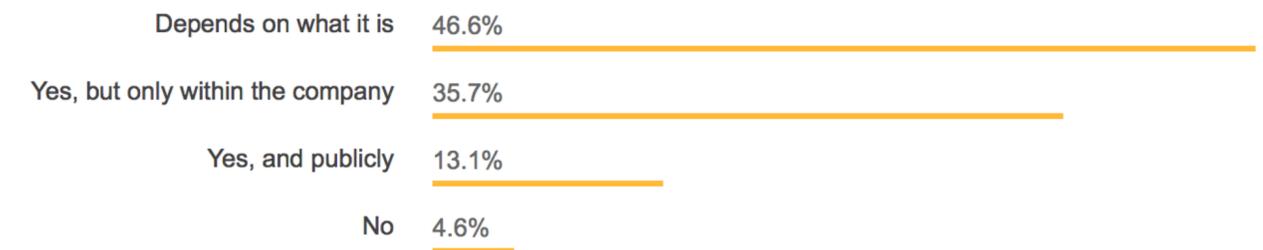
Ethics

What Would Developers Do If Asked to Write Code for an Unethical Purpose?



70,782 responses

How Would Developers Report Ethical Problems with Code?



70,426 responses

Do Developers Have an Obligation to Consider the Ethical Implications of Their Code?



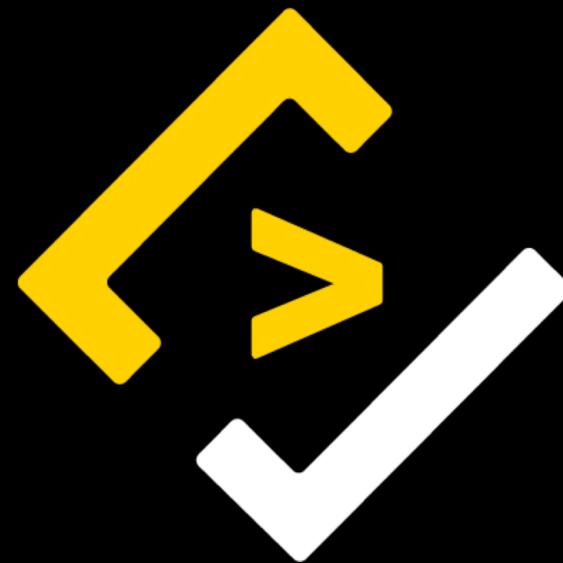
69,309 responses

IT STARTS WITH RESPONSIBILITY

A new initiative
from the



- Developers want to raise the bar
- Privacy, not market intervention
- Step 1: isolate bad actors
- Step 2: learn from the leaders
- Step 3: let users score the game



/ developers
/ trust
/ alliance

PRIVACY DRIVEN POLICIES

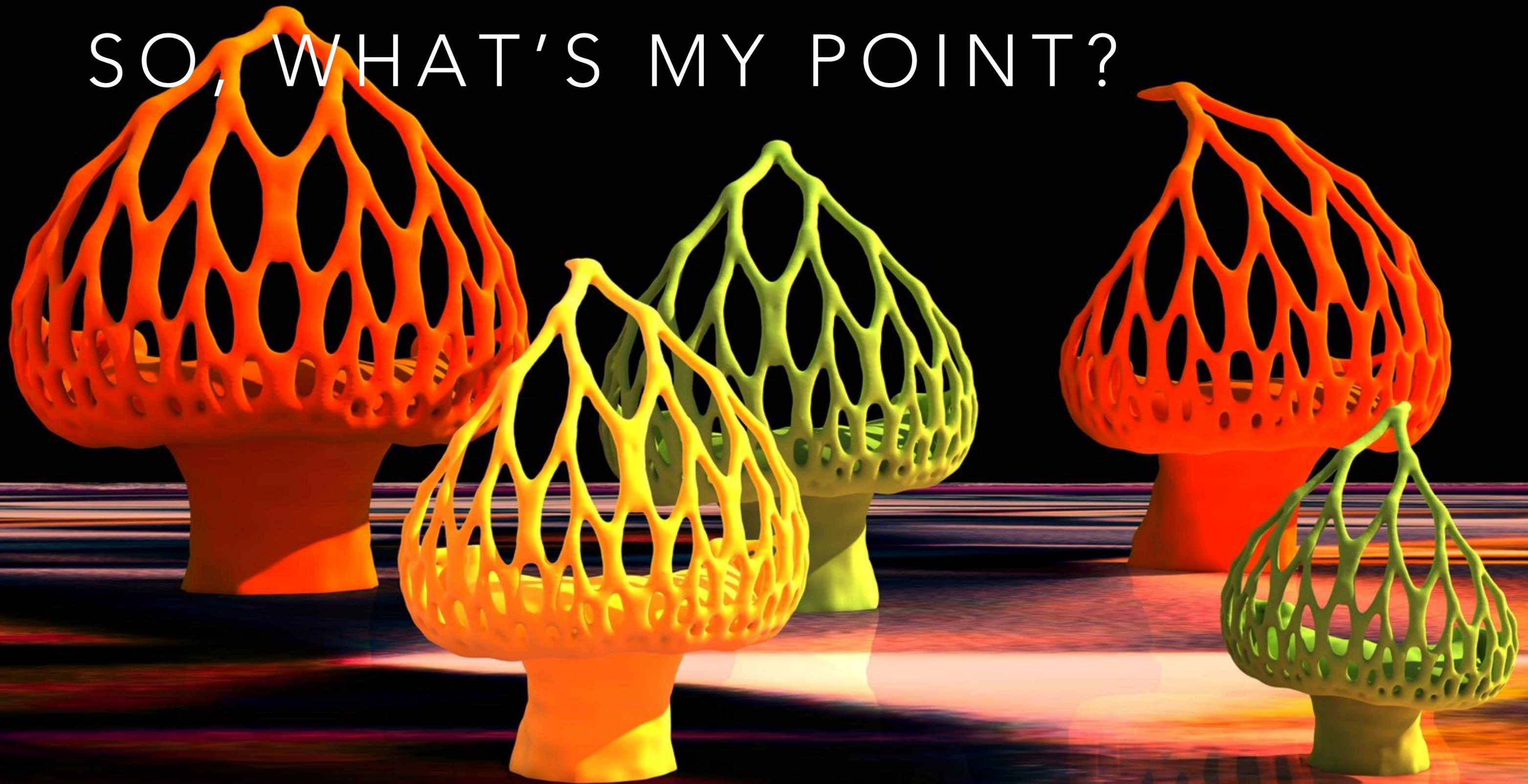
- Tell users what you collect, and why
- Users own their data
- Explain sharing, and let users judge
- Right of access
- Put safeguards in place
- Be transparent, then trust the market

POLICY DRIVEN PRIVACY

- Tell users what you collect, and why
- Users own the data
- Limit collection
- Right of access, ~~forced export~~
- Put safeguards in place, but...
- Government will keep you honest



SO, WHAT'S MY POINT?



ADVICE UNBIDDEN

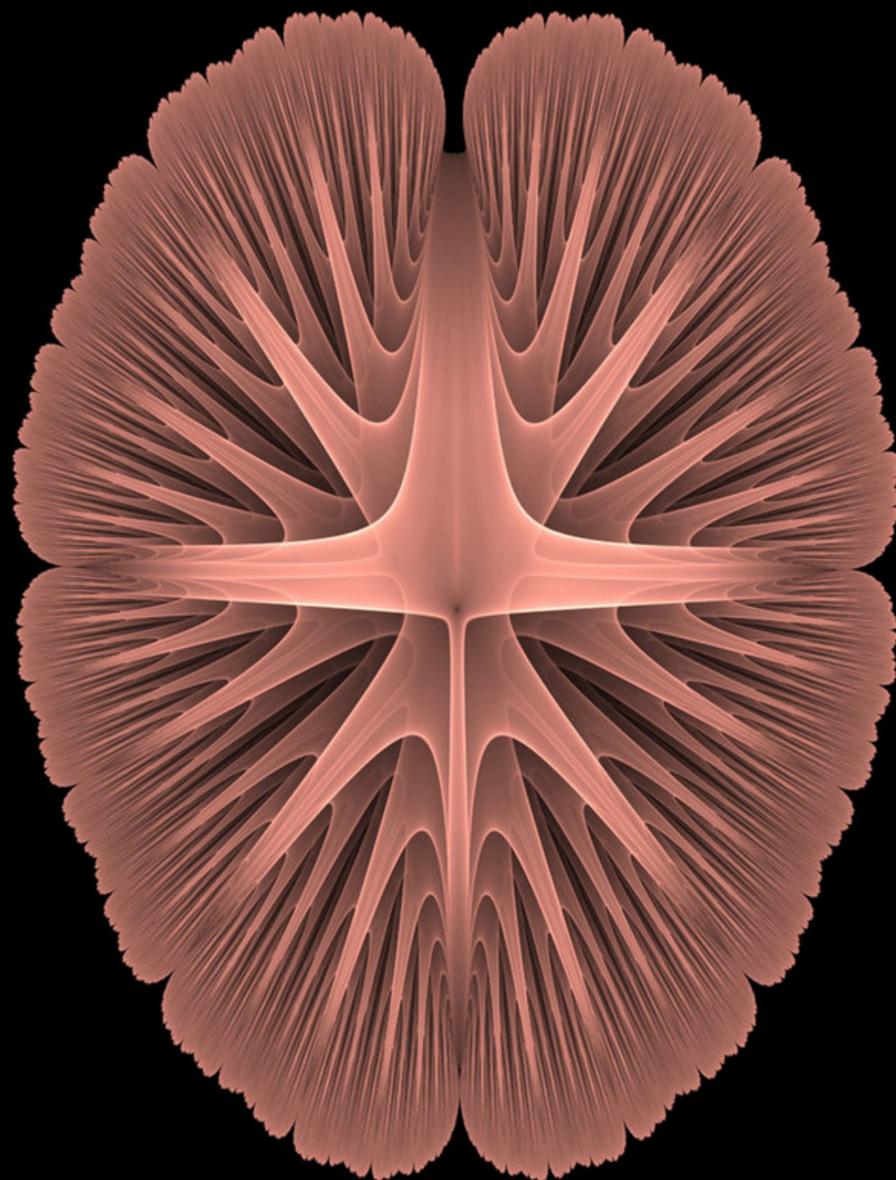
1: CHOOSE YOUR PARTNERS

2: NURTURE COMMUNITIES

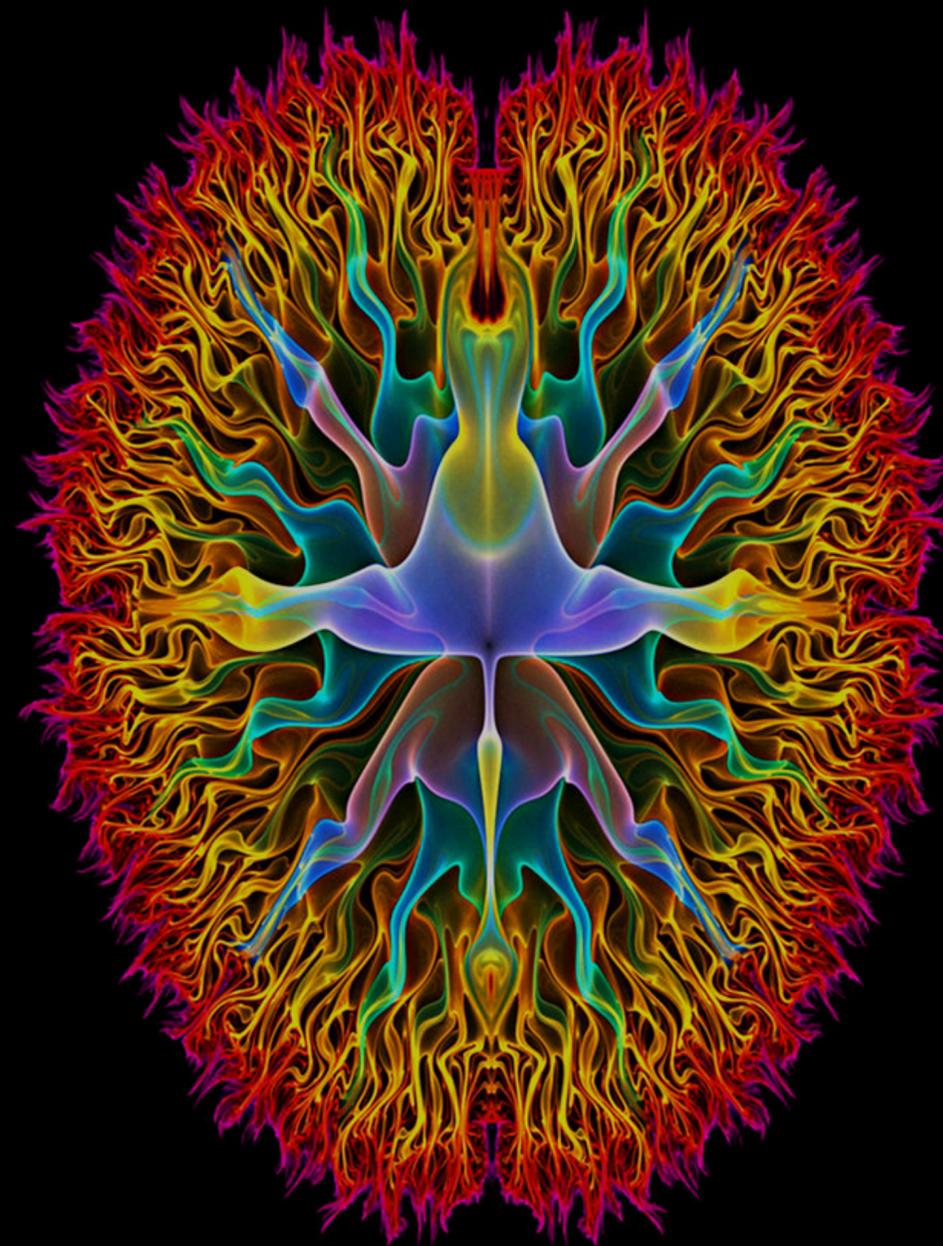
3: TAKE RESPONSIBILITY



THANK YOU



Your Brain



Your Brain on Fractals