

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

# THE KINGMAKERS

A LITTLE ABOUT US

WE ADVOCATE FOR  
DEVELOPERS

{**DEVELOPERS**  
ALLIANCE}



THE FACTS, FROM THE DEVELOPER PERSPECTIVE

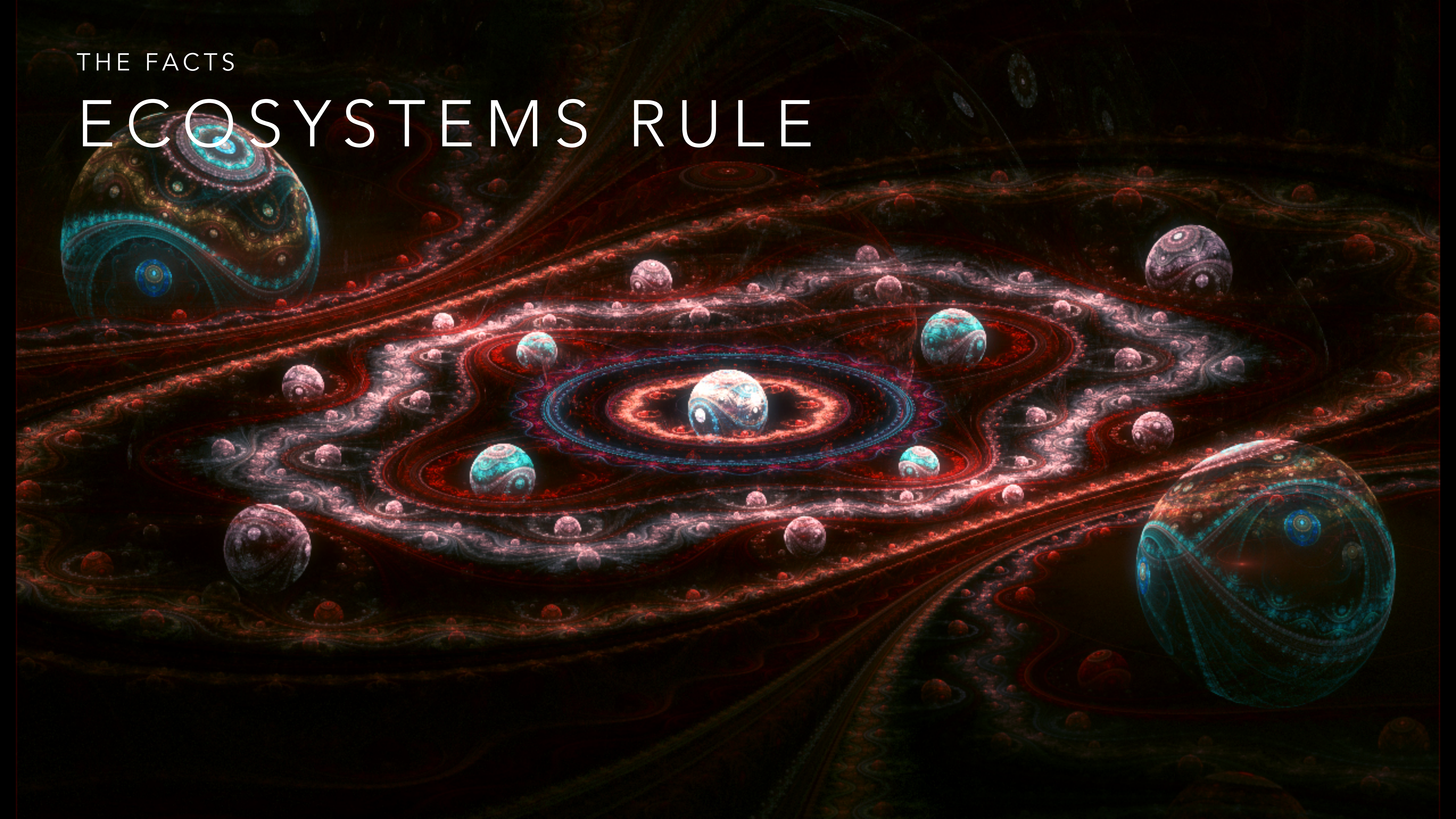
ECOSYSTEMS RULE  
... BUT THEY ARE UNSTABLE

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

CHANGE IS COMING  
... GET ON BOARD

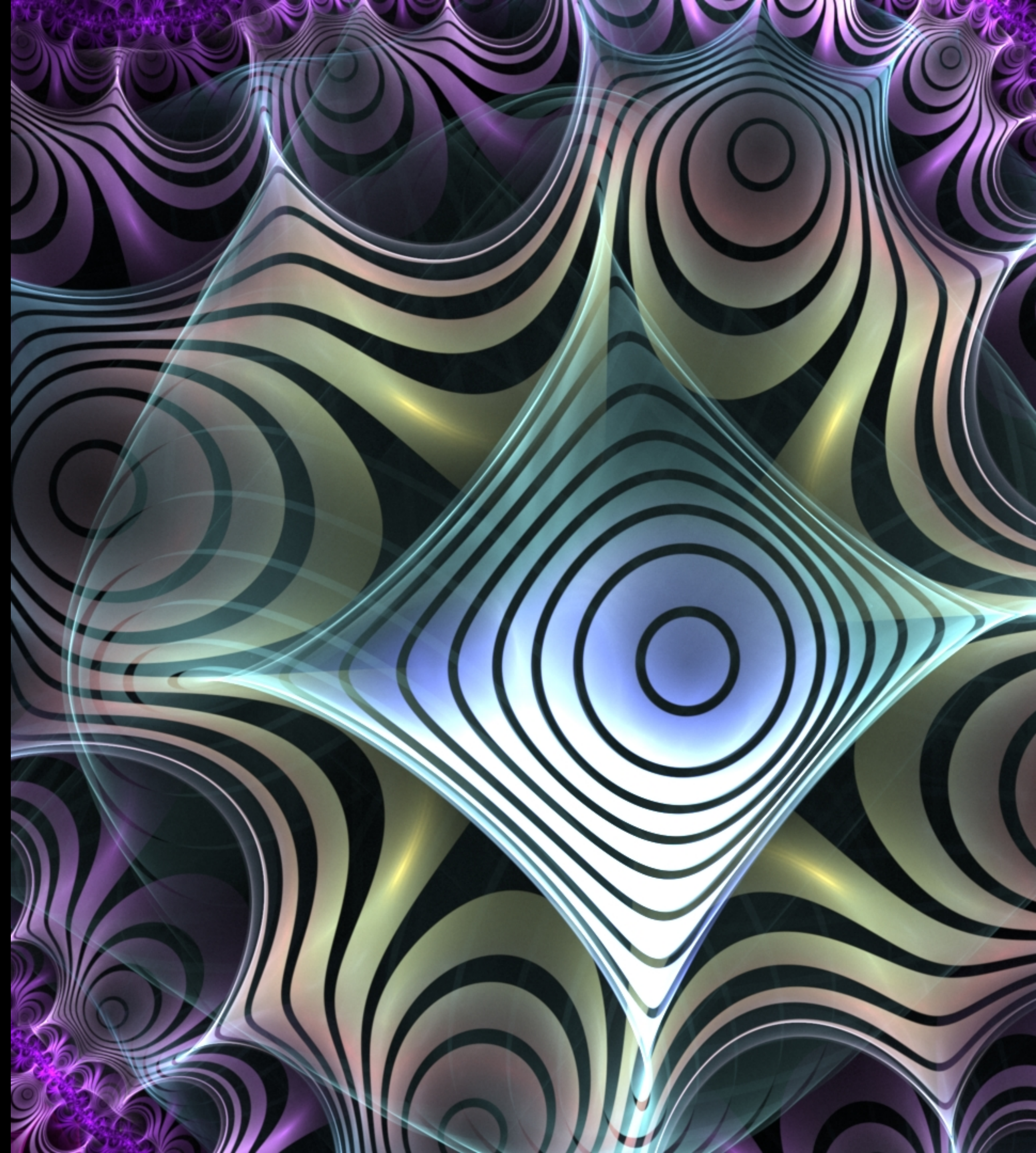
THE FACTS

# ECOSYSTEMS RULE



# ECOSYSTEMS

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



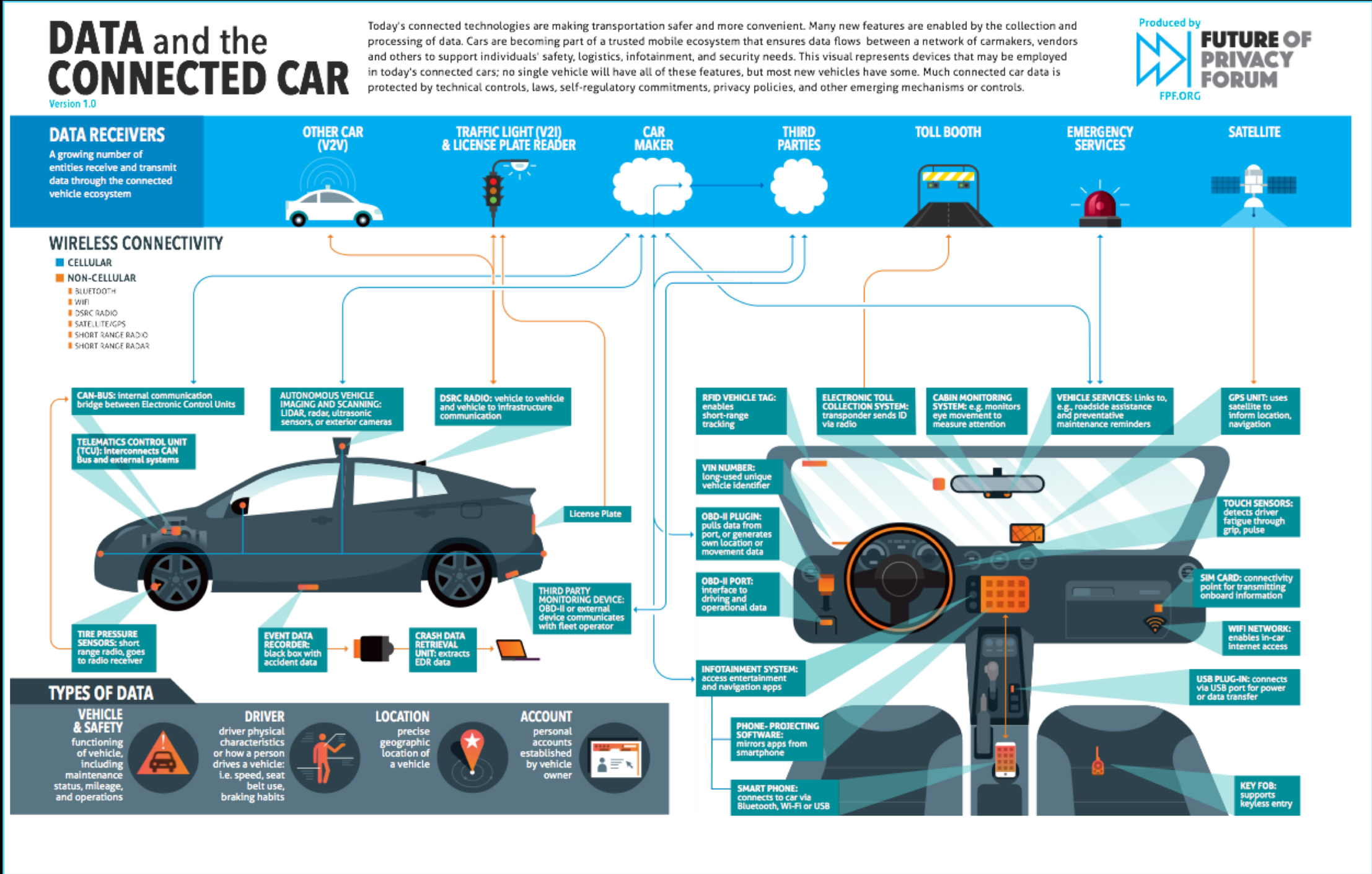
# ECOSYSTEM STORIES

- Win-tel (but monopoly)
- Myspace, Facebook, ... Google+
- Apple, Google, ... Nokia
- Walmart, Amazon, ...
- Government?
- Plenty of paths to failure



HOW IS AUTOMOTIVE LIKE TELECOM?

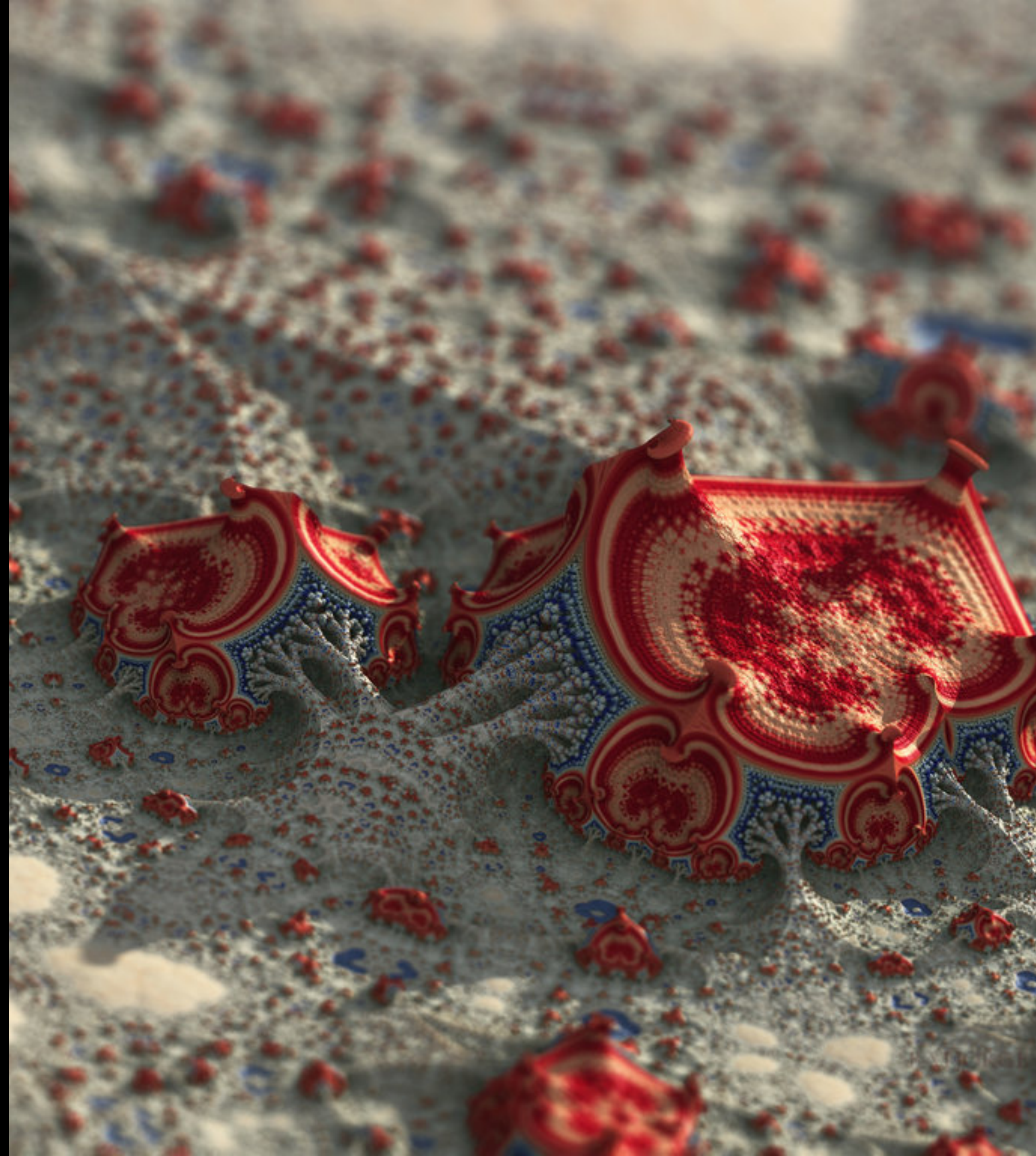
# PLATFORM FRAGMENTS FAIL



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?

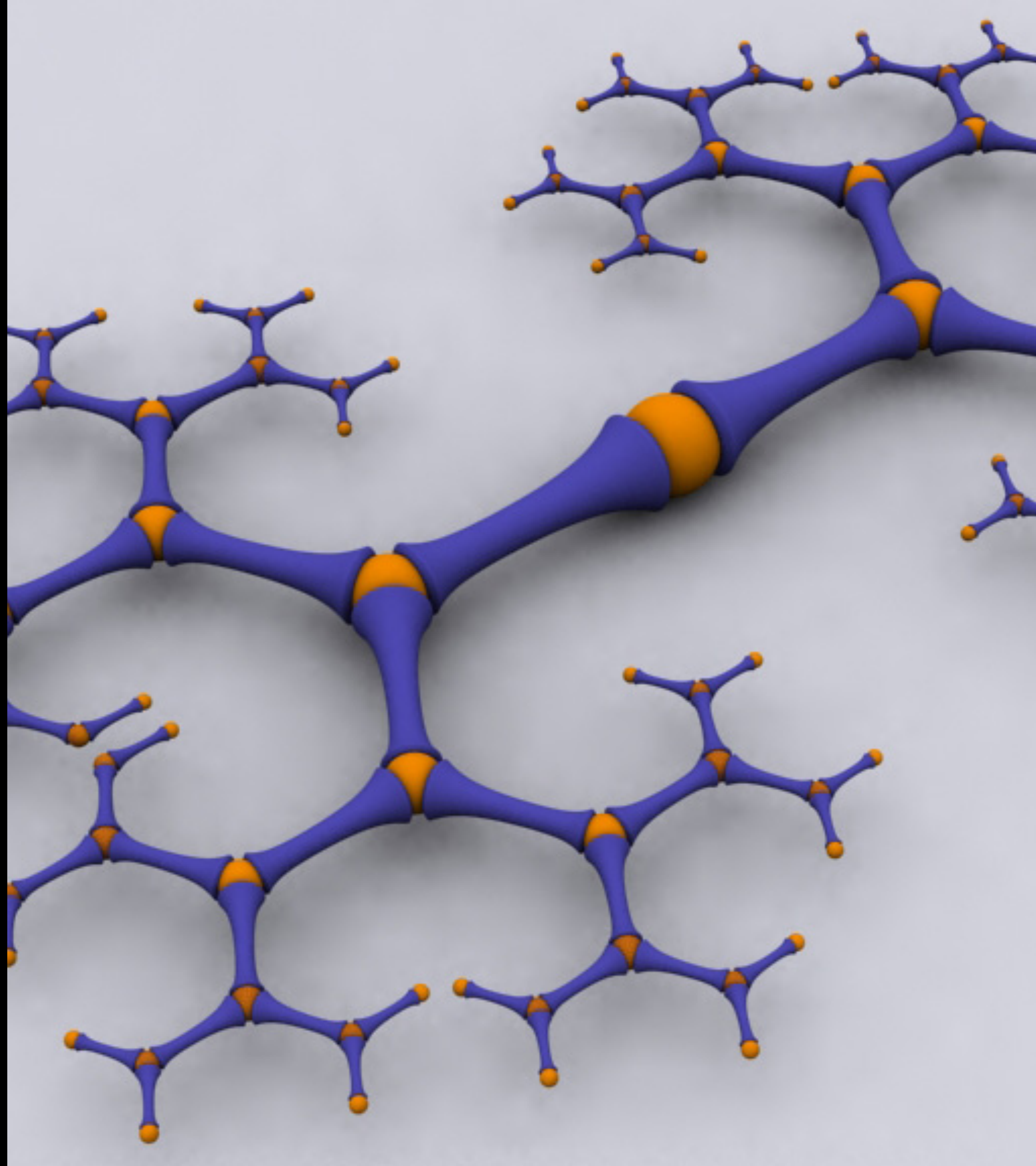
THE FACTS

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?

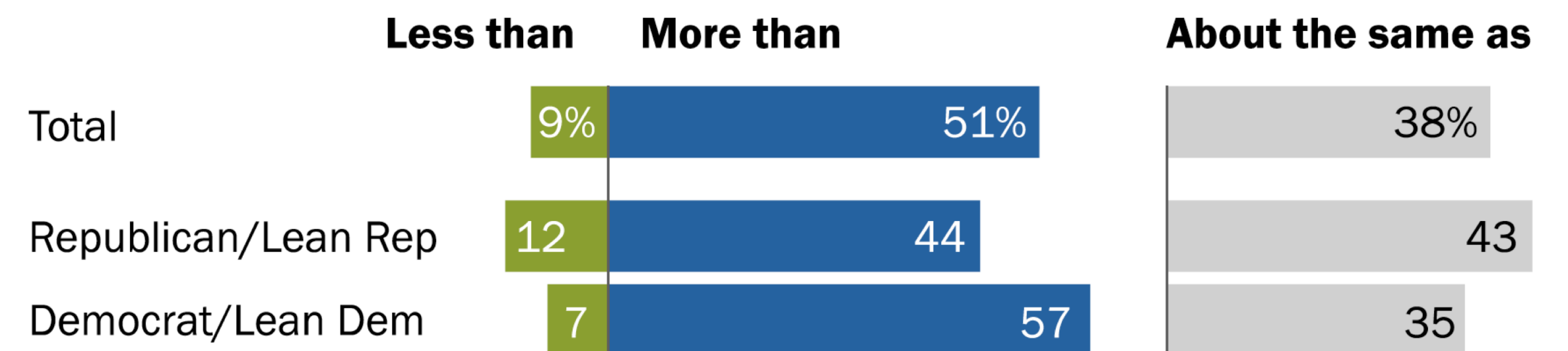


# THE PUBLIC IS NOT ON OUR SIDE

- 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"

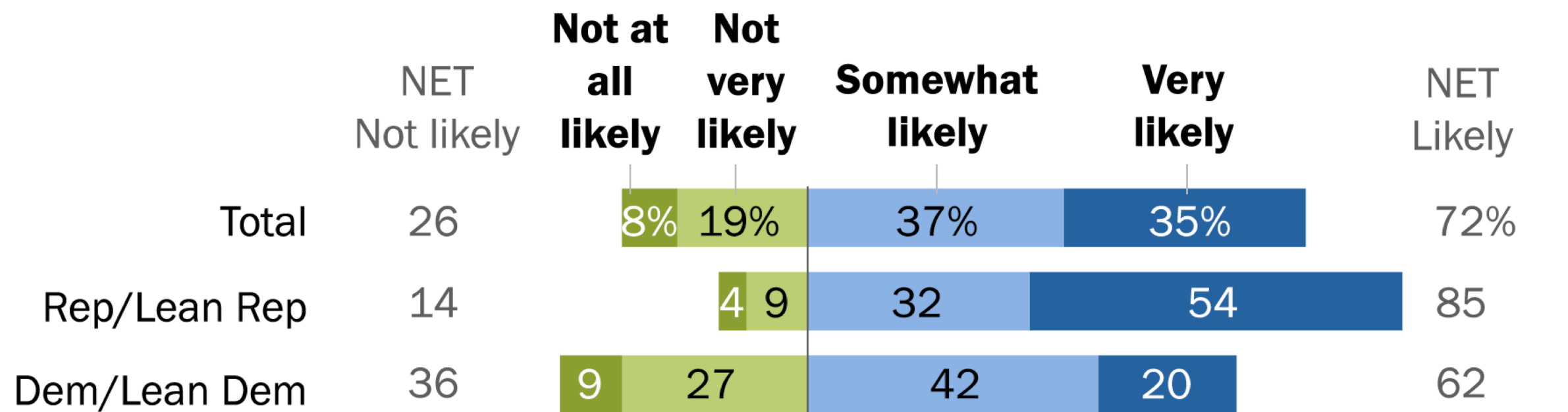
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# THE BATTLE IS NOW POLITICAL

- 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”

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THE FACTS

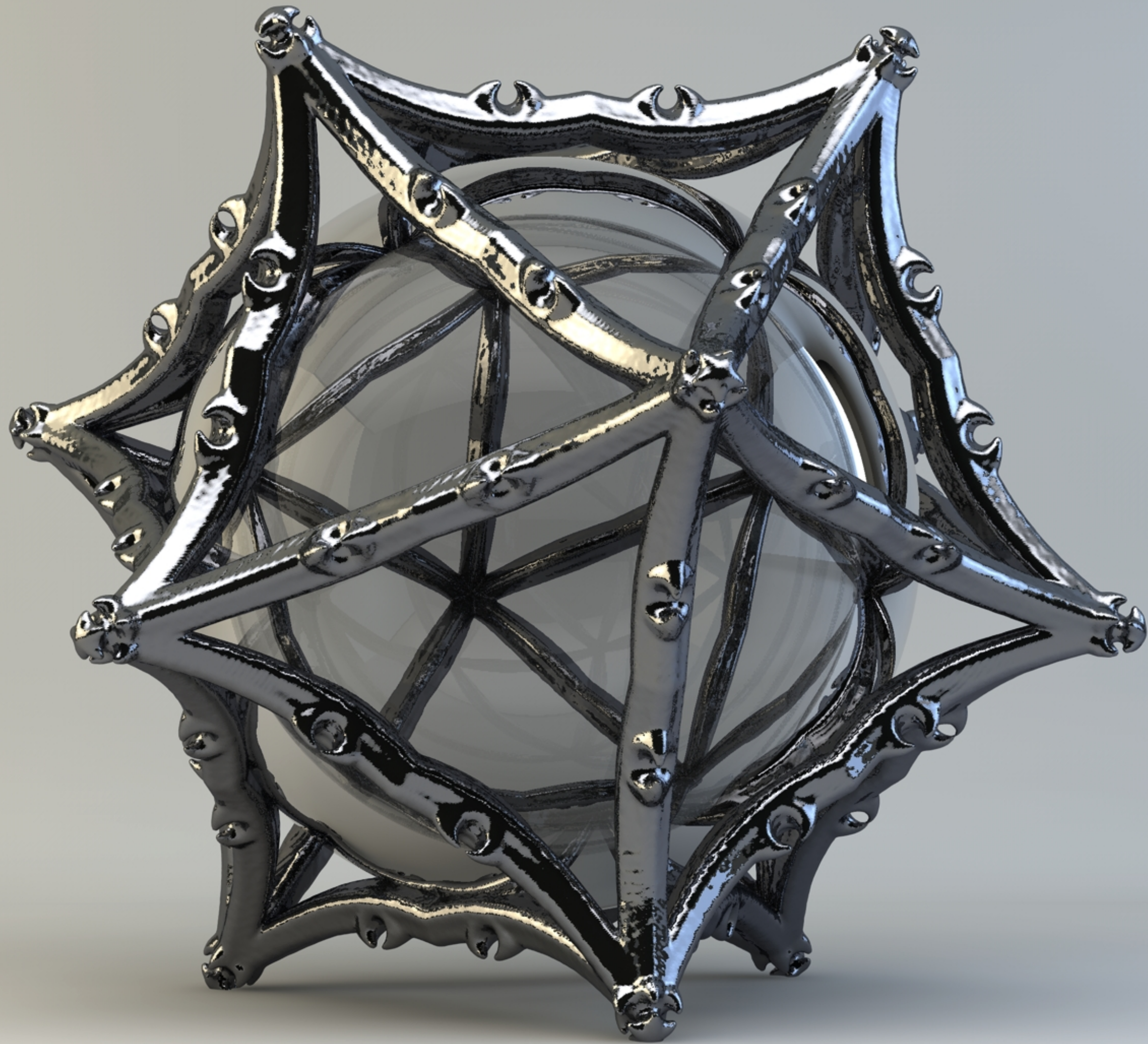
# EMPOWER OUR COMMUNITIES



# 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



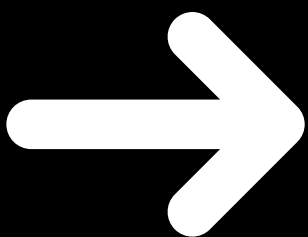
**DEVELOPERS**  
**ALLIANCE**

# 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”

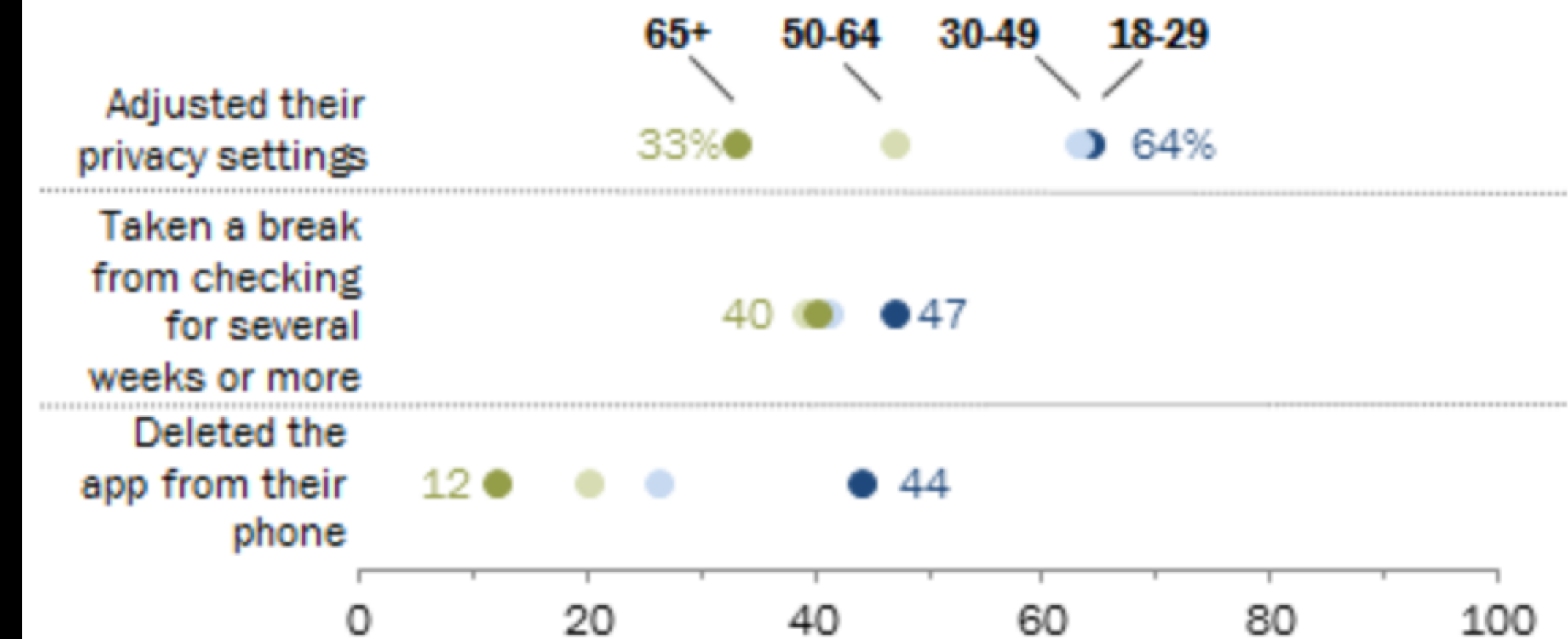
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# COMMUNITIES CARE ABOUT PRIVACY

- 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.

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# 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



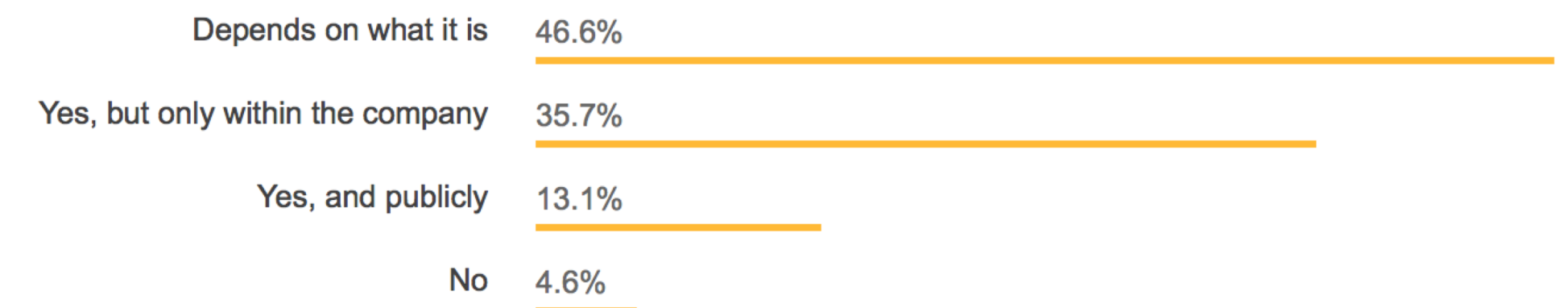
## Ethics

### 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**

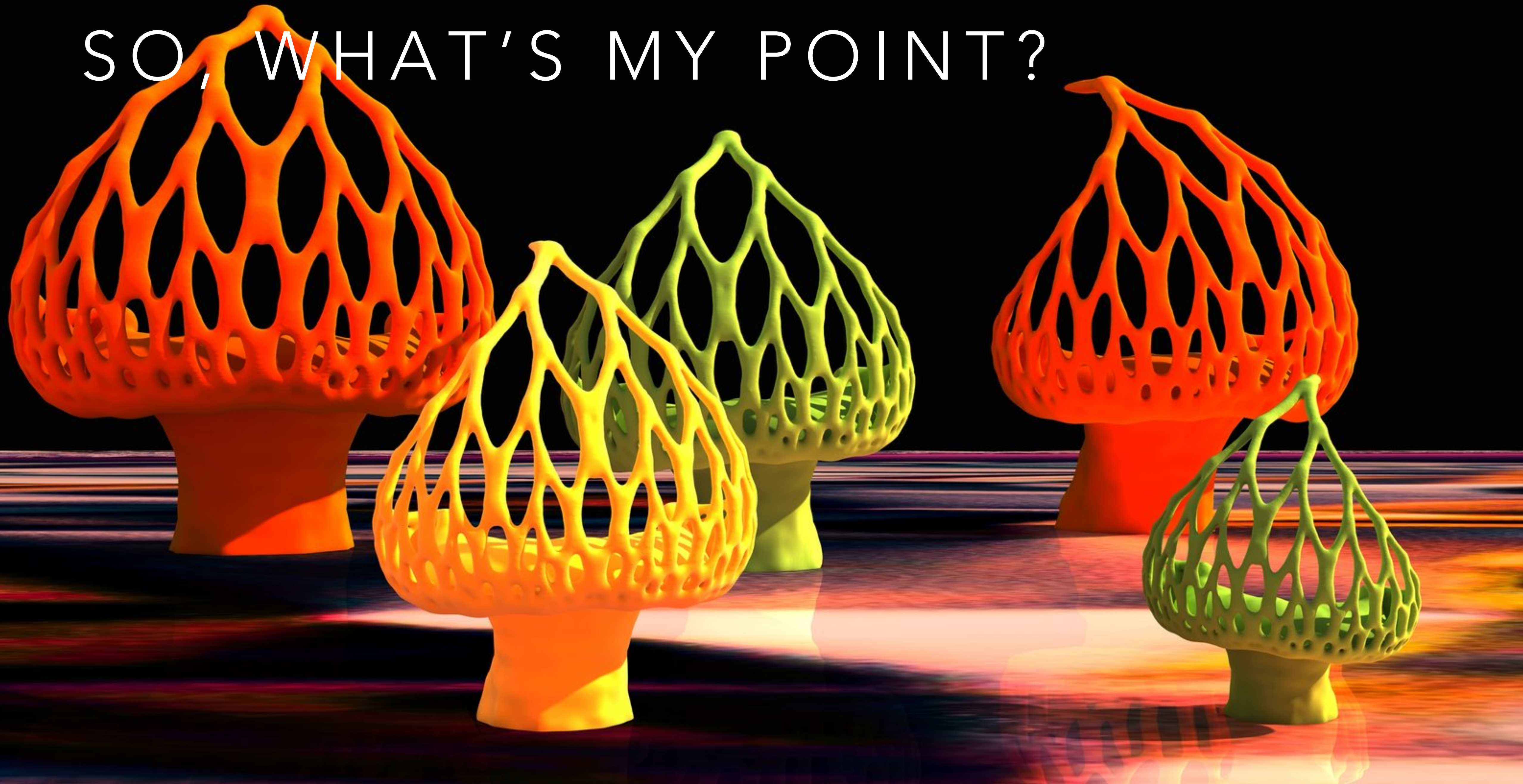
# PRIVACY DRIVEN POLICIES

- 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

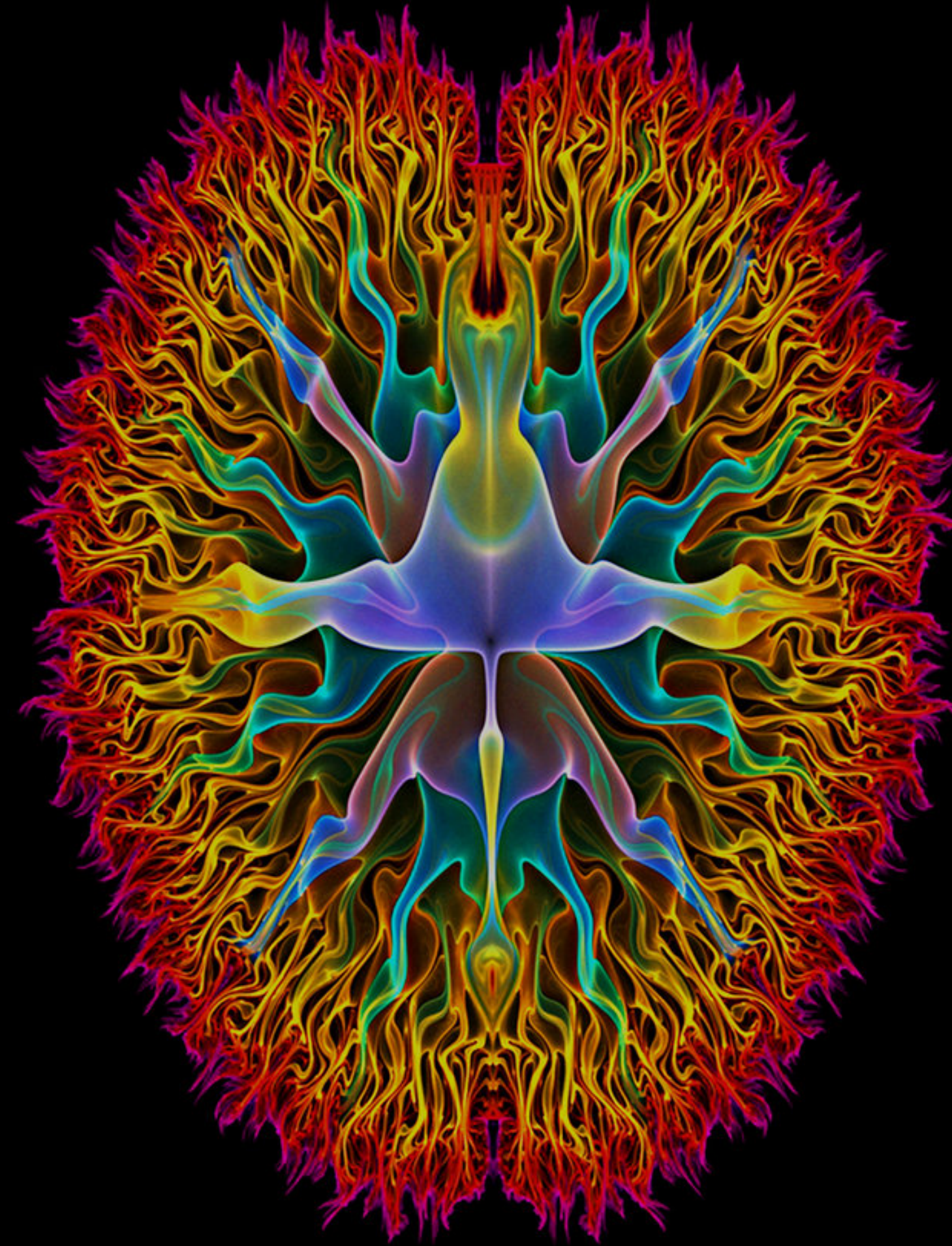
3: TAKE RESPONSIBILITY



# THANK YOU



*Your Brain*



*Your Brain on Fractals*