



mozilla
Drumbeat

an introduction

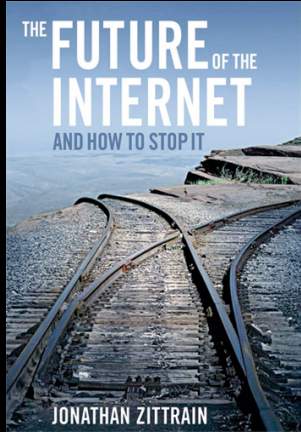
Open
internet



people building
technology



people using
technology



Zittrain photo by Joi Ito under CC BY.

the internet is **generative**
open, participatory, distributed, hackble, evolving

the web is **healthy** now
it's open and generative

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



network **throttled**, sliced up

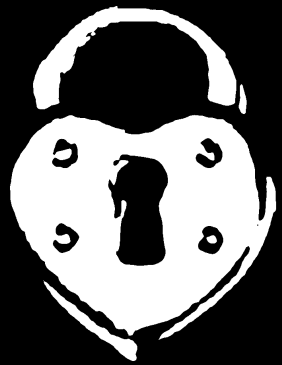
mobile web still thinks like a phone





web video looks like **plain old TV**

identity and data locked up in silos



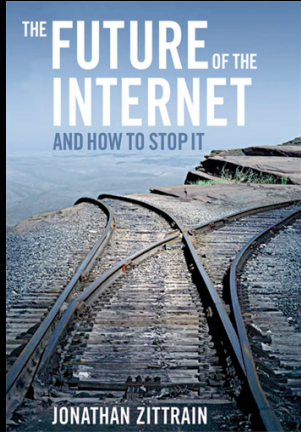


security + privacy fail = web lockdown

will we have an open web

100

years?



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.”



“Guard the open
nature of the
internet.”

a global **community** of
mozillians that **use web technology**
to understand, participate and
take control of their online lives



The diagram features a central white cloud shape containing the text 'Open internet'. Two white arrows point upwards from the bottom towards the cloud. The arrow on the left originates from the text 'Build technology and product (eg. firefox)'. The arrow on the right originates from the text 'Use tech to drive participation and understanding (eg. drumbeat)'. The entire diagram is set against a solid black background.

Open
internet

Build
technology
and product
(eg. firefox)

Use tech to
drive participation
and understanding
(eg. drumbeat)

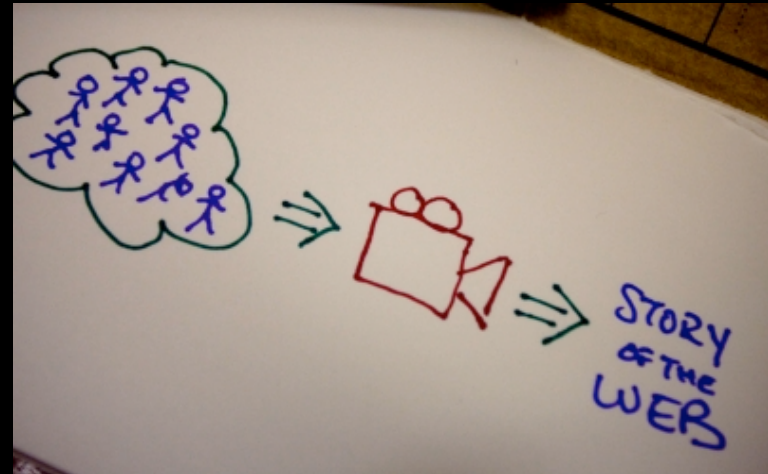
Open
internet

Developers
Localizers
QA
(and more ...)

Artists
Teachers
Lawyers
(and more ...)

3 examples



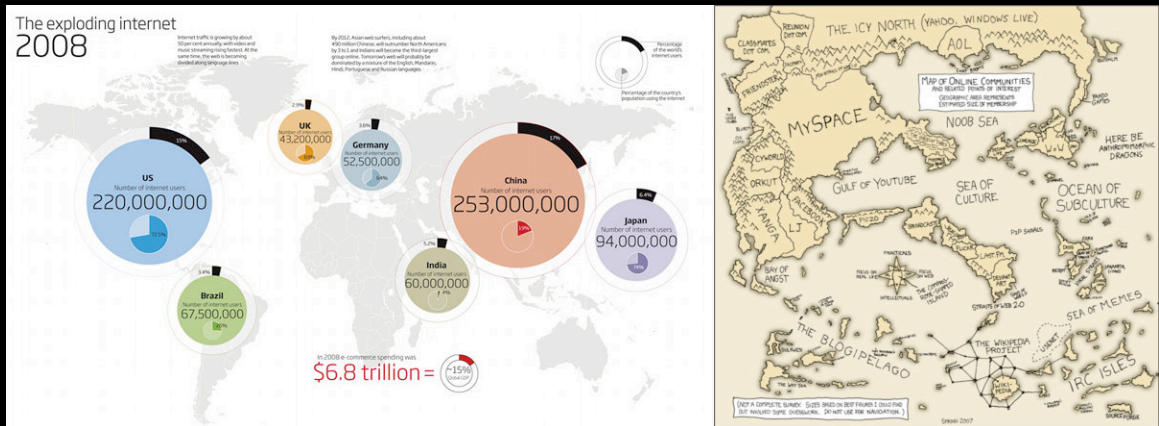


web made movie

goal: tell open web story, invent open cinema
who: filmmakers, <video> hackers, anyone

goal: spread open web skills, 'hack' attitude
who: web developers, educators
open web career track @ P2PU





visualizing the (open) internet

goal: show and explain the open web
 who: artists, data hackers

The screenshot shows the Mozilla Drumbeat website. At the top left is the Mozilla Drumbeat logo, which includes a stylized drum icon and the text "mozilla Drumbeat" with the tagline "People, ideas & action for a better web". To the right of the logo are navigation links: "Projects", "People", "Festival", and "About".

The main content area features a large "Project" banner with the text "Join other webmasters in a sprint against badware". Below this banner are buttons for "Participate", "Donate", and "Learn more".

Below the banner is a section titled "Project Ideas" with the subtext "Propose or Vote on projects to add to the Drumbeat community." It lists several project ideas, each with a "VOTES" indicator and a small arrow icon:

- 1204 Create a blog plug-in that helps route around censorship.
- 886 Build an open source "village telco" system for Africa.
- 622 Design an open video sub-titling platform with translations drawn from around the world.
- 622 Help create a "Fair Mobile Index" for more affordable and competitive mobile markets.
- 622 Create data visualizations that show how the internet works, and where it's open and closed.
- 622 Create the ultimate slide presentation explaining the open web and why it matters.
- 622 End the language barrier by building multilingual capabilities into the web.

At the bottom of the "Project Ideas" section is a button that says "Submit your own project idea".

On the right side of the page, there are two featured sections:

- DRUMBEAT FESTIVAL**: Amsterdam June 2010. Below the text is a photo of a group of people at a festival.
- Amber Mac**: Host of "Girls Go Geek TV" is coming to the Drumbeat Festival. Below the text is a photo of Amber Mac.

Below the Amber Mac section is a "Nominate" section with a grid of small profile photos and the text "Nominate yourself or someone else to attend".

Getting started (2010)

Introduce Drumbeat (web)



mozilla Drumbeat

People, ideas & action for a better web

Projects People Festival About

Project: Design icons that make privacy easy



THE PROBLEM: Negotiating the legalese of different social networking sites' terms of service can be a confusing hassle for most users.

THE SOLUTION: Develop a set of standard icons or "road signs" that make privacy decisions easy. Like Creative Commons-style icons for better social networking.

THE CHALLENGE: Design bold, intuitive icons that get the point across at internet speed. Leading contributors will be invited to participate in a privacy icon project sprint at the 2010 Drumbeat Festival, shape web design history!

Participate!

Join the icon design challenge

Help define the icon use case and legal spec

Donate to help make this idea a reality



Making Privacy Policies not Suck

Aza Raskin
OCT 20

Privacy policies are long legalese documents that obfuscate meaning. Nobody reads them because they are indecipherable and obtuse. Yet, these are the documents that tell you what's going on with your data — how, when, and by whom your information will be used. To put it another way, the privacy policy lets you know if some company can make money from information (like selling you email to a spammer).

[\(more\)](#)



Internationalizing the look & feel

Joe Designer
OCT 25

Here's some early thoughts and experiments on how we can communicate these icons clearly across languages and cultures



[\(more\)](#)



Fleshing out the legal challenges & implications

Jane Lawyer
OCT 17

Here's a slide presentation we gave last week on the legal challenges of developing simple standards for protecting users privacy and identity in the cloud.

Mozilla



This Drumbeat project initiated by Mozilla

Project Workspace

Discussion Board

Wiki

Design Gallery

Latest images:



Comments on this project



Tim Bernes-Lee
Looking forward to #drumbeat2010

Getting started (2010)

Introduce Drumbeat (web)

Great projects (from community)



mozilla Drumbeat
People, ideas & action for a better web

Projects People Festival About

Drumbeat Festival

Amsterdam June 10, 2010

The Mozilla Drumbeat Festival will gather the world's most inspiring people and ideas to shape the future of the open internet. It's an invitation to showcase your ideas, get support, and join the drum circle of thought leaders, problem solvers and innovators from around the globe. Want to contribute? Propose a project idea or nominate someone.



Propose
a project idea for Drumbeat
Nominate
yourself or someone else to attend.
Sign up
for updates.

Projects in progress

We'll be doing sprints for these projects at the 2010 Drumbeat Festival. You can join the drum circle by helping out with these projects right now.



Who Else is Coming?

Tim Berners-Lee
Internet pioneer and Chair of the Web Foundation.

Max Weinstein
StopBadware.org

Nixie Pixel (aka Christina Hart)
Vlogger & open software evangelist
<http://www.stopbad.com/>

Jennifer Stoddart
Canadian privacy czar who got Facebook to improve their terms of service.

Marcelo Branco
Campus Party, open source campus
meetups & FGL, International Free Software Forum.

Gilberto Gil
Musician, former Minister of Culture, Creative Commons & digital opportunity evangelist.

Getting started (2010)

Introduce Drumbeat (web)

Great projects (from community)

Build community (eg. events)



how can i get involved?

join the mailing list

participate in a project

go to a local event

run a project or event

spread the word



how do projects work?

three steps or levels

1. on site, people participating
 2. project promoted by mozilla
 3. mentoring, seed funding
- only best projects get to level 3



what about local events?

simple 1 day 'camps'

get people talking about the web

+ working on drumbeat projects

organizers kit under development

audience: mostly not geeks



find out more:


www.drumbeat.org



mozilla

Drumbeat

Generic slides by:
Mark Surman - Mozilla
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