



John Snow's 1854 cholera map

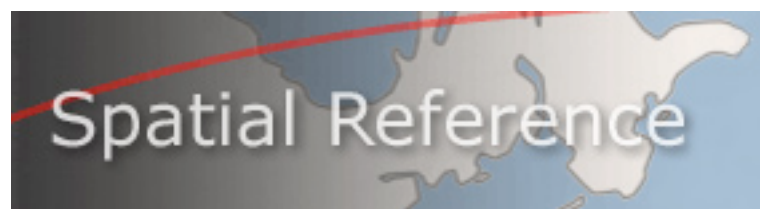
Open Source Software Development: Leading the Tribe Instead of Following the Herd

One way to make great software...

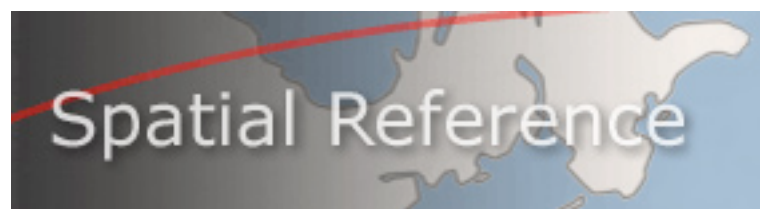
HOBU, INC.

Insight, foresight, more sight

HOBU, INC.
Insight, foresight, more sight



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Insight, foresight, more sight



GEOS Geometry
Engine
Open
Source

MAPSERVER

“You write a great program, regardless of language, by redoing it over & over & over & over, until your fingers bleed and your soul is drained. But if you tell newbies *that*, they might decide to go off and do something sensible, like bomb defusing <wink>.”

- Tim Peters, 5 Jun 1998



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“The mark of a mature programmer is willingness to throw out code you spent time on when you realize it's pointless.”

- Bram Cohen, 20 Sep 2001







- One-to-one, one-to-many, many-to-many, many-to-one (yay spam)
- Assume a complete record, even though there may not be
- Active to passive attention



- Public one-to-one converts to one-to-many
- The Google – the act of seeking
- Interest is the driver

Attention = Time + Interest

The internet enables anyone to
become an expert in anything
given enough attention

Software development transmutes attention into software

- Buy it – proprietary
- Attract it – open source



Wednesday, December 2, 2009



The Cathedral and the Bazaar

Eric S. Raymond - 1997

- The architectural plans for software developed openly on the internet



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Producing Open Source Software

Karl Fogel - 2005

- The operating manual of openly developed software projects

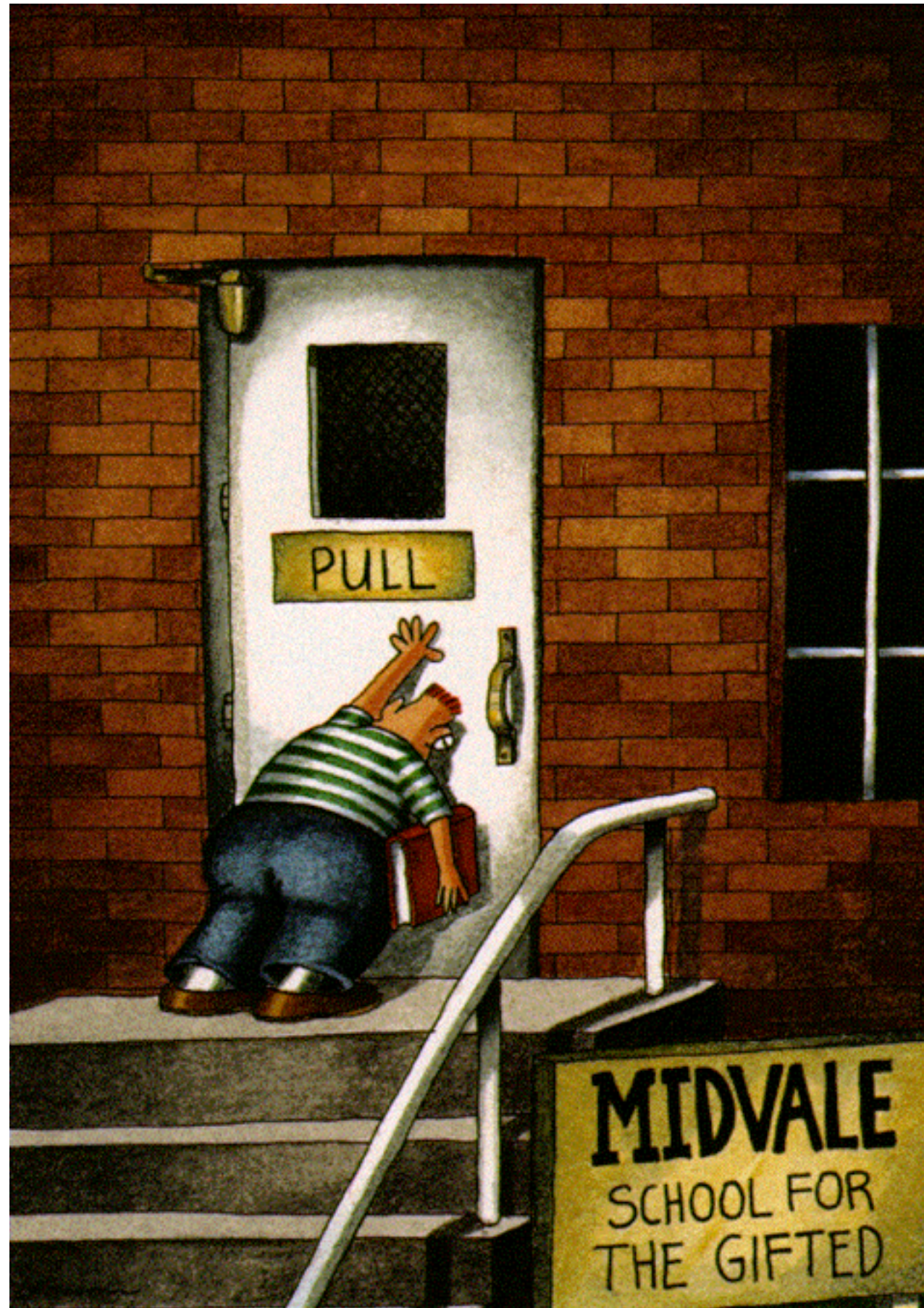
Workforce

+’s

- Very large potential pool of employees
- Can work from anywhere

-’s

- Highly variable expertise
- Usually can’t pay them money



Leadership

Leadership

- Pull, not push

Leadership

- Pull, not push
- Do, not say

Leadership

- Pull, not push
- Do, not say
- Give, not take

A close-up photograph of a baby's face, looking slightly to the left. The baby has light skin, dark eyes, and a small amount of drool on their chin. They are wearing a white shirt with blue stripes and red buttons. A speech bubble is overlaid on the left side of the image, containing the text "I WANT A PONY". The background is blurred, showing a wooden chair and a light-colored wall.

I WANT A
PONY

