

IBM System 360

# THE ART OF BEING WRONG

Dave Rupert @davatron5000





WE DESIGN  
WE CODE  
WE LOVE



<http://shoptalkshow.com>





# DAY TRIP

<http://godaytrip.com>





**THE EXTRAORDINARY  
PRESSURE OF BEING RIGHT**



HTML

CSS

JavaScript

HTML

CSS

JS

Accessibility

SVG

Web  
Animation API

CSS  
Animations

SVG  
Animations

Typography

React

Radium

Pattern  
Libraries

Web  
Components

Container  
Queries

RWD

Fractals

WebPerf

Data  
Visualization

Regression  
Testing

CSS  
Architecture

Level 4  
Selectors

Bower

Open Source

SMACSS

Sass

Grunt

GSAP

Continuous  
Integration

TDD

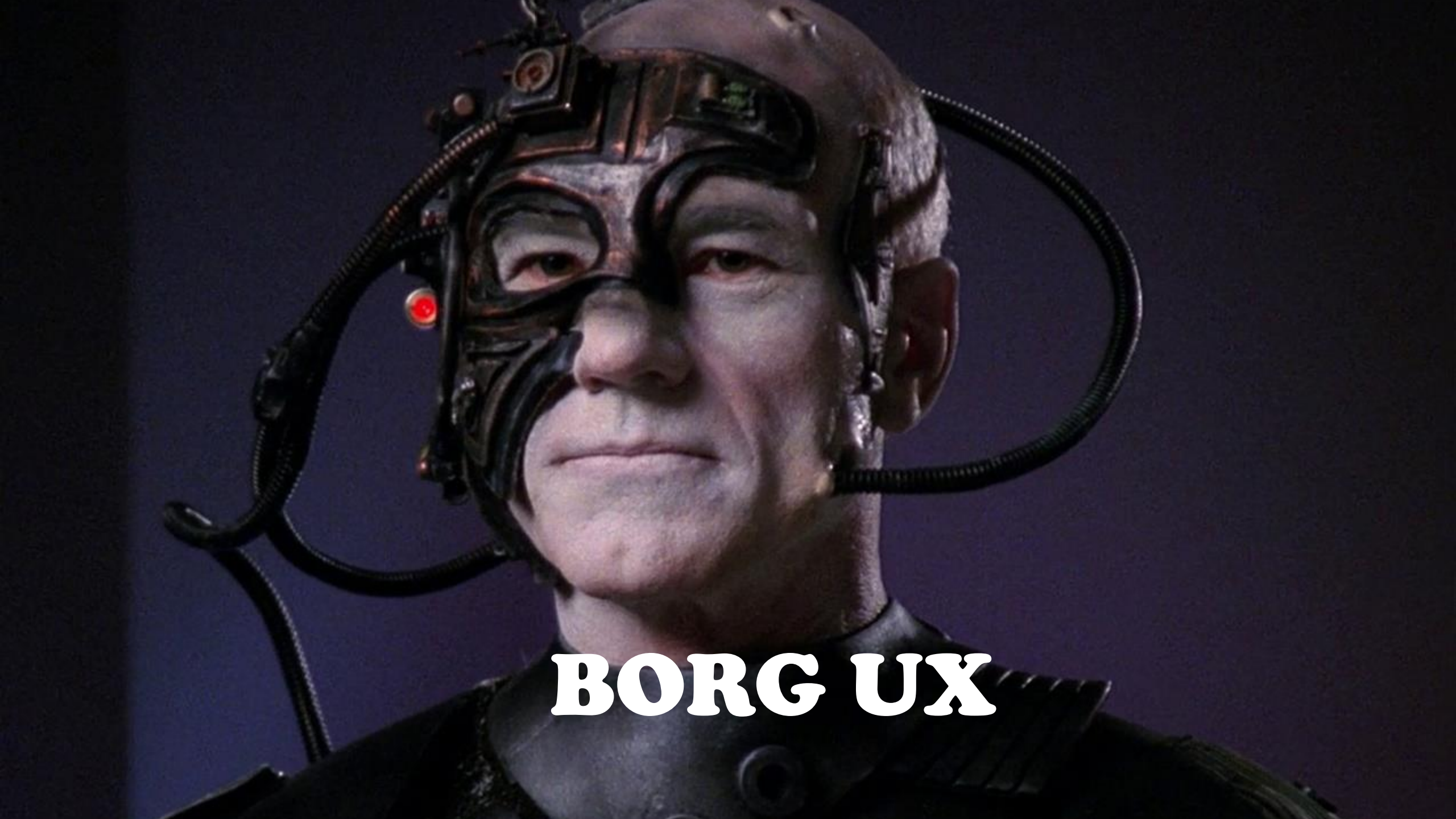
Flexbox

**...AND THAT'S JUST STUFF  
FROM THIS CONFERENCE**



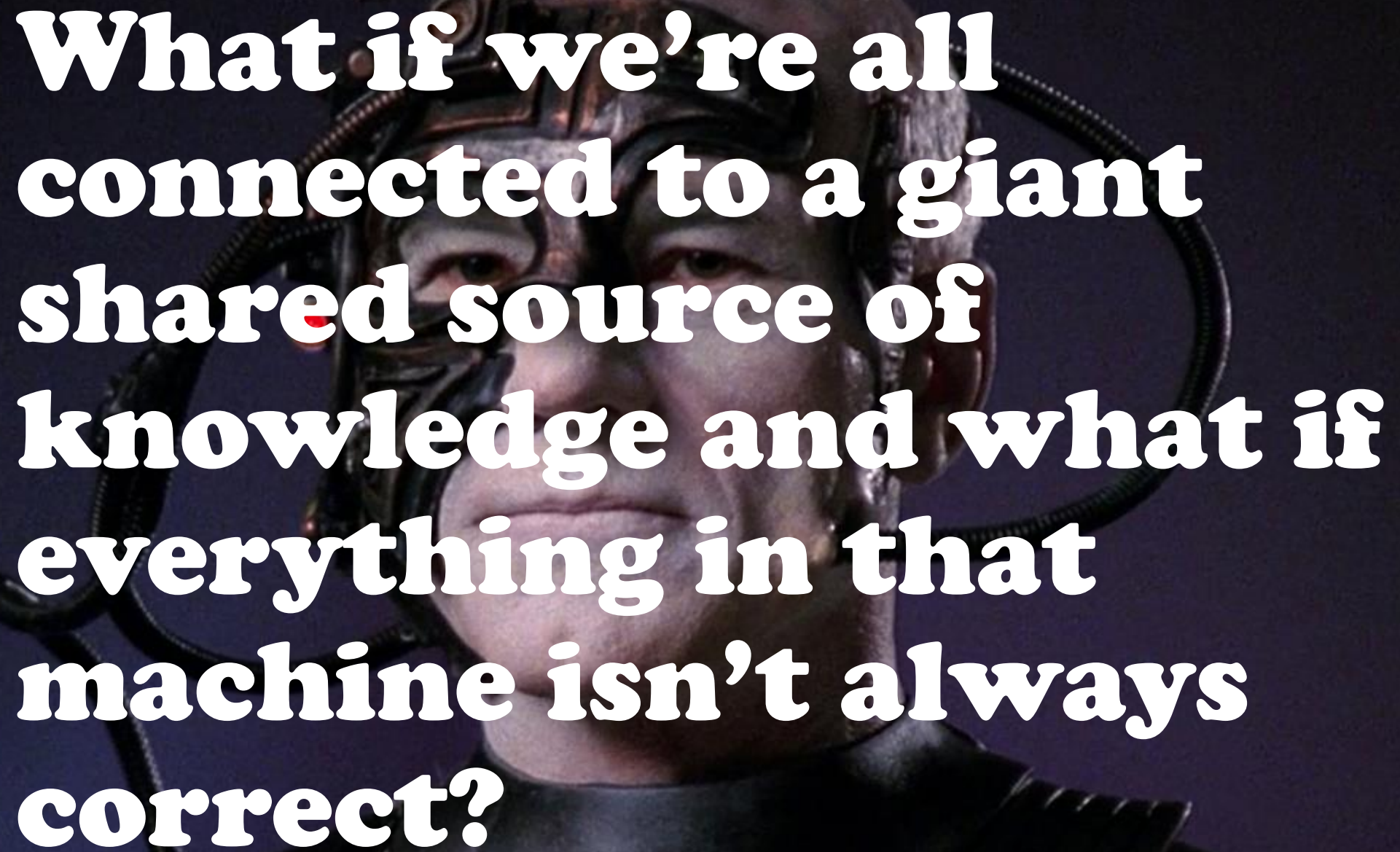


**“I JUST WANT TO ADD TWO NUMBERS BUT I HAVE TO DEAL WITH ALL THESE TAPE REELS.”**



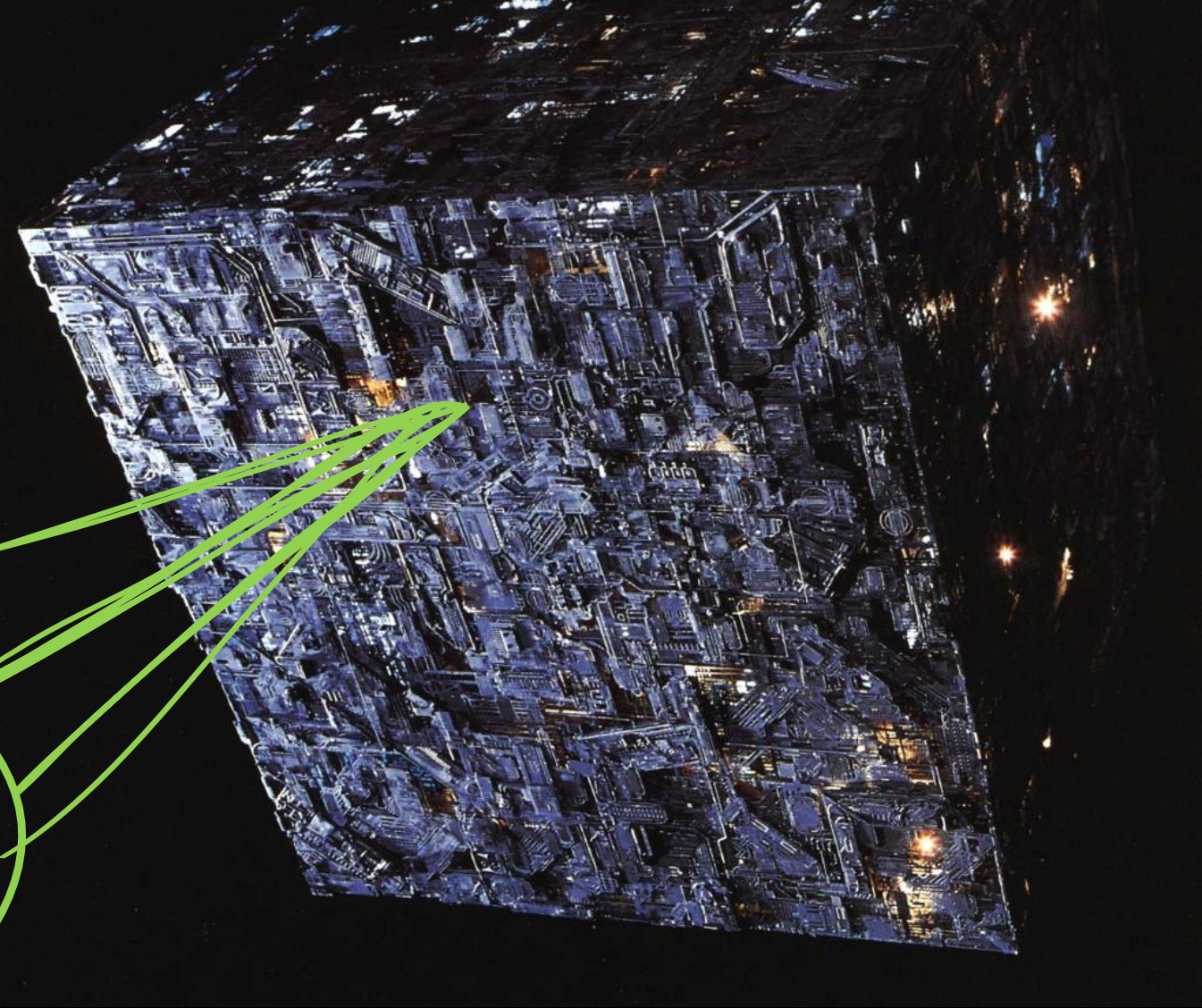
**BORG UX**





**What if we're all  
connected to a giant  
shared source of  
knowledge and what if  
everything in that  
machine isn't always  
correct?**

**“FACTS” &  
“MUST DOs”**







**THIS IDEA MUST DIE**

# This Idea Must Die

Scientific  
Theories That  
Are Blocking  
Progress



EDGE.ORG Presents Today's  
Leading Thinkers

Jared Diamond, Richard Thaler,  
Steven Pinker, Richard Dawkins,  
Nassim Nicholas Taleb,  
Ian McEwan, Rebecca Newberger  
Goldstein, Freeman Dyson,  
Daniel Golman, Alan Guth,  
and more

Edited by

JOHN  
BROCKMAN

Editor of

*This Explains Everything*

“The idea that things are either true or false should possibly take a rest .... I wonder, and this is just a modest proposal, if scientific truth should be identified in a way that acknowledges that it's something we know and understand *for now* – and *in a certain way*.”

- Alan Alda







A painting of a lush, green dinosaur landscape. In the foreground, there is a small pond with lily pads and some tall grasses. In the middle ground, a large, long-necked dinosaur is visible, partially obscured by a tombstone. In the background, there are dense green trees and a hazy sky. Another dinosaur is visible in the distance on the right. Two white tombstones with arched tops are placed in the scene. The first tombstone is on the left and has the word 'RIP' written on it in red. The second tombstone is on the right and has 'RIP' and 'CHILDHOOD' written on it in red.

RIP

RIP  
CHILDHOOD





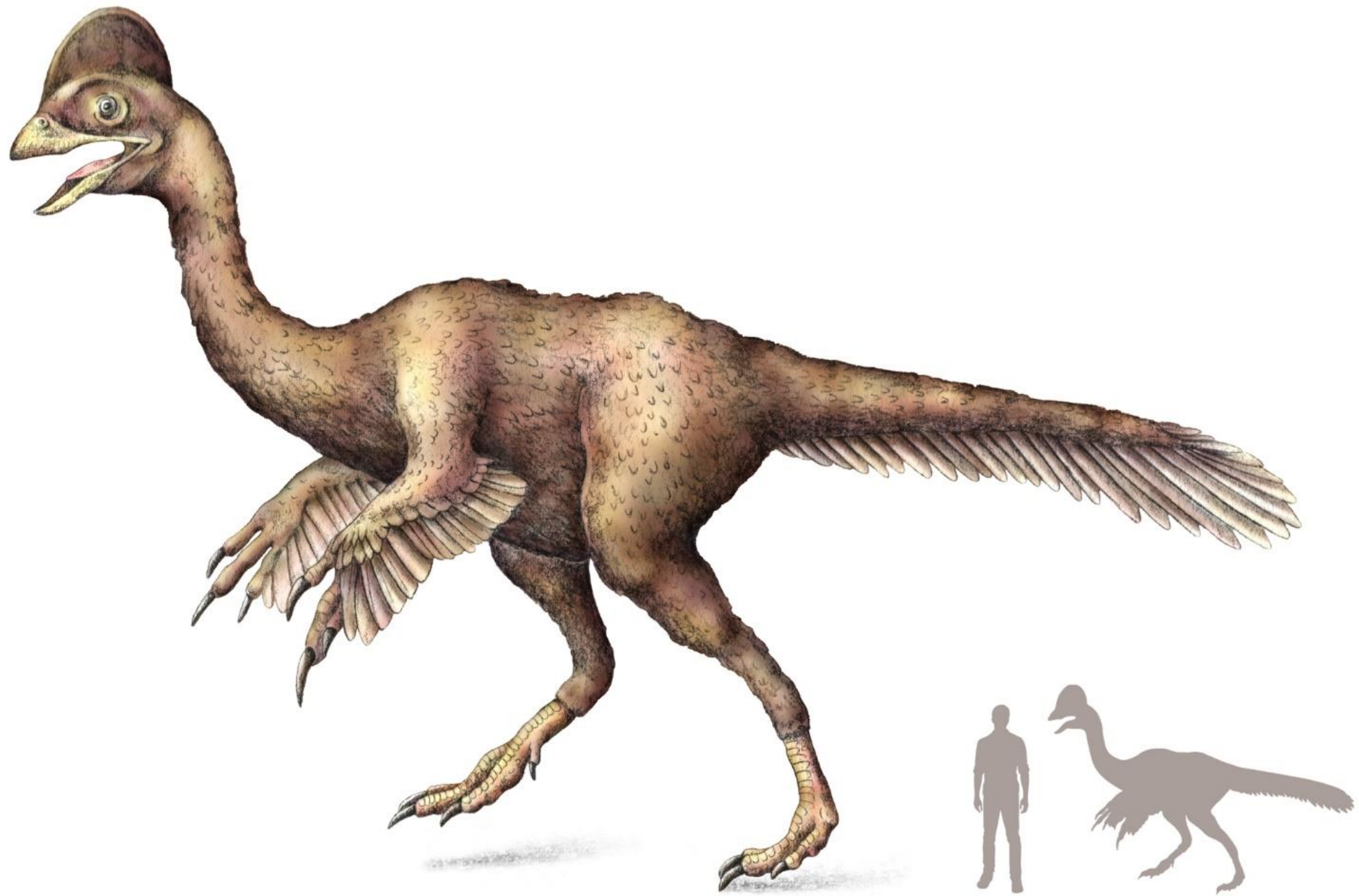


A painting of a lush, green prehistoric landscape. In the background, a large green dinosaur with a long neck and tail is visible. In the foreground, there is a pond with lily pads and a large rock. Two white tombstones with arched tops are placed in the scene. The first tombstone is on the left and has the word 'RIP' written on it in red. The second tombstone is on the right and has 'RIP' and 'CHILDHOOD' written on it in red. The overall scene is a metaphorical representation of a lost childhood.

RIP

RIP  
CHILDHOOD







Art  
Rip



# earth

Home Record Breakers Origins Discoveries Video

Bird

## Chicken grows face of dinosaur

A chicken embryo with a dinosaur-like snout instead of a beak has been developed by scientists



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An internet radio show about the internet starring **Dave Rupert** and **Chris Coyier**.

@shoptalkshow

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Transcripts by @PhamTranscript. Bandwidth by Simplecast.

# 185: THIS IDEA MUST DIE

September 28th, 2015 01:05:53 Download



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## Intro

This idea must die – ideas that exist that are so absurd so seemingly unlikely that you can't believe it even exists at all?

## Ideas That Need to Die

- **The web is a continuum. Brad Frost**
- **Sidebars must die. Jen Simmons**
- **Stop demonizing those with whom we disagree. Jeffrey Zeldman**
- **The current favicon system must die**
- **Browser pre-fixes**
- **Good design can't also be performant Sarah Dranser**
- **Modal signup boxes implying you're an idiot if you don't**
- **Stop treating users like idiots**
- **Pop-up ads must die. Again.**
- **Make a website that looks different.**





**Sometimes wrong is wrong**



**BULLSHIT**



**\*ahem\***



**HUMANS ARE GOOD AT  
DETECTING BULLSHIT.  
93% ACCURACY.**



**THAT WAS A LIE.  
IT'S MORE LIKE 53%  
SAME AS A COIN TOSS.**



# **The Donald Trump Effect**



A black and white photograph of a man with dark hair, wearing a dark turtleneck sweater. He is smiling and has his hands raised in a gesture, palms facing forward. The background is dark, filled with numerous bright, radiating light rays that create a starburst or halo effect around the man's head. The overall mood is one of revelation or discovery.

**BALONEY DETECTION KIT**

# Baloney Detection Kit

- Wherever possible there must be independent confirmation of the facts.
- Encourage substantive debate on the evidence by knowledgeable proponents of all points of view.
- Arguments from authority carry little weight.
- Spin more than one hypothesis
- Try not to get overly attached to a hypothesis just because it's yours.
- Quantify, wherever possible.
- If there is a chain of argument every link in the chain must work.
- Occam's razor - if there are two hypotheses that explain the data equally well choose the simpler.
- Ask whether the hypothesis can, at least in principle, be falsified. In other words, it is testable? Can others duplicate the experiment and get the same result?



# Logical Fallacies

- Ad hominem
- Argument from "authority"
- Argument from adverse consequences
- Appeal to ignorance
- Special pleading
- Begging the question.
- Observational selection.
- Statistics of small numbers.
- Misunderstanding the nature of statistics
- Inconsistency
- Non sequitur
- Post hoc, ergo propter hoc
- Meaningless question
- Excluded middle
- Short-term v. long-term
- Slippery slope
- Confusion of correlation and causation
- Caricaturing (or stereotyping) a position to make it easier to attack.
- Suppressed evidence or half-truths.
- Weasel words

# **WARNING:**

Playing in the role of In-Person Baloney Detection Kit at a party or online doesn't make you a popular nor does it make you a person that people want to actually listen to or be around. Use judgement and "social tact" at all times.



“Try not to get overly attached to a hypothesis just because it's yours. It's only a way station in the pursuit of knowledge. Ask yourself why you like the idea. Compare it fairly with the alternatives. See if you can find reasons for rejecting it. If you don't, others will.”

- Carl Sagan's Baloney Detection Kit from “The Demon Haunted World”



**How we become wrong**





**#HOTDRAMA**

**The  
#HOTDRAMA  
Trap**



**Have a really strong opinion  
about a really niche topic**

**Sass vs PostCSS**

**Sass vs SASS**

**Icon Fonts vs SVG Sprites**

**Cascading Style Sheets vs React Inline Styles**

**Hamburger Menus vs ???**

**Progressive Enhancement vs Any modern web development practice basically?**



**Strong opinions are great,  
but they can create  
a blind spot**

“Discussions are always worth having. Weighing options is always interesting. Demonstrating what has worked (and what hasn't) for you is always useful. There are ways to communicate that don't resort to dogmatism.”

- Chris Coyier “The Gray Gray Ghost That I Call Home”





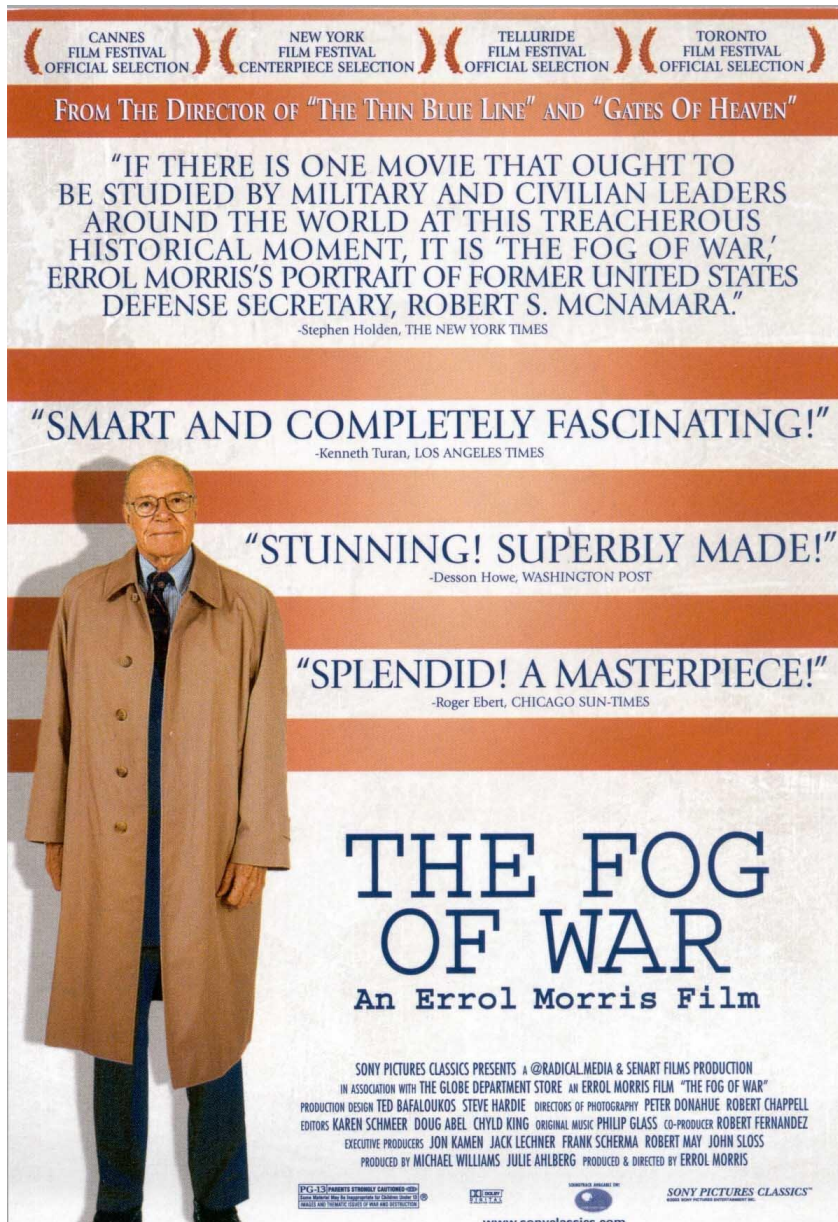
**“The Gray”**



**What does the data say?**







1. Empathize with your enemy
2. Rationality will not save us
3. There's something beyond one's self
4. Maximize efficiency
5. Proportionality should be a guideline in war
6. Get the data
7. Belief and seeing are often both wrong
8. Be prepared to re-examine your reasoning
9. In order to do good, you may have to engage in evil
10. Never say never
11. You can't change human nature

# **McNamara's Fallacy**



The first step is to measure whatever can be easily measured. This is OK as far as it goes.

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"SPEED INDEX"

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— Daniel Yankelovich "Corporate Priorities: A continuing study of the new demands on business." (1972)

# CHASING METRICS



**BEHOLD THE PINNACLE OF  
MODERN DAY WEB DESIGN!**

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## Dave Goes to the Microsoft Store

Hardware failures, Troubleshooting, System Restores, Microsoft Stores, DRAMA!

Published October 22, 2015

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## The Invisible Hand of the Barista

Published October 20, 2015

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## Windows Editors and Shells

The nuts and bolts of my dev environment setup.

Published October 07, 2015

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## Making a Video Game

Trying to complete a goal from my childhood

Published October 02, 2015

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**Dave Rupert**

@davatron5000

 Follow

```
function criticalPath() {  
  if(website.firstLoad) {  
    codeWebsiteWithHurkJerkRendering();  
  } else {  
    codeRegularWebsite();  
  }  
}
```

RETWEETS

8

FAVORITES

24



2:51 PM - 18 Aug 2015





# **A/B Testing**

**Good, but...**



Compare two turds, user still gets a turd.



**INCREASE CONVERSION  
RATE BY 22%**

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## On Hurk-Jerk

Mixed emotions on progressive critical path rendering

Published October 23, 2015

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Hardware failures, Troubleshooting, System Restores, Microsoft Stores, DRAMA!

Published October 22, 2015

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## The Invisible Hand of the Barista

Published October 20, 2015

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## Windows Editors and Shells

The nuts and bolts of my dev environment setup.



**CONVERSION DOESN'T  
ALWAYS EQUAL GOOD**

A woman with brown hair and glasses, wearing a red blazer, is smiling. She is standing in front of a large American flag. To the left, there is a green fern plant. The background is a dark blue wall with a window frame.

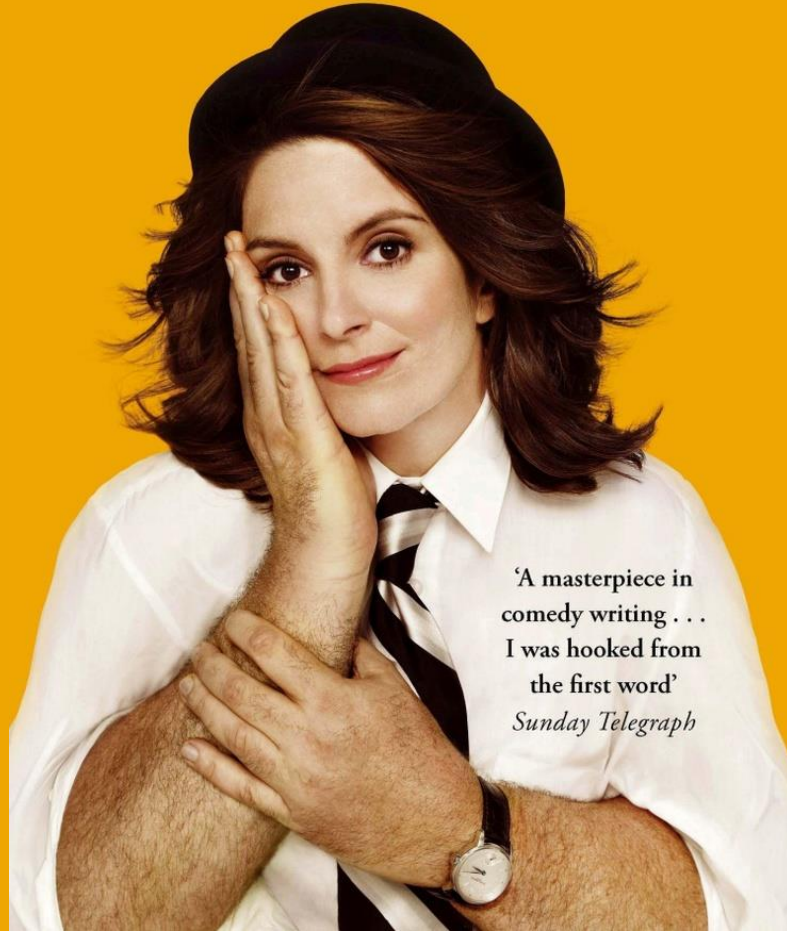
**Allowing myself and  
others to be wrong**



The International Bestseller

# Tina Fey

*Bossypants*



'A masterpiece in  
comedy writing . . .  
I was hooked from  
the first word'  
*Sunday Telegraph*

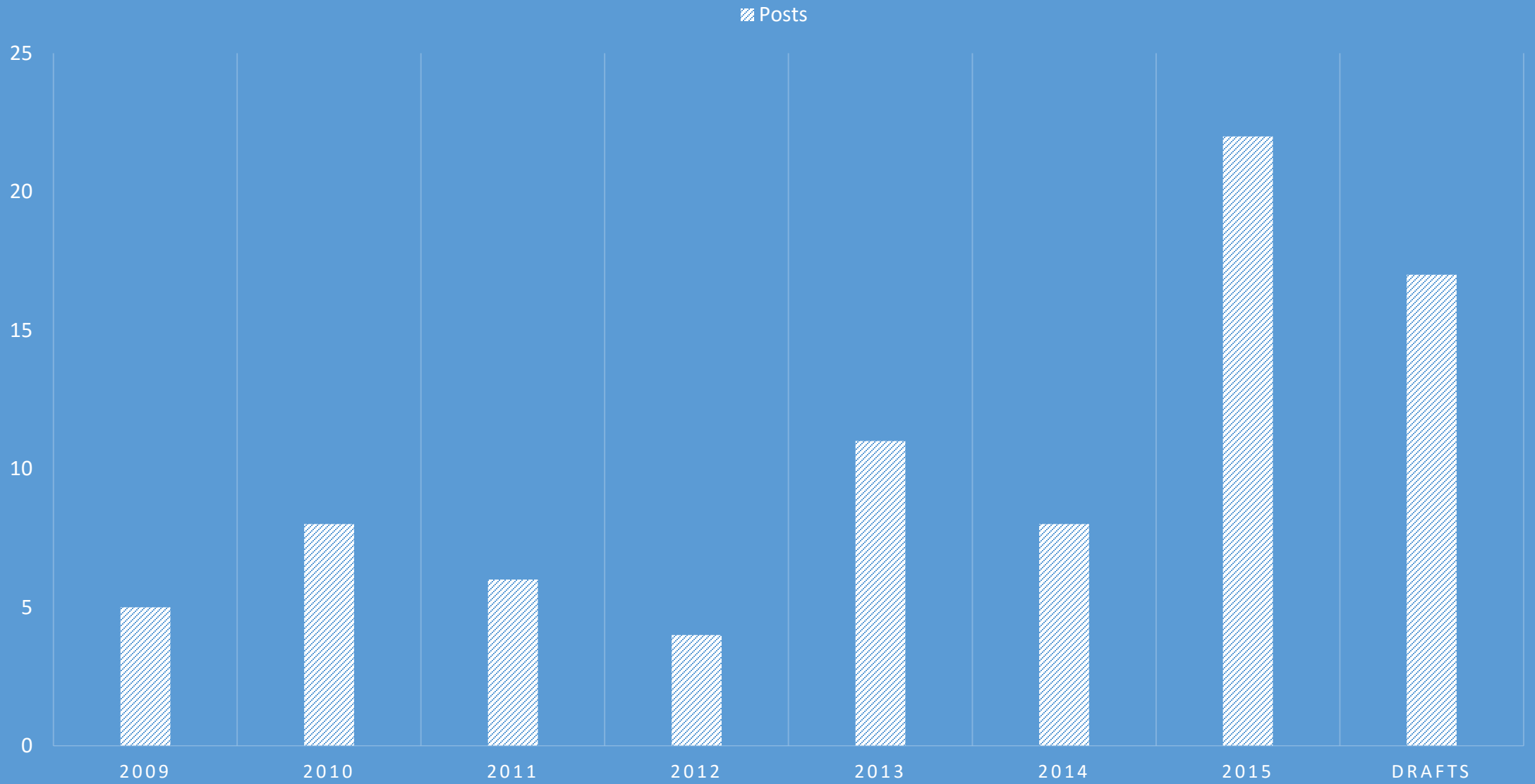
# Yes... And...

My new Open Source philosophy

# Blogging

The ancient art of expressing your feelings

# DAVERUPERT.COM POSTS BY YEAR



SEPTEMBER 16, 2014

# The Boring Designer

Whenever I'm looking at a product designer's work, I find myself continuously asking the same question: which solution is the boring one? Maybe it's born out of seeing apps choose flash over function, or trying to understand just one too many indecipherable icons-as-buttons. Whatever the case, here's an ode to the boring designers among us. The designers who...

## **Choose obvious over clever every time.**

If you haven't read [Randy Hunt's book](#) on Product Design, you haven't lived. I'm stealing this first one right out of there. When given the choice between hiding things on hover or displaying them right away, the boring designer always chooses the latter. Sure, it might be harder to achieve that perfect visual balance your graphic design teachers drilled into you, but you love a good challenge, right? You value your users' experience over your own. Maybe you wince a little at the "compromises" you've made, but your users are benefiting and that's all that matters.

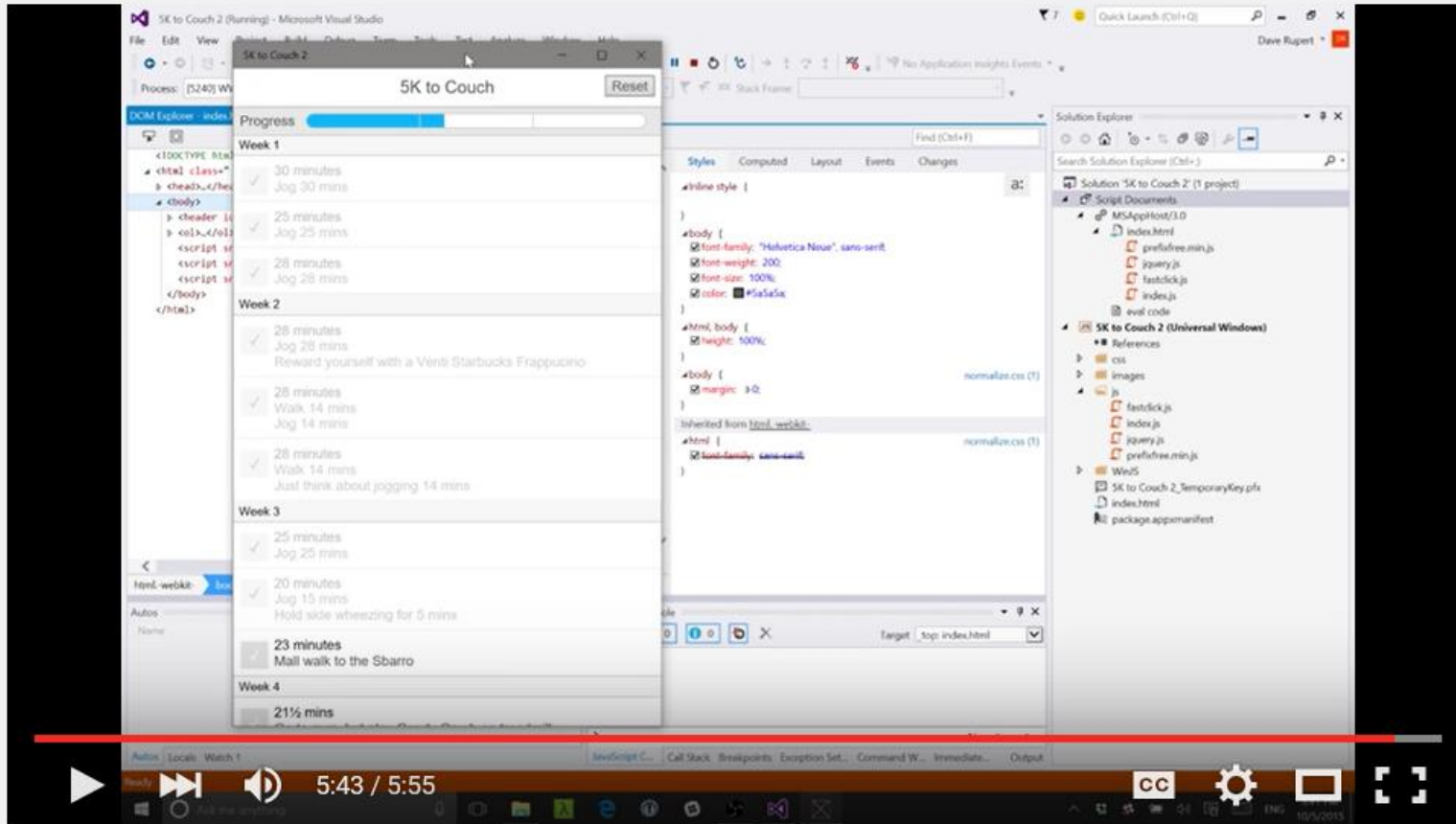
## **Rarely stand their ground.**

The boring designer chases the right idea over their idea every time. They



**“That’s my secret, Cap – I’m always publishing.  
(Seriously though; treat your blog as your drafts folder)”**

- Jeremy Keith on Twitter



## CodePen to Universal Windows 10 App in 3 Minutes



Dave Rupert

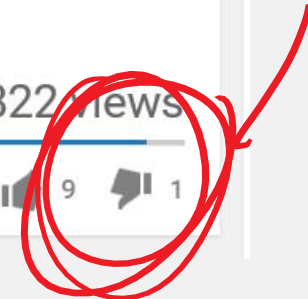


822 views

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9   1

5K to Couch



ARE YOU COMING TO BED?

I CAN'T. THIS  
IS IMPORTANT.

WHAT?

SOMEONE IS WRONG  
ON THE INTERNET.



**Well Actually...**



**Promote better  
discussions**

Parallax is dumb.

I am of the opinion that parallax is dumb.

I am of the opinion that parallax is a waste of time and resources in order to achieve an effect that users are already immune to and has terrible scrolling performance in a multi-device world.



**Now we can have a  
discussion!**

**Go forth and fight Nazis!**

# Thanks!

Dave Rupert @davatron5000