Watch this space…

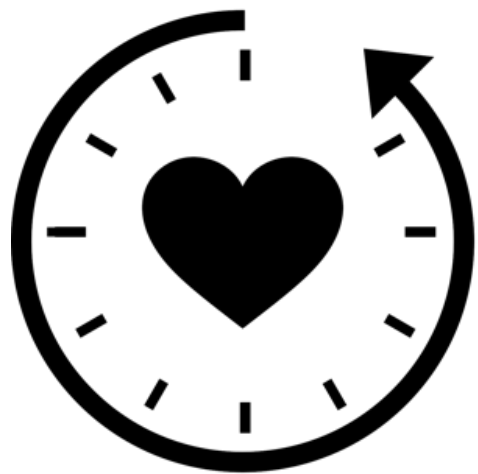

THE PROBLEM WITH THE FUTURE IS THAT IT KEEPS TURNING INTO THE PRESENT.

One link to rule them all

bit.ly/space-webu18

Web development nostalgia…
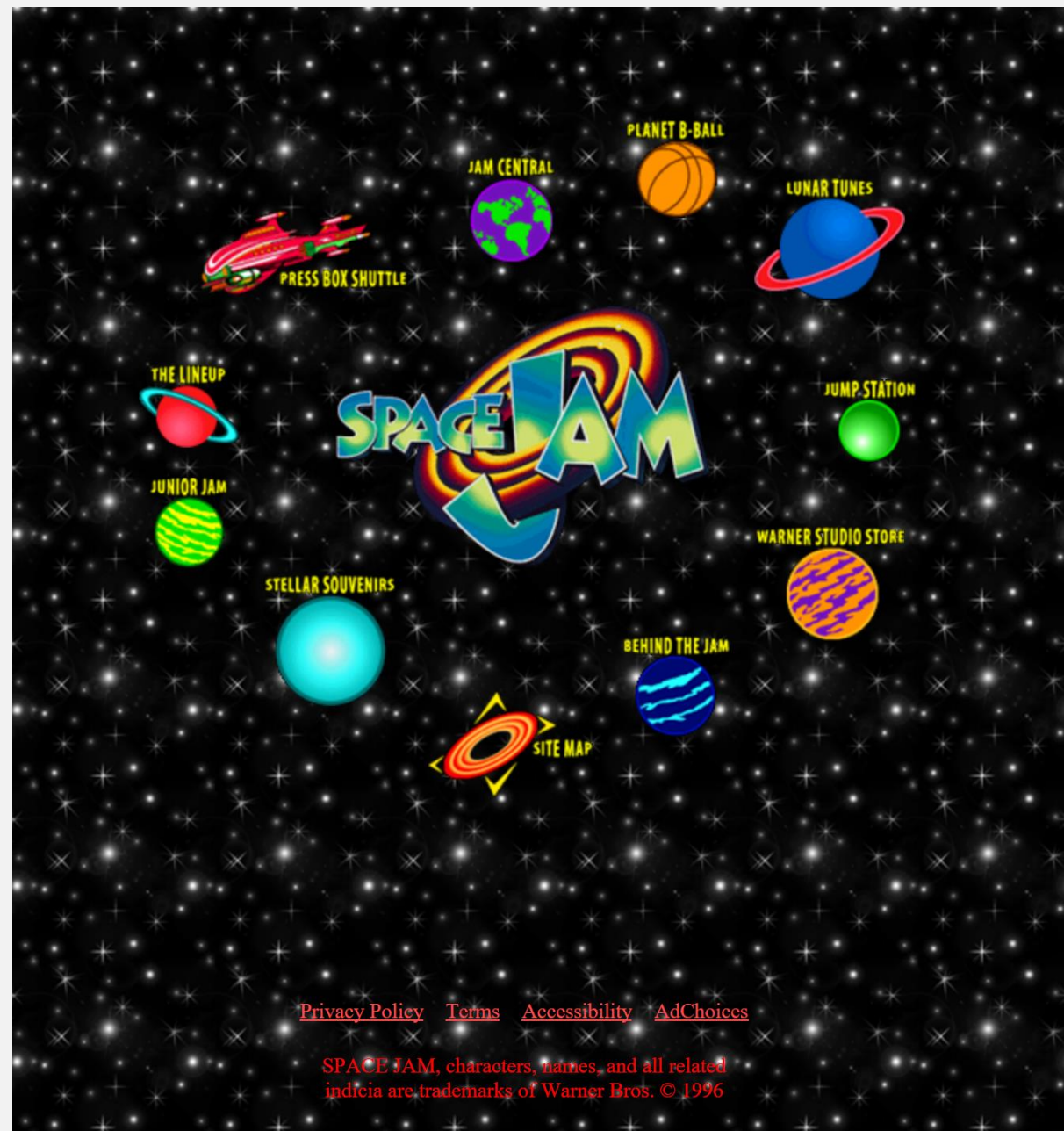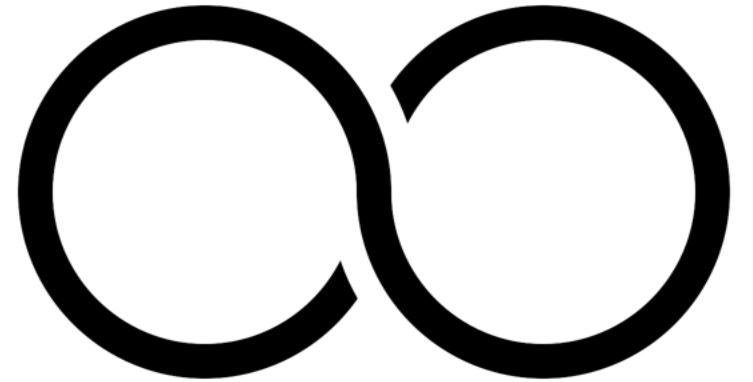
Merits of the good old web.
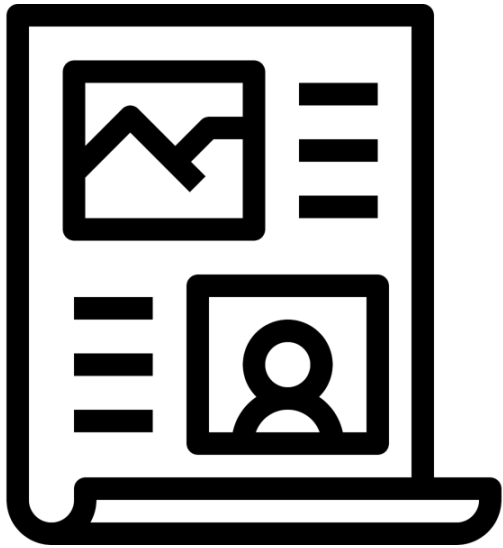
Content is king
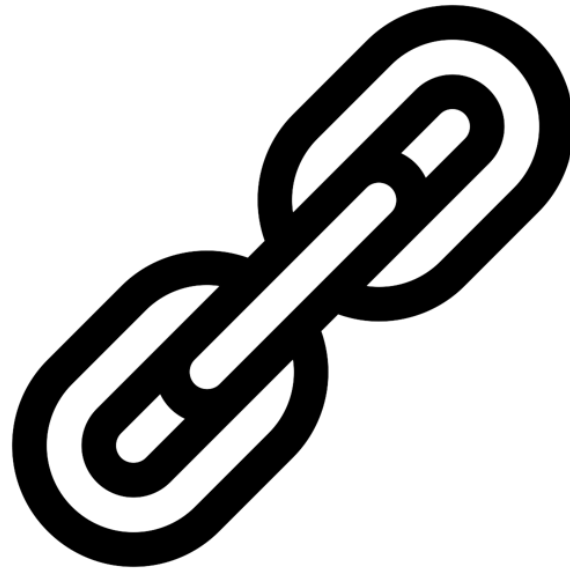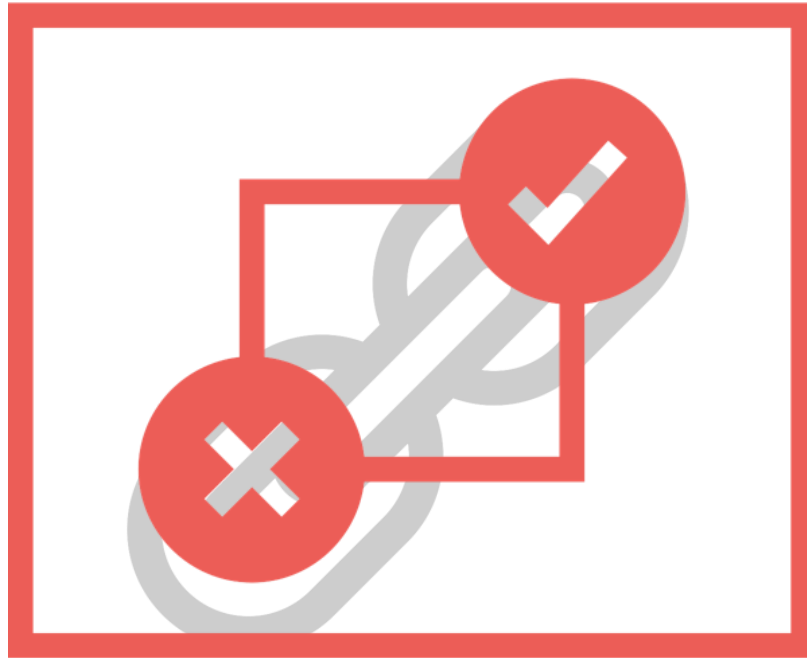
Decentralisation and interchange

Longevity and maintainability

People who paid us, however...

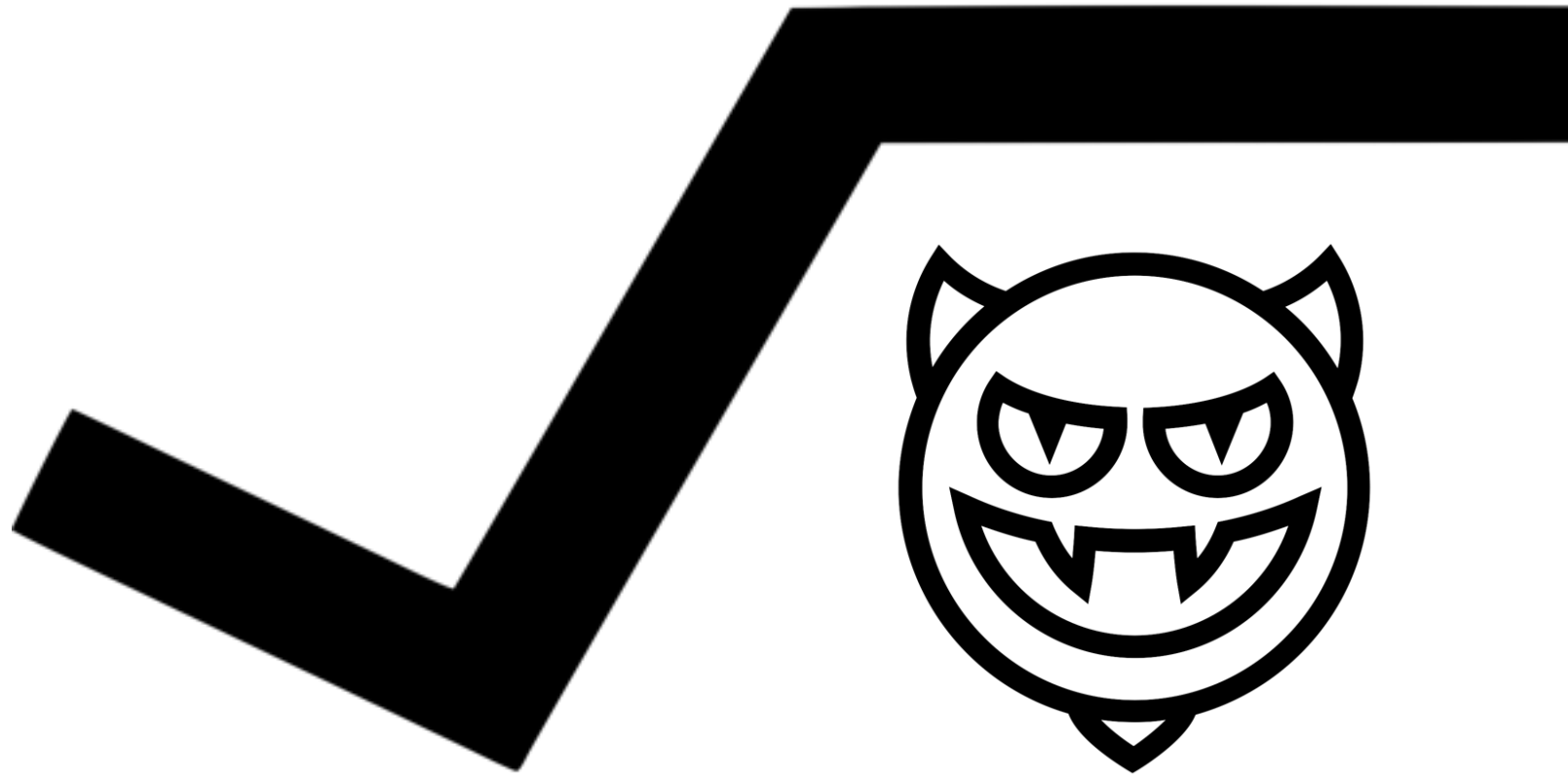Content is king

Decentralisation and interchange

Longevity and maintainability

Once money is the goal...
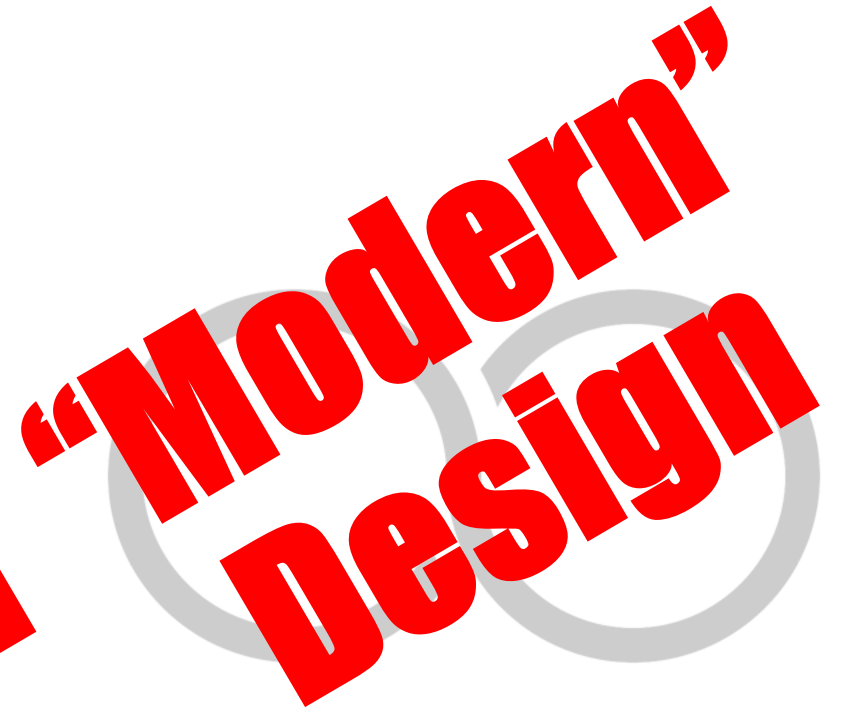
…the hustlers barge in.

SEO

SEO + SPAM

"Modern" Design

Content is king

Decentralisation and interchange
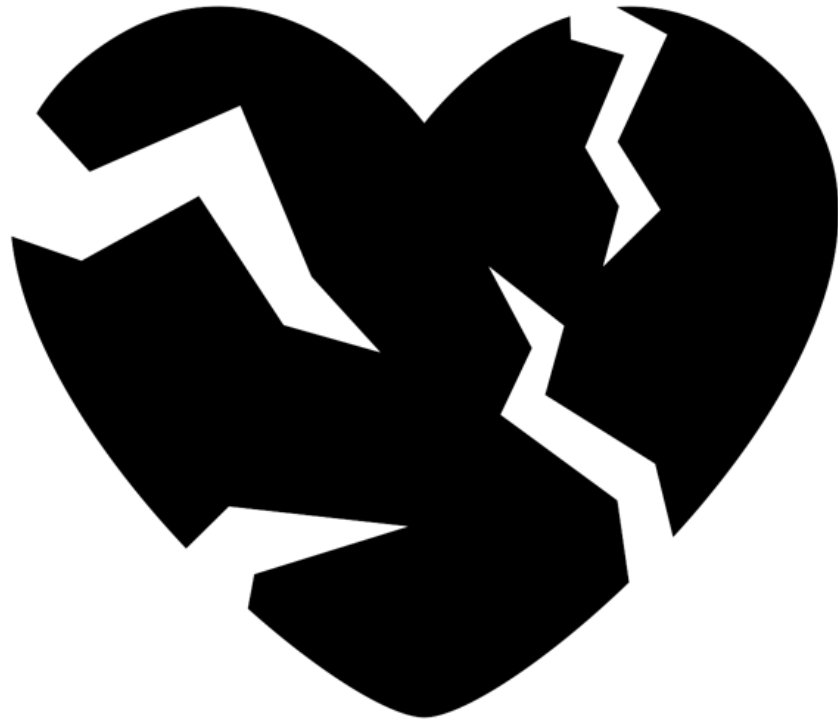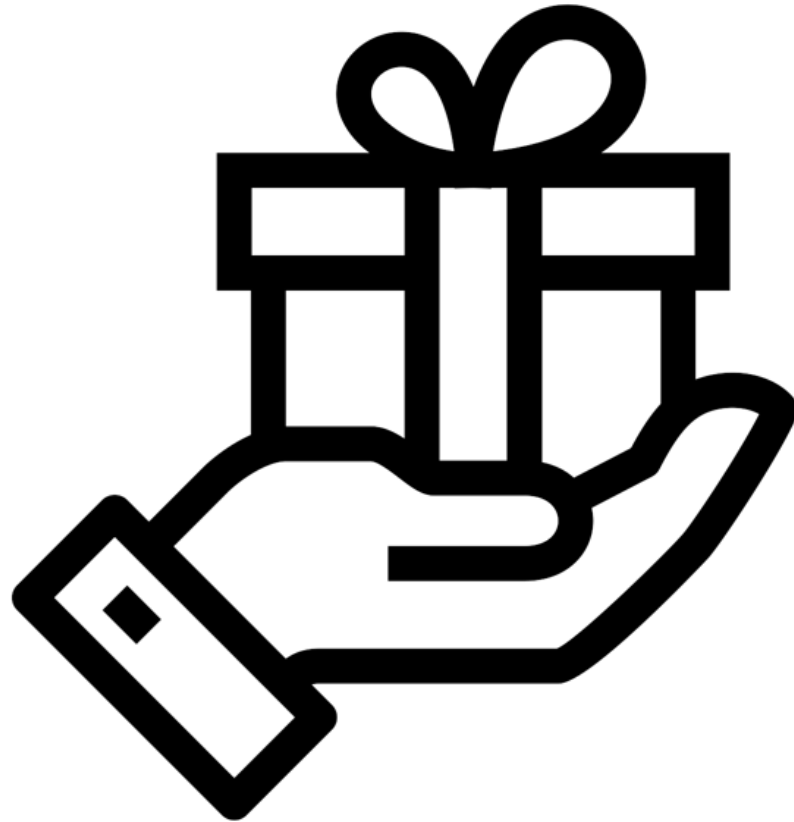
Longevity and maintainability

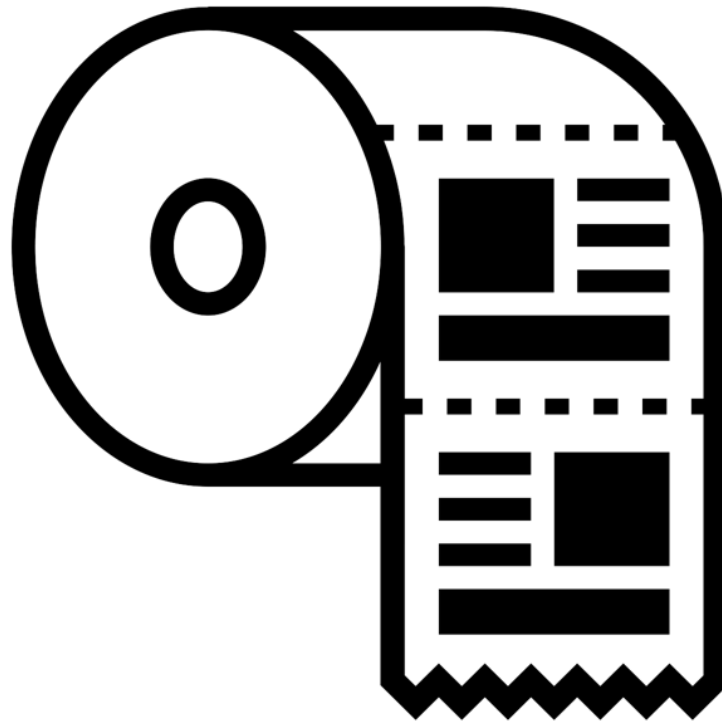# The open web is an amazing idea and a gift

The problem is that it still doesn't fit current ideals

Great web products start with great content...

Instead of focusing on content, we got distracted.

Things clients heard louder than our messages…

- "Pop-up windows make sure visitors remember you"
- "Everybody needs a DHTML multi-level dropdown"
- "Newsletters and feeds bring repeat visitors"
- "Flash tunnels are what makes a modern web site"
- "You need a mobile version – WML or IMODE, and a m.*.com version"

Things clients heard louder than our messages...

- "Carousels make for great conversion numbers"
- "Parallax scrolling is pure delight"
- "Autoplaying videos give you eyeballs"
- "Interstitials allow you to monetise"
- "You should have an app, a web site is a great way to advertise it"
- "Notifications are a great way to keep users up-to-date about offers and get them to come back"

Whilst we reveled in nostalgia, things went to pot

# The mainstream web right now is just not fun to use...
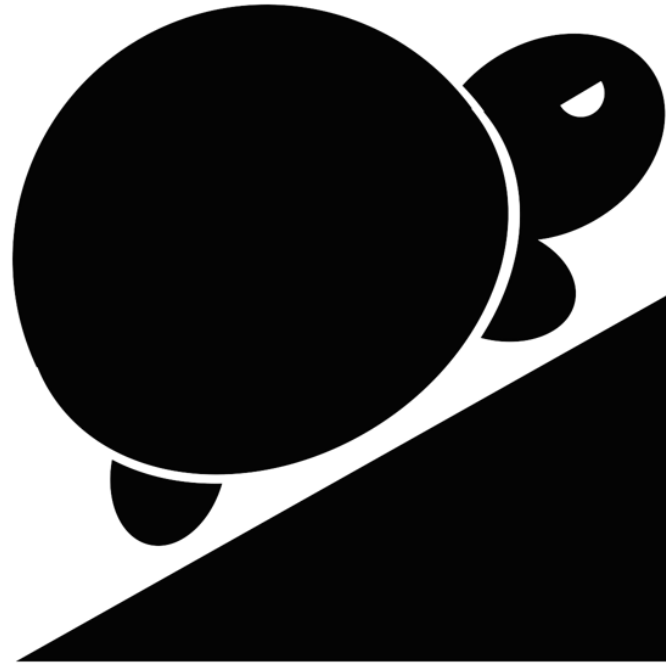
The mess we created…

- The web has become a render target amongst many others

- Releasing often and developer convenience trumps semantics and performance of the final product

- Web sites are slow and huge because we work on fast computers and good connections

- Being a web expert is less exciting than being a full stack developer

¯_(ツ)_/¯
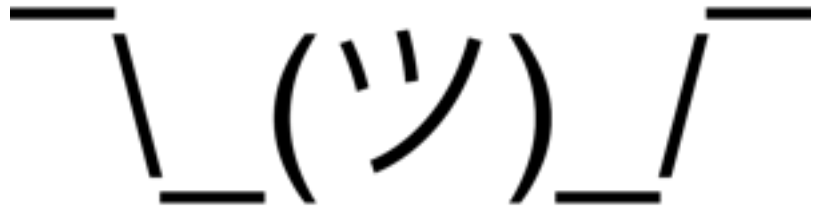
The need to be forgiving...

- Anyone is allowed to write code for the web – or use whatever they want to create that code.

- Whatever goes wrong, it is not the fault of the developer

- Users shouldn't suffer from developer errors

- Legacy products will never get fixed

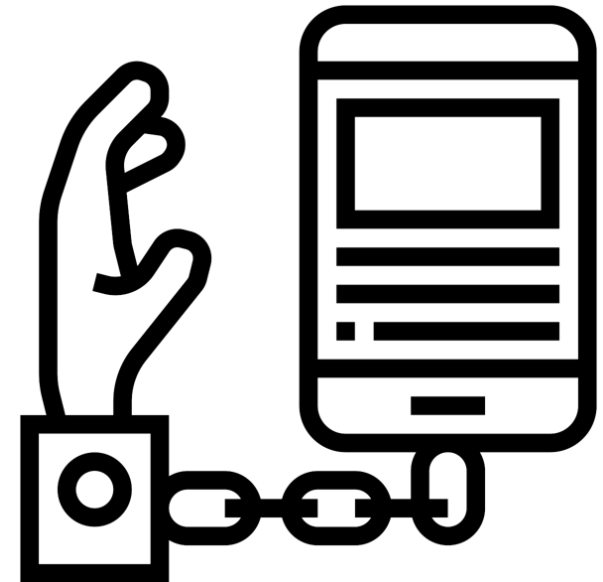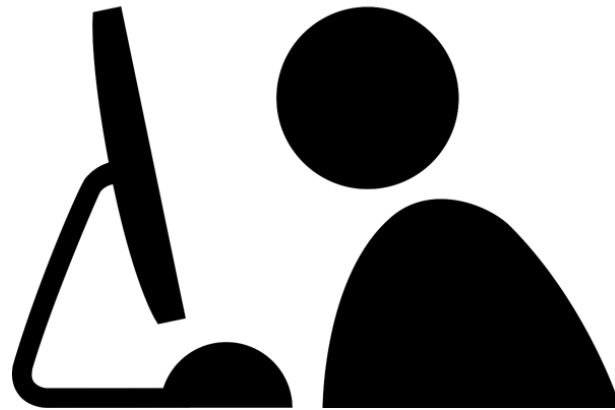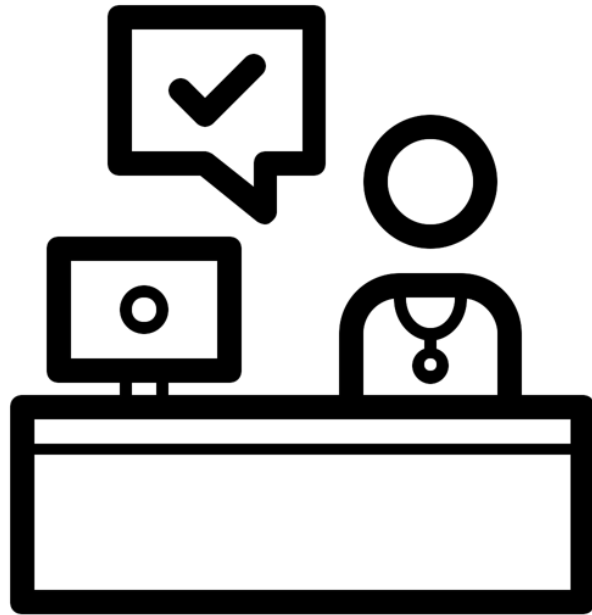- You can't break the web

Years of technical debt...

So, is the open web still a thing to care about?

Very much - because of sinister reasons...

Visitors ➡ Users ➡ Addicts

The open web is under attack..

The open web is under attack…

Parliament adopts its position on digital copyright rules

Press Releases | PLENARY SESSION | 12-09-2018 - 13:27

- Tech giants must pay for work of artists and journalists which they use
- Small and micro platforms excluded from directive's scope
- Hyperlinks, "accompanied by "individual words" can be shared freely
- Journalists must get a share of any copyright-related remuneration obtained by their publishing house

Copyright rules need updating for the digital age© AP Images/European Union-EP

http://www.europarl.europa.eu/news/en/press-room/20180906IPR12103/parliament-adopts-its-position-on-digital-copyright-rules

@codepo8

The open web is under attack...

FCC Takes Action to Restore Internet Freedom

Full Title: FCC Acts To Restore Internet Freedom
Document Type(s): News Release
Bureau(s): Wireline Competition, Media Relations, Wireless Telecommunications

Description:
Reverses Title II Framework, Increases Transparency to Protect Consumers, Spur Investment, Innovation, and Competition

Related Document(s):
Declaratory Ruling - FCC Releases Restoring Internet Freedom Order
Order - FCC Releases Restoring Internet Freedom Order
Report and Order - FCC Releases Restoring Internet Freedom Order

Document Dates

Released On: Dec 14, 2017
Adopted On: Dec 14, 2017
Issued On: Dec 14, 2017

Tags:
Contributions - Universal Service

Files

- News Release: Docx Pdf Txt

- Pai Statement: Docx Pdf Txt
- Rosenworcel Statement: Docx Pdf Txt
- Carr Statement: Docx Pdf Txt
- O'Rielly Statement: Docx Pdf Txt
- Clyburn Statement: Docx Pdf Txt

https://www.fcc.gov/document/fcc-takes-action-restore-internet-freedom

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The open web is under attack...

The Switch

The Trump administration is suing California to quash its new net neutrality law

DOJ sues after California moves to reinstate 'net neutrality'

The Justice Department filed suit after California Gov. Jerry Brown signed a law to restore net neutrality laws in the state, despite a federal repeal. (Reuters)

https://www.washingtonpost.com/technology/2018/10/01/trump-administration-is-suing-california-quash-its-new-net-neutrality-law/

@codepo8

The open web is under attack...

@codepo8

The Global Internet Is Being Attacked by Sharks, Google Confirms

By *Will Oremus*

Sharks' attraction to undersea fiber-optic cables has been well-documented over the years.

Screenshot / YouTube

Slate.com

The open web is under attack...

The Switch

Former Google chief predicts the Internet will split by 2028: A Chinese Web and an American one

Google
谷歌

Pampers
swaddlers

#1
Choice of
New Moms

*BASED ON SALES

https://www.washingtonpost.com/technology/2018/09/21/former-google-chief-predicts-internet-will-split-by-chinese-web-an-american-one/

The open web is under attack...

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https://www.reuters.com/article/us-china-internet/china-shuts-thousands-of-websites-in-clean-up-campaign-xinhua-idUSKCN1M302F

1984 + Brave New World...

@codepo8

http://www.abc.net.au/news/2018-09-18/china-social-credit-a-model-citizen-in-a-digital-dictatorship/10200278

There are some interesting attempts to re-boot the web

dat and beaker browser

@codepo8

https://beakerbrowser.com/
https://datproject.org/

Solid / Inrupt

@codepo8

Chris Heilmann
@codepo8

Tim Berners-Lee unveils Solid, an open source project to decentralize the web and give users control of their data, and Inrupt, a startup to guide the project (Tim Berners-Lee)

One Small Step for the Web… – Tim Berners-Lee – Medium
I've always believed the web is for everyone. That's why I and others fight fiercely to protect it.

https://www.fastcompany.com/90243936/exclusive-tim-berners-lee-tells-us-his-radical-new-plan-to-upend-the-world-wide-web

https://medium.com/@timberners_lee/one-small-step-for-the-web-87f92217d085

However, I don't want to believe all is lost yet…
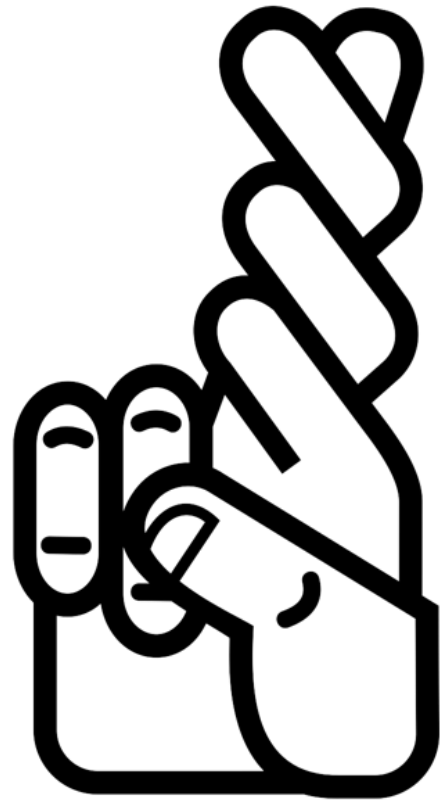
But we need to change our approach to web quality

A changed, ubiquitous web.
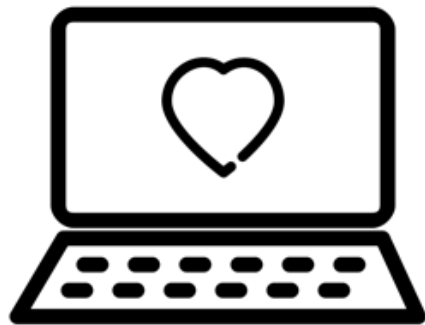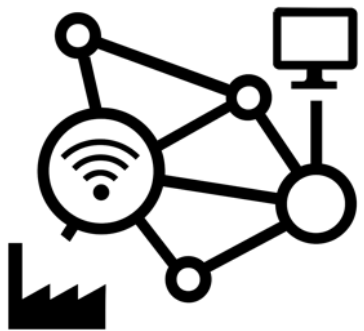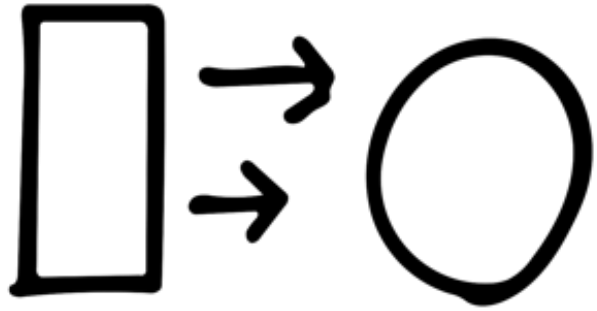
The job of a browser changed drastically...

- Show web and multimedia content fast and reliably
- Give access to the web regardless of ability
- Keep users safe by blocking unsafe content and patch attack vectors
- Remember users' history and access credentials – or remember nothing
- Allow for detailed customisation (including extensibility)
- Sync content across a range of devices

Web Developers
need to know a lot…

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- Performance
- Accessibility
- Interoperability
- Security
- Maintainability

- Browser Quirks
- Developer toolchains
- Browser developer tools
- Abstractions
- CLI
- Editors

Where to learn all that?

- Standards documentation?
- Browser vendor docs?
- Conferences?
- Books?
- Workshops?
- Developer tools?
- News channels?

Learning obstacles

- Resources with upvoting options favour the how over the why

- We're not paid to learn, we're paid to deliver

- Peer pressure makes developers who don't know things afraid to admit it

- There's always a "good enough" way to create a lot in a short amount of time.

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We already have great resources - what's the issue?

developer.mozilla.org

caniuse.com

frontendchecklist.io

Issues with current tools...

Too many promises...

- "This tool makes $x easy. No need to look it up."

- "$HUGE_CORP_APP uses this configuration and toolchain – if it works for their needs, it should rock for you, too"

- "Using this configuration optimises for the *modern* web"

Too many rules and barriers

- Opinionated tools demand you to fix things that don't apply to your product

- Dependencies and complex toolchains can be daunting

- "Best practices" often don't get updates, and are contextual

- Having to follow strict rules without understanding them is not fun

We also had these issues, and we took action…
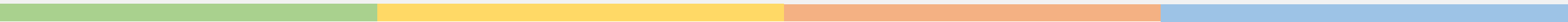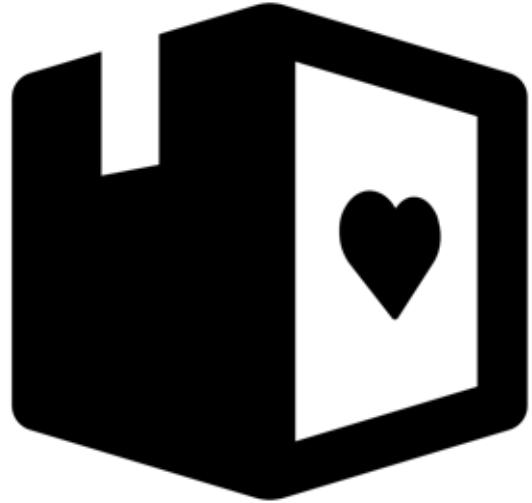
Customisable best practices in context

- Having information isn't enough when people don't go there

- We need to prevent mistakes before they happen

- We need to allow people to customize these experiences. An intranet site needs different settings than a marketing site

- So, let's target editors and build processes

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Linting and inline
insights in editors

@codepo8

code.visualstudio.com

webhint.io

A **JS** Foundation Project

webhint

SCANNER   DOCUMENTATION ⌄   ABOUT ⌄

Search Documentation 🔍
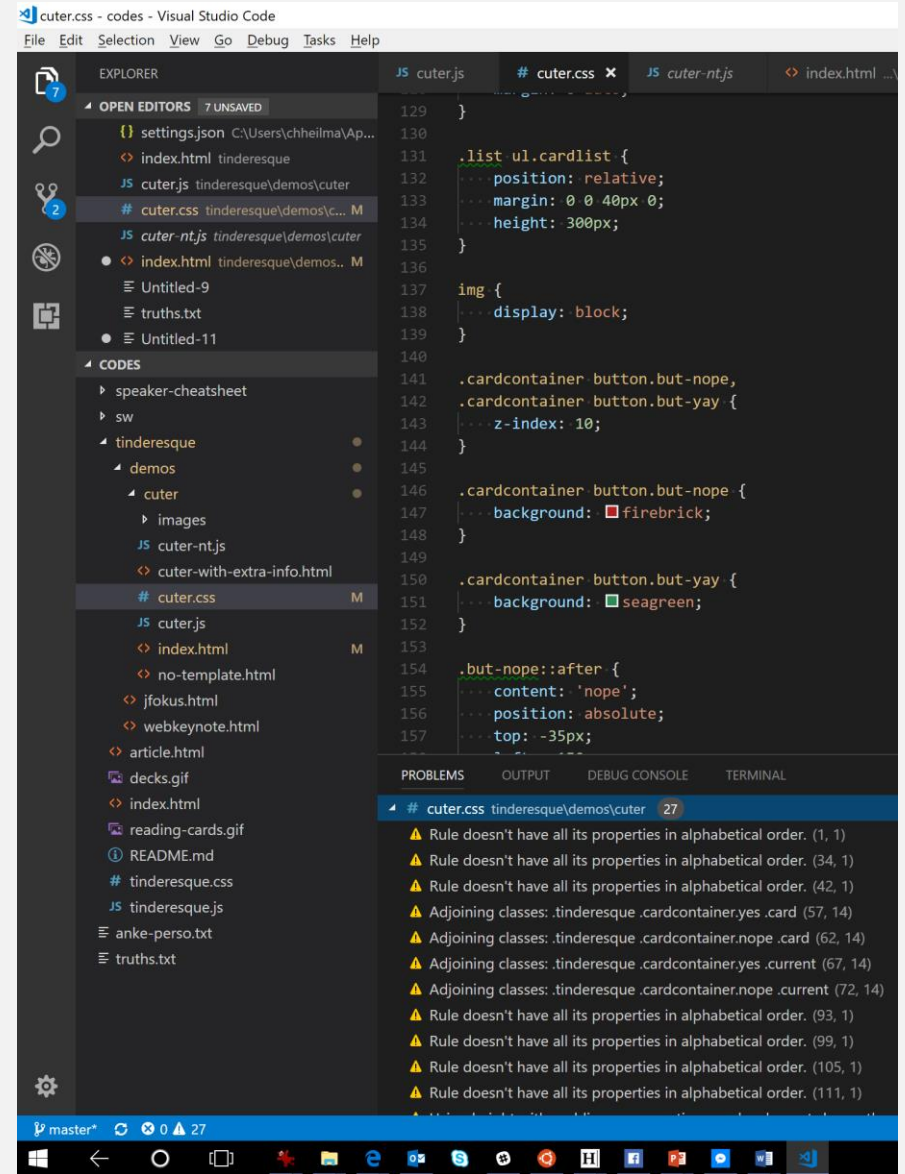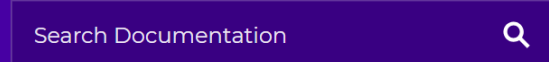
Use webhint to improve your website

webhint is a linting tool that will help you with your site's accessibility, speed, security and more, by checking your code for best practices and common errors. Use the online scanner or the CLI to start checking your site for errors.

>_
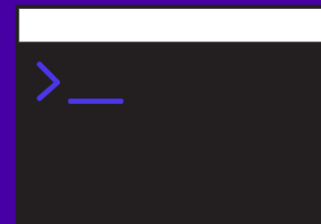
GET STARTED WITH THE CLI

Scan Results
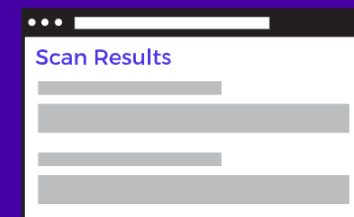
TRY THE ONLINE SCANNER

Enter a URL...

Use the online scanner

Not sure what you want to configure the CLI to check? Use the online scanner for a pre-configured set of rule checks to cover the basics.

| http://example.com | RUN SCAN |

webhint.io
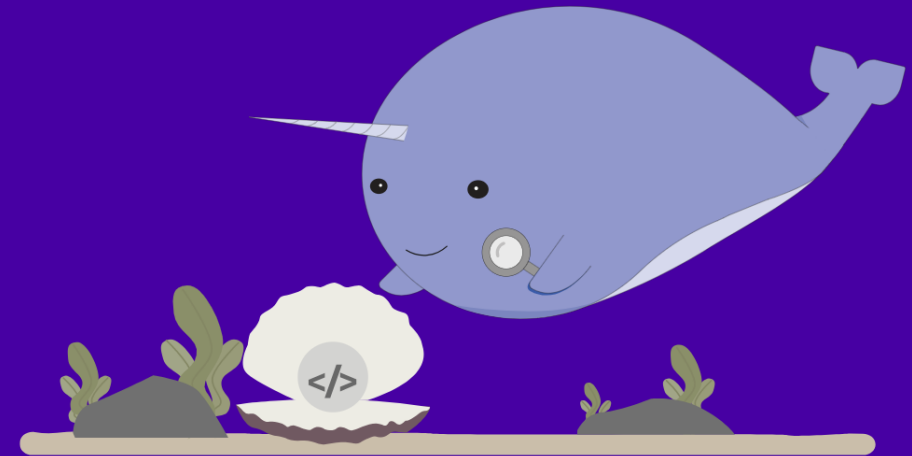
Get a report on issues...

SCANNED URL: http://example.com   Finished

WARNINGS   ERRORS   SCAN TIME   VERSION   SCAN CONFIGURATION
                                                                      View JSON file
1   9   00:14   3.0.1

PERMALINK
https://webhint.io/scanner/bc3ec732-afde-4cde-b762-ee8ba6102288

ACCESSIBILITY   INTEROPERABILITY   PERFORMANCE   PWA   SECURITY
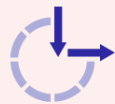
1 ERROR   4 ERRORS   2 ERRORS   0 ERRORS   2 ERRORS
0 WARNINGS   0 WARNINGS   0 WARNINGS   1 WARNING   0 WARNINGS

webhint.io

Get explanations why these are issues & how to fix them

Interoperability   - CLOSE ALL

content-type: 2 errors   📄 DOCUMENTATION   — CLOSE DETAILS

✕ ERROR

'content-type' header charset value should be 'utf-8'.

http://example.com/

✕ ERROR

'content-type' header media type value should be 'image/x-icon', not 'text/html'.

http://example.com/favicon.ico

meta-charset-utf-8: 2 errors   📄 DOCUMENTATION   — CLOSE DETAILS

✕ ERROR

'charset' meta element should be the first thing in '<head>'.

http://example.com/:4:5

```
<meta charset="utf-8">
```

webhint.io

Get in-depth explanation on the issues...

webhint.io

Hinting during deployment

- Web resources are fun but not always accessible or applicable to your product

- Webhint is Node based, so you can also install at as part of your build/deployment process

- That way Webhint can also give detailed information about the setup of your bundler/preprocessor to avoid huge release sizes

hint on npm/yarn/whatever...

```
$ hint example.com
```

Out of the box hints…
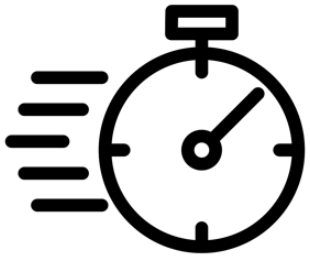
Performance

Accessibility

PWA
Readiness
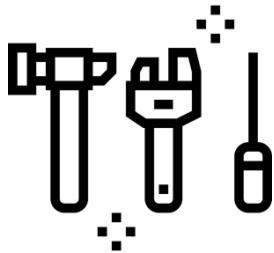
Development
environment
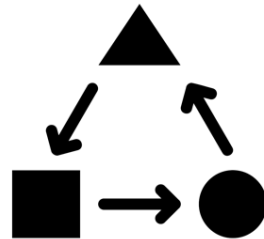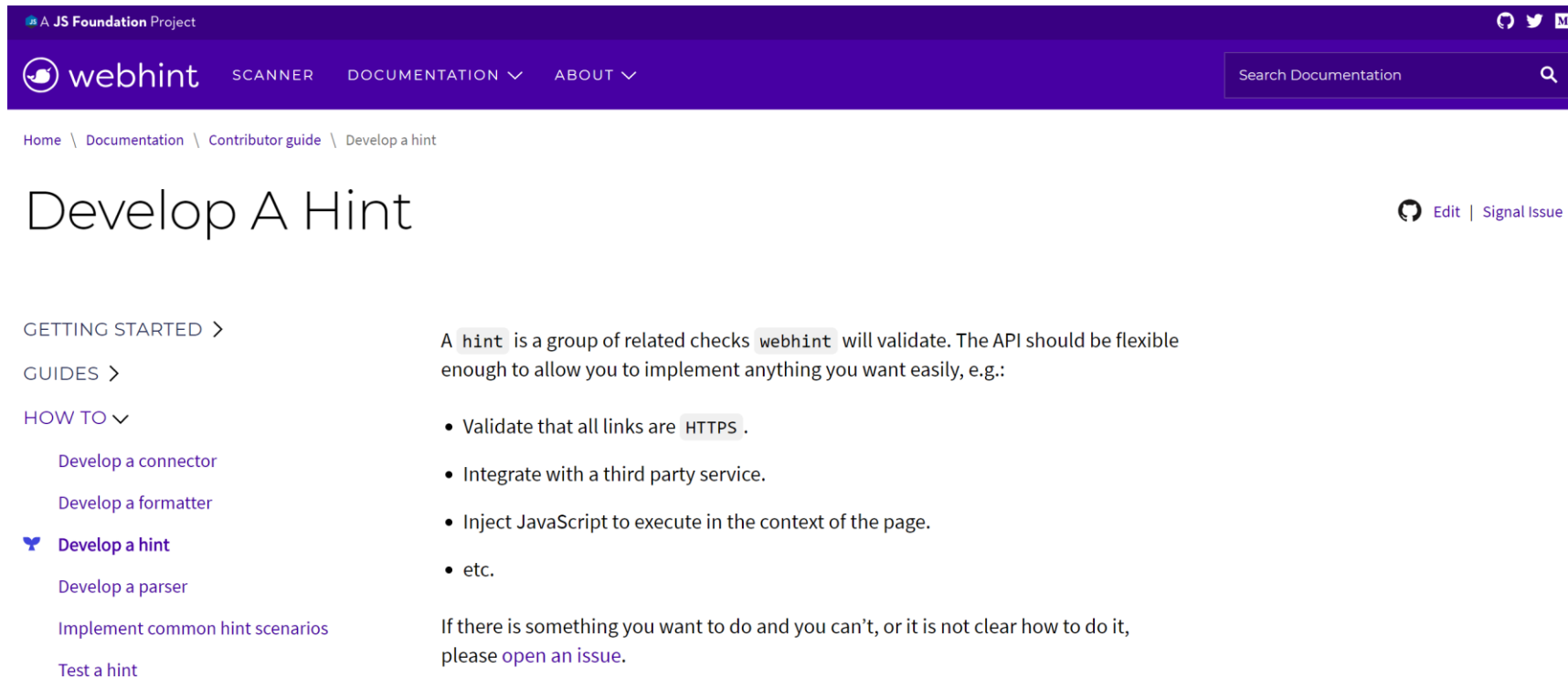
Interoperability

Security

Customising hints...

webhint.io/docs/user-guide/

Defining & adding own hints...
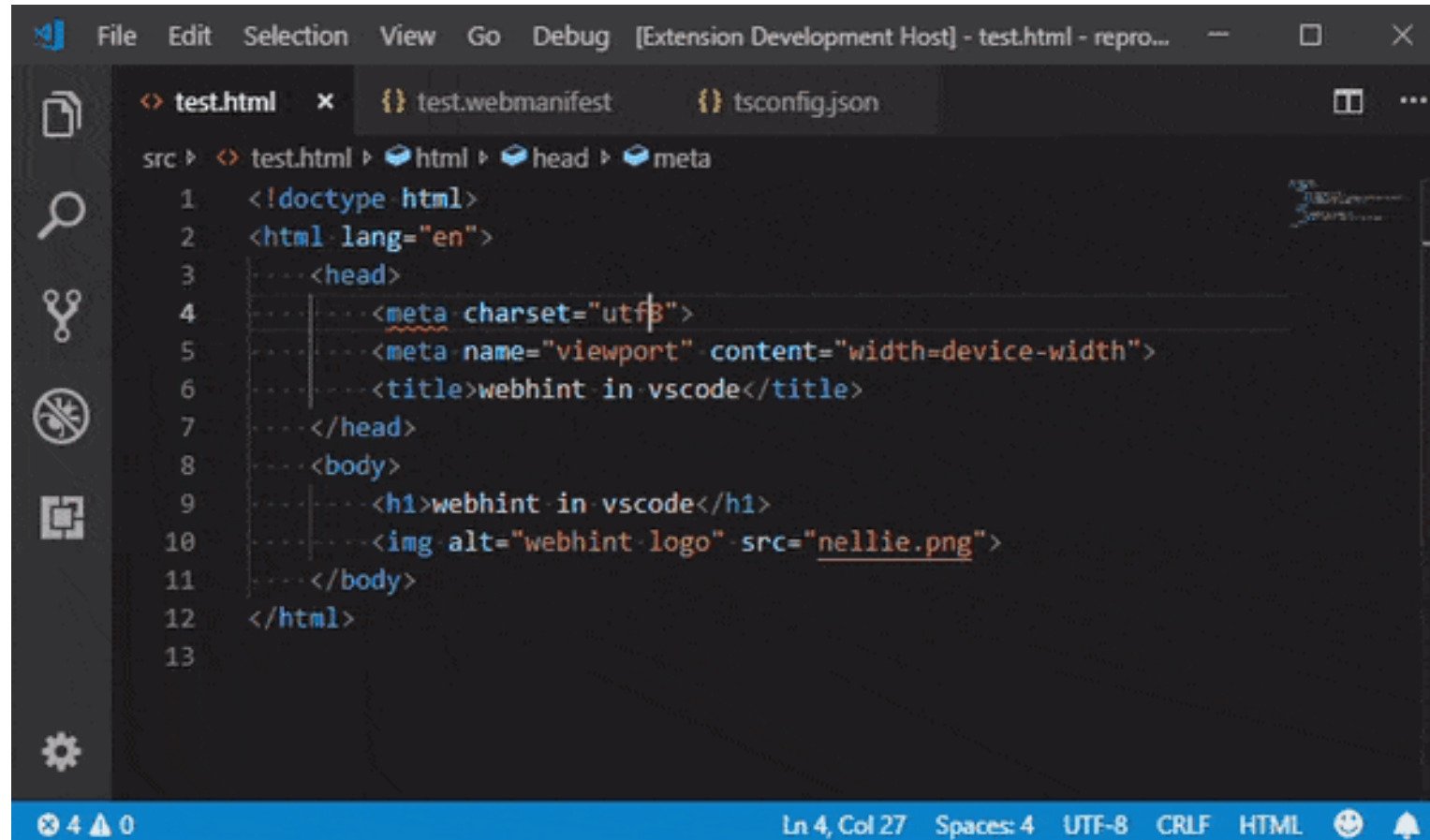
webhint.io

How about preventing people to make errors?
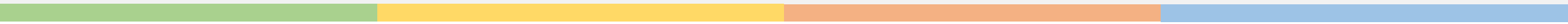
webhint @code extension

https://medium.com/webhint/getting-hints-from-visual-studio-code-69118e48de1b

Create valid app manifests...

webhint.io

Fixing your tooling setup...

webhint.io

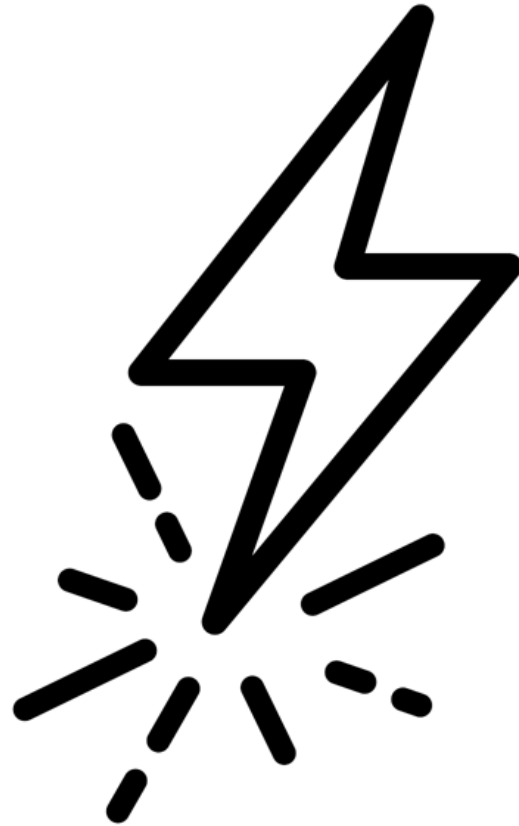# Are you creating inaccessible content?

webhint.io

Our insights should be a great start

- We accumulated a lot of great knowledge on how to do web the right way.

- Instead of re-iterating this knowledge and hope people get it, let's use this as a base to start from

- Our technology stack has evolved from a text editor and a terrible browser to amazing, open tools.

- Let's introduce new people of the web to them early on - as part of the development setup.

Let's not mourn the ashes, but hand over the spark.

Thanks!

Chris Heilmann
@codepo8