



Driving Adoption of Open Web Standards

Dr. Jeff Jaffe
CEO, W3C



Three Connected Themes:

- W3C and the Open Web Platform
- The Principles of Open Standards
- The Evolution of W3C Educational Offerings

Continuing education is a core responsibility as W3C develops and maintains “the most open interoperable language” in history.



1. Introduction to W3C and the Open Web Platform



About W3C: “Leading the Web to its Full Potential”

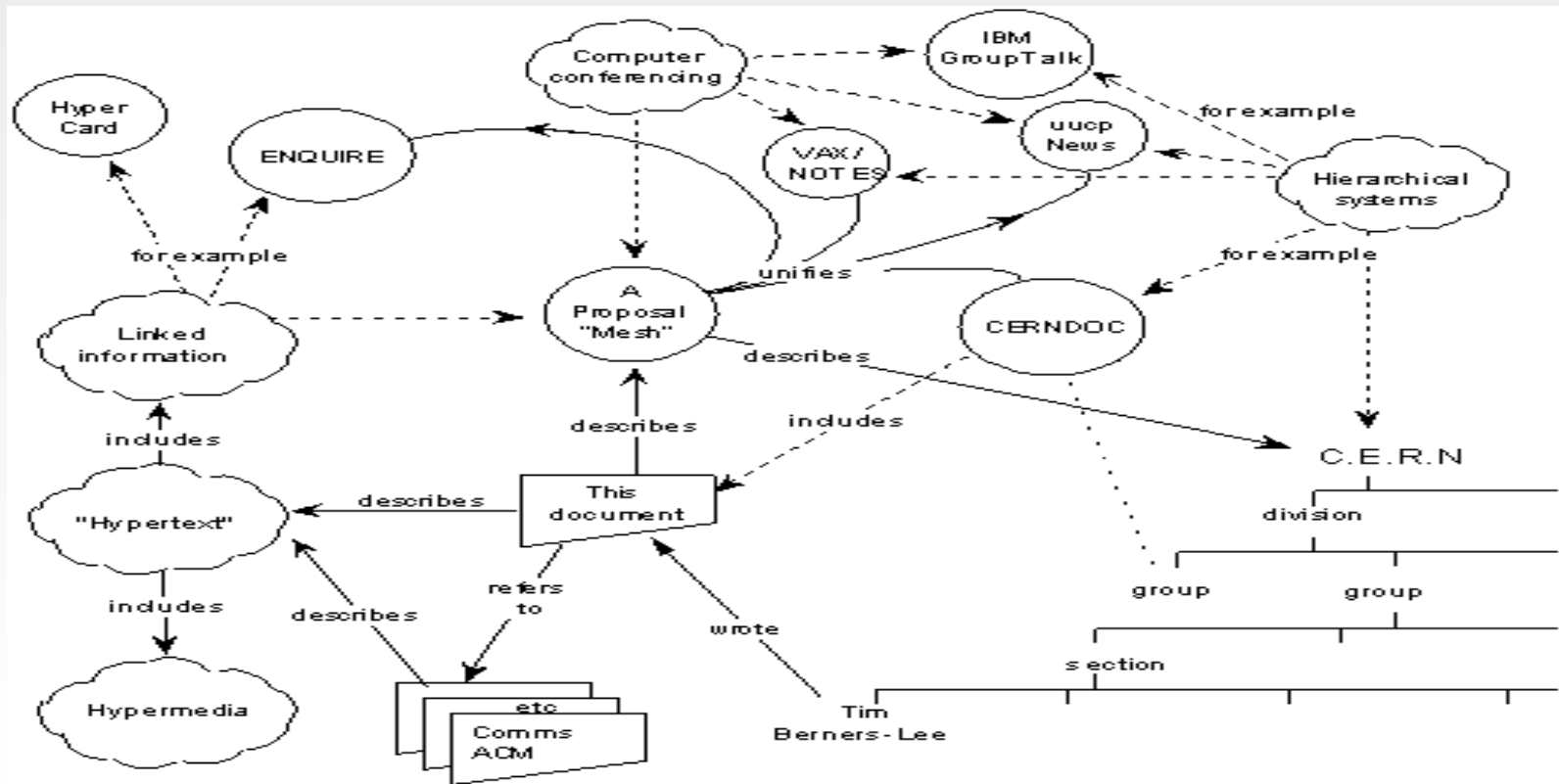


Tim Berners-Lee
WEB INVENTOR AND
W3C DIRECTOR

- Founded 1994
- 400+ Members from around the globe
- 70 staff in US (MIT), China (Beihang), France (ERCIM) and Japan (Keio)
- Focused on Web ecosystem: users, developers, browsers, etc.
- W3C focuses both on the Open Web, as well as specific industry requirements brought by industry segments



1989: Birth of the Web





Global Participation

	2012	2013	2014	2015
Members	358	370	378	398
Full	79	79	83	90
Community & Business Groups / People	82 >1.3K	128 >2.8K	193 >4K	206 > 6.3K
Twitter Followers	35K	62K	84.5K	119K



What is the Open Web Platform?

- The Open Web Platform is a full-fledged programming environment for rich, interactive, cross-platform applications.
- HTML5 is the cornerstone
- Most interoperable platform in history
- A billion Web sites
- Millions of developers





Capabilities

- **APIs:** Geolocation, gyroscopes, near-field communications (NFC), cameras, address book, linked data, ...
- **Rich media:** Audio and video, vectorial images, graphics, animations, high-quality typography, ...
- **Cross-device:** screens of all sizes, touch, keyboards, voice, vibrations, beeps, ...
- **Communications:** client-server, real-time, peer-to-peer, sockets, ...
- **Society:** privacy, security, multilingual, accessibility, new business models for Web payments



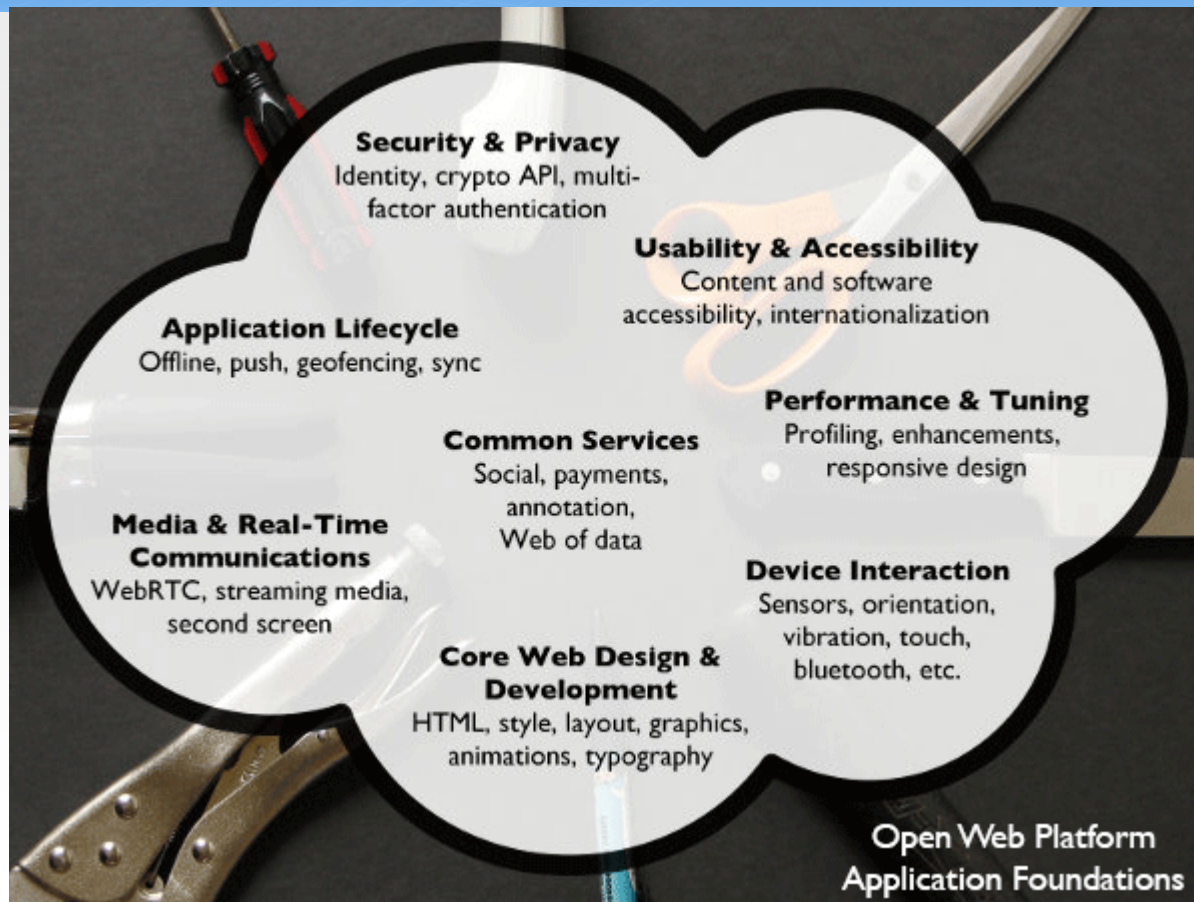
Open Web Platform Transforming Industry



Graphic: NTT



Next: Application Foundations for Open Web





2. The Principles of Open Standards



Open Standards: What Does it Mean?

- Think about all that the Internet and Web have enabled over the past 30 years, completely transforming society, government and commerce.
- Think about their huge impact on humanity, innovation and competition in global markets!
- Who are the stakeholders? Everyone!

With IEEE, IETF and others, W3C developed the principles of a modern paradigm for global, open standards.



OpenStand

- Open-stand.org announced Aug 2012
- [Principles](#) consistent with W3C
- [OpenStand W3C Self-evaluation](#)

The OpenStand logo features the words 'open' and 'stand' in white lowercase letters on a dark blue background. Between them is a colorful, abstract graphic of three overlapping loops in blue, pink, and yellow. Below the main text, the tagline 'a global community for open innovation' is written in a smaller, orange font.

open  stand
a global community for open innovation



Open Stand Principles

1. Cooperation
2. Adherence to the five fundamental principles of standards development
3. Collective empowerment
4. Availability
5. Voluntary Adoption



The Five Principles of Standards Development

1. Due process
2. Broad consensus
3. Transparency
4. Balance
5. Openness



Collective empowerment

Participants strive for standards that:

- are chosen based on technical merit
- provide global interoperability, scalability, stability, and resiliency;
- enable global competition;
- serve as building blocks for further innovation; and
- contribute to the creation of global communities, benefiting humanity.



3. The Evolution of W3C Educational Offerings



From Open Source Tools to Education

W3C has been developing and hosting open-source tools used every day by millions of Web developers and Web designers.

So we must also educate

Education ranges from a non-programmer who wants to know the basic elements of creating a Web site all the way to a sophisticated developer building mission critical applications

And the content must range from basic new instruction to “continuing education” for an experienced Web developer



Development of Initial Education Offerings

- Demand for education coming “directly from W3C”
 - up-to-date state of the art, correctness, authority, expertise
- Tim Berners-Lee’s message to the Web developers is: “embrace open standards, and become the next innovators on the Web”
- Launch of W3DevCampus in 2011
- W3DevCampus’ motto: “Get new skills!”
 - our approach was professional education and not academic education: teach people skills they could use on the job or to get a new job or to develop innovative services and applications, etc.



Small Private on-line Course

W3DEV → CAMPUS

- The approach is optimized for classes of 100 learners or less
- The teacher plays an important role: guiding, helping, grading, animating the forum, launching fun contests, etc.
- W3DevCampus developed a catalogue of 15 courses and reached over 4000 students who received W3C Badges (Mozilla Open Badges)
- Agreements with non-English partners, for courses in Korean, Japanese and Spanish

Does not scale to the size of the need.



... to MOOC



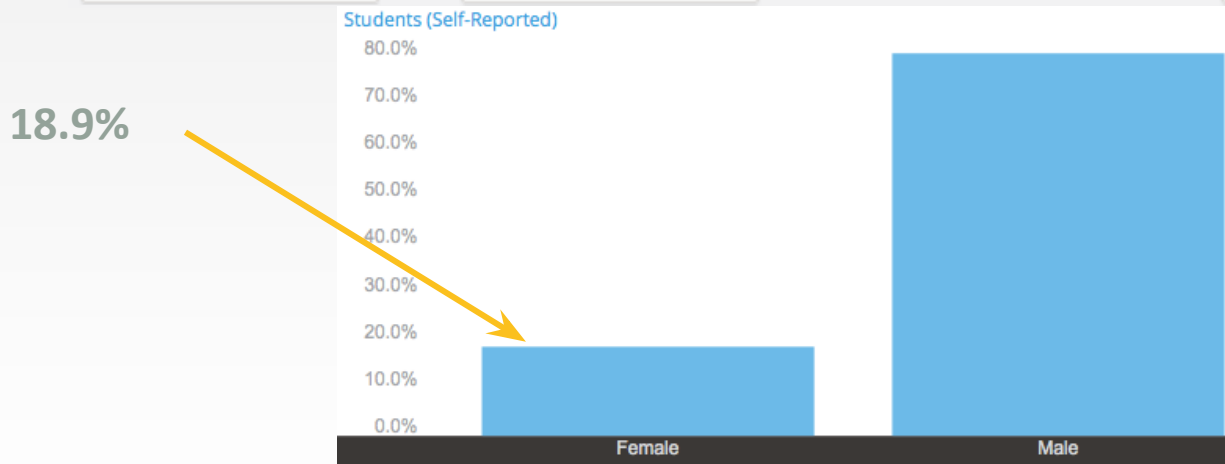
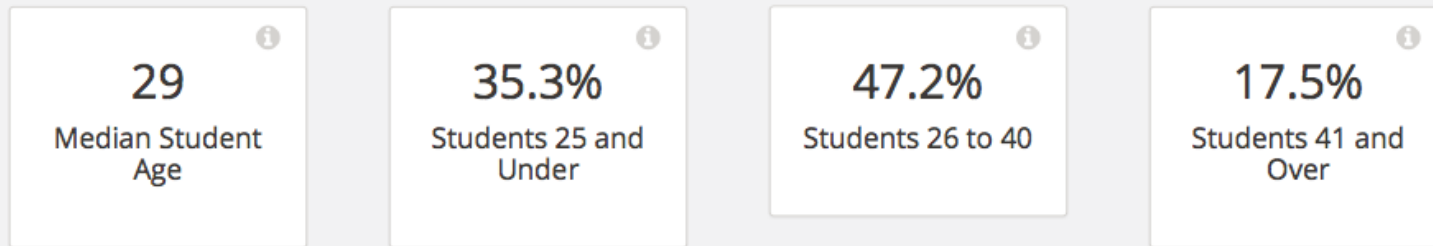
- To broaden the reach, we evaluated MOOC options and chose to partner with edX
- Announced in March 2015; First course launched in June 2015
- HTML5 Part 1: HTML5 Coding Essentials and Best Practices
 - It was a blockbuster!
 - Over 87K Learners enrolled in the course
 - They represented individuals from over 197 countries
 - Let's look at the data at a little deeper level

Achieved our target of “scale”



Enrollment: age and gender metrics

Age Metrics



Achieved our targets of reaching continuous education market as well as entry market



Geography: 197 countries

Top 5 countries:

Country	%	Nb
United States	23.6	18,127
India	13.6	10,412
United Kingdom	4	3,052
Spain	3.6	2,759
Canada (Brazil too)	2.8	2,120

Note that 4% are from the African continent.

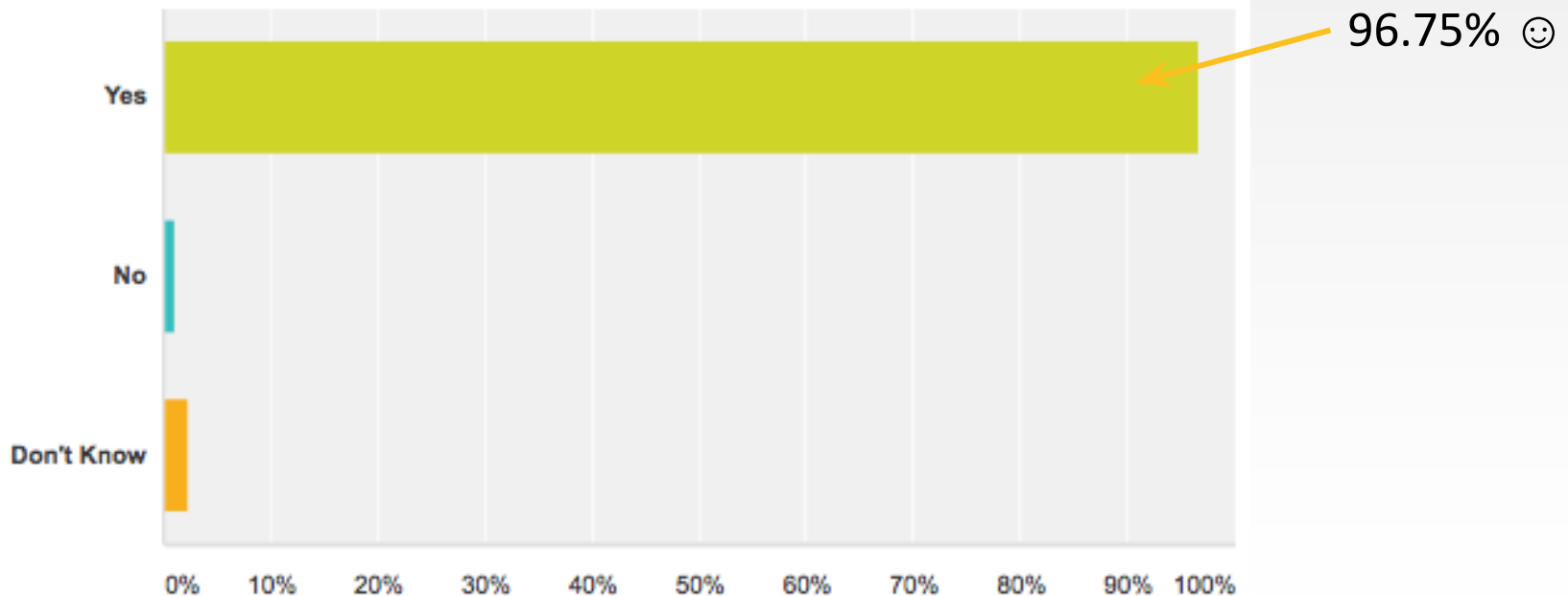
Achieved our target of Global reach



Did we meet our goal? How's this?

Have your skills/knowledge increased as a result of the course?

Answered: 1,709 Skipped: 0





Amazing Feedback

- “Thanks to W3Cx course. I’ve created my own startup 😊 A web design agency.”
- Plenty of 5 stars reviews for the content material, the teacher and the provider
 - “A thorough HTML 5 course. Not only was there a lot of useful information to take away from the course, there was also a lot of focus on feedback and interaction both in the course forums and on other platforms. I am definitely looking forward to part 2 of this course.”



Our MOOC's Best Practices

- Right balance of videos found
 - *1 teaser + 3 to 4 "live coding videos" per week*
- Important to be present in the discussion forum
 - *to answer, but also to animate*
- Always fix/improve the course content in real time
- A teacher who is passionate about teaching, with pedagogical skills
- Be both active and quickly responsive on social
 - *@thew3cx, thew3cx FB page, the FB group for the course page, Instagram, Vine, etc.*



W3Cx Moving Forward

- Announced the rerunning of the HTML5 Part 1 course
 - already 38k enrollees
- Announced the availability of the HTML5 XSeries with both HTML5 Part 1 and HTML5 Part 2
- Additional Courses in development: CSS, Intro to HTML5, HTML5 for Dummies, Semantic Web and Linked Data
- Working on Partnerships and Sponsorship Program within courses



Summary

- W3C is the Open Standards organization for Web Standards
- There is a growing Community represented by OpenStand which has **unified** the values and principles of Open Standards
- W3C heard from the Community that we needed to directly offer education on web technologies – W3Cx was our answer
- The edX Platform provides an experience that fosters learning and W3C is keen to help make it better with open standards