The Butterfly Effect of Standards Development





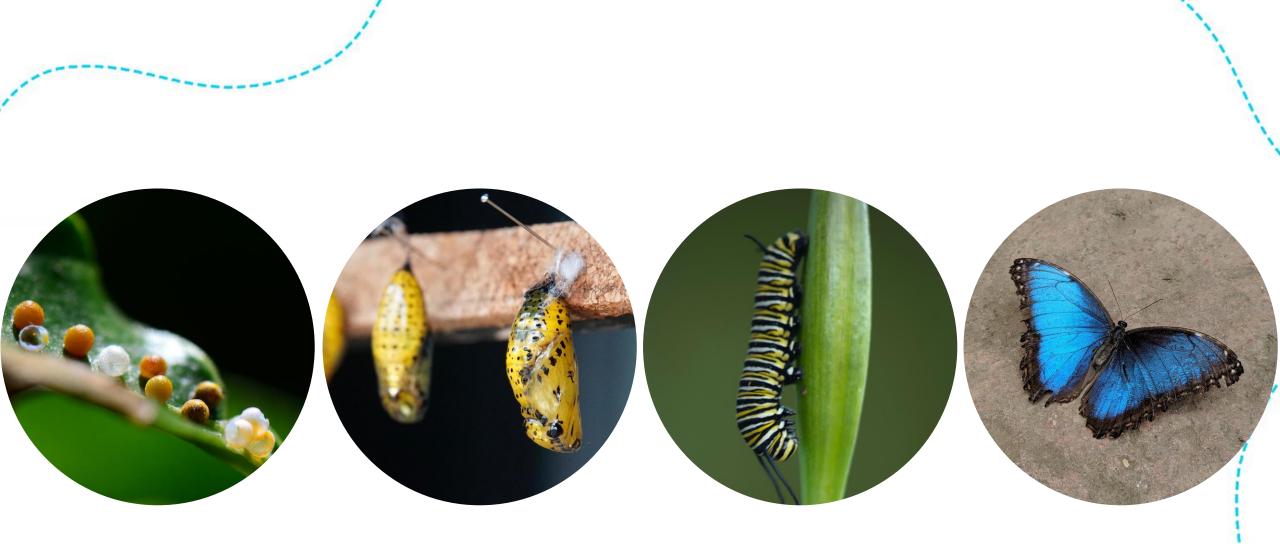


Small Cause





Large Effect



Butterflies (and Standards) have an origin story.



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Starting the Lifecyle

Gatherings known for idea generation:

- Internet Identity Workshop (IIW)
- IETF BOFs
- W3C Community Groups

Ideas generated rapidly (in clusters)

Not all ideas may not be long-term viable

Hypothetical discussions allow freedom

Influence: Ideas and Discussion

Influence at this stage is most effective, but results may be difficult to quantify



Ideas Form Legs

Groups form to discuss ideas in detail and to work on creating a draft document:

- IETF Working Groups
- W3C Community Groups, part 2
- OIDF Working Groups

Discussion of ideas may consume a large amount of time and effort

Each participant has a motivating incentive (and they sometimes conflict)

Influence: Drafts and Comments

Influence at this stage requires a careful consideration of time and incentives



Implementation Starts

Implementation of standards develop

Standards may have minor refinement as ideas meet reality

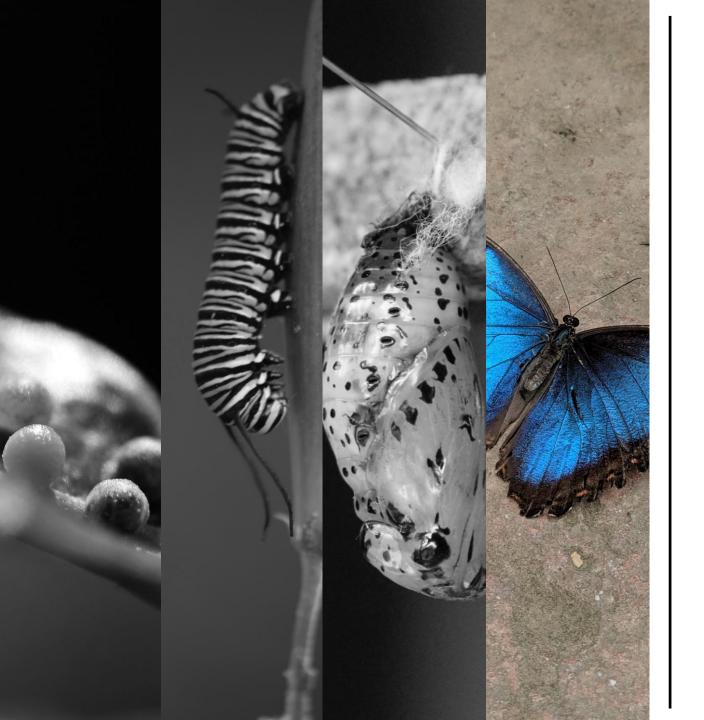
May be difficult to perceive growth or progress

Open-source implementations can assist others in development and interoperability

Influence: Implementations

(Quality = Progress)

Influence at this stage requires a higher level of investment (implementation, etc.)



Adoption Progresses

Standard is adopted via existing implementations in real-world deployments

May take several years

Continued discussions about details and future work on adopted standard

Influence: Adoption and Deployment

(More adoption benefits all involved)

Influence at this stage mainly consists in adoption or continued promotion of the standard

And the point is?



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The Evolution of Standards

ISO	Proposal	Preparatory		Committee		Enquiry		Approval		Publication
OIDF	Draft		Implementer's Dr			OIDF Board Review / Member Vote			Final Specification	
W3C	1st / 2nd / 3rdW3CPublicDirectorWorking DraftApproval		or	Candidate Recommendation		Proposed Recommendation		Advisory Committee Review		W3C Recommendation
IETF	WG Adoption	G Adoption WG Last		Call IETF La		st Call Prop		oposed Standard		Internet Standard
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- The time to get involved in standards development is early in its lifecycle
- Your value-add comes from how well you implement, not how far you go to be unique
- If you want to implement well, you need to be a part of the process



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