



Web Standards

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The World Wide Web

- More than than 40 million Web servers
(1 of each 4 computers in Internet)
- More than 3 billion pages
- More than 600 billion files
- English is the language of 2/3 of them
- Very heterogeneous, redundant and chaotic

Standards are a must for survival!

Creating Standards

- WWW Consortium: standards by consensus
 - Advantage: all parties can participate
 - Disadvantage: slow and iterative process
- De jure standards are not enough standards must be used
- De facto standards many times win (e.g. MP3)

The nice thing about standards is that there are so many of them to choose from (Tannenbaum)

Web Standards: Different Levels

- Architecture:
 - HTTP, SOAP, XML, XSLT, XML Schema, DOM, Xpath, Xquery, Web Services
- Addressing:
 - URI, URN, Xlink, XPointer
- Interaction:
 - HTML, CSS, PNG, XForms,, WAI
- Semantics:
 - RDF, OWL, ...

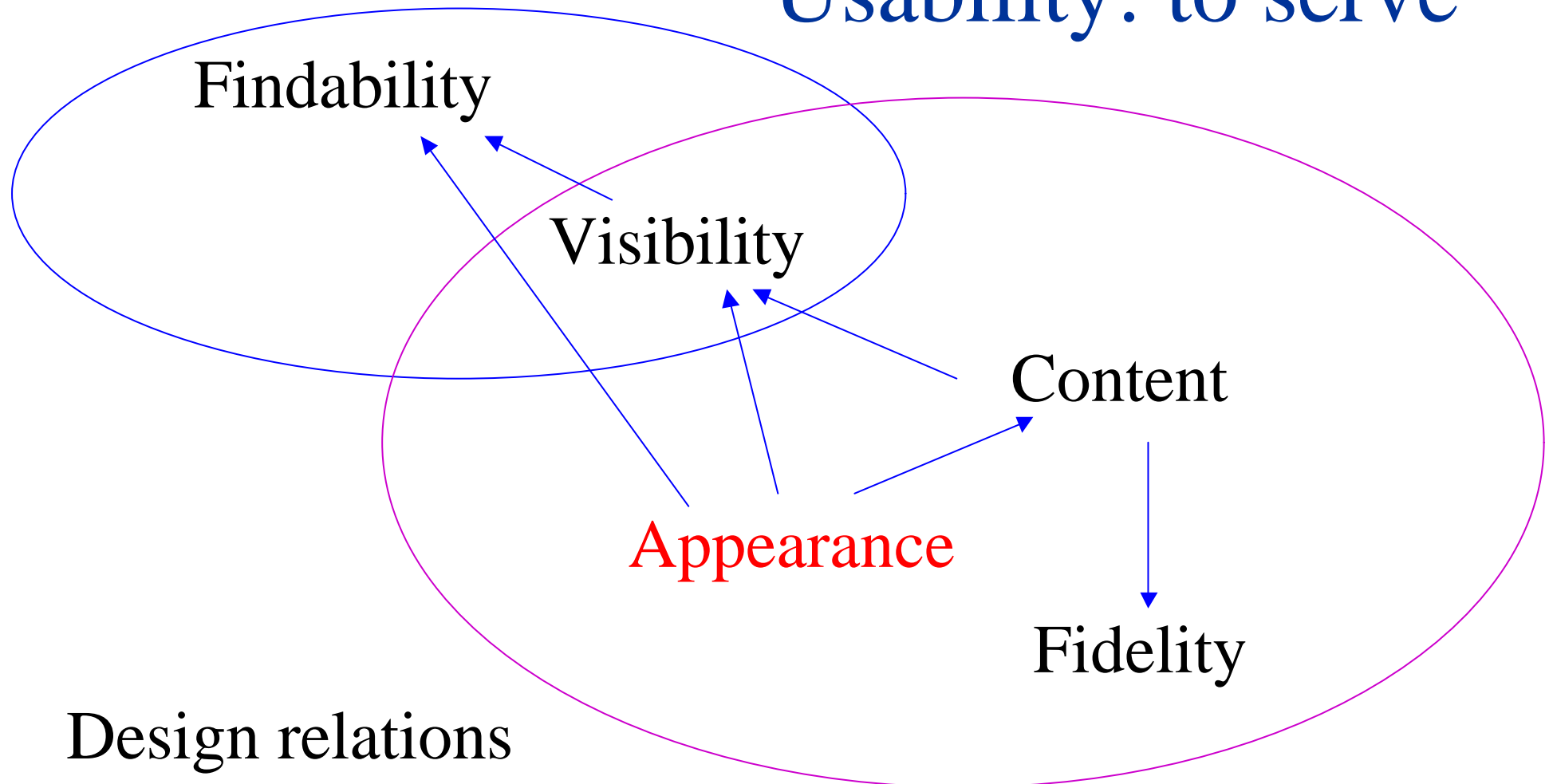
What for: Using Common Sense

Causality: The five steps in a Web site

- Findability
 - Visibility and Accessibility
 - Content
 - Appearance
 - Fidelity
-
- Ubiquity
- Usability

Ubiquity: to be

Usability: to serve



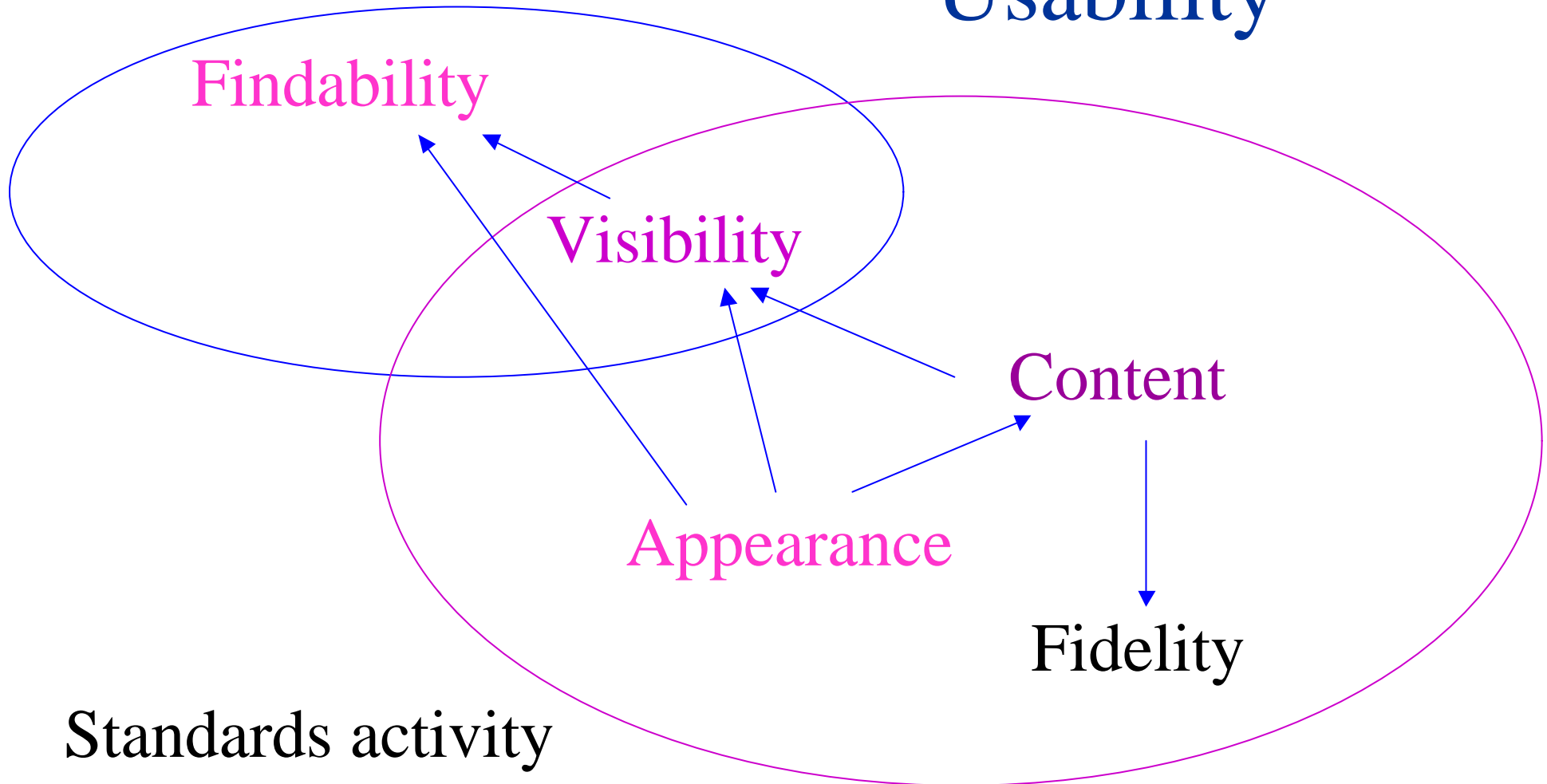
Findability

A large percentage of visits to a site come from search engines (up to 30% for new sites)

- ¿Will find my site a search engine?
 - Incoming links
 - Visible content (e.g. text)
 - Correct words

Ubiquity

Usability



Standards activity

What Next?

- Further XMLization of the Web
 - Data interchange, storage, selection and filtering
- Semantic Web?
- Standards are for people and computers
 - Computers use it
 - People don't!
- Standards by punishment?

What we are doing ...

- **Standards by seduction:
norms, not rules!**
- **Chile:**
 - **Standard for governmental documents**
 - **Norms for Web Metadata**
 - **Norms for Web Ubiquity**
 - **Norms for Web Usability**



Thanks, gracias, gracias, obrigado

Questions later!