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!

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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)

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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

Usability

Ubiquity

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Ubiquity: to be

Usability: to serve

Findability

Visibility

Content

Appearance

Fidelity

Design relations

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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

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Ubiquity

Usability

Findability

Visibility

Content

Appearance

Fidelity

Standards activity

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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?

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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, gracies, obrigado

Questions later!