
Making your voice heard: How to win friends and influence policy

Heather Burns // WordCamp Europe 2017



The foundations of the open web

Brexit means:

- The end of freedom of movement
- Withdrawal from the EU data protection system
- Withdrawal from the Digital Single Market legislative framework
- Authoritarian and nationalist surveillance tendencies

America under Trump:

- The end of freedom of movement
 - Removal of already weak privacy legislation
 - The end of net neutrality
 - Corporate/market governance
 - Authoritarian and nationalist surveillance tendencies
-

**Still think politics doesn't
affect you?**

26 March 2016:

**UK Home Secretary Amber
Rudd Links WordPress.com
to the Spread of Terrorism**



...sent a WhatsApp message and it can't be accessed. 'It is completely unacceptable

...ability to get into situations like encrypted WhatsApp.' Miss Rudd demanded companies build 'back doors' that

...communications are becoming a more and more prominent feature in the way that terrorists communicate - a real challenge for investigators. (There) is a

...websites such as Telegram and Wordpress, have been summoned to a meeting at the Home Office on Thursday. Miss Rudd will tell the internet and technology firms that she is

that's what's happening here.' WhatsApp said: 'We are horrified at the attack carried out in London and are co-operating with law enforcement.' *Comment - Page 16*

Apps that let extremists plot in secret

TERRORISTS are using encrypted apps to swap messages in which they plot atrocities and groom youngsters in secret, IAN DRURY writes.

...nated attacks which killed 130 people in Paris in November 2015 using WhatsApp, officials revealed. The company is owned by Facebook.

...names, home addresses and photographs of 76 US Air Force personnel. It was created and is managed by Mariusz Zurawek, 28, from his home in Poland.

...attack on Parliament just weeks before Khalid Masood struck. It is run by Russian brothers Pavel and Nikolai Durov.



WHATSAPP

WITH more than 1 billion users, WhatsApp is the biggest online messenger app. Free to download, it uses the internet to send messages, images, audio or video. WhatsApp's end-to-end encryption ensures only the message sender and the recipients - and not even WhatsApp - can read what is sent. Islamic State extremists plotted the co-ordi-



JUSTPASTEIT

A SIMPLE and anonymous way of uploading content, more than 6 million people use this site. Users can write or paste text, images or web code into the online program without registering or providing a phone number or email address. The content uploads to a web address to which they can direct others. The site has no search function so page addresses must be publicised elsewhere, for instance on Twitter. Last year Jihadis used the site to circulate the



TELEGRAM

A MESSAGING service used by 100 million people a month. Telegram users can send files, videos and pictures anonymously to another member or to groups of up to 5,000 people. As well as standard encryption, Telegram allows ultra-secure 'secret chats' which can be accessed from only the two devices involved and leave no trace on the company's servers. Messages can even be instructed to self-destruct. IS used the site to call for a 'lone wolf'



WORDPRESS

A SYSTEM for publishing and hosting websites for free, its software supports more than 60 million websites and wordpress.com hosts about 40 per cent of the world's blogging sites. To create an account, users log in with an email address - which can be created anonymously - and pick an available web address. Because it is low cost, easy to use and anonymous, terror groups are likely to create their sites using wordpress.com. It was co-founded by Briton Mike Little and American Matt Mullenweg.

Why is WordPress linked to terror?

Its low cost, ease of use, and anonymous interface means **terror groups are as likely as the average website owner to create their sites using WordPress.com - for propaganda, radicalisation or publicity.** It is possible to secure and encrypt a WordPress site's server so content cannot be hacked, and to share an encryption key with others so content can be shared privately. But most such sites are publicly available and used to spread content. According to US think tank the Counter Extremism Project, **WordPress.com sites have played host** to beheading videos, firing squads, and a video of a man being shot in the head, emblazoned with the words This In the Enemy Of Allah.

<http://www.telegraph.co.uk/news/2017/03/26/amber-rudd-social-media-firms-must-do-stop-terror>

Who runs it?

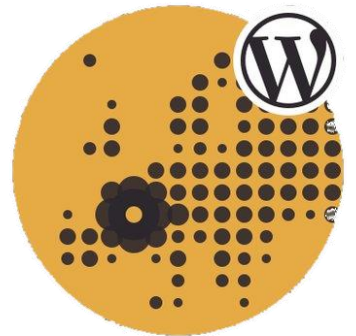
The WordPress project was co-founded in 2003 by two developers, American Matt Mullenweg, 33, and Briton Mike Little, 54. Mullenweg's company Automattic owns WordPress.com which acts as web host for the majority of smaller WordPress sites. Automattic was valued at over \$1bn in its latest funding round. Little, who lives in Stockport, developed the original WordPress software alongside Mullenweg but has gone on to focus on other development projects rather than on the Wordpress.com web hosting business.

<http://www.telegraph.co.uk/news/2017/03/26/amber-rudd-social-media-firms-must-do-stop-terror>

**WordPress
is a target.**

Today we will discuss:

- How the web is governed
- How to have a voice in those processes
- How to work with the system
- How to create a position of influence
- Why this matters now, more than ever



Overcoming your biases

“Tech workers trust their founders, find labor organizing distasteful, and are happy to leave larger ethical questions to management. A workplace free of 'politics' is just one of the many perks the tech industry offers its pampered employees.

So our one chance to enact meaningful change is slipping away.”

-Maciej Ceglowski, “Build a Better Monster”
http://idlewords.com/talks/build_a_better_monster.htm

Digital solutionism

Recommended for you

“we can fix this with an app”

Samsung Fitness
Samsung Electronics

Samsung Daily
Samsung Electronics

Procrastinator
Tamu

Onceaday - daily
Appaday Labs

Perfect Ear - Ear
EDuckAppsSV

White Noise - Calm
Relaxio

Improve English
Knudge.me

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New releases



Google Earth
Google Inc.



Snapseed
Google Inc.



Google Primer
Google Learn Apps

Recommended for you



Samsung Focus
Samsung Electronic



Samsung Calculator
Samsung Electronic



Procrastinator
Tomu

Educational

Digital responsibility

**“we can fix this
by showing up”**

Internet governance 101

(don't fall asleep)

How the web is governed

How the web is governed

Web standards

Open data, open source, WCAG, dumpling emojis (srsly??)

National and regional policy

Privacy, copyright, a11y, e-commerce, data protection

Internet regulation

Net neutrality, intermediary liability, international data flows

How the web is regulated

How the web is regulated

Industry self-regulation

US approach to privacy; AdChoices, reporting abuse on social media

Government regulation

EU approach to privacy; net neutrality; defamation

Co-regulation

Government regulation which references an industry-defined standard - e.g. a11y

**Web
standards**

**National and
regional policy**

**Internet
regulation**

**Industry self-
regulation**

**Government
regulation**

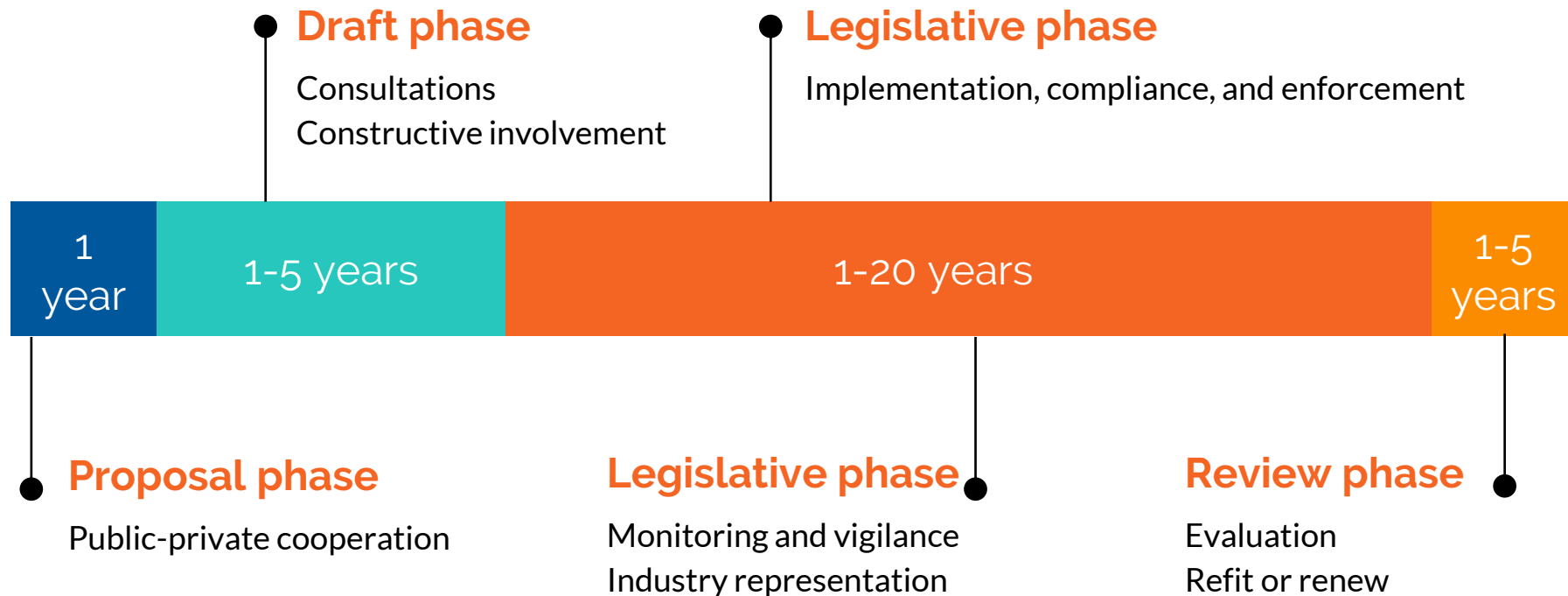
Co-regulation

How the web is governed

How the web is regulated

How regulations are made

How digital laws are made



**Governance and regulation
shape the rules which
define our craft.**

**Failing to participate in the
shaping of our craft
is unprofessional.**

How the web is governed

How the web is regulated

How regulations are made

How to do it (and how not to do it)

How to engage constructively

WITH ARTICLE 50 TRIGGERED, OUR DEDICATED PROFESSIONALS HAVE GOT YOU COVERED.



NICK VON WESTENHOLZ
Director, EU Exit and International Trade



GAIL SOUTAR
Chief Advisor, EU Exit and International Trade



LUCIA ZITTI
Advisor, EU Exit and International Trade



TOM KEEN
Advisor, EU Exit and International Trade



OLIVIA SECCOMBE
Head of External Affairs



FAY JONES
External Affairs Manager



ROCKY LORUSSO
External Affairs Manager

Since the vote to leave we've invested in the finest new teams to ensure members receive a good post-Brexit deal and that farming's voice is heard and acted on in Westminster.

Go to nfuonline.com to find out more about how we support our members.

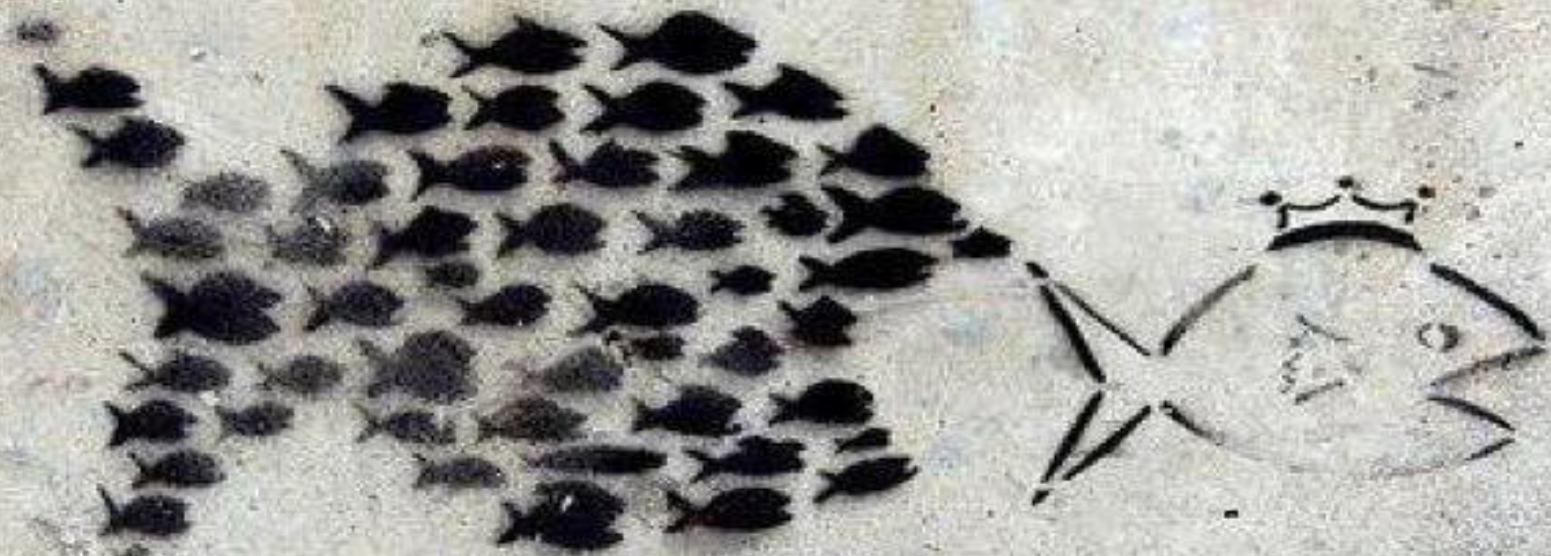
To become a member call NFU CallFirst on 0370 428 1401.

The NFU. We're here for you.



Work through organised groups and industry bodies

...and that means you have to organise



ORGANIZIE!



**Aspire to
consultative status**

Be patient

Image: <https://flic.kr/p/JaUyaC>





Engage with politicians in person

*Image: By Dave Morris from Edinburgh, UK - Flickr, CC BY 2.0,
<https://commons.wikimedia.org/w/index.php?curid=383888>*

How not to engage constructively

(warning: may contain ranting)



**IF WE GET
1,000 LIKES
ON FACEBOOK,
THIS CHILD
WILL RECEIVE
ABSOLUTELY
NOTHING.**

unicef 

Don't be a slactivist

Get off your soapbox

Image: <https://flic.kr/p/bd2sy>





**Don't make a fool of
yourself**

**Fight your own
battles**

I DO NOT HAVE TO ATTEND



EVERY ARGUMENT TO WHICH I AM INVITED

imgflip.com

Respect your opponents.

#ACITYUNITED



How the web is governed

How the web is regulated

How regulations are made

How to do it (and how not to do it)

Where to begin?

**"You create your own
legitimacy"**

-Andy Wightman MSP



Let's do this

- Intermediary liability
- GDPR and privacy
- Privacy Shield
- Net neutrality
- WCAG 3.0
- The UK's digital sector post-Brexit

It is time for the WordPress
community to **find its voice,**
fulfil its potential and **lead**
the way as a force for good
across the web.



Walking the walk

Follow a group of web professionals in the UK as we organise and find our political voice:

web-matters.co.uk

@_web_matters_

I've been @webdevlaw,
and you've been great.
Thank you.

