



Why Are We Hesitating to Join the Community?

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- CE Linux Forum
- Japan OSS Promotion Forum
- Sony

At Japan Linux Symposium 2009
October 23
from 2:15 at Hall 2



Who am I?

- Since 2003
 - Establishment and fostering CE Linux Forum
 - Challenge of Linux to become precious operating system for Consumer Electronics appliances, too
 - Get to know how important to go with community
- Since 2008
 - Japan OSS Promotion Forum (Industry leaders' forum), Embedded System Subcommittee Chair
 - For Adequate understanding of OSS among the top managements
- Since 1984
 - Working for Sony, computer related products planning and marketing
 - But all of my related products were *gone*... Without ANY exception
 - “Whom are you working for? For Panasonic?”
 - Sony vice CEO, Cyubachi asked me quite recently



First of all...

Not intending to make any excuse!

Not intending to conclude the discussion!

Try to encourage as much Japanese people to join community!



Two stories

■ Part 1

– Is it a cultural problem?

- Is it a problem that we born and raised in Japan?

■ Part 2

– Is it caused by economical understandings?

- Is it a problem that the developers are just a leaf of big companies?



Part 1

Cultural Problem?





Culture

quoted from wikipedia

<http://en.wikipedia.org/wiki/Culture>

- The word "culture" is most commonly used in three basic senses:
 - Excellence of taste in the fine arts and humanities, also known as high culture
 - An integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for symbolic thought and social learning
 - the set of shared attitudes, values, goals, and practices that characterizes an institution, organization or group.

No intention to argue what "culture" means!



Can we deal with Cultural problem?



Definitely we **CAN NOT**
deal with Cultural Problem!
“Culture” is too much serious





“Just an adaptation to the social environment”

- Professor Yamagishi’s suggestion
 - Socio-Psychologist
 - Hokkaido Univ.
- Resulted by huge amount of Experiments on human behaviors based on *Prisoner’s dilemma theory*
 - Japanese, American, Australian, European, and many more regions
- <http://lynx.let.hokudai.ac.jp/members/yamagishi/>



If stranger comes What do you think



Stranger

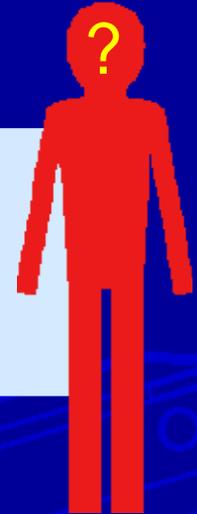


If stranger comes Japanese tendency

Fear



Stranger



Social Condition

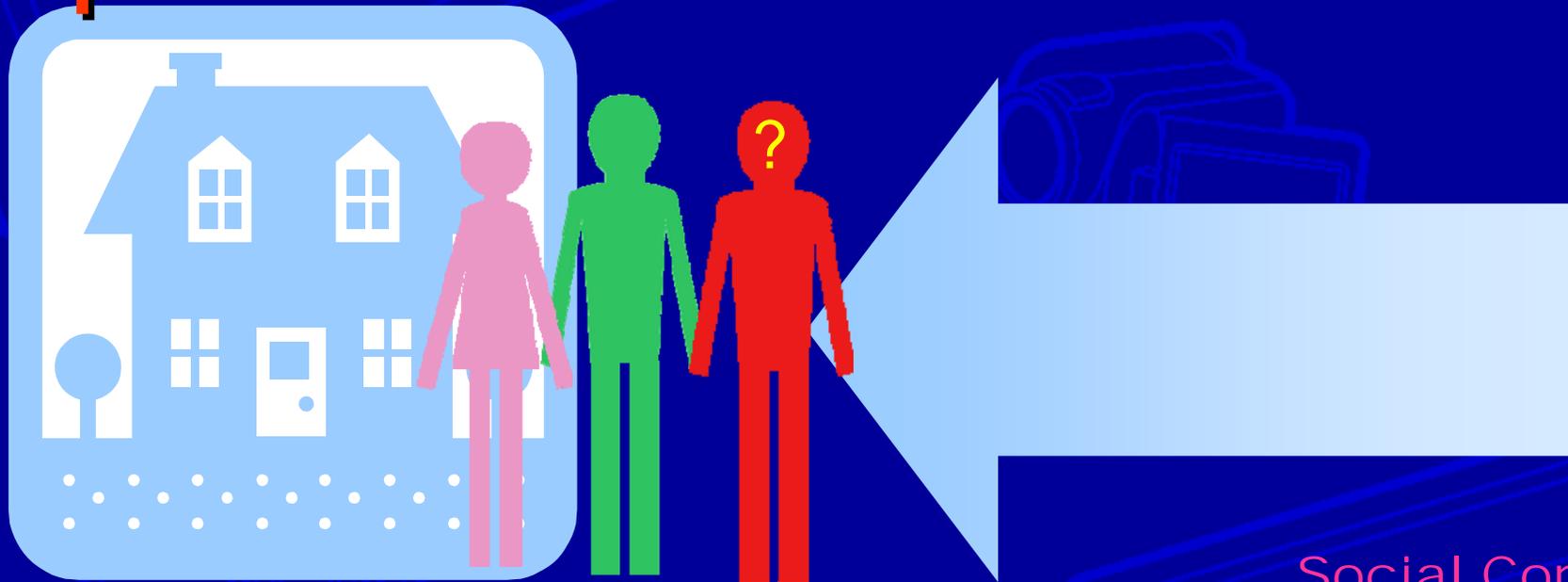
“We’ve been live in a small village for more than several hundred years.”
“We can not imagine such strangers appear suddenly in my neighborhood.”



If stranger comes

American, European, Australian and more

Expectation



Social Condition

“Of course there might be some concern that the stranger to be so harmful.”
“But beyond it, they may bring us something new for us. We can hedge risk of such concern.”

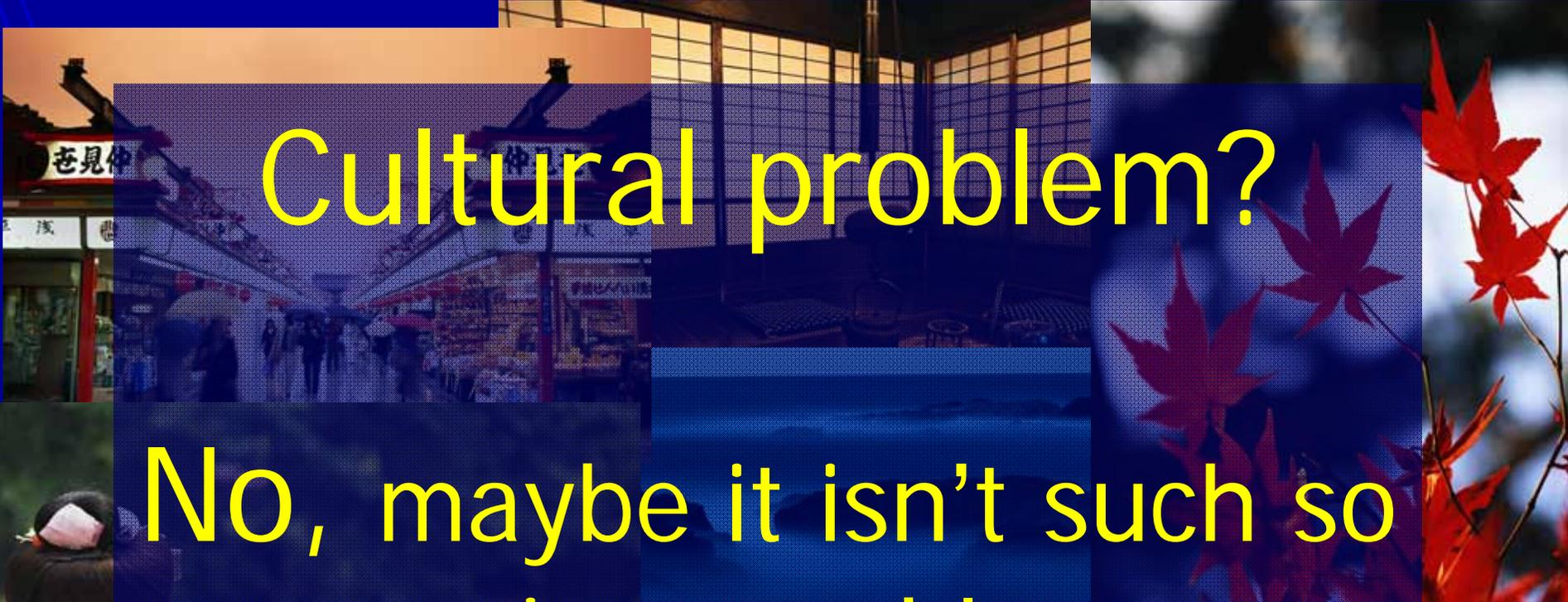


It's not the matter of Culture

- “But it is just the adaptation to the social situation, thus we can be optimistic!”
 - If it were the matter of culture, it would be so hard to change the human behavior
- Social situation of Japan is also changing drastically
 - We are learning
 - And we are adapting to the changed social situation



Why Are We Hesitating to Join the Community? Because... (1)



Cultural problem?

A collage of three images: a festival street with a sign that says '老見仲', a traditional Japanese interior with tatami mats and a low table, and a close-up of vibrant red maple leaves.

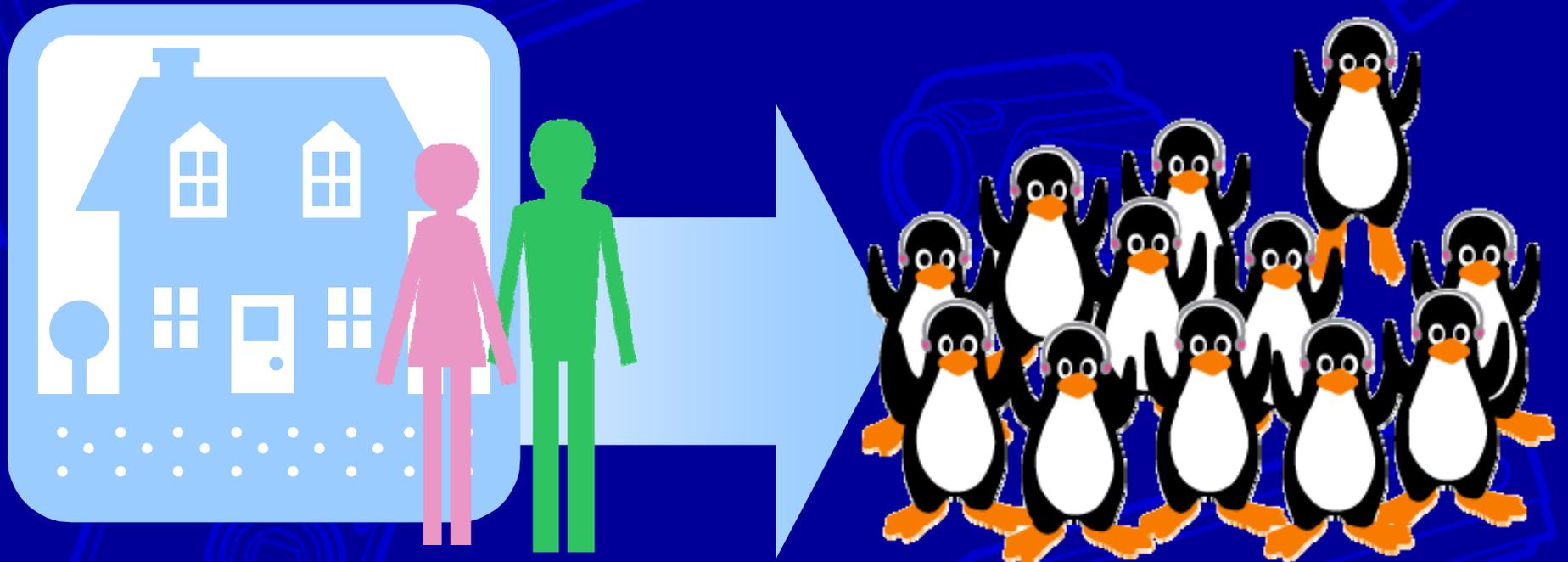
No, maybe it isn't such so
serious problem.

A woman seen from behind, wearing a blue kimono with a floral pattern and a white obi.

We'd like to be optimistic!



More than that!



Fascination!!

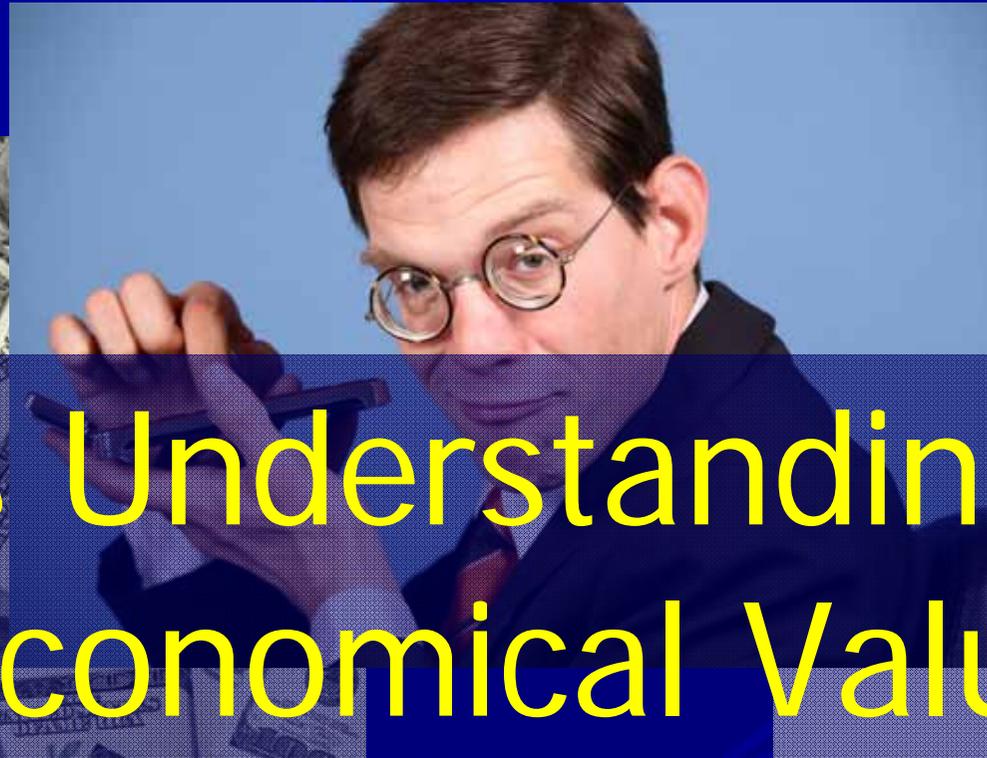


Part 2

Economical understandings?



Why Are We Hesitating to Join the Community? Because... (2)



Less Understandings of
Economical Value





Motivations to relate with communities

- Corporate executives
 - Getting to be motivated
 - Recognition of the value
- Managers
 - Some of them are
 - Some of them are not
- Developers
 - As corporate employee





Corporate Executives' Motivation



■ Dawning of change

– Irresistible! “Open innovation” because

- So complicated software technologies required for the business
- Required to maximize the performance of R&D

■ Some advanced cases observed in Japan

– Mr. Yamada, senior board member of NTT Data to support “TOMOYO Linux Project”

■ Getting to recognize the ultimate economical value of Open Source

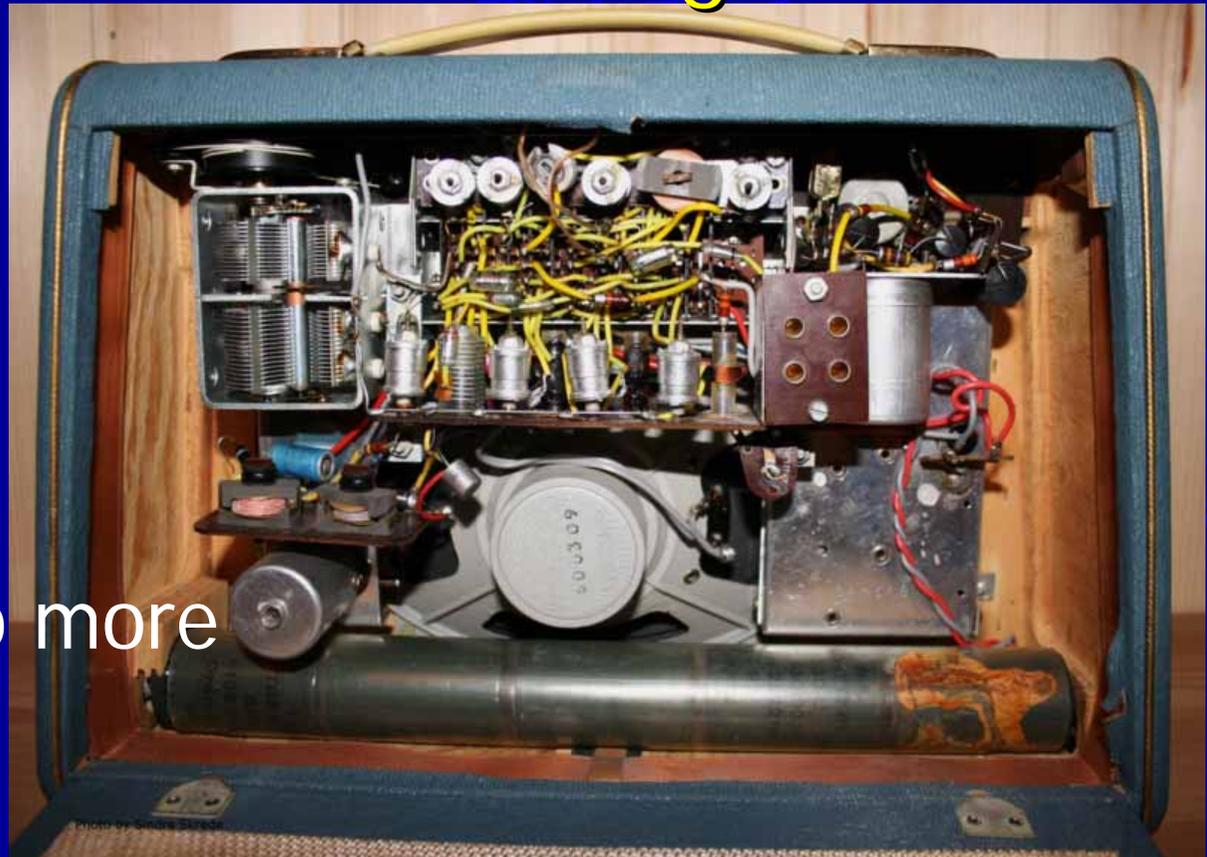


Why executives getting to understand?



- Because they are gradually getting to understand the recent technologies

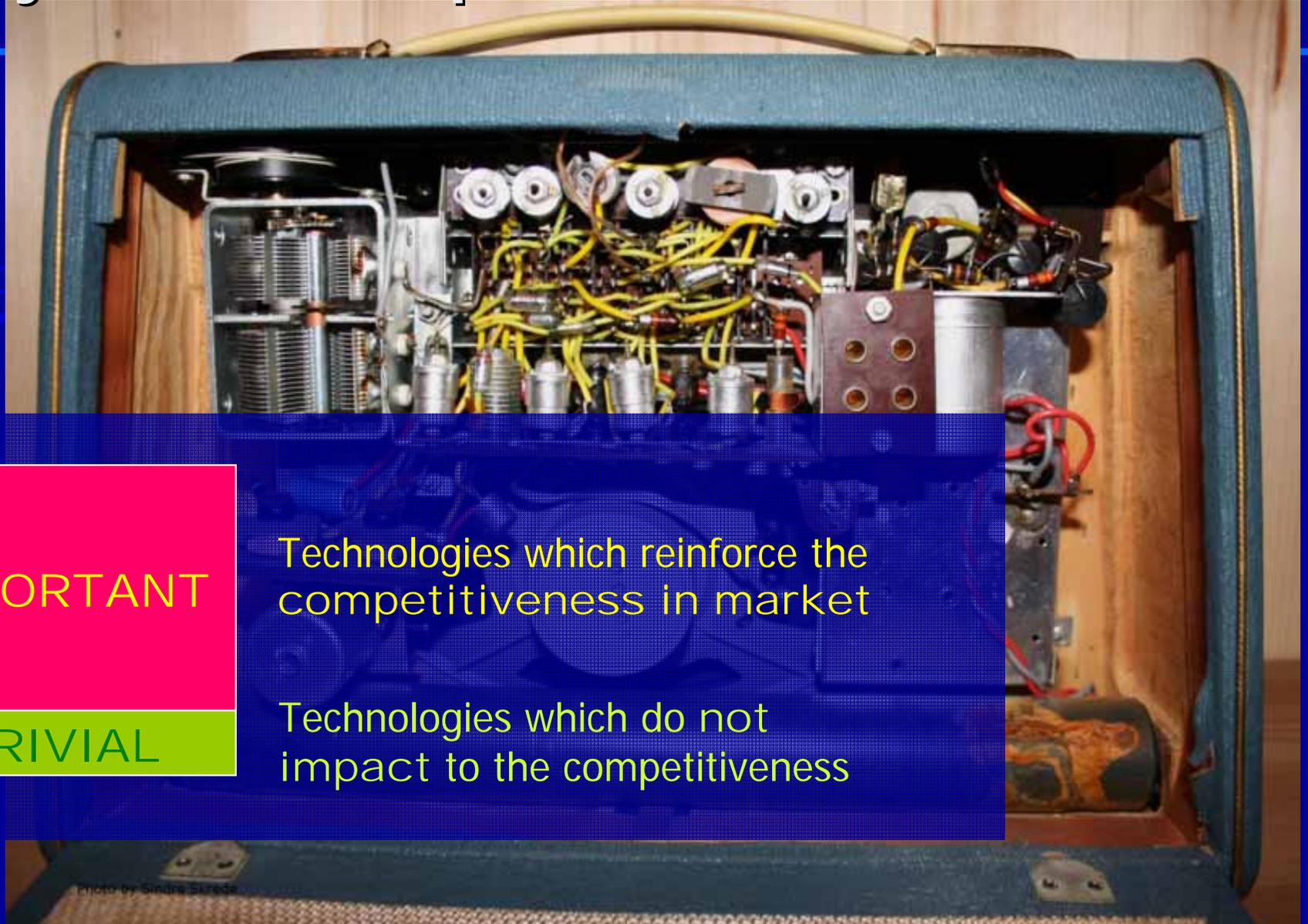
Our products are no more like old radio sets.





Technologies in old days

They were so simple



IMPORTANT

TRIVIAL

Technologies which reinforce the competitiveness in market

Technologies which do not impact to the competitiveness



Recent technology scene

(Recognition of advanced executives)



Technologies which reinforce the competitiveness in market

Technologies which do not impact directly to the competitiveness

HOWEVER

They are fundamental and inevitable

Technologies which do not impact to the competitiveness

OSS and the Open Community style developments are irresistible and making great economical sense



Developers' Motivation



- Still wondering...
 - “What is the economical value for me?”
 - Even I was recognized as a talented developer by the community, **it doesn't mean I will get more attractive job position.** (very low mobility of workers in Japan)
 - **My manager is still concerning** the community works. **The person who decide my salary is him,** so that I would just like to follow...
 - Why I should speak such unfamiliar language?
 - What should I do if my e-mail to the mailing list cause flame?
How can I extinguish?
- But many of them are feeling attractive to Linux community



Developers' Motivation



- Still wondering...but will change
 - The economical value as employee will become obvious
 - Mobility of workers in Japan will increase
 - Several managers will be convinced about the economical value of OSS
 - Why I should speak such unfamiliar language?
 - Will get accustomed...
- Many of them eager to be beside of the dynamism of Linux community



A Keyword: Stone-headed suppressing the community relationship?



石頭

= *Ishi* means "Stone"

= *Atama* means "Head"

"Ishi-atama" managers preventing
developers participating community?

May be...but the story should not be so simple.



Negative Motivation



- Still the majorities are “Stone Headed”
 - “OSS? It’s all right. And I know (they say) there are many of attractive technologies. But...”
- It may not be only the recognition of managers



Negative Motivation



We will lose the reasons to survive our organization which means **we will lose our job!**



Negative Motivation



Community? We **can not trust such "UNKNOWN"** people.
We must complete the development by the software release timing!



Negative Motivation



Our development power is far stronger than that of the community because we know well about our market



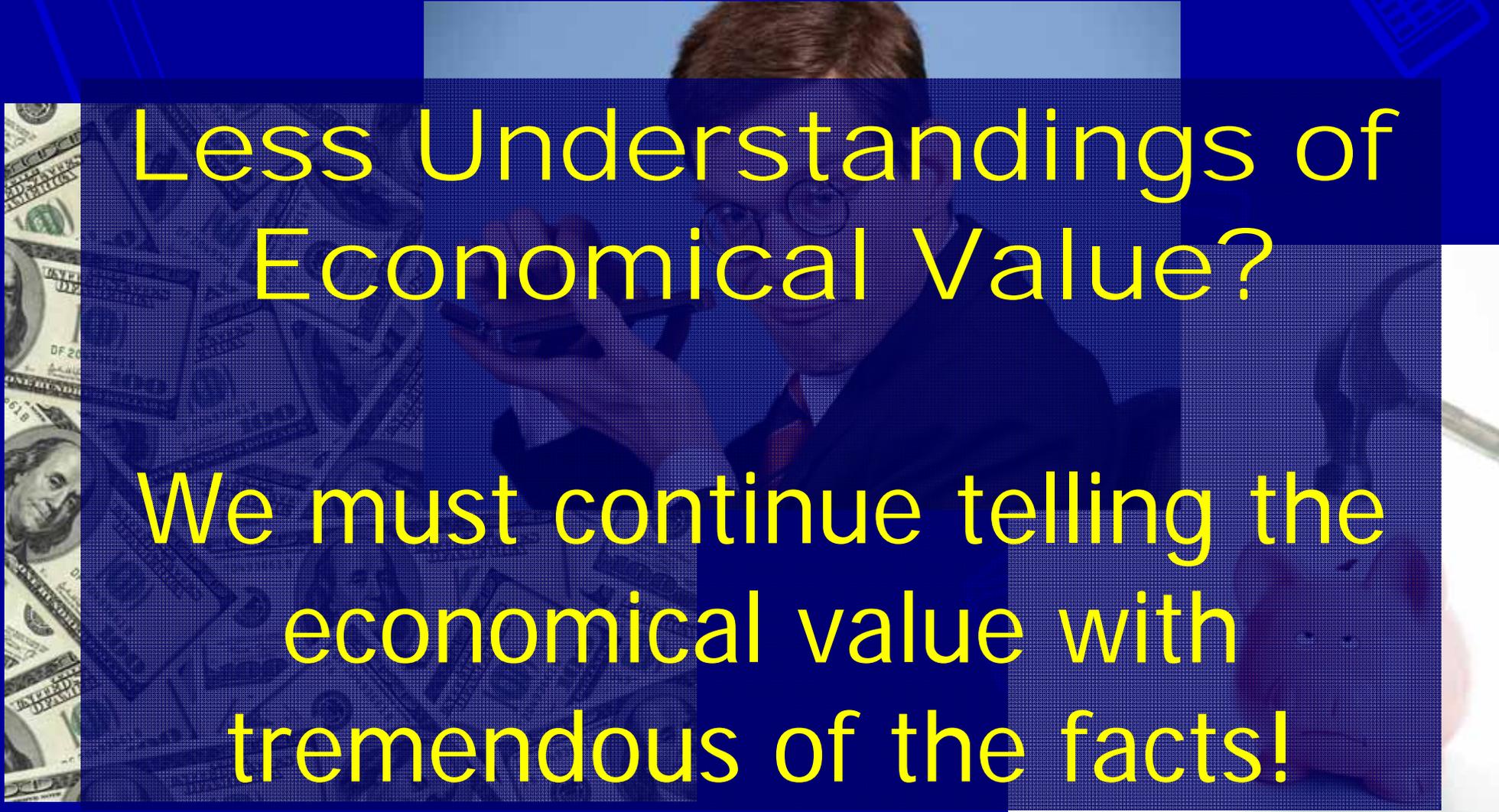
Negative Motivation



We should **keep our core competence** which we have been maintaining for long long long ... times



Why Are We Hesitating to Join the Community? Because... (2)

A background image for the lower section of the slide. It features a man in a dark suit and glasses talking on a mobile phone. The background is a collage of US dollar bills, including a prominent \$100 bill on the left. The entire scene is overlaid with a semi-transparent blue grid pattern.

Less Understandings of
Economical Value?

We must continue telling the
economical value with
tremendous of the facts!



What words of wisdom can we give them?

- To tell the economical value of Linux and the related OSS
- How to increase the value?
- How to tell affiliate people who are not in touch of community?

We'd like to share our wisdom

If you are interested in the "Economy of OSS",
DO NOT miss James Bottomley's session!



Essence of OSS Economy

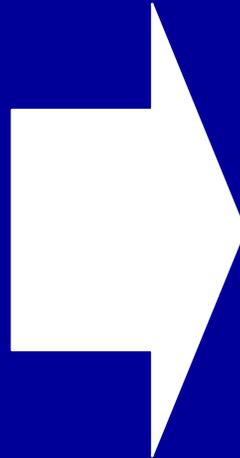
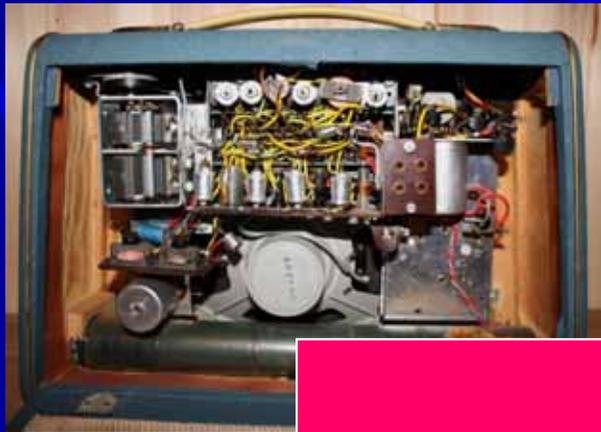


FUTURE

- We can look ahead of our future on the other persons' shoulders



When we realize the recent technology...





Why Are We Hesitating to Join the Community?



- I am an optimist, because
 - It may **not be caused by the cultural issue**
 - Many of the corporate executives understands the economical value
 - And it will influence to the lower management level
 - **There are many Linux and OSS developers in Japan**



Philosopher's stone



Let's swap the head to
the philosopher's (OSS
Community's) stone

Thank you very much!