

# Making Debian rule, again

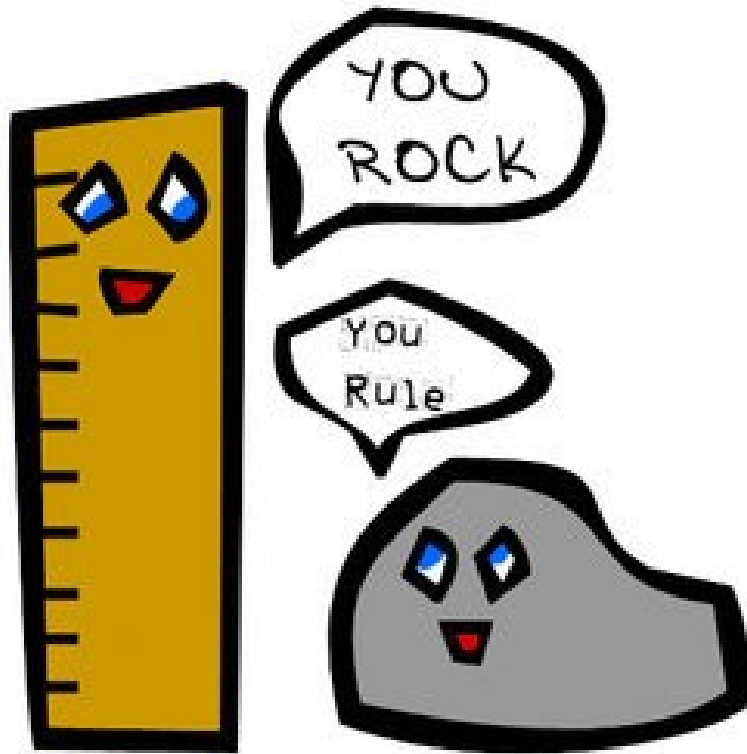
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# Once upon a time...



- Innovative
- Updated
- Rock Solid
- Easy to use
- Thriving Community



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# What is happening now?

- Mostly copying what others do.
- Out-dated stable.
- Apparently not so easy to use.
- Shrinking community, loss of momentum.



Picture by rivalius13@flickr CC-by-nc-sa



# The elephant in the room



Picture by sacletrains@flickr CC-by-nc



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# Is our work still meaningful?



Picture by Andy Welsh CC-by-sa

- Many users still prefer Debian.
- Derivatives depend on us.
- We are still setting the standards of quality.



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# What now?

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Picture by Simon Adriansen CC-by-nd

- Find the root of our problems.
- Solve them!



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# What our problems are

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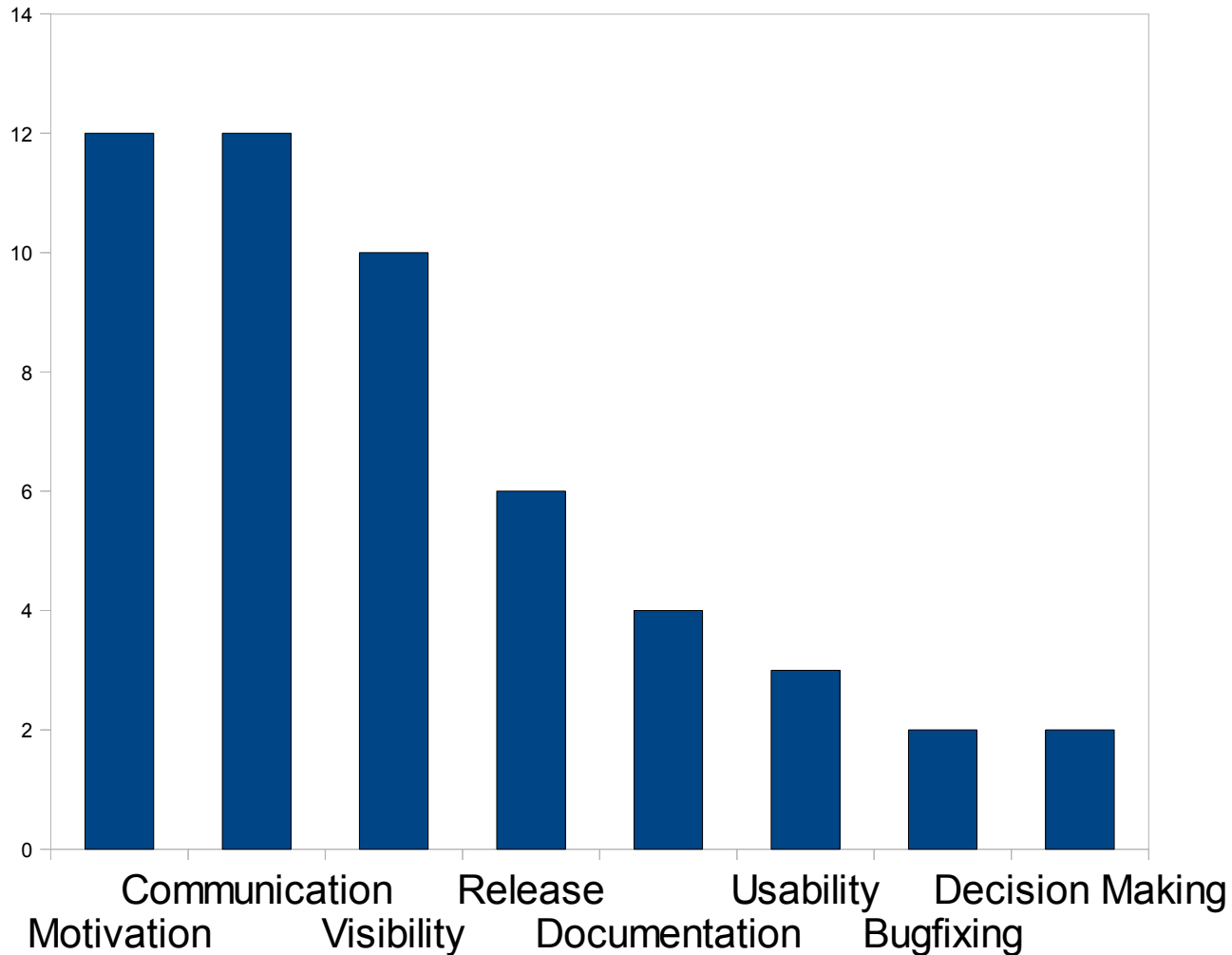
My own sorting:

1. User un-friendliness
2. Communication
3. Lack of workforce
4. Lack of visibility
5. Release issues



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# What are problems are



Poll results



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# Communication - problems

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“Getting ACK from people can be hard”

“People who have nothing to say and fail to say nothing”

“The amount of communication from core teams has increased, but the overall tone of discussions is still bad.”



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# Communication - cultural changes

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- Whenever you do something useful, tell the community about it.
- When you find someone else that has done something useful, thank them.
- If you are angry or even somewhat pissed about someone, **stay away** from email and irc.
- Treat every contributor with respect, **no matter how wrong they are.**



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# Communication - actions

- Debian Appreciation Day to happen during Debian's birthday: everybody thanking everybody else.
- More emphasis to the Debian Community Guidelines.
- Would it be possible for the project to implement a social or technical way of stopping flamewars?



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# Visibility - Problems

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“We are failing at **selling** our advances well enough”

“People often say *I use Ubuntu, because it is so easy*. But if you'd actually look at their machines, you'll see that they spend most of their day using simply rebuilt Debian packages”

“We are failing to communicate how wonderful Debian is.”



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# Visibility - Actions

- Start a debian/rules campaign (web banners, pages, images, etc), communicating how good Debian actually is.
- When squeeze comes out, fill every possible publicity channel with info about how great, how updated, how easy and awesome Debian is.
- Is there a reason why we haven't yet updated the website?
- Would it make sense to rename the suites?



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# Motivation - Problems

"I think pretty much all our problems could be solved, if Debian would do better in motivating others to contribute and *assimilate* them so that they are not longer only someone in the wider Debian community, but a real part of the project."

"Core teams are typically understaffed and their members tend to be 100% busy getting real work done, instead of 90% doing real work, and 10% trying to attract and train prospective team members."



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# Motivation - Actions

- For new contributors:
  - Smoother learning path: improve documentation.
  - Better recognition for Debian Contributors: why aren't we going ahead with it?
- For current contributors:
  - Project wide goals.
- For everybody:
  - More team exposure.
  - Non-technical leaders?



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# Other issues

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- Release Frequency
- Documentation
- Usability
- Decision making
- Bugfixing / Quality Assurance



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# Questions / Suggestions?



Picture by Hash Milhan CC-by



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