Bacon is bad for you.
what we love
everybody just slow your roll.
what's wrong with that?

- discourages individuality
- eschews professionalism
- drinks too much kool-aid
devs vs. hipsters
why don't we like hipsters?

- unfriendly
- know-it-alls
- obsessed with trivial things
- punish members with the wrong interests
unwelcoming
know-it-alls

20:26 guy1: what doctype should I use??
20:26 smrt: omg
20:27 smrt: you don't know?
20:27 smrt: do you even know what browsers ur targeting???
20:27 smrt: are you using XHTML or HTML or HTML5?
20:29 guy2: smrt: just HTML I think?
20:30 smrt: you THINK! ?! ?
20:30 smrt: get a real programmer to do it.
obsess about trivial things

https://github.com/h5bp/html5-boilerplate/issues/610
overprotective of culture
the goals are noble

- finding like-minded people
- protection from exploitation
- create a space for the “long tail”
but the results suck.

- group identity is immutable
- fanaticism encouraged!
- caricatures instead of individuals
worse, our caricature is public

- money motivates interest in us
- we continue to act we’re all BFFs
- we’re not adapting quickly
as a culture, we're sitting ducks.
(or more realistically..)

I use a Unix based OS. Which means...
I get laid about as often as I have to reboot my computer.
and so people opt out.

Photo by Sapna Cheryan

Just the appearance of science fiction memorabilia, computer game boxes and junk food in a classroom or workplace is enough to create an environment that makes computer science an unattractive field to many women.

In real estate, it’s location, location, location. And when it comes to why girls and women shy away from careers in computer science, a key reason is environment, environment, environment.

back to bacon.

- some developers don’t like it
- some developers aren’t here
- we choose associations that represent us
- people who love bacon != developers
not just interests, but identity.

“The results were clear-cut, apparently: engineering students cared nothing for other human beings' feelings and had few of their own. They were cold-hearted and uncaring, remorseless human machines.”

http://www.theregister.co.uk/2013/01/21/engineers_cold_and_dead_inside/
developers developers developers love

- young
- anti-social
- arrogant, hot-headed
- but brilliant!
is assimilation a reasonable request?
things developers hate: professionalism
current approach:

1. someone raises a concern about professionalism
2. it ends up on hacker news
3. ???
4. death threats
thick skin syndrome

Yesterday my colleague mentioned that a script I wrote was getting a lot of attention on Twitter. This particular project was something I wrote a couple years ago to help me out with a workflow. I had a lot of fun writing it and have gotten a ton of use out of it, and several people have expressed that they have too. I’d put it up on Github, so that others could potentially use it or use the code.

So I went to see what people were saying about this project. I searched Twitter and several tweets came up. One of them, I guess the original one, was basically like “hey, this is cool”, but then the rest went like this:

Steve Klabnik @steveklabnik
I cannot even make this stuff up: github.com/harthur/replace
Expand

David Cramer @zeeg
Ever wanted to make sed or grep worse?
github.com/harthur/replace
Expand

Corey Haines @coreyhaines
@steveklabnik or just point to the actual code file. eyes bleeding!
github.com/harthur/replace

http://harthur.wordpress.com/2013/01/24/771/
professional standards: theirs

- 9-5 workday
- dress code
- polite language
- no running
professional standards: ours

- wear clothes on videoconferences
but who cares? we're winning.

“Demand for hi-tech jobs is expected to outstrip demand for jobs across the US economy through at least 2020. Hi-tech industries are projected to grow by 16.2% over the nine-year period, compared to 13.1% for the rest of US industry.”

http://www.guardian.co.uk/business/2012/dec/06/technology-sector-growing-faster-economy
professional benefits:
ours

- free red bull
- ping pong table
- no pants?
professional benefits:

- theirs

  - work ends at 5
  - responsibility commensurate with position
  - harassment not tolerated
  - treated like professionals
no one expects much from us.

Grandma wouldn't let him spill his ice water all over her and the table.
to clarify: that sucks

- we’re the middle class
- we work like we’re starving
- we’re treated like children
- because we behave like children
we have an asshole problem.
it means we have to be babysat

- middle-management
- event sponsors
- advocacy groups
- governments
we're gonna have a bad time.
we can babysit ourselves

- set reasonable hours for work
- don’t expect to be amused
- deal with one another politely
- even on twitter, github, and hacker news
this helps us

• grow our communities

• remove annoying distractions

• do our best work

• be treated like human beings and not weird hostile mole people
who needs a drink?
everything is fine

- we have good jobs and we’re lucky
- work with smart, interesting people
- solve interesting puzzles
- compensated handsomely
“Or as the bean counters upstairs quickly realized, we could just do three times as many jobs in the same amount of time, and make them three times as much money. For the same reason that Jumbo Jets don’t have the grand pianos and palm-court cocktail bars we were originally promised in the brochures, the accountants naturally won the day.”
this is the climax of our golden age.
not the end..

- advances will be made
- great innovators will be rewarded
- there will be jobs
just the climax

- unrealizable demand
- sky-high salaries
- low expectations
- rockstars
expect the system to balance itself.
what is a developer?

- someone who writes code
- someone who learns the basics of new languages readily
- someone who can map out logical paths
- someone who can predict the unlikely
that can be almost anyone.
“I occasionally catch up with my old colleagues and work-mates. They fall over each other to enthusiastically show me the latest project they’re working on. Ask my opinion. Proudly show off their technical prowess (which is not inconsiderable.) I find myself glazing over but politely listen as they brag about who’s had the least sleep and the most takeaway food. “I haven’t seen my wife since January, I can’t feel my legs any more and I think I have scurvy but another three weeks and we’ll be done. It’s got to be done by then The client’s going on holiday. What do I think?”

What do I think?

I think you’re all fucking mad. Deranged. So disengaged from reality it’s not even funny. It’s a fucking TV commercial. Nobody give a shit.”

http://www.lindsredding.com/2012/03/11/a-overdue-lesson-in-perspective/
it's a fucking tv commercial.
our culture is bad for us.

- our individuality
- the way we’re perceived and treated
- our understanding of our worth
- our realism about the trade-offs we make
- our lives as people, not just developers
thanks!

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