



Web Literacy

building a generation of webmakers



mozilla

Mark Surman
Executive Director

mark@mozillafoundation.org

MOBILE +1 415 755 8037 (Global)

MOBILE +1 647 401 9579 (Canada)

TWITTER msurman

SKYPE msurman

www.mozilla.org

I ❤️ OPEN
WEB

mozilla

mission

mozilla exists to guard the open nature of the internet

from mozilla's non-profit incorporation papers, 2003



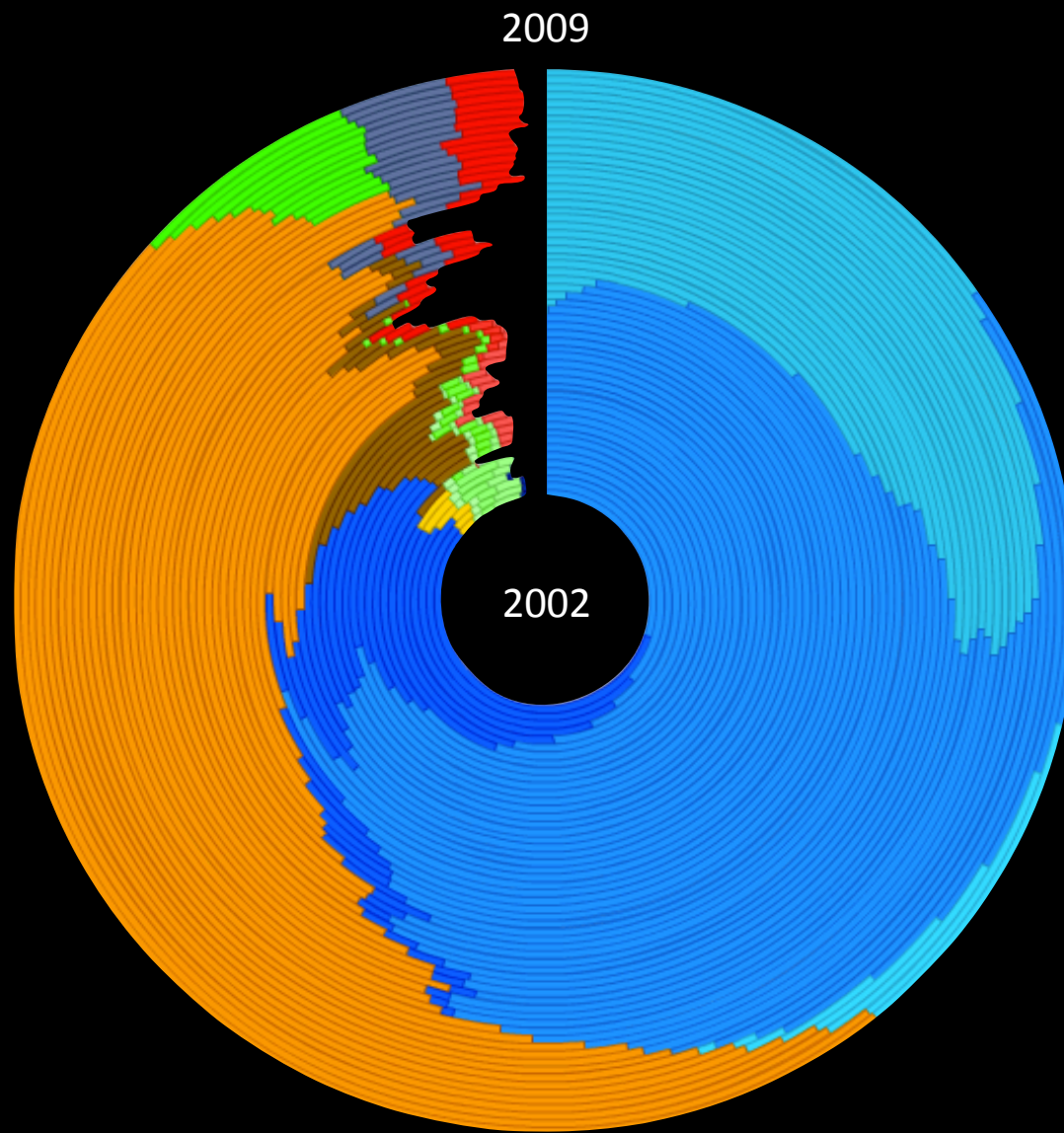
mission

our first project was to keep to core
technical building blocks of the web alive

mission

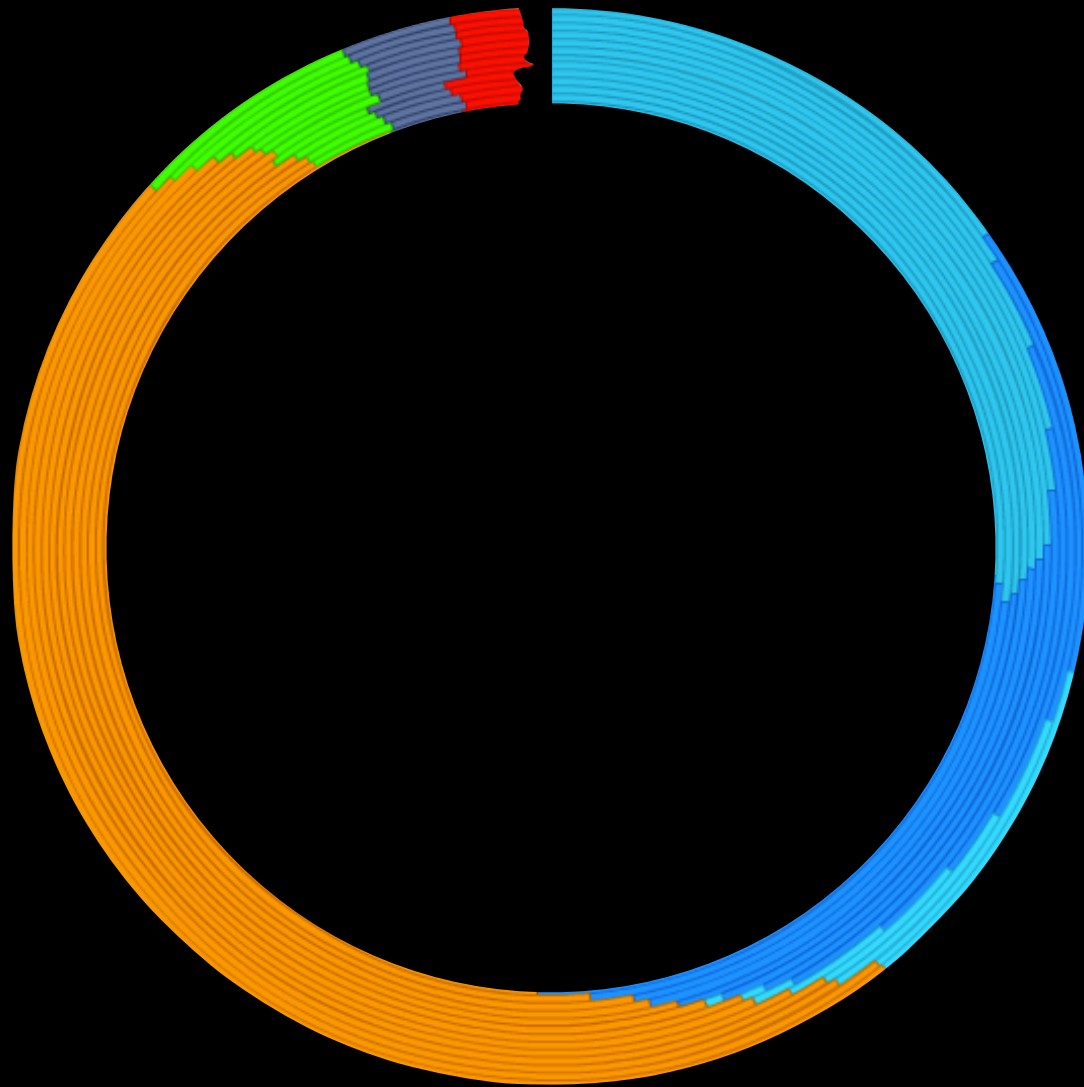


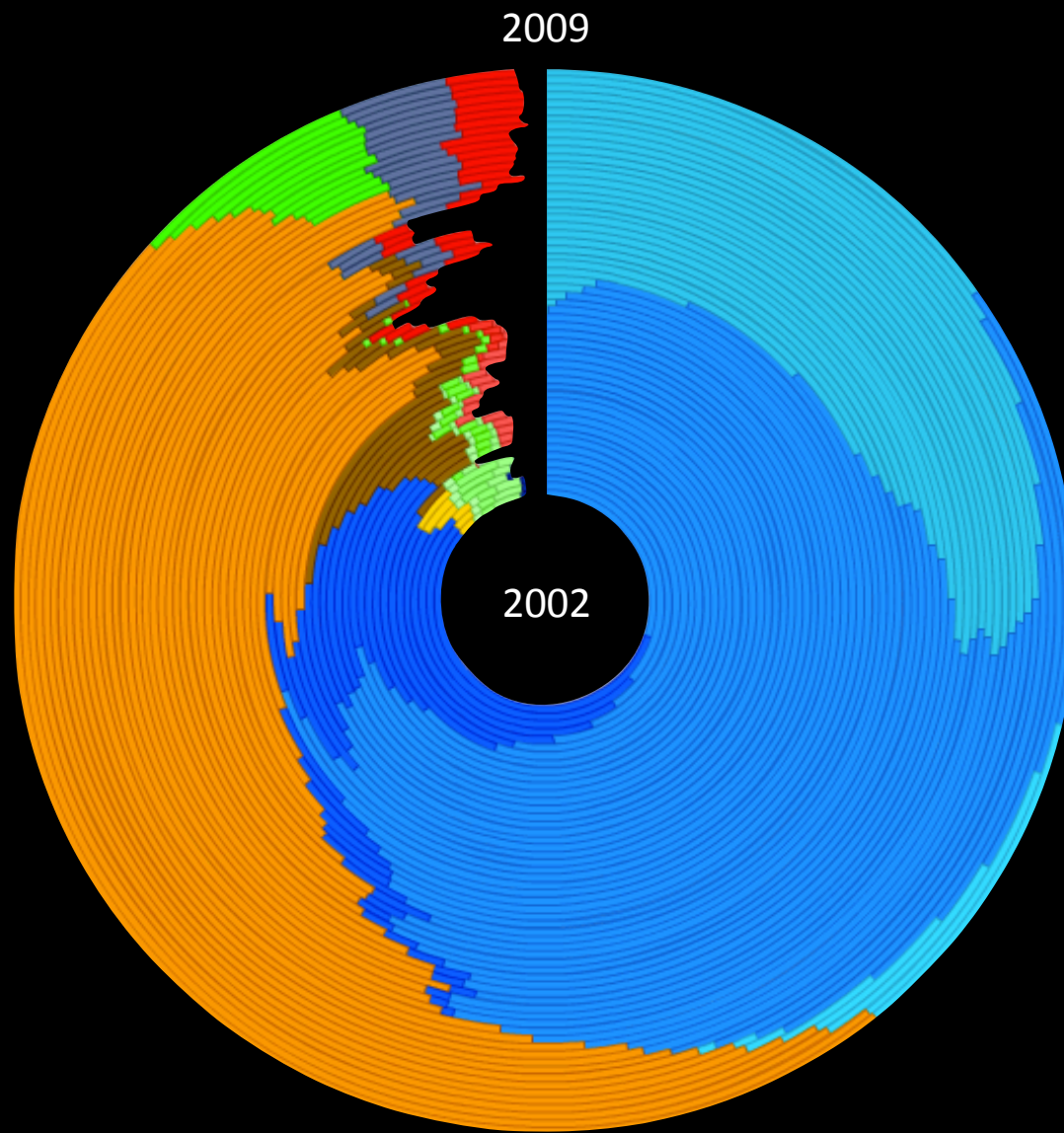
our first project was to keep to core
technical building blocks of the web alive
by building a browser that millions of
people around the world would love





2009

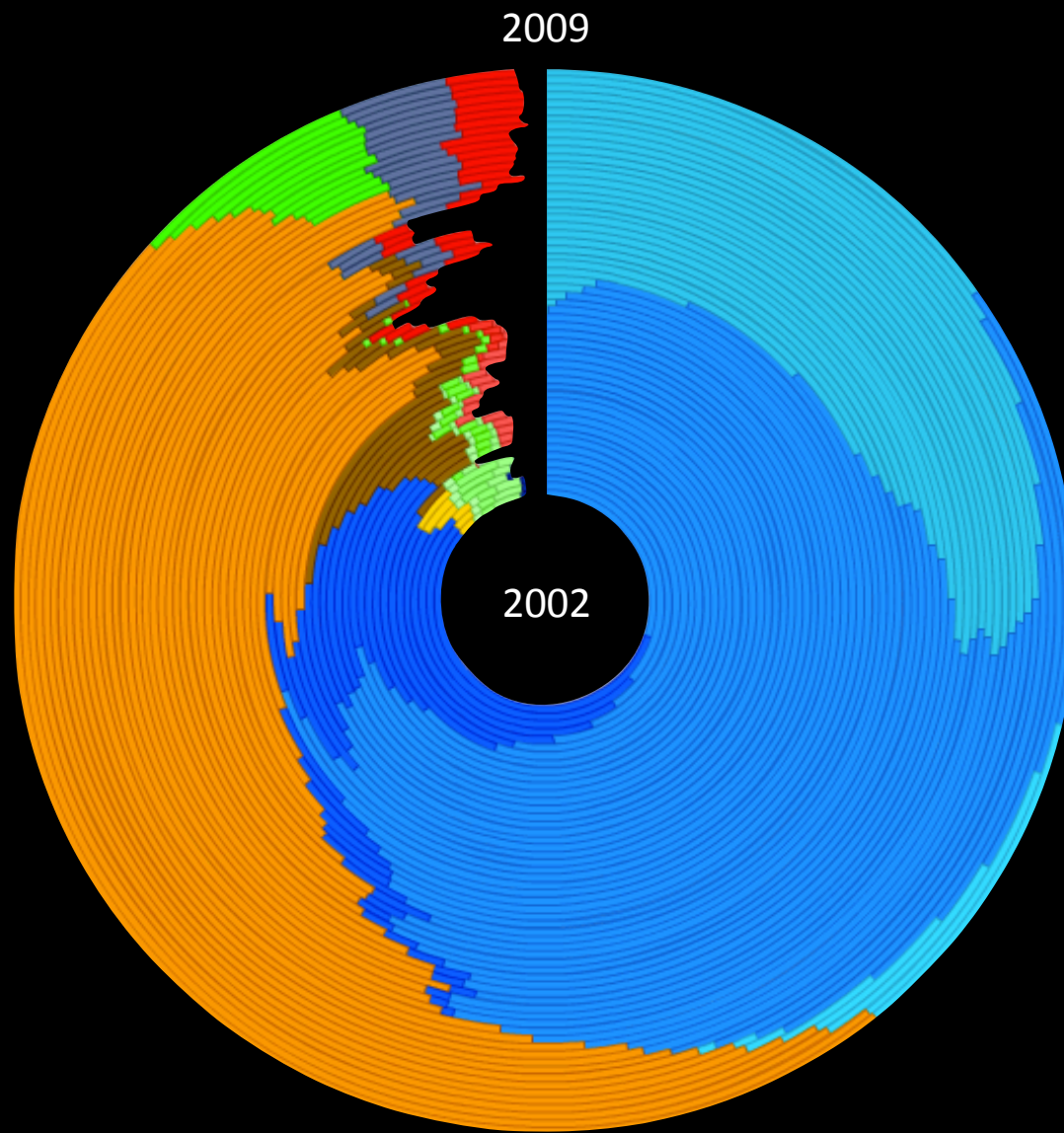


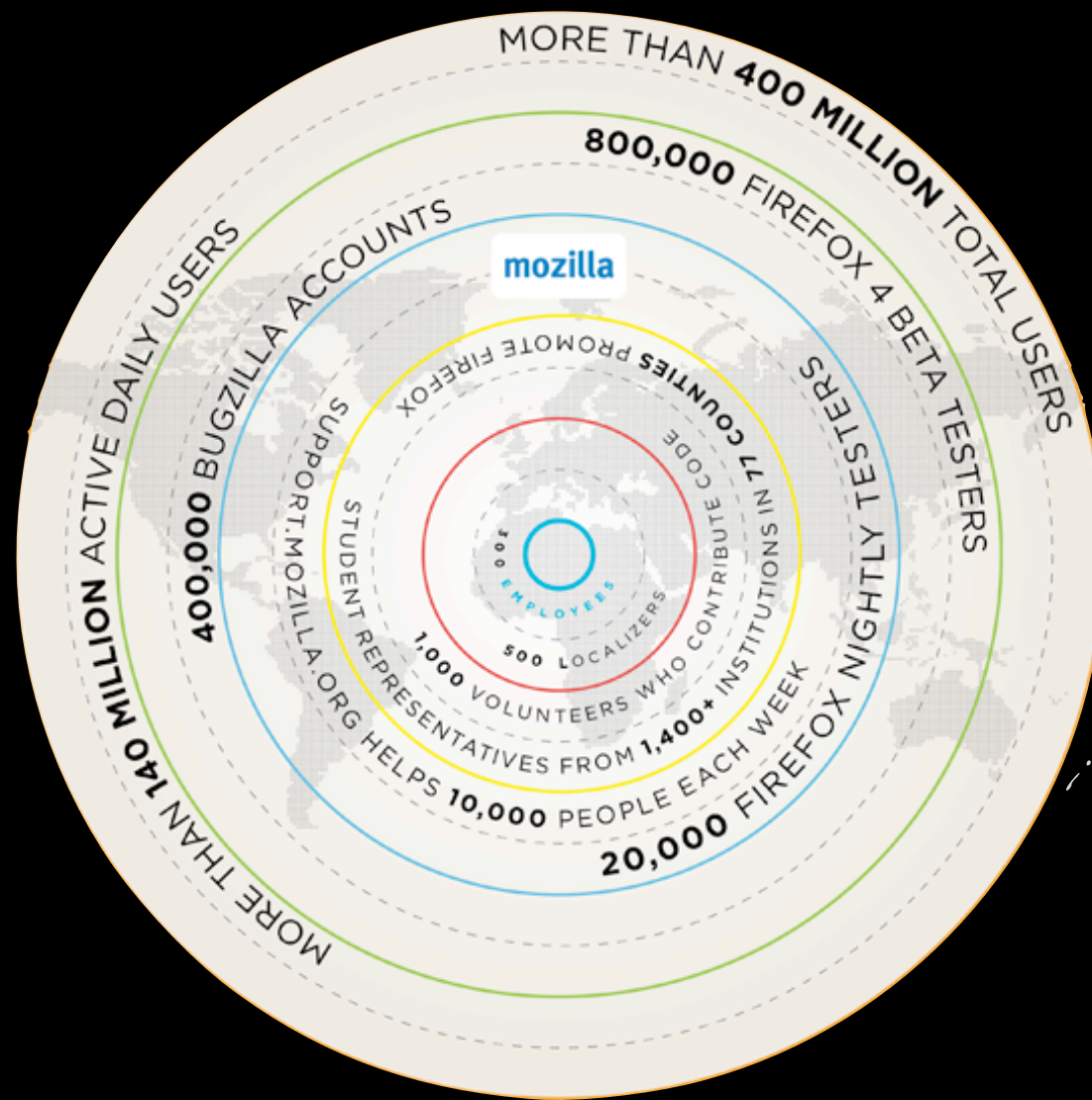














mission



now we're taking our mission beyond the browser

web literacy





What

do we mean by web literacy?

this
is what
the world
wide web
is made of



here is
my son
ethan





he loves to
make things
with lego

he also
loves the
web, alot





psy gangnam style



PSY - GANGNAM STYLE (강남스타일) M/V



officialpsy · 47 videos



Subscribe

2,758,535

1,248,898,260



6,860,578

594,058



1:58 / 4:13





minecraft gangnam style



Minecraft Style - A Parody of PSY's Gangnam Style (Music Video) (Reupload)



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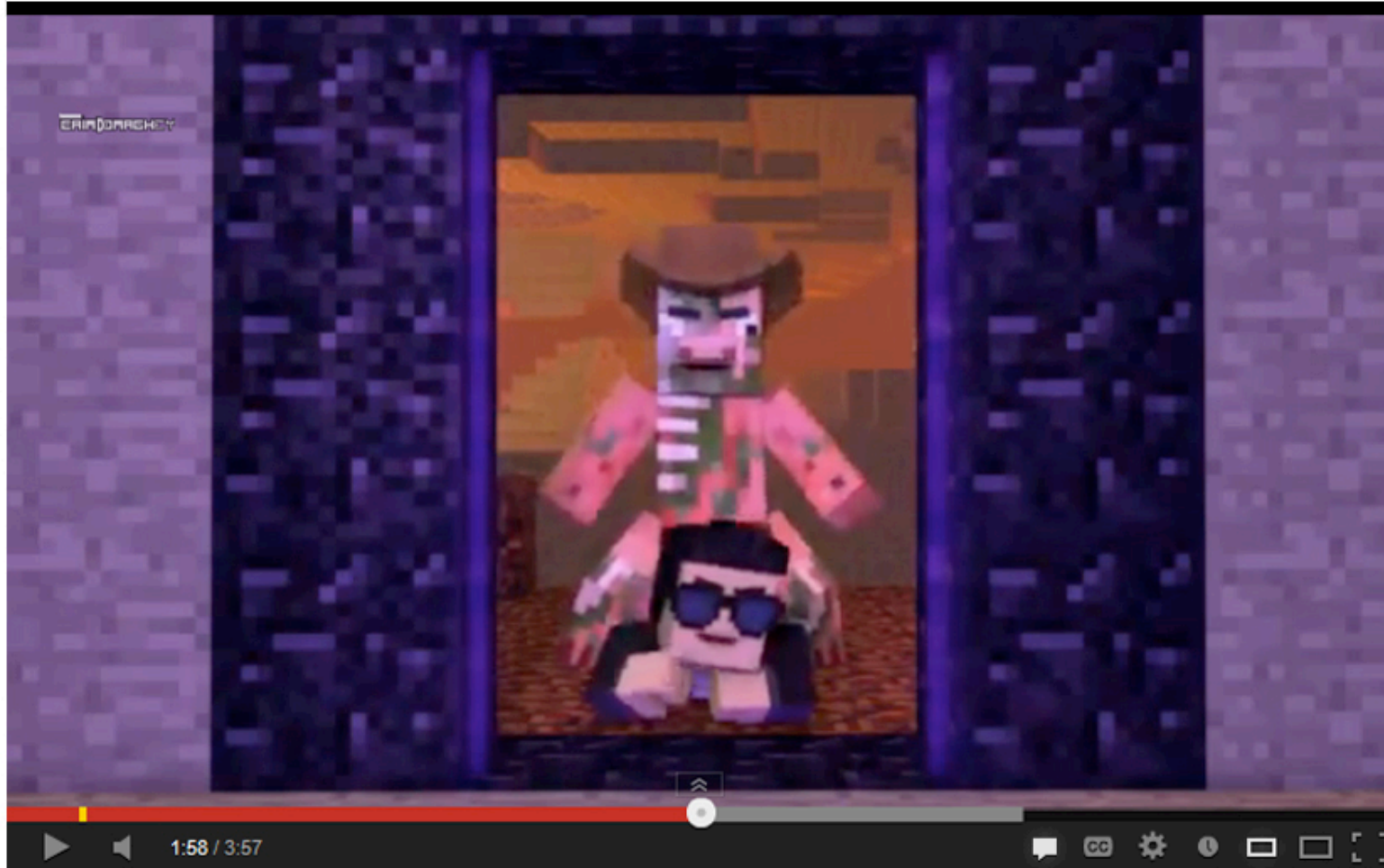


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nasa gaganam style



NASA Johnson Style (Gangnam Style Parody)



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1,707



2:41 / 3:48





obama gangnam style



Obama Gangnam Style! Visit iamReggieBrown.com For More



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9,278

12,188,224

59,215

6,791



ethan's
world is a
remix





it is a
remix
by design

tim berners lee
wanted the web
to work like lego





obama gangnam style



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9,278

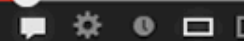
12,188,224

59,215

6,791



2:46 / 3:23





```
1 <!DOCTYPE html><html lang="en"><head>      <script>
2 var yt = yt || {};yt.timing = yt.timing || {};yt.timing.data_
3
4 <script>var yt = yt || {};yt.preload = {};yt.preload.counter_
5
6     <meta name="description" content="www.PresidentialComedy.
7
8     <meta name="keywords" content="The best obama impersonato
9
10    <link rel="alternate" type="application/json+oembed" href
11    <link rel="alternate" type="text/xml+oembed" href="http://v
12
13        <meta property="og:url" content="http://www.youtube.com
14    <meta property="og:title" content="Obama Gangnam Style! V
15    <meta property="og:description" content="www.Presidential
16    <meta property="og:type" content="video">
17    <meta property="og:image" content="http://i3.ytimg.com/vi
18        <meta property="og:video" content="http://www.youtube.c
19        <meta property="og:video:type" content="application/x-s
20        <meta property="og:video:width" content="1280">
21        <meta property="og:video:height" content="720">
22    <meta property="og:site_name" content="YouTube">
23    <meta property="fb:app_id" content="87741124305">
24    <meta name="twitter:card" value="player">
25    <meta name="twitter:site" value="@youtube">
26    <meta name="twitter:player" value="https://www.youtube
```


the web
was designed
to be lego





i want
ethan to
know this



i want
ethan to
know how
the lego
works

this is
what i mean by
web literacy

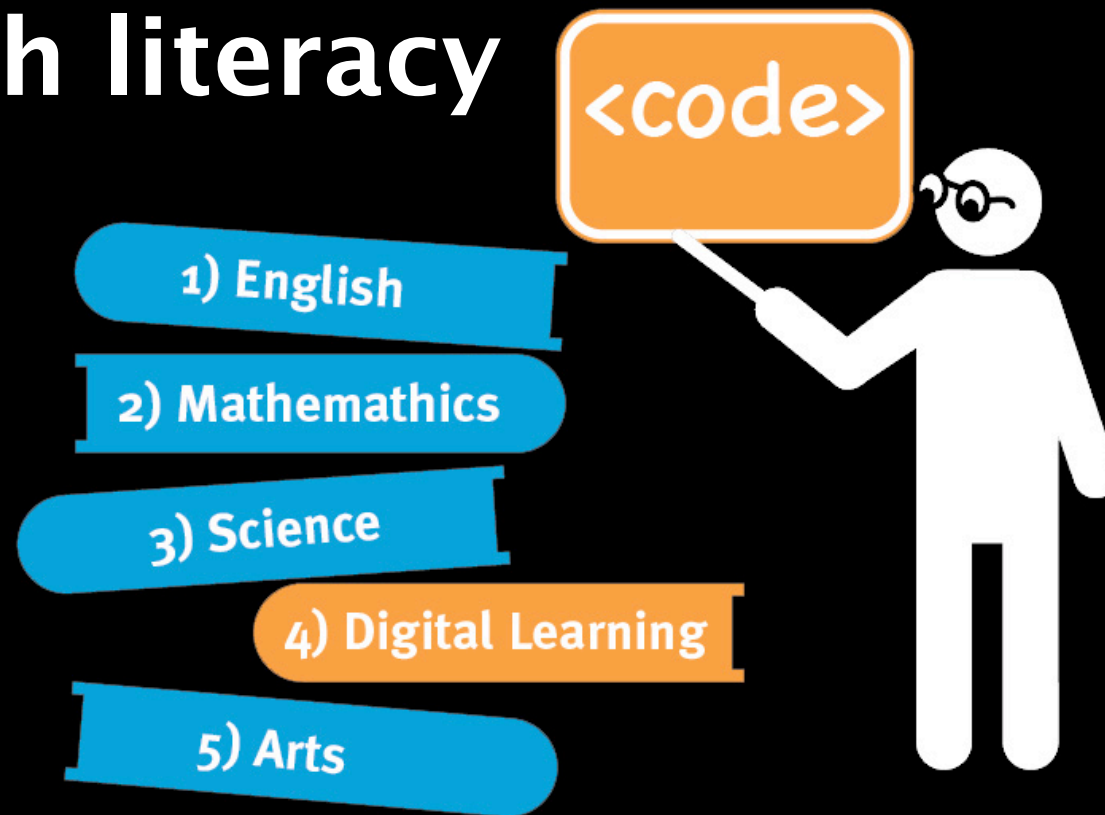




Why

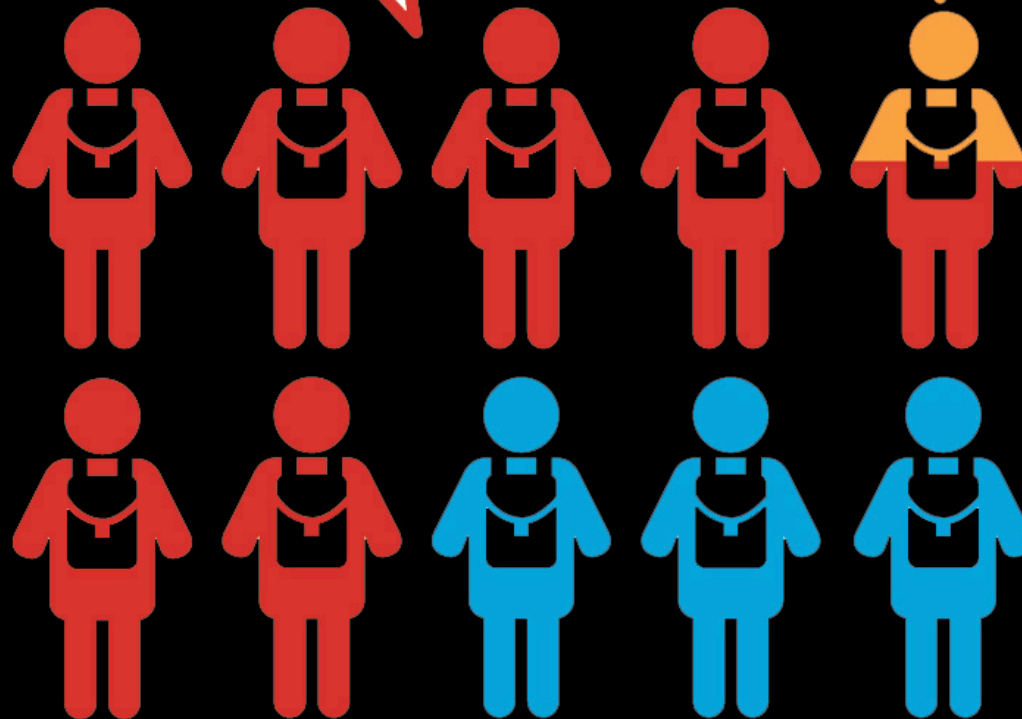
does this matter? what are the stakes?

Digital skills become the 4th literacy



67% of British
children (aged 8-15) say
they are interested in
learning how to code

But only **3%**
know how to
code



“Even a basic understanding of computer coding will help you understand the structure of your digital life.”

Computer skills are the grammar of the 21st century, says Ed Vaizey

Conservative culture minister says knowing how a computer works 'on a par with a knowledge of the arts and humanities'

Jessica Shepherd, education correspondent
guardian.co.uk, Tuesday 10 January 2012 08.00 GMT
[Article history](#)



Ed Vaizey: 'Even a basic understanding of computer coding will help you understand the structure of your digital life.' Photograph: Sarah Lee for the Guardian

NESTA Making
Innovation
Flourish

Next Gen.

Transforming the UK into
the world's leading talent
hub for the video games
and visual effects industries

A Review by Ian Livingstone and Alex Hope

Little Big Planet 2
copyright Sony Computer Entertainment

“We are already
starting to lose
our cutting edge.”

“We should give every young person experiences of making digital products rather than only using them.”

Nesta...

PLAN I

THE CASE FOR INNOVATION-LED GROWTH



every young person



56% of internet
users already
create or curate
content online





this is the
springboard for
widespread
web literacy



How

do we teach web literacy at scale?

“The internet has the ability to help youth develop knowledge, expertise, skills and important new literacies.”

**Hanging Out,
Messing Around,
and Geeking Out**

**Kids Living
and Learning
with New Media**

with contributions by Judd Antin, Megan Finn,
Arthur Law, Annie Manion, Sarai Mitnick,
David Schlossberg, and Sarita Yardi



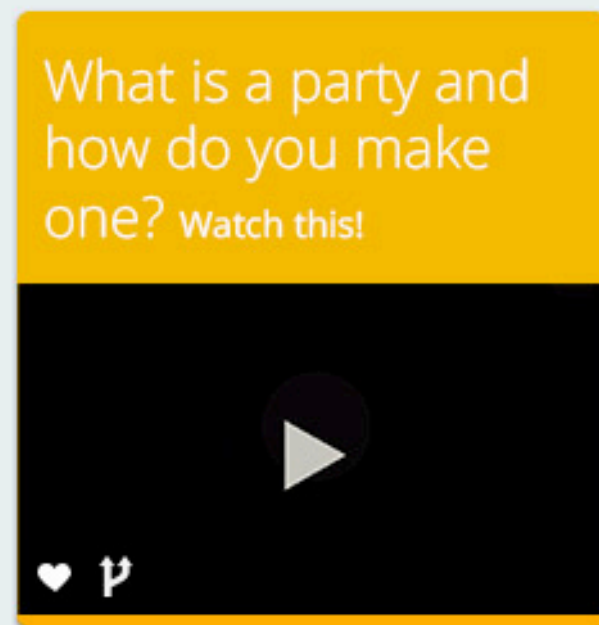
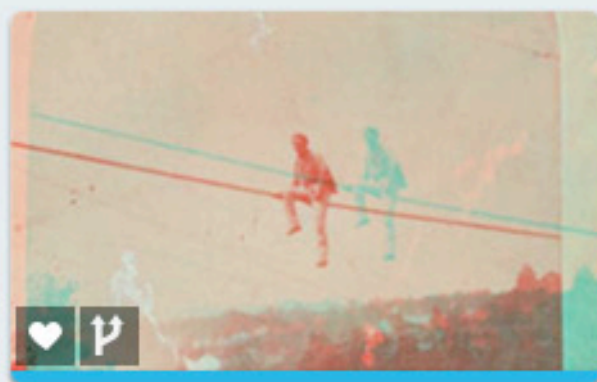


Make!

Learn

Teach

Events

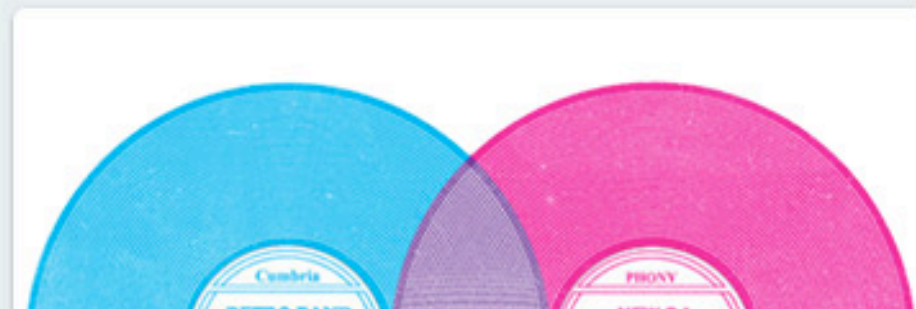


Join the Webmaker revolution!

Claim your URL:

Webmaker.org/ yournamehere

Sign up >





Make!

Learn

Teach

Events



From
template



Popcorn
Maker

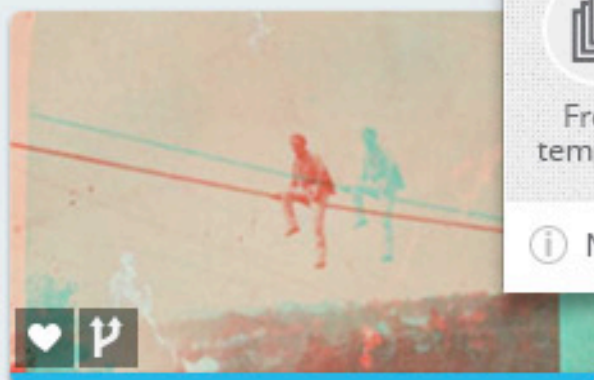


Thimble



X-Ray
Goggles

ⓘ Not sure what to make? [Let us help.](#)



SUMMER CODE PARTY



What is a party and
how do you make
one? Watch this!



Join the Webmaker revolution!

Claim your URL:

Webmaker.org/ yournamehere

Sign up >





Hi **cassienc**

[Dashboard](#)

Make!

Learn

Teach

Even



From
template



Popcorn
Maker



Thimble



X-Ray
Goggles

 Not sure what to make? [Let us help.](#)

SUMMER CODE PARTY

```
1 <!doctype html>
2
3 <!-- =====
4 Use your HTML and CSS swagger to mix and match elements to make a webpage featuring
5 a meme to conquer all internet memes. You might wonder what is a meme? Well a meme
6 refers to an internet phenomena: think viral videos, web celebs, fuzzy animals... So
7 let your inner squirrel, serious cat, Brony or Ryan Gosling "Hey girl," shine.
8 ===== -->
9
10 <!--
11 Let's get started.
12
13 1) READ THROUGH THE COMMENTS. This is a comment. Everything inside of this tag for
14 HTML or '/' for CSS, is not processed as code, but as text comments about the
15 code. For this project the comments will give you instructions, hints and guides to
16 completing the project, so skim down through the comments to get an understanding
17 of what you are being asked to do.
18
19 2) GET ORIENTED IN THE CODE. HTML is made up of tags that look like this <p> </p>.
20 The tags tell you something about the information contained between them. Click on
21 the tags in the code on this side of the editor to get a description of what each
22 tag is for.
23
24 -->
25
26 <html>
27   <head>
28     <meta charset="utf-8">
29
30   <!--
31   Start by changing the <title> element to a witty one for your webpage. Typically,
32   the title will show up at the top of your browser window and will be searchable in
33   search engines like Google. In Thimble, the title shows up in the tab above the
34   pane on the right side of the editor.
35   -->
36     <title>Make a Meme</title>
37   </head>
38   <body>
```



Choose a template

Popcorn Maker templates are regular HTML + CSS. Don't see one you like? [Make your own.](#)



POP-UP

ROBOTS

NEWSCASTER

SIMPLE





+



=

?

“We want to move
10s of millions of
people from using
the web to making
the web.”





And ... ?

building a global web literacy movement



Photo: John Lim

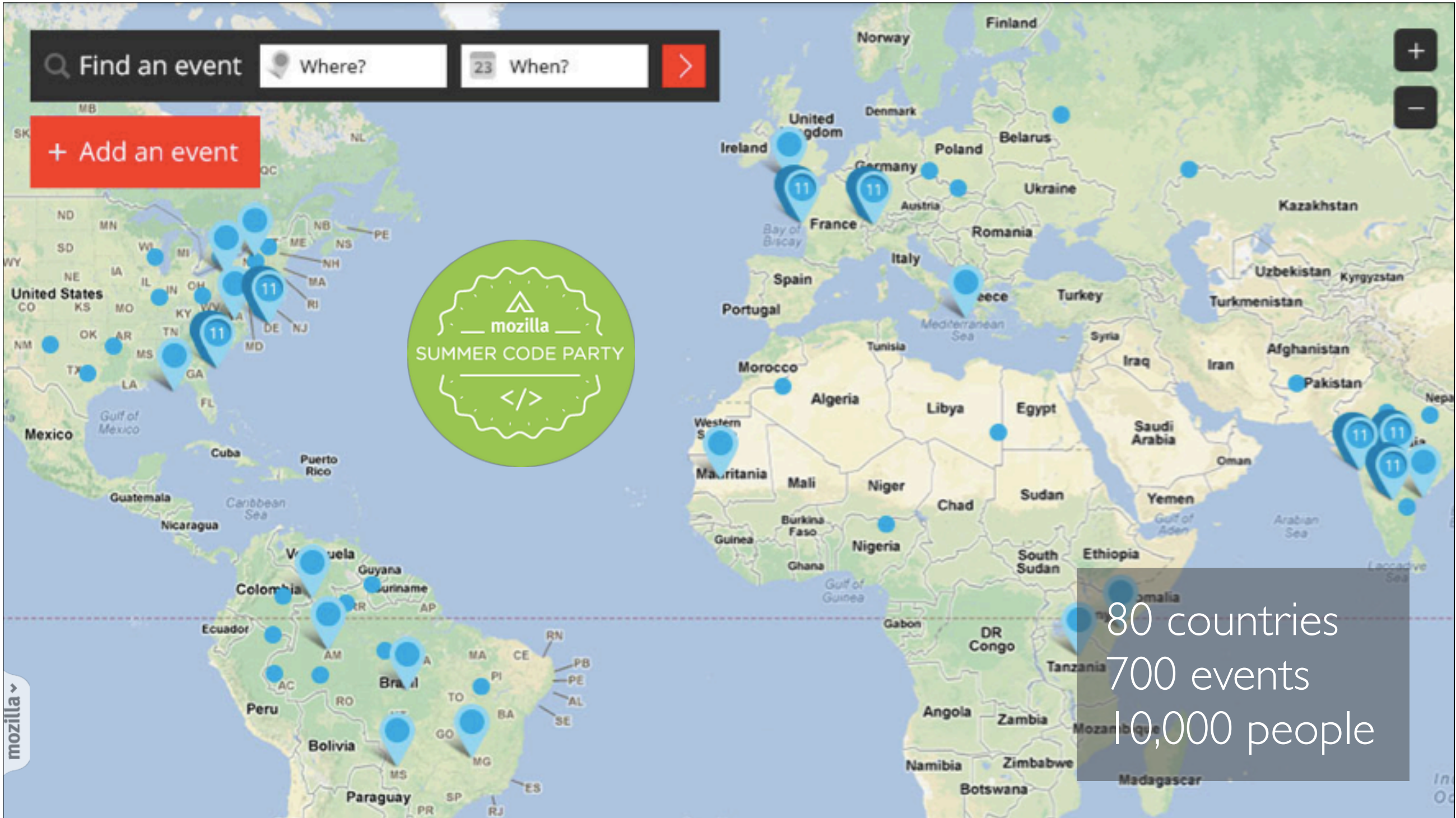


40 million
Scouts and Guides
worldwide in 2011

Photo: Time Life archive on Google, available for non-commercial







Find an event

Where?

23 When?



+ Add an event



80 countries
700 events
10,000 people

mozilla







HOW-TO

Make Your own t-shirt

MAKER PARTY

YOU'LL NEED:



T-SHIRT



SCISSORS



SPRAY PAINT



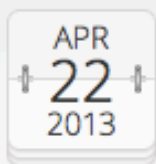
A



MAKER
PARTY

The Mozilla Blog

News, notes and ramblings from the Mozilla project



President Obama helps kick off our new summer campaign

Today, [Mozilla](#) joined [President Obama](#) at the annual White House Science Fair, celebrating the student winners of science, technology, engineering and math competitions across the United States.



A student member of [Mozilla's Hive Learning Network](#) project—16-year old [Zainab Oni](#) from [MOUSE](#) in NYC—was honored for her contribution to a wrist-mounted Arduino circuit, which helps visually impaired diners find their food. 15-year-old Senqué A. Little-Poole, from the [Sprout Fund's](#) Hive Pittsburgh chapter, was also honored, for his research on how to use anti-virus cells to cure diseases.

Mozilla's Executive Director Mark Surman also was there, to talk about our efforts to teach technology skills and, [with the help of the White House](#), to kick



erica

[More from Erica »](#)

About This Blog

The Mozilla Blog is the official source for Mozilla-related news, opinions, events and more.

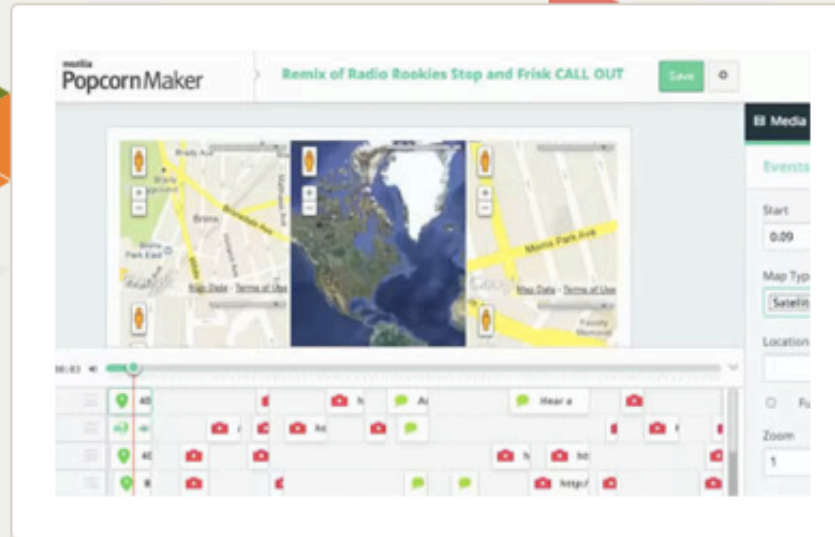


[What can I make?](#) ▾ [Make stuff](#) [Do things](#) ▾ [News](#)

Try Mozilla Popcorn Maker

Fancy doing some mashing up and remixing? The Popcorn Maker tool from Mozilla makes it easy to enhance, remix and share web video. Have fun!

[View Popcorn Maker projects](#)





What can I make? ▾

Make stuff

Do things ▾

News

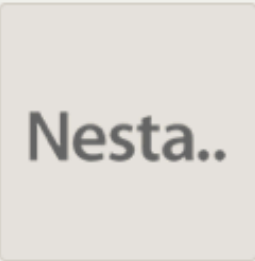




Photo: Time Life archive on Google, available for non-commercial



Web Literacy

we need a generation of webmakers