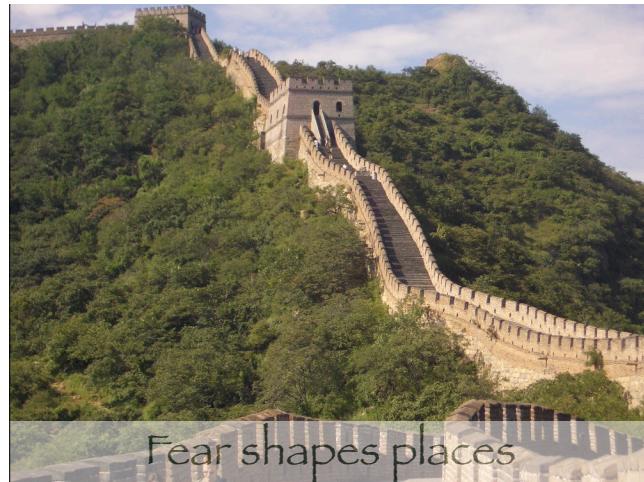


paddle along lake travis, 42 miles (about 70 Km), winds gusting to 25MPH (40KPH)



On a scale that's more grand, you can see the marks of fear all over the world. The most pronounced is the Great Wall of China.



You can even see it from space. Fear visible from space. It's a great force on the planet. Shapes the way we behave by shaping the way that we think.



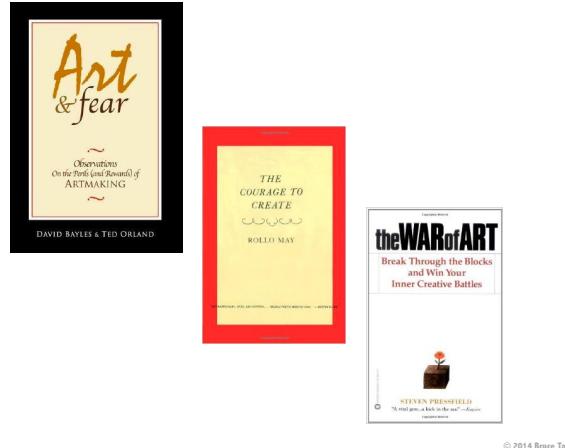
## Fear vs. Discovery

There's always been a great tension between fear and discovery.  
Usually, for any great discovery, fear must be overcome.

## Fear and language creation

© 2014 Bruce Told

So I wanted to do a talk about fear's impact on language creation, but those things are in conflict.



© 2014 Bruce Tals

Many studies and many books.  
Think "Writers block"

## Fear and language *creation*

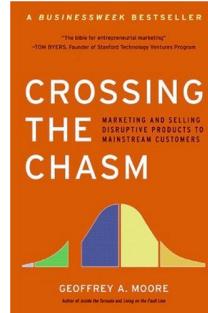
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So that idea is out...

# Fear and language adoption

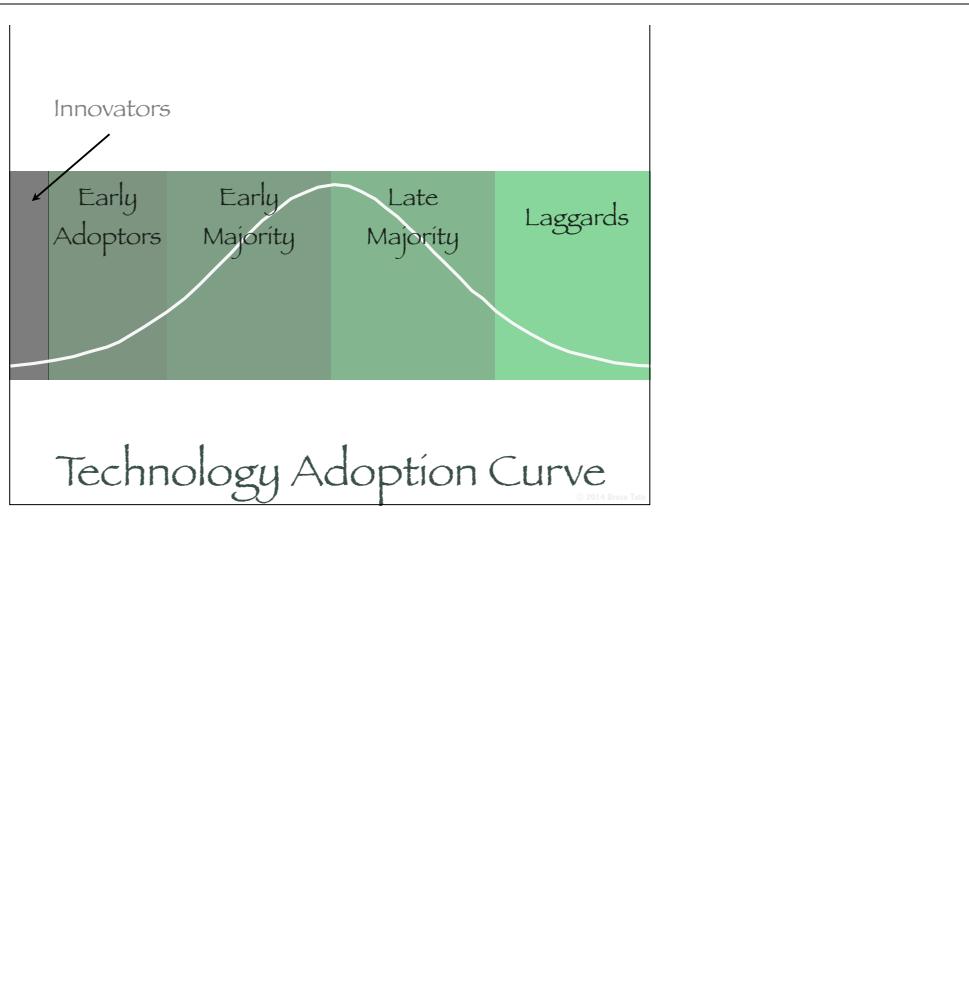
© 2014 Bruce Tolle

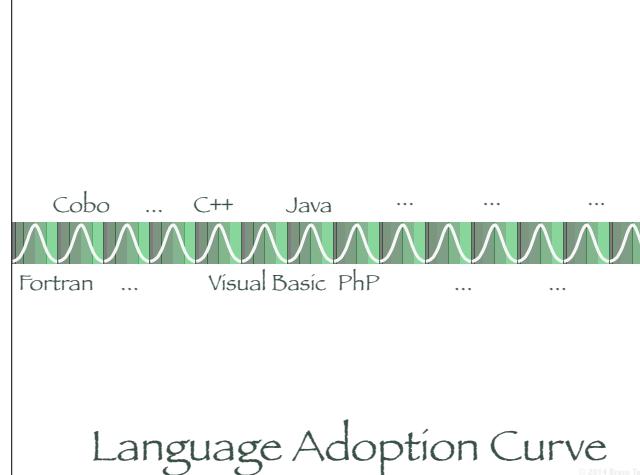
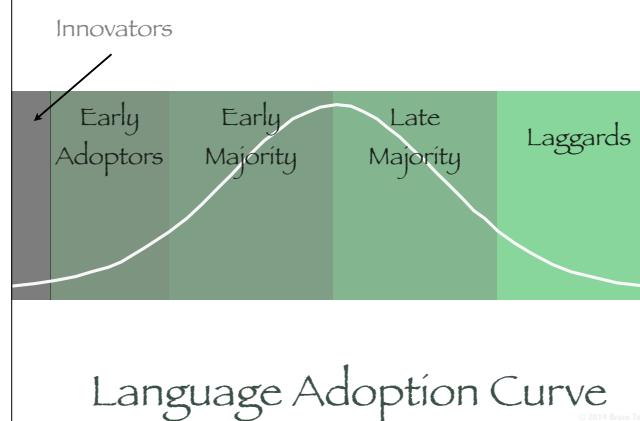
What I can talk about is fear and language adoption  
long history... FUD ... appeal to fear...



© 2014 Bruce Tolle

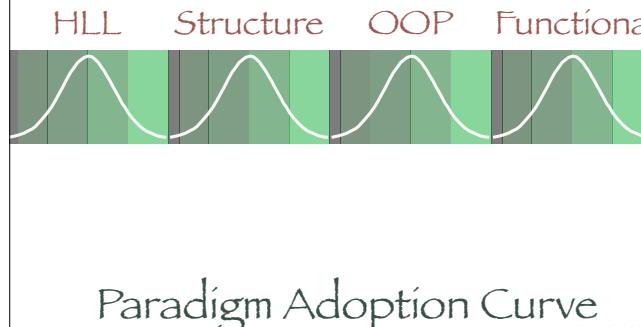
Geoffrey More 1991  
groundbreaking technical marketing.



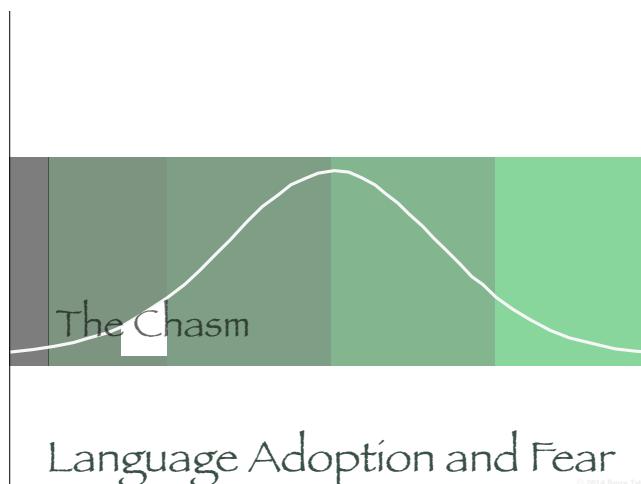


Curve comes in waves

The language curves are irregular... each language in each niche

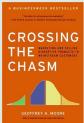


Paradigm adoption curves are more regular... every 20 years or so...  
You can almost set your watch by it. Java and OOP was 1996...



In Moore's book... early adopters are there  
not enough momentum for early majority

End: Moore; Begin: Tate



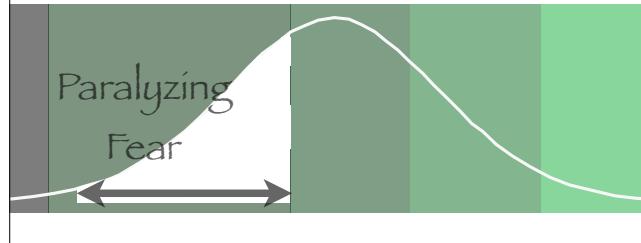
## Language Adoption and Fear

End Moore's theories... begin Bruce's theories  
2 main fears associated with crossing the chasm

Paralyzing  
Fear

## Language Adoption and Fear

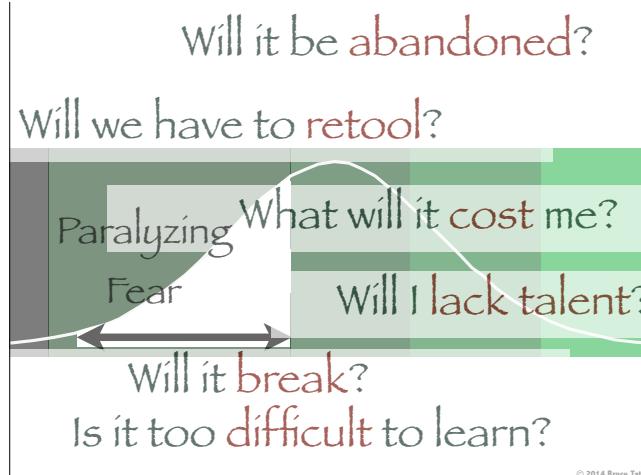
Paralyzing fear. This fear is why creating and selling new technology is so different.



## Language Adoption and Fear

© 2014 Bruce Tate

Paralyzing fear makes the chasm wider and delays majority adoption



Some big words here... HIGH RISK meets HIGH COST  
Stop the business for a couple of months and we'll see if this is going to work..



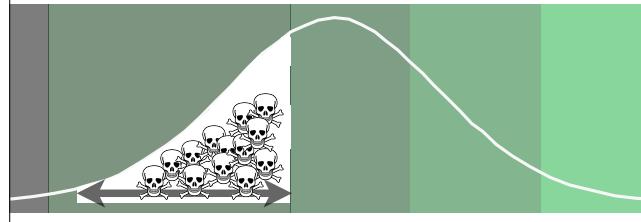
Language Adoption and Fear

The chasm stops looking like this:



Language Adoption and Fear

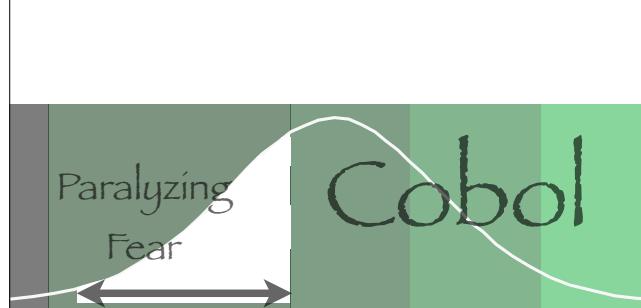
and starts looking more like this



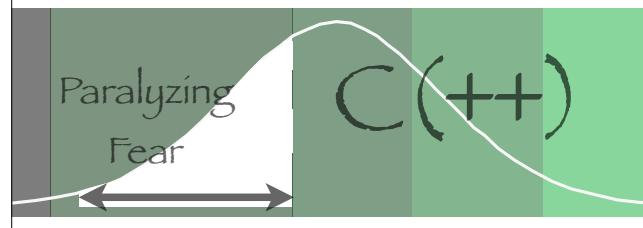
## Language Adoption and Fear

© 2014 Brian Tan

This chasm is especially difficult for languages.  
“Change the way you think” is scary, and risk.

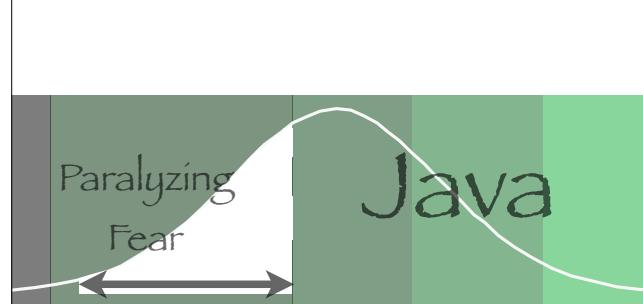


## Language Adoption and Fear

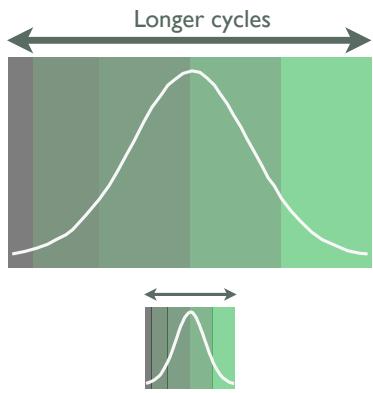


Language Adoption and Fear

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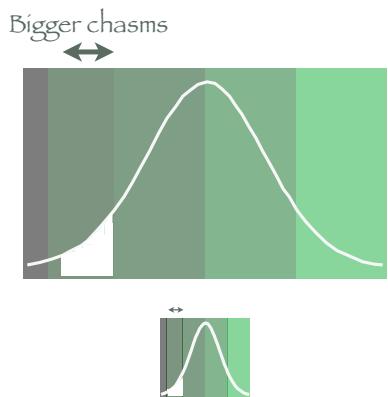
Language Adoption and Fear



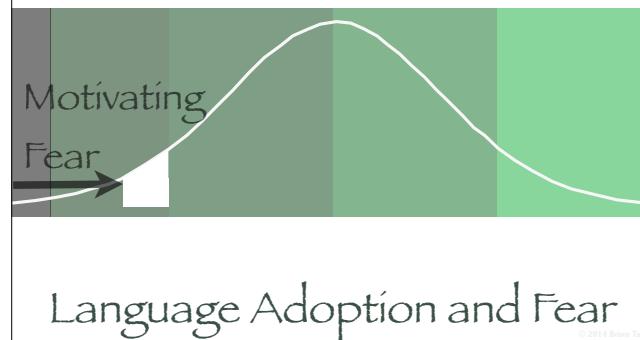
## Language Adoption and Fear

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Paradigm adoption is even harder.



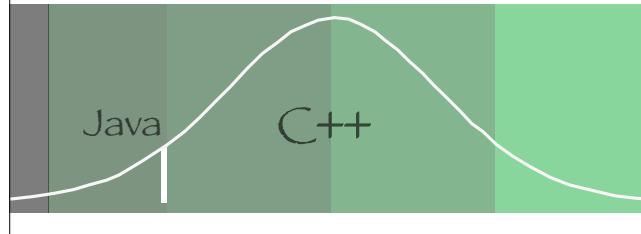
## Language Adoption and Fear



second major type of fear



Some external factor motivates the customers so strongly that it crosses the chasm



## Language Adoption and Fear

For example, C++ is entrenched firmly as the language of choice  
(also, Visual Basic and a few others)



## Language Adoption and Fear

Usually, the paralyzing fear is too much to overcome  
When the motivating fear gets big enough or the paralyzing fear shrinks,



We didn't know how to do client/server. Even when we could get the applications right  
We couldn't get the management right. The big issue

(As late as the mid 1990s)

(10 diskettes)



**Deployment Problem**

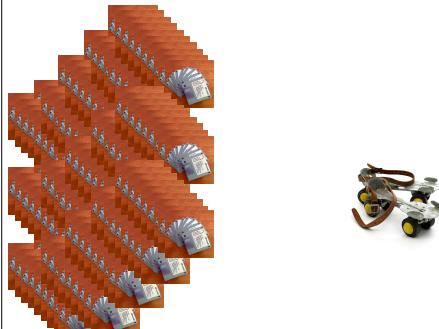
(10 diskettes) X (9 registers per store)



## Deployment Problem

© 2014 Brown Tech

(10 diskettes) X (9 registers per store) X (5 stores)



## Deployment Problem

(10 diskettes) X  
(9 registers per store) X  
(5 stores) X  
(3 services) X  
(n fixpacks/year) ...



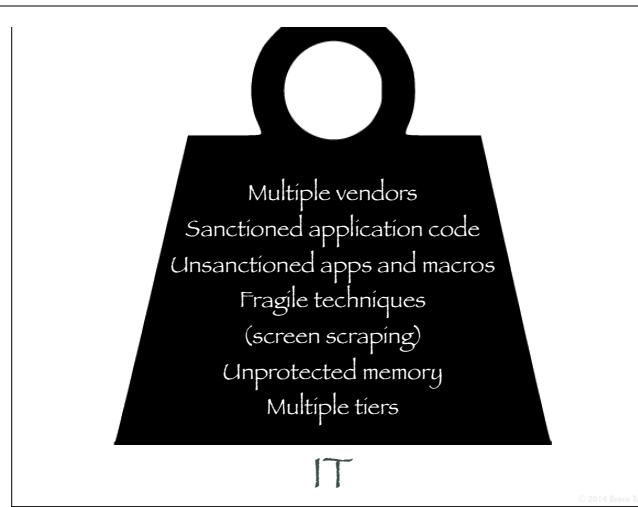
## Deployment Problem

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Now add...



## Deployment Problem



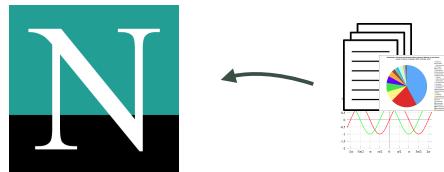
Just keep throwing variables at the hundreds or thousands of clients that users had to manage  
With app development that could not keep up



Even to the point of writing business applications in basic  
Or scraping and advancing the screen when the Cobol apps could not be refit

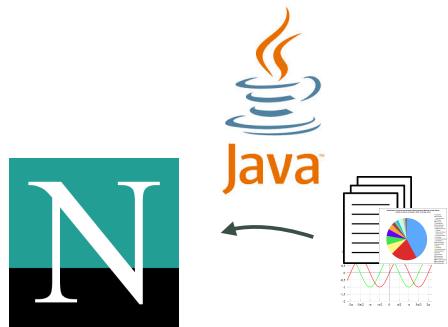


And often with large chunks in C++ (with no memory protection across applications)  
The weight was crushing



Java crosses the chasm

It's a very different thing to deploy a browser. Just a browser. And everything else can live in the browser.



Java crosses the chasm

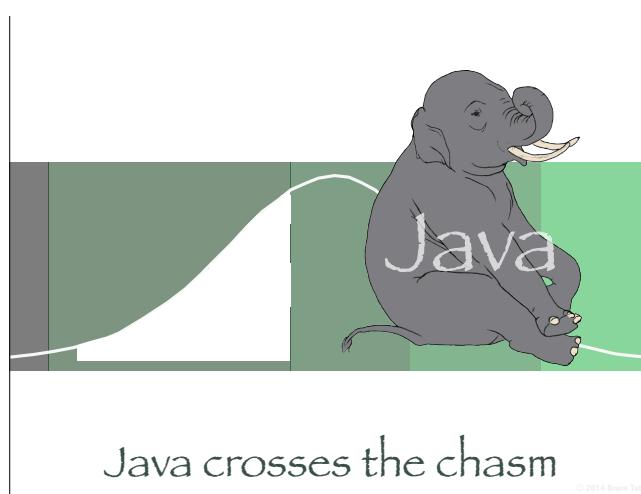
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The promise was applets but servlets worked better.

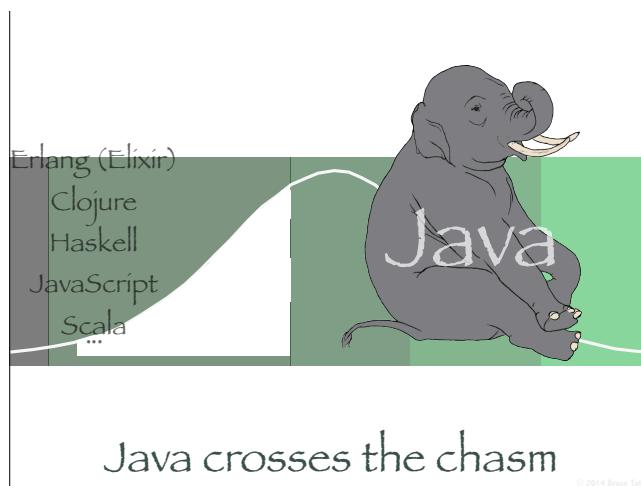


Java crosses the chasm

So here we stand



With a two ton elephant sitting just on the other side of the chasm



and the language of your dreams sitting just on the other side.  
What pressing fear can make that elephant get up and move?



What's



What's happening to make the paralyzing fears less oppressive?

## 1. Building **communities** is easier

© 2014 Bruce Tate

Example: Rails. Language developed in Japan, promoted and discovered by British expatriate in Dallas, gave rise to a framework invented in Denmark with a core team that spans most of the continents (not Africa or Antarctica)

Internet makes it easy to find answers and fix problems... unprecedented access high on the food chain

## 2. OO languages, FP features

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You have heard me say that new paradigms need bridge languages. C++ served that purpose for OOP.

Even Java has closures now. C++ was a bridge language to OOP, just as languages like Scala and even Ruby help us bridge to fp

### 3. Deployment options abound

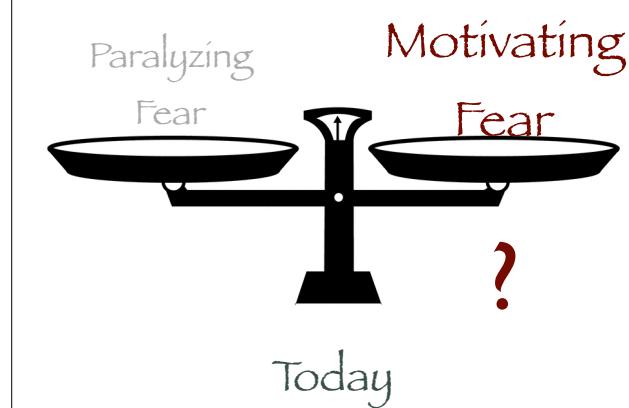
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You can already deploy Elixir using Heroku, and we're not even to version 1.0 yet. You don't have to invest in the software and infrastructure.

### 4. Interfaces are cleaner

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The Internet makes it easy for elements of an application to communicate. All kinds of good options abound to integrate the old to the new so that it's easier to take the journey with smaller steps. This makes all of the difference in the world. My company will start writing Elixir this year. We'll start with the back-end.



## 1. Code complexity (always first)

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Complexity is always motivational --- things getting harder --- universal driver across time  
today's app is distributed, secure, concurrent, integrated, fast, interactive, global, stable... list  
goes on  
Java has crosscutting concerns and is running out of meaningful ways to manage them.

```

defmodule VidStore do
  use StateMachine

  state :available, [
    rent: [ to: :rented,
            calls: [ &VidStore.renting/1 ]]]
  state :rented, [
    return: [ to: :available,
              calls: [ &VidStore.returning/1 ]],
    lose: [ to: :lost,
            calls: [ &VidStore.losing/1 ]]]
  state :lost, []
  ...
end

```

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In Elixir, I can use macros to provide code organization at compile time that is not available to me at run time.

I can effectively rewrite the AST to change the language.

```

defmodule VidStore do
  use StateMachine
  VidStore.rent video
  state :available, [
    rent: [ to: :rented,
            calls: [ &VidStore.renting/1 ]]]
  VidStore.return video
  state :rented, [
    return: [ to: :available,
              calls: [ &VidStore.returning/1 ]],
    lose: [ to: :lost,
            calls: [ &VidStore.losing/1 ]]]
  state :lost, []
  ...
end

```

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You've seen the benefits at the API side, but the client of that API also gets benefits. It's trivial to take a video through its states.

## 2. Multicore and Distribution (the real Y2K)

© 2014 Bruce Tate

This is the greatest challenge our generation of programmers will solve. Success or failure will define us.

```
defmodule Chatroom do
  use OtpDSL.GenServer, initial_state: HashDict.new()

  defcall enter(name), users do
    send_all(users, "#{name} has entered the room")
    reply(:ok, Dict.put(users, name, _from))
  end

  defcall leave(name), users do
    d = Dict.delete(users, name)
    send_all(users, "#{name} has left the room")
    reply(:ok, d)
  end

  defcall message(name, message) do
    send_all(users, message)
    reply(:ok, d)
  end

  defp send_all(users, message) do
    Enum.each(Dict.values(users), User.send_line(&1, message))
  end
end
```

code example: Copyright © 2014 - Peter Münster

replaces...

© 2014 Bruce Tate

```
defmodule Chatroom2 do
  use GenServer.Behaviour
  def enter(name) do
    :gen_server.call(:chatroom, { :enter, name })
  end
  def leave(name) do
    :gen_server.call(:chatroom, { :leave, name })
  end
  def message(name, message) do
    :gen_server.call(:chatroom, { :message, name, message })
  end
  def init(_args) do
    { :ok, HashDict.new() }
  end
  def handle_call({ :enter, name }, from, users) do
    send_all(users, "#{name} has entered the room")
    { :reply, :ok, Dict.put(users, name, from) }
  end
  def handle_call({ :leave, name }, _from, users) do
    d = Dict.delete(users, name)
    send_all(users, "#{name} has left the room")
    { :reply, :ok, d }
  end
  def handle_call({ :message, name, message }, _from, users) do
    send_all(users, message)
    { :reply, :ok, users }
  end
  defp send_all(users, message) do
    Enum.each(Dict.to_list(users), fn { user, pid } =>
      User.send_line(user, message)
    end)
  end
end
```

code example. Copyright © 2014 - Peter Madsen

replaces...

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Too big to show

© 2014 Bruce Toda

DSL from [Dave Thomas](#):  
[https://github.com/pragdave/otp\\_dsl](https://github.com/pragdave/otp_dsl)

Example from [Peter Minten](#)

Thinking in Elixir: Hiding Your Messages  
<http://pminten.github.io/blog/2013/09/14/thinking-in-elixir-hide-your-messages/>

code example: Copyright © 2014 - Peter Minten

## References

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## 3. Browser complexity

Is JavaScript the best we can do?

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```

import Mouse
import Window

drawPaddle w h x =
  filled black (rect 80 10)    |>
  moveX (toFloat x - toFloat w / 2) |>
  moveY (-(toFloat h * 0.45))

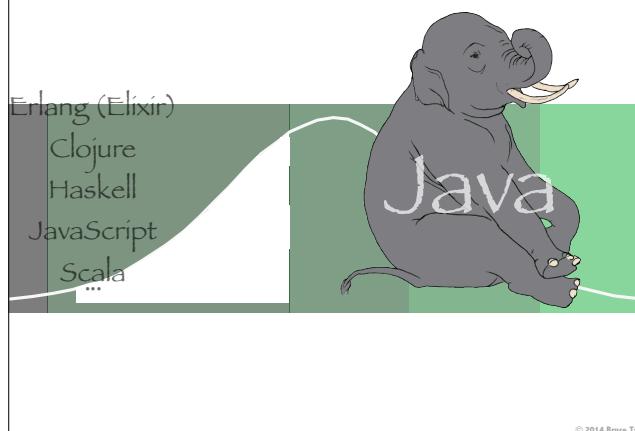
display (w, h) x = collage w h
[ drawPaddle w h x ]

main = lift2 display Window.dimensions Mouse.x

```

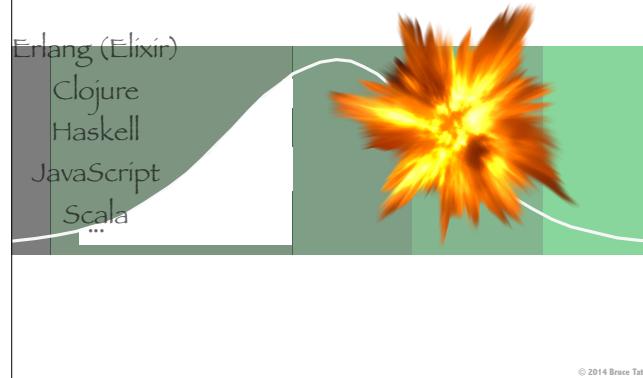
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Benefits: Strong typing to catch those bugs our JS developers miss  
 End to Callback Hell.  
 Compiles to JavaScript

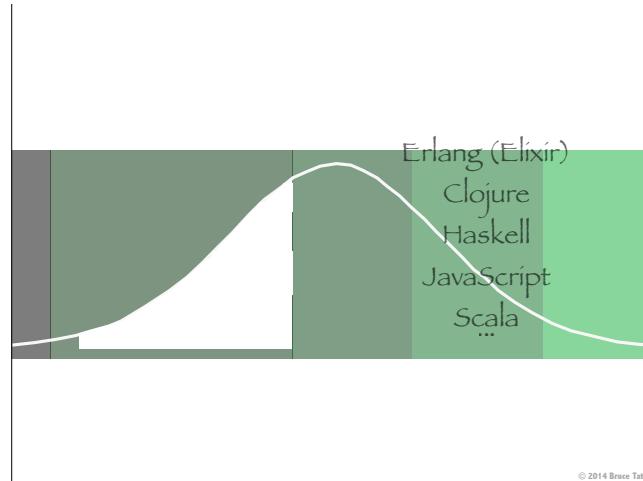


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This is what it's going to take



to remove Java and OOP



and cross the chasm



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DSL from [Dave Thomas](#):  
[https://github.com/pragdave/otp\\_dsl](https://github.com/pragdave/otp_dsl)

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code example: Copyright © 2014 - Peter Minten

Talks in PDF form at

## References