

RADIA PERLMAN

The Mother of the Internet

Presented by:

Rioof Albedair, Jumanah Amoudi
Cameron Coy, and Daniel Barbaric



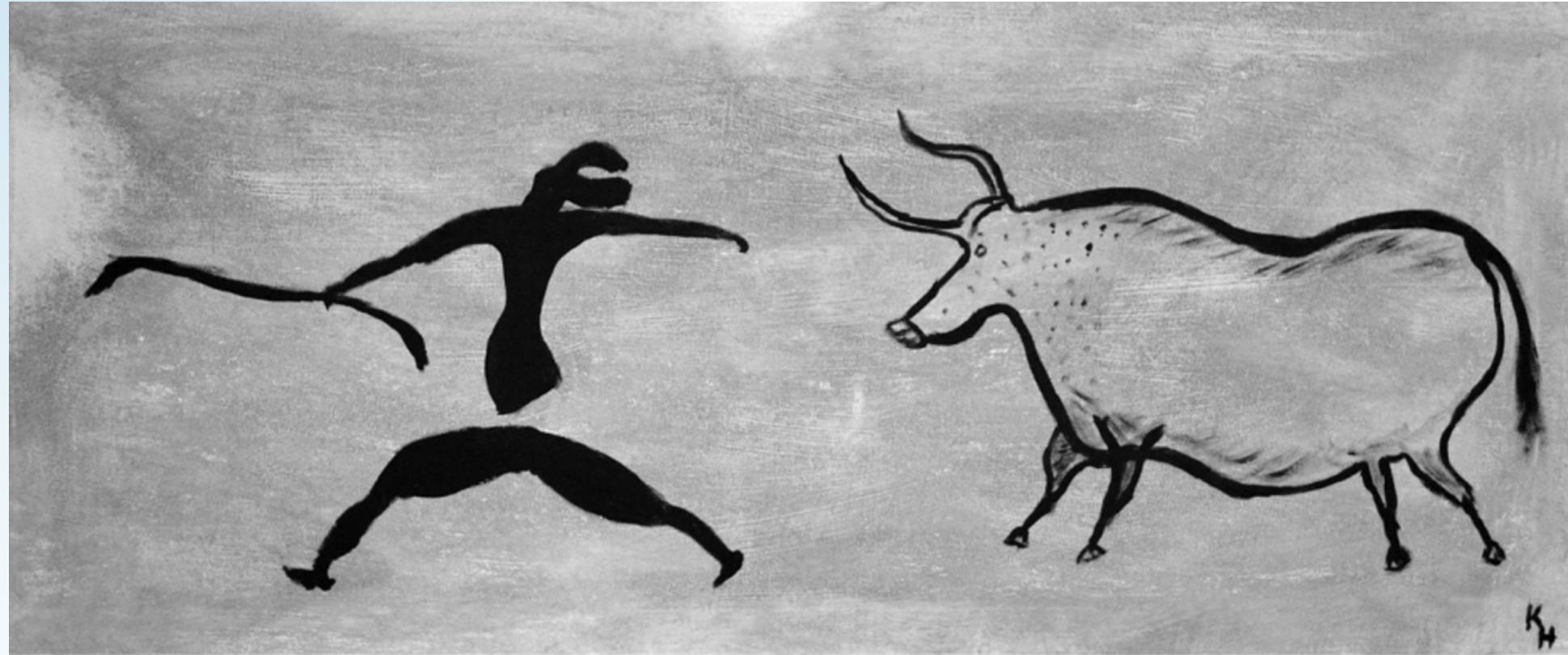
OVERVIEW

- Introduction
- Contribution
- Challenges
- Digital Campaign
- Objectives
- Process
- Strategies
- Summary





IMAGINE!



Actual Photo of a Tweet, circa 35,000 BC

Imagine a world with **NO** Internet!



RADIA PERLMAN

- Born in 1952 in Portsmouth, VA and grew up in New Jersey
- Graduated from M.I.T. in 1973 and completed her Master's degree in 1976
- Worked for a government contractor, Bolt, Berenek, Newman (BBN) after graduation
- At BBN, she specialized in writing software for enterprise networking equipment



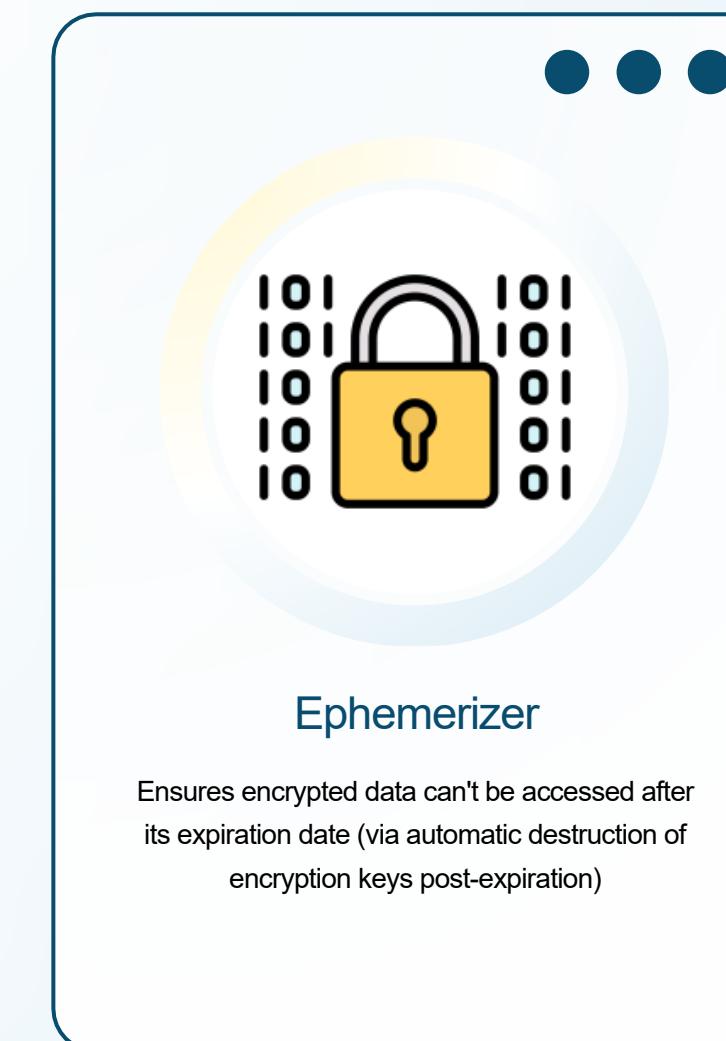
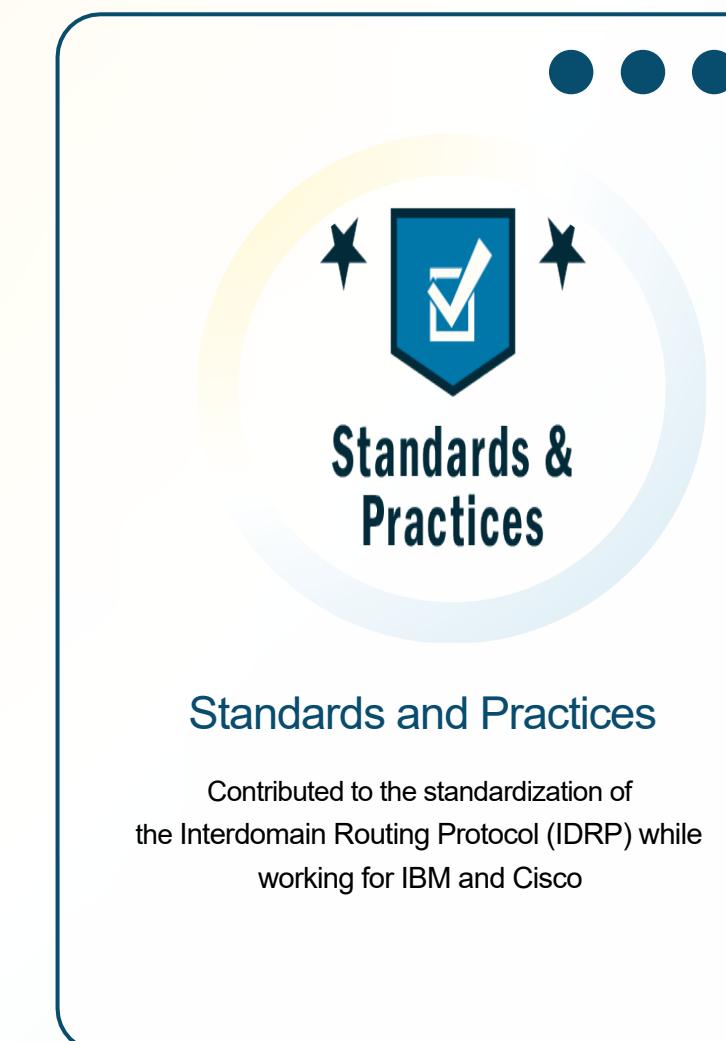
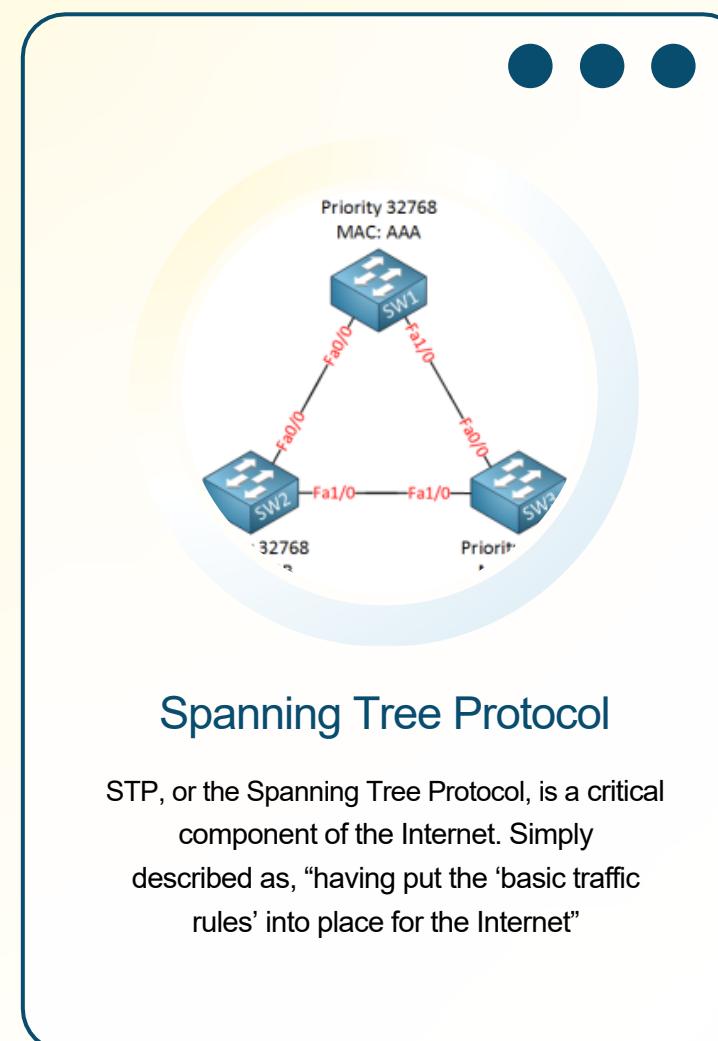
Who is Radia Perlman, anyway?





CONTRIBUTIONS

But why is she often called the "Mother of the Internet?"



CHALLENGES

...



Inclusion

There were not many women in the tech space in the 1970s, and networking was even more niche, especially when it came to inclusion.



Industry-wide Bias

The 1970s was not a good time to be a woman in technology. There were many barriers in place making it difficult to find success for many women.



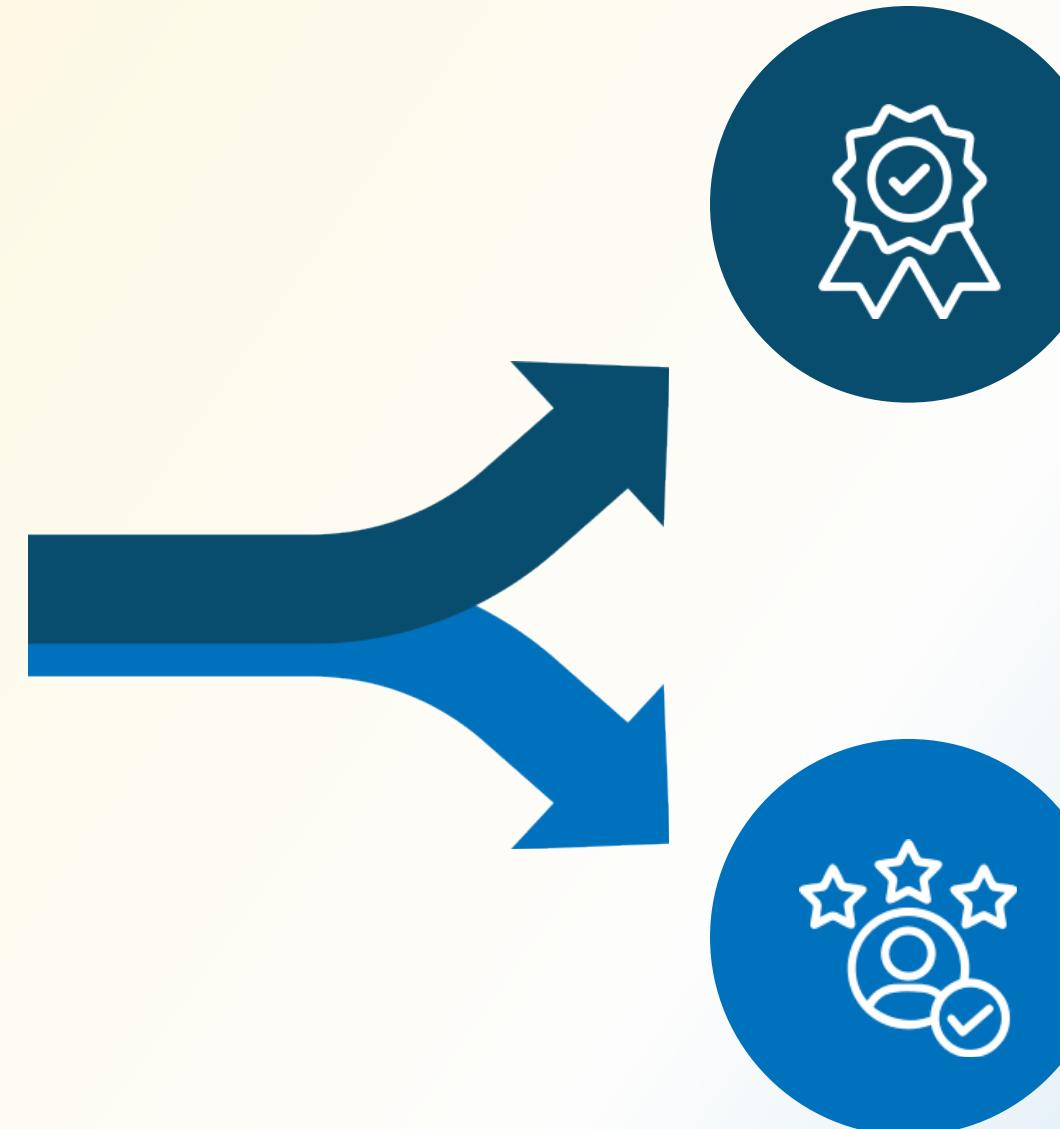
Recognition

Perlman didn't let bias, shortsightedness, or industry-wide favoritism get in the way of her genius, regardless of recognition.





OBJECTIVES



Recognition

To make women scientists' names more eminent not only in books and journals but also in people's minds

Empowerment

To help, encourage, and blaze a trail for young girls who have an interest in computing as well as blotting out any fear or hesitation they may have.



DIGITAL CAMPAIGN

- The survey feedback allowed us to create more interesting posts that would draw people's attention
- The wireframe and the website we created to educate people more about Radia Perlman and her contribution to computing helped us achieve our goals

How did we achieve our goals?

Radia Perlman PhD
“Mother of the Internet”

Home

Home

Deliverables

Team

Background
Radia Perlman is an underrepresented innovator in the world of IT, Computer Science and Networking.



Radia was born on December 18, 1951 in Portsmouth, Virginia. Perlman earned her PhD at the Massachusetts Institute of Technology (MIT) in 1988. Perlman is also known for being gifted in music and poetry. She is often referred to as the “Mother of the Internet,” a title which she humbly denies, citing that the internet only is what it is today due to the contributions of numerous bright minds in her field. She wrote a wonderfully illustrative poem, or as she would call it, her algorithm’s “Algorhyme” about her most well-known contribution, Spanning-Tree Protocol, or STP, and we wanted to highlight it below:

Algorhyme

I think that I shall never see
A graph more lovely than a tree.
A tree whose crucial property
Is loop-free connectivity.
A tree which must be sure to span
So packets can reach every LAN.
First the root must be selected.
By ID it is elected.
Least cost paths from root are traced.
In the tree these paths are placed.
A mesh is made by folks like me
Then bridges find a spanning tree.

— Radia Perlman



Changes

Twitter post

Luddy school students! Pause for a minute to read about [@RadiaPerlman](#). The "Mother of the Internet". She showed her strength and succeeded in a field that is seen only for men. Radia's ideas were seen as easy and not worthy because she simplified them very well to be understood by the public. Her other male colleagues' ideas had been applauded for by her bosses because no one could understand what they were trying to say. However, right now, I want to applaud Radia for standing up and fighting back to help the world be a better place and helping us today to use the internet.
#Women&Tech #RadiaPerlman #Internet

Facebook post

FACEBOOK MOBILE POST

10:01 100%

Women in Tech Today 10:01

Have you ever heard about "Mother of The Internet"? You heard me right! a women not a man. Who you ask? It is @RadiaPerlman. The one who have innovated a system that makes me and you use the internet today!
#Women&Tech

Campus Party™

You and 99 others 100 Comments

Like Comment

One visible change is that the text is longer and contains more information. In addition, we have used the template of Adobe XD.

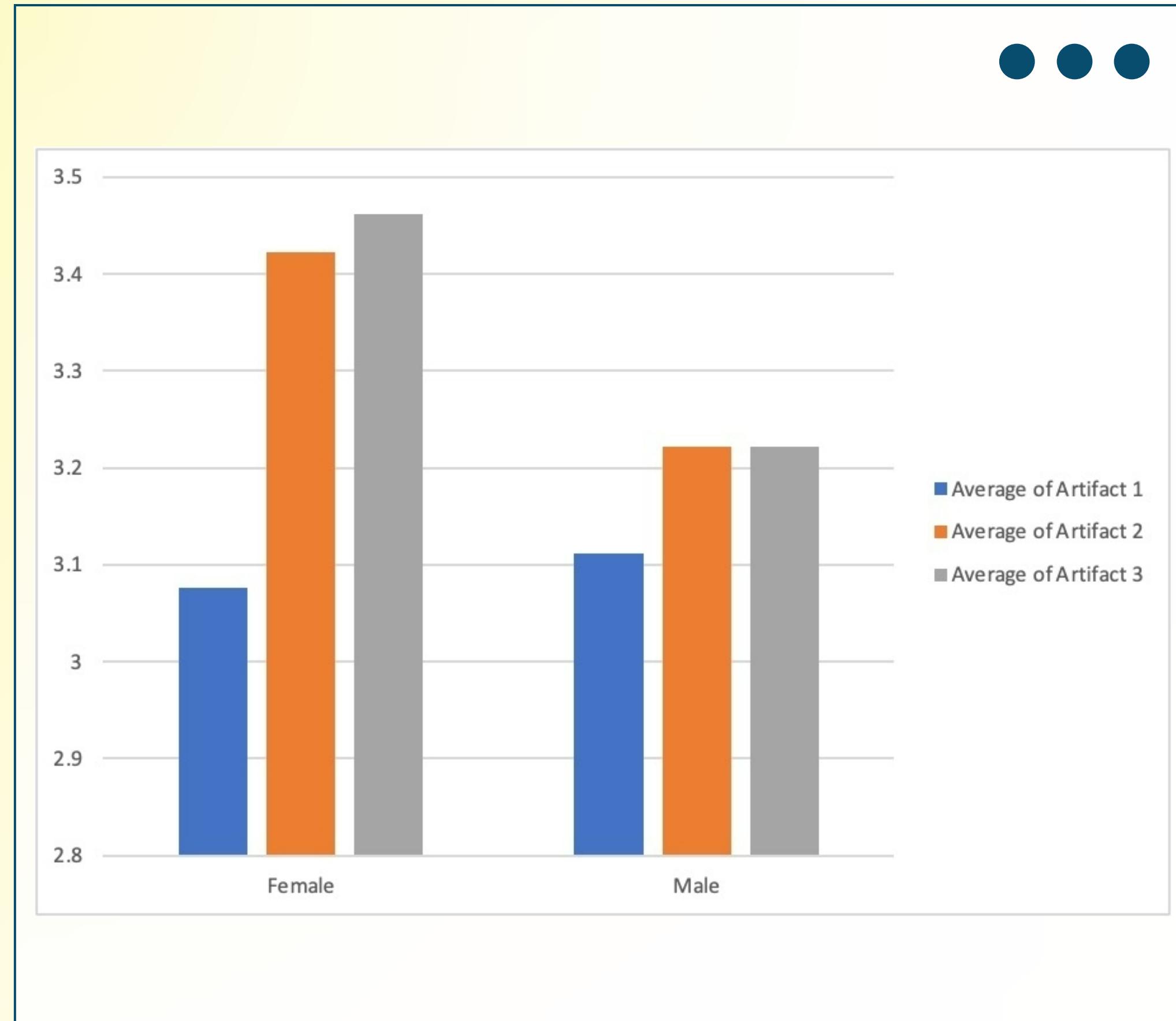
We have changed the photo, as well as increased the number of hashtags in the post. To make sure the post reaches as many people as possible



PROCESS

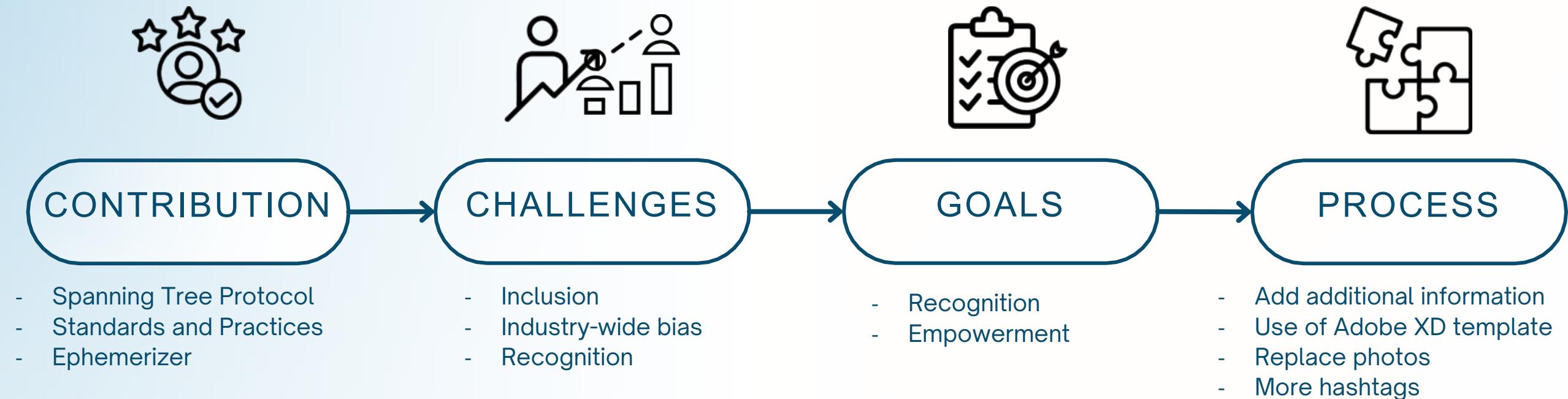


Our survey results indicated a good execution and approval of the public to the Facebook artifact, as it had the highest average of likability among the others



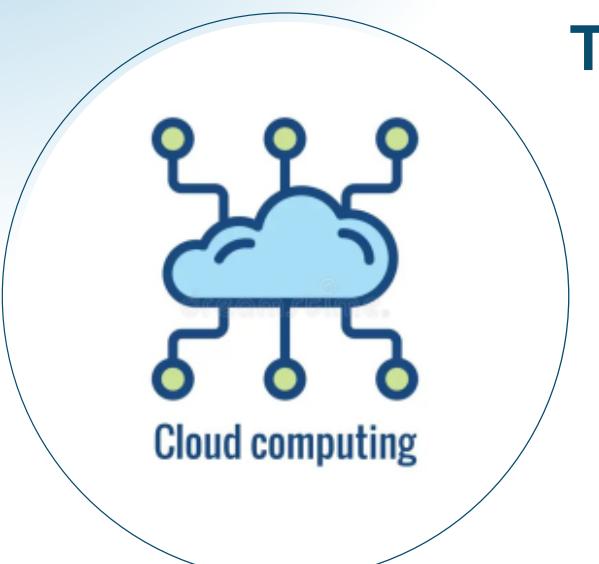


SUMMARY





Thanks For Listening



This presentation was made by

Rioof Albedair

Cameron Coy

Jumanah Amoudi

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