

The Future of Software – and of our Profession

Seminar Day 1: Friday, June 6, 2014



Correction 1
(SORRY)

Activity	Effort
Kick-Off Lecture	2 hrs (1 DS)
Seminar 1	6 h (3 DS)
Seminar 2	6 h (3 DS)
Peer-Review 1	6 h (home work)
Peer Review 2	6 h (home work)
<i>Literature Research, Paper authoring, Presentation preparation</i>	<i>30 ... 60 h</i>
Total	60 ... 90 h

Challenges and Impact of Software in 2025

Workplan

Correction 2
(SORRY)

Activity	Deadline/Date
Hauptseminar Kick-Off Meeting	Tuesday, April 8, 2014: 14:50 – 16:20 Room INF 2101
Select 2 <i>peer reviewers</i> (from the participants)	April 20, 2014
Deliver 1 st draft of both your storyline and your paper to your peer reviewers	Friday, May 16, 2014
Peer reviewers return their comments to the authors	Friday, May 23, 2014
Deliver 2nd, improved draft of both your storyline and your paper	Thursday, May 30, 2014
1st Seminar Day	Friday, June 6, 2014: 09:00 – 13:00 Room INF 2101
Deliver 2 nd , improved draft of your paper to your peer reviewers	Friday, June 20, 2014
Peer reviewers return their comments to the authors	Friday, June 27, 2014
Deliver pre-final draft of your paper	Friday, July 4, 2014
2nd Seminar Day	Friday, July 11, 2014: 09:00 – 13:00 Room INF 2101
Deliver final version of your paper	Latest: Wednesday, July 23, 2014
pdf-volume of collected papers ready	Friday, August 22, 2014

Seminar Day 1: Time Schedule

Name	Presentation (15 min)	Feedback (10 min)
Introduction	09:00 – 09:30	-
Bierzynski, Kay	09:30 – 09:45	09:45 – 09:55
Gollasch, David	09:55 – 10:10	10:10 – 10:20
Korger, Christina	10:20 – 10:35	10:35 – 10:45
Break	10:45 – 11:15	-
Peschel, Paul	11:15 – 11:30	11:30 – 11:40
Rausch, Jonas	11:40 – 11:55	11:55 – 12:05
Schön, Hendrik	12:05 – 12:20	12:20 – 12:30
Final words	12:30 – 13:00	

Feedback

1st Round

Storylines & Papers

- + The selected topics are interesting and fit the seminar theme well
 - + The papers mostly comply with the storylines
 - + Good structure of the papers
-
- The papers are often not precise and focussed enough
 - In most cases, the conclusions were extended „abstracts“ (repetitions)
 - The papers rarely addressed the *negative* impacts or challenges
-

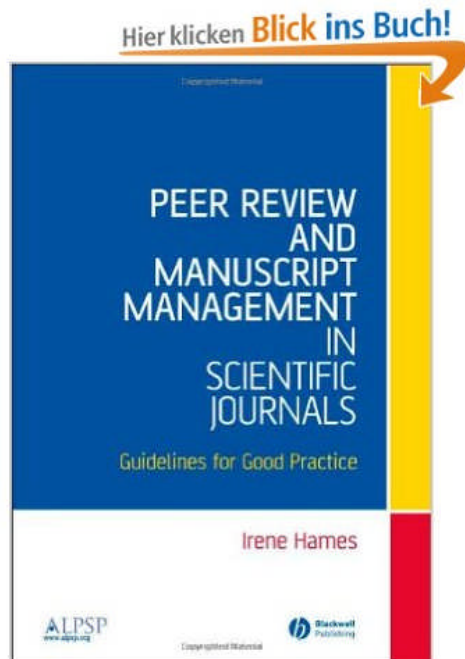
How to gain focus:

Precisely write the *questions* you want to answer for your readers! - CHECK

- *What is the impact of digital search on people, work and society in 2025? (← Title!)*
 - *Which are the positive impacts (visible in 2025)?*
 - *Which are the negative impacts (visible in 2025)?*
 - *Where are the risks, challenges and research topics of > 2025?*

Peer Reviews

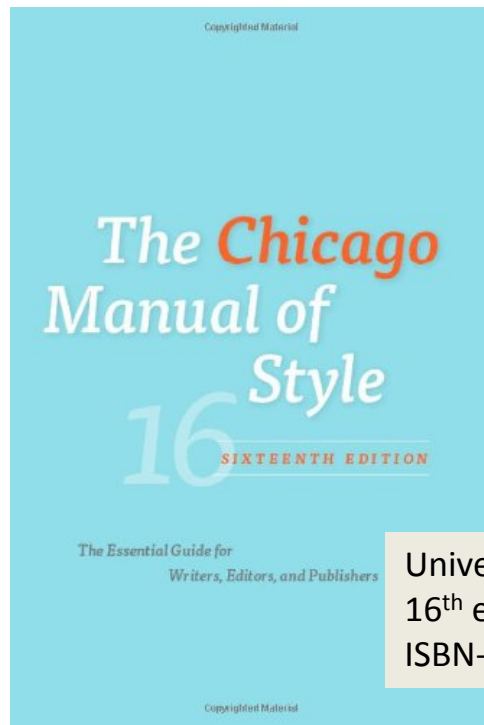
- + The peer reviews are to the point and fair
 - + The peer reviews contain valuable recommendations
-
- Some of the peer reviews are rather short
 - Some of the peer reviews (1st round) have too much emphasis on details
-



John Wiley & Sons, 2007
ISBN-13: 978-1-405-13159-9

Style & Language

Style:



University of Chicago Press
16th edition, 2010
ISBN-13: 978-0-226-10420-1

Language:

As *English* is not the mother tongue for most of us we need assistance.

- First make extensive use of a good spell/grammatical checker, e.g.:

<http://www.grammarly.com/office-addin/>

<http://www.whitesmoke.com/>

- Then have your pre-final paper proofread and corrected by a native English speaker.

Presentations

1st Seminar Day

Challenges and Impact of Software in 2025

Key Questions:

1. What is the difference in *software* in 2025 ?
2. What will be different in *software-engineering* in 2025?
3. What is the *impact* of software in 2025 on people, work and the society ?

Name	Q1	Q2	Q3	Peer-Reviewer A	Peer-Reviewer B
Bierzynski, Kay	X			Paul Peschel	Frank J. Furrer
Gollasch, David		X		Christina Korger	Jan Reimann (Frank J. Furrer)
Korger, Christina			X	David Gollasch	Jan Reimann (Frank J. Furrer)
Peschel, Paul		X		Kay Bierzynski	Frank J. Furrer
Rausch, Jonas			X	Schön, Hendrik	Jan Reimann (Frank J. Furrer)
Schön, Hendrik	X			Jonas Rausch	Frank J. Furrer
Reimann, Jan	-	-	-	-	-
Furrer, Frank J.	-	-	-	-	-

Presentation Assessment	
Storyline	
Illustrations Pictures	
Animation	
Density	
Delivery	

Challenges and Impact of Software in 2025

Presentation Assessment		
Storyline	<ul style="list-style-type: none">• Logical• Consistent• Attractive• Clear	<p>➤ Excellent</p> <p>➤ Good</p> <p>➤ Improvable</p>
Illustrations Pictures	<ul style="list-style-type: none">• Fitting/Adequate• Granularity• Power of Expression• Support of Speaker	<p>➤ Excellent</p> <p>➤ Good</p> <p>➤ Improvable</p>
Animation	<ul style="list-style-type: none">• Focussed (emphasizing the message of the slide)• Speed• Unnecessary effects• Timing	<p>➤ Excellent</p> <p>➤ Good</p> <p>➤ Improvable</p>
Density	<ul style="list-style-type: none">• Too dense (per slide or per time unit)• Too slow (more material per slide or per time unit)• Balance of slides• Bullet point lists	<p>➤ Excellent</p> <p>➤ Good</p> <p>➤ Improvable</p>
Delivery	<ul style="list-style-type: none">• Personal style• Interaction with the audience• Complementary speech/illustrations	<p>➤ Excellent</p> <p>➤ Good</p> <p>➤ Improvable</p>

Challenges and Impact of Software in 2025

Procedure

Presentation
(15 mins)



Audience
Feedback
(10 mins)

FEEDBACK: Each participant:

1. One positive comment
2. One improvement comment

Storyline	<ul style="list-style-type: none">• Logical• Consistent• Attractive• Clear	Excellent	<input type="checkbox"/>
		Good	<input type="checkbox"/>
		Improvable	<input type="checkbox"/>
Illustrations Pictures	<ul style="list-style-type: none">• Fitting/Adequate• Granularity• Power of Expression• Support of Speaker	Excellent	<input type="checkbox"/>
		Good	<input type="checkbox"/>
		Improvable	<input type="checkbox"/>
Animation	<ul style="list-style-type: none">• Focussed (emphasizing the message of the slide)• Speed• Unnecessary effects• Timing	Excellent	<input type="checkbox"/>
		Good	<input type="checkbox"/>
		Improvable	<input type="checkbox"/>
Density	<ul style="list-style-type: none">• Too dense (per slide or per time unit)• Too slow (more material per slide or per time unit)• Balance of slides• Bullet point lists	Excellent	<input type="checkbox"/>
		Good	<input type="checkbox"/>
		Improvable	<input type="checkbox"/>
Delivery	<ul style="list-style-type: none">• Personal style• Interaction with the audience• Complementary speech/illustrations	Excellent	<input type="checkbox"/>
		Good	<input type="checkbox"/>
		Improvable	<input type="checkbox"/>

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Schön, Hendrik	12:05 – 12:20	12:20 – 12:30
Final words	12:30 – 13:00	

Presentation Assessments

Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Bierzynski, Kay**

Storyline	<ul style="list-style-type: none"> • Logical • Consistent • Attractive • Clear 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Illustrations Pictures	<ul style="list-style-type: none"> • Fitting/Adequate • Granularity • Power of Expression • Support of Speaker 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Animation	<ul style="list-style-type: none"> • Focussed (emphasizing the message of the slide) • Speed • Unnecessary effects • Timing 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Density	<ul style="list-style-type: none"> • Too dense (per slide or per time unit) • Too slow (more material per slide or per time unit) • Balance of slides • Bullet point lists 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Delivery	<ul style="list-style-type: none"> • Personal style • Interaction with the audience • Complementary speech/illustrations 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>

✓

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Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Gollasch, David**

Storyline	<ul style="list-style-type: none"> • Logical • Consistent • Attractive • Clear 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Illustrations Pictures	<ul style="list-style-type: none"> • Fitting/Adequate • Granularity • Power of Expression • Support of Speaker 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Animation	<ul style="list-style-type: none"> • Focussed (emphasizing the message of the slide) • Speed • Unnecessary effects • Timing 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Density	<ul style="list-style-type: none"> • Too dense (per slide or per time unit) • Too slow (more material per slide or per time unit) • Balance of slides • Bullet point lists 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Delivery	<ul style="list-style-type: none"> • Personal style • Interaction with the audience • Complementary speech/illustrations 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓

Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Korger, Christina**

Storyline	<ul style="list-style-type: none"> • Logical • Consistent • Attractive • Clear 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Illustrations Pictures	<ul style="list-style-type: none"> • Fitting/Adequate • Granularity • Power of Expression • Support of Speaker 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Animation	<ul style="list-style-type: none"> • Focussed (emphasizing the message of the slide) • Speed • Unnecessary effects • Timing 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Density	<ul style="list-style-type: none"> • Too dense (per slide or per time unit) • Too slow (more material per slide or per time unit) • Balance of slides • Bullet point lists 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Delivery	<ul style="list-style-type: none"> • Personal style • Interaction with the audience • Complementary speech/illustrations 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓

Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Peschel, Paul**

Storyline	<ul style="list-style-type: none">• Logical• Consistent• Attractive• Clear	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Illustrations Pictures	<ul style="list-style-type: none">• Fitting/Adequate• Granularity• Power of Expression• Support of Speaker	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Animation	<ul style="list-style-type: none">• Focussed (emphasizing the message of the slide)• Speed• Unnecessary effects• Timing	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Density	<ul style="list-style-type: none">• Too dense (per slide or per time unit)• Too slow (more material per slide or per time unit)• Balance of slides• Bullet point lists	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Delivery	<ul style="list-style-type: none">• Personal style• Interaction with the audience• Complementary speech/illustrations	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>

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Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Rausch, Jonas**

Storyline	<ul style="list-style-type: none"> • Logical • Consistent • Attractive • Clear 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Illustrations Pictures	<ul style="list-style-type: none"> • Fitting/Adequate • Granularity • Power of Expression • Support of Speaker 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Animation	<ul style="list-style-type: none"> • Focussed (emphasizing the message of the slide) • Speed • Unnecessary effects • Timing 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Density	<ul style="list-style-type: none"> • Too dense (per slide or per time unit) • Too slow (more material per slide or per time unit) • Balance of slides • Bullet point lists 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>
Delivery	<ul style="list-style-type: none"> • Personal style • Interaction with the audience • Complementary speech/illustrations 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>

✓

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Challenges and Impact of Software in 2025

Presentation Assessment Participant: **Schön, Hendrik**

Storyline	<ul style="list-style-type: none"> • Logical • Consistent • Attractive • Clear 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Illustrations Pictures	<ul style="list-style-type: none"> • Fitting/Adequate • Granularity • Power of Expression • Support of Speaker 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Animation	<ul style="list-style-type: none"> • Focussed (emphasizing the message of the slide) • Speed • Unnecessary effects • Timing 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Density	<ul style="list-style-type: none"> • Too dense (per slide or per time unit) • Too slow (more material per slide or per time unit) • Balance of slides • Bullet point lists 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓
Delivery	<ul style="list-style-type: none"> • Personal style • Interaction with the audience • Complementary speech/illustrations 	Excellent <input type="checkbox"/> Good <input type="checkbox"/> Improvable <input type="checkbox"/>	✓

Final Words

Excellent, motivated work so far!
I like it a lot.

Feedback from your side?

Challenges and Impact of Software in 2025

Workplan

Correction 2
(SORRY)

Activity	Deadline/Date
Hauptseminar Kick-Off Meeting	Tuesday, April 8, 2014: 14:50 – 16:20 Room INF 2101
Select 2 <i>peer reviewers</i> (from the participants)	April 20, 2014
Deliver 1 st draft of both your storyline and your paper to your peer reviewers	Friday, May 16, 2014
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2nd Seminar Day	Friday, July 11, 2014: 09:00 – 13:00 Room INF 2101
Deliver final version of your paper	Latest: Wednesday, July 23, 2014
pdf-volume of collected papers ready	Friday, August 22, 2014

Challenges and Impact of Software in 2025

Relevance to Q1:

Vernon13	Vaughn Vernon: Implementing Domain-Driven Design Addison-Wesley, N.J., USA, 2013. ISBN 978-0-321-83457-7
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Relevance to Q2:

DeWeck11	Olivier L. de Weck, Daniel Roos, Christopher L. Magee: Engineering Systems – Meeting Human Needs in a Complex Technological World MIT Press, Cambridge, USA, 2011. ISBN 978-0-262-01670-4
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Relevance to Q3:

Audoin10	Pierre Audoin Consultants SAS: Economic and Social Impact of Software & Software-Based Services . Paris, August 2010. ———— Downloadable from: http://cordis.europa.eu/fp7/ict/ssai/docs/study-sw-report-final.pdf [last accessed: 12.1.2014]
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Eggers13	Dave Eggers: The Circle . Vintage Books, New York, USA, 2013. ISBN 978-0-8041-7229-5
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← (Amazon € 5.70)



Authoring, Presentation & Style:

Reynolds08	Garr Reynolds: Presentation Zen – Simple Ideas on Presentation Design and Delivery . New Riders, Berkeley, CA, USA, 2008. ISBN 978-0-321-52565-9
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Chicago10	University of Chicago: The Chicago Manual of Style – The Essential Guide for Writers, Editors and Publishers . University of Chicago Press, USA, 16 th edition, 2010. ISBN 978-0-226-61042-1
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Zobel05	Justin Zobel: Writing for Computer Science . Springer Verlag, London, 2 nd edition, 2005. ISBN 978-1-85233-802-2
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Lindsay13	David Lindsay: Scientific Writing = Thinking in Words . CSIRO Publishing, Collingwood, Australia, 2013. ISBN 978-0-643-10046-6
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„Am meisten Fehler passieren
weil man nicht zu Ende denkt“

Alfred von Herrhausen

First: Produce *complete* storyline

Second: Write paper