As new technologies force their way into our toolkits, we need to deliberately keep an eye on our values and goals to avoid having them swamped by technology, change, and narrow perspectives. Accessibility is a prime example of a priority goal threatened by undirected innovation with Flash, AJAX/ATLAS, and other promising but hazardous technologies. These new toolkits promise real improvements in usability and functionality, but winding our way through their many features and implementations to solutions that support our goals requires good management, flexible development, and constant evaluation.
Forces Pulling Us Away From Values and Goals

- Rapid evolution of technology
- Uneven rates of change in interacting technologies
- External locus of innovation
- Toolkit bias - "The software I use does not do that!"
- Mashup Diffusion - Multiple independent developers
- Goody goody gadgetitis - "Look at this cool effect!"
- Incremental evolution without checkpoints
- Out of date guidelines and standards
- Fragmented management support of values and goals
- Lack of contact between developers and users
- Single solutionitis - not exploring alternative approaches
- Lack of team learning about interaction of values, goals, and technology
- 80% Thinking - It works for most people

Talker: 'Mashup Diffusion, External locus of innovation, Lack of contact between developers and users, Toolkit bias - "The software I use doesn't do that!"'

Listener: 'Goody goody gadgetitis - "Look at this cool effect!"'

Talking points:
- External locus of innovation,
- Fragmentation of management support,
- Single solutionitis - not exploring alternative approaches,
- Lack of team learning about interaction of values, goals, and technology,
- Lack of contact between developers and users.

Outcomes:
- Toolkit bias: "The software I use doesn't do that!"
- Mashup Diffusion: Multiple independent developers
- Goody goody gadgetitis: "Look at this cool effect!"
- Incremental evolution without checkpoints
- Out of date guidelines and standards
- Fragmented management support of values and goals
- Lack of contact between developers and users

Conclusion:
- 80% Thinking: It works for most people
Forces Supporting Values and Goals

- Participating in developing and maintaining standards and guidelines
- Articulating values and goals within organization
- Get high level management buy in
- Monitor what peer organizations are doing
- Provide opportunities to meet and interact with experts
- Connect with peer discussions on use of technology - blogs, conferences
- Foster alignment of purpose among team
- Empower individuals to be advocates
- Make case that values-based decisions are cost effective
- Foster within team communication and sharing - wikis, Web sites, email lists
Connecting Values, Goals, and Technology

Connect to information about legal and policy basis for values and goals
  Build resource lists
  Develop organization summary statements

Sponsor regular across workgroup lunch meetings to present and discuss methods

Make advocacy of values and goals a defined role in workgroups
  Set up a wiki
  Start topical blogs

Host guest speakers to talk about issues, methods, directions

Support individual learning and skill development to explore topics related to use of technology

Support staff involvement in professional societies exploring issues relating to change in technology