It's Metaphors All The Way Down

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Once Upon a Time
No, *Really* Once Upon a Time
People Had To Eat
And This Wasn't A Thing
So This Was
Storytelling Was Survival
Storytelling Today
Enter The Metaphor
Meaning?

THAT’S NO MOON...
Meaning? Conveyed.

THAT’S NO MOON...

OH WAIT YES IT IS.
Software Needs Metaphors
Sometimes It's The Job
When This...
...Becomes This...

<table>
<thead>
<tr>
<th>Year</th>
<th>1979</th>
<th>1980</th>
<th>1981</th>
<th>1982</th>
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<tbody>
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<td>Sales</td>
<td>54321</td>
<td>59753</td>
<td>65728</td>
<td>72301</td>
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<td>Cost</td>
<td>43457</td>
<td>47802</td>
<td>52583</td>
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<td>Profit</td>
<td>10864</td>
<td>11951</td>
<td>13146</td>
<td>14460</td>
</tr>
</tbody>
</table>
...Becomes This
Sometimes It's An Abstraction
WIMP Drove Everything
Sometimes Off A Cliff
But The Metaphor Still Holds
In IT, We Have To Tell Stories
We Use More Metaphors!
Even Metaphors Need Metaphors
Even Metaphors Need Metaphors
So Let's Hear A Story…
With Pets!

OSCON, July 2015
Cattle!
We Know Little Of Such Things

OSCON, July 2015
In A Galaxy Far, Far Away…
...And In The Final Frontier...
…We *Can* Clarify Cloud/Datacenter...
...Or Die Trying
Star Trek Ships: Not Many
Star Trek Ships: Multipurpose
Star Trek Ships: Crew Investment
(Well, Almost)

DON'T WORRY, MEN. YOU'LL BE FINE.

AND THEN I TOLD THEM THEY'D BE FINE!

OSCON, July 2015
Star Trek Ships: Scale Up
Star Wars Ships: So Many
Star Wars Ships: Single Purpose
Star Wars Ships: Crew Investment
(And serious discipline issues)
Star Trek: Health Care
Star Wars: Health Care
Star Trek: Training
Star Wars: Training
Counter Examples: Star Wars
Counter Examples: Star Trek
But We Know There Were Issues
Big Ones
Sometimes You Need Fighters
Sometimes You Need Starships
And These Can Be Integrated
So Say We All
We Fill In The Story
In The Classroom...
In This Place...
Anywhere We Are...
Our Work…

```c
int main()
{
    int n = 0;
    while(n < 100)
    {
        n = n + 5;
        printf("n = %d\n", n);
        pause(200);
        if(n == 50) break;  // <- add
    }
    printf("All done!\n");
}
```
Our Work... Is Art
Thank You!

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