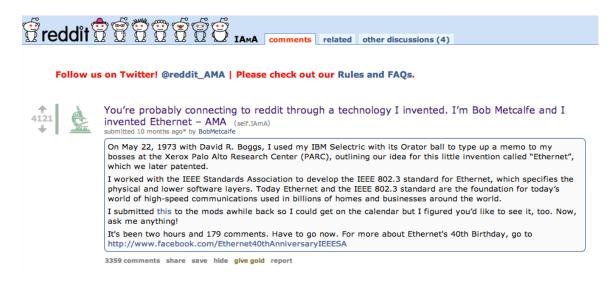# "Ask Me Anything" AMA:
Bob Metcalfe
Co-inventor of Ethernet and 3Com Founder

May 21, 2013 - http://bit.ly/IEEESA-Metcalfe-AMA

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You're probably connecting to reddit through a technology I invented. I'm Bob Metcalfe and I invented Ethernet – AMA (self.IAmA)
submitted 10 months ago* by BobMetcalfe

On May 22, 1973 with David R. Boggs, I used my IBM Selectric with its Orator ball to type up a memo to my bosses at the Xerox Palo Alto Research Center (PARC), outlining our idea for this little invention called "Ethernet", which we later patented.

I worked with the IEEE Standards Association to develop the IEEE 802.3 standard for Ethernet, which specifies the physical and lower software layers. Today Ethernet and the IEEE 802.3 standard are the foundation for today's world of high-speed communications used in billions of homes and businesses around the world.

I submitted this to the mods awhile back so I could get on the calendar but I figured you'd like to see it, too. Now, ask me anything!

It's been two hours and 179 comments. Have to go now. For more about Ethernet's 40th Birthday, go to http://www.facebook.com/Ethernet40thAnniversaryIEEESA

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The results:

- 3,375 comments generated during the AMA
- 60,194 votes cast by reddit users during the AMA
- A highly popular AMA among reddit users, the original post spawned numerous derivative posts to other subreddits, significantly increasing the AMA's reach and elevating the audience's level of awareness
- There was a high volume of tweets featuring sound bites from the AMA published by a broad spectrum of Twitter users in multiple sectors, including consumers, business and industry and the media:
  - "Great AMA on Reddit with Bob Metcalfe (Ethernet inventor). "Tim-Berners Lee Inventor of WWW) is like Ghandi with ADD" http://bit.ly/121d64z", Andrew Schmitt, Analyst, Infonetics Research
  - "AMA with Bob Metcalfe: "The Internet needs less anonymity, because the first step toward savagery is the mask" http://bit.ly/MYaqy8", Caleb Garling, Staff Writer, San Francisco Chronicle
  - "Bob Metcalfe, inventor of Ethernet, recently did a fascinating AMA on Reddit, read more here http://ow.ly/lkfhJ", One Source Networks
  - "Very entertaining AMA on Reddit with Bob Metcalfe http://bit.ly/10K65h1", Jim Malone, Executive Editor, CIO Magazine
- Multiple publications published articles both prior to and just after the AMA, resulting in a number of articles distributed virally across the web (May 21st AMA):
  - *"Reddit IAmA this week to feature Ethernet inventor Bob Metcalfe"*, Bob Brown, Network World, May 20, 2013,

- http://www.networkworld.com/news/2013/052013-reddit-metcalfe-269945.html
  - o *"Ethernet celebrates 40 years"*, Dana Kerr, CNET, May 22, 2013, http://news.cnet.com/8301-1023_3-57585799-93/ethernet-celebrates-40-years
  - o *"Happy 40th Anniversary Ethernet",* Laura Lorek, Silicon Hills, May 22, 2013
  - o *"Ethernet filters out porn, plus 9 other facts (?) we learned from Bob Metcalfe's Reddit Q&A"*, Bob Brown, Network World, May 22, 2013, http://www.networkworld.com/news/2013/052213-ethernet-metcalfe-270046.html