

ISYS100- IT in Society

Week 1

Green Computing/ Green IT

- **Green computing or green IT**, refers to environmentally sustainable computing or IT.
- It is the study and practice of designing, manufacturing, using, and disposing of computers, servers, and associated subsystems—such as monitors, printers, storage devices, and networking and communications systems—efficiently and effectively with minimal or no impact on the environment.
- Green IT also strives to achieve economic viability and improved system performance and use, while abiding by our social and ethical responsibilities.
- Thus, green IT includes the dimensions of environmental sustainability, the economics of energy efficiency, and the total cost of ownership, which includes the cost of disposal and recycling.
- It is the study and practice of using computing resources efficiently.

Web 2.0

- Web as a platform
- Software as services
- Architecture of participation
- Social media
- Harnessing collective intelligence
- **More of a social change.** The technical part of the web hasn't changed much.
- Originated from O'Reilly and MediaLive International in 2004
 - "Web 2.0 is the business revolution in the computer industry caused by the **move to the internet as a platform**, and an attempt to understand the rules for success on that new platform"

Traditional Media

- A few writes for a publisher who sells to many because the publisher owns the production and distribution means

Web 2.0 provides the infrastructure for innovation

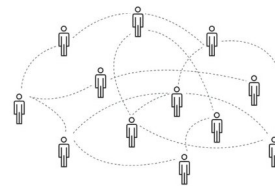
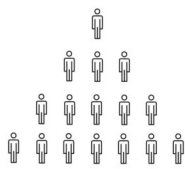
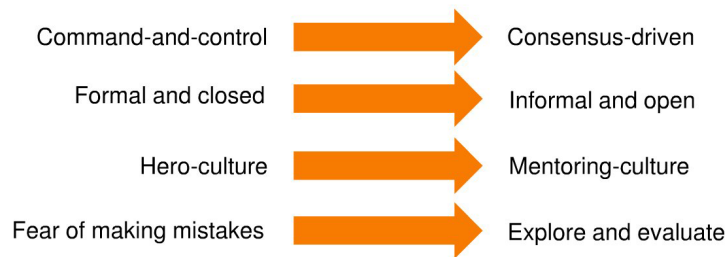
- Find and connect with people across boundaries
- Rapidly distribute ideas, experiences and knowledge
- Become aware of what others are doing
- Tap into the knowledge of your informal network
- The power of content and reach

Web 2.0 Concepts

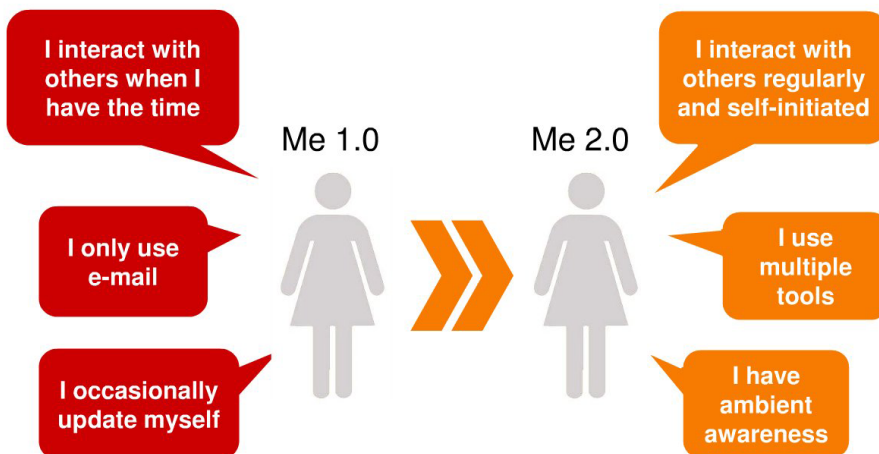
- Blogging
- Forums
- Wikis

- Social Networks
- E-commerce
- Bookmarking
- Folksonomy= tagging
- Syndication
- Instant messaging
- Collaborative software
- Mashup
- RIA

Improving collaboration requires cultural change



And a personal change



Web 2.0: Evolution towards a read/ write platform

Web 1.0 (1993-2003) Pretty much HTML pages viewed through a browser		Web 2.0 (2003- beyond) Web pages, plus a lot of other "content" shared over the web, with more interactivity; more like an application than a "page"
"Read"	Mode	"Write" & Contribute
"Page"	Primary Unit of content	"Post / record"
"static"	State	"dynamic"
Web browser	Viewed through...	Browsers, RSS Readers, anything
"Client Server"	Architecture	"Web Services"
Web Coders	Content Created by...	Everyone
"geeks"	Domain of...	"mass amatuerization"

Web 2.0 will mean changes for marketers

- More users are connecting to each other and content through networked, peer driven activities and content
- API's and content syndication will lead to more machine generated connections
 - "non compliant" content wont fit into the flow as readily
- Web 2.0 is truly two way

- Marketers need to be very willing to “listen” and receive more than broadcast
- Investment in blog marketing will increase by 32% in 15/16

Open Issues/ Implications

- The appeal of Web 2.0 lies in the nature of the apps/ tools
 - Direct
 - Transparent
 - Controllable

Web 3.0

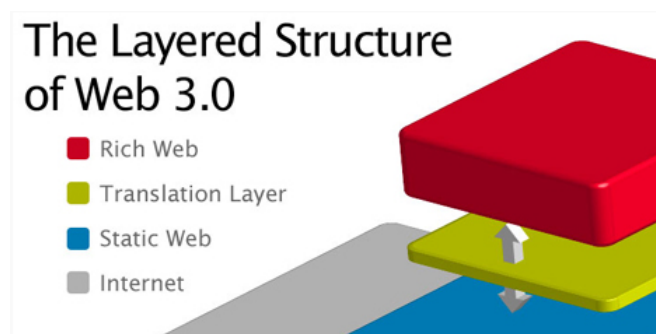
- Driven by technological changes
- The semantic web- is about the meaning of data
- It is about replacing existing software platforms with a new generation of platforms as a service
 - Web 3.0 is the integration of data on the internet
 - Web 1.0- data is online + super apps
 - Web 2.0- Sites share via API's and social networks
 - Web 3.0- Plugs into this massive amount of data we have made available on the web

Web 3.0 will be global in development

- All you need to create an application is an idea, others can then add their talent
- Every developer around the world can access the same powerful cloud infrastructures
- Because code lives in the cloud, global talent pools can contribute to it
- Because it runs in the cloud, a truly global market can subscribe to it as a service

Web 3.0 and 3D spaces

- Another possible path for Web 3.0 is towards the 3 dimensional vision championed by the Web3D Consortium
- Taking the concept realized by second life further
- Cyber business meetings
- Grocery shopping in a 3D space with delivery



Conclusion on Web 3.0

- It is not a question of is web sites become web services, but when and how