NT213 – HOME READING ASSIGNMENT

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1. List examples from the book with variius reporting verbs

1. Sloan said he would pay a lot of money so that every dealer "could know the facts about his business and could intelligently deal with the many details ... in an intelligent manner."

2. If you asked your friends whether they'd adopted "the electricity lifestyle," they'd think you were crazy.

3. Merrill Lynch then decided that giving more information to clients would make the relationship with them stronger, not weaker.

4. But in this book, Gates argues that control from the center cannot work.

5. But at Microsoft, before we invest money we want to know if the idea will work.

6. Between 1975 and 1987 several business newspapers promised that the paperless office wasn't far off but in 1988 I told a journalist, "This vision of a paperless office is still very, very far away."

7. The company hoped to get 200,000 customers in the first year, an average of about 550 people a day.

8. It is common for governments to forbid agencies to close any offices, which simply forces them to struggle to do more with less.

9. An old business joke says that if the railroads had understood that they were in the transport business instead of the steel-rail business, we'd all be flying on Union Pacific Airlines.

10. When installed at all 1,500 post offices, the kiosks are expected to save £150 million per year.

11. I insist that we keep up with events, as well as pursue longer-term projects, and that we use "bad news" to drive us to put new features into our products.

12. Most experts estimate that 20 to 30 percent of the annual trillion-dollar cost of the US health-care system is spent on paperwork.

13. As the Big Day events happened, we used the MS Sales program to measure our return against figures in similar markets to see if the Big Days were really making a difference.

2. Based on chapter 2, explain what the writer menas by ’the electricity lifestyle’, ’the Web lifestyle’, and ’the Web workstyle’. Illustrate with the most important elements of each style, according to ge book.

The electricity lifestyle – According to the book, electricty was first used for lightning. Electric light was cleaner, safer, brighter, and more convenient than natural gas, oil, or candles. The most revolutionary uses of electricity were the phone, the radio, and the TV. Until that time electricity’s capacity to change everyone’s lifestyle was hidden. It’s taken more than a hundred years for the electricity lifestyle to revolutionize civilization.

The Web lifestyle – This lifestyle is being enabled by the Internet and it is characterized as an extension to the electricity lifestyle. For a lot of people the Web lifestyle is very close today. By 1998 the average user went on the Web 8-9 times a month. The adoption of technology for the Web lifestyle is happening faster than the adoption of electricity, cars, TV, and radio. This is the case because personal computer use, high-speed networks, and online communication are widespread. This makes the cultural change much more significant than the change with the electricity lifestyle. With the prices going down on every field of technology and with that same technology growing day by day, it is very obvious that the Web lifestyle will just keep growing and stay common as it is now. The most interesting part is that the benefits of the Web lifestyle are yet to be seen. The social effects of the Web lifestyle will be enormous. With this, only sky is the limit, it will only broaden its horizons.

The Web workstyle – The Internet and all its benefits had changed the way people, organizations, and businesses work. It will also change the boundaries of organizations of all sizes. It allows a company to work on a greater extent than ever before. The Web workstyle makes it possible to deal better with unpredictable

demand. What the Internet had introduced is the “studio” approach to running major parts of their businesses (ex. Big Hollywood studios have full-time employees to handle finance, marketing, but the full-time movie-making staff, isn't very big at all). Web technology makes it possible for many different kinds of projects to be structured as studio-type work. Some employees in companies of any size are naturally nervous about the effects of the Web workstyle. They assume that if their company chooses to build itself around Web technologies, their jobs may disappear. Nevertheless, people who want to work for a big company will work for one, and others will have interesting alternatives. A Web workstyle makes it easier for people who have good skills but who can't, or choose not to, work full time. Because they can find more work over the Internet, and do more work from home, those people will have new opportunities. Society is the one that is benefiting the most out of this.

3. Essay writing

3.1. How could information technology help with earthquakes

Throughout the history earthquakes were present no matter the age. Every continent gets struck by a couple of these on a yearly basis. From 2010 to 2015 there were approximately 14 thousand earthquakes. Estimated deaths in 6 year gap was 60 thousand. The numbers never lie and frankly, this is too much, but unlike our predecesors, we got the technology to make those number lower.

More developed countries in field of technology use softwares that are based on predicting earthquakes and calculating priority for where the first responders are needed in the event of an earthquake. Previous software might identify a general area where responders could expect damage, but it would appear as a “big red blob” that wasn’t helpful when deciding exactly where to send resources. Ahmad Wani, Silicon Valley entrepreneur, was a first-hand witness in two earthquakes and it made him realize there is no science behind the 9-1-1 response. That is when he made, what was called, a game changing move.

Out of that realization came a plan to reshape disaster management using big data. Wani worked with two fellow Stanford students to create a platform to predict the toll of natural disasters. The concept is simple but also revolutionary. This software pulls geological and structural data from a variety of public and

private sources and uses machine learning to predict the impact of an earthquake down to individual city blocks and buildings. Real-time information input during an earthquake improves how the system responds. And earthquakes represent just the start for the company, which plans to launch a similar program for floods and eventually other natural disasters.

“When you wish good for others, good things come back to you. This is the law of Nature”. As Buddha said it, it’s the law of nature, it is going to treat us way worse than what we do to it. The technology is and yet will be a big help, but in my personal opinion it will never be greater than nature itself.