The Business of Computing

THE COMPUTING BUSINESS: THE IMAGE

THE COMPUTING BUSINESS: THE REALITY

The Computing Business: The Image

*The IT Crowd* (TV) (2006–2013)
The Computing Business: The Image (Cont’d)

Office Space (1999)
The Computing Business: The Image (Cont’d)

Silicon Valley (TV) (2014–)
The Computing Business: The Image (Cont’d)

Bill Gates (1955–)

Steve Jobs (1955–2011)
<table>
<thead>
<tr>
<th>Time Period</th>
<th>Era Details</th>
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| 1880–1950   | ● mechanical hardware companies  
              ● (electro)mechanical calculator  
              ● IBM |
| 1950–1975   | ● electronic + mechanical calculator + startup / custom software companies  
              ● mainframe / minicomputer  
              ● IBM, DEC, Intel |
| 1975–2000   | ● electronic + computer + startup / package software / ISP / Web 1.0 service companies  
              ● PC, workstation  
              ● IBM, Apple, Microsoft, Intel, AOL, Amazon |
| 2000–2017   | ● electronic + computer + startup / package software / ISP / Web 2.0 service companies  
              ● PC, handheld  
              ● IBM, Apple, Microsoft, Intel, Amazon, Google, Facebook, |
The Computing Business: The Reality

- Each corporate era has typical progression:
  1. Development of new technology
  2. Company proliferation
  3. Company decimation / consolidation

- Corporate computing is, in many cases, male-dominated; came originally from classic Western corporate model and subsequently from hacker culture (brogrammers).

- Despite women being first computer programmers and developing key technologies (Grace Murray Hopper: compilers, COBOL), have often been sidelined to margins, e.g., software companies, startups.

- Situation seems to (finally) be changing.
The Computing Business At The Movies: 
*The Social Network* (2010)

- Inspired by 2009 non-fiction book by Ben Mezrich; Aaron Sorkin wrote screenplay at same time.
- Commercial and critical success.
- Seen as inaccurate by almost all actual people depicted; however, Sorkin’s stated intent was not to let the truth get in the way of good storytelling.
- Mark Zuckerberg said his wardrobe was accurate.