

Computer Science 1401: Lecture #9

The Business of Computing

THE COMPUTING BUSINESS: THE IMAGE

THE COMPUTING BUSINESS: THE REALITY

THE COMPUTING BUSINESS AT THE MOVIES:
The Social Network (2010)

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)

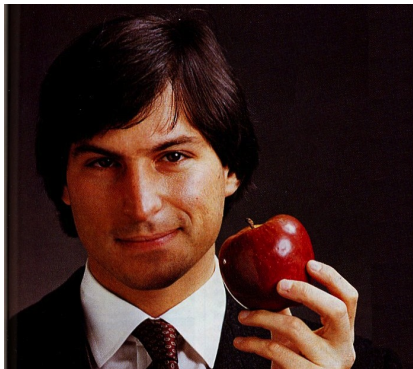


Silicon Valley (TV) (2014–)

The Computing Business: The Image (Cont'd)



Bill Gates
(1955–)



Steve Jobs
(1955–2011)

The Computing Business: The Reality

- 1880–1950
 - mechanical hardware companies
 - (electro)mechanical calculator
 - IBM
- 1950–1975
 - electronic + computer + 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,

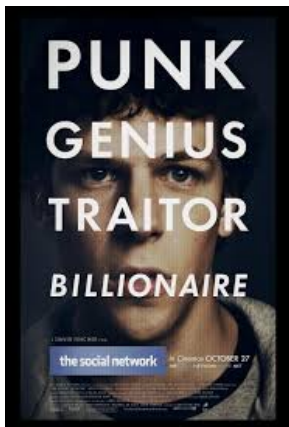
The Computing Business: The Reality

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

Note that the new technologies in (1) have often been developed by academia and paid for by governments, e.g., GUI / mouse, Internet, Web 1.0, basic AI.

- 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 (e.g., Grace Murray Hopper (compilers, COBOL)), have often been marginalized; this may (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.