

## How is mobile computing, Web 2.0, and social media changing how IT systems are used?

Mobile computing, social media, and Web 2.0 are making IT systems more complex and universal in all media/technology outlets. With mobile computing, Web 2.0, and social media, organizations are able to strengthen their social presence and interactions on the web. I know the bandwidth of the IT system and capacity is something that is going to help the systems run smooth and seamless. Websites and systems need to be up and running 24/7; a website goes down for a period of 4 hours, the company could lose millions in dollars; just to give you an idea, think of Amazon.

Everyone is relying on their mobile device to stay connected and do everything from texting, to sending a video via mobile devices, posting on Facebook, attending class via eCampus, mobile banking, and the list goes on and on. Facebook is HUGE now; I know that is how I stay connected with my family back in Minnesota and friends scattered throughout the states and foreign countries. I love the ability to be connected all within one network; I do prefer Facebook over the other social networking sites; however for business/professionalism I like LinkedIn. I have used Hi5 in the past and I didn't like it. If companies advertise or have a Facebook page, they can attract customers and keep them updated in real time.

If Amazon's website stopped working for 4 hours; would you end up buying the product from the website when it's available, would you not buy it or would you buy it elsewhere?

### Response 2

Mobile computing, Web 2.0 and social media are changing the way IT systems are used because it's giving people the ability to use their mobile devices when they are not able to get to a computer. What I mean by that is lets take Kmart for example they have an app that allows customers to bring up ads on their mobile devices and to do express checkout from their mobile device and also use the Shop Your Way Rewards right from the comforts of your own hands. With the social media it's allowing stores to advertise on web site such as Facebook in order to get customers attention and in the case of Facebook if you like a store or product on that site you will receive either promotional information or a coupon of some sort for that product. But with all of this advancement companies have to make sure that they are keeping up with new ways to make their sites safe and secure for their customers. The reason why I say that is because there are some

people who would rather be dishonest and trick people into giving up their personal information. At my current job I hear about this all the times how people are saying how their Facebook accounts are getting compromised and someone has taken their account over. It's sad that people cannot have fun on some social sites without having to worry about when they wake up the next morning their account will be taken over.