

# IPRO 305

## Impact of Emerging Internet Trends on the Media Space



### Objective

The goal of IPRO 305 is to understand the usage of deep-rooted as well as emerging applications and trends that will drive internet usage over the next 3 to 5 years. We are working with Comcast in order to help them with their future offerings in the marketplace. There will be users who will continue to use the internet for email whereas others will use it to videoconference and watch internet video. The overall increase in internet use as well as the need for ever-increasing speed may require ISPs to embrace technologies beyond what is currently envisioned as the industry evolves from broadband technologies to wideband technologies.

### Basic Organization and Tasks

This IPRO team has delegated responsibilities to three separate groups. The groups were primary research, secondary research and collection/interpretation (C/I). During the first half of the semester, the primary research group worked on physical surveys as well as contacting corporate executives for pertinent research data valuable to the project. The secondary research group gathered a lot of information that helped solidify assumptions and build model data. The second half of the semester the C/I group was the main focus for taking the data collected and making it presentable and understandable. This was done by statistically analyzing the data and constructing visual models.

### Critical barriers and obstacles

Throughout this semester our IPRO 305 team has faced a few obstacles. From the beginning we've had some trouble identifying the scope of our project. To overcome this we used some class time to discuss exactly what it is that we will focus on. Regarding this we have kept our scope flexible in case we decided that we would like to expand or shift our focus slightly. Our primary research group ran into some issues with implementing a survey pertaining to our 3-5 year projections. Initially permissions were difficult to attain; however, throughout the semester the primary research group spoke with and developed a survey that was sent out to all members living in the campus dormitories. Also, some alternative methods were used to gain additional responses, such as surveying all the Greek houses on the quad, asking people to fill out the survey at a table on the MTCC bridge, and sending the survey out to a couple different departments within the school. Another issue we've had was with poor communication and the "free rider" issue. Communication has greatly increased during the semester as more information was made available on iGroups and via email to the team members, whereas, the "free rider" issue was handled less adequately. Certain members were not as involved as they should have been. To help combat this specific tasks were given to these members in attempts to incorporate them more into the group.



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**Advisors:** Matthew Bauer, Senior Professor, Computer Science  
Jay Fisher, Adjunct Professor, Chemical Engineering

**Team Members:** Nick Cantoni, Computer Science, Ryan Cunningham, Computer Science, William Foret, Information Technology and Management, Evan Kruger, Humanities, Michael Lagioia, Information Technology and Management, Angus Lazenby, Electrical Engineering, Jonathan Mikesell, Electrical Engineering, Janusz Nosek, Computer Science, Stephen Schreiner, Computer Info. Systems, Grant Shindo, Psychology, Yevgen Solodkyy, Electrical Engineering, Meng Zhang, Information Technology and Management

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### Accomplishments

- Survey current internet users in order to ascertain popular internet trends as they stand today.
- Contact relevant IT specialists and conduct interviews in order to gain a professional opinion of changing internet usage as well as contacting and interviewing corporate technology departments to determine current usage and relevant technologies.
- Identify new technologies and analyze their value and potential for becoming major forces in how the internet is used.
- Determine the most high profile and relevant applications and their progressing use.
- Gather actual technical data matching profiles of survey groups that are categorized based on demographics and applications.

### Conclusion

Results show that people do spend a significant amount of time on the internet doing various things. Due to the internet speeds becoming faster to the consumer, people are spending more and more time with email and browsing websites and using social networking such as Facebook. People are connecting with others by using instant messaging as a real-time text way to communicate also. Streaming video is becoming more popular as users watch YouTube videos and news clips. It happens to be the second most popular application on the internet. Users are downloading more and more files such as programs, and movies. Cisco Systems suggests that within just three years there will be a six-fold increase in internet video being watched by users on the internet. They also suggest that there will be a 46% increase in total internet traffic in five years.



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