

IPRO 305

Impact of Emerging Internet Trends on the
Media Space

Mission Statement

- The objective 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. These need to be personified in terms of various classes of users that will co-exist and the potential use by each.
- We are working with Comcast's Planning division to enhance their customer's current and future experience regarding services provided.

Team Organization

- Primary Research
 - Nick Cantoni (team leader)
 - Evan Kruger
 - Jon Mikesell
 - Stephen Schreiner
- Secondary Research
 - Michael Lagioia (team leader)
 - Meng Zhang
 - Janusz Nosek
 - Will Foret
 - Edward Lazenby
- Collection/ Interpretation
 - Grant Shindo (IPRO/ team leader)
 - Ryan Cunningham
 - Yevgen Solodkyy

Project Goals

- Investigate/ predict Internet trends for next 3-5 yrs.
- Identify & understand usage consumption [demographics]
 - Adoption of new applications and their respective impact
 - BitTorrent
 - Streaming video
 - VOIP
 - Social networking
 - Online gaming
 - Adoption rates
- Create model of total usage on research obtained

Progress

- Primary Research
 - Created survey model
 - Contacted housing concerning distribution of survey
 - Contacted OTS regarding campus internet usage
- Secondary Research
 - Obtaining metrics/ internet usage data
 - Researched popular bandwidth hungry web applications
- Collection/ Interpretation
 - Preliminary stages of developing model for top five internet applications

Major Obstacles (To-Date) & Their Resolution

- Mass Distribution of survey
 - Set up stations on campus in high traffic areas
 - Bring surveys to students in the dorms and in Greek housing
- Inadequate Communication
 - This problem was anticipated, did communication exercise
 - Need to use email more to communicate
- Free Rider Issue
 - Involve individual members in subgroups
 - Assign specific tasks to individuals

Anticipated Major Challenges

- Compiling mass quantities of data
 - Using surveymonkey to condense some of the data
 - Use of statistics to find significant trends within the data
- Does the collected data fit the model? Is there enough data?
 - Team ready to revamp model if necessary
 - Persistence in data collection to ensure large enough sample size
- What will Internet usage look like in the future?
 - Looking at foreign markets to identify trends
 - Analyzing current applications that have the potential to be big contributors to mass usage

Needs/ Questions/ Requests?