Assignment #2, due at the beginning of class Sept 23

View the TED video: Chris Anderson: “Technology’s Long Tail”

http://www.youtube.com/watch?v=CIZAZYsKM84

Assignment: Write a three-page paper addressing these points. You can work in pairs.

1. Find a product (preferably a “technology product”), and trace its life cycle.

2. Was there a “hype cycle” associated with this product? Could you identify the four stages of development identified by Chris Anderson (Critical Price, Critical Mass, Displace Another Technology, Commoditize (become nearly free).

3. What products or technologies did it replace?

4. What products or technologies replaced it?

5. Bonus: name an emerging technology product that looks like it is poised to enter a “hype cycle”

Background

Products go through a “product life cycle” with identifiable stages:

http://en.wikipedia.org/wiki/Product_life_cycle

- Establishment
- Growth
- Maturity
- Decline

Technology-based products have their own version of this: Research and Development, Ascent, Maturity, and Decline, when they are eventually replaced by something new.

http://en.wikipedia.org/wiki/Technology_lifecycle

According to the Gartner Group, some technology-based products are over-sold early in their development, building up a great deal of publicity, which is followed by disappointment when they don’t deliver what was promised. Then they settle into a realistic level of expectations and productivity.

http://en.wikipedia.org/wiki/Hype_cycle

This is important to us technology developers as we choose the companies technologies in which to invest our time, money and careers.