

# How will the future change?

*Look at current technological trends that could affect our lifestyle.*

Let think of our last day. How many times we used smart devices? and internet? How often we controlled the time on our smart-watch? How many commercials about things we had looked for we found out in webpages we were visiting? Reflecting about these questions could bring us to understand how technology is in our everyday life. Maybe we don't think about the large world of opportunities that technology has created and maybe we don't know how great are companies that exploit the technology to do business.

Nowadays there are thousands and thousands of technological trends spread in the world and so an analysis of each one could be extremely difficult anyway there are some of them that can affect our life stronger than others. Firstly we could analyze the great phenomenon of social medias. Before internet and the Web became so popular and developed, the communication among people ran only through mobile phones with calls and texts. At the beginning of the millennium some computer apps allowed people to keep in touch and to chat online and this has grown exponentially with Facebook. It has been one of the first social networks and it has revolutionized the way people chat not only improving connection between individuals scattered in the world but also offering a free service and maybe this second feature has been the basis for success. In the last years other social networks with different features are becoming so popular like snapchat or whatsapp. The great and innovative feature that joins all new chatting apps is the possibility to share photos or vocal texts and this isn't useful only among youngsters that share photos with friends but it could revolutionize the way of chat among adults and also among professionals. Sending a vocal text is surely faster and more efficient than a written text, so developing this technology could be the key to success for a technological start-up.

Being linked with the theme of social networks is important to give attention to the new way to spread information and knowledge, indeed, in the last years, millions of videos are uploaded on the net and a research has found out that, on average, about 8 millions of videos are viewed on facebook daily.

Videos, photos and everything else that is uploaded on the net stay online and this generates a great flow of data that is called the phenomenon of 'Big Data'. This large mole of data has pushed start-ups and companies to be more interested in their analysis and developing tailored services and it's the cause for which when we look for a flight and then we change webpage we can find an ads of the flight company on the side! This is the current way how our data uploaded on the net are used. An opportunity of business could be a new and better way to analyze the data and to use them.

What we have analyzed so far is all based on the great innovation The Web, but there are technological trends not internet based. A new way of using an old technology can be considered a current technological trend. I can think of car sharing. There is nothing of technology if not the idea in the basis of the service.

In recent period people are more worried about environment and nature and this has pushed people and company to be more careful at them. One of environmental issues is the pollution caused by the use of cars and in particular the cities where cars are more concentrated the pollution level is higher. Now, car sharing that is spread in several big cities could be a great solution to the pollution issue and in particular using electrical cars.

In Milan, a city of Italy, has been done an experiment, a new car sharing with electrical car has been added to the previous car sharing with the traditional cars and has been found out that using electrical cars is not a problem for people, rather many people has preferred using them instead traditional cars because energy is cheaper than petrol and though they are not very

faster, people prefer them because the speed isn't important in city and mainly they are smaller so looking for a park is easier.

All the trends analyzed could hide others important opportunity and only doing a deep analysis someone can find out the way to use the technology so seizing an opportunity and to starting a business.