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29 \+

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[1]

Big data   Gartner

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       Variety   Velocity   Value
              TB   PB

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2012   3   29

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                                        [2]

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2013   8

2015   4   22

50

1   12   +

+

+   +

Cloud Computing
Distributed Computing   Parallel Computing   Utility Computing
Network Storage Technologies   Virtualization   Load Balance
[1]

1980   -

IT

2012

[1]Hassan, Qusay (2011).   Demystifying Cloud Computing . The Journal of Defense Software Engineering (CrossTalk) 2011 (Jan/Feb): 16- 21.

B2C   2013   11   11

760

2016   Cazena

Prat Moghe   2016   CIO Chief Information Officer

IT

[1]

3G 4G

[2]

Majority of our daily media interactions are screen based

Smartphone   Laptop/PC   Tablet   Television

90% of all media interactions are screen based

On average we spend
4.4 hours of our leisure time in front of screens each day

Radio   Newspaper   Magazine

10% of all media interactions are non-screen based

lar Science

grassroots media   Web2.0
                                                      [1]

                                           2003   7
                                    We Media(   )
    ：
   [2]

                                                            BBS

    2000

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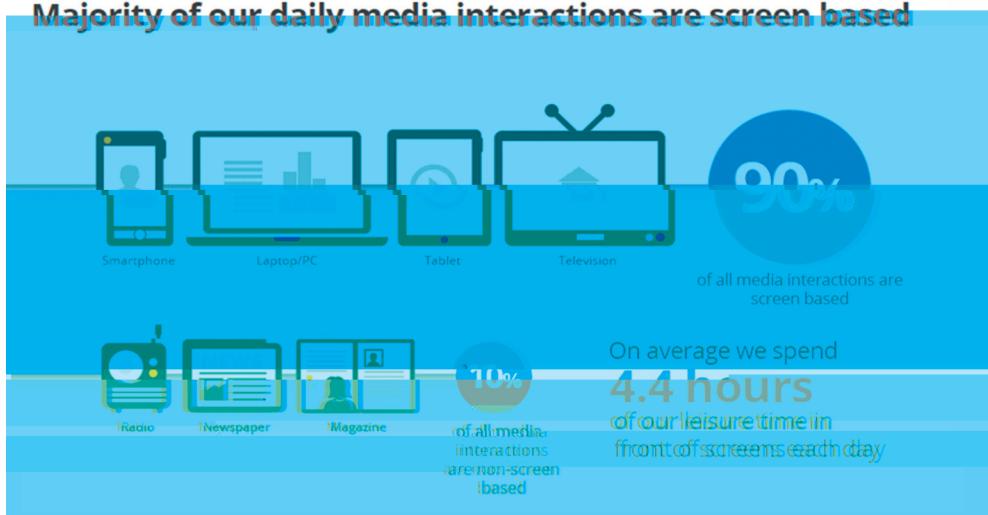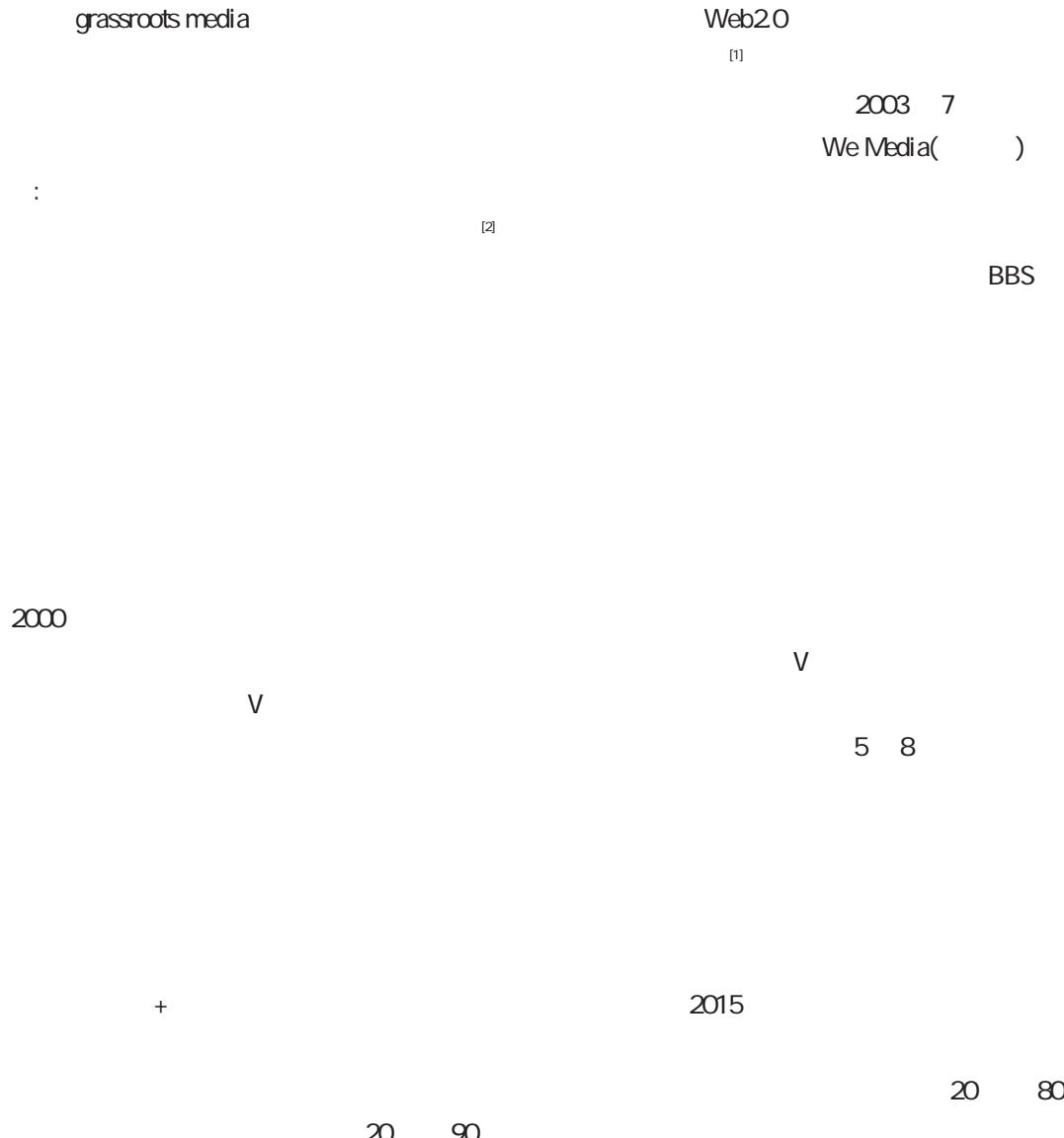
[1]Dan Gillmor, *We the Media Grassroots Journalism by the People, for the People*, O Reilly 2004.

[2]Shayne Bowman and Chris Willis, *We Media: How audiences are shaping the future of news and information*, The Media Center at The American Press Institute, 2003.

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2014 10

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2015

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