

# ICT and Life-style

(ICT: Information Communication Technology)

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# Diet Pizza Problems

Overall goal is to decrease weight of people

Low calorie pizza contribute to decrease weight of people! But....

**Too Expensive!**

Technology

Fat free cookie

Shop Sales

Manufacturing

Consumer Selection

Eat More!

Usage

**How to integrate technology with life-style?**

# Current Issues

**Lack of social perspective**

**Overall goal, Social Needs**

**e.g. CO2 70% reduction in 2050**

**Macro**

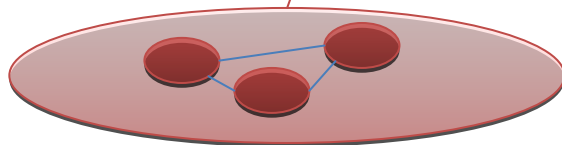
**Meso**

*Social perspective*

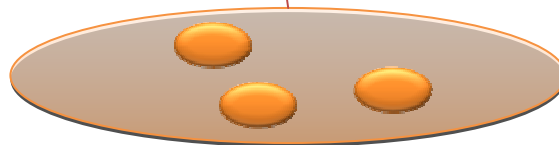
*(How to integrate technology with social issues?)*

Technologies Development

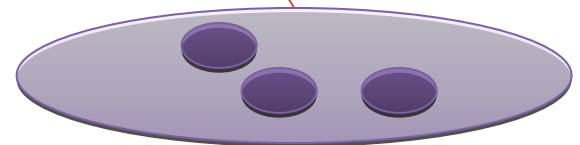
**Micro**



Technology A



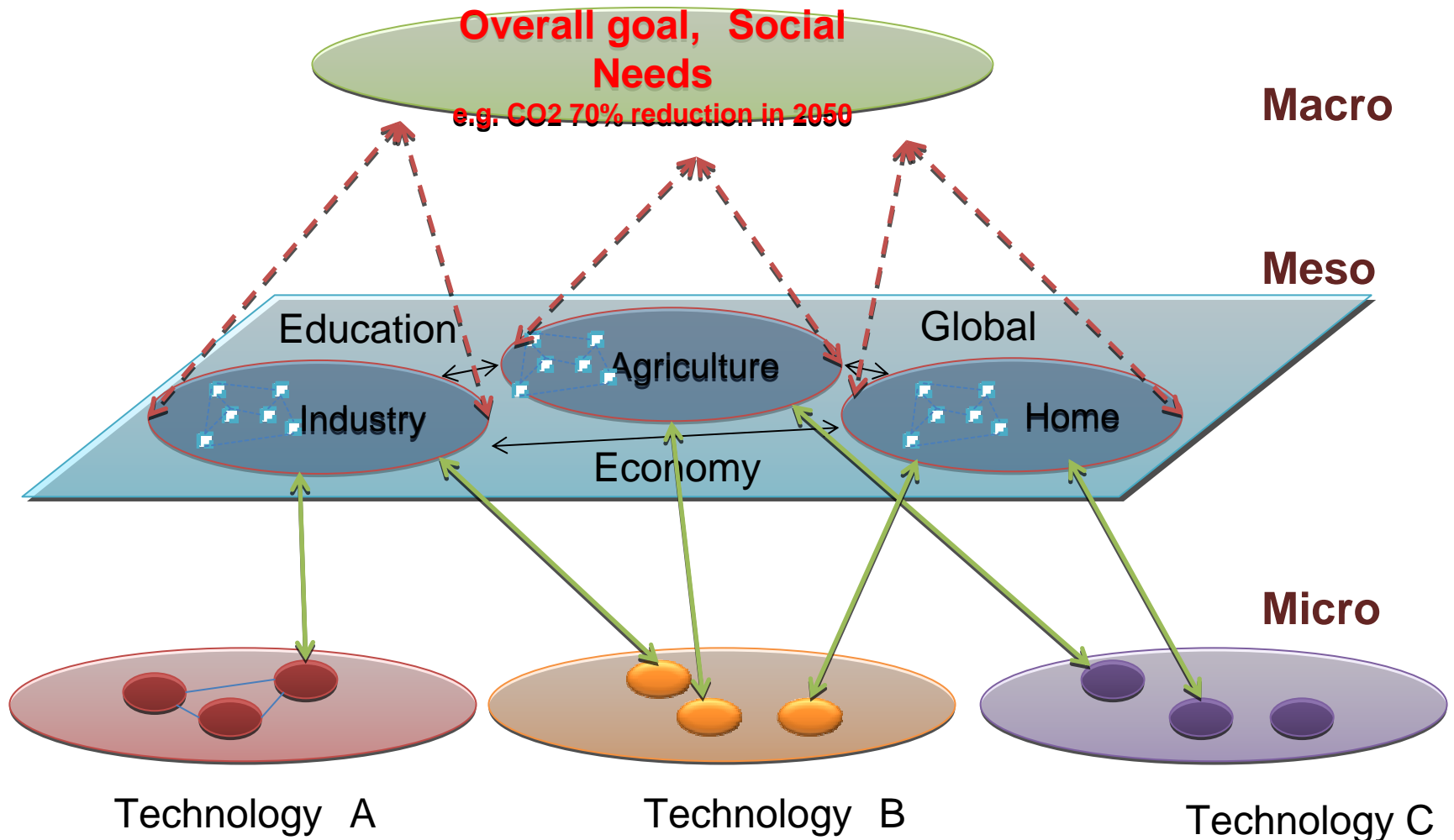
Technology B



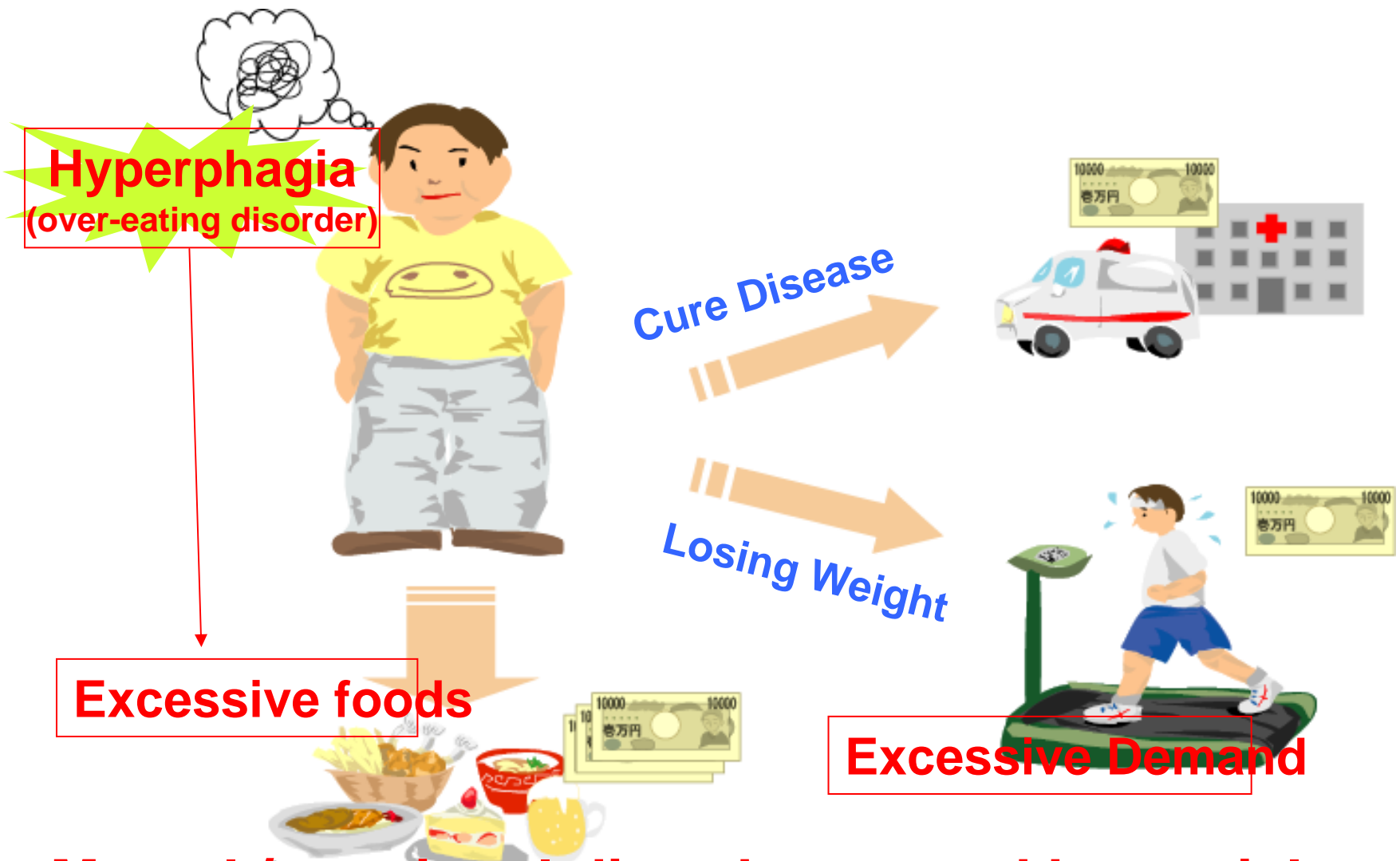
Technology C

# What is needed?

How to introduce a social perspective?



# One example of meso-level issue; What are Root Causes of Over Consumption



**Mental/emotional disorder caused by social conditions**

# Meso-level Methodologies

- Techno-ontological approaches
  - How ICT affects peoples behavior including mental/emotional condition
  - How to integrate ICT with life-style
- Dual Traceable Ownership System (DTOS)
  - Make people aware that ownership includes responsibility
- Eco-life Navigation system using ICT
  - Visualization of energy consumption
  - Information on how to spend daily life
  - Automatic energy management