ICT and Life-style

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We consider hypothetical situation," Diet-food problems". In this case, overall goal is to decrease weight of people. Manufactures believes low calorie food contributes directly to decrease weight of people. However if consumers don't select this food or if they consume more because they believe it`s healthy, the goal will not be reached. This is an example of the problems of how to integrate technology with life style.

Current approaching to achieve a low carbon society has focused on linking Micro to Macro directly. Macro means overall goal of creating low-carbon society. Micro means technological innovations and approaches supported by institutions. However, this approach doesn't consider the impact of technology on society and people behavior. Therefore, I propose the concept of "Meso-level" that provides a link between macro and micro levels. On the meso-level, we can address issues related to the effect of technology on social structures and human behavior with wide-ranging implications, e.g. education, lifestyle, business, and global economy.

To tackle such problems, we need meso-level methodologies that must include:

- Techno-ontological approaches: This involves understanding how ICT affect people's behavior including mental/emotional conditions, and finding ways of integrating ICT with life-style
- Dual-Traceable Ownership System: This involves making people aware that ownership of product includes responsibility for energy consumption and recycling.
- Eco-Life Navigation System using ICT: Such a system could include several awareness raising features like easy visualization of energy consumption by individuals, information on how to spend daily life in eco-friendly manner, and automatic energy management practices.