Women in Technology Jobs Voice Their Opinion of 2012 Trends

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Women in IT careers have given their predictions for the world of cloud computing, mobile, gaming and e-commerce in a new report.

Contributors including the chief technology officer of Cisco, Padmasree Warrior, the president of OCAD University, Dr Sara Diamond, and Meghan Peters, a community manager at Mashable, have voiced their thoughts on what might happen in the world of cloud computing, mobile, apps, social media and e-commerce.

Experts predicted that cloud computing will expand in 2012 to deliver applications and lead to enterprise networking.

Ms Warrior noted: "The IT industry, applications and mobile are all blending together and so companies have to figure out their transformation; what their strengths are; and how they leverage that strength."

As for predictions regarding mobile devices, the women suggested that tablet use will continue to grow and hands-free wearable devices will become mainstream.

Women embrace digital with the continued growth of social networking

Dr Diamond suggested that more women will adopt mobile video and bring a gender balance to the market.

Indeed, some commentators could say that this is already happening. Taly Weiss, chief executive of TrendsSpotting Trends Research, which commissioned the report, cited figures from Parks Associate which found that in the US, women expressed a greater interest in tablets, laptops and smartphones than men.

In addition, 88 per cent of women purchased technology items in 2010 compared to 83 per cent of men.

There were predictions that women would break the glass ceiling of the technology industry this year, with Dr Diamond remarking that a major mobile technology company will appoint its first female chief executive.

Marian Salzman, the president in North America of Euro PR, noted that a woman has become chief executive of IBM this year.

Indeed, the presence of women on boardrooms in IT companies has improved and there are more female role models in the industry. Meg Whitman, chief executive of Hewlett-Packard, recently said it was "exciting" that Gini Romety is chief executive of IBM, while Ursula Burns heads up Xerox, highlighting a possible step-change to gender attitudes in technology.

Claire Boonstra, the co-founder of Layar, hoped that there would be no more 'female-focused' reports, while also claiming that mobile will become the primary device for all social media use.

The rise of social media can tempt more women to work in IT jobs

Women are known to spend more time than men on social networks and they may need to become more aware of privacy in 2012.

While the women predicted that trends in social media would move towards engagement and customisation, so will geo-tagging, which raises issues of privacy and knowing how to control personal information.

Dr Weiss even remarked that a social app will be created that will "start a new generation of social platforms", indicating that yet more women could get on board with the digital world.