

# IT and (Un)sustainable Cultures

Prof. Bill Tomlinson  
UC Irvine  
[wmt@uci.edu](mailto:wmt@uci.edu)



Goal: Sustainability







# Tools: IT



A photograph of a person in a blue shirt driving a vehicle. The driver is holding a mobile phone in their left hand. In the foreground, a laptop is open on the passenger side, and various tools and containers are visible on the dashboard and center console. The text "Tools: IT" is overlaid in the center of the image.

Tools: IT

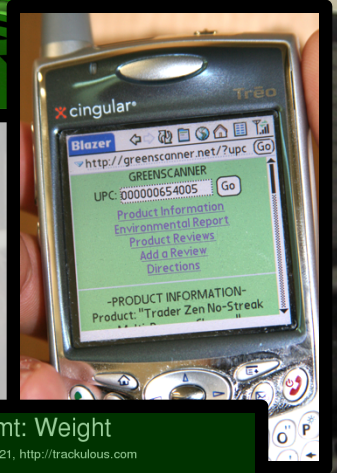


# First Efforts

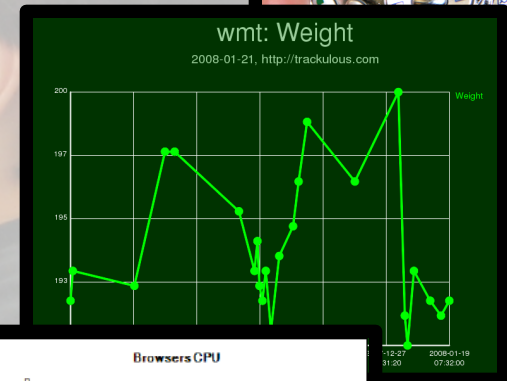
- EcoRaft



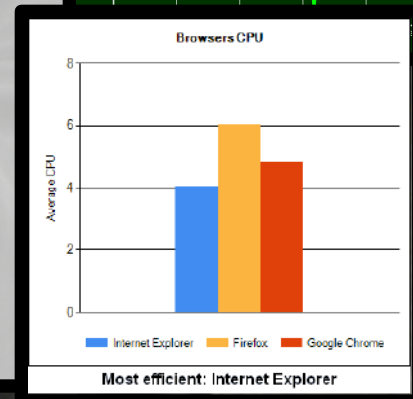
- GreenScanner



- Trackulous



- Sustainable Software





# Root Causes





# Unsustainable Norms

- Growth

- Consumption





# Unsustainable (but Reasonable) Aspirations







# Transitions

- Personal
- Institutional
- Infrastructural



- Greening through IT



- Force multiplier



IT Will Play  
a Role

- IT amplifies culture







Nevertheless...

- Ambiguous
- Symptoms





# Shortcomings in my own projects

- Sustainable Software (Efficiency)
- EcoRaft (Symptoms)





# Transform Culture

- New phone every 18 months
- Commute 16 miles (one way)
- Living in Deserts
- Red Meat - 40:1
- Quality of life



# Social, Institutional, Infrastructural Problems







IT may support them.



How?






Especially Hard...





A photograph of a room undergoing renovation. In the foreground, a white tiled countertop is visible on the left. The room's walls and ceiling are partially stripped, revealing a wooden joist and stud framework. A doorway in the background leads to another room. The floor is covered with a grey protective sheet. A black rectangular box with white text is overlaid in the center of the image.


From Here to There



A close-up photograph of a green leaf with a light green rectangular box containing the text "Getting back to root causes". The leaf's veins are visible, and the background is a soft, out-of-focus green.

Getting back to root causes





# Satisfying Human Needs

- Subsistence
- Protection
- Affection
- Understanding
- Participation
- Idleness
- Creation
- Identity
- Freedom





# Sample Project

- Craigswikihowandwhytoons
- Educational resource
  - Animated how-to guides
  - Locally-relevant
  - Collaboratively created
  - Practically applicable
  - Context rich
- Basic Needs
  - Understanding
  - Creation
  - Participation



# Discourage the Manufacture of Desire



relax  
responsibly

SOUND ON

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A photograph of a yak with long, curved, light-colored horns and thick, shaggy brown fur. The yak is standing in a muddy, snow-dusted enclosure. In the background, there is a chain-link fence and some dry grass. A semi-transparent black box with a white border is overlaid on the image, containing the text "Stop Shaving Yaks for Happiness".

Stop Shaving Yaks  
for Happiness





## Investing Excess

- Microlending
- Social Refrigeration
- Prosocial  
Conspicuous  
Consumption



An underwater photograph showing a school of fish swimming in clear, blue-green water. Sunlight filters down from the surface, creating bright, shimmering patterns on the water and the fish. A semi-transparent white rectangular box with a black border is centered in the image, containing the text "These Are Not New Ideas".

These Are Not New Ideas





**We Need  
Bold Plans**





Otherwise, we're just delaying.



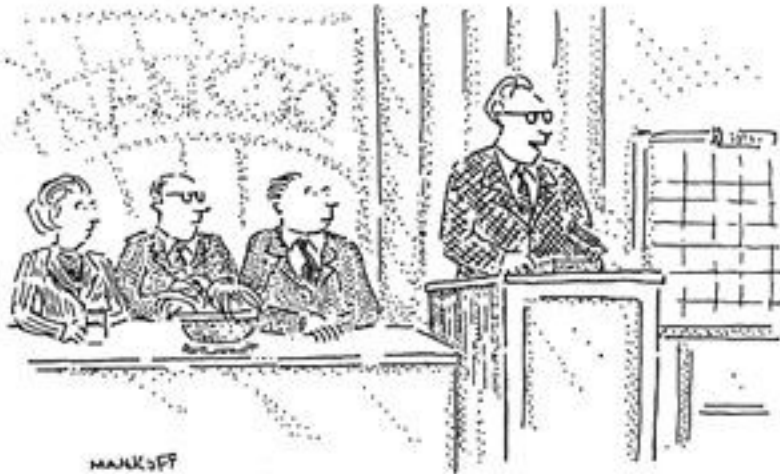


Otherwise,  
we need  
research  
areas with  
other  
names.

- Collapse Computing
- Descent Technology
- Peak IT



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*"And so, while the end-of-the-world scenario will be rife with unimaginable horrors, we believe that the pre-end period will be filled with unprecedented opportunities for profit."*

Thank you for  
your time.

wmt@uci.edu