

# EINFORMATICS

## A GREEN-COLLAR CAREER

Einformatics can be defined, in a manner analogous to bioinformatics, as the study of the information content and information flow in energy systems and processes.

### Einformatics

Informatics started in the second half of the 20th century, and bioinformatics in the last quarter of the same century. We are now anticipating Einformatics to be a dominating force in the 21st century.

Just in case you are wondering, the 'e' in this new discipline of "Einformatics" may stand for 'efficiency,' 'energy,' 'environment,' 'ethanol,' or even the 'e' in the electronic world. Some people may want to call this "eco-friendly informatics," but this is a mouthful, and a shortened version "ecoinformatics" will sound too much like "informatics of economics." Others may prefer "Greeninformatics," which is also fine, because the issues of being green are precisely an aspect that Einformatics will address.

With this understanding, in fact, the 'e' may thus also imply 'economics' since the economics of "being green" is a central issue in Einformatics. Indeed, to stretch further, 'e' may also stand for 'earth' since Einformatics will be addressing global issues such as global warming, carbon neutral or carbon negative. But then we are getting carried too far afield. For all our intents and purposes of discussing this new discipline, we shall just call it Einformatics.

Informatics arises from information technology (IT); similarly bioinformatics arises from biotechnology. In an analogous fashion, Einformatics derives from Energy Technology (ET), or Green Technology. Again, here we shall stay with Energy Technology because it sounds more whimsical, having been made popular by "extra-terrestrial" (ET).

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“ The biggest mistake that you can make is to believe that you are working for somebody else. Job security is gone. The driving force of a career must come from the individual. Remember: Jobs are owned by the company, you own your career! ”

*- Earl Nightingale (1921–1989).*