



Digital Technology

DIGITAL INNOVATIONS THAT DEVELOP COMMUNITIES IN THE
PAST AND FUTURE

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DIGITAL

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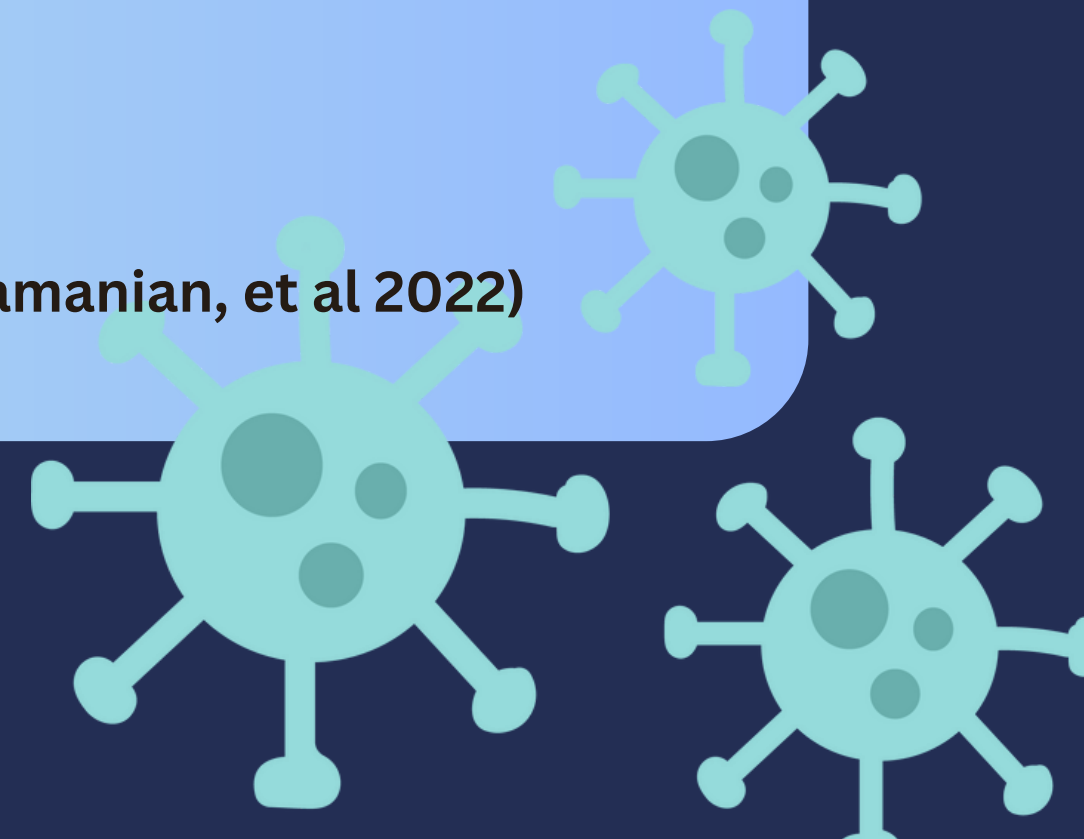
Digital tools that gained importance during Covid 19.

- Remote monitoring devices (Fitbit)
- Electronic health records (sharing information securely between providers)
- Healthcare communications platforms (what's app, teams, zoom)
- Mental health and tele therapy apps (talk space, calm, better help)
- E-prescription platforms (medication app)
- Online support groups (social media, messenger, Facebook, twitter)
- Digital contact trace App (Track and notify individuals with covid-19)
- Meals on wheels (book meals online that get delivered to your home)
- Emergency Alerts (Apple Watch - falls)
- Doctors booking app
- Chatbot
- Microsoft Teams

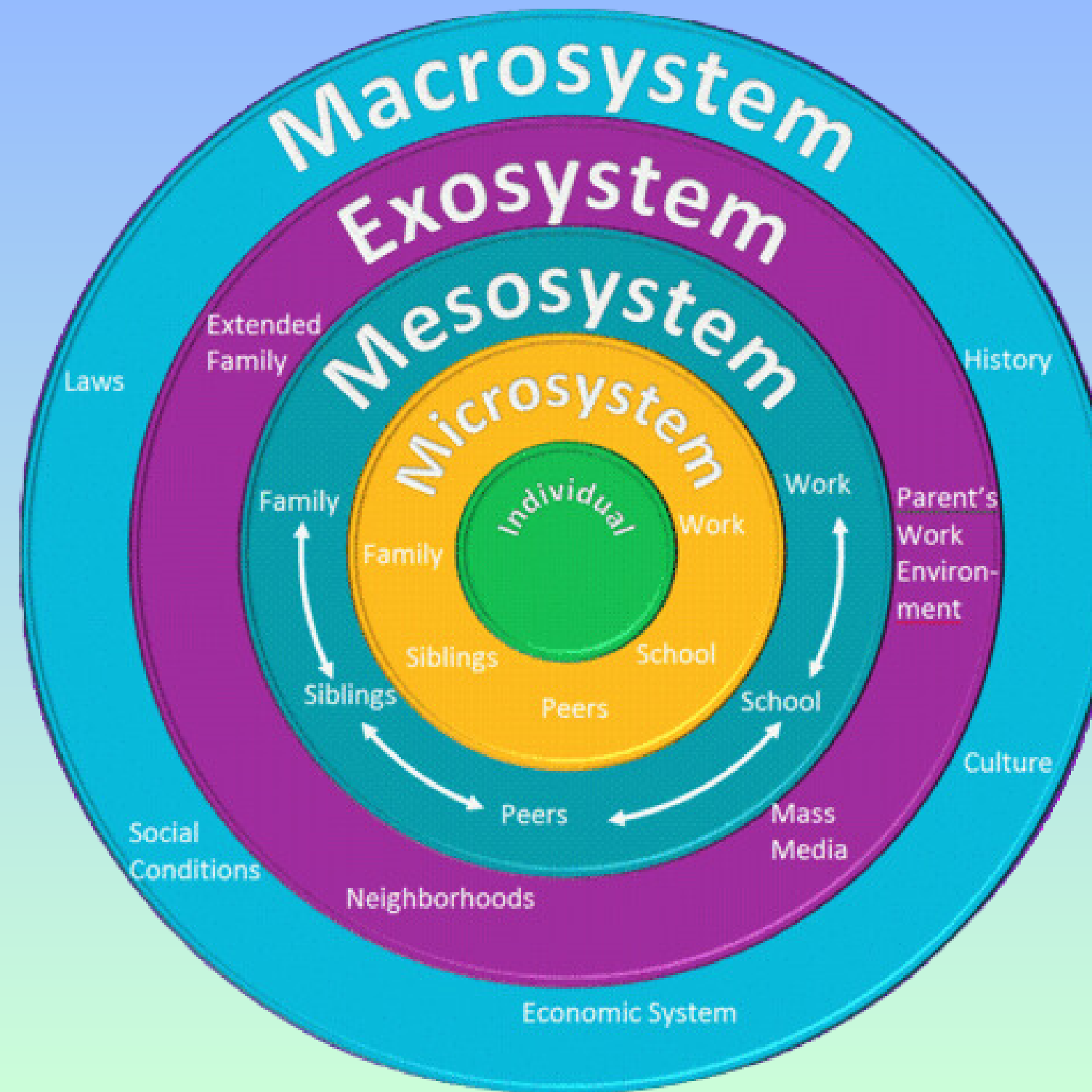


(Subramanian, et al 2022)

COVID-19



Digital tool within the world of an Ecological systems approach during the pandemic



(Bronfenbrenner, 1994)
(Guo and Lee, 2023).

CHATBOT

- Chatbot was created during covid 19 (Aug 2019).
- Chatbot is an artificial intelligent agency that is based on the most frequent questions when customer service calls got busy (Suhel, 2020)
- Oggie assists with a variety of queries including waste, schools information, blue badges, council tax, environmental reporting, youth support / social services support and council complaints.
- Hill (2015) stated that Originally Chatbot was only a customer service platform that soon developed into customer service and a healthcare platform.
- Speak to a youth worker / Social worker about mental health and anxiety (El Shazly, 2021).
- Gives guidance / advice and support 24/7.
- Access mental health platforms / numbers quickly.

(Hill, Ford, and Farreras, 2015)

HEY IM
OGGIE



Say hello to our newest member
of the customer services team!

#AskOggie

Find Oggie on our website
www.bridgend.gov.uk



MICROSOFT TEAMS



Microsoft teams

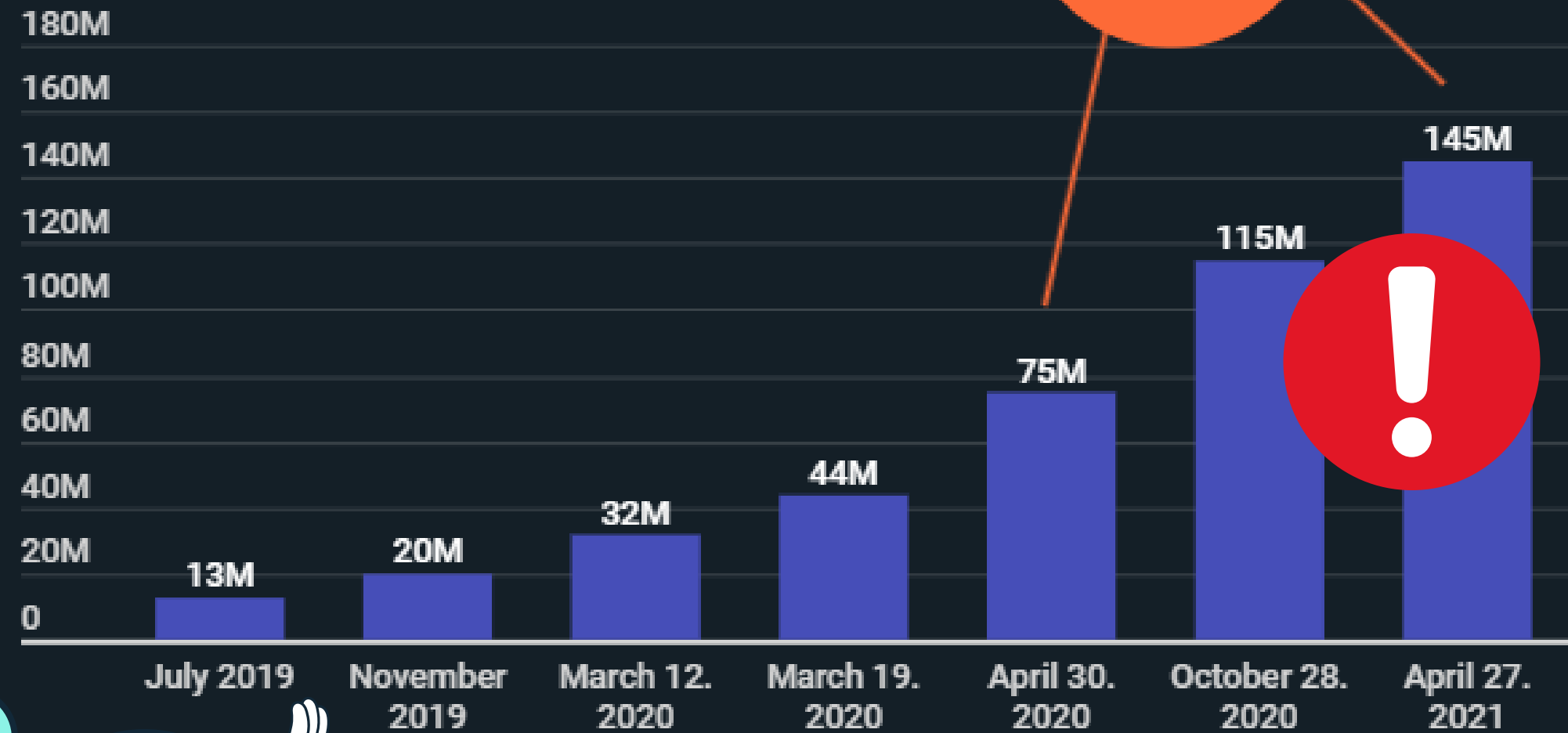
- Microsoft teams was developed in 2017.
- Microsoft teams is an online platform that dramatically expanded during Covid 19 pandemic when human contact became rare (Bleakley, 2022)
- Microsoft teams is a centralised hub for teamwork.
- Microsoft teams became a crucial platform for communication, collaboration, virtual meetings.
- Azizzah, Santosa, and Rinanto (2023) agreed that Microsoft teams became a powerful tool in schools, as children of the class could all see other, interact and learn.
- Communities also relied on Microsoft teams to see family and friends. Where game nights were developed.
- Microsoft kept improving the platform, quickly adding new features and updates to meet the changing requirements of remote teams and work colleagues could collaborate (Lal, Dwivedi, and Haag, 2023).



How communities relied on digital tools when in-person contact became rare

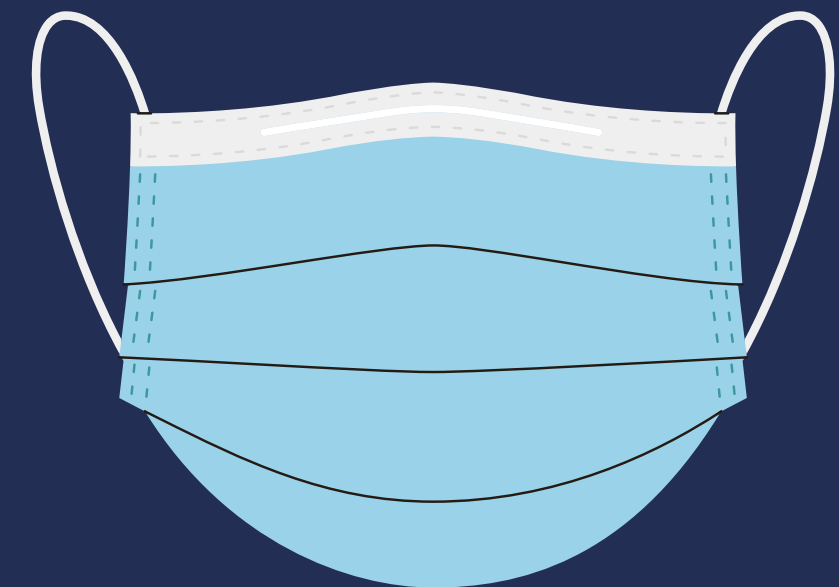
Microsoft Teams

Daily Active Users Exploded in 2020



(AlAdwani, & AlFadley 2022)

- Microsoft Teams was created in 2017
- Evolved in July 2019 to 13M daily users.
- March 2020, 8 Months later 32M daily users
- April 2020 to April 2021 increased its population by 93%
- Microsoft teams had 280 million daily active users as of 2023 (Viardot, Brem, and Nylund, 2023).



Advantages and disadvantages of Chatbot digital tool during Covid 19

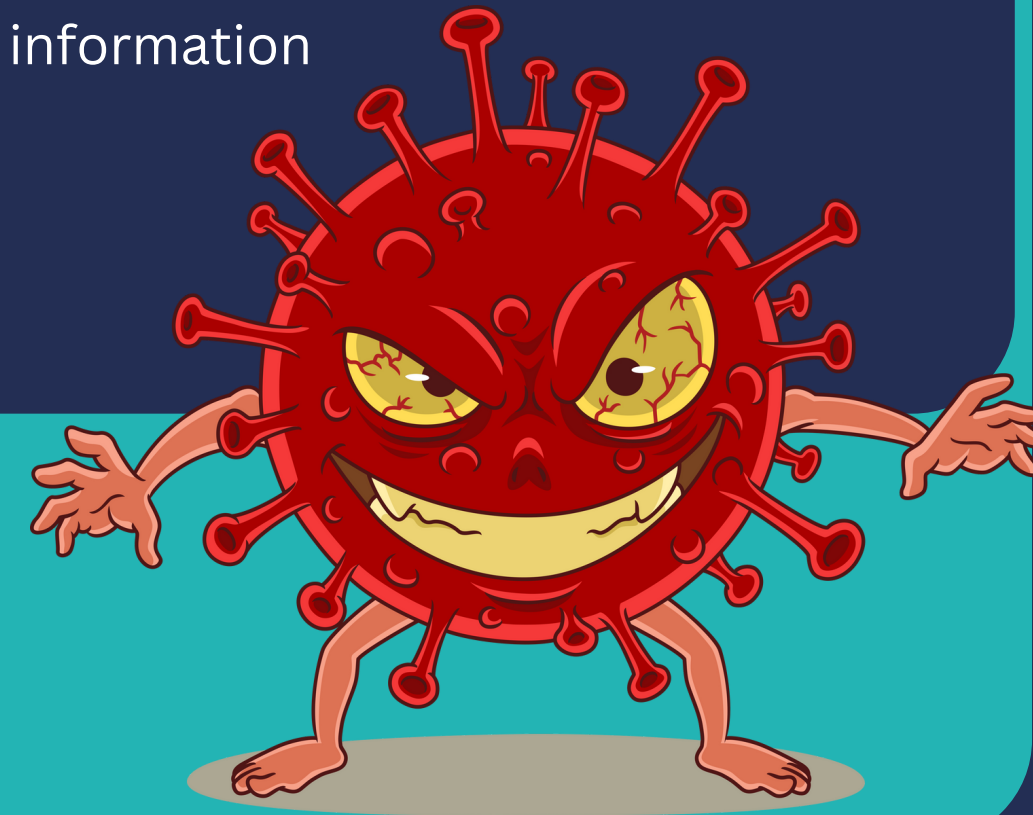
Advantages

- Chatbot is available 24/7
- Aggarwal (2023) states that an online platform can improve individuals mental health. Speaking to someone but is not face to face
- Faster customer service
- All information is logged
- Zhou (2023) claims that chatbot promoted covid 19 vaccinations
- Artificial intelligence is developing the future.



Disadvantages

- Chatbot can crash and doesn't always deliver information to the correct channels (Nguyen, Waizenegger, and Techatassanasoontorn, 2022).
- Lack of empathy during covid 19 as its robotic and not a human (Jiang, Zhang, and Pian, 2022).
- Unable to adapt to slang language.
- Holds inaccurate data
- Limited information



Advantages and disadvantages of Microsoft teams digital tools during Covid 19

Advantages

- Centralised collaboration
- Human communication and face to face video calls.
- Interaction with games and polls.
- Remote and Hybrid working was evolved.
- Cost efficiency for Employers.
- Increased productivity
- Transformed individuals digital skills
- Four different types of teams, Class, professional, staff and Other.

(Prasetyo, Tamrin, and Estriyanto, 2022).



Disadvantages

- No Internet access or laptops.
- Performance and technical issues.
- Children / Young people would be embarrassed to put on camera view.
- Information overload.
- Dependency on internet connection
- Difficult to navigate.

(Alcaide, and De La Poza, 2023).



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