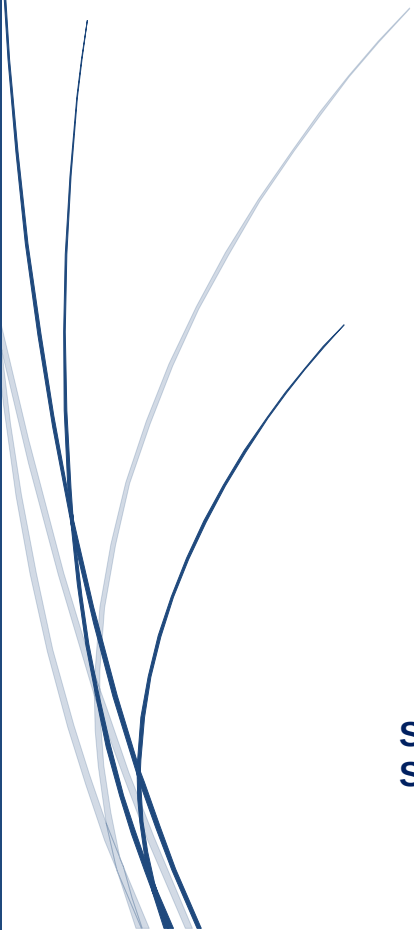


COURSE TITLE: DIGITAL SKILLS AND RESEARCH METHODS

Module No: BMSK4003

Assignment title: Write a report of 2,000 words, which evaluates the effectiveness of the use of modern technologies within the workplace and explore social media as a tool for marketing, information gathering and communication within the workplace, creating their own professional presence.

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Table of contents

SL NO	Contents	Page No
1	Introduction	1
2	Modern technologies	1
3	Elements of Technology	1
4	Effectiveness of using of modern technology	1-2
	(i) Technology and Businesses	3
	(ii) Involvement of modern Technology in our life	
	(iii) Modern Technology and global connectivity	
	(iv) Influences of modern technology	
	(v) Network Generation of Modern Technologies	
5	Social Media	3-4
6	(a) Social media for marketing	4-6
	(b) Social media for communication	
	(c) Social media for Information gathering	
7	Creating professional online presence	6
8	Practical evaluation and deployment of my online presence	6-8
9	Conclusion	8
10	References	9

With the heavy rush of the 21st century, it is inevitable that a person will encounter technology and social media. Many individuals and businesses have endorsed in the benefits of it to gain credibility through evaluating various forms of technology and social media apparatuses. Furthermore, sites such as LinkedIn allow employees to create a working profile of themselves to create more opportunities for them with online presence.

This is not only apparent within individuals, with companies utilising Dropbox and iCloud to provide them an effective data storage unit as well as to collect and disseminate data globally.

Throughout the years, the use of social media use has increased, allowing the impact of it to dramatically change opinions of people. So much so, that awareness of media for political campaigns, businesses, celebrities and so forth is vital (Mayeh, Scheepers and Valos, 2012).

According to Moorhead et al, (2013), these social media platforms are good communicators for patients through providing medical answers. Nonetheless, these platforms can be used to provide various supports like peer-group, community or sensitive for public through improved communication with others.

Modern Technology?

Technology is the division of knowledge or the application of technical information for functional reasons or useful tool or equipment established from the application of scientific data which deals with engineering or applied sciences or advances in computer technologies (online Dictionary, 2018).

For instance, by using technology, the process of having to go through filing cabinets is eliminated, therefore allowing companies to focus on more vital projects. In fact, this has become so important, businesses are eager to hire those specialised in the IT sector for an easier experience with technology.

Elements of Technology:

According to Wahab, (2012), technology comprises not only a physical component (which encompasses of things such as products, apparatuses, equipment, designs, methods, and procedures) but also the data element (which comprises of knowledge in administration, promotion, formation, quality control, consistency, trained employment and practical zones).

Effectiveness of using modern technology

(i) Technology and Businesses:

Technology is an asset for many businesses as well as people and in the modern time, technology can be used by anyone who has access to it. However, more intermediate knowledge needed for technical firms, large companies and so forth, takes a great

deal of time to learn and study. Transfer of such higher knowledge is difficult. Earlier technology was an integration of many pieces of information as well as artefacts that aided human activity, with scholars like suggesting that technology provides a cultural system in which the concepts of humanity and the environment are compared and researched (Wahab, 2012). These tools make for an effective way to reduce time spent on certain tasks. For example, writing a modern-day email is much more appropriate compared to writing a handwritten letter with the advancement of modern technology.

(ii) Involvement of modern Technology in our life:

The use of modern technology controls our daily lives, particularly our social structure, cultural values and human relationships by influencing our beliefs, social interactions and decision making. Many people believe that the development of technology in an advanced level leads to the ultimate change in social structure and cultural values by participating in social construction and shaping of technology (Duck and McMahan 2017). For instance, due to the advancement of gadgets such as PCs, laptops and smartphones people do not write letters or make pen friends anymore instead they use smartphone apps to communicate effectively within a very short period. Therefore, we are socially, culturally and globally included more than ever before because of modern technology.

(iii) Modern Technology and global connectivity:

Modern technology makes it possible to make thousands of networks connected to millions of computers around the world for retrieving, transmitting and disseminating information through browsing internet i.e. virtual learning environment, transferring data through electronic mails, using myriads websites for information, conducting e-commerce, online shopping, mobile banking, real-time communication with numerous people (Kennedy, 2011).

(iv) Influences of modern technology:

According to Duck and McMahan (2017), the practical usage of modern technological advancement has been affecting our ever day lives with positive and negative influences. Even though the state of arts emerges with criticisms and praises, it still has been designed to adapt to achieve human interactions and relational needs. For example, the utilisation of modern technology enables us to think and understand relationships better with various apps and media representations like Twitter, Facebook, Snapchat, Instagram, WhatsApp etc.

(v) Network Generation of Modern Technologies:

The generations with access to technology, who are called net genners, are affected significantly by their abilities to have information (Junco & Mastrodicasa, 2007; Prensky, 2006). However, even though they have much information, network generations struggle to search and evaluate information due to lack of digital

literateness and robust and rational thinking skills (Oblinger & Hawkins, 2006; Rockman & associates, 2004).

Social media:

Social media is a platform whereupon users can exchange, share, and learn new information through user-friendly applications. Social media is not only a place to connect, social media can also additionally be full of user generated content publicly made available by other random users on the site. Social media encompasses many tools that allow for networking sites, blogs, video sharing, virtual realities, media sharing, online chat rooms, and many other variables that can allow many people to create an online community (Mayeh, Scheepers and Valos, 2012).

(a) Social media for marketing:

Social media marketing is the only media where business owners can touch and inspire consumers from every corner of the purchasing process including considering brands and products. It allows businesses to co-create value (Clark and Melancon, 2013) with buyers through providing coupons, discount cards, vouchers.

Social media tools not only help brands to reach up to global level but also increase worldwide brand promotion and customers shopping desires, habits and attitudes. Moreover, considering the understanding of the customers' needs through live interactions is probably the most significant feature of social media marketing for businesses to produce more improved products (as per Mahammadian and Mohammadreza, 2012). Therefore, companies are spending more money in social media marketing to elevate their businesses (Whiting & Deshpande 2016).

Research suggest that even though companies' initial intention to connect customers however, in the long run almost all organisations in recent times use social media to market their businesses globally where they have five prominent goals (as per Whiting & Deshpande 2016):



Figure 1: Whiting & Deshpande (2016) social media marketing goals.

(b) Social Media for Communication:

The tool of 'Participative internet known as social media' (Gunther Eysenbach, 2008) has changed the outline of transmitting and sharing messages in all sectors including health communication. The amalgamation of various applications and social networking (through Web 2:0) has changed communication in health and medical sector tremendously to categorise information, find out friends or potential friends, recognise simultaneous responsiveness of diseases. Virtual communities can bridge up with personal health record and professional communities for the benefit of participation and collaboration of social networking (Gunther Eysenbach 2008).

Consumers do not rely on mass communication any more rather they choose other customers thoughts, understandings and experiences to select a product through real time comments and views when making a purchase decision. For instance, research suggests that almost 80% consumers visit social media tools by means of chatting, voice calling or instant messaging to shop a product (Whiting & Deshpande 2016).

Berk A. R. & Emeritus P. (2010), have observed that emerging generations have not been using texts like before rather they are choosing visuals, illustrations and pictures to communicate by taking photographs with their smart gadgets. Then, they share those through social media like Flickr, vids.myspace.com, yahoo messenger, Facebook and YouTube (Ostrow,2007).

(c) Social media for information gathering:

As per Mayeh, Scheepers and Valos, (2012), social media drives people not only to make their mind to shop from global market as well as but also it has invented an

exclusive prospect for the traders to read consumers mind, tackle business rivals and express views about politics and social problems. For instance, social media Apps' tools like, comment, share or follow have made it easier for the businesses to gather information about consumers shopping, eating, travelling, liking or disliking habits. Therefore, social media is called an influential source of valuable data gathering for businesses. Scholars identify three reasons behind that:

- (a) Social media as information ocean associated with consumers, business contestants, manufacturers and technologies.
- (b) Information assemblage is quicker than any other traditional mechanisms.
- (c) Bulk of social media platforms worldwide made it easier to generate data.

In addition, popular data storage platforms like iCloud and Dropbox made it possible to store thousands of photographs, files and folders in virtual space rather than huge physical space.

Creating professional online presence

According to Beckingham S. (2014), creating online presence provides broader scope to make connections to contemporary opportunities through learning sharing and engaging. As per Househ M, Borycki E and Kushniruk A (2014) social media is controlling our individual, medical and welfare life on a high-pitched trend not only by providing a podium for patients to collect data but also to travel treatment possibilities and share knowledges. It supports individuals to disseminate remedial instructions, health advancements, inter-community relationships and calamity proclamations and public involvements through various social media apps. For instance, numerous blogposts or micro blogging Apps like Twitter, social interacting apps like Facebook, Flickr, community relations apps like Life360, WhatsApp Messenger, video and file sharing like YouTube or google accounts (Eckler P, Worsowicz G and Rayburn 2010). For instance, asthma group use myspace to share their experiences.

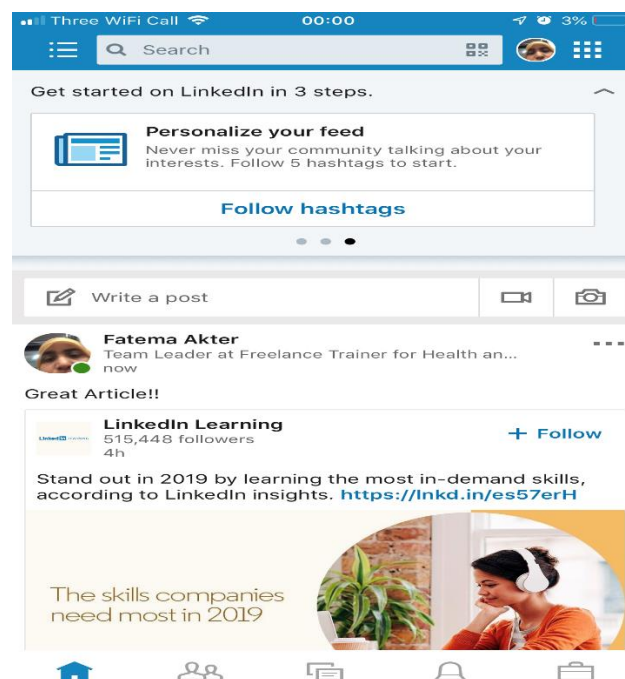
Practical evaluation and deployment of my online presence:

Social media platforms can be used not only as a media outlet to broadcast products and services but also market those to consumers and market research (Toubia and Stephen, 2013). Moreover, as I have registered as a self-employed person I have been using my social media accounts to promote my products and services in the global market. I can communicate to the thousands of people to influence them to buy my products and services.



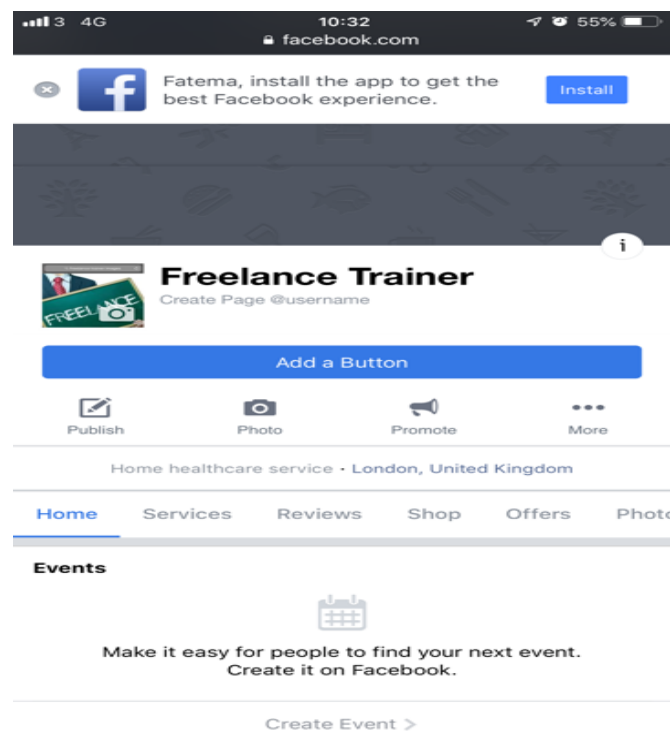
Picture 1: Fatema Akter @Fatema19983

In my opinion, social media apps like LinkedIn, Twitter and Facebook can be approached to search jobs by displaying CVs, creating professional communities, receiving up-to-date news relevant to the profession and following top executives and professionals to build up career. Personal profile can be advertised with career interests to find out dream job.



Picture 2: <https://www.linkedin.com/in/fatema-akter-472483176/>

I have created my social media groups to connect to my business and interact directly in real time. Because my personal business page includes a photo of me, people can recognise me easily, so they can share and interact with me (Whiting & Deshpande 2016). I can deal with my customers directly by attracting them with business loyalty and can see their satisfaction (Clark and Melancon, 2013).



Picture 3: https://www.facebook.com/pages/?category=your_pages

Conclusion

It is evident that technology has become a prominent sector in the lives of people living today. Not only is it integrated in businesses, reaching even the healthcare sector, it is a way to make life become more convenient. With the likes of e-commerce and online shopping on the rise, technology has become a staple in modern times. Technology is not simply for convenience however, for it is capable of much more vital tasks, such as connecting people all around the world.

Social media is not only useful for sharing personal feelings but also medical experiences by participating in discussion forums, instant messaging, chat rooms and online consultation with qualified doctors (according to Moorhead et al. 2013). In recent years, social media sites such as Instagram and Snapchat have provided a platform for connecting with others as well as creating businesses and gaining publicity.

In addition, the prospects for crowd education not only support connecting and gathering information and knowledge for numerous individuals but also respond queries and provide solutions for immediate problems (Sharples et al 2013).

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