



Digital Skills and Research Method

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Content

Introduction.....	3
Smart Phones and Tablets.....	4-5
Electronic mail.....	6
Social Media.....	7-10
Conclusion.....	11
References.....	12

Modern Technology Within the Workplace

Introduction

Modern technology is now well embraced in society and within the workplace, it allows businesses to expand quickly and efficiently. Business technology such as social network, video conferencing and even virtual offices have removed workplace boundaries that previously limited business expansion. With modern business technology, companies can target a wider customer base and grow to higher levels.

Modern technology improves communication in the workplace. Today, electronic mail allows workers to send messages instantly, workers are not limited to phone calls or inter-office mail to interact with one another anymore. Modern technology also improves communication with clients and business partners as information is transmitted through multiple channels and almost instantly.

In the workplace, modern technology also improves the efficiency of HR tasks such as the screening and hiring of a new candidate. Businesses use the Internet for marketing purposes and job openings. Hiring managers can target candidates by using platforms such as LinkedIn. Technology like personality assessments and screening tools allow businesses to determine whether a potential candidate is an appropriate fit for the organization.

Office technology saves time by automating certain activities in the work flow process. Digital filing systems in the cloud save space, paper and printing costs. The use of computer systems allows error to be rectified instantly. Electronic resources, references, books, information is accessible with the click of a button.

Technology in the workplace reduces the usage of space required by businesses and the usage of time for more strategic value. Video conferencing technology, enables businesses on any part of the globe to interact with one another. Travel costs are reduced as businesses can set up virtual meetings and distribute data without the need to be in the same room.

With mobility being a key factor in bringing a business to success, portable devices such as mobile phones and tablets have become a necessity to work on the go.

Smart Phones and Tablets

In the Ofcom Communication Market report published on 3rd August 2017, for most people, mobile devices are their most important device for accessing the internet. Consistent with high take-up, more than four in ten (42%) UK internet users, including nearly two-thirds of 16-34 year olds and 44% of 35-54s, regard their smartphones as their most important device for accessing the internet. For those aged 55 and above, fewer (13%) consider smartphones their most important device for internet access. Just under a third of over-54s consider laptops to be their most important device (31%), followed by tablets (27%) and desktops (22%).

The smartphone is the device that adults are most likely to own (76%); ownership is higher than for laptops (64%) and tablets (58%). Smartphone ownership is highest among younger adults; more than nine in ten 16-24s and 25-34s (both 96%) own one. Desktop PC ownership is now 29% across the UK, and ranks lowest of the most important devices for internet access in 2017 (11%).

There hundreds of mobile phones from which one can choose from. I have a Samsung Galaxy phone and I prefer the design to most other smart phone and I felt the following features are better than other devices:

- Camera: The pictures I take from my phone seem more crisp than the one my sister takes from her iPhone. I have found the below technical camera specifications that explain my preference

	Galaxy S8 Plus	iPhone 7 Plus
Resolution	12 megapixels	2x12 megapixels (wide-angle and telephoto)
Aperture	f/1.7	f/1.8 (wide-angle); f/2.8 (telephoto)
Stablization	Optical Image Stabilization	Optical Image Stabilization (wide-angle only)
Front camera resolution	8 megapixels	7 megapixels
Front camera aperture	f/1.7	f/2.2

- Online banking: On the Go, when I need to access my bank account at anytime.
- Parking payment: I use Ringo, an application that enables people to pay for parking online. This is very convenient when parking machines do not have the facility to pay with a debit/credit card. These days, with contactless payment, one has very little change in their pockets.
- Google Maps: Life saver! I get lost a lot! My right is my left, thanks to Google map and the fact that I can access it when I need it, I find my way to anywhere with a click of a button.

I also use an iPad as a tablet and with my tablet, I enjoy the following:

- Watch TV online: I find Netflix has a number of interesting factual series
- Read: I spend some time reading in bed before sleeping
- Record videos: With my children we spend some family time making videos which we record for fun
- Work: I also do some work

The key differences in between both devices are that my mobile phone is a small device that I can carry anywhere and enables me to have access instantly to important information. My tablet, is used to relax and capture unforgettable family moments. Each device has a specific purpose, I cannot read on my phone for a long time, my eyes end up hurting, just as well as I cannot walk around with my iPad in my pocket and access Google maps when I am lost.

Electronic mail

There are various e-mail account providers. Gmail and Yahoo are part of the most used providers and they differ in many ways according to a post by Niro Reg in Difference.com in May 2017.

<i>Google</i>	<i>Yahoo</i>
<i>Google offers more products than Yahoo.(Books, Adwords, Admob)</i>	Yahoo has many products.
<i>Google is ranked no.1 in Alexa.</i>	Yahoo is ranked no. 6 in Alexa.
<i>Google has more shares according to comScore.</i>	This has fewer shares according to comScore.
<i>Google+ and YouTube are its social networking sites.</i>	Tumblr and Flickr are its social networking sites.
<i>Games are not available.</i>	Games are available.
<i>Algorithm is known to be better.</i>	Algorithm is good.
<i>This gives good-quality and relevant sites.</i>	This gives well-established sites.
<i>This builds valuable links.</i>	This uses established sites.
<i>Google instant is available for faster results.</i>	There is more attraction for users with interactive features like news, sports, etc.
<i>The scope is wider.</i>	The scope is smaller in comparison.

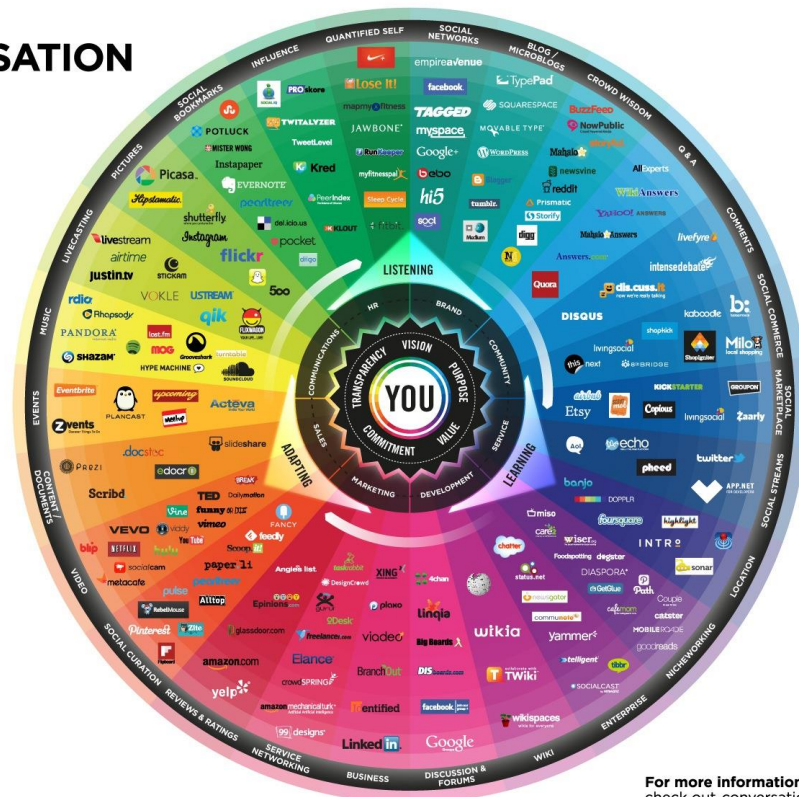
Social Media

According to the Oxford dictionary, social media is the collective of websites and applications that enable users to create and share content or to participate in social networking.

Brian Solis created the following social media chart, known as the conversation prism, to categorize social sites and services into various types of social media.

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3



For more information
check out conversationprism.com

Social media is becoming an integral part of life online as social websites and applications proliferate. In business, social media is used to market products, promote brands, connect to current customers and foster new business. We can now use social media analytics gathers data from blogs and social media websites to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities.

Social media marketing (SMM) takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The aim tends to

be the creation of compelling content that users will share with other social networks.

One of the key elements of Social Media Marketing is social media optimization (SMO). Just like search engine optimization (SEO), SMO is a strategy for bringing new and unique visitors to a website. SMO can be done in two ways: adding social media links to content such as RSS feeds and sharing buttons, or promoting activity through social media via status updates, tweets, or blog posts.

Social CRM (customer relationship marketing) can be a very powerful business tool. For example, establishing a Facebook page allows people who like your brand and the way you conduct business to Like your page, which creates a venue for communication, marketing and networking. Through social media sites, you can follow conversations about your brand for real-time market data and feedback.

Enterprise social networking allows a company to connect individuals who share similar business interests or activities. Internally, social tools can help employees access information and resources they need to work together effectively and solve business problems. Externally, public social media platforms help an organization stay close to their customers and make it easier to conduct research that they can use to improve business processes and operations.

Social media is also often used for crowdsourcing. Customers can use social networking sites to offer ideas for future products or tweaks to current ones. In IT projects, crowdsourcing usually involves engaging and blending business and IT services from a mix of internal and external providers, sometimes with input from customers and/or the general public.

On the other hand, the integration of social media in the business world can also pose challenges. Social media policies are designed to set expectations for appropriate behavior and ensure that an employee's posts will not expose the company to legal problems or public embarrassment. Such policies include directives for when an employee should identify himself as a representative of the company on a social networking website, as well as rules for what types of information can be shared.

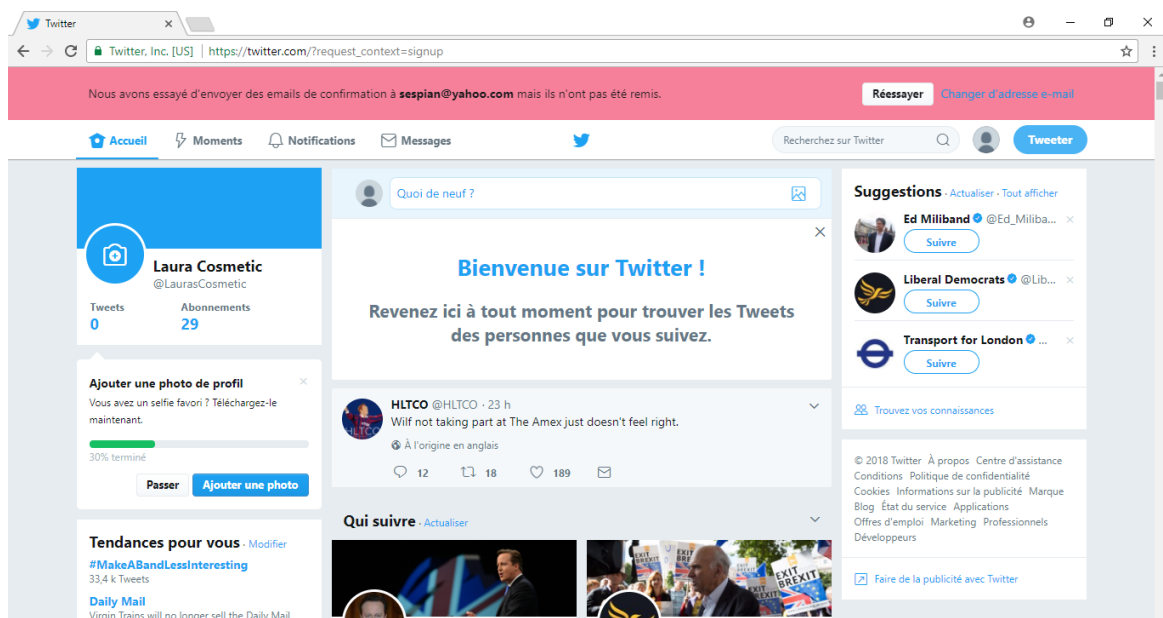
In business, from the customer's perspective, social media makes it easy to tell a company and everyone else about their experiences with that company -- whether those experiences are good or bad. The business can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.

The big "4" social media sites are:

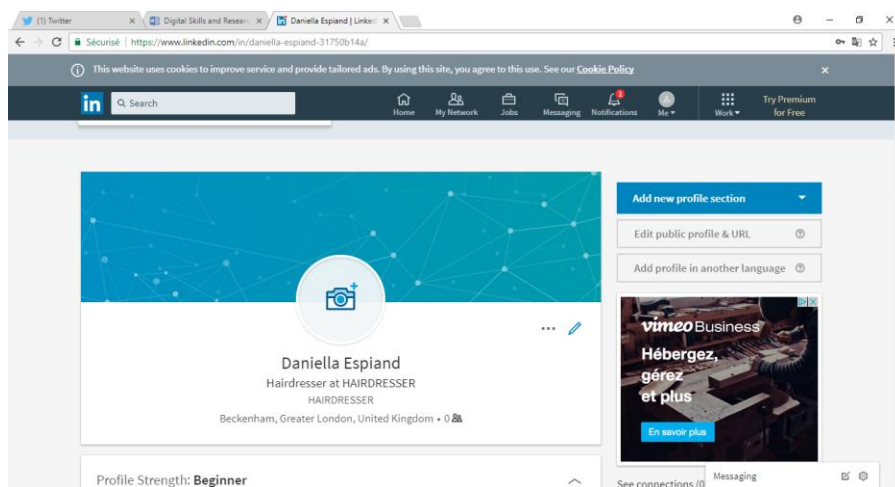
- **Facebook**: a free social networking web platform that promotes and facilitates interaction between friends, family and colleagues. Users can create profiles, upload photos and video and send messages. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website Facebook was founded in 2004 by Mark Zuckerberg and several Harvard University classmates.
- **Twitter**: a free microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- **LinkedIn** : is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.
- **Youtube**: is a free video sharing website that makes it easy to watch online videos. Members can create and upload their own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

To be part of the social movement, I have created the following accounts.

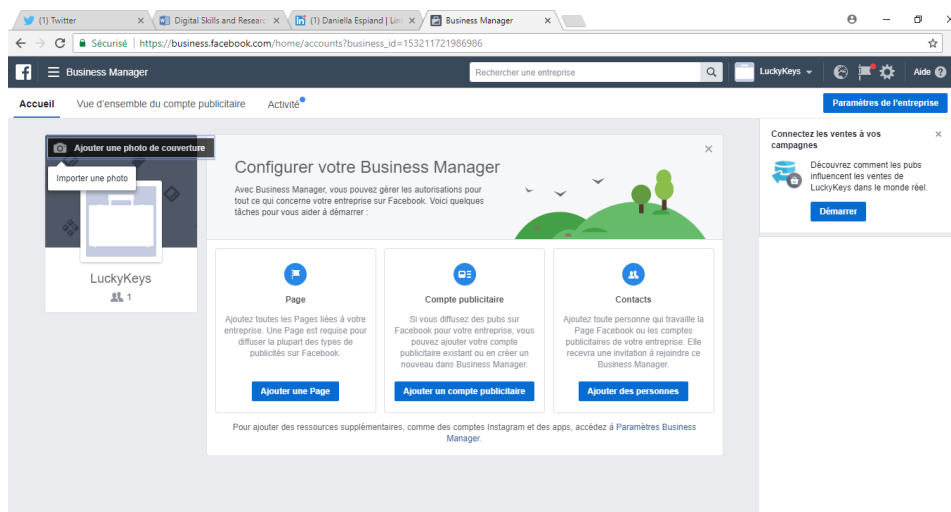
Twitter



LinkedIn



Facebook



Conclusion

Modern technology has enabled society to evolve immensely. Focusing on communication, smart phones, tablets and social media, modern technology is enabling the world to get closer. Businesses are able to expand dramatically within months and no longer rely on conventional media to advertise or convey their message. Similarly individuals do not have to rely on newspapers or TV to be informed. People can follow or get information from any part of the world. Twitter allows users to follow anything from airline timing to the next breaking news. World is moving towards "information streams". The information comes to users rather than users have to make effort to get the information.

Social Media does raise some concern on information overload and security, unlike the common media, social media does not have a pattern as to how much information has to be conveyed and where to draw the line. Security is another area of concern where people can get illegal access to a user's information. Saying that the future of social media and modern technology in communication looks very promising.

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Nielsen Group, variety

