

DIGITAL SKILLS AND RESEARCH METHODS

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Executive summary

An organisation needs to implement different technologies in order to save time and money for their operational activities. The web based email service and smart phones and tablets can provide better connectivity and employees can complete their tasks easily by using those. Apart from this, by using social media, an organisation can connect with the customers, promote its products and services and search for job seekers.

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Introduction

In present scenario, the usage of modern technologies is essential in the workplace in order to reduce the difficulty and pressure on the employees. The employees can complete their tasks easily if they have sufficient skills to use the modern technologies. Apart from this, the organisations can reduce operational costs and save time by introducing modern technologies into their workplace. The web based email services and usage of smart phones and tablets are helpful for any organisation to connect with their stakeholders easily. Apart from this, the social media is helpful for finding jobs and connect with the workforce. The report focuses on the usage of web based email and tablets and Smartphone in the workplace. Moreover, usage of social media by the employees will be elaborated.

Assignment part 1

Web based email

Web based email such as Gmail and Yahoo are type of nonverbal communication system which is necessary to a company's upgradation regarding the communication process. Using Gmail and yahoo web based mail a company can make formal and fast communication. Gmail is a type of web-based mail by which a user can send information fast in virtual world. On the other hand, Yahoo is also a separate company which can provide the service of sending information through the mail. It can be said that to make easy official communication the role of these two types of web based mail cannot be ignored because company can easily communicate formally inside and outside of the company with this type of communication.

Comparing Gmail and Yahoo: Gmail is very useful and popular webmail in the official atmosphere. Gmail has a certain storage capacity of 1 GB by which it can store data and information. The web page of Gmail can be used for various purpose without sending and receiving mail like conversation like threading mails, group chats. These advantages help the process of good teamwork and build up an efficient presentation by mail. The storage capacity of Yahoo Mail is 1 TB, which is much higher than Gmail. However, the free version of Yahoo mail allows attachment up to 10 MB while Gmail allows up to 20 MB. In Gmail, the larger files are sent through the drive link. The users can send direct message to their contacts in both Gmail and Yahoo mail. The Gmail provides drive facility through which users can send large files to others. Gmail allows large attachments compared to yahoo and the Gmail service is more professional than Yahoo, which is helpful for the business organisations complete their works efficiently.

Usage in workplace: The mail service of both organisations has large use in the workplace. In present scenario, the organisational highly depends on the mailing services rather than letters. The mail services save time and money because the information can be sent in very lesser time in different parts of the world at any time. Employees and management of an organisation can send professional information, attachments, photos by using mailing services to its stakeholders (Baden-Fuller and Haeffliger, 2013). The customers, investors and employees of an organisation can be connected easily. Apart from this, employees of an organisation can chat with each other by using mailing services that are helpful to complete their work collaboratively. Employees can edit and change the attachments according to their requirements in Google drive, which can be available to all in which the drive link is shared (Herath *et al.* 2014). Therefore, an organisation can save its time and money by using web-based email services in the workplace.

Increasing employability: The employees can send their CV to the companies for recruitment process and the company can approach the candidates accordingly. The organisations prefer employees who have good knowledge in mailing services. The workplace information can be shared easily by using these services and employees can send professional mail to the customer's investors, management and other stakeholders of the organisation. Therefore, the web-based services are helpful to enhance the employability.

Tablets and smart phones

Samsung and Apple are two of the most popular brands in the United Kingdom because those companies provide different facilities to the customers. The tablet and smart phones of those brands can be used in the workplace to connect with the stakeholders and complete different tasks easily.

Comparing Apple and Samsung: The price of the Apple phone is higher compared to Samsung and number of models is lower. However, Apple has its own different applications that can make the work easy for the employees. The security of the Apple is high compared to Samsung mobile and tablets and for this reason, employees can trust this brand more. The Apple has its own cloud service in which employees can save their personal contact and important data that provides more security. On the other hand, Samsung also provides cloud service to the customers but it is not their own. However, the price of the Apple phone and tables are high and only people with good financial background can only afford it. The Samsung provides different smart phones and

tablets with lower to higher price and people can purchase it according to their capability, which is the main advantage for this phone.

Usage in the workplace: In a workplace, people can access their website, email and different official applications by using their smart phones and tablets. Many organisations have its own portals by which employees and other stakeholders can connect with each other and it can be accessed by the smart phones and tablets. Apart from this, a person can log in to their email account all day long and if any mail comes, they can get notification. This enables the person to check their official mail at anytime and anywhere and reply accordingly. Apart from this, the Smartphone and tablets can be used for web conferencing, video chatting and more. These facilities are helpful for the employees to connect with their internal and external stakeholders of their organisation (Pimmer and Pachler, 2014). Employees also can send message, take and make calls to connect with their organisation and other related people. Therefore, by using smart phones and tablets, employees and organisations can save time and money and also enhance their efficiency.

Increasing employability: The tablets and smart phones are helpful for the employees to enhance their employability in an organisation. The tablets and smart phones have different facilities that are helpful for an organisation to connect with each other and complete their regular tasks easily. Therefore, a candidate who can operate a Smartphone or tablets efficiently can be helpful for an organisation to contribute to their tasks. Apart from this, candidate can provide interview using web conferencing or video chatting through their smart phones or tablets that can enhance their employability. A person with Smartphone or tablets can go to other cities for their work and can be connected with the organisation by using those that are helpful for an organisation to save time and reduce operational costs. Therefore, these devices can effectively enhance the employability of the candidates.

Assignment part 2

Useful network: The LinkedIn is most useful website to search for a better job because the structure of this social media is helpful for the employers to connect with employees. The security is high and the employees can provide only their professional information in this network. The employees can easily connect with different employers and the employers can choose employees accordingly (Perrin, 2015).

Usage in workplace: The LinkedIn can be used to advertise the employee requirements of an organisation and to connect with employees. The Facebook page of an organisation is helpful to connect with the stakeholders and to promote the products and services to customers by an organisation. The Twitter is also helpful for the promotional purpose by an organisation and to connect with its employees. However, the Facebook and twitter also can be used to find out employees according to the requirements of an organisation. The organisation can provide recruitment advertisements and the employees can contact them accordingly.

Advantages: In a business organisation, the social media can be used to promote the products and services, make greater connection with customers, provide offer and discounts. The social media is less expensive and an organisation can conduct market research using it. An organisation can interact personally with customers and monitor their feedback easily (Treem and Leonardi, 2013). An organisation can also find out employees by using the social media.

Disadvantages: A business organisation can manipulate customers by providing fake review of their products. The negative review of a product from any customers can reduce the sales rate of that product even if the product is good.

Security implications: The users of a social media need to focus on the security implications in order to reduce the chances of hacking. The user id and password need to be protected by the users to prevent unwanted accessibility in their social media accounts. They need to link their phone number or another email with the account and it is helpful for them to find out the password if lost (Whiting and Williams, 2013).

Preferable network for me: I prefer Facebook among different social network because it is user-friendly and has different facilities. I can search jobs through connected with the employees page and can get contact. Different professional and personal works can be done by using Facebook. Apart From this, an organisation can easily promote their products and services and connect with its stakeholders by using Facebook.

Conclusion

Every business organisation needs to implement modern technologies in their organisation to reduce work pressure and save time. The web based email service and Smartphone and tablets are helpful for an organisation to connect with its different internal and external stakeholders. Apart from this, the social media is an effective tool for an organisation to search for the employees, promote products or services and connect with customers.

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