

Name : Jainaba Jallow

Student ID:1811978

Code Module : BMSK 4003

Code Name : DIGITAL SKILLS AND RESEARCH METHODS

TOPIC : Digital skills and Research Methods are important in all organizations.

Introduction

It is very clear that nowadays digital technology is very vital in all organizations and has become an inseparable element of any modern workplace .The use of digital skills in marketing and research using social media can further enhance the work place efficiency , marketing and innovation strategies.

In this essay I will try to evaluate the effectiveness of modern technologies within the workplace and explore the social media as a tool for marketing and information gathering .

Advantages of modern digital technology at work place

- 1.Make the work Faster and more efficient .A very high speed of large data can be transferred or used via small clips and or databases.
- 2.It makes business operations more effective providing many tools for changing tasks as and when necessary with greater accuracy .
- 3.Helping in reducing costs in management via s using appropriate tools such as Saas tools and programs .
- 4.Security of work and the programs usually only on a "need to access " basis..
5. Allows work to be customizable which assists in dealing with specific options such as the facilities management software.
- 6.It increases collaboration within the work place and others areas related to the work such as suppliers, deliveries and customers .
- 7.It increases and improves the efficiency of employees in assessing work done and productivity plus good monitoring systems .
8. It enables remote working easier via connecting to the office or using the database.
9. Increases profits via less expenditure and few resources used to get specific target such as customers ,or use of specialist programs or tools .

Social Media and its impact on marketing and information

The use of social media as a tool for marketing and information gathering is very essential at work place too. These relate to specific information and how it is used for a specific purpose. People use social media to share information and gain public support. This can be seen in 2010 (Sutter 2010) about the outbreak of cholera in Haiti or as in the Pew Report of where social media is used by people to share reports and raise concerns about specific issues trending .

Types of social media

- 1 Social network that allows users to connect and share with people of similar interests and backgrounds.
2. Bookmaking sites .
3. Media sharing .
4. Microblogging
5. Blog comments and forums .

In Health and social care social media can be used to access information, promote policies and access to health where it's not been possible before. The social media I want to focus on more here is Facebook and Instagram as they both help a lot in giving information. They have the following advantages :

1. They can provide answers to medical questions .
2. Facilitates dialogue between patients and health professionals.
3. Help collect data on patient experiences and opinions .
- 4 Reduces sickness stigma by making all aware .
5. provide mechanisms for online communication and consultation when and if necessary .
6. Provide privacy online where data is secured and used by only those with access .

Problems with the use social media

Despite the popularity of using social media such as Twitter , Facebook or Instagram there are some drawbacks to its use which includes the following :

1. Security of data used which includes people's personal data which can be hacked and stolen .eg weakileaks where a whole data was stolen and used in the 2016 US elections .
2. The perception of authenticity and truthfulness of the information such as " false news "
3. Use of incorrect information to persuade the public in to a false conclusion or image of the real facts such as misleading headlines e.g...anti immigration or religion which can cause extremism or hate groups such as the KKK in the USA or the So called Islamic state.

The use of social media in Health and social care has been on the increase in recent years .Despite "fake news" phenomenon being common , some have used social media to counter the impression of falsehood and present clear and concise information. A good example is Dr.Zubin Damana known as ZDoggMD has been phenomenal in building a large base of over a million followers on face book making videos in dispelling false and unfounded Health claims .

In emergencies too public health news on social media is very common nowadays and many people use it to know the latest trends, information and knowledge about a particular disease such as flu or cholera which helps in prevention. However , it's is vital that the news be correct ,concise and factual .

Research in Health and social care are also use a lot of social media to get volunteers for up to date investigations to get more information about certain medications and conditions. These helps in getting latest updates on new medicines and treatments which help in not only curing disease but prevention occurrence .

Some Healthcare organizations have used social media as part of their training process..During training some trainees are encouraged to use some social media hastags or join groups to make the training easier and more entertaining. It allows the trainees to contact a central base where questions can be asked and answered very quickly while sharing with a lot of others in the group.

Conclusions

Following the above analysis of use of digital technology and the use of social media at workplace it is my humble opinion that they both play a

crucial role in modern day working conditions. They are very popular and everyday new technologies are being developed all over the world to enhance work .

As regards to Health and social care the use of social media helps to not only to teach but to train, inform and update in all areas and affect everyone from directors to all employees. Specialist areas and natural disasters are updated daily and even public response is usually controlled by social media .

However , a degree of caution must be outlined as both technologies and social media can be subjected to limitations. These limitations include misuse of technologies with inaccurate information, false news , and extremist views. There is also the issue of security of data and hacking where personal information is passed on to hackers or even extremist groups.

References

- 1.Holman ...a guide to human impact of modern technologies.
- 2.Mital....technologies and humans in manufacturing work places.
3. Wiley Online Library..issue 2 volume 19 November 2013.
4. Shutter ..2010 edition.
- 5.Balotsky ..integrated educational information technology April 2004.
- 6.Facebook
- 7.Linkedin .

PS..please note that I have attached my profiles on the following social media sites I have used to do the assignment:

- 1. Facebook**
- 2. LinkedIn**