

Digital Skills and Research Methods

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Table of Contents

Introduction.....	3
Evaluating the effectiveness of the use of modern technologies	4
Technology 1 (Cloud Storage).....	4
Technology 2 (Tablets)	5
Exploring social media as a tool.....	8
Marketing on Facebook.....	8
Information gathering via Facebook.....	8
Communicating via Facebook	9
Evidence of own professional online presence.....	11
My Facebook page	11
My Twitter page	11
My Linkedin page.....	11
Bibliography	12

Introduction

In this study several aspects has been performed. This assignment can be divided into three parts. The first part, deals with evaluating with the effectiveness how modern technologies are utilized. There are two technologies which are primarily put under focus in this study i.e. Cloud storage and electronic Tablets. For both of the technologies, the benefits they bring to the organisation will be highlighted, following which a comparison will be made on how two different cloud storage and tablet providers differ. Based on the comparison and contrast recommendations will be made. In the second part of the study, Facebook has been specifically chose. Finally in the third part of the study, evidence online presence has been provided.

Evaluating the effectiveness of the use of modern technologies

Technology 1 (Cloud Storage)

Cloud computing or Cloud Storage is them method by which information is collected and stored in digital databases. It is a network of software through which confidential and public data is shared amongst people.

Cloud Storage is used for multiple purposes in the workplace, several of which have been illustrated here:

- **Cost Effective** – It saves a lot of money when it comes to saving a lot of information about the work place.
- **Enhanced Security** – Cloud storage has a very high level of security and it's not easily assessable without the correct information provided by the user
- **(Wang et al., 2013). Universal File Access** – Cloud storage allows information to be assessable easily all around the world. It is weightless in nature and carried around everywhere with an internet connection.
- **Simplistic** – Cloud Storage is very easy to use, it uses a simple UI or User Interface through which users can easily operate the technology (Ren et al., 2015). It does not involve a lot of steps.

Compare and Contrast Two providers (Google Drive vs OneDrive)

To highlight how cloud storage differs in the market, two cloud storage providers have been illustrated here. For the purpose of analysis the two providers who have been considered are Google Drive and One Drive.

OneDrive is a synchronization and hosting service which collects and stores information digitally. It developed by Microsoft.

Google Drive	OneDrive
It allows documents to be automatically be integrated in Google Docs (Lamont, 2013).	It is a great option for families as multiple users can assess it
It has a strong base of customer support	It has a very fast frequency of syncing information
There no option of private encryption	It only has trial limit period of 30 days

Recommendation

Recommendations are made here for two cloud service providers:

1. Google Drive:

- **There should be more market research down by the organisation so that higher levels of private encryption can be development**
- **The organisation should implement cost effective methods to lower its services price**

2. OneDrive:

- **It should customize its services so that is customizable for single users as well.**
- **It should allow users to have larger amounts data in the trail period.**
- **It must implement a market develop,**

Technology 2 (Tablets)

An electronic Tablet is a portable and easy to operate computer that utilizes a touch screen as its main form of data input means. A tablet combines the features of a traditional computer and tries to integrate them with the features of a smart phone.

Tablets are used for multiple purposes in the workplace, several of which have been illustrated here:

- **User friendly – A tablet is very easy to use and is highly user friendly, it allows almost anyone to use it without any additional information, as it is intuitive in nature. Tablets are made with purpose so that users from all stages of life and all age gaps can utilize these products (Diebel and Hong, 2012).**
- **Portability – It is very lightweight and can be carried almost anywhere. The USP of tablets is that it is easily movable and that is the draw through which high numbers of consumers are pulled towards the product and buy more**
- **(Green et al., 2014). Affordability – Tablets are very cheap nowadays costing almost as much as smart phones. With the advancement in technology, electronic devices are becoming cheaper than ever.**
- **Communication – They allow employees on a large scale to communicate with each other relatively low or no cost. It connects managerial heads and employees from all**

aspects of industry so that there no travel required and easier communication is made possible (Groene et al., 2013).

Compare and Contrast Two providers (Apple vs Samsung)

To highlight how cloud storage differs in the market, two tablet providers have been chosen here, who are Apple and Samsung.

Apple is the number one leading companies around the world when it comes to providing phones and tablets and other electronic devices. It has immense goodwill in the market and can charge high levels of premiums (Downing, 2012)

Samsung is a Korean based multinational electronic organisation which focuses on several products in the market. From Tablets, phones, televisions to others, it provides a large number of products to the market. Samsung is one the strongest competitors to Apple in the phone industry.

Apple	Samsung
Their tablets are more expansive in nature since they target only consumer with high purchase power	Much lower in costs therefore attains the general audience more (Kim and Kim, 2012).
Their UI design is very simplistic in nature	Their UI design is much more deep with high customisability options
It focuses on product Differentiation Strategy.	It focuses on a market penetration strategy

Recommendation

Recommendations are made here for two Tablet providers:

1. Apple

- Should implement Cost Leadership Strategy to lower the prices of its products so that more people can attain it
- It should incorporate more customisable options so that the consumer has higher control over the products

2. Samsung

- **The organisation should implement a more product differentiation strategy whereby which it can attain higher recognition for each good**
- **It must expand its reach in more countries so that more consumers can obtain its commodities**
- **The enterprise must initiate a new marketing strategy through which it the organisation can attain higher levels of marketing reach**

Exploring social media as a tool

Marketing on Facebook

Facebook is one of the leading social media sites in world with such a large access to consumers.. They must pay a certain amount of premium to make their advertise so that promotion so that more audience members get to exposed to it (Nadkarni and Hofmann, 2012).

An enterprise follows several stages through which it implements marketing strategy well on Facebook. These steps include:

Goal Setting – At this point, an enterprise first decides and sets what it wants to achieve. According to what its objectives are, it customizes its marketing plan will be. If it is more information heavy, it will focus on that otherwise it shall not.

Pinpointing Audience – Through this method, it determines who are the main consumers of the enterprise and who will be interested in the activities of the organisation.

Setting up a Budget – Since marketing on Facebook costs money, there should be a plan for how many financial resources should be set aside and allocated for the purposes of online marketing.

Planning content engagement – Based on the type of consumers which are present in the market, the content of organisation will alter as according to the type of product which the is trying to be pushed by the enterprise.

Content monitoring – As according to the type of content which is being tested for the target market, the campaign needs to be constantly monitored to ascertained which campaigns are doing better than others and which ones are underperforming.

Organizations such as Coca-Cola, Pepesi, BBC, and others to market their products to a large organistion are using all the above steps.

Information gathering via Facebook

There many ways through which Facebook attains information about its users. Many organisations utilize the methods, which are available, the social media giant to attain more information.

Organisations such as Coca-cola, Pespi use the following methods to attain more information about its customers online, some of the methods have been elaborated here below:

- **Engagement analysis** – based on the level of engagement there is by consumers on the normal posts, advertisements, messages and other channels. The organisation ascertains how much the consumers are liking one form of engagement over another. Based on what works some methods are be pushed more than others (Gummerus et al., 2012).
- **Direct extraction** – Facebook itself collects data on its users, it analyzes the behaviour patterns and usage rate of the social media platform. Facebook has faced a lot of flak because of this reason, as recent as 2018, it faced a lot had to face changes (van Laar et al., 2017). The founder of the organization i.e. had to come and face the members of congress and address all the questions which were being put forward to him in context of how much information is extract and leaked by the organisation (Wilson et al., 2012).
- **Competitive study** – Through this method, organisations allocates time and studies the competitors, which are present in the industry. The more profitable an industry the more activities are present. Higher activities implies higher levels of research, analysts of the enterprise must take into consideration what kind consumers are the collecting information on as there are several groups of individuals online who are not a part of the target audience of an organisation (Gubrium and Harper, 2016).

Communicating via Facebook

Communicating through Facebook is currently one of the easiest and one of the most cost effective channels through which huge organisations communicates with its large base of consumers. Communication via Facebook is known for its connectivity and has an impact on the proper and effective formation of audience as Friends. It is known for its connectivity and ability to cater to the growth of the business. Facebook connects with friends on a number of significant levels.

Organisations such as Walmart, State Grid Corporation of China, ExxonMobil and others all communicate through multiple ways on Facebook. These methods include:

Communicating through posts – Through this form of communication, employees of the enterprise communicate with the consumers through public posts, which are created and intended for them.

Communicating through messages – Here the communication is performed through private and hidden messages. This form of communication usually takes place directly between the employees or the organisation and the customers (Lazar et al., 2017). These features are

available on the pages which are available for the consumers to access so that they can communicate confidential or embarrassing information.

Evidence of own professional online presence

My Facebook page

<https://www.facebook.com/valentina.obreja.92>

My Twitter page

NA

My LinkedIn page

NA

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