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DIGITAL SKILLS AND

RESEARCH METHODS

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INTRODUCTION

Digital skills are related to being digitally literate. It is highly valued and used in organizations mostly. Today many companies are using digital technology which is helping them to grow their business. Advancement in technology is helping business in using their resources optimally and helps them in competing with their competitors. In this assignment effective use of modern technology in workplace, different technologies used in workplace with their pros and cons, exploration of social media as a tool for information gathering, marketing and communication within workplace and its impact on organizations will be explained (Hatch, 2018).

MAIN BODY

Modern technology use within workplace

Today advancement in technology and its use in organizations has been continuously increasing especially in terms of information, today data is one of the most important resource for organizations. This advancement has provided workplace with various tools for production, communication etc. These technologies are used for various purposes within the organization like data sharing, data protection, knowledge management, decision making, internal communication within the company , to enhance production work etc.

These modern technologies within workplace can be used in various ways for different purposes like:

- Improve flow of information: Today this modern technology has helped in creating a shared information environment in organizations. In this environment information is stored, organized and centralized at one location which allows everyone at workplace to access and use that information accordingly. This helps in faster flow of information in a better way .
- Supports Innovation: These technologies has not only helped in flow of information but it has also enabled innovation within workplace. Employees can use this technology to create or suggest new ideas of innovation to transform a business. This has also helped in gaining competitive advantage and increase companies customer base.
- Quick decision making: Information processing within an organization has also become fast and efficient which can be used for decision making. Workers can easily access and process the information or if needed they can easily make changes in the existing

database. Through this decision making task can easily be performed which are also known as online analytical processing.

- **Ensure computational accuracy:** Today in this modern world, this technology use has increased the computation and accuracy in business work. It is useful in many business processes like accounting where accuracy is much more important than anything else whether it is inventory keeping, making and recording sales, managing pay bills or handling payroll. In finance related work time and money is everything and for that accuracy in work is important. With the modern world technology storage of these financial information and using it afterwards is also easy.

This modern use of technology has given many advantages to the business and helped them to grow in many ways. Few of them are:

- **Storage and sharing:** Today there is no need to waste time looking for any document, files or any information, with the advancement in technology any required information can be found within few minutes. Companies also do not need to worry about storage of data as today organizations can store unlimited data and use it whenever required. This has also helped organizations to reduce their capital and storage cost (Attaran and Woods, 2018).
- **Remote connectivity and mobility:** Growth of freelancer economy and adoption of flexible working from anywhere policy, employees today can easily access and use organizations technological system remotely. It has also helped organizations to connect with the best talent globally and instantly. Today employees can work at anytime and from anywhere with this technology use.
- **Automation:** Another advantage of this technology is that it allows companies to automate many functions that initially required many employees. Many tasks like bookkeeping, data entry, analytics or contacting management can be fully or partially automated which has helped organizations to reduce risk, error, time and cost.

Comparison between technologies

There are many technologies used in organizations which has increased their efficiency of work. Out of all those technologies two are the most important and common technology used by companies are:

1. Cloud Computing: It can be defined as delivery of on-demand computing services over internet that are provided to the users on payment. These cloud computing service providers gives companies an ability to manage services and applications through a global network. It has

helped companies in various ways such as cost reduction, increased flexibility in its operations and optimal resource utilization. It can be used for various services, few of them are described below:

- **File Storage:** It offers companies storage space for storing, retrieving and accessing their files from any internet enabled interface. These files can be accessed any time, any device and from anywhere, if the device has high internet speed (Dempsey and Kelliher, 2018). It also provides high security, scalability, availability for the environment it is being used.
- **Backup:** Backup has always been a time consuming operation and sometimes it also created problems for business like lack of storage space, incompatibility etc. With the help of cloud-based backup automatic storage and dispatch of data can be done to any location with the assurance of security, availability etc.

Cloud computing also has some advantages and disadvantages like:

Advantages:

- Stored files can be accessed from anywhere from devices with internet connections
- Can avoid emailing files to everyone and instead of emailing, web link can be sent to recipients with the help of e-mails.
- It also helps in annual reduction of operating cost of business. Additional cost saving can also be done as it does not require internal power to store data.

Disadvantages:

- Users need to be careful while using drag and drop facility in cloud storage as it permanently moves original folder to cloud storage location.
- User has a limitation that it needs internet connection to access their data, without which they cannot access their data (Mohammad, 2018).

2. Cybersecurity: Cybersecurity is also an important technological innovation that has benefited workplaces. In today's world need of cybersecurity in organizations has been continuously increasing for protection of companies data or information as cyber crimes or hacking is increasing. Cybersecurity for organizations has become a need as companies are aware of the fact that cyber threats are increasing and hovering over the internet as nowadays mostly companies are storing their valuable information online, so strong security of data has become an utmost importance of companies which is unavoidable (Caulkins, Marlowe and Reardon, 2018).

There are many advantages and disadvantages of cybersecurity technology used in workplace are:

Advantages:

- It has increased cyber speed and cyber defence.
- Fights against computer hackers and identify threats.
- Protects computers or systems from any worms, virus, spyware, malware etc.
- Protects companies or individuals private information.
- It also protects companies data or information as well as their clients data or information.

Disadvantages:

- Firewalls sometimes can be difficult to configure correctly.
- If configured incorrectly then it might block users from performing certain actions or operations internet, until and unless firewall is configured correctly.
- Sometimes it can be costly for users.
- Use of cybersecurity sometimes also makes systems slower as compared to their performance before (Clark and Slayton, 2018).
- Regular updation of software is required in order to keep security of systems up to date.

Cloud Computing	Cybersecurity
• It provides security to all the data that is been stored. • It can be provided to customers at very optimal cost. • It cannot resolve any threat, if occurs.	• If firewall is not configured correctly then there can be some security issues. • Sometimes it can be much costlier to users. • Identifies any threat and remove them.

Explore social media as a tool within workplace

Use of social media has been continuously increasing from past few years. It has become a part of everyone's lives and has changed the way people communicate or interact with each other. Many organizations are also using Social media as a tool for information gathering, marketing, communication, improving their brand image. It has become a platform which has created a chance to create strong social media presence by interacting with their customers. It has also helped them to strengthen their brand image and increase their customer base by interacting with them. Many organizations forbid employees to use social media during working

hours even though it is an important tool for companies in many ways. There are many ways through which social media can be used as a tool to benefit business:

- **Social media marketing:** It can be used as a strong tool for creating an organization's digital marketing strategies. It can also help companies to boost their competitive edge by regularly sharing rich contents related to their brand, products or services. Social media marketing is a cost effective way of marketing which can also help in maximising ROI of a business and also one of the best way to reach one's customers. Today it has become an important part of marketing for organizations as customers has many choices to choose when they decide to buy a product (Toscani, Tosin and Zanella, 2018). It has also increased competition for companies so as a result it has become an essence for companies for the growth of their brand, products and services. It can also help companies to meet their marketing goals such as: increasing website trafficking, building conversions, raising brand awareness, creating a brand identity and positive brand association, improve communication and interaction with the customers or stakeholders. There are many social media marketing tools such as google analytics which help companies can measure that whether the technique or strategy used is a success or not they can even monitor social media marketing campaigns organized by the companies. This analytics tool can also be used by companies to monitor that which of their social content is performing best with their customers or audience. There are many social media platforms available for companies to choose for marketing, it completely depends upon the company to choose the platform which is suitable for their brand, services or products marketing (Webster and Hume, 2018).
- **Information Gathering:** Social media in workplace can be used as a great tool for employees as it offers significant resources for information gathering, meeting companies goals or completing any given tasks. Information today is constantly shifting, changing and arriving which changes they way a business is done or conducted. There are many social media platforms which can be used for gathering all sort of information required by the companies to accomplish their tasks etc. many platforms like Facebook can be used by companies to gather information about their shareholders, customers, clients or their competitors as it has world's most comprehensive database which consist of all sort of personal information of people using it (Social Media Marketing, 2019). It can also be used to gather information about customers needs, requirement and any changes required

by the customers, through which it becomes easy for companies to work on their existing or new products and services to ensure that customers requirements are fulfilled. It can also be used to gather information about their competitors so that they can work accordingly and compete with their competitors. In shot it can be used as a great tool by the companies to gather information which can be used by their employees to survive in this competitive world. (Forsgren and Byström, 2018)

- **Communication:** Communication is one of the most important factor that is needed to be excelled within the workplace. Transparency within workplace can help in boosting employees productivity level, morals and loyalty level. Effective method of communication is important within workplace as it can help organization in decreasing employees turnover rate. Social media can be used as a great tool for improving communication within the workplace. There are many social media platform which can help in improving internal communication within an organization like Facebook, whatsapp, LinkedIn, slack etc. Slack and LinkedIn initially were used for professional communications but today they are much more than that (Nisar, Prabhakar and Strakova, 2019).

CONCLUSION

Form the above assignment it has been summarized that use of modern technology today has been continuously increasing within workplace. Many technologies like cloud computing, cybersecurity, management tools can be used so better storage, security, mobility, remote connectivity, automation and many more. This advancement in technology has changed that organizations do business. Today social media is also used as an important tool by the companies for various purposes like information gathering, improving communication, marketing or improving their brand image and many more. Social media has provided a way to companies to boost their business in many ways.

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