

University of Wales Trinity Saint David

Title : Digital Skills in workplace

Student: Md Shamim Chowdhury.

Student number: 1711370.

**Title of the Module: Digital Skills and
Research Methods . BMSK 4003**

Name of the Lecturer: Balendran Kandasamy.

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Introduction

Globalisation has become a very familiar word nowadays. Everyone is talking about globalisation and digital world. We can see the blessing of globalisation around us. Technological revolution has made this globalisation possible (Raish and Rimland, 2016). Specifically speaking, internet is the heart of digital world or globalisation. However, this module is about the understanding of digital technologies and their uses in the workplace to collect data, disseminate information, make communication, and to advertise the product or services. The proper knowledge of this module will help us to influence sustainable development. Sustainable development is a condition where the present or existing generation can get maximum benefits from the activities they do without hampering the benefits of upcoming generation (van Deursen and Mossberger, 2018). So, in the following section, I will show how the technology can be used to improve workplace efficiency of people and to achieve the objective of people and organisation.

Digital skill and its importance



Digital skill refers to the skill related to the information technology. Broadly speaking, digital skills refer to the skills about the use of information technology to gather information, make communication, disseminate information, advertise the product or service and to improve the efficiency in the workplace (van Deursen and Mossberger, 2018). Everyone should have basic knowledge about the use of digital technology. Some most common technologies which are used in the workplace are internet, e-mail and social media. Basic knowledge of these technologies helps people to perform their day to day activities in more effective and efficient ways (Woolf, 2014). So, it is important to have a proper understanding of the digital technologies to improve both organisational and personal performance.

Technologies within the workplace



Different technologies are used by both the people and the organisation to improve their performance and to achieve their performance in the best possible way. Some of the most common technologies used in workplace are tablets, computer, internet, mobile and other communication tools (Rontos, Nagopoulos and Flora, 2014). Again, email and social media occupy a major portion of communication in the workplace. Moreover, some other web-based and mobile-based applications such as-Skype, twitter, and facebook are used in workplace to perform their daily activities or communication. These technologies are the best mode of communication. They reduce both time and cost for the people and organisation. So, let's see the effectiveness of the uses of technologies in the workplace.

Improve the movement of information

Technology improves the communication system of an organisation. Through the use of social media, internet, and e-mail people can share their views and knowledge with other people within a short period of time. It also provides horizontal and vertical communication within the organisation (Woolf, 2014). For example, vertical communication improves the sharing of information between the employee and the employers. On the other hand,

horizontal communication build communication between the functional units of the organisation. So, these activities improve information flow and decision making of the company.

Support innovation

Again, the use of internet and other modern technologies support innovation within the organisation. For example, the use of MIS, DSS, DBMS and artificial intelligence through computer helps the people to make right decision and improve their performance (Rontos, Nagopoulos and Flora, 2014). So, the use of technology helps the innovation within the company.

Improve information processing

Use of the modern technology in the workplace improves the information processing of the people (Spiesia, 2017). It helps to identify the sources of problems, gather information to solve those problem from different sources, analyse the information and disseminate the information to the right place.

Support decision making

Digital technology support immediate decision making for the company. We can explain this issue with a real-life example. We can consider a multinational company who have subsidiary in remote place or foreign country (Nickoson and Sheridan, 2012). So, it is not possible for top management to visit the place of subsidiary to solve its problems every times. So, through the use of internet, computer and social media top management can solve the problem of subsidiary by providing information relating to its problem.

Reduce cost and save time

Finally, technology in the workplace reduces time of communication, information processing and decision making. Again, the technology has helped the organisation to replace people with the technology (Spiesia, 2017). For example, before the invention of computer people would keep data or information manually. Which was time-consuming and would require

more people to record the data. But the use of computer and other technologies has reduced such cost and saved the time of people and organisation.

E-mail as a marketing, information gathering and communication tool



E-mail is an electronic messaging system. When the people use the internet and computer to send message to other people in a formal way then email is used. This mode of communication is used almost by all the business people for formal communication (Nussaci, 2017). Through e-mail, people can send text, image and other attachments. However, nowadays email is widely used as mode of marketing and information gathering beside that of communication.

Email as marketing tools

The use of e-mail as a marketing tool provides the following benefits which are not provided by other modes of marketing.

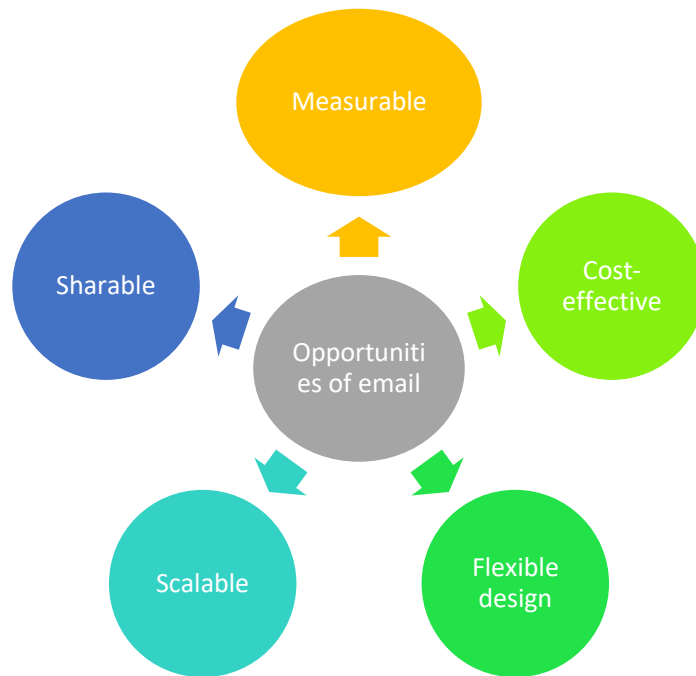


Figure: Benefits of email marketing

- **Measurable-** The effectiveness of email marketing is measurable which is not possible in case of traditional marketing system (Harhai, Krueger and Maccaferri, 2017). For example, we can see how many people are responding to our message or marketing activities in email. But it cannot be seen in case of newspaper or TV advertisement.
- **Sharable-** Again, the email can be shared with other people or as much people as we want. It reduces the time of making different message for different people (Nussaci, 2017). It is easily shareable with other people.
- **Flexible design-** There is no complexity in the use of email. One can use email simply by browsing internet and email software.
- **Scalable-** Email is scalable, which refers that the size of the email can be any form based on the objective or the information of the users (Nickoson and Sheridan, 2012). But it may not be possible in other modes.
- **Cost-effective-** Finally, email is cost effective. Same email can be send to many people which is less costly. But other modes of marketing require higher cost based on the contents and characteristics of advertisement (Spiesia, 2017).

These are the basic opportunities provided by email.

Email as information gathering tool

Again, the email can be used to collect information from different sources or within the organisation. If a company has many branches or subsidiaries in different locations or countries then it can use email to gather any information (Van Deursen, 2016). Again, it can share information with other people through email. Top management can use email to gather information from the lower employee.

Email as communication tool

As I have explained that it is the formal mode of communication within any organisation. This system is used by any business people in a simple way without any complexity. It offers different facilities to the communicators (Cox et al., 2013). They can share image, text and other documents through email. Which is sharable within a short period of time. Again, the receivers can send their feedback immediately through email.

Social media as a marketing, information gathering and communication tool



The term social media can be defined as the media which are used to make communication with various people and to share views and opinions. Different types of social media can be seen around us. The most common social media are facebook, twitter, LinkedIn, Instagram, YouTube, Google plus and so on (Harhai, Krueger and Maccaferri, 2017). They offers text, voice and some other modes of communication. Besides that of communication these media are now the methods of marketing, information gathering and sharing view.

Social media as marketing tool

Now, we can see different types of advertisement when we use social media. Social media marketing may be earned, paid and owned.

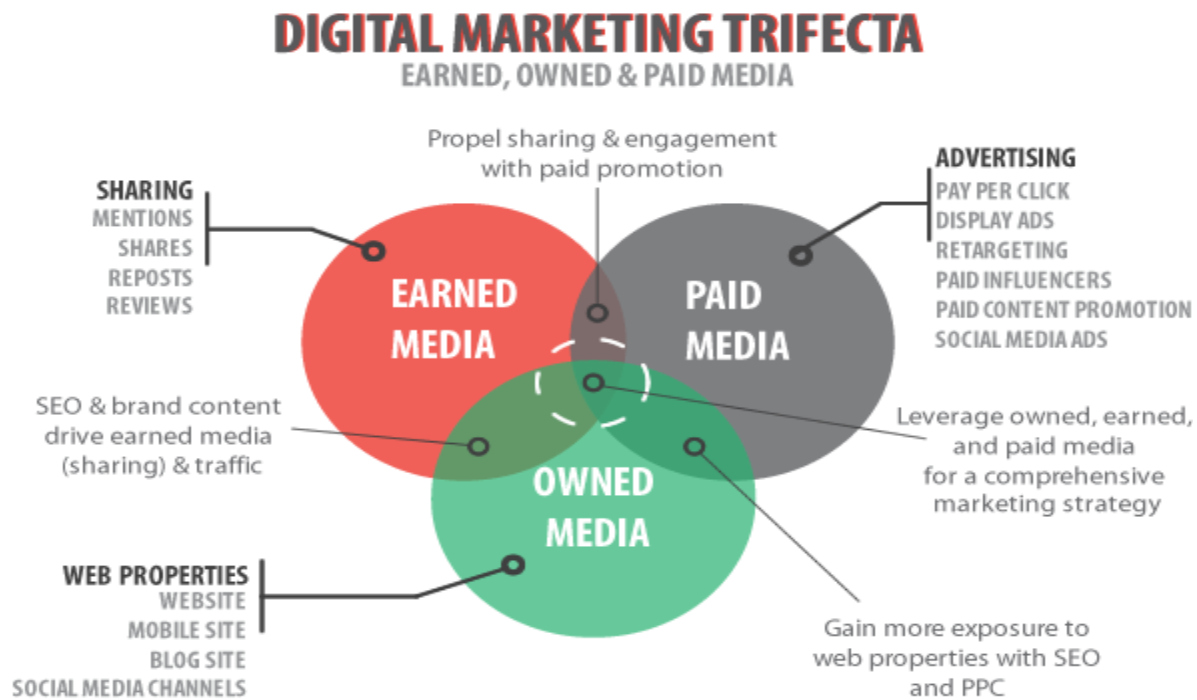


Figure: Social media marketing

Today, most of the people use social media as a means of communication and passing their free time. So, this is one of the most effective sources of marketing (Van Deursen, 2016). The following stages are followed in social media marketing.

- Identifying the social media to be used
- Identifying the current and potential customers
- Analysing the success factors or matrix
- Developing and designing the content
- Ensuring effective management of the media
- Monitoring and optimising

Social media as information gathering

Again, we can see that one people provide post in the social media and other people put comments on that post. So, this is a way of collecting information. Now, almost all of the

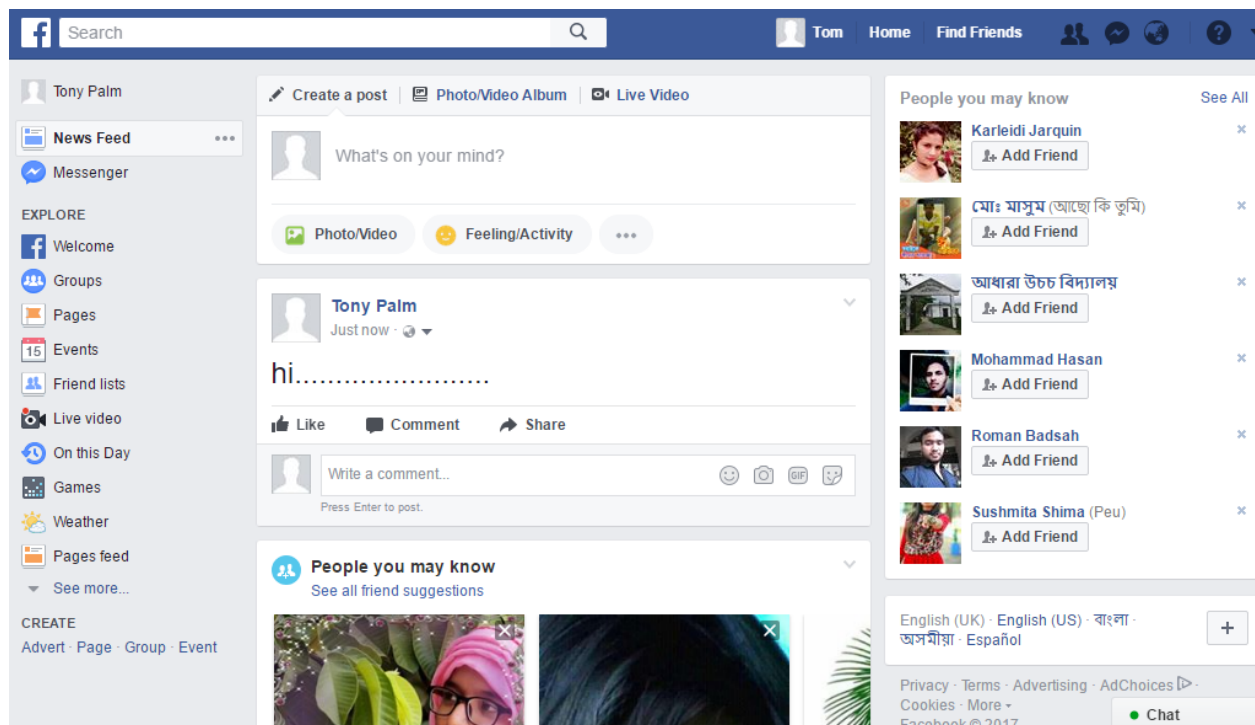
organisation have social media account where they give update of their product or service and people put their opinion of the post of the company (Hamburg, 2017). So, it is a source of information collection.

Social media as communication tool

Social media is one of the most important way of informal communication. Even it is becoming the formal way of communication few times. People use social media to share their views, opinions and to get news and information (Puolakanaho and Latvala, 2017). It has become a way of proving news to the people. So, this is an important source of communication.

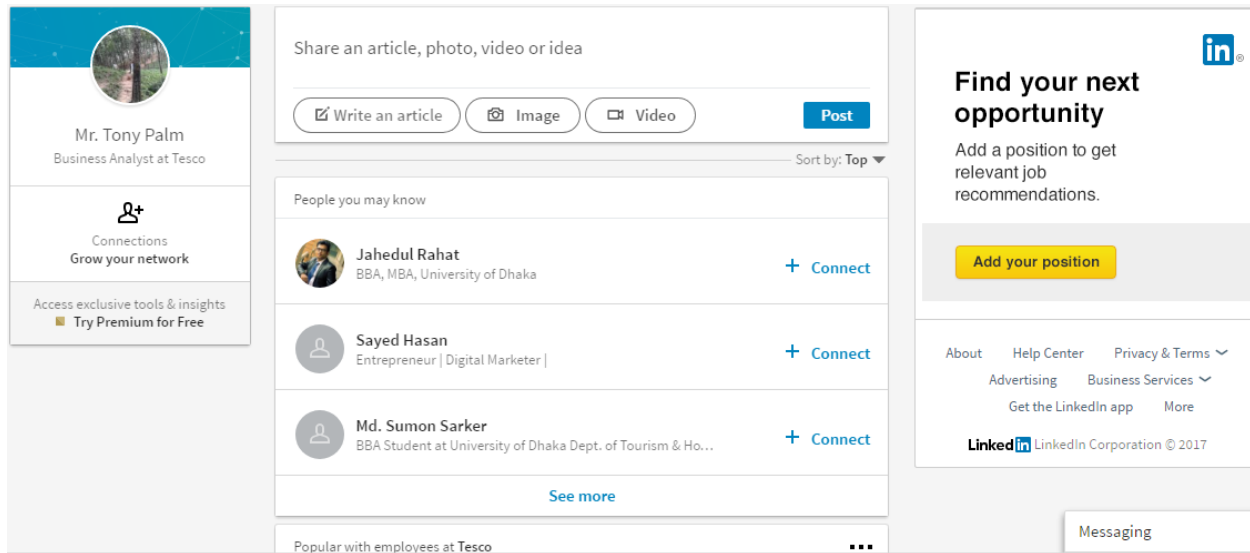
Own online presence in social media

Facebook



Link: <https://www.facebook.com/profile.php?id=100021426495439>

LinkedIn



Link: <https://www.linkedin.com/feed/>

Twitter



Link: <https://twitter.com/MrTomJohn1>

These are my social media account which I will use in the workplace. These media will enable me to perform my duties in more effective and efficient way and to achieve the goal of the organisation.

Conclusion

In summary, it can be said that all the people must have basic knowledge about the modern technology and its use. People must be effective in using email and social media to gather information, share information and advertise their product or service. The effective use of these techniques will enable an individual to achieve his/her objectives and to contribute to the organisation (Puolakanaho and Latvala, 2017).

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