

|                 |                                        |
|-----------------|----------------------------------------|
| Student name:   | Andre Cadogan                          |
| student number: | 1712352                                |
| Tutor :         | Renuga Jayakumar                       |
| Module name:    | Digital Skills and Research<br>methods |
| Module number:  | BMSK4003                               |

## Introduction

Technology has advanced a lot in the recent decades. It has changed our life style, our thoughts, and our ways of living and so on. It has also contributed dramatically in workplaces. The activities in the workplaces are getting digitalized day by day. (Wordstream.com, 2018) From the selection of an employee, training, day to day work, communication, controlling and lots of more actions are getting done by using technology. A recent survey shows that more than 94% jobholders are internet users and among them about 67% use technology in the workplaces. (Ahmad, B., 2018) It's obviously a good portion of internet using ratio in the workplaces around the world.

As per the requirement of the report it's the core goal is to evaluate the usage of technology in workplaces. To know this, we need to know some issues-

- (a) Knowing some contemporary technologies and their usage in workplaces
- (b) The evaluation and identification method from a bundle of data
- (c) Workplace data handling

To get the clear picture of the core information, the further things and deep analysis will be run on the overall report.

## Part 1.0: Evaluation of the workforce to improve efficiency and employability at workplace

Technology is being used in the workplaces with a great extent. It is being used from data collection, data storage, data visualization, data sending, data verification and more. So, people say- 'Technology improves the efficiency in the job place and employability.' To prove this statement, we need to see from the application level. There are several tools which help in the organizations to make digitalize the works. (Compare the Cloud, 2018) These help in almost each level of organizations. From a research it has been found that approximately 85% efficiency has been increased after the introduction of technology in the working arena. So,

We will look into deeply in 2 such types of usage:

1. Web based email
2. Cloud file storage

Now, an elaborative explanation is given below:

### **1. Web based email:**

Email has become a very efficient, instantaneous and effective communication tool in the whole world. The usage of email in business world is also very much significant. In previous times, businesses used to send letter by third parties, by parcel or some other physical sources. But now, it has been radically changed. Businesses usually do send and receive necessary information via email. (Ahmad, B., 2018)

It is being very easily. With an email address, anyone can send files, information, text, image, video, gif etc. to recipient within seconds. People can also send mail to several persons simultaneously. It has shorten and saved time in the business world. The answer also can be given via the received mail instantly. (Marianna, M, 2018)

### **Advantages:**

- Facility of future saving of data
- Saves time, money, labor
- It's totally free of costs
- It has become a global platform
- It saves the usage of paper (reducing usage and cutting down of trees)
- Instantaneous communication route (Real time) (Purcell, K. and Rainie, L., 2018)

- Instant feedback scope
- Anyone can contact and communicate with any person/ businesses around the world
- All sorts of file can be sent (Image, letter, text, video, file, gif etc.)

#### **Disadvantages:**

- Maximum 25 MB sized file can be sent
- Chances of data hacking
- Manipulation can be done
- Lacking of emotional space. So the emotional aspect of another end can't be seen.  
(Marianna, M, 2018)
- Sometimes messages become spam
- Regular caring is needed of mails, because storage of thousands of mails sometimes can create hazardous condition

Now, there are numerous email service providers reigning in the world. Among them Gmail and Hotmail are 2 very common name in this arena. (Compare the Cloud, 2018) The comparison between them is between them:

Comparison and contrast of Gmail and Hotmail: (Wordstream.com, 2018)

| <b>Issues</b>                     | <b>Gmail</b>   | <b>Hotmail</b>                 |
|-----------------------------------|----------------|--------------------------------|
| <b>Cost</b>                       | Free           | Free                           |
| <b>Organization of mails</b>      | Tag based      | Traditional way                |
| <b>Space limit of mail (free)</b> | 15 GB          | 5 GB                           |
| <b>Owner</b>                      | Google         | Microsoft                      |
| <b>Attachment spaces</b>          | 25 MB          | 10 MB                          |
| <b>Full preview of mail</b>       | Not available  | Available                      |
| <b>Ads</b>                        | Small text ads | Large ads with graphical views |

## **2. Cloud storage service:**

People used to store their important files physically in the locker. The organizations also did such work. But it has so many risks. The data can be stolen. Data can be burnt. Data can be misrepresented. Data can be replaced. Data can be misinterpreted. So, to be safe from such things, technology has assisted by creating a digital platform named cloud storage. It's a platform where anyone can upload his/her virtual data in the web system and a central database will save the data. (Marianna, M, 2018) It ensures effectiveness and efficiency in the workplaces.

### **Advantages:**

- People can easily access to the data
- Free up to a certain margin of data storage
- Low cost of storage huge amount of data
- Easily scalable data. When number of data increase, the storage size also can be increased with another scale of fee.
- Using proper technologies, the storage services are very much speedy than manual
- Less scope of fault rather than manual procedure. (Purcell, K. and Rainie, L., 2018)
- This platform provides emergency backup scope. But manually storage system hasn't any scope of backup while being burnt, theft or misrepresented.
- People can save a limitless level of information in this clouding method

### **Disadvantages:**

- Security is a big issue in clouding system. The storage of such data can be hacked by outside hackers who can create a great havoc for anyone, or any company. Recent year, Bangladesh Bank (Central bank of Bangladesh) has faced such disaster. (Urgencequebec.gouv.qc.ca, 2018)
- There is a limit of bandwidth limitation which creates hindrance in storage.
- There has a vulnerability of cyber attack
- Managing cloud storage data is also a complex one. An IT expert is must needed for that and he/she needs to be very honest while doing this.

### ***Comparison between OneDrive and Google drive:***

| <b>Issues</b>                     | <b>OneDrive</b>                                                      | <b>Google drive</b>                                                                              |
|-----------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <b>Cost</b>                       | Free                                                                 | Free                                                                                             |
| <b>Pricing level</b>              | Higher                                                               | Lower                                                                                            |
| <b>Space limit of mail (free)</b> | 15 GB                                                                | 5 GB                                                                                             |
| <b>Owner</b>                      | Google                                                               | Microsoft                                                                                        |
| <b>File synchronization</b>       | sync more smoothly (especially for Word, Excel and PowerPoint files) | Doesn't use block-level encryption and sync occasionally                                         |
| <b>File sharing security</b>      | Have strong password based system                                    | No security. Anyone can share link without any password based method                             |
| <b>Clouding productivity</b>      | Absence of proper third party apps                                   | Having integrated app storage along with hundreds of third-party scopes for enhancing experience |

## **Part 2.0: Demonstrate appropriate use of technology and its applications in the workplace**

***Evaluation of usage of social media in marketing, workplace and communications:*** Social media has become the biggest platform of communication nowadays. There will be very limited percentage of people who don't know or don't use social media nowadays. In future, this rate will be increased more and more. (Compare the Cloud, 2018) So, this platform has made drastic changes in human life. In business world, the usage is also notable. The usage is described with 3 aspects:

**(a) Marketing:** Social media is the biggest way of marketing nowadays, in some cases, it's greater than television. As people have easy accessibility in social platform, this has become an attractive platform to do marketing. The companies have own Facebook page where they promote their brand. They boost their posts to get maximum reach. They

advertise in other pages to promote their brand and service/product.

(Urgencequebec.gouv.qc.ca, 2018)

**(b) Workplace:** Social media has also become a good working scope. People can easily send, receive the accomplished data or files. People sometimes term it as “virtual workplace”.

Many people earn money using social media. Freelancers earn thousands of money monthly using such platform. (Wordstream.com, 2018)

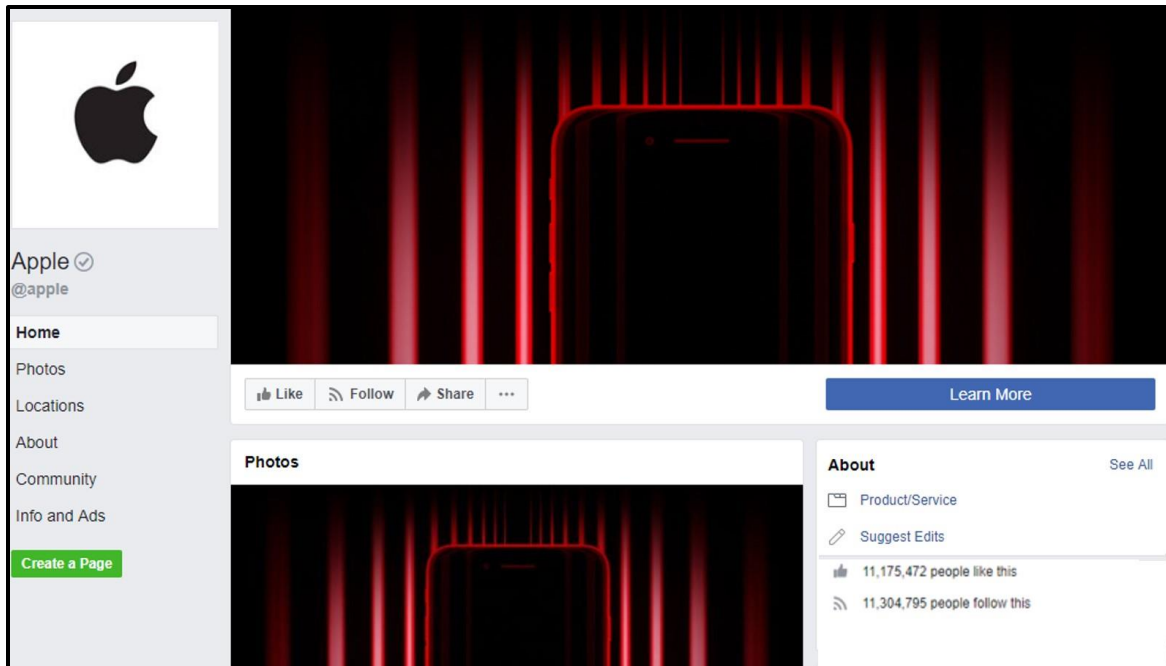
**(c) Communications:** Through social media people can easily order anything (to the business pages which have scope of ordering). The potential customers can get info about the product using groups. (Gillett, R, 2018) Food lovers have group where they get review of any restaurant foods and services – is a good example of such communication. The businesses also contact via social media using social media.

***Usage of various social media and their implications in the workplaces:*** There are numerous social media platform. But the most using sites in the business world are: LinkedIn and Facebook. The details are on the below:

1. **LinkedIn:** LinkedIn is the biggest business social platform. In very recent years, the usage is getting increased among the business people. It helps to get a job by adding the job profile. The businesses are recruiting based on this platform. The resume must include the link of the applicants LinkedIn profile. (Cloudwards, 2018)

A LinkedIn id holder must include his/her valid information. S/he should include the necessary experiences, achievements, certificates, designation, past job experience etc. Moreover, it gives good thought to the employer that s/he has good command over communication skill, knowledge regarding current world and a wide-experienced person. The business person writes up with various issues in LinkedIn profile. (Purcell, K. and Rainie, L., 2018)

2. **Facebook:** Facebook is the biggest social media in the world. It has the largest number of users (2300 million approx.). So, this is the most lucrative platform for companies to communicate with people. (Gillett, R, 2018) It's the most effective 2 way communication method. The buyer can order easily via messaging. The seller can easily get statistics regarding any product demand. (Wordstream.com, 2018)



Explicit: Apple Facebook Page (Source: [www.facebook.com](http://www.facebook.com))

### Disadvantages of such platform:

- The seller fails to see the emotion of the buyer, which leads to provide failure an effective service or product (Jeanetta, A, 2018)
- There is a chance of fraud while using such platform in business. Sometimes, buyers get trapped and loss money.
- Data can be hacked

### Part 2.1: Discussing the measures which would be appropriate to protect personal, professional security and legal issues

With the increased usage of technology, the risk of infringement of personal security is also increased. So, the concern goes up regarding this. To protect these, several steps can be taken by the companies:

- Using several accounts so that hacking of one can't destroy all the information
- Keeping backup information continuously (Cloudwards, 2018)
- Making restricted accessibility of important data only to some trustworthy persons
- Very much efficient IT expert people need to be recruited (Gillett, R, 2018)
- Sensitive issue related posts or promotion should be avoided
- Ethical issues need to be taught properly after recruitment and regular learning process should be introduced after a certain period (Wordstream.com, 2018)
- Exemplary punishment should be given if ethical, legal or any other issues are broken.

By these ways, personal, professional, social or ethical issues can be protected.

## Part 2.2: Usefulness in Connecting Business to Customers Using IT

The usefulness of IT by connecting business with customers is undoubtedly significant. People love to communicate easier way with less cost. And it has given such way. The more usefulness are: (Cloudwards, 2018)

- Reduction of burden of cost, time and usage of paper(green business)
- Increasing work efficiency
- Economic growth procurement
- Continuous output and order accomplishment
- Easier to keep up-to-date

Thus, IT helps companies to easier contact with customers which assists them to accomplish their short run and long run goal easily.

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

## 2 connections

| Current                                    | Kaspa's Desserts                           |
|--------------------------------------------|--------------------------------------------|
| 1. <b>Chocolate Chip Cookies</b>           | 1. <b>Chocolate Chip Cookies</b>           |
| 2. <b>Vanilla Cupcakes</b>                 | 2. <b>Vanilla Cupcakes</b>                 |
| 3. <b>Red Velvet Cake</b>                  | 3. <b>Red Velvet Cake</b>                  |
| 4. <b>Apple Pie</b>                        | 4. <b>Apple Pie</b>                        |
| 5. <b>Chocolate Brownies</b>               | 5. <b>Chocolate Brownies</b>               |
| 6. <b>Strawberry Shortcake</b>             | 6. <b>Strawberry Shortcake</b>             |
| 7. <b>Blueberry Muffins</b>                | 7. <b>Blueberry Muffins</b>                |
| 8. <b>Orange Glazed Donuts</b>             | 8. <b>Orange Glazed Donuts</b>             |
| 9. <b>Key Lime Pie</b>                     | 9. <b>Key Lime Pie</b>                     |
| 10. <b>Chocolate Lava Cake</b>             | 10. <b>Chocolate Lava Cake</b>             |
| 11. <b>Vanilla Ice Cream</b>               | 11. <b>Vanilla Ice Cream</b>               |
| 12. <b>Chocolate Ice Cream</b>             | 12. <b>Chocolate Ice Cream</b>             |
| 13. <b>Strawberry Cheesecake</b>           | 13. <b>Strawberry Cheesecake</b>           |
| 14. <b>Apple Cinnamon Bread</b>            | 14. <b>Apple Cinnamon Bread</b>            |
| 15. <b>Chocolate Peanut Butter Cookies</b> | 15. <b>Chocolate Peanut Butter Cookies</b> |
| 16. <b>Vanilla Cheesecake</b>              | 16. <b>Vanilla Cheesecake</b>              |
| 17. <b>Red Velvet Cupcakes</b>             | 17. <b>Red Velvet Cupcakes</b>             |
| 18. <b>Apple Pie</b>                       | 18. <b>Apple Pie</b>                       |
| 19. <b>Chocolate Brownies</b>              | 19. <b>Chocolate Brownies</b>              |
| 20. <b>Strawberry Shortcake</b>            | 20. <b>Strawberry Shortcake</b>            |
| 21. <b>Blueberry Muffins</b>               | 21. <b>Blueberry Muffins</b>               |
| 22. <b>Orange Glazed Donuts</b>            | 22. <b>Orange Glazed Donuts</b>            |
| 23. <b>Key Lime Pie</b>                    | 23. <b>Key Lime Pie</b>                    |
| 24. <b>Chocolate Lava Cake</b>             | 24. <b>Chocolate Lava Cake</b>             |
| 25. <b>Vanilla Ice Cream</b>               | 25. <b>Vanilla Ice Cream</b>               |
| 26. <b>Chocolate Ice Cream</b>             | 26. <b>Chocolate Ice Cream</b>             |
| 27. <b>Strawberry Cheesecake</b>           | 27. <b>Strawberry Cheesecake</b>           |
| 28. <b>Apple Cinnamon Bread</b>            | 28. <b>Apple Cinnamon Bread</b>            |
| 29. <b>Chocolate Peanut Butter Cookies</b> | 29. <b>Chocolate Peanut Butter Cookies</b> |
| 30. <b>Vanilla Cheesecake</b>              | 30. <b>Vanilla Cheesecake</b>              |
| 31. <b>Red Velvet Cupcakes</b>             | 31. <b>Red Velvet Cupcakes</b>             |
| 32. <b>Apple Pie</b>                       | 32. <b>Apple Pie</b>                       |
| 33. <b>Chocolate Brownies</b>              | 33. <b>Chocolate Brownies</b>              |
| 34. <b>Strawberry Shortcake</b>            | 34. <b>Strawberry Shortcake</b>            |
| 35. <b>Blueberry Muffins</b>               | 35. <b>Blueberry Muffins</b>               |
| 36. <b>Orange Glazed Donuts</b>            | 36. <b>Orange Glazed Donuts</b>            |
| 37. <b>Key Lime Pie</b>                    | 37. <b>Key Lime Pie</b>                    |
| 38. <b>Chocolate Lava Cake</b>             | 38. <b>Chocolate Lava Cake</b>             |
| 39. <b>Vanilla Ice Cream</b>               | 39. <b>Vanilla Ice Cream</b>               |
| 40. <b>Chocolate Ice Cream</b>             | 40. <b>Chocolate Ice Cream</b>             |
| 41. <b>Strawberry Cheesecake</b>           | 41. <b>Strawberry Cheesecake</b>           |
| 42. <b>Apple Cinnamon Bread</b>            | 42. <b>Apple Cinnamon Bread</b>            |
| 43. <b>Chocolate Peanut Butter Cookies</b> | 43. <b>Chocolate Peanut Butter Cookies</b> |
| 44. <b>Vanilla Cheesecake</b>              | 44. <b>Vanilla Cheesecake</b>              |
| 45. <b>Red Velvet Cupcakes</b>             | 45. <b>Red Velvet Cupcakes</b>             |
| 46. <b>Apple Pie</b>                       | 46. <b>Apple Pie</b>                       |
| 47. <b>Chocolate Brownies</b>              | 47. <b>Chocolate Brownies</b>              |
| 48. <b>Strawberry Shortcake</b>            | 48. <b>Strawberry Shortcake</b>            |
| 49. <b>Blueberry Muffins</b>               | 49. <b>Blueberry Muffins</b>               |
| 50. <b>Orange Glazed Donuts</b>            | 50. <b>Orange Glazed Donuts</b>            |
| 51. <b>Key Lime Pie</b>                    | 51. <b>Key Lime Pie</b>                    |
| 52. <b>Chocolate Lava Cake</b>             | 52. <b>Chocolate Lava Cake</b>             |
| 53. <b>Vanilla Ice Cream</b>               | 53. <b>Vanilla Ice Cream</b>               |
| 54. <b>Chocolate Ice Cream</b>             | 54. <b>Chocolate Ice Cream</b>             |
| 55. <b>Strawberry Cheesecake</b>           | 55. <b>Strawberry Cheesecake</b>           |
| 56. <b>Apple Cinnamon Bread</b>            | 56. <b>Apple Cinnamon Bread</b>            |
| 57. <b>Chocolate Peanut Butter Cookies</b> | 57. <b>Chocolate Peanut Butter Cookies</b> |
| 58. <b>Vanilla Cheesecake</b>              | 58. <b>Vanilla Cheesecake</b>              |
| 59. <b>Red Velvet Cupcakes</b>             | 59. <b>Red Velvet Cupcakes</b>             |
| 60. <b>Apple Pie</b>                       | 60. <b>Apple Pie</b>                       |
| 61. <b>Chocolate Brownies</b>              | 61. <b>Chocolate Brownies</b>              |
| 62. <b>Strawberry Shortcake</b>            | 62. <b>Strawberry Shortcake</b>            |
| 63. <b>Blueberry Muffins</b>               | 63. <b>Blueberry Muffins</b>               |
| 64. <b>Orange Glazed Donuts</b>            | 64. <b>Orange Glazed Donuts</b>            |
| 65. <b>Key Lime Pie</b>                    | 65. <b>Key Lime Pie</b>                    |
| 66. <b>Chocolate Lava Cake</b>             | 66. <b>Chocolate Lava Cake</b>             |
| 67. <b>Vanilla Ice Cream</b>               | 67. <b>Vanilla Ice Cream</b>               |
| 68. <b>Chocolate Ice Cream</b>             | 68. <b>Chocolate Ice Cream</b>             |
| 69. <b>Strawberry Cheesecake</b>           | 69. <b>Strawberry Cheesecake</b>           |
| 70. <b>Apple Cinnamon Bread</b>            | 70. <b>Apple Cinnamon Bread</b>            |
| 71. <b>Chocolate Peanut Butter Cookies</b> | 71. <b>Chocolate Peanut Butter Cookies</b> |
| 72. <b>Vanilla Cheesecake</b>              | 72. <b>Vanilla Cheesecake</b>              |
| 73. <b>Red Velvet Cupcakes</b>             | 73. <b>Red Velvet Cupcakes</b>             |
| 74. <b>Apple Pie</b>                       | 74. <b>Apple Pie</b>                       |
| 75. <b>Chocolate Brownies</b>              | 75. <b>Chocolate Brownies</b>              |
| 76. <b>Strawberry Shortcake</b>            | 76. <b>Strawberry Shortcake</b>            |
| 77. <b>Blueberry Muffins</b>               | 77. <b>Blueberry Muffins</b>               |
| 78. <b>Orange Glazed Donuts</b>            | 78. <b>Orange Glazed Donuts</b>            |
| 79. <b>Key Lime Pie</b>                    | 79. <b>Key Lime Pie</b>                    |
| 80. <b>Chocolate Lava Cake</b>             | 80. <b>Chocolate Lava Cake</b>             |
| 81. <b>Vanilla Ice Cream</b>               | 81. <b>Vanilla Ice Cream</b>               |
| 82. <b>Chocolate Ice Cream</b>             | 82. <b>Chocolate Ice Cream</b>             |
| 83. <b>Strawberry Cheesecake</b>           | 83. <b>Strawberry Cheesecake</b>           |
| 84. <b>Apple Cinnamon Bread</b>            | 84. <b>Apple Cinnamon Bread</b>            |
| 85. <b>Chocolate Peanut Butter Cookies</b> | 85. <b>Chocolate Peanut Butter Cookies</b> |
| 86. <b>Vanilla Cheesecake</b>              | 86. <b>Vanilla Cheesecake</b>              |
| 87. <b>Red Velvet Cupcakes</b>             | 87. <b>Red Velvet Cupcakes</b>             |
| 88. <b>Apple Pie</b>                       | 88. <b>Apple Pie</b>                       |
| 89. <b>Chocolate Brownies</b>              | 89. <b>Chocolate Brownies</b>              |
| 90. <b>Strawberry Shortcake</b>            | 90. <b>Strawberry Shortcake</b>            |
| 91. <b>Blueberry Muffins</b>               | 91. <b>Blueberry Muffins</b>               |
| 92. <b>Orange Glazed Donuts</b>            | 92. <b>Orange Glazed Donuts</b>            |
| 93. <b>Key Lime Pie</b>                    | 93. <b>Key Lime Pie</b>                    |
| 94. <b>Chocolate Lava Cake</b>             | 94. <b>Chocolate Lava Cake</b>             |
| 95. <b>Vanilla Ice Cream</b>               | 95. <b>Vanilla Ice Cream</b>               |

## February 2015 – Present (3 years 8 months)



[www.linkedin.com/in/andre-cadogan-923aaa168](https://www.linkedin.com/in/andre-cadogan-923aaa168) 

[Edit contents](#)

[Learn more](#)

On 

Details Show 

## Conclusion

Technology has created a revolutionary change in the workplaces. It has made works very much faster, more efficient and more effective. The social media is getting a very strong business platform. (Ahmad, B., 2018) It's contributing to easier working for the businesses and organizations. The working scope and employability is also getting affected positively by this. The employers get easily various information about the applicant. The employee performance and actions can easily be tracked and controlled using technology. (Time Management Success, 2018) Though some bad sides like security, ethical issues are creating demerits in it. Still the positive side higher than the bad ones.

## References

Ahmad, B. (2018). *10 Advantages and Disadvantages of Social Media for Society* -. [online] Techmaish.com. Available at: <https://www.techmaish.com/advantages-and-disadvantages-of-social-media-for-society/> [Accessed 21 Aug. 2018].

Cloudwards. (2018). *Google Drive vs OneDrive: Which One is Better?*. [online] Available at: <https://www.cloudwards.net/google-drive-vs-onedrive/> [Accessed 21 Aug. 2018].

Compare the Cloud. (2018). *6 Pros and Cons of Cloud Storage for Business*. [online] Available at: <https://www.comparethecloud.net/articles/6-pros-and-cons-of-cloud-storage-for-business/> [Accessed 21 Aug. 2018].

Differencebetween.net. (2018). *Difference Between Hotmail and Gmail | Difference Between*. [online] Available at: <http://www.differencebetween.net/technology/internet/d/> [Accessed 21 Aug. 2018].

Gillett, R. (2018). *7 reasons Facebook is the best place to work in America and no other company can compare*. [online] Business Insider. Available at: <https://www.businessinsider.com/facebook-best-place-to-work-in-america-2017-12> [Accessed 21 Aug. 2018].

Jeanetta, A. (2018). *7 Reasons Social Media in the Workplace can Help Employees | TOG*. [online] The Olson Group. Available at: <https://theolsongroup.com/5-reasons-social-media-workplace-can-help-employees/> [Accessed 21 Aug. 2018].

Marianna, M. (2018). *What are the major ethical issues in conducting research? is there a conflict between the research ethics and the nature of nursing?*. [online] Hsj.gr. Available at: <http://www.hsj.gr/medicine/what-are-the-major-ethical-issues-in-conducting-research-is-there-a-conflict-between-the-research-ethics-and-the-nature-of-nursing.php?aid=3485> [Accessed 21 Aug. 2018].

Purcell, K. and Rainie, L. (2018). *Technology's Impact on Workers*. [online] Pew Research Center: Internet, Science & Tech. Available at: <http://www.pewinternet.org/2014/12/30/technologys-impact-on-workers/> [Accessed 21 Aug. 2018].

Time Management Success. (2018). *Advantages And Disadvantages Of Email*. [online] Available at: <https://www.time-management-success.com/advantages-and-disadvantages-of->

email.html [Accessed 21 Aug. 2018].

Urgencequebec.gouv.qc.ca. (2018). *Cyber attack: Tips and safety instructions - Urgence Qu bec*. [online] Available at: <https://www.urgencequebec.gouv.qc.ca/En/situation-urgence/Pages/cyberattaque.aspx> [Accessed 21 Aug. 2018].

Wordstream.com. (2018). *Social Media Marketing for Businesses | WordStream*. [online] Available at: <https://www.wordstream.com/social-media-marketing> [Accessed 21 Aug. 2018].