

Digital Skills and Research Methods

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Introduction

Technology has gone on to constitute an integral part of workplace in the 21st century. A business that has is technologically inferior and without any tech savvy employees are likely to fail. Modern technology is allowing the employees to increase their productivity and efficiency. Whether it be a word processing program which allows the editing of some documents with ease or adoption of electronic bookkeeping system wherein data is brought at the touch of a button, technology is making life easier. Earlier scheduling sales call and appointments, tracking the time of employees, and performing other tedious tasks used to take hours. Modern technology has facilitated this process within few minutes. This assignment will discuss the effectiveness of modern technology in a workplace and talk about its advantages and disadvantages. Besides this, the assignment will also evaluate social media as a marketing tool.

Defining modern technology

Technology refers to various skills, methods as well as processes, for practical purposes. These skills, methods, and processes are a product of scientific knowledge which is being applied for practical purpose. The history of technology starts with the development of stone and discovery of fire in the Stone Age. The modern technology is an advancement of the older technology done through modifications and new additions (Stewart, 2016). For instance, in this era it is impossible for people to live with wired telephones. Mobile phones allow the users to take it anywhere and are a perfect example of modern technology or technology advancement. Apple and Samsung are two top mobile phone companies globally. The modern technology war between these two companies has led to various innovative features in their mobile phone offering. Samsung is a South-Korean company that manufactures computers, phones and other electronic gadgets while Apple is a hardware as well as software company known for its computers and phones. These two multinational companies are known for its innovative marketing strategies. The difference between these smartphone giants besides the storage and display features is that it runs on different operating systems. Apple runs on iOS while Samsung runs on Android. Despite such differences modern workplace uses these devices to carry out their daily work activities.

Effectiveness of using modern technology

The adoption of modern technology in the workplace had impacted and changed the way of working in traditional workplaces. Managers as well as their subordinates now use smartphones and desktop at the workplace in order to remain updated about what is happening around and within the workplace while also being able to enjoy unlimited access to information on the internet. In an innovative workplace there is state-of-the-art technology, business practices, and designs. With little creativity and adoption of new technological tools such as the iPad, one can come up with improved ways of designing the product, connecting with customers, developing product promotions and marketing one's business (Nolan, 2017). When there is even a small discrepancy in the workplace then it can result in bigger uncertainty. Due to the introduction of modern spreadsheet such as Excel which has computational formulas in hundred of numbers, accuracy of calculations is ensured. Accounting programmes helps in accurate handling of an inventory workplace, making and recording sales, handling the payroll of employees and managing and paying bills. These days it is easy to maintain data using software program and detailed records can be kept without the chance of error.

Workplace these days also use modern technology to store files online. This way one can access the data anywhere and anytime, whether they are at work or outside. Some cloud service options are Dropbox and iCloud. While iCloud is for person use, Dropbox allows user to use it for business as well as personal use and people can see what they share. While one can't share the files through iCloud, it can be stored and one can locate their phone. Dropbox users can share files, store it, but can't track their phone. Through cloud storage service, clients can send files to data server that is cloud providers maintain instead of storing it in their hard drives. Dropbox is a better cloud service as it provider better storage for dollar and is more suited for business environment (Sharma *et al*, 2016). Moreover, mobile management software provides workers on the road with access to work data in real time. The efficiency of modern technology has helped in the increasing the worker's efficiency. For example, with employees being able to access software templates workers are able to be things in a better manner. Through advanced systems in the smartphone devices in the form of Skype and other transfer devices, it is possible to streamline business communication. With modern technology in the workplace, tools such as social network sites and websites have made it easy for employees to connect with customers.

Advantages of using modern technology

Modern technology has brought many benefits to the contemporary workplace. With the advantages of technology being important to modern business, companies cannot offer to ignore it. Modern technology is a tool for companies to grow and increase their profitability.

- It offers many communication benefits and changes how workers get to interact with each other, exchange information, address the needs of their co-workers and offer the stakeholders with critical information (Tams *et al*, 2014). Advancements such as Mail Pilot, Rocketbook Wave, and Botiful the communication between workers are getting enhanced and they can communicate from any part of the world.
- Employees are able to think out of the box and execute new ideas with the use of modern technology. For instance, workplace these days can use technology like social media in order to promote themselves and their products in a new way in order to increase interaction with the customers and employees. For other work-related issues, workplaces can use wikis for exchanging information and encouraging brainstorming.
- Using cloud storage has offered workplace with unlimited data access. An employee can be anywhere and still be able to access information using the Cloud (Tayade, 2014).

Disadvantages of using modern technology

Technology has taken over all the activities that is being done by human beings. Activities associated with businesses make use of technology as well. However, there are a number of disadvantages associated with the usage of modern technology in a business. Technology does decrease the work load and gets the work done by consuming less time but just like any other aspect there are a number of disadvantages associated with it. The disadvantages associated with the use of modern technology in the business scenario are mentioned as follows:

- Expense: For every business expense is considered to be a huge challenge during the initial phase. In a business it is always important for the management to ensure that they get the job done at the most cost efficient way possible. Technology and the professionals who can operate these technologies both come at a cost. For any business if they can manage to find an alternative that is cost efficient and will not compromise the quality of the work done then it is advisable to opt for that alternative.

- **Ethics:** Every organisation follows a set of work ethics and work culture. Access to technology may provide the employees with the opportunity to use it for their personal purpose during the working hours. This will have a negative impact on the productivity of the organisation (Kim, 2012). It is difficult to monitor every employee's action and hence if there is no option of monitoring the employees then it is better to avoid the use of modern technology for business purpose.
- **Ignoring errors:** One cannot blindly rely on technology. But it has been observed that often employees get acquainted with the accuracy of results produced by the technology and hence do not cross check things for any errors. This restricts the development of the employee and may have a negative impact on the productivity of the organisation. Every task in a business is equally important and hence it is important to ensure that everything is done with utmost care (Hoffman *et al*, 2010).

Social media as a marketing tool

Marketing plays a vital role in a business. Marketing refers to the aspect of letting people know about the products and services that the organisation plans to offer. Every product has a target audience and it is quite challenging to reach out to the target audience. Social media here plays an excellent role as it has developed a platform where the organisation can easily get access to the customer's attention that they need to (Tuten *et al*, 2017). Technological advancement has provided the organizations with the opportunity to communicate with the consumers directly. Every single person uses social media and hence it is easier for the organizations to grab the attention of the people that they consider to be the potential customers for their products. Creating and sharing content on social media with the objective of marketing is referred to as social media marketing.

There are options of posting photographs, videos and sharing texts. Creation of social media has brought a revolutionary change in the field of marketing. It contributes effectively towards improving the social presence of an organisation. The main objective of organizations is to influence the consumers to invest in their products and services. Social media marketing campaigns has been successful in nature. Social media can contribute towards meeting the marketing goals of an organisation by:

- Effectively increasing the website traffic
- Increasing brand awareness among people
- Helping the organisation to create a brand identity for the organisation
- Significantly improving the interaction with the target audience

The best social media platforms include Facebook, Instagram and Twitter. Consumers these days have very specific requirements and it gets difficult for the organizations to identify these demands. Social media plays a vital role in understanding the customer requirements as well (De Vries *et al*, 2012). People these days do not rely on advertisements, instead they believe on word of mouth. The reviews that people share about the products that they have used successfully manage to influence the customers. People share reviews to let other people know about the pros and cons associated with the products and in the whole procedure they end up contributing towards the marketing of the product.

There are evident social media influences who create content based on the products that they have used in their real life. People watch these videos and read their blogs before deciding to invest on a specific product (Zarrella, 2009). The decision making procedure of a customer is quite complex in nature and hence it is quite challenging to influence them. Social media has created the platform that allows the organizations to communicate with the customers effortlessly. The queries that the customers have can be sorted easily by responding to them on these social media platforms. On the other hand the feedbacks provided by the customers can be used by the organisation to identify the areas of improvement so that they can plan develop their products or services considering the customer requirements.

Conclusion

This report here discusses about the impact technology has on the businesses. Technology has taken over most of the activities that human beings get associated with. In the field of business as well technology is used in order to improve the efficiency of the organisation. The competition in the market is increasing with every passing day. Globalization has made path for every organisation to expand their businesses. As a result of which customers have access to too many options which is threatening for the businesses and especially for the new comers. In order to sustain the competition and maintain a significant position in the market it is important for the

organizations to make use of technology in order to improve their overall performance. Technology can get any task done with perfection but it is necessary for people to constantly monitor the outputs. Technology has introduced the businesses with easier marketing procedures like social media marketing. Social media marketing is highly effective and hence it is important that the organizations make complete use of it.

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