



BMHP6022 - COMMUNITY CARE AND DEVELOPMENT

VIVA:

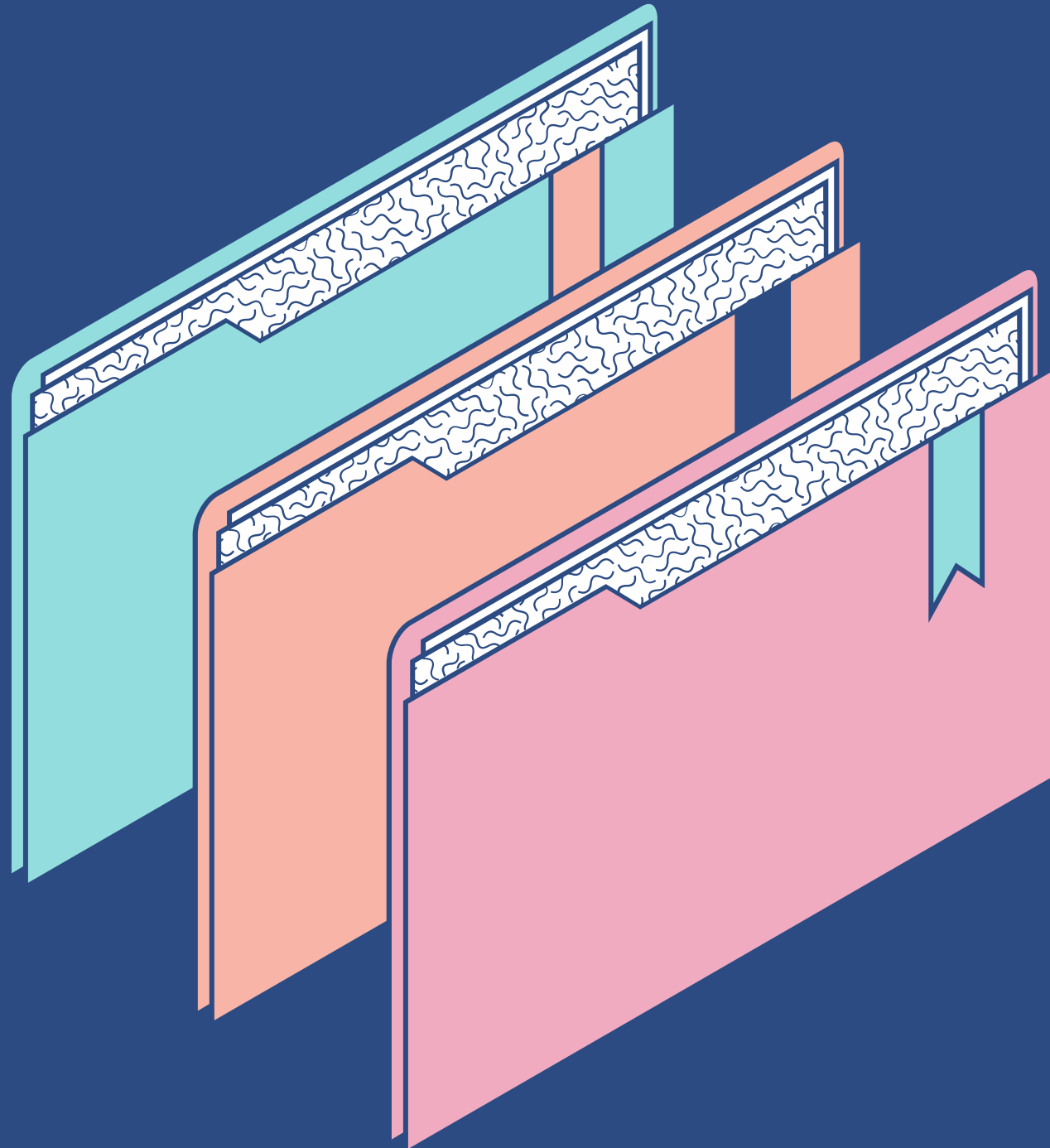
A CRITICAL EVALUATION OF DIGITAL
INNOVATIONS THAT COULD DEVELOP
COMMUNITIES IN THE PRESENT AND
FUTURE

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Introduction

KEY TOPICS DISCUSSED IN THIS PRESENTATION

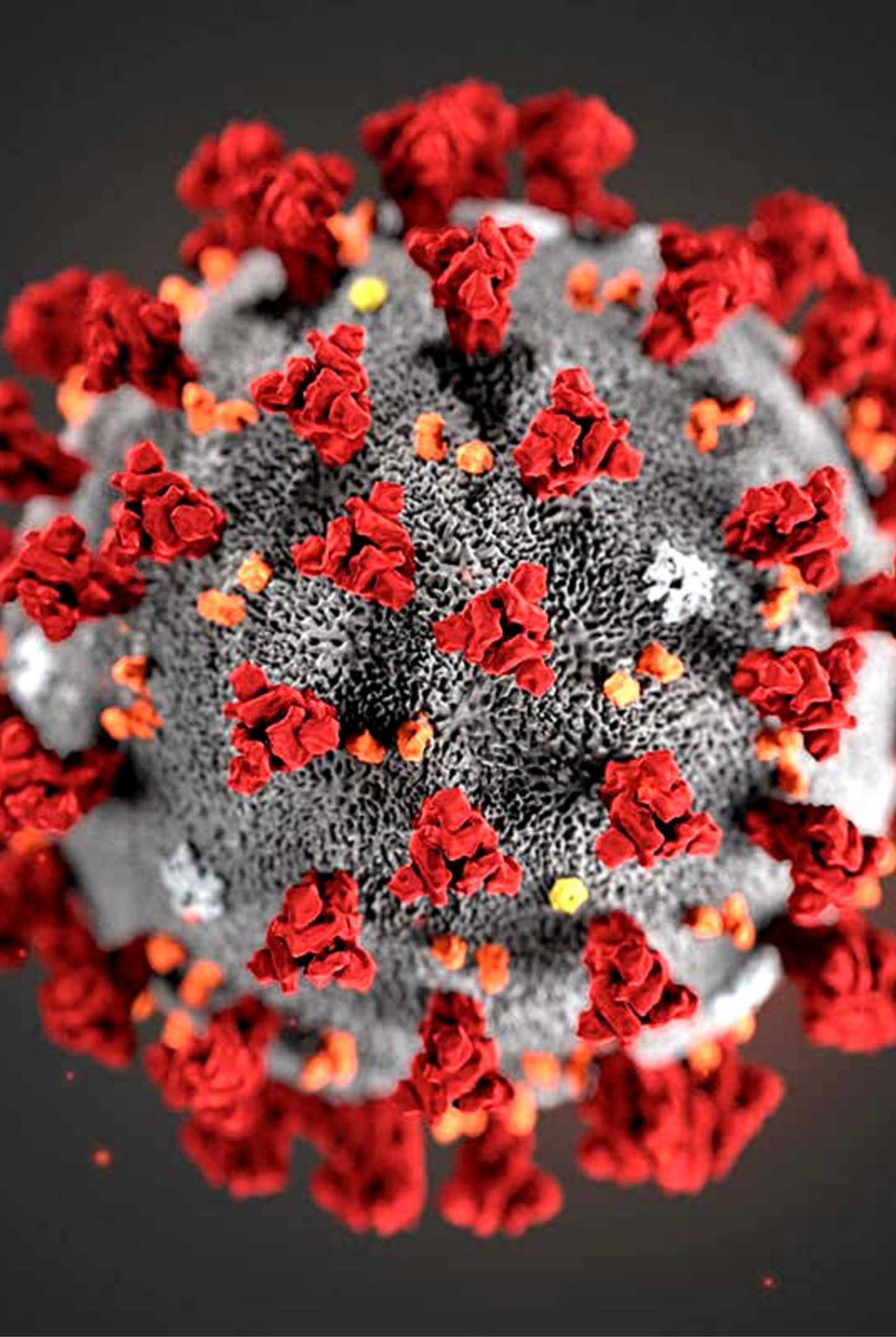
- What are digital tools?
- The COVID-19 Pandemic
- Microsoft Teams overview
- Advantages and disadvantages of Teams
- NHS hospital patients use of digital tools
- Social media platforms overview
- Statistics of social media usage
- Advantages and disadvantages of social media
- Students use of digital tools
- The evolution and future of digital tools
- Future impact on communities
- Conclusion
- Reference list



What are digital tools?

- Applications
- Software
- Programs
- Websites
- Platforms
- Online or offline resources





The COVID-19 Pandemic:

WHAT TOOLS GAINED IMPORTANCE?

- Microsoft Teams
- Zoom
- Social media platforms
- Artificial intelligence
- The National Health Service (NHS) COVID-19 app
- NHS 111 online service
- The NHS app
- E-prescription services

(World Health Organization, 2019)
(Keesara, Jones and Schulman, 2020)
(Shah et al, 2020)
(NHS England, 2020)
(Hutchings, 2020)

Microsoft Teams

Quickly becoming established as one of the most popular collaboration tools

2017

2 million daily
active users

2022

270 million daily
active users



Microsoft Teams

Advantages

- Developed specifically for the workplace
- Simulates in-person experiences
- Increases engagement
- Keeping connected
- Decreases meeting fatigue

Disadvantages

- Technical issues
- May feel alien
- Lack of trust in security
- Complex



NHS hospital patients

HOW VIDEO CALLING TOOLS HAVE BUILT THIS COMMUNITY

- Combat feelings of isolation and loneliness
- Continue meaningful contact with loved ones
- Maintain the restrictions necessary to reduce the spread of infection
- Decrease levels of anxiety, depression and stress
- Enhance patient-centered care
- Facilitate family interaction for patients at the end of life



(Lindsay et al, 2019)
(Galea, Merchant and Lurie, 2020)
(Holmes et al, 2020)
(Lim et al, 2021)
(Rose et al, 2021)

Social media platforms



Facebook



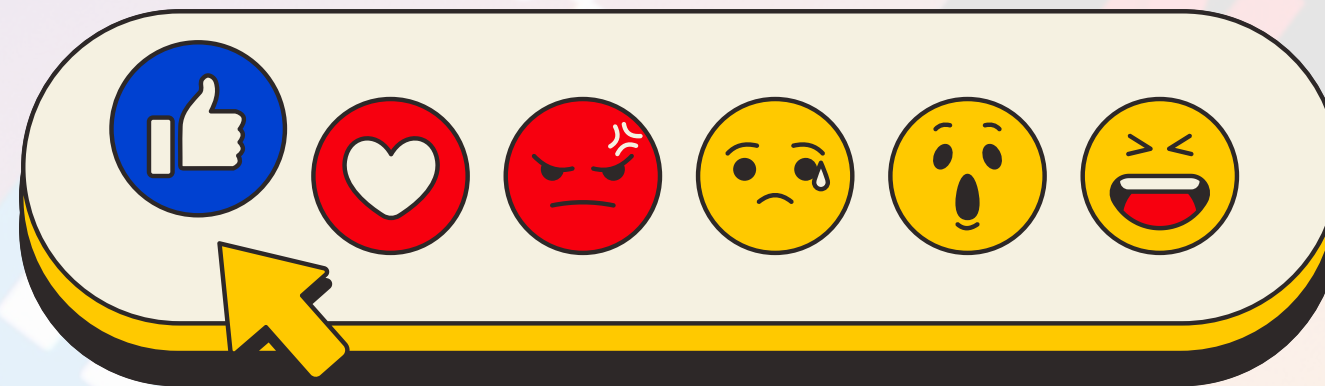
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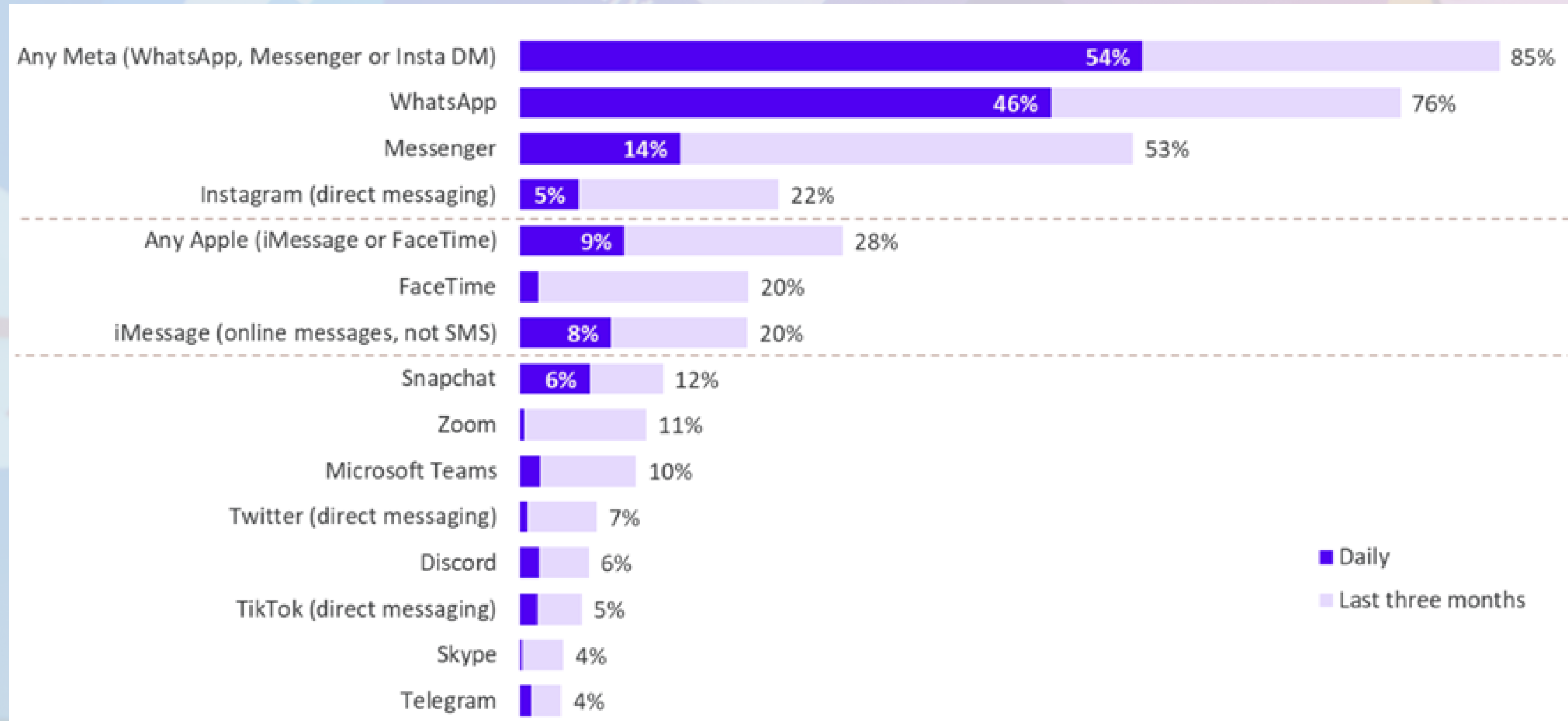
Instagram



Snapchat



Social media platforms



YouGov surveyed 2,128 UK adults online in March 2023. Figures have been weighted and are representative of all UK adults (aged 16+)

Social media platforms

Advantages	Disadvantages
• Access to wider communities • Can be used for powerful force for social change • Socialising with friends and family • Meeting new people • Sense of belonging	• Anxiety and depression • Poor sleep patterns • Cyber bullying • Obligations • Mistrust and privacy concerns • Generational disconnect • Misinformation

(Kim and Asbury, 2020)

(Keles, McCrae and Grealish, 2019)

(Scott, Biello and Woods, 2019)

(Mishna et al, 2018)

(Reinikainen, Kari and Luoma-aho, 2020)

(Winstone et al, 2021)

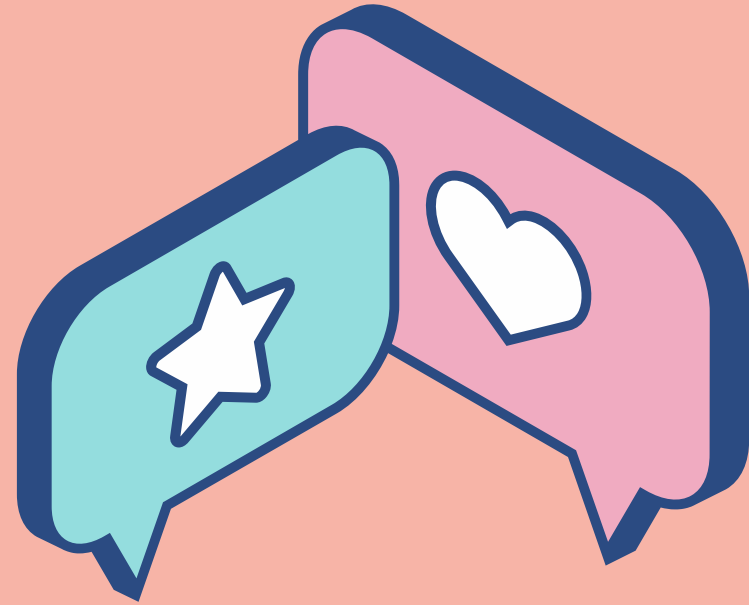
Students

HOW SOCIAL MEDIA USE HAS BUILT THIS COMMUNITY

- Remain in contact with friends and family
- Make new connections
- Reduce feelings of loneliness
- Improve moods
- Increase life satisfaction
- Provide valuable sources of information
- Tips for self-support
- Detect issues such as depression

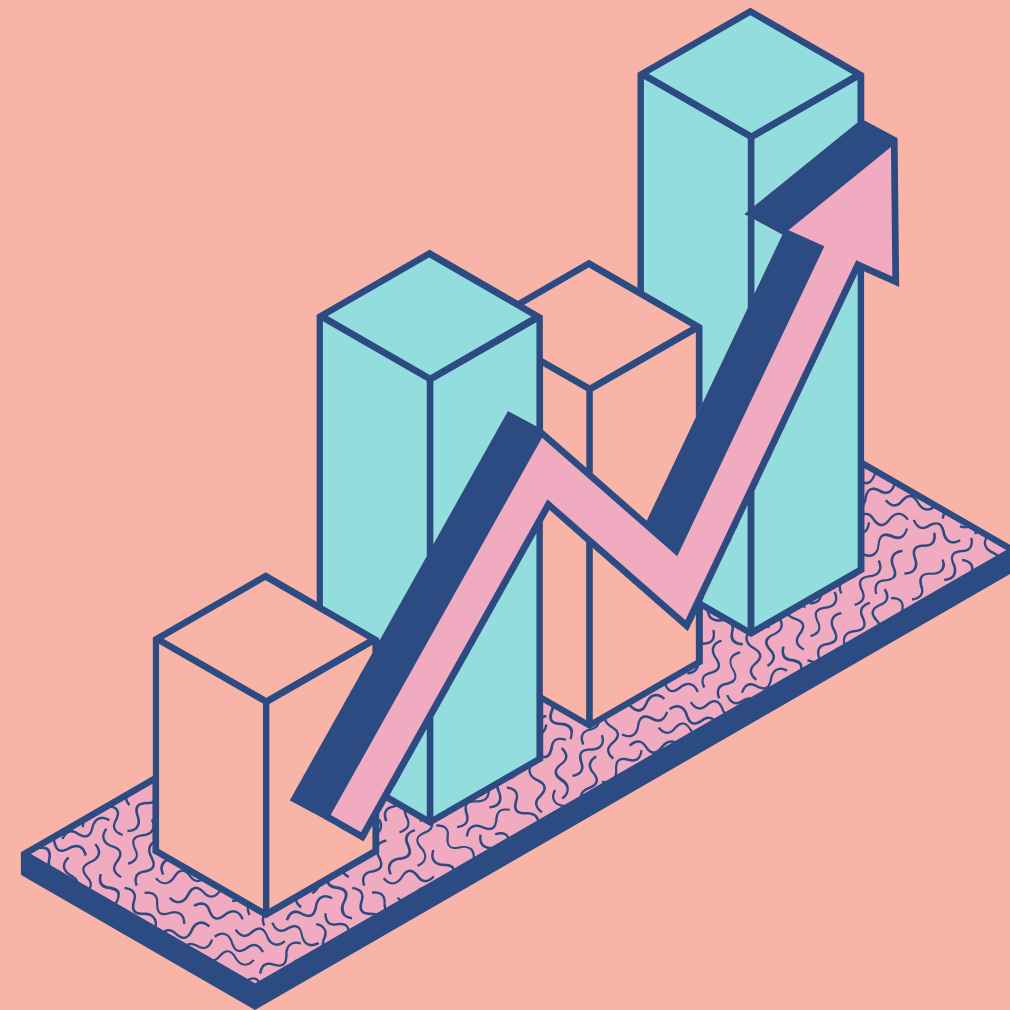


(Thomas, Orme and Kerrigan, 2020)
(Webster, Dunne and Hunter, 2021)
(O'Reilly, 2020)
(Michikyan, 2020)



The evolution of digital tools

AND FUTURE POSSIBILITIES



Transformative change has always existed

Modern day changes in digital innovation is often rapid

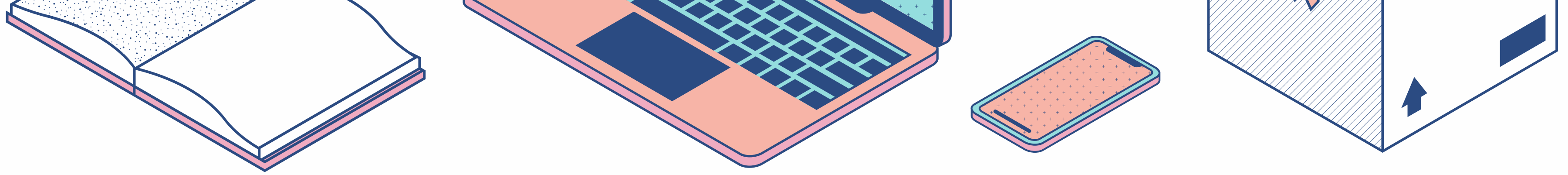
Digital innovations are critically important for industries, public administration and society

£3.5 billion investment to support the Department for Science, Innovation and Technology

(Karakose et al, 2022)

(Kupiek, 2021)

(GOV.UK, 2023)



Future impact

OF TECHNOLOGY AND DIGITAL TOOLS ON COMMUNITIES

Positive impacts

- Remaining connected
- Reducing feelings of isolation
- Increased life satisfaction
- Products readily available

Negative impacts

- Digital divide and exclusion
- Higher cost of digital products
- Lack of trust in security
- Closing down of physical stores

CONCLUSION

1 ————— 2 ————— 3 ————— 4 ————— 5

INCREASE IN DIGITAL USE	BENEFITS TO COMMUNITIES	ADVANTAGES AND DISADVANTAGES	EVOLUTION OF DIGITAL TOOLS	FUTURE OF DIGITAL TOOLS
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COVID-19
increased use of
digital tools

Some tools gained
significant
importance

Several communities
benefitted from tools

Two communities
highlighted within VIVA

Identified and
analysed

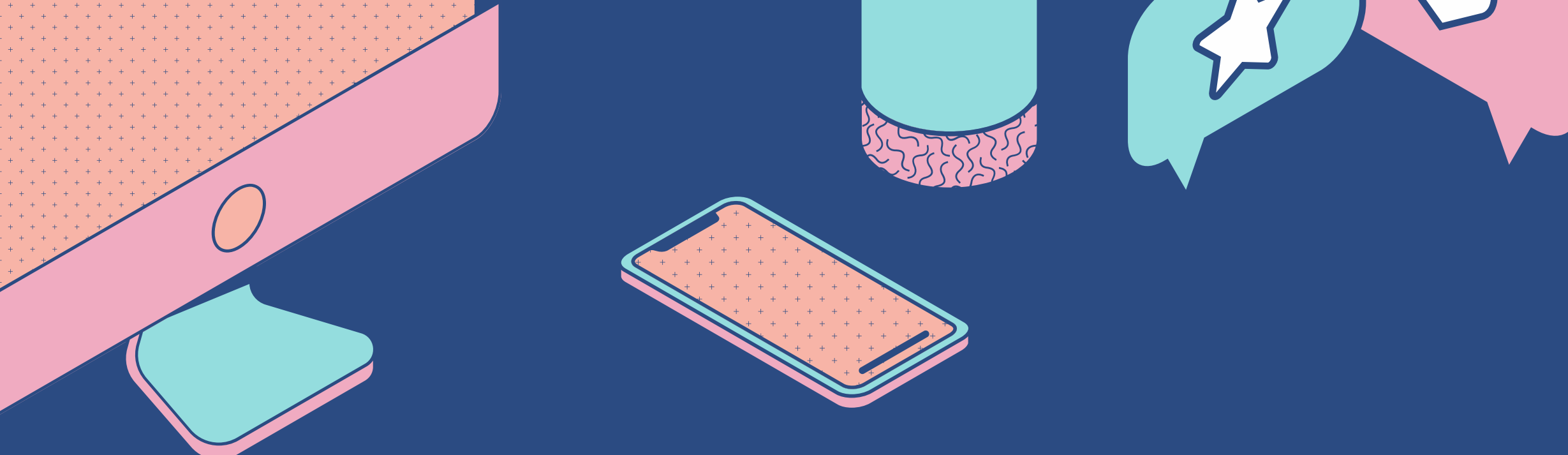
Variety of research

Digital tools have
progressed

Several positive
changes and impacts

£3.5 billion
investment

More research needed
in the future



Thank you so much
for listening

I AM HAPPY TO ANSWER
ANY QUESTIONS YOU MAY HAVE



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