



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Report by Nansi Tileva (2118440)

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Table of Contents

1. Introduction – page 3

2. Modern Technologies in the Workplace – Usage – page 4 to 9

- *Advantages*
- *Disadvantages*

3. Communication in the workplace – page 10 to 13

- *Social Media*

4. Conclusion – page 13

5. References – page 14

1. Introduction

Almost all businesses use technology to carry out certain tasks. The methods and procedures have evolved because of technological improvement, which has reduced human error because of increased workload and pressure.

Technology advancements in the corporate world have reduced office boundaries and improved means of communicating information and data in the workplace, which helps employees make decisions quickly under any condition.

The use of technologies in the workplace has both benefits and drawbacks. The advantages and disadvantages of workers using technologies at work are discussed in this report.

2. Modern Technologies in the Workplace Usage

According to Coleman (2016), apps based on the internet and social media are developed and give permission for user-generated content. These applications are founded on the theoretical and technological foundations of Web 2.0.

Many businesses are utilising web 2.0 and social networks to engage with their workforce. Burg (2013) suggested that there is a big selection of training materials. Interactive video systems, DVDs, and CD-ROMs are the core training technology.

According to Salas et al. (2012), these systems leverage the synthetic task environment to build "scaled worlds" that immerse learners in the real-world situations.

Additionally, according to Shifflett et al. (2014), the stages of web-based training begin with simple text-based HTML applications that are confined to different users and goes as far as very complex and sophisticated multimedia applications that incorporate various user associations and combinations.

Cloud storage has become one of the newest innovations and is widely used in offices. Users may drag and drop files into cloud storage and local storage using desktop folders and cloud storage.

However, users of cloud storage can cope with several concerns including software, usability, bandwidth, accessibility, and data security. Three cloud storage options are One Drive, Google Drive and Drop Box.

Messaging 	Productivity 	Collaboration 	Communication 
Provides a fast way to communicate with your colleagues • E-mail • Instant messaging • Micro Blogging • Mobile messaging	Enables knowledge workers to get their jobs done efficiently • Word processors • Spreadsheet software • Presentation Software • Calculator	Enable employees to work with each other and with partners • Team rooms • Communities • Wikis • Web conferencing	Supports information sharing and internal publishing • Portals/intranet • Blogs • Personalized Homepage
Business applications 	Crowd sourcing 	Connectivity 	Mobility 
Enable employees to access self-service applications online • Expense claims • HR systems • ERP • CRM	Enables organization to gather ideas ,inputs and thoughts from employees • Ideation platform • Polling • Survey • Forums	Helps locate experts and colleagues across the organization • Employee directory • Organization chart • Rich profile	Enables access of tools away from the physical office or workplace • PC/laptop • Mobile/smart phone • Home office • Remote scanners

Source: Deloitte (2017)

Advantages

Makes communication better

Many businesses are now utilising a variety of business communication tools to enhance and change how they connect and communicate with their employees. The personnel in the workplace have access to a variety of communication tools for engagement and data transfer.

Staff could use text messaging to communicate with other departments, or they can use Skype or another virtual communication tool to share projects and participate in meetings with other departments within the company.

Additionally, the usage of virtual communication in customer care might persuade customers to buy their items.

Reduces time

Technology may be utilised to automate several tasks at work, improving both the efficacy and efficiency of the labour. Employees can still save time and make

fewer mistakes due to human error by using computers.

Using a computer makes it simple to access corporate data from a single data source. According to Ramey (2013), employees who are connected to one another via an internal network and have access to tools like scanners or printers may simply do their job from home.

Enables movement

The limits of space and time have shrunk because of computer and internet use. According to research by Ramey, using the internet has allowed us to work from home, manage the work of our employees, and avoid having to physically attend corporate meetings.

Virtual communication technology has allowed us to communicate ideas and information in real time from various locations (2013).

Disadvantages

Technology may distract employees in a variety of ways, as noted by Ramey (2013).

The use of social media by employees can cause distraction, which lowers output and performance. In addition to smartphones, virtual meeting apps like Skype, and PCs, several firms have decided to restrict social media sites like Facebook, Twitter, and YouTube.

Affects Workplace Relationships

Utilising text messages, emails, mobile phones, or virtual video conferencing facilities instead of face-to-face contact might damage relationships between co-workers.

They forfeit the opportunity to get to know one another, exchange, and discuss concepts and ideas outside of the office. They thus become more introverted and self-centred, which has an impact on the working relationship.

Makes workers sluggish

The study by Ramey (2013) found that utilising technology might make employees lethargic and impair their abilities and inventiveness.

They rarely engage in brainstorming since they have grown dependent on the computer to solve even the most basic problems because high end complex problems are now handled by automated computerised software.

3. Communication in the Workplace Social Media

Some networks and services are referred to be social media because they are used by users for content creation and sharing as well as social network participation.

Social media is a group of communication channels that is used for group input, collaboration, content-sharing, and engagement.

A 2014 survey by Social Media Examiner found that social media is utilised in business for a variety of purposes, including advertising, customer service, recognising competitors' acts, and more. LinkedIn, Twitter, and Facebook are a few examples of social media.

Marketing Tool

According to Chatterjee (2014), social media has significantly increased over the past few of years. The major area of focus for marketers right now is the benefits that social media may provide for their organisation. When marketers use social media to interact with customers online, their brands may have

a powerful media presence. It supports the brand's strategy for reaching out to potential customers. It offers the chance to expand the company, establish connections, widen the new community, and win supporters and clients. Consumer demand for more originality and knowledge has replaced the previous desire for updating Facebook sites or tweeting more frequently due to the constantly changing nature of social media and the customer base.

Tesco uses social media, as per Chatterjee (2014), to raise brand recognition and find workers online. Another initiative by LinkedIn enables users to search for opportunities outside of already-existing contracts. The users of this programme may log in, view their professional relationships, and add personal notes of gratitude. Social media therefore has a wide range of effects on contemporary business.

According to HubSpot, 90% of traders indicated that social media had a significant impact on their firm in 2014, while 80% of marketers claimed that their efforts increased website traffic. Social media was used by 70% of marketers to increase client loyalty. 71% increased their market intelligence using social media. Most traders claim that social media increased their sales. 74% of traders have invested over 40 hours on social media to advance their companies.

Approximately 6 hours each week spent on social media, according to 95% of marketers, increased brand visibility for their companies.

According to DeMers (2014), social media as a marketing tool may help with brand awareness, brand loyalty, conversion opportunities, conversation rates, inbound traffic, brand authority, cost-effectiveness, and search engine rankings. According to a study by Chatterjee (2014), actively used social media is among the quickest ways to reach a wide audience and market a brand name to potential and targeted customers. Businesses who can't effectively use social media will fall behind their competitors in the market.

Communication

Communication with social media

Coleman (2016) stated that using technology for data storage, sharing, and communication in the workplace is nothing new. Smartphones are constantly utilised at work to maintain connectivity with co-workers and for accessibility. Social media is becoming more and more common in the communication system, according to Mashable (2017). Colwyn's (2015) research indicates that social media engagement helps businesses become more visible and communicate with the public. Businesses who respond to wall postings on Facebook

alone get more "Likes," while businesses that tweet 3 decades or more per month on average have billion US dollars followers opposed to 2,456 for businesses that tweet less regularly.

As Tar Danico (2012) noted, technological device-based communications are replacing traditional methods of face-to-face interaction. Studies predict that by 2020, 50% of employees will choose instant messaging to face-to-face communication at work.

4. Conclusion

The benefits and drawbacks of technology in the workplace have both been covered in this report. Technologies have added a new dimension to the way that employees connect and communicate with one another at work.

Since employees are no longer required to solve issues on their own, this has resulted in a decrease in innovation and a rise in laziness among the workforces.

Technologies have considerably increased business as among targeted customers, and marketers can now tempt their potential customers with much less effort and expense thanks to information delivery that is now easier and more rapid than before.

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