

Effectiveness of surveillance technology and social media within the workplace.

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Digital Skills and Research Methods

Assignment 1

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INTRODUCTION

This investigation is about self-contained surveillance systems that is otherwise known as CCTV (Central-Circuit Television). This system is used to send television signals to a limited number of screens and is commonly used within public places such as shops, schools and personal property. Police and other public authorities use this mainly to combat crime and anti-social behaviour and it is constantly monitored for surveillance and security purposes. As means for protecting property, many privately owned businesses and individuals have increasingly turned to CCTV. The cameras are used for a variety of purposes and rely on a strategic placement and observing of the cameras input onto a screen or monitor. Many establishments use this type of surveillance for protection, although it can also improve community safety and prevent crime. Organisations such as schools use CCTV mainly for security purposes and with the ever-increasing cost of new technologies in schools, appropriate consideration must also be given to the risk of burglary and vandalism. Any footage obtained through a school's CCTV can be a very important tool when discussing behaviour and protection with staff, pupils and other outside surroundings. The main purpose for this research is to evaluate the effectiveness of this surveillance system within schools.

BACKGROUND

The use of CCTV plays a vital role in safeguarding public places and property and it is generally framed both as something that could save the world and as something that is intrusive and threatening. "More often than not, technological fears are more common than technological praises. The emergence of any new communication technology has historically elicited choruses of concern and anxiety, surprisingly similar in nature. People tend to worry about the effects of emerging technologies on family, community, and, of course, children" (Duck, S. and McMahan, D.T. page 106). The installation of a CCTV system into this type of establishment with children is a sensitive subject however in today's world, security is an increasing priority for schools and other educational facilities.

REQUIRMENTS TO INSTALLATION

There are statutory requirements and codes of practice that are in force and there must be complete compliance with the school when installing surveillance CCTV. All school management teams should consider it to be of prime importance to display complete openness about the use of CCTV, engaging in full consultation with all parties who would be directly affected. The boundaries for the use of CCTV and the data collected should be clear and stated, to protect against its misuse. The security of the data collected is of paramount importance, as is the level and restriction of authorised access to it. Companies that install this surveillance system often require that the school has a data controlling officer from school management to oversee and control all aspects of the use of the surveillance CCTV in the school. The officer appointed should submit a written report on the use of the CCTV and the data collected to the headteacher and governors at least annually or more frequently as circumstances dictate.

USES OF SURVIELLANCE

Schools at every level can be the target of all kinds of unwanted or unauthorised visitors. Finding the right CCTV for schools is very important, to monitor motion that's detected in an area and record any goings on. With modern systems, you can view what is happening on your mobile or tablet device and often these systems can trigger an alarm to be discretely sent to security or staff in case of an intrusion. The main uses of CCTV are for personal safety for students, staff and others visiting the school. It is used for standard occupational health and safety, for behaviour monitoring, for litigation reduction and for the protection of the building infrastructure and learning tools (e.g. laptops and projectors). Schools should make clear where all CCTV cameras are located on their school premises and it is a legal requirement that notices must be clearly displayed indicating the use of CCTV cameras, and from where further information can be obtained.

Security and safety are reasonable expectations for all management, staff and pupils and surveillance CCTV can play a part in meeting the required expectations. Equally, the school must consider the rights of the individual for privacy and the avoidance of any unacceptable, intrusive monitoring for any

other reason. It can be reasonably argued that surveillance CCTV is useful when schools wish to investigate incidents taking place in the school, and to confirm or dismiss claims about the incident.

Used in conjunction with other security measures, CCTV has been a good way of reducing crime and ensuring accountability. Schools that have made this installation have done so in order to increase surveillance, while respecting everyone's rights. Taking people's security into account is appreciated by most visitors on premises as well as parents and families. More and more schools are having this surveillance fitted as it lowers petty crimes, and by having visible cameras, staff are able to monitor any kind of anti-social behaviour. By having this installation fitted, schools can prevent incidents from occurring and can also use it with regard to staff ensuring reliability and dependability. High-quality installations of CCTV for schools allows staff management to identify makes and models of cars that could be damaged by criminals, as well as quality colour cameras; to catch the faces of vandals. Being able to assist police in an investigation is said to make staff and students feel secure while also making the school premises a place that can't be taken advantage of. Setting up surveillance cameras in schools can not only prove to deter criminals, but can also increase good behaviour of pupils, employees and visitors. They add peace of mind for everyone, including parents.

DIVERSITY OF OPINION

There is already a diversity of opinion regarding the presence and use of surveillance CCTV in schools, not only with teachers but also pupils. In surveys, many teachers are strongly in favour of the use of CCTV for certain purposes, such as security and behaviour. Whereas some pupils express similar thought patterns but others felt uncomfortable about being continuously watched and monitored.

Evidence as to whether or not the installation of CCTV actually widely prevents negative behaviour, for example, is variable. Whilst some schools report significant reductions in bullying and vandalism, there are other suggestions that it can remove bad behaviour and possibly more serious incidents to other areas that are not covered by any surveillance. It has also been said that camera coverage can be misleading, depending upon the positioning and quality of the image. Whilst surveillance CCTV can play a useful part in behaviour control in a school outside of classrooms; it should not be

considered as the only implement. It is no substitute for other more direct, personal and effectively integrated methods to maintain good order in schools. As this new technology of surveillance has come onto the market, it is certain that school leaders will be attracted to its potential and be in favour of its installation. However, there is a danger, given that there is an increasing amount of companies actively promoting their products in the field of security surveillance who do not comply with the law in relation to CCTV installation and use.

Another consideration is how the presence of in-school security cameras impact pupil's self-esteem and morale. Cameras of this nature can be seen as intrusive and creating an environment of mistrust, which could end up creating problems, instead of fixing them. Some people see these cameras as the type of security measures that are used in other institutions and see them as inappropriate for school. When pupils believe they are not being trusted and more restrictions are being imposed on them, it is possible that they will become more divided and less focused on their studies.

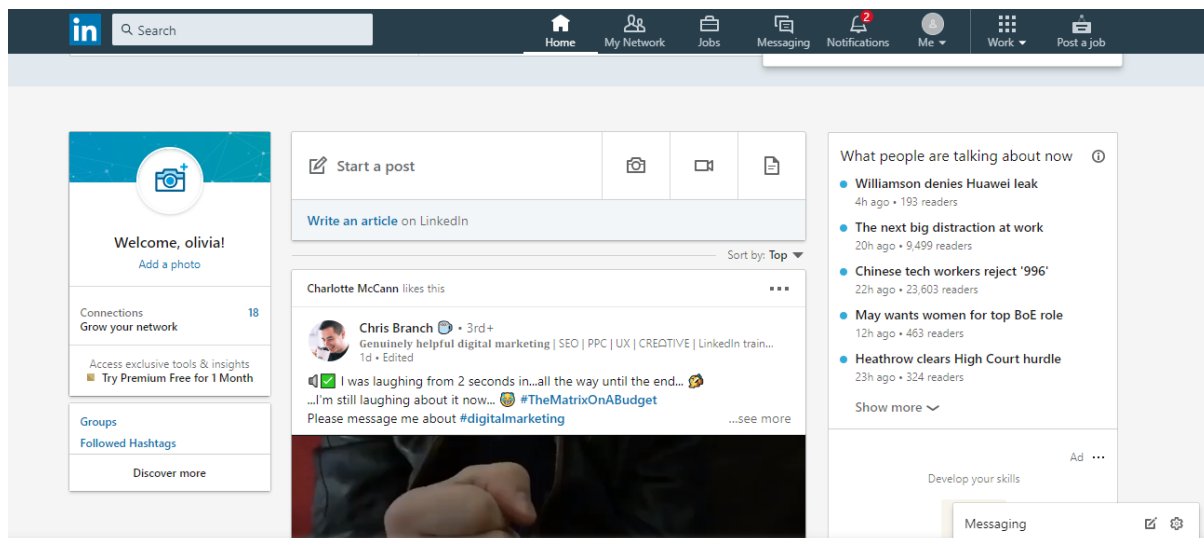
SOCIAL MEDIA IN THE WORKPLACE

The use of social media for employability is a growing area and there is an increasing awareness amongst people of the benefits of using social media to enhance their employability and to have a professional online presence which is not on a personal level. "The shared use of technology and media also enables people to establish and enact specific relational roles, expectations, and boundaries. For instance, relational boundaries must be evaluated when parents and children friend one another to facebook" (Kanter, Afifi & Robbins, 2012). There are different types of social media that are now being used as a tool for marketing. LinkedIn is a professional networking website which allows employers and people searching for work to connect. "Technology and media have long been recognized as providing people with a general topic of conversation" (Lazarsfeld, 1940). This depicts that people will always need to connect with each other and to have a shared topic discussion.

A LinkedIn profile lets people create a profile, make connections, apply for job opportunities, search for companies and to join groups and group chats. It allows you to upload a CV, add links to online portfolios, and it is also possible to search for companies in a particular area and sector; making it useful to find

possible work experience. LinkedIn is used in some schools however creating a LinkedIn profile can only be done from the age of 13, but its usually done post 16 years old. It is ideal, however, for business and career professionals to build connections for freelance work, for potential partners and for customer base.

To evidence this research this is an example of an online presence for LinkedIn:



When it comes to safety of online data use, LinkedIn profile snippets are visible to everyone in search engine results, however you can change this if you do not want your profile to be visible in search results by making your profile private, it will only be visible to your current connections. “Your social network is an equally powerful force in guiding perceptions and use of technology. Although generational influence is largely determined by the *availability* of technology, the influence of social networks on your use and perceptions of technology is determined by the actual *use and incorporation* of technology and of social meanings that subsequently develop” (Duck, S. and McMahan, D.T.) page 118. This necessitates that there is a lot of available technology and a lot of these social networking sites are free to set up and many functions are open to all account holders to take advantage of most of the opportunities that LinkedIn offers.

Through using social media, other aspects occur when it comes to building professional connections, “Appearance is another way in which friends influence the identity construction of users. It has been discovered that the physical attractiveness of friends influences perceptions of the user’s physical and social attractiveness” (Jaschinski & Kommers, 2012) page 122. Active members of the LinkedIn community share relevant insights and updates are more likely to get noticed by recruiters and other professionals. “Identity construction on social networking sites tends to be quite strategic. Research

indicates that users put thought into their comments and profiles.” (Bareket-Bojmel, Moran & Shahr, 2016) page 123. Once these profiles have been updated to the required standard, they can be seen by professional recruiters and it provides more time for people to develop their thoughts and actions.

CONCLUSION

The use of surveillance technology in schools is an ever-increasing picture and one that must be monitored carefully in the future. Using a high-quality and professionally installed CCTV system can make life easier on school premises. CCTV would not be shown through social media as it is considered personal data, and in this case, it would fall within the data protection legislation.

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