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Introduction

Technology in the modern day plays a vital role in communication and how research is carried out. Many businesses and companies rely heavily on technologies such as social media to expand and increase their target market, advertising themselves to the consumer, consequently becoming more successful. Not only is social media used, but apps and websites that allow for people to take part in vital meetings from across the world have a massive role in an effective modern business. All these different types of technologies have one main thing in common; the internet. A recent study by Pontes, Szabo, and Griffiths in 2015 has shown that 51.9% of students are addicted to the internet (Andrew Maund, 2017). From this fact alone, you can see that the internet plays a huge part in modern day technology, effecting the lives of over half the student population. In this report I will be talking about two modern technologies, web conferencing and cloud storage, and how they both effect the workplace in terms of sharing and storing documents, and communication. I will also discuss the impact of the boom in popularity of social media and its implications for business, where it is used to market products and services, conduct research into the customer base and potential target audiences and to communicate with staff teams.

Evaluating modern technologies

Web conference

Web conferencing is an internet-based form of communication in which many people find useful in their day to day work lives. Usually, this takes place with the sharing of multiple computer screens and/or mobile phones. A characteristic of this form of online communication is that it is synchronous rather than asynchronous communication. Maund explains the meaning of synchronous and asynchronous communication. Synchronous means that interactions essentially take place in real time and messages can be sent and received at once. Whereas in asynchronous communications, such as emails, there is usually a delay between messages. (Andrew Maund, 2017, p. 126). In this section, I will compare two web conferencing tools that support synchronous communication. Skype and ezTalks. They are used to allow meetings to take place without the need for travel and have even been used to conduct interviews with potential overseas staff.

Skype is one of the world's most popular web conferencing sites which was first released in August 2003.

Features of Skype for Business	Features of ezTalks
Pricing Structure Lower subscription cost with additional cost for individual accounts	Pricing Structure Higher subscription cost with no charge for additional account
Accessibility Web based and apps available for iPhone, Android and Windows Phone.	Accessibility Web based and apps available for iPhone and Android.
Company Suitability Suitable for conferencing with up to 250 people at a time.	Company Suitability Suitable for conferencing with up to 100 people at a time.

Customer feedback indicates that Skype is more useable and better value for money. (GetApp, 2019). It is worth keeping in mind the limited number of reviews for the less well known and used ezTalks. The ability to set up conferencing for large numbers of people, make Skype popular with larger organisations.

Cloud storage

The evolution of cloud storage has many benefits for business. Where many companies have previously used expensive servers with the requirement to pay for expensive upgrades, cloud storage offers a much cheaper alternative, with expensive upgrades included in contracts. It also allows for significantly more data to be stored. Being able to access the cloud without being within a specific building allows flexibility for staff to work and access files at home or in other locations, such as during a meeting with a client at their place of work.

There have been concerns about the security of cloud storage. Once the data is uploaded to the cloud, control of that data is lost. (Rao, 2016). Having local storage allows the company more control, and the storage can be disconnected. However, due to the reasons above, more and more large organisations are moving to cloud storage.

Here I have compared two different types of cloud storage providers. Dropbox and Google Drive are popular cloud storage options.

Dropbox- Advantages	Google Drive- Advantages
-Share large files -Can be accessed from phones, laptops and tablets and changes will be synchronised together	-Can be accessed from phones, laptops and tablets and changes will be synchronised together -Offers more free storage than Dropbox -Allows for real-time editing and multiple users -Has a large storage capacity
Dropbox- Dis-advantages	Google Drive Dis-advantages
-Can be confusing to use for first time users -Limited storage for free accounts- additional storage can be purchased -Does not allow for real-time editing by multiple users and all versions will be saved leading to confusion -Administrators have the right to delete any files -It cannot be used offline	-Not easy to organise across a number of accounts -There is no method to recover older versions of a document -It requires more text editing options -It cannot be used offline

Social Media

Marketing

The first and most obvious benefit for businesses choosing to use social media, is the sheer number of potential customers- both new and existing, that can be reached at the click of a button. "This is a clear paradigm shift from the traditional methods of interacting with customers as more than one customer can be reached easily and cheaply as well with just a click of the button." (Ioyza & Edwin, 2015) They go on to cite the research of Michael Stelzner who found that 92% of companies indicated that using social media lead to higher levels of exposure for their business, with 80% believing that this impacted on increased traffic. Almost all organisations now have a social media presence in order to cash in on these benefits.

Information Gathering

Companies can gain insight into the behaviour and demographics of their customers, information about the reach of social media campaigns and feedback on their own performance and service through social media information gathering. This supports businesses to evaluate the effectiveness of campaigns and make appropriate changes. Understanding what motivates customers is excellent feedback for future planning.

It is however a real challenge for businesses to collect, collate and gain an accurate picture from the available social media information. "The challenge is that social insights are often fractured, confusing and incomplete. In order to hone in on user data in social, subscribe to a tool or platform that aggregates user data across all streams." (Gerber, 2015) There are a larger number of these now available, such as Google Analytics, Buzzsumo and Snaplytics.

Communication within the Workplace

"Smartphones position people as being constantly connected and constantly available." (Maund, Schriek and Tinkler, 2017). With most people having popular apps, such as Facebook and WhatsApp on their Smartphones, it is easier than ever for a team to stay in touch. Facebook allows organisations to set up private groups for differing teams within the organisation. This allows messages to be shared quickly and easily, and also allows employees to share their ideas and resources with colleagues. It can lead to staff working remotely to be better informed and feel part of the broader team. The interactive nature of the group allows staff to comment and ask questions.

Some organisations use these tools to communicate and reiterate their values, aspirations and goals. They also boost staff self-esteem and show how they value them, by publicly sharing the success of teams and individuals.

Evidence of my Online Presence

Facebook (Business)

I use Facebook regularly to promote special events and offers at the restaurant, and pay to boost key marketing posts. Monitoring the page regularly is important as customers send direct messages outside normal business hours and expect a timely response. Customers are also able to leave reviews about their experiences at The Chilli Lodge, which I thank them for.



<https://www.facebook.com/thechillilodgesilkstone/>

Recommendation



Nicholas Alexander recommends The Chilli Lodge, Exquisite Cuisine.

December 15, 2018 at 10:14 AM · 🌐

Absolutely amazing place and atmosphere, great staff and the food is outstanding, they travel from Bradford every day to be here and on time. So let's support these guys with this wonderfully business and the food

Stylish interior · Late-night dining · Child-friendly · Casual · Great food · Scenic views



Start a private conversation with Nicholas Alexander in Messenger.

Message



Abdul Muthaid

1 Comment



Like



Comment



Share



Message



Abdul Muthaid Thank you for your lovely comments see you soon

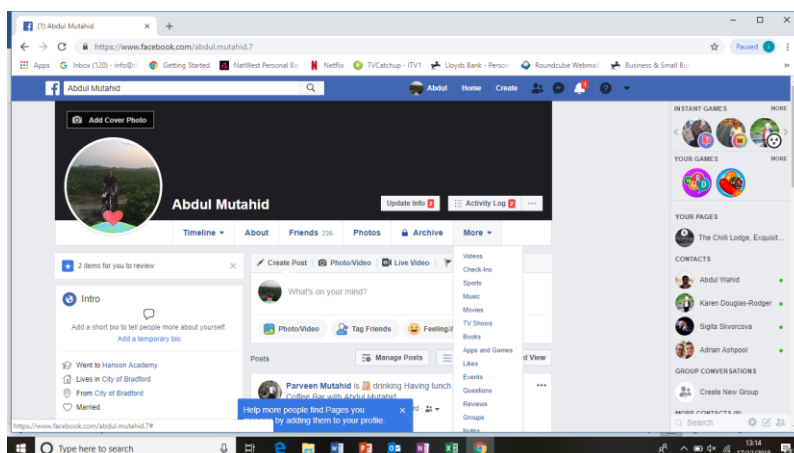
Like · Reply · 3w

<https://www.facebook.com/thechillilodgesilkstone/>

Facebook (Personal)

It is important that we consider carefully what can be viewed on our personal Facebook accounts, as they are often checked by employers, and online behaviour is covered in some terms and conditions of employment.

“Seven in ten employers (70 percent) use social networking sites to research job candidates during hiring process- Nearly half of employers (48 percent) check up on current employees on social media- A third of employers (34 percent) have reprimanded or fired an employee based on content found online.” (CareerBuilder, 2018)



<https://www.facebook.com/abdul.muthaid.7>

Twitter

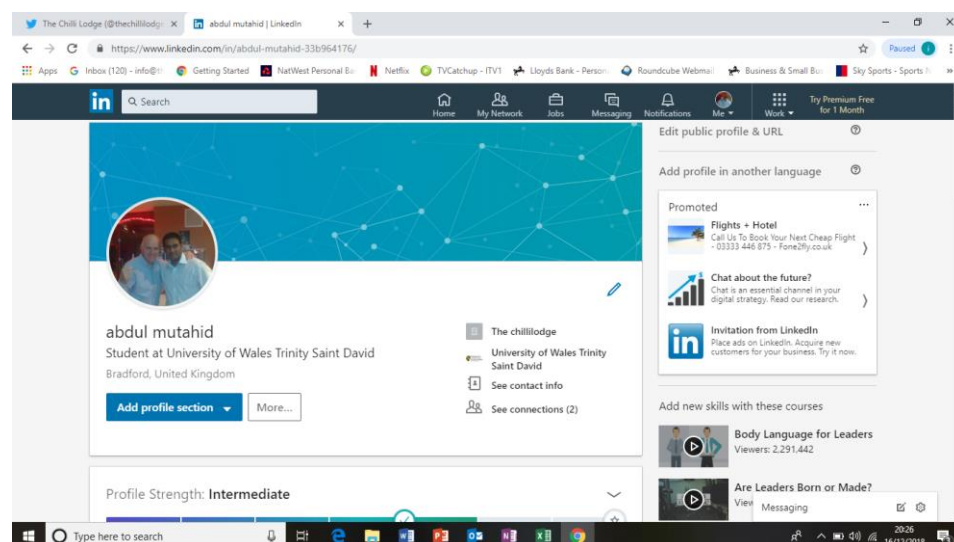
Twitter is another social media tool I use for marketing and keeping in touch with customers.



<https://twitter.com/thechilllodge>

Linkedin

There are many benefits of using LinkedIn for professionals and students. It is used for individuals to make important business connections and build up a network through professional groups. LinkedIn is used for recruitment, with job listings available. Potential recruiters can view your profile, so it is important that your profile reflects your achievements, skills and abilities. Recruiters and Human Resources professionals are on LinkedIn. ...



<https://www.linkedin.com/in/abdul-mutahid-33b964176/>

Conclusions

There is no doubt that technologies have had a huge impact on how organisations market their product, communicate with customers and staff, and share and store information. There are however factors that strongly influence the impact on a company.

❖ Internet Reliability

All these technologies rely on fast and reliable internet. This is particularly true of web conferencing. Larger organisations are often in a better position to invest in web conferencing equipment and connectivity.

❖ Training

In order to make the most of the opportunities provided by new technology, time needs to be invested in ensuring that all staff know and when to use them. This includes how to communicate effectively and appropriately through them, as well as how the software and equipment works.

Additionally, staff need to understand how to keep data safe and secure when online. The company may have policies about encrypting shared but sensitive documents for example.

❖ Work-life Balance

Whilst technology increases opportunities for people to work remotely and flexibly, the idea that we can always be connected and available has the potential to cause stress. Fiona O'Hara explains how important it is to create boundaries to help manage the potential pressure this causes, and intrusion into their home lives. "I've learned that it's usually down to individuals to set boundaries that make their availability clear. For example, I won't answer emails on the weekend or when I'm on holiday." (O'Hara, 2013) However, research carried out by First Psychology Scotland, found that on the whole, the use of technology is a stress reliever. Findings did show that although there were some gender and age indication factors around whether this is likely to be the case, this was not always so. "Overall, it does not appear beneficial to expect everyone to use technology in the same way, so either expecting everyone to use it and be available at all times or banning its use in or out of work would not be conducive to an effective work/life balance. Instead, individuals benefit more from discovering how best to make it work for them." (First Psychology Scotland, 2015). This would suggest that organisations may need a flexible approach around their expectations for technology use.

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