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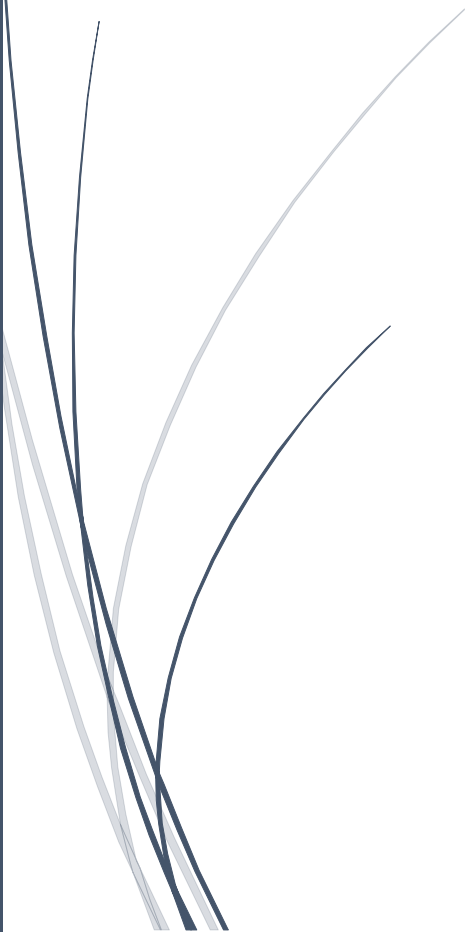
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DIGITAL SKILLS AND RESEARCH METHODS
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I am writing this report on the effective use of the modern technologies within the work place. I will be writing about the best use of modern technologies at work and how it is used effectively to delivering better results. I will also be covering how people these days are using the technologies outside work and how it has become a daily part of people's life.

Introduction.

The use of modern technologies has become a thing that we cannot do without these days. Everyone is aware of Google and the benefits of using the aid of google search. It is one of the search engine people rely on for finding any information. The use of Google and the social media like Facebook have now made the world seem very small and accessible. People have become so reliant on Google, Facebook and YouTube it seems like without the use of these technologies there will be a state of panic.

Use of modern technologies at work has increased productivity so much that it would have been impossible to achieve without the aid of these technologies. The modern technologies have provided people in the field of research to gain information in matter of weeks which would have taken years to find without the help of these machines. It has been stated by John R. Levine, (2015) *"The internet affects our lives on a scale as significant as the telephone and television"*

Use of modern technologies at work.

Video conference.

When I was working for the Parole board I was responsible for organising video conferences between Judges, solicitors and offenders in the prison. This way of conducting parole hearing has become very useful.

It has overtime become something that the Judges would rely on to conduct the hearing or may considering changing the hearing date if it is not possible to have a hearing via video link.

What is a video conference?

Video conference is when people from deferent parts of the country can have a two to five-way video conference. For the video conference to work it is important that everyone joining the video conference have the equipment that supports the video conference. When the equipment's are all set up the team leader will be able to dial the numbers of all the parties that are joining and will be able to be connected to all by the video link.

How video conferencing is useful.

The reason why video link has become so popular especially within the Parole Board is because Judges and solicitors do not like attending prison and do not like the idea of the prisoner being so close to them. This ensures the safety of all parties. The other reason why it is so popular is because the technologies so good that it feels like everyone is having the meeting in one room, without having to be there. The other reason why it's become very useful is that one Judge can have several hearing in one day with different prison's and solicitors from the comfort of being in the parole board office.

As a result of using the video link technologies there has been substantial increasing in parole hearing, which would have not been possible without the aid of video conference. Where in the past people were having to wait for up to one year for a hearing date. The use of this method and technology has saved the government a huge amount of money.

Microsoft Outlook.

Microsoft Outlook is a major part of any organisation to function effectively. It is an emailing function which allows you to communicate via emails.

Benefits of using Microsoft outlook.

Microsoft have designed their outlook programme to accommodate the needs of business and designed their programme to be effectively used within many organisations. It is very user friendly and the layout is designed to be extremely easy to navigate.

Microsoft Outlook is used for internal organisation purpose which allows the company to have their own corporate email directory. This allows staff members within the organisation to search and locate other staff members more easily. This is very helpful when organising and scheduling meeting as your able to send out invites to all staff members, as well as check their calendars to see if they are available. That does not mean it is only used as an internal tool, it is very useful to use for sending email to external people as well as receiving emails from external people. Microsoft Outlook can filter the junk emails and has the function to distinguish between work related emails and unwanted junk emails, and therefore emails that you receive will be in relation to your work. John. R. Levine (2015) states that *"Microsoft Mail is a simple usable spam filter."*

Microsoft outlook is more efficient when it comes to organisation needs, unlike Google Gmail. Google Gmail is not widely used for business need as the functions are limited and not as user friendly as Microsoft Outlook. Google would need to update their Gmail functions if they would want to target businesses to use their programme. Currently Gmail is very popular with android users.

Online Account

What is an online account.

An online account is an account you can create as a customer on a company's website. This enables to help yourself with finding what you need without the need for someone to assist you. It gives you the freedom to log in when it is convenient for you and do the necessary things that you want in your own time.

Using online account.

A lot of companies have now introduced the online account page for customers. This is when a customer opens an online account, which enables the customers to use the account to order or process information them self without the need to visit the company or having to speak to someone from that company.

Council online account.

I would like to explore the online account from the council's website. The council are now encouraging people to open an online account to use their services, by doing this the customer can request for parking permits to paying their council tax online. There are so many other benefits of using the online account. The council have been able to now close a lot of their local branches because of introducing customers to their online services. This has saved the local council a lot of money, which can be used in other areas that needs the funding.

This service has also helped thousands of local residences as they are able to find the help that they are looking for with the use of this online service.

Online banking.

What is online banking.

Online banking is a very useful technology that has been developed. It has been created with enhanced technology to ensure it is safe and secure. People were at first were not sure if this technology can be trusted with their money, but over time have accepted that it is safe and secure.

Benefits of online banking.

There are many benefits of having an online banking. It gives you the freedom to access your account to manage your money 24 hours a day on your phone or computer. You can check the activities on your account at any time, and if you feel something is not right you are able to flag this up straightaway. The online banking is also a very useful tool to transfer money between accounts pay a third party or make payments of bills without the need to go to a bank.

Different banks do have different security features and safety measures to ensure that your money is safe. Some banks try to make the online banking features user friendly where as other banks might pay more attention to the security and as a result customer find it very daunting to use.

Use of social media as a tool for marketing.

I have not created a Facebook account for marketing purpose because of my concerns about the online security, but I do believe it is a very good tool to use for marketing purpose.

Facebook.

Facebook has become a very effective tool to use for marketing within the social media. It is very difficult to find someone who does not use Facebook, therefore marketing your business on Facebook is without a doubt a very good idea. With the use of Facebook, you will be able to reach a wider audience of people from many different parts of the world.

Facebook does have its own marketing options with the Facebook page, but I would like to explore the ways you can create your own Facebook page specifically for marketing.

It is one of the easiest way to introduce your company and your presence by creating a Facebook page. You will be able to generate a list of customers and protentional customers by placing your company on Facebook and notifying people of what your offering. By doing this you will be able to get a feel for how the people react to your product. This will give you a good idea on the interest that you are receiving from the people and will give you a better understanding on who you can direct what your offering, to attract more customers.

Knowing what people want gives an idea about how you can market your product as well as the audience that you are attracting. With the use of Facebook, you will be able to communicate direct with your customers and get constructive feedbacks, that you can use to further develop your product.

Using Facebook to market and sell your product has its financial benefits, as it does not cost anything to market your product on Facebook. Depending on your product and the interest you receive from the public you can make substantial amount of sales, as you will be attracting customers from all round the globe. J. Haydon (2013) said that *"Probably the best resource on Facebook for marketing is the Facebook Marketing pages"*

Conclusion.

It goes without saying that the use of modern technology has played a huge part on the development of the modern world. The use of technology within the banking sectors for example has been very well received. As people nowadays rely on using online banking and trust that it is safe and secure. We have developed a huge trust for the machines and have benefited by using them. People have over the years become so reliant on the use of technologies that if for any reason we lose our machines it will have a devastating effect on our daily life.

The use of internet has become a daily part of our life, and we have become so attached to it. To think about life without internet would cause people stress and panic on its own.

I therefore conclude by saying we have all benefited from the use of modern technology and we will over the years develop our technology and carry on taking advantage of our technologies.

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