

BMSW4003-LON Lecturer

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Digital Skills and Research Methods

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DSR ASSESMENT

Digital skills are defined as a range of abilities to use digital devices ,comunication application,and Networks to access and manage information.They enable people to create and share digital content ,communicate and colaborare, and solve problems for effective and creative self-fulfillment in life ,learning ,work ,and social activities at

large. Entry level digital skills, meaning basic functional skills required to make basic use of digital device and online applications, are widely considered a critical component of a new literacy skills in the digital era, with traditional skills. Mobile Learning Week, UNESCO; 26-30 March 2018.

Introduction

The so-called Middletown Media Studies discovered that people actually spend twice the amount of time using media than they believe do. These studies also established that people do not use media in isolation but often use two or more media systems simultaneously, an activity referred to as concurrent media use. Including concurrent media use, the most media active person observed in these studies spent more than 17 hours using media each day, and the least media-active person observed spent a bit

more than 5 hours using media each day. The average amount of this time spent using media daily was nearly 11 hours (Papper, Holmes, & Popovich, 2004). However, more recent research suggests that these data have been overtaken in light of the growth of use of smartphones and their value as mobile devices in all contexts even in the classroom, where BYOD (bring your own device), is a developing educational tool (Cochrane, Antonczak & Wagner, 2013).

- A person's perspective will influence how something is understood and how it is studied. As well, technologies and media influence people. Technologies do influence the people, regardless of whether its influences are positive or negative, each technology changes how people communicate and interact. The one constant among all technologies, from cave drawings to Twitter or Snapchat to whatever technologies are next, is that they are inherently relational in their

understanding and use :communication fosters community. Adapted to accomplish and meet relational needs all technologies have influenced how interact and relate with others.

- Technologies do influence our world ,and this influence is especially evident when it comes to relationship. However ,a question arises as to whether Technologies are affecting humans or humans are affecting Technologies. Technological determinism is the belief that technologies determine social structure ,cultural values,and even how we think. Karl Marx laid the basis for this kind of observation when he noted the relationship between material experience and social consciousness-that is a fancy way to saying that the „stuff” that you have influence the way in which you experience the world. Somewhat related to technological determinism is the belief that people are powerless against media content.

- Individuals do not use technology and media as solitary beings. Rather, people use technology and media as relational. It might sound like we are getting too technical or abstract. However, we make that distinction for a very specific reason. Your use of Technologies is most often done with relationship in mind. Accordingly, a relational context is the most valuable way to understand technology and media in everyday life. To use of technology and media as a shared relational activity enables people to accomplish certain relational needs (Table 13.1).
- People base their understanding of relationship and their action within relationship partly on media representation. Books, magazines, newspaper, the Internet, movies, songs, and television programs feature both fictional and real social and personal relationships. A variety of sources inform your understanding of relationships, and you can compare the information you

gain from one source with the information you gain from others sources as you develop your own understanding of relationship. However, that is not just information about content that is Important ,and Georg Simmel (1950)observed that by access to such information people establish reference points for their relationships and establish some kind of understanding about wheter they are obtaining from their relationship as much as they „should”.

- Technology and media enable interactions to take place.Even in technology and media –rich households with multiple television sets,computers,and other technology and media systems, families often use technology and consume media together, which provides an opportunity for interactions to occur.Walter Gantz(2013),found that sports are often viewed on TV with others, and watching sports is an activity that can maintain existing relationships. Technology and

media allow people to withdraw from social interaction. Texting and accessing materials using smartphones and tablets allow people to disengage from others when desired. People sometimes even pretend to use their smartphones to avoid interaction (Baron & Campbell, 2012).

References

1. Technology and Media; Duck, S. and McMahan, D.T., chapter 6, Certificate in Higher Education: Skills for the Workplace, Student Yearbook, Andrew Maund, Michaela Schriek, Paul K. Tinkler; Duck, S. and McMahan, D.T.