

Cover

Higher Education in Skill in The Workplace

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BMSK4003

Digital Skills and Research Methods

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TITLE:

The current use of 'Digital Technology Skills' in the workplace for effective communication.

Contents

MAINBODY

Evaluation of the effective use of communication with modern methods of technology .1

DEFINED TECHNOLOGIES

Web based email, web conferencing and the use of mobile devices. .4

Discussing Social Media and it's use in marketing, information gathering and communication. .5

CONCLUSION

Safety and security measures to be used in online media exchanges GDPR. .6

Evidence of your own professional online presence – Facebook / LinkedIn / Twitter snaps .7

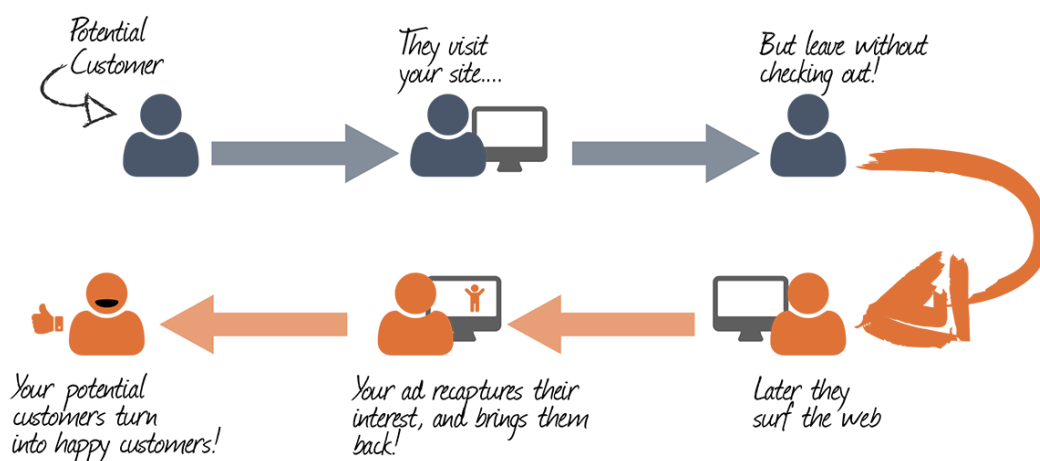
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INTRODUCTION

My report has been compiled to evaluate the current use of Digital technology skills in the workplace for its effectiveness in communication. It will explore the use of web email and social platforms popularised by usage and the transition of these platforms from data collection centres from interests, to marketing networks. The report will also review the adoption of mobile devices for communication and enhancement of tasks in the workplace. It will also review recent provisions for safety in the use of public personal data.

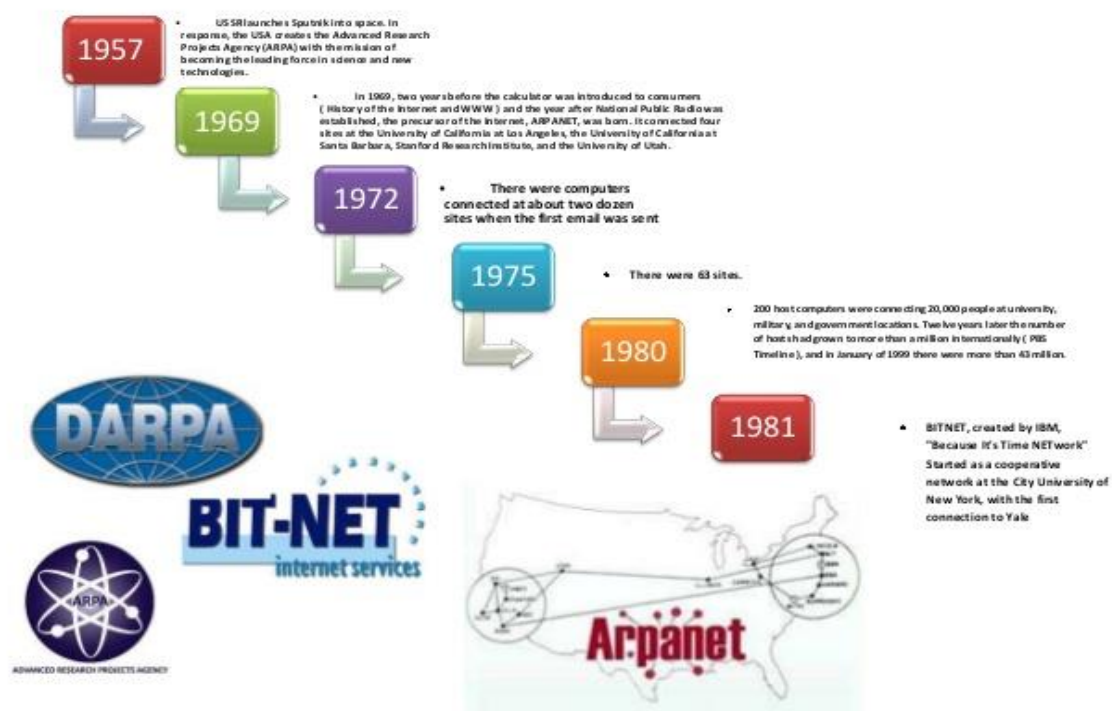
Evaluation of the effective use of communication with modern methods of technology

Today our most common means to communicate a message or access new information is through the technology which has evolved around us and in many cases replaced our exchanges. Starting off as a technical exchange of resources (information, content, ideas or references), data collection by machines have been devised and optimised based on the basic and fundamental drivers of human engagement. By focusing on an exchange of, for example, further information, data from a user can be collated and engineered to generate supply of additional related requests to be directed to the original user at a later date (Retargeting AI).



(Accessed Google images 1st September 2018) <https://goo.gl/images/HBx7ai>

HISTORY OF INTERNET



(Internet historical landmarks. Accessed 1st September 2018). <https://goo.gl/images/6v9h8t>

Within a relative short space of time the use of the internet for many points of communications has been advanced focusing on general interests and being refined to all areas of life; work, rest and play. From business use to social interactions such as dating sites or hobby groups our life activities have been absorbed into an ever 'life consuming' technological adaptations of human exchange.

The use of emails as the first mainstay for written communication as a channel has been adopted for both social actions as well as for business. The convention extending from bloggers (writers for hobbyist, freelancer and book writers) has transitioned from articulate and concise messaging to purely visual and even to the substitution of non-verbal expression with 'emojis' (smiley faces or other symbolic visual references to express a feeling or point).

Web based email, web conferencing and the use of mobile devices.

When used for business emails should maintain a sense of formality to remain professional. That is to present a directed point or series of points to a titled desired individual or group with an expected outcome to result. Sending in-appropriate images or even holiday snaps through business channels is not recommended or considered in good judgement. To some degree the expressions for social exchanges are in a wider spectrum of permissibility but once content, visual or otherwise is given or presented, it will remain as a digital footprint in the realms of the internet world and is personal information which can be used by less scrupulous individuals on the web.

The saving of time in the delivery of a message is the most obvious benefit to exchanges using the method of email. Links to additional information can easily 'cut and paste' copied to be included in the message and urls (A Uniform Resource Locator (**URL**) - address links for web pages) will direct the receiver directly to the resource or article of reference.

For a more professional exchange in the working environment, Web conferencing, where mutual visual exchanges in real time can take place, is a further development channel of digital communications. With this channel possible between offices, regions and even pan global connections the advantage in cost savings are for both finance and time management. This as an immense benefit for individual trainers, entrepreneurs or business operators. Skype as an example. (Skype, a telecommunications application software which simplify the exchange through video chat or voice calls between computers, tablets, mobile devices. Via the Internet and also to regular telephones). Sourced through Wikipedia (accessed 27th July 2018).

GoTo Webinar or Zoom are other examples of popular web platforms designed to facilitate conferencing communications. [McLaughlin, M. Juan Martinez](#) (accessed 27th July 2018).

The use of 'live streaming' through established platforms such as Facebook and Youtube allow for pre-recorded material to be scheduled for publication, adding another level of advantage to those who wish to drip-feed content for other web properties (blogs and shared content sites for interest and lead generation).

Processing power and micro technology design have enabled compression of data into devices and their functionality, through applications (apps) from leading tech operators such as Google, Android and Apple, to be operated from individual cell phone or tablet devices. The establishment of transmitter networks financed by the leading tech companies to be established globally; has future proofed the use of such compact devices operating various apps and devices with more regular capable updates in technology. Networks transmitting information through the channels of WiFi, Blue-tooth or eddyson protocols (methods of digital data transfer by radio or by other bitstream or a digitized analog signal from the spectrum of data transmission over a point-to-point channel) mean that connections have the advantages of being almost instant whether it be a local search for information for a social event or the transmission of relevant data for a work related task. Being mobile offers speed for response times, convenience and updating flexibility for business operators. The extent at which information can be targeted is highlighted by the capabilities of pin pointing individuals through GPS (A network of global satellite installations use to cross refence the signal response from a registered receiver connected to the network); allowing for custom messaging, data processing and advertising

Social Media and the use in marketing, information gathering and communication.

Sign up for free and get 'this offer' FREE! Who can refuse FREE? With this impulse the exchange of your personal details in DATA was solicited and used to market back to you, based on your interests, social groups or business connections. This approach lead to the rapid rise of social media platforms such as Twitter and Facebook. Their approach was global with the commonality of engaging individuals with hooks based on 'Tribe content' (general groups that would identify socially by those with similar interests). With the registry of each individual accepting the 'Free offer' thereby joining the network of connections, they are knowingly or otherwise allowing their information to be managed by automation with the promise of speed and simplicity in exchange for a greater opportunity to occupy their lives and make money from advertising through desired products to interested individuals. This can be targeted specifically with the data knowledge of their availability to pay, location, probability based on interest and so on, from platform analytics. An array of new peer business operators have been born out of the need to process data and make it more user friendly to business functionalities. 'There are great subtleties involved in the collection

of data and its conversion into information' (Professor Ackoff, RL.'s definition of data – (1999) *From data to wisdom* (accessed September 4th 2018).

Optimisation of target groups for niche business owners can benefit greatly by applying their efforts in marketing to highly specific and responsive customer lists. 'Used effectively for activities such as research and self-promotion, social media can dramatically enhance your employability'. Senior Careers Adviser: Firth,R. (December 2014).

Youtube, a video viewing platform owned by Google search engine operation, (viewership monthly of x 1,407,250,119 /USA alone for Youtube (US). Socialblade.com (accessed 4th September 2018), has introduced marketing advertising options to it's videos with lower third banners or in stream ads spaced at intervals throughout the viewed content. The subsequent rise of INSTAGRAM extends the supply of visual content using shorter video clips as 'stories' and is used in connection with influencers (pages with high viewer followings) for targeting advertising to selected target groups more likely to be interested in the offers and therefore more effective for ROI to business users.

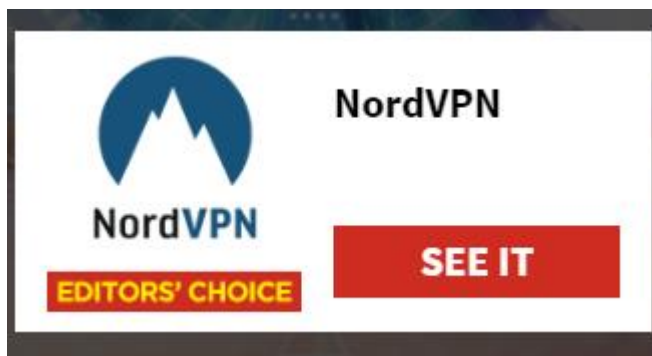
USER STATISTICS TABLE FOR YOUTUBE (AUG 6TH, 2018 - SEP 4TH, 2018)						
DATE		SUBSCRIBERS		VIDEO VIEWS		ESTIMATED EARNINGS
2018-08-06	Mon	-424	27,205,058	+133,120	1,407,250,119	£22 - £346
2018-08-07	Tue	-607	27,204,451	+135,424	1,407,385,543	£22 - £352
2018-08-08	Wed	-370	27,204,081	+134,317	1,407,519,860	£22 - £349
2018-08-09	Thu	-349	27,203,732	+132,039	1,407,651,899	£21 - £343
2018-08-10	Fri	-1,108	27,202,624	+125,150	1,407,777,049	£20 - £325
2018-08-11	Sat	-856	27,201,768	+116,544	1,407,893,593	£19 - £303
2018-08-12	Sun	-823	27,200,945	+110,569	1,408,004,162	£18 - £287
2018-08-13	Mon	-927	27,200,018	+107,680	1,408,111,842	£17 - £280
2018-08-14	Tue	-857	27,199,161	+114,229	1,408,226,071	£19 - £297
2018-08-15	Wed	-684	27,198,477	+105,675	1,408,331,746	£17 - £275

Monthly viewership for Youtube (US). Socialblade.com (accessed 4th September 2018)
<https://socialblade.com/youtube/user/youtube/monthly>

CONCLUSION

Safety and security measures to be used in online media exchanges GDPR.

'Everyone is talking online using the internet.' A concept widely accepted by market researchers, Poynter. *The handbook of online and social media research* giving birth to an era of listening as opposed to questioning. Finn, R. (2010) 1st edn. As discussed previously, while encouraged by the major platforms online to engage with exchange for 'free offers' of interest, in exchange for your data and the repurposing of that data to be used to market back to you; through the refinement of AI (artificial intelligence) will be managed by the initiated ie: regular online marketers who actively use these processes to their advantage in selling product to the masses. The Bigger names in selling do this anyway and have the funding to regulate their intentions offering a simplified opt-in by way of compliance. (visual gateways prevent continuance without opting-in unless subversive measure are taken). Incognito windows / hackers / VPN redirects and other stealth measures) and the application scale filters down to the individual seeking to work with the API settings to profit at their respective levels of accessibility. Millionaires are abound for those using the systems proficiently while the masses dream on in such a 'lifestyle' and fuel the marketers' profits with their aspirations and cash in exchange once again for 'push button' riches, fades and opportunities.



sample accessed ad in PCmag.com (1st Sept 2018) <https://uk.pcmag.com>

By way of addressing the use of data for the protection of public data use, the GDPR regulation which is not a directive (does not require national governments to pass any enabling legislation and is directly binding and applicable by the European Union), was adopted 14 April 2016 and enforced as of 25 May 2018. It is said to protect the use of personal data and be protective in the processing of such data giving options to be revoked or discontinued by the individual owner. It does however set the established data providers as legitimate data processors without further operators having the option to develop or match their structure of

operation. The education for the extensive use of webspace ads, understood from the responsive patterns of visitors to websites mean that predictive search (recommendations based on the inputs given or even text messaging short hand are most likely to be infiltrated by marketing methods. Pop-up windows on web landing pages suggesting offers of interest may also be used to promote business services or offer training modules as an introduction to further business services. The evolution of the technological backdrop for business and social engagement appears beneficial to all but these benefits have a price in which no great mainstream consideration has been made.

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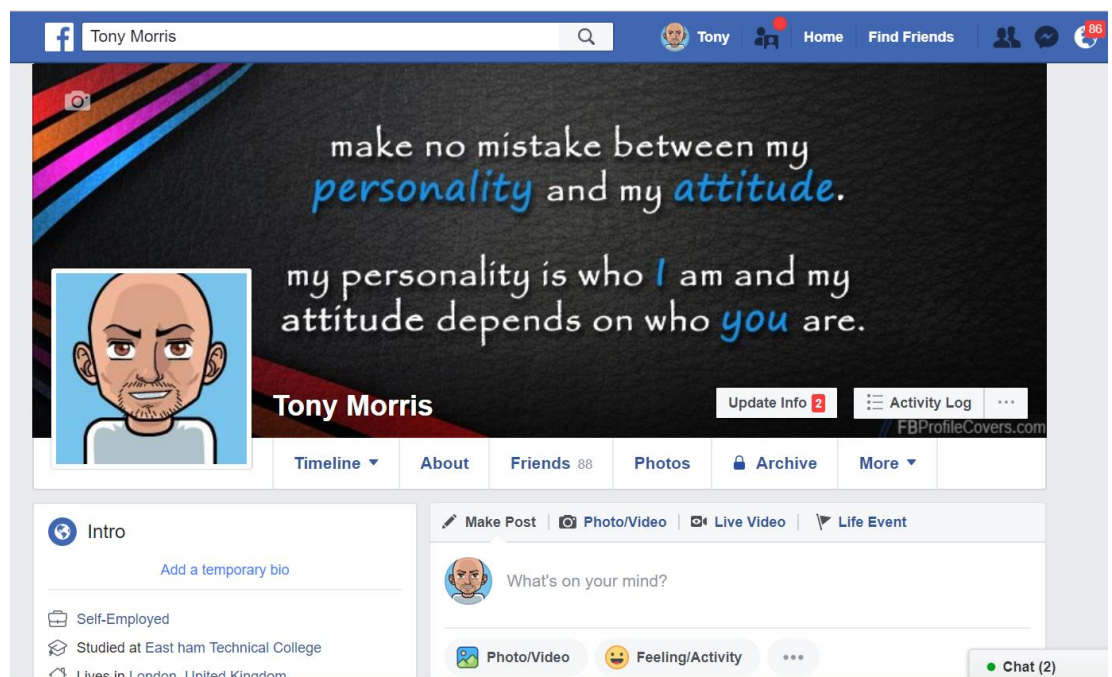
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Careers and Employment. Sheffield Hallam University.

Evidence of your own professional online presence – Facebook / LinkedIn / Twitter snaps .7

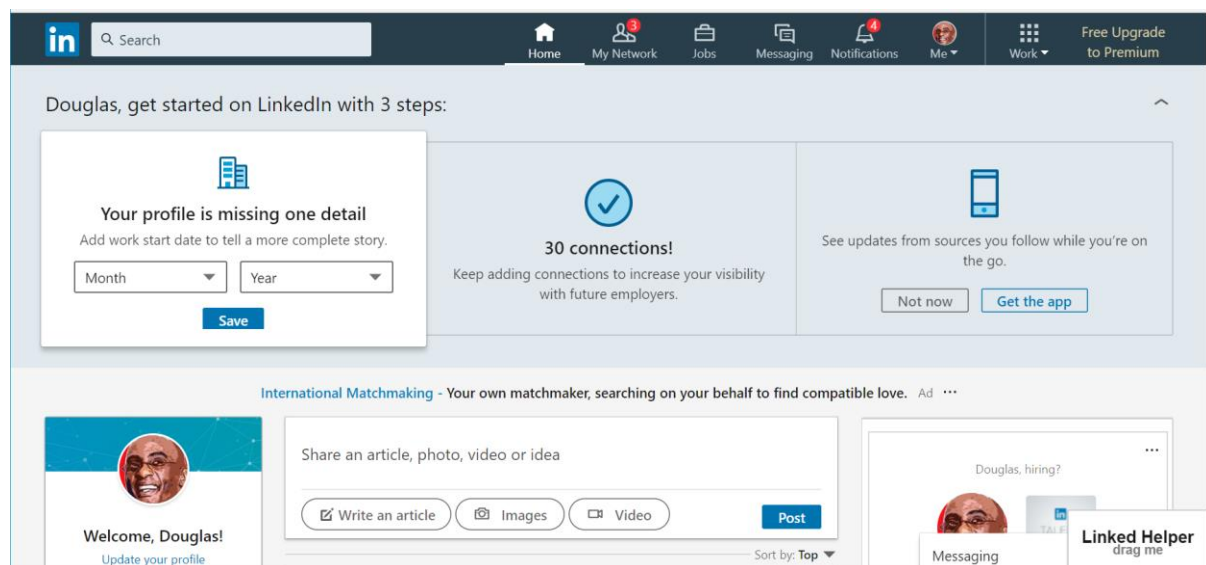
Social Media profiles can be used for social interaction based on mutual interests or for a more professional presence online such as is used for LINKEDIN. The Profile imagery should reflect the intended audience, conservative for business connections and more casual for other interest. Portfolios of work can also be highlighted as reflective of skillset, services or referencing. The more artistic the endeavour, the less conformist the settings are likely to be within the remit of good design for better user experience. Endorsements and recommendations are sought and used to enforce credibility.

[BIBLIOGRAPHY APPENDIX]

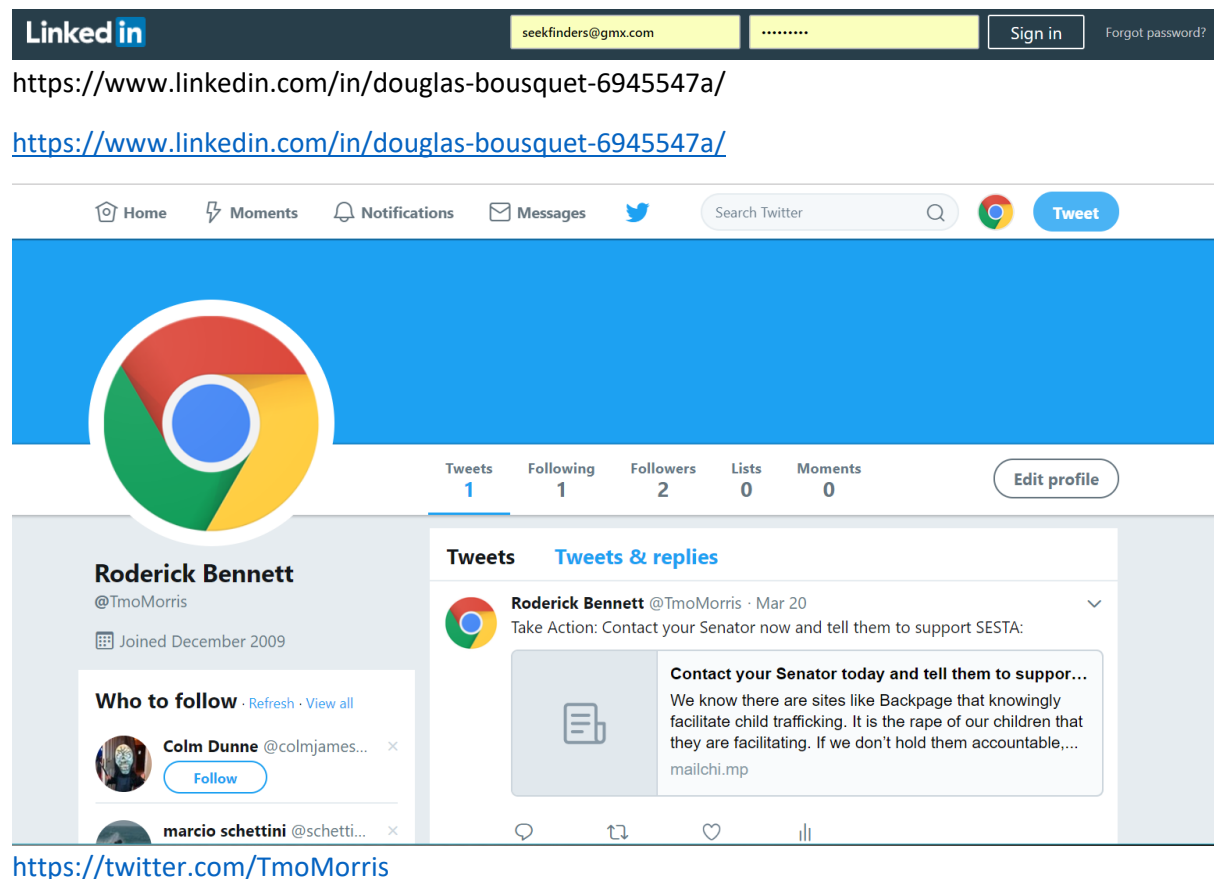


<https://www.facebook.com/tony.morris.752487>

Alias used for marketing purposes (Douglas Bousquet)



https://www.linkedin.com/feed/?trk=nav_back_to_linkedin



Alias used for marketing purposes (Douglas Bousquet)

As a marketer online I do not have a preference of platforms used in social media. My studies have been with the adaptations of use in the various networks and how each is used to trigger activity patterns, impulses and call to actions. The constant updating of data algorithms by the major players in search and content provision, means a constant creative adjustment to the authorized and semi-authorized methods of content creation and distribution.

SUBMISSION DONE.