

The Impact of technology on society and economics

Introduction

This essay will look at the impact technology has had on society and economics. Over the years technology has changed drastically from having no technology to something we could not live without and something we use everyday. The essay will cover how communication technology has changed us from the past with many benefits but also the negatives technology has brought to us. It will contain arguments for and against communication technology and what is the future impact. With communication being important the essay will focus on mobile phones and the internet, it's something we now use everyday to be able to communicate.

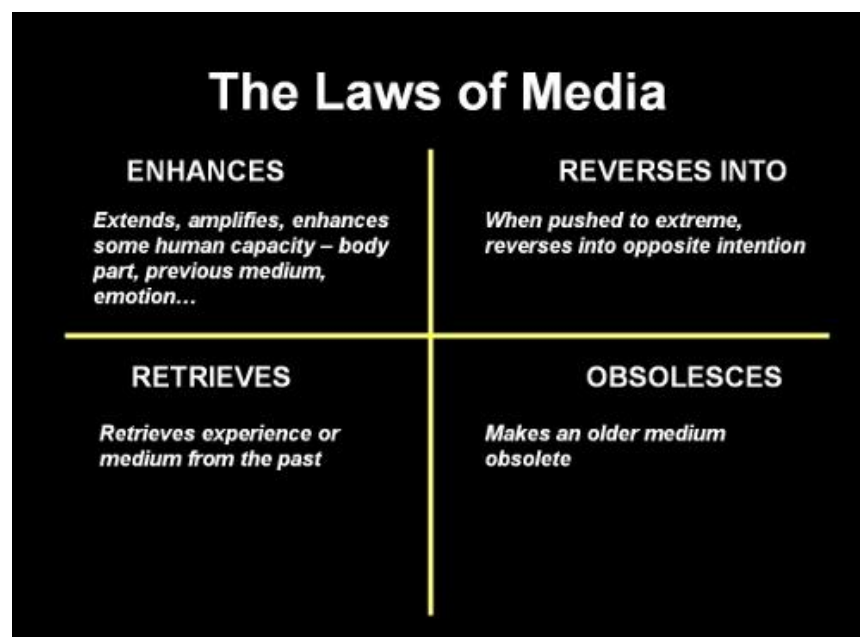
In this generation Mobile phones are used worldwide, they contain everything we need from the internet, text messaging, making phone calls, gaming apps, shopping apps and educational apps. Mobile phones also allow us to access social media and banking which allows us to pay at stores with a scan of our phones. The essay will include information on how mobile phones and the internet have improved over the years and changed the way we communicate forever. It will give a brief description on how the communication technology first started and to where we are today and what is available to us.

The first communication technology

Over the years technology has improved and keeps improving, it has changed the world and our lives. It is difficult to imagine life without technology, we are a generation that have everything at our fingertips (AgingInPlace, 2021). It is easy for us to communicate, access information, educate and much more. But what was our first ever form of technology?

McLuhan who is a Canadian philosopher believes that language is a form of technology or medium and that it's an extension of ourselves (Bobbit, 2011). McLuhan would use quotes such as 'The medium is the message' and the 'media is extension of man'. McLuhan also developed the Laws of Media which consists of four laws to help analyze media. He believes that technologies are an extension of a human's physical and nervous system.

Language is man made and is an extension of communication, we listen and communicate back. We express our feelings, thoughts and ideas through language. For example, television is an extension of our eyes and ears (Bobbit, 2011). Therefore language was our first technology.



(McLuhan Galaxy, 2021)

Communication from ancient to modern times

Communicating solves problems, reading and writing helps us pass on information and educate others. Exchanging words is the only way to be heard and is important to use in personal life and corporate life. Of course we had to learn how to talk, write and read which schools were invented to teach us the important ways of communicating.

People began to write letters to be able to communicate with people and used a postal service which began in 1653 by De Valyer. They were able to communicate with people from different areas. Another way people were able to communicate by informing their communities of local news and events were newspaper articles. In 1440 Johannes Gutenberg invented the first printing press system which changed communication for everyone. As well as the newspaper the radio was invented which gave us another way to get news across to everyone which is still something we use today (Klamtime, 2021).

Telegraph was later invented to send text messages that were a lot quicker to communicate to other people from different countries (McGillem, 2021). Alexander Graham Bell introduced telephones in 1876, people could communicate with others from long distance with no time limit. Telephones became popular and almost every household had one (Klamtime, 2021). Mobile phones were later introduced in 1973 by Martin Cooper, although they were very basic, not like our smartphones today (Blazeski, 2016). Television was another technology invented to communicate with the viewers, it was great for entertainment, news and much more. They started with pictures in black and white then later came colour (Klamtimes, 2021).

In 1990 Tim Berners-Lee invented the web. The web was supported by satellites to allow everyone worldwide to access. In 1991 wireless wifi began making it also easier for everyone to access the internet via their mobile phones etc (Klamtime, 2021). The internet has replaced many things such as newspapers, mail, television, friends and socialising (Gillespie, 2013). The internet has become an enormous part of us whether it's in work, schools, colleges, universities and personal life, it seems to have become addictive.

Communication through mobile phones

Mobile phones allow us to send text messages, emails, download a variety of apps including social media, games, education, shopping and much more. Messaging apps help us connect with people, texting others is the new way to communicate and much easier for us, we are also able to send voice notes across. It definitely was a good way to keep in touch with a loved one (Hemmer, 2009). Aswell as text messages came an app called 'whatsapp' which allows us to send messages for free only if connected to wifi. This meant that picture messages and videos were free to send to anyone on your contact list.

Mobile phone on society

There are many benefits from using mobile phones to communicate. They are also small and easy to keep on you at all times. They are there for us to use incase of any emergencies whether this is to contact an emergency service or family members. We are able to store our notes and log down upcoming appointments and events on the calendar. They are also used for businesses to get hold of co workers and also used to capture the memories we experience through the camera (Goodman, 2021). According to Brandon Gaille, they allow children and adults to use apps for educational purposes and

children are now far more advanced with tools available for them that we have never experienced before (Gaillie, 2018).

It is important to realise the impact mobile phones as well as the benefits they have had on our society, they have come between family relationships as mobile phones become a distraction. We are not engaging with friends and family how we would years ago which can cause social anxiety. They can make us feel less connected to people and affect our sleep patterns (Aditya, 2021). Students using mobile phones can cause them to perform poorly as they tend to use them in classes instead of taking in important information needed to learn.

Although stated previously that it's an educational tool for children, Dr. Jenny Radesky who is a development and behavioural pediatrician states that giving children mobile phones to keep them entertained can cause development problems due to lack of interaction between parents and child (AddictionTips, 2021). With mobile phones being an addiction can cause mental health problems it makes us lazy and lose interest in other activities (Rosenfeld, 2017).

Mobile phones on economics

Tracy Lum states that mobile phones can impact economic development by reducing the cost of communication by making information easier to access and cutting the search cost to everyone and developing countries. It will reduce the amount of waste caused by spoilage and increase economic welfare for the consumers and producers and lead to a more efficient market operation. Increase in employment is also something that would be achieved by demand for mobile based services (Lum, 2011).

'Cell phones impact economic development and growth primarily through their function as a medium of communication. They improve information sharing, which is crucial to the diffusion of ideas that endogenous growth theory emphasizes' (Lum, 2011).

However mobile phones contain different apps, one being shopping apps. This allows us to browse stores and purchase them over the phone instead of visiting the stores ourselves. It's quicker, easier and some provide next day delivery. It's also an easy way to compare prices, bigger companies seem to be cheaper than our local stores. Our local stores vary from little boutique stores with items we would not get anywhere else, this could be hand made by local people. With people searching online to get the cheapest instead of thinking how important it is to support local and our local people, we are putting them out of employment and supporting bigger companies instead (Marcek, 2012). Our local stores can not compete with these big stores such as Amazon. This has an impact on our local economy.

Communication through the internet

The internet is a network that allows us to communicate with one another through a computer network which is run by companies such as universities, government and more organisations. Information is traveled worldwide through servers, satellites and wifi etc. It also allows us to access social media and shopping sites, emails, entertainment and much more (TheGuardian, 2018). We also use the internet to research and access discussion groups. We can even make new friends and find relationships through the internet (Myers, 1992). It gives us so many options but social media seems to be the biggest and most popular form of communicating through the internet.

Internet on society

With social media now being something most of us use world wide to communicate, we connect, we make new friends and share information and events with others. We tend to share our life experiences with people we know and even strangers. Facebook, Instagram, Snapchat and many more keep us connected with loved ones. It also allows us to spread our talent across these major platforms with so many businesses using these platforms themselves, so many people have found fame and success simply by sharing their videos or pictures openly for investors to see. It's affordable and easy. We tend to meet people who have the same interest as us whether this means joining a group on social media such as facebook and sharing comments and experiences. You form friendships and relationships with people locally or even across the world (MyEssayBook, 2021).

Social media has also allowed people to earn money through selling their hand made products, clothing or blogging. It has formed careers for influencers who create posts or stories to promote companies (MyEssayBook, 2021). These social media platforms are free for us. Ages tend to vary on social media, seeing pupils from schools using them and adults.

However seeing as social media is a way of communicating social media has a negative impact on people also. With social media becoming addictive it seems to have deteriorated our mental health. People tend to spend most of their free time looking at other peoples profiles, judging their photos, statuses and the way they live their lives. It becomes a problem to those who might not be able to live their lives like others do. This could mean not being able to afford certain things and luxuries in life. This becomes upsetting and can turn into jealousy. It disconnects us from the real world and we are far more intrigued about what happened over social media. Social media addiction reduces productivity of a person and sleep disorders (MyEssayBook, 2021). It's also led to bullying over private messaging used on social media which has caused mental health issues with pupils from schools and in worse cases suicide.

Internet on economics

The internet is free, we read the news and we can watch television episodes for free and download music all free of charge. We do not necessarily need to

leave the house when we have everything on our fingertips. We do not need to spend money elsewhere when we have it all for free from the internet. Although this seems to be helpful, many businesses have struggled with this economic tool called the internet. It has destroyed businesses such as music, movie businesses, travel agencies, local shopping stores run by local people and so much more. People aren't going to stores to buy books as such anymore as it is all downloadable on our tablets through the internet. By giving people free services there will be no profit without revenue (Ostroy, 2011).

According to Alice and Robert the internet can increase productivity growth by increasing competition and making prices more transparent and also expand markets for buyers and sellers. There is economic potential of the internet (Rivlin & Litan 2001).

Conclusion

Communication is proven to be a massive part of our lives and something we do everyday. Technology has improved massively over the years and it seems that communicating now is easier than ever. We have things available to us and we can now communicate world wide, we couldn't live without our mobile phone or the internet. But it is important that we realise with all the benefits comes the negatives. Being more in control and having healthy relationships with our phones and internet can be monitored and having a break from them is important.

We can control who we follow across social media platforms and if we feel a certain profile makes us feel sad and feel nothing but negativity it's easy to remove ourselves from it and any negative feeling we have and instead surround ourselves with nothing but what gives us positivity. We could do a lot more to support our local stores also and not everything has to be purchased through the internet. We are allowing people to be unemployed because of this instead of increasing employment and thinking of our economy.

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