

Digital Skills and Research Methods

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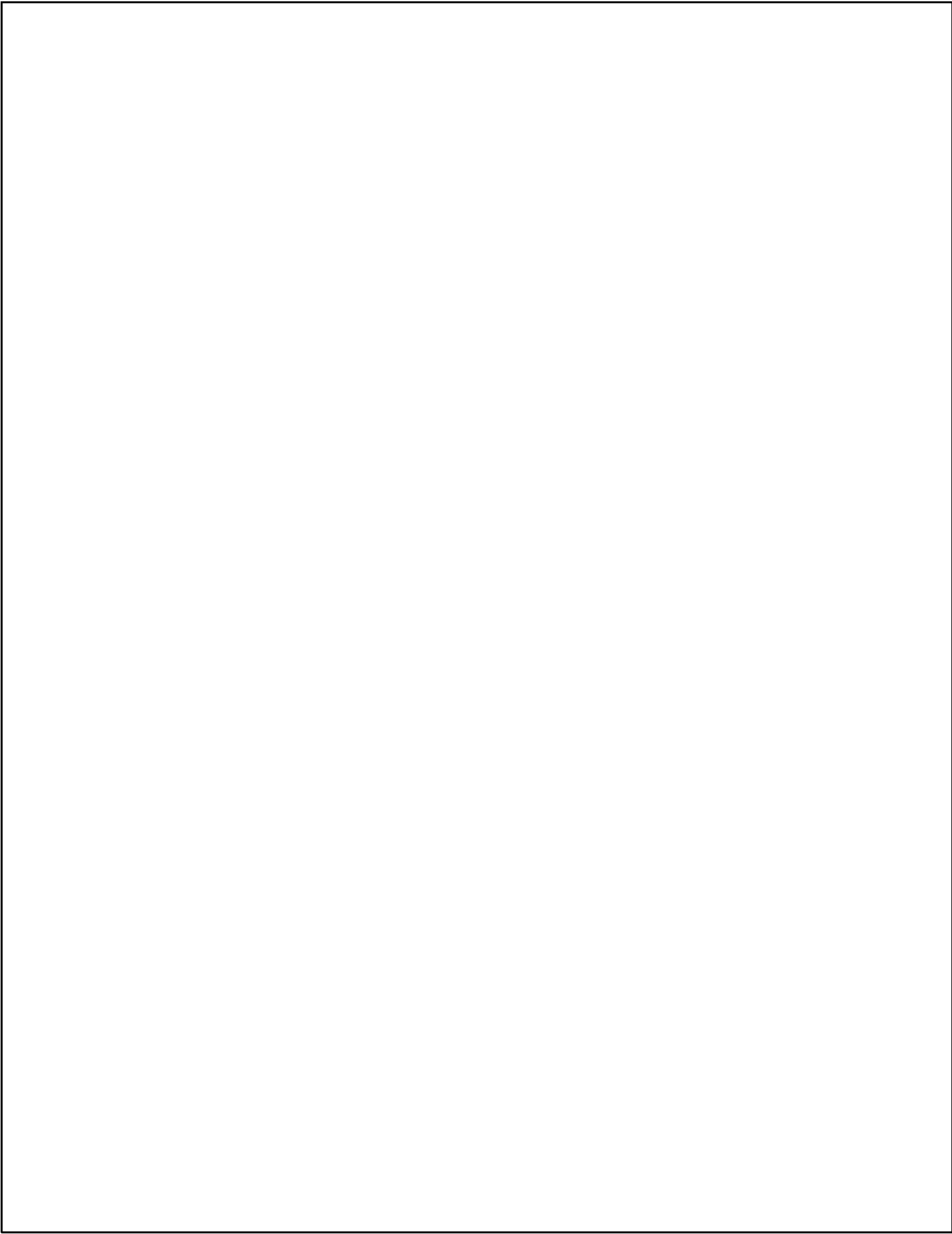


DI¹ DIGITAL SKILLS AND RESEARCH METHOD ITAL SKILLS

BMSK4003

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Introduction

This report will be focused on the importance of digital and modern technology how it changed every aspect of today's world and society.

The companies are investing more in modern technologies and digital devices to improved workplaces to get competence and quality of work that is why employers are more interested in technologically skilled employees.

Digital technologies are transforming all aspect of social and economic life.

Workplaces focus has shifted to social media and technology. Companies required more digital knowledge in their employees such as social-media, email, online data-storage and web conferencing using smart devices.

Modern Technology

Modern technology is a fundamental part of any businesses and companies. There are multiple electronic devices used in workplaces. Employers are equipping workplaces with advanced modern technology to increase the efficiency and productivity of the workplace. Significant numbers of smart-devices and applications have been released in recent years and are now a very important part of daily and organizational lives. For example, there were about 9 billions smart devices in the world until 2013 which means 1.25 smart devices per person (Audrey and Linda, 2016).

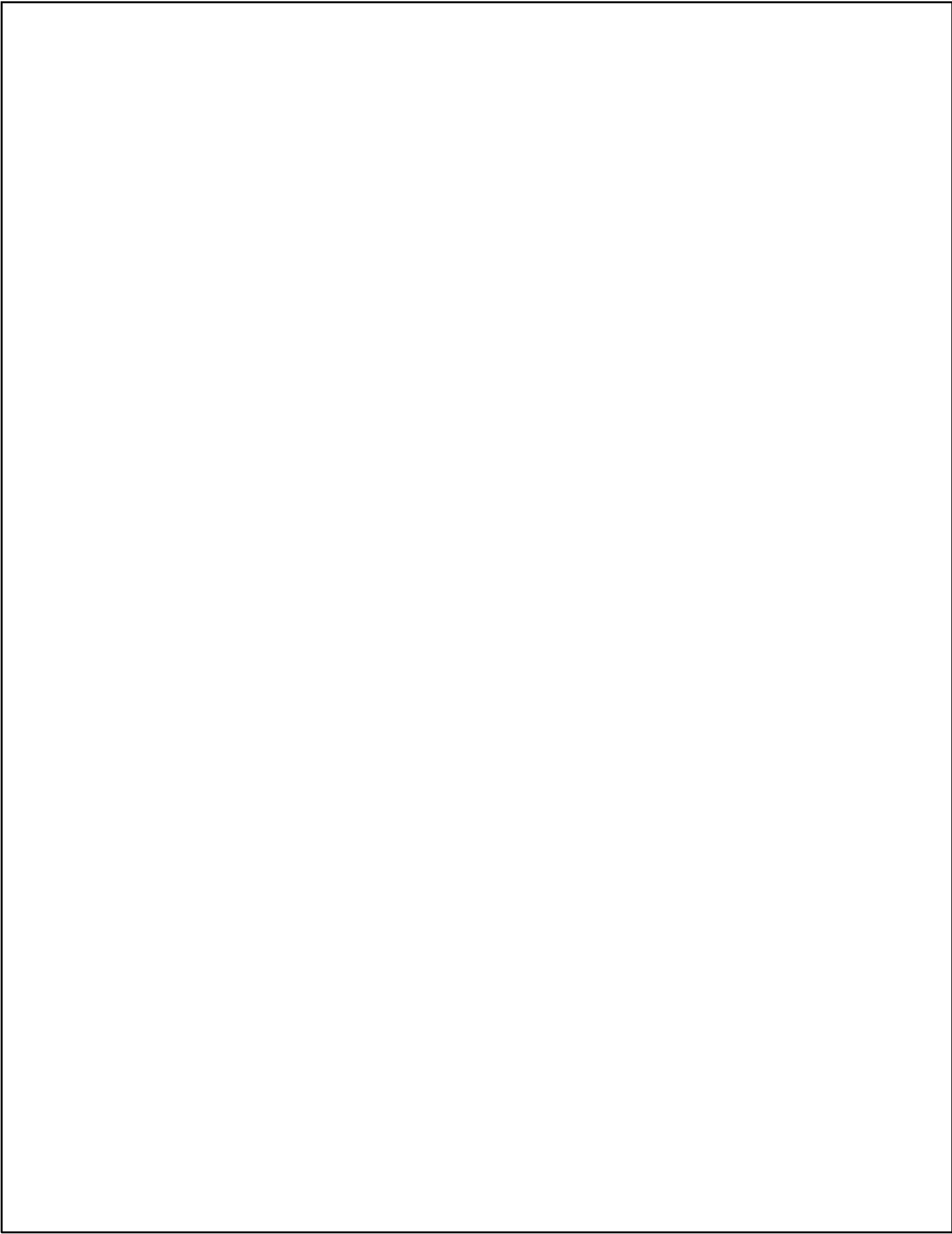
Tablets and Smart Phones

In all aspect of human lives, smart devices and online application are now a fundamental part. Therefore companies and workplaces, equipping workers with smart devices that might increase their efficiency and improve their productivity in businesses to gain an edge in the market.

Smart Phones and Tablets are becoming very important in our social lives as well as in workplaces. The evaluation of phones, which make phones more digital and advanced and the accessibility to the Internet at any time, which makes smartphones even better and effective in the workplace.

Smart Phones offers additional and cutting-edge computing ability and connectivity compared to a basic mobile phone. It connects to the Internet continuously and works on multi-threading technology, which makes it more smarter (pitichat, 2013). Companies consider using smartphone and tablets so they can increase productivity and efficiency at workplace.

Continuous connectivity assure the enhanced productivity, with flexibility to re-distribute tasks to meet individual and workplace priorities. While more connectivity would seem to imply improved organizational commitment. Statistics signifies that 48% of peoples apply their smartphones and tablets to support their work. An Employer who invested in smartphone and tablets will also be benefited by increased engagement of employee (McCormick et al, 2012).



Cloud storage is a data storage that does not have geological boundaries. It can be reached through the Internet anywhere any time. Cloud computing system revolutionizes the workplaces with its increased productivity, flexibility and security. The efficiency of workplaces in the cloud has reached to the whole new level. The cloud computing is a technique of accessing the computing resources from a Supplier, by a customer using digital devices connected to internet (Rajaraman 2014).

Usability

Many cloud storages provides the folders in their computer screens, where employees can easily upload and download the files by just doing drag and drop the files from their local PC/Mac folders.

Bandwidth

Share information more efficiently. Users can send direct web link rather than emailing files to each user, which make the task more easy and accurate.

Accessibility

The user can access the stored file in cloud storage anywhere through the Internet without any geological boundaries.

Disaster recovery

Data is very important for any workplace. To keep data safe and secure workplaces and employers always keep data backed up (Google cloud, 2018).

Cloud data storage is reliable and secure for data backup.

Cost-effective

Workplaces can reduce an annual cost for by storing data online in the clouds. It cost three cents per gigabyte to store data internally.
(bigdata-madesimple.com)

Google Drive

In Google Drive an employee can upload and download data including images, presentation, reports in an online folder without geographical boundaries. As Google accounts can be made for free so employees and workers can have around 15GB of storage completely for free. This allowance is spread across Google Drive, Gmail, and Google Photos.

Google also provide cloud storage Plans including £1.59/mth for 100GB, up to £239.99/mth for 30TB.

Although 1GB can store up to 200 pictures if the picture is 5MB(Google drive 2018)

Microsoft One Drive

Like Google Microsoft also offer free online storage whoever make Hotmail, Live mail or outlook account.

MS One-Drive offers 5GB free storage. Students get 1TB of storage free. £1.99/month cost for 50GB, 1TB is far £5.99/month and 5TB cloud storage is far £7.99/month.

There is no need to download and install any extra software and One Drive will integrate with your computer's file system, with anything saved to One Drive available via File Explorer. The added bonus is that despite being a Windows cloud service; you can very simply use One Drive on both iOS and Android with an equally simple user interface.

Social Networks

Social media is not just about communication it's a platform where users socialize (Miller et, al. 2016).

Social media and marketing

Social media has become an eye of the public. Only Facebook has 500m users and its increasing day by day moreover an average person spends around six hours on Facebook every month. Twenty hours of videos are uploading to YouTube on each minute of 24 hours. This makes social media a best opportunity and the place for the advertising and marketing the products and the services of the companies (shepherd 2011).

People can use social media to contact any business anywhere any time in the world. There is around Fifty Million workplaces are now using Facebook pages and more than 2.5 billion communication take place on these pages every month (chaykowski , 2015).

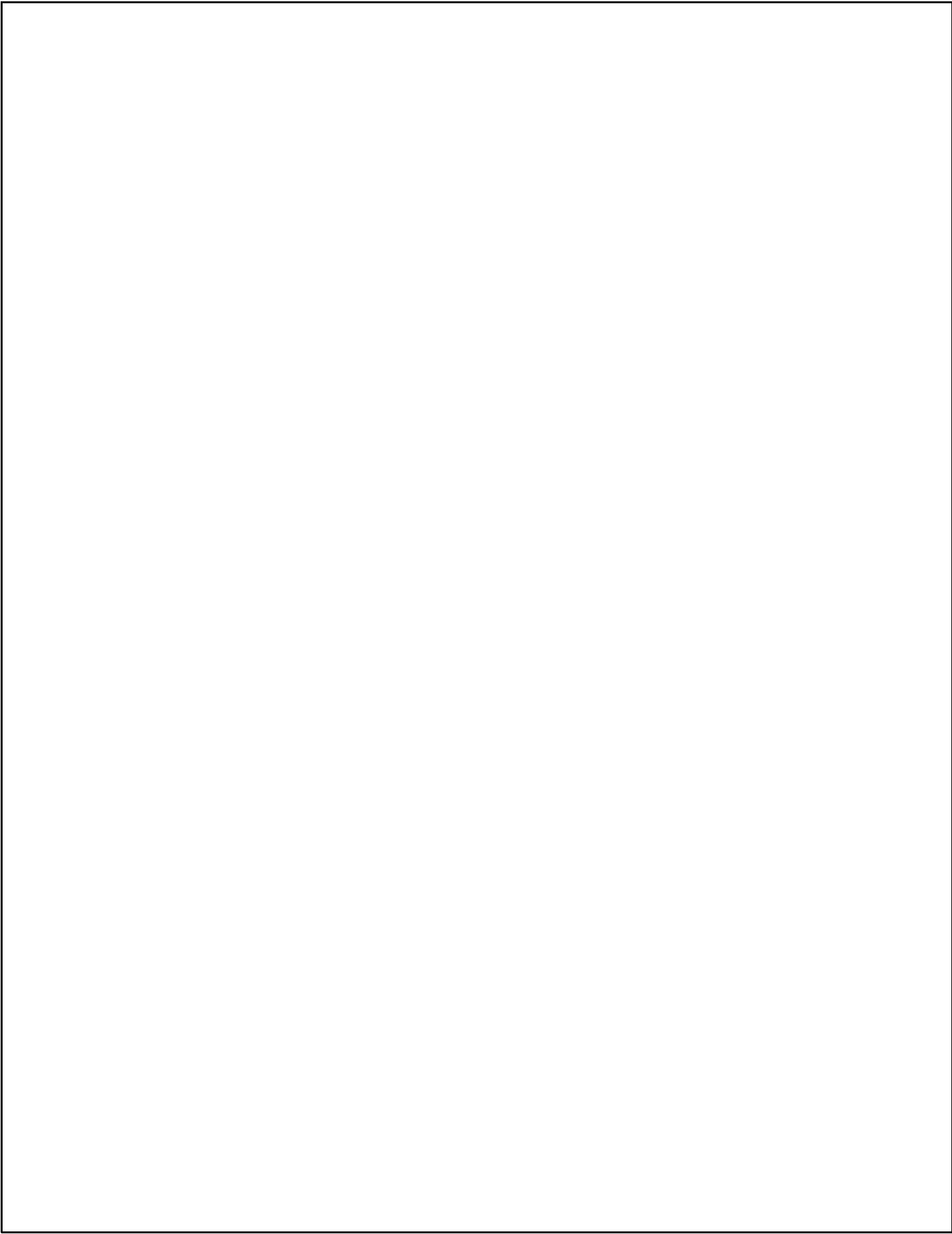
Social Media & Information Gathering

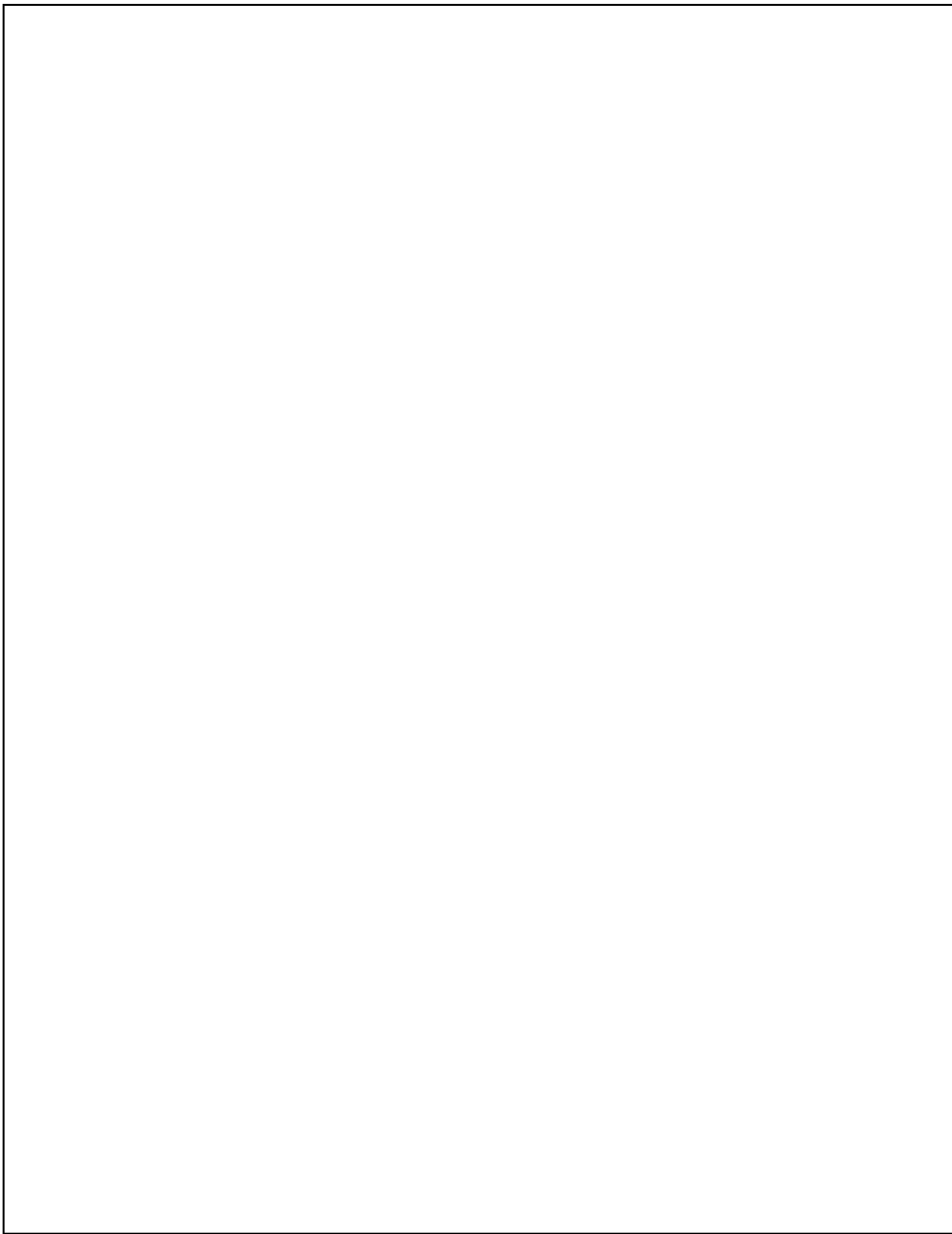
Businesses are getting benefits for using of the social media for their communications as well as it is used to gather information for business to understand the needs of the customer and the trends in the markets. These social media platforms are increasingly used for selling of the products and service for the business. Information gathering may include the reviews by the customers on the products and services, the price check and the comparison of competitor's products. It also provides an opportunity to get the access to the global markets. Business like eBay and Amazon use the information about the customer from social media sites to research the buying trends and customer likeness so they can target the right audience for their sales.

Social media safety and security

Social media is good that it gives an opportunity to post within minutes and available to public but its not good for security purpose. It needs special measurement to secure the information and company data (Maund, Schriek and Tinkler 2017).

Facebook





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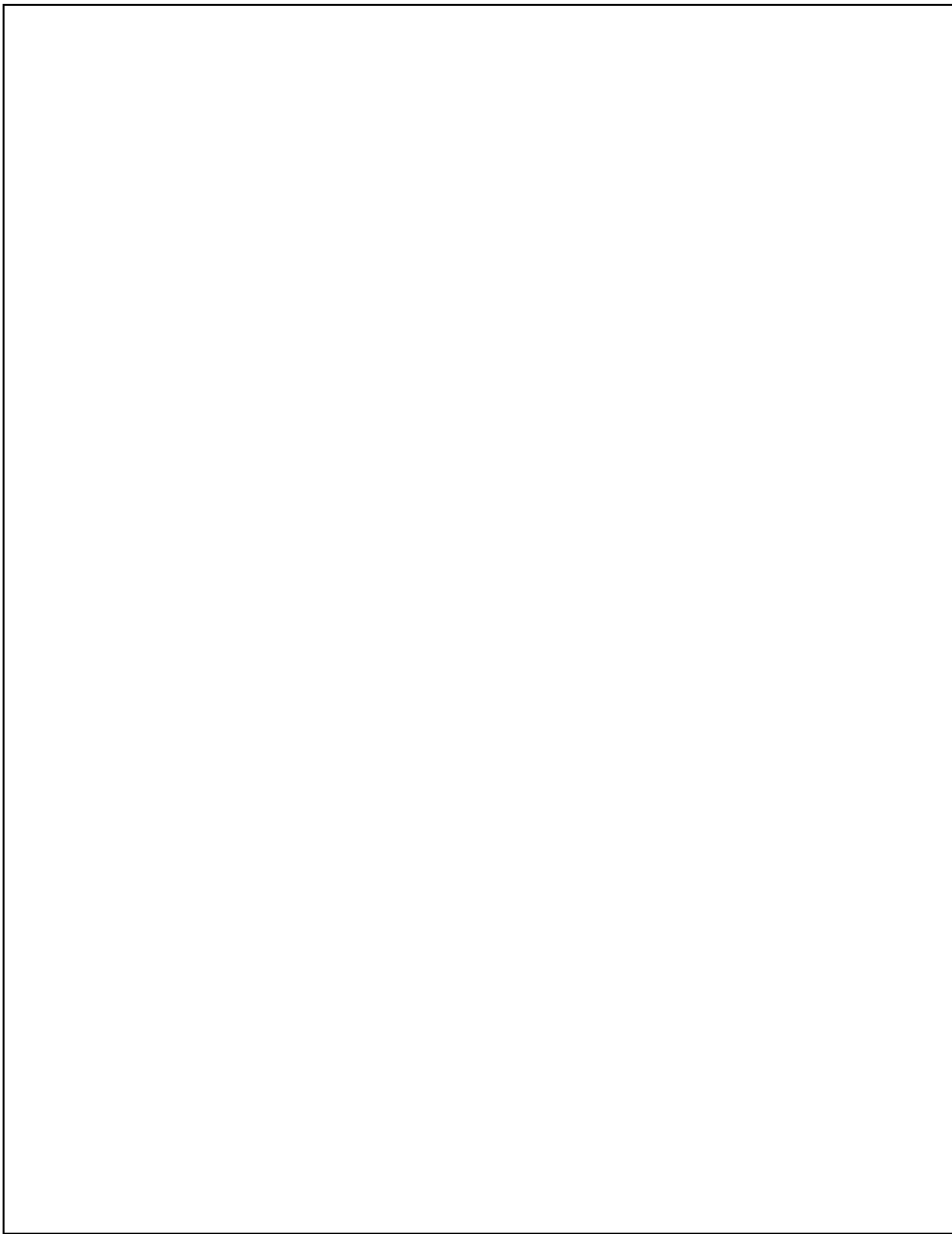
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KOMAL AROOJ

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CRITERION 1(20%)

Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

CRITERION 2 (20%)

Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

CRITERION 3 (20%)

Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence

CRITERION 4 (20%)

Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems

CRITERION 5 (20%)

Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.

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These comments and marks are to give feedback on module work and
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