

STUDENT NAME	DIANA NANTEZA
STUDENT NUMBER	1806519
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LECTURER	BALENDRAN KANDASAMY

INTRODUCTION

The purpose of this report is to explore the importance/ relevance of the modern technology in the workplace or business.

In evaluating the effectiveness of modern technologies, I will be looking into the positives and negatives of these chosen technologies and evaluating the ones that I prefer.

EVALUATING TECHNOLOGIES

What is a smartphone?

A smart phone is a mobile phone that operates like a computer. It has touchscreen interface, internet access and can download apps. The camera on a smart phone is also as clear as a professional camera and can be used to take super clear photos and videos.

Since the smart phone has internet access it is easy to check emails, shop online and even send money or make payments from the smart phone.

The smart phone has become a portable computer in some ways and has made online interaction more accessible.

The first smartphone was IBM's Simon and was presented at the 1992 COMDEX computer trade show. This smartphone was able to keep calendar events, email and fax, it was not limited to the usual making phone calls and sending messages.

One of the most important attributes of a smartphone is the access to an app store, there one can search and download software to run on their phone. An app store gives the user access to games, word processing, note taking, social media and so much more. (Tech Target 2003)

Advantages of Smartphone in Business

The smartphone has revolutionized the way in which we operate in business. More and more people are started business using their smartphone. A smartphone gives 24/7 access to the internet which means that if one has a company based online, they will be able to access their business anytime.

The smartphone has made it very easy to share information and communicate in business, something as simple as checking email has been made easier. Before the smartphone one needed a computer or a laptop to check emails and now you can check emails anywhere you are.

Now that the internet is so accessible there are more people opening businesses online, whether that is a blogger, youtuber, online coach or an online store people are finding new ways of starting businesses using their smartphone.

There are thousands of mobile apps that can help grow businesses, online courses and learning apps can help with knowledge. There is no need to go out to find a course to boost your business knowledge. (Consultant Journal, 2017).

Disadvantages of Having a Smartphone

Smartphones can be costly especially if you want ones that are good quality with a high-resolution camera for business. When having a smartphone there will have to be a data plan maintained in order to have access to internet.

People tend to spend less time interacting outside as smartphones can start to take up a lot of their social time. Research shows that people's use of apps increased to 69% in 2017.

Smartphones can really be distracting, apps such as whatsapp, facebook and instagram will send notifications to the phone that have to be checked. This can be really distracting and can even be rude when in a social environment. When working in an office one can leave but if the business is based online it may be harder to separate work from social life.

Checking the smartphone in the morning can be a clear sign of addiction, this could lead to one being addicted to checking emails, LinkedIn or Facebook. Most people would never realize they are addicted until they have no access to their phone, so it is easier to not be addicted to a physical job but when the business is based online boundaries must be set. Like no checking emails after hours.

These types of phones can also have an unhealthy impact on health. Radiofrequency energy can be absorbed by the tissues in the body and that has been linked to cancer. Lack of sleep is also a common factor as some people may stay up late while looking at their smartphone, this could impact their business negatively as they may be too tired to focus on work.

At times a smartphone may give extra work. E.g If an employee chooses to leave work, a manager may contact them at any time and ask them to do something on the business website. This means that even though one may leave work, work may follow them home.

When running a business using a smartphone data protection is highly important. There are security threats everywhere, hackers are always looking for potential victims. Smartphones are like mini computers, so they are vulnerable to these types of threats and viruses. (Mobile Con 2017)

The iphone 7

- The iphone 7 is waterproof which means that if it drops in water your safe.
- The iphone 7 is the first phone to come with stereo speakers which makes the perfect for a party.
- The iphone 7 headphones come with their own style of adapter that is only suitable for iphones
- The camera on this phone has optical image stabilisation which means that photos come out crisp clear
- Uses Airpods wich are perfect for the gym as they are cordless
- This iphone is the only one that comes in black and jet black
- Face recognition

Samsung Galaxy s9

- 12pm camera at the back and 8mp camera at the front
- The front camera makes animated emoji
- Live translate, this means that if you go abroad and have unreadable signboard you can use the camera to point and translate the words live.
- Charger is adaptable with any smartphone
- Headphones are adaptable with any smartphone

	IPHONE 7 plus	SAMSUNG S9
ICLOUD	YES	NO
COMPATIBLE WITH ANY DEVICE	NO	YES
VIRUS PROTECTION	YES	NO
COMPATIBLE WITH ANY SMART PHONE CHARGER	NO	YES
UPGRADES AVAILABLE	YES	NO
FIND MY PHONE SECTION	YES	NO
WATERPROOF	YES	NO

Final Thoughts

After evaluation of the two I prefer the Samsung because of the following reasons. I like that fact that I can use any smartphone charger when using it as that would be a problem with an iPhone. The iPhone adapter is made only for the iPhones so I feel that limits the ability to charge the phone anywhere.

The Samsung also has a normal traditional headphone which means that any headphones are compatible with it, although the AirPods on the iPhone look great I do think that compatibility wins.

I also prefer the Samsung because the phone does not have to be updated all the time, the iPhones have to be updated at times and that can really disrupt apps and phone memory.

Skype

Skype is an internet software application that uses webcam to connect people through communication globally although it has been banned by countries such as North Korea and China.

Skype is perfect for business and is best used for conference calls, it also has features like a normal phone such as voicemail set up.

Tech giant Microsoft has joined Skype with the aim to help the experience for users more enjoyable.

You cannot use Skype to call an emergency number such as 999, unfortunately even though Skype can be used to call as a mobile phone it is limited in SOS calls.

Whatsapp

Whatsapp is a messaging app that can be downloaded via Android or the App Store, it is used for information sharing globally.

Whatsapp is perfect for sending images, audios and videos. Normally one may have had to pay to send these things via text but now Whatsapp has made that much easier.

The roaming of data while using this app can get expensive so it is advised that one uses Wi-Fi instead.

If someone decides to plan an event Whatsapp makes the experience easier as there is a feature that can add more than one Whatsapp member. These group chats make the sharing of information more convenient.

This may annoy some people but whatsapp does let someone know that you are online, there is an online sign that comes up. Originally there was a last seen sign but that was removed.

There is a notification of two ticks that comes up once the message is delivered, however there is an option to edit privacy settings and remove these features.

	SKYPE	WHATSAPP
OPEN TO HACKERS	YES	NO
VOICENOTES	NO	YES
GROUP CHATS	NO	YES
WHATSAPP STORIES	NO	YES
GOOD CONNECTION	NO	YES
SCREEN SHARE	YES	NO
ACCASABLE IN ANY COUNTRY	NO	NO

Final Thoughts

After evaluation the two I prefer Whatsapp for the following reasons. I have tried Skype for business and my favorite feature is the screenshare. I had a graphics designer that was designing a logo for me and he was able to share his screen so I could see the design live and direct.

Skype is also great when doing a video call, but I don't think it is safe due to hacking scandal a few years ago so for that reason I choose Whatsapp. Whatsapp is great for keeping intouch with family and sharing information instantly. The group chats have also been very useful when planning a business event. I enjoy using Whatsapp for communicating with clients and friends abroad.

Facebook for Business

Facebook has made it so easy for businesses to advertise, gone are the days when people would hand out flyers to advertise their business. Facebook introduced their marketing tools as means for businesses to not only advertise but also focus closely on their target customer.

How Facebook has done this is through ad campaigns using insights. After years of Facebook gathering data from its users it now knows so much about users. When creating these ads one can see information that can help businesses determine the success of their social campaigns. One can use this tool to schedule posts to go live in the future, a

business can promote their event, add an offer or shop option or even post a job application.

Once the target customer is chosen, Facebook will show the amount of people that will see the ad, one can choose how long the ad runs for. The company can see daily the amount of people the ad has reached. Facebook allows businesses to see the demographics, behaviors and contact information of those they are targeting.

Facebook has managed to set up a system where only 40% of the followers see a post that is posted. That means the ad that is boosted would get 100% of the followers attention, if a business boosts their picture or ad they would see more likes and traffic to their business. However, this can be expensive depending on the business budget, businesses all over have been investing in ads like this to boost their social media presence.

Videos have become very effective throughout the last few years due to Youtube, the good thing about the Facebook platform is that one can enter youtube videos on their posts and boost them. Businesses can benefit greatly on doing Facebook live, this can become very interactive for both business and their followers. This feature is perfect for businesses to answer their customers questions or even feature their products live.

Sharing content from other sources can also help boost online presence. Videos such as popular memes, review videos or just videos that are popular amongst followers can boost online presence.

Facebook groups is a good way to gather followers together for conversations, maybe topics they can discuss such as “women empowerment”, depending on the type of business it is. These types of groups can help boost the pages popularity by engaging with the audience and creating conversations that matter to the follower.

With most people on their mobile phone, Facebook has a mobile friendly setup which it automatically changes to once you use a mobile to access the app. This is very good for customers and can help boost engagement.

Facebook has become so advanced that now people may not even need a website, the Facebook page has a shop option that can be added on the page so people can checkout and pay through companies such as Paypal.

A digital map can also be added including opening times for the business, this is good for businesses that have a location. It is important that all these things are followed if a business wants a good Facebook presence.

With all these things exercised the business will have more customers through having more traffic towards their website or business location.

Linked In: <https://uk.linkedin.com/in/diana-nanteza-b75a8958>

Facebook: <https://en-gb.facebook.com/diananantezauk/>

Twitter: <https://twitter.com/teza121>

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