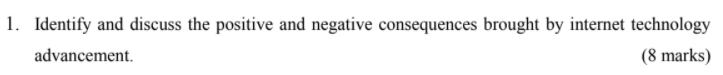
Social and Professional Issues

Tutorial 2



**Positive consequences**

- Ease of data finding : Internet technology allows us to find information online. Internet technology provides up to date and allows access at anywhere and anytime when we want to find any data or information.

- Ease of communication : Internet technology allows us to communicate with people through online and lesser face-to face interaction. We can communicate by sending messages, voice messages, email, image or video conferencing.

- Provide business platform : Internet technology provides business platforms for the businessman to sell their goods or products through online platforms such as Lazada, Shopee and Taobao.

**Negative consequences**

- Copyright infringement : Many material, music and video are available on online platforms and can browse through using internet technology. This leads to many abuse of copyrighted material case happen in market, e.g. music and video and brings a negative impact on the few industries such as music, video and photo.

- Cyber Crime : Some of the criminals used the Internet technology to spread the computer viruses or even hack to steal people's privacy such as personal information, banking details and data.

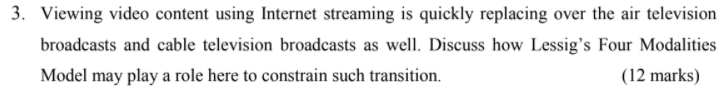
- Inappropriate materials : Some of the people will upload inappropriate or illegal content to the internet technology. This will lead to the incorrect information or fake news that the other people will browse through using Internet Technology.

|  |
| --- |
|  |



|  |  |  |
| --- | --- | --- |
|  | Print Media | Broadcast Media |
| Definition | A form of mass communication that provides news through printed form. (e.g newspapers, magazines) | A form of mass communication that provides new through audio and video content via electronic devices. (e.g radio, television) |
| Updates | Print media gives a whole day’s news the next day. It does not update frequently but periodically unlike broadcast media. Live discussions are also not possible. | News is almost published immediately. It can be updated at any time and important news will be live on time. |
| Communication | Only literate people will be able to understand as the communication from print media is in written form. | Both literate and illiterate people will be able to understand when they see or hear the news as broadcast media provides graphics, video and audio so it can easily communicate with people. |
|  | Reach smaller group of audience as sometimes restricted by location | Reach larger group of audience as not restricted by location |
| Length of information coverage | include more detailed elaborated information coverage of the topics | More on those summarized, brief, concise information coverage of the topics |
|  | Take up space to store printed media (shelf…) | Easier to store information due to digitization which are easily accessible by digital devices. |
|  | Difficult to sort/search information | Easier to sort/search information |

|  |
| --- |
|  |



Laws - It is illegal for consumers to download and view copyrighted video content, different countries or states will have different sets of legal laws to constraints. Eg Copy Right 1987 for Malaysia context.

Social norms - It is unwritten rules about how to behave. They provide us with an expected idea of how to behave in a particular social group or culture. For example, we expect humans to understand that viewing a video using the internet without copyright is illegal then will constraint their behavior on viewing video.

Markets - With the popularity of Internet and more peer-to-peer (P2P) file sharing sites set up nowadays, more people are now using all those digital gadgets like Ipad, PC, desktop, notebook or even their hand-held smartphone to watch the video through Internet streaming form. Video content producers offer some shows only in the web streaming format which may or may not charge viewers for some amount of fees in between. More companies can develop internet shows thereby allowing for more diverse selections for viewers. Eg Astro, Viu TV.

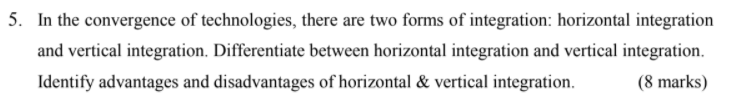
Architecture - Since computer-based technology is getting more popular, the price of the computer has become more affordable compared to earlier generation to their own computer and common use of the Internet, P2P sites and technology. Eg PC, smartphone

|  |
| --- |
|  |



|  |  |
| --- | --- |
| Advantages | Disadvantages |
| **Communication Speeds** - Mobile phones can access to the Internet, and the internet speeds have increased and faster broadband enables the transfer of large amounts of information across the web almost instantaneously, making it possible to stream video and audio in real time, send large data files, and access data from virtually anywhere in the world. Traditional media communication can take much longer. | **Data Security** - It would be very difficult to keep this data safe because just a single tap can mean vast amounts of private information going into the hands of criminals, terrorists, business rivals, foreign adversaries. |
| **Smaller Sized Devices** - The devices can be made much smaller. The phones that we carry around can act as mini-computers, for example, capable of surfing the net, working as calculators, planning journeys, capturing and playing photos, audio, and videos, and having other functions. | **Privacy Concerns** - Everybody has the ability to take photos and video footage on their mobile phone, then post it online. Minor indiscretions can now haunt an individual for life when they're posted on the internet. |
| **Information Storage** - Digitization enables the storage of massive amounts of phones. As well as physical locations, data can also be stored online, enabling it to be accessed from any device which has internet access. | **Social Disconnect** - People prefer to socialize and communicate via mobile phones rather than through real life contact. This can easily lead to a sense of disconnect to real life social. |
| **Entertainment** - Many people get their fun from online social media, or playing games through mobile phones | **Addiction** - Social media, games, messaging, and dating websites can all be addictive. There are many attractive platforms and mobile applications which can be downloaded or accessed through mobile phones. Users end up wasting time and money for low return. |
| Less power to broadcast and receive signals |  |
| Thus smaller in size, longer standby and connection times, wide areas coverage, increasing density of maximum number of connections within same area |  |
| Smaller aerials |  |
| Digital signals can be encrypted easily using public-key encryption protocols à avoid eavesdrop |  |

|  |
| --- |
|  |



-Definition and example of horizontal integration:  
Definition: Business grows by merging with a similar company in their industry.   
Horizontal integration, which reduces the number of players in a similar marketplace or merges two related marketplaces.  
Example: Facebook and Instagram

-Definition and example of vertical integration:  
Definition: Company owns or controls its suppliers, distributors or retail locations to control its value or supply chain.

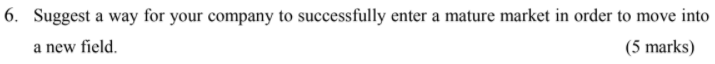
Vertical integration, which reduces the number of steps/processes in the supply demand chain from raw material to eventual consumer

(upstream business vertical integration) Backward Integration: Company expands backward on the production path into manufacturing

(downstream business vertical integration) Forward Integration: Company expands by purchasing and controlling the direct distribution or supply of its products to its customer/consumer.

|  |  |  |
| --- | --- | --- |
|  | Horizontal integration | Vertical integration |
| Advantages | **Reduce Competition -** As the company expands, merging with other companies could lead to reducing competition in the market space. By reducing competition, the company will have larger market share compared to other companies therefore creating a monopoly in the market space. | **Control over Supply Chain -** By controlling their own supply chain the company can avoid supply disruption. The company can resolve the problem better than any external suppliers or distributors. |
| Disadvantages | **Difficult to Maintain or Manage -** Increasing the size of the company also increases the size of the problem, bigger companies are harder to handle. | **High cost** - Higher costs if the company wants to start a new segment or acquire an existing company. A large amount of money is required to buy or start up a factory. |

|  |
| --- |
|  |



**Suggestion: Targeted Marketing**

- Through targeted marketing, there are opportunities for the company to enter a mature market in a new field.

- The company should not aim at the segment of the market with many successful competitors and less market share the company could have.

- Instead, the company should find a segment of the market that can be specifically targeted.

- For example, the company is trying to enter the dairy product market that already has many competitors and customers that are loyal to them. The company should do research and from that, the company can find out that there are customers who are lactose intolerant. If the company targets these sub-groups of customers and provide lactose-free dairy products, the company can be the monopoly of this segment of the market.

- Buy existing company that focus on the same market - meaning to say that you are not required to start new business from scratch.

- Market sector integration -seek to expand profits by moving into other field which are common related by having business cooperation with existing market player (joint venture)

|  |
| --- |
|  |

**Tutorial 3**

7. Discuss two big challenges (issue/uncertainty that raised the required your attention to look into it/tackle) ahead in the emergence (something new and being introduce) and **convergence** (combining/integrating two or technologies to work together) of technologies. (PYQ April 2014/2015)

Give example for each challenge.

* **Technology’s excessive influence.** The emergence and convergence of technology allows an organization acquire the market advantages that others do not have. The fast speed of technology rising causes the situation that whoever has the most advanced technology will be most likely to get more success in the industry. This would cause big problems to those smaller companies who cannot pay huge amounts of money for these advanced technologies. Without these technologies, they would have no chance to fight against these huge companies in this condition which the technologies influence overpowered. For example, a company who had more advanced technology would have lower cost and higher process efficiency. The technologies also play an important role in helping and influencing the decision making of management of the company.

* **Address policies and rules.** Due to the high speed of technology development and improvement, many new things have been produced and many new functions have been developed. To put these new technologies into the company operations, the policy and rule have to be addressed well to avoiding any **copyright strike, law sue** and **privacy leak**. For example, a company has to make a set of rules and regulations before implementing the new technology to make sure the operation keeps in control and no incident would happen as long as the rules are strictly followed.

Additional points:

8. More than 90 percent of personal computers run a version of the Microsoft Windows operating system. In what ways is this situation beneficial to computer users? In what ways does this situation harm computer users?

Microsoft Windows Vs. Linux

-paid source software/commercial s/w Open source software

**Beneficial to computer user**

* Increase efficiency and productivity

- Users can share and access to the latest information quickly because they are using the same platform and server to communicate with each other/make it easier to share resources/material among each other.

* Reduce Operational Cost
* Due to the large number of computer users together on the same version of the operating system, the latest data and information can be acquired for free and purchased at a very reasonable price.
* Support for all hardware
* As windows OS is used by 95% of users so most of the hardware vendors make drivers for windows.

**Harms of having majority users using microsoft windows**

* High price
* Linux OS is open source and is free to use for everyone but Windows OS has a paid license and you cannot use Windows OS legally free. The cost of buying a copy of windows OS is high as well. You also need to buy other Microsoft software e.g. MS Office to do regular office work on the computer.
* High computer resources
* If you are installing windows OS then your computer should have high ram capacity, a lot of hard drive space and a good graphics card. This is because of features that are used in windows. If you want to install graphics software i.e. Photoshop then 16 GB of ram is recommended.
* Technical support
* Windows support is not good for most users. Only some large organizations can get good support from the windows team. Common users have to search for forums to get their problem solved.

-vulnerable to virus attack

E.g majority of those virus/spyware/malware attack aim on windows platform as majority users using windows….