Computing in the workplace

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# Introduction:

Communication technologies (CT) and social media (SM) are used widely within businesses and the workplace, this could be to keep everyone in touch with each other or to set tasks for students and staff. In this report we are going to discuss social media and communication technology techniques and strategies that businesses use. I have completed research over multiple websites to wrap up in a report. I seek to talk about a wide variety of CT and SM and to discuss examples of how organisations use them in the workplace. It’s a known fact that SM and CT has become a part of society and with the current situation with covid, people are wanting to work from home more often with scientific proof that we work more efficiently if we work from home, if possible. So, lets get on with the rest of the report and discuss what I have researched for 3 different organisations that use SM/CT.

# Organisation 1:

EKC group, uses CT (specifically teams) to allow students to access work, get help from teachers and to talk to other students. Staff can use this the same way as students, by talking to each other, getting instructions and information from their superior, set students work or even just having a chat with a student. Students and staff can access Teams through multiple ways, either just opening the app on your phone or pc or going through the website and signing in using a Microsoft account or a business account.

## The impact:

The impact for students and staff is huge as this allows people to complete work more efficiently and get help when needed. It creates a sense of simplicity and if we were to go in lockdown people would use teams to do online lessons, continuing the learning with no interruptions and allowing people to learn.

## Positives and negatives:

Positives: 1 positive could be how students can access work and slides when they want, so if they missed a lesson, they could revisit the slides and catch up quickly. Another positive is, they can communicate with there teachers and other students if they are stuck on something or need help. Another positive would be how students/staff can send useful information through group chats to help everyone when needed, these could be photos of work or things written/drawn on the whiteboard.

Negatives: 1 negative could be how if the college lost internet connection, that would mean nobody would have access to teams which would lead down to a route where more negatives would happen, which would include, loss of work, loss of communication, loss of slides, loss of screenshots and loss of lessons. Another negative would-be people will be too reliable on teams and if say Microsoft had a fault with teams, all the above would happen.

# Organisation 2:

Apple uses SM for a customer service tool. To be specific, twitter, as an immediate communication medium that can provide transparency, it provides the perfect platform for customer service. Apple uses the twitter account “@applesupport” to provide useful tips and tricks or, reroute people to direct messages for more personal or specific fixes to keep confidentiality. Users of apple can ask questions any time, but apple is active from 5am-8pm pacific, whilst also US-central, apple answers questions all around the world. Apple also uses this to post updates about faults or issues that’s impacting everyone isolated or worldwide.

## The Impact:

The impact for users is astronomically large because it allows users from all over the world to receive support when they need, whenever they need. It also provides a platform for apple to focus on support instead of having to manage multiple SM and websites just for support.

## Positives and negatives:

Positives: 1 positive could be how this allows everyone across the world to receive report, meaning if they are in a remote location and don’t have access to travel or any apple stores nearby, they can use twitter to access support for their devices. Another positive could be for the business, this allows apple to hire a selection of people and put them onto support-based jobs, meaning it’s easier to manage roles within the workplace.

Negatives: 1 negative could be how users can get harassed by the staff, whilst this can be an extremely rare case, staff could message the users on their own SM accounts and harass people. This could also happen on the other side. As users are getting extremely angry and stressed that their devices are not working, staff could receive abuse because they simply can’t do anything about it or there trying their best, but the user is simply just not doing what the staff need the user to do. Another negative could be how some issues can’t be fixed online, or the user is not that good at technology so he/she can’t do most of the stuff the staff are asking them to do. Thus, it would be easier to do it in person.

# Organisation 3:

Kent county council (KCC) – Department – Children and Family (fostering)

Emails – Carers can get emails which is sent by either team managers or head of fostering. Also, Carers can get emails by the fostering social workers. Carers also send emails. These emails include reports, send diary notes, or even just send an email to another carer just for a chat. Carers and other people can access these emails through email portals provided by there email provider or by KCC itself.

Virtual Meetings (teams/zoom) – Meetings have taken place during covid 19, some of these meetings remained after the major lockdown, these meetings what include small meetings. People can access meetings by getting access links through emails.

Impact of Emails: The impact on Carers and higher staff would be, without emails, they would have to correspond by post. This would make getting information and sending information, a lot riskier (mail interception) and it would take a lot longer (delivery waits/times).

Impact of Virtual Meetings: The impact on virtual meetings would be, how it’s a lot more convenient than face to face meetings. For instance, if you had a child but you couldn’t leave the house because of this child, it would be a lot more difficult to set up a place for the child and then go to the meeting and get times to pick up the child. Another impact would be how carers can get vital information and policy changes immediately through virtual meetings.

## Positives and negatives:

Positives and negatives of emails: Positives – One positive is how you can get the emails straight away wherever there is an internet connection. Another positive would be how carers can get encrypted emails to protect personal information. They also get information regarding activities for the younger children when they pop up.

Negatives – One negative is how some encrypted emails can only be opened on a laptop which some carers cannot get access to due to financial issues. Another negative could be how if you’re in a remote location with little to no internet access or if you have a power cut, you cannot send emails or report things to other people.

Positives and negatives of Virtual Meetings: Positives – 1 positive could be how its more convenient, as you don’t have to travel, be stuck in traffic, be out of the house for a certain time, you don’t have to worry about being late, and your just in the comfort of your own home

Negatives – 1 negative will be again, if you don’t have internet, you cannot access these meetings. Another issue could be mic quality or background noises, as they can be distracting like nothing before. Another issue could be how people can put virtual backgrounds on which can have issues making people fade in and out, which distracts you to a point you’re not looking at the meeting or listening but looking at the person who is using the faulty background.