CA 115-Digitial Innovation Management & Enterprise.

In the first lecture of the week we were introduced to the ADAPT centre. ADAPT is a dynamic research centre with a focus on digital innovation. ADAPT believes that digital innovation is the key to “create a more productive and collaborated world”. From the information in the lecture I believe that accessibility on a global scale is where they put most of their concentration on. As seen in the lecture the “Brazilator” project is a prime example of accessibility on a global scale. The goal of this project was to allow people of different languages to communicate during the world cup. In conclusion, I found that ADAPT is an interesting and important research group in our society, but I felt we weren’t present with enough relevant information on their work. The information that was presented seemed vague and at times was hard to follow.