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| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Social Group** | Technologies Used | Advantages | Disadvantages | Possible Unexplored Opportunities | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | Friends | WhatsApp, Instagram, Snapchat, Facebook, SMS, Phone Calls | Instant communication, media sharing, group chats, global connectivity | Distraction, lack of privacy, potential for miscommunication, constant availability | Utilizing AI to filter important messages, custom notifications for specific friends, enhancing privacy controls | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Family** | WhatsApp, Phone Calls, SMS, Facebook Messenger | Direct and personal, familiar with technology, video calls | Generational tech gaps, limited use of advanced features, expectations of constant availability | Introducing family-only apps with simplified interfaces, shared calendars, and reminders | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Lecturers** | E-mail, Learning Management Systems (LMS), Zoom, WhatsApp | Professional communication, formal records, organized learning materials | Delayed responses, formality, potential for overlooked messages | Integration of AI-driven response systems, enhanced real-time interaction platforms | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Peers at College** | WhatsApp, Telegram, Discord, LMS, social media | Easy coordination, instant sharing of notes, large group management | Distraction, privacy concerns, risk of misinformation, platform fatigue | Collaborative project management tools, integrated study platforms, enhanced peer review systems | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Work Colleagues** | E-mail, Slack, Microsoft Teams, LinkedIn, Zoom | Professional, organized communication, integration with work tools | Overload of messages, lack of personal touch, misinterpretation of tone | AI-based prioritization of tasks, sentiment analysis tools for better communication tone, team-building integrations | |