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Online Banking: The Account that You Can’t Count On

“Do you have Zelle or Venmo?”. This is a common phrase said when you need to transfer money to another person or make payments. Zelle and Venmo are some services that allows people to digitally transfer money to a third party. These services are some examples of online banking.

During the past decades, people began to switch from analog banking to digital banking, also known as online banking or mobile banking. Automation has changed the way people bank. Automation was made possible due to the technological advances occurring in today’s society. Today, people can access their banking accounts through their computers or smartphones. Prior to the automated banking services, people had to physically go to banks and interact with bank tellers if they wanted to access their account or money. It has made online banking more efficient than traditional analog banking. Automation technology is causing us to separate from one another.

Personally, I can relate to this because I have Bank of America. They have a mobile application on smartphones to provides easy access to your bank accounts. On the application, you could pay your bills, open accounts, transfer money and can do many more functions. Their mobile application and website make banking more efficient now due to the technological advances. You don’t have to go to banks to perform tasks that were mentioned above.

Bank of America is not the only bank that provides online banking. Many banks are starting to incorporate online banking into their services. Lars Hamberg is the Co-founder and CEO of Gavagai. Gavagai is a Swedish company that specializes with world-leading research in artificial intelligence. In 2017, Lars Hamberg published an article talking about automation in banking. He explained why banks were becoming digital. In his article, he focused on how artificial intelligence was changing the way how people were banking. Unlike traditional banking, bank tellers and callers are being replaced with robots. These robots are programmed to perform tasks that a human bank teller would do. Banks started to incorporate these robots because it lowered their cost of operations and the robots are more efficient than humans. They were able to make more profit.

This idea of mobile banking would support Turkle’s argument on how technology is separating us from one another. In this situation, online banking has taken over the roles of humans. Jobs are being taken away by robots. For example, when a customer calls a bank regarding their account, they are most likely talking to a robot. In the past, customers would have to wait on the line for the next available bank representative. Bank tellers are also affected by the automation in banking. Customers are not going to banks as much due to the fact that online banking is more efficient and reliable. Now, customers can skip the long lines and deposited their checks through their smartphones wherever they want. We, humans, are starting to interact less with each other because of the automation in banking. We are interacting more with machines and robots to perform tasks that were done by humans before. We are also able to virtual send money without physically interacting with the other party.

In 2004, four authors conducted a research on how online banking has changed over the years. The four authors of the article “Consumer Acceptance of Online Banking: An Extension of the Technology Acceptance Model” who collaboratively worked on it were Tero Pikkarainen, Kari Pikkarainen, Heikki Karjaluoto, and Seppo Pahnila. Tero and Kari were both researchers in the Department of Information Processing Science. Heikki was a professor in the Department of Marketing and Seppo was a lecturer in the Department of Information Processing Science. All four of the authors worked at the University of Oulu, Oulu, Finland.

In their article, they studied the acceptance of online banking. In the study, they found that the acceptance of online banking has increased dramatically over the years. The two main reasons why online banking were successful because they saved banks a lot of money and saved time for their customers. Saving time and money were the main contributors to why online banking was popular. Banks were able to save money because they do not need as many bank tellers. Online banking saved valuable time for the consumers because the consumers did not have to physically go to banks because of the online services.

These points supports Turkle’s views because this innovative technology separates us from one another. The technology has the capabilities to let us do all our banking just at the palm of our hands. If you needed to deposit a check, open an account, or transfer money, you would be able to do it without actually going to the bank and interacting with a clerk or bank teller. Typically, you would be charged a fee when you consult with a bank teller. Now, we are relying on machines, equipped with artificial intelligence, to operates tasks for us. These machines and robots are reliable because of the powerful technology we have today. These technologies are also cheaper and more effective than human labor.

While on the other side, online banking is not the best choice for some customers. These customers would preferably choose brick-and-mortar banking over mobile banking. At the University of Bergen, Norway, a professor and the PhD students conducted a study on the security of online banking. The professor was Kjell J. Hole and the two PhD students were Vebjgrn Moen and Thomas Tjostheim.

In their article “Case study: online banking security”, they focused on the safety of online banking. Customers are putting themselves at risk when they are using mobile banking. When using mobile banking, customers are putting their personal information at risk with hackers. The authors mentioned how hackers are able to target internet bank and the process of attacking the internet bank. The authors talked about how security for online banking was very weak and why we need to develop stronger protection for our personal information.

Those who are against online banking would favor the old traditional ways of banking. They prefer face to face interactions at the bank. In this situation, online banking technology is bringing us together. Customers like to build a relationship with their banks and banks like to have customers who genuinely have loyalty for them. They seem that have more trust with humans than these advanced machines and robots.

As online banking continues to grow exponentially, we will continue to isolate from one another. Society will not be interacting with each other as much as they did before online banking. They will start to rely on machines that are programmed with artificial intelligence. Turkle was able to predict the effects of technology.

Works Cited

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