Week#7 Q1:

Chapter 14 – From the week's chapter reading, we learn from the authors that, the use of mobile devices in our society today has indeed become ubiquitous. In addition, CTIA asserted that over 326 million mobile devices were in use within The United States as of December 2012 – an estimated growth of more than 100 percent penetration rate with users carrying more than one device with notable continues growth. From this research, it’s evident that mobile computing has vastly accelerated in popularity over the last decade due to several factors noted by the authors in our chapter reading.

Q1: In consideration with this revelation, identify and name these factors, and provide a brief discussion about them?

A)

A mobile device is a computing device small enough to hold and operate in the hand. Typically, any handheld computer device will have an LCD or OLED flat screen interface, providing a touchscreen interface with digital buttons and keyboard or physical buttons along with a physical keyboard. Many such devices can connect to the Internet and interconnect with other devices such as car entertainment systems or headsets via Wi-Fi, Bluetooth, cellular networks or near field communication (NFC). Integrated cameras, digital media players, the ability to place and receive telephone calls, video games, and Global Positioning System (GPS) capabilities are common. Power is typically provided by a lithium battery. Mobile devices may run mobile operating systems that allow third-party apps specialized for said capabilities to be installed and run.

Early smartphones were joined in the late 2000s by larger, but otherwise essentially the same, tablets. Input and output is now usually via a touch-screen interface. Phones/tablets and personal digital assistants may provide much of the functionality of a laptop/desktop computer but more conveniently, in addition to exclusive features. Enterprise digital assistants can provide additional business functionality such as integrated data capture via barcode, RFID and smart card readers. By 2010, mobile devices often contained sensors such as accelerometers, magnetometers and gyroscopes, allowing detection of orientation and motion.

Our main goals in conducting this research were to:

• Provide the mobile marketing ecosystem with its first objective and comprehensive picture of its own size and contribution to US economic performance;

• Provide business decision-makers with data that can help them gauge overall trends in mobile marketing communications investment, sales impacts and employee resourcing in their industries;

• Take a snapshot of the industry’s current consumer data collection and privacy policy landscape so as facilitate forecasting of economic impacts and provide policy makers with a baseline from which to gauge the economic consequences of potential legislative changes.

References:

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Week#7-Q2:

Chapter 15 – According to Crocker and Smallwood, cloud computing represents one of the most significant paradigms shifts in information technology (IT) history, due to an extension of sharing an application-hosting provider that has been around for many years, and was common in highly regulated vertical industries like banks and health care institutions. The author’s knowledge from their research continue to assert that, the impetus behind cloud computing lies on the idea that it provides economies of scale by spreading costs across many client organizations and pooling computing resources while matching client computing needs to consumption in a flexible, real-time version.

Q2: Even with this great news about the benefits of the cloud computing applications, the authors have warned the business user community regarding the dangers associated with cloud computing applications. Please identify and name these grave dangers/risks that pose as concerns, and briefly support your discussion.

A) Cloud computing is most certainly revolutionizing the way small-medium businesses and companies in general, use IT. Cloud computing has in fact allowed businesses to access high-end technology and information at an affordable cost. In most cases are able to access new technology and more resources without the premium price it would have cost in the past. Cloud computing is the right choice for many of that are okay with outsourcing and comfortable with using another party's facilities to store their data, software and devices. Providers are paid a subscription cost and offer a pool of services including updates, IT assistance and training, if needed.

The most common risks businesses face with cloud computing, along with some considerations for addressing these concerns.

1. The impact on a business return on investment (ROI)

Migration to the cloud might sound like the most cost effective option, but businesses should carefully compare the costs of owning software and equipment with the cost of "leasing" IT technologies. Parameters like speed, security, usage, quality of service, scalability and support must be considered.

2. Compatibility

Migration to the cloud might pose problems of compatibility with an existing IT infrastructure, or with a company security requirements and organizational policies. Pre-planning is once again crucial in considering all these aspects prior to committing to the change.

3. Trust

Not all providers are equal. Services through cloud computing may be interrupted by unforeseen events. Outages from a service provider, for example, can happen. Since providers are unable to guarantee no service disruptions will occur, data may not be available 24/7.In a disaster situation, communications may be slow or shut down for a period of time. Once again, a careful assessment of the cloud service provider is paramount. Businesses need to consider the risks associated with trusting all their operations to an external party and what would happen in case of default and interruption of service. What guarantees the cloud service provider offers if disaster strikes is what a business needs to consider.

4. Confidentiality

Probably the main concern, confidentiality is often mentioned as the reason for not embracing cloud computing. If a company's operations require the handling of sensitive data, the protection of these data becomes a priority and a concern. A business might not feel confident in sharing with an external party their vital information. Responsibility for a data leak could be hard to assign when data are handled and transmitted between two parties.

5. Compliance:

There are risks involving non-compliance with existing policies and contractual obligations related to the handled data or the business operations. The legal implication of using an external IT provider should be carefully reviewed.

6. Security:

Not just confidentiality, but the entire structure should be evaluated. Where's your data going to be stored? Who will have access to the information? What security measures and protection does the cloud provider offer? Is all information (even when non-sensitive) transmitted in unsecured plaintext or is it encrypted at all times and in order to reduce the risks of unmanaged cloud usage, companies first need visibility into the cloud services in use by their employees. They need to understand what data is being uploaded to which cloud services and by whom. With this information, IT teams can begin to enforce corporate data security, compliance, and governance policies to protect corporate data in the cloud.

7. Lack of control over performance:

There is always the risk that the system quality may be inadequate or that a cloud service provider is unable to provide quality services at all times. It should be clear what guarantees the provider can offer in terms of systems performance and, especially, how prompt is its corrective action in case of a disruption of service.

References:

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