

Critical Thinking Questions

1. What do you think digital media will be like in 25 years?

- Digital media is a great and effective way on sharing vast information to the vast number of people. As technology evolves it is same also with the digital media. Accessing to the things or information that people want to know is just easy as one click. In the next 25 years or in future, I think it would be the rise of “digital domination” where it is a new generation that old ways will now be completely replaced by the use of digital media. And it is gradually happening, look at our surroundings, with our electronics we can now get food at ease by online delivery, getting a transportation by booking it through online and within a few minutes you now have service, especially during the times of pandemic where digital media is greatly dominated the world as people during that time required to stay home and we got very dependent on the use of digital media. Just think on how our cellphones, those little electronics can do different things it made our lives easier and what about more on the next future of digital, we do not know what these things will do to people. The future of digital media will change as new tools arise, customers express new demands, and technology quality and accessibility increase.

2. Imagine that you are a digital media professional working on a team of a dozen people to create a social media marketing campaign. Which technology would you choose to use to communicate with your team? Why would you choose it?

- I will use the internet to conduct online meetings with the use of different applications to communicate with. Internet is highly accessible to everyone, and you can connect with people in just a click with the use of it. Online meetings are very common nowadays as a way of communicating with people especially in school and offices. I will choose this type of approach to communicate with my team as this is a fast and effective way of brainstorming and can be done any time of the day. The only thing is that people need a strong internet connection in order to not be interrupted during the session and to have a clear communication. But if we have the chance to meet physically, I will choose the person-to-person communication instead of this virtual communication.

3. Imagine that you were looking to hire a digital media professional. What would you look for in their resume?

- Of course, I will pick a person who knows what he is doing and have a strong knowledge and experiences about the job. I will look quickly on their projects or past works so I can determine if that person will fit the job but if there is none, that person is automatically rejected. And also, soft skills are very important to me not just the tech skills, skills such being good in communication, willing to commit to job, and open for new learnings. Soft skills are highly required when being on this position as the target of this job is the people. And being a professional in digital media, I need a person who is flexible and can adapt quickly and knows how to read current trend of the world.

4. It can be difficult to convince people that it is worth the effort to protect their digital privacy. What would be the most effective way to convince people how important this is?

- By giving them example, a real-life situation example. I can tell them what my experiences about protecting our digital privacy as I am already a victim of it, not a serious one but it is alarming. Before being a victim, I am not worried about my privacy online because I always thought that there is no such important information that these cyberhackers can steal to me not until I experienced it. One night I received an email, a suspicious email and when I opened it, the email contains a message saying my computer was hack and they all have my files, and the shocking thing is they have my password for that account. So, I immediately thought of the solution and found out that was just a fraud and used to scare people and make them panicked so that they will send money to the hackers. And after that I changed all my passwords for my accounts especially social media accounts and realized that it is important to keep yourself safe online. By telling this experience, people can also value their privacy online and hopefully they will do actions before it is too late. Remember when we live online, we are not safe anymore, no matter how impenetrable your digital privacy is, "hackers" will do everything if they want to steal something.

5. You have a technical interview for a new position in digital media. One of the questions you are asked is this: "A client asks your advice as to whether their promotional video should be fixed or streaming and confesses that they aren't entirely clear on the difference between the two. What would you advise them and why?" How would you respond to this question?

- I think in this context it is about the quality of their video whether it is fixed or streaming in terms of bitrate. Both has its own best use depending on the implementation of it and where it will be used. When client want the highest possible quality possible in a controlled environment or in a smaller media storage, such as physical media, fixed is a good solution. Streaming is the best solution for online streaming, so the client can provide the best user experience based on the end user internet bandwidth but when the internet connection is slow or completely down it will greatly affect the quality of the video. So, I would suggest using fixed bitrate when their promotional video is going to be post on specific platforms and use streaming bitrate when there is an on-demand video.