**Critical Thinking Questions**

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

The emergence and development of digital media nowadays have been advancing at a very rapid pace as we constantly find new ways on how we communicate and interact with other people. The introduction of the internet has forever changed and shaped various methods of communication, and it continues to become an integral part of our lives in general. With that said, I think that in the next 25 years, digital media will keep growing and developing through different types of platforms and networks in terms of news and information, as well as entertainment and business opportunities. More technological improvements and innovations will be established such as Artificial Intelligence, robotics, as well as Virtual Reality and Augmented Reality. As a result, the traditional ways of communication will continue to shift into more advanced and modern methods. Digital and online business operations and opportunities such as e-commerce will continue to thrive; the consumption of digital entertainment will be more immersive than ever with VR and AR becoming more accessible to a wide number of consumers, and lastly, the ways of communicating and interacting with family and friends will only become more seamless with the advancement of various social media platforms.

1. 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?

In a professional setting, a means to communicate is almost always required especially when it comes to collaborations and exchanging or sharing of ideas. Fortunately, with the help of digital media, we can utilize various technologies for us to communicate with colleagues in the work environment. Personally, I would choose virtual conferencing platforms such as Zoom, considering that we are not currently in a person-to-person setting. These virtual conferencing platforms are helpful in establishing communication with my team as it can save time and resources by meeting online instead of having to travel to a certain meeting place, at the same time increasing productivity and efficiency and promotes overall collaborative work to achieve our goal of creating a social media marketing campaign.

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

In general, digital media specialists are the professionals who are capable of utilizing various forms of digital media in order to produce digital materials which are used to gain potential new clients and keep the current ones interested across a variety of platforms. If I were to hire a digital media professional, I would look for someone who possesses the required skills and adequate experience when it comes to handling tasks and responsibilities as a digital media professional. These skills include having strong communication skills, good problem-solving skills, proficiency in media editing software and programs such as Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects and Vegas Pro, having good knowledge in visual communication principles, web design, and proficiency in content management systems. In addition to that, data analytic expertise, outstanding writing and narrative skills, and familiarity with important trends are also among the capabilities I would look for in an aspiring digital media professional’s resume. Lastly, they must understand how each platform functions differently in order to choose the one that will be best for a company's needs in order to develop effective digital media strategies.

1. 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?

As we know, the internet has been a part of our daily lives. When we use the internet, we are most likely required to enter various types of information. Creating a Facebook account, for example, requires a user to provide their name, email, contact number, etc. When conducting financial transactions through the internet or even online shopping, we tend to provide credit card information. These kinds of personal data and information are very important and are also subject to being compromised. Therefore, these information must be protected from any means of unauthorized access especially nowadays that most of the websites and apps that we use are collecting our data, and we do not even know whether our data are safe or not. Furthermore, cases of cyber-attacks and identity theft have been prevalent and are still increasing over the years. These are serious matters that could potentially bring devastating consequences, hence why we need to be aware of the risks and be knowledgeable of the steps we can do in order to protect our digital privacy.

1. 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?

Streaming media and fixed digital media are the two methods that are often used for viewing or accessing a file, particularly in audio or video format. If a client asks me for advice on which method to use, I will explain to them first the difference between the two. When we talk about fixed digital media, this involves the process of accessing a file from a server, then downloading it into one’s device or computer for it to be viewed by the user. This method is no longer commonly used anymore because of the introduction of streaming media. Streaming media on the other hand, utilizes cloud computing, which allows for faster and more efficient viewing and streaming of even large audio/video files over the internet. Based on the differences between the two, I would recommend using a streaming platform for my client’s promotional video since streaming media will allow an instant viewing experience on the go without the need to download the file, providing the audience with better accessibility while saving time and device storage.

**UNIT 1: LAB**

Diagram

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