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EMTECH FINAL EXAM ANSWER SHEET

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Question 1

TV broadcasting companies may encounter some pitfalls when developing emerging technologies. The main forms of traps that make the company's internal emerging technology research and development at a disadvantage can be divided into the following four aspects:

1. Delayed participation

Traditional TV broadcasting companies may choose to wait and see not to participate when facing emerging technologies. For example, this may be related to the mental model or cognitive impairment of TV broadcasting company managers on emerging technologies. Cognitive barriers to emerging technologies may cause company managers to miss opportunities to become first movers. Let TV broadcasting delay its participation in the development and promotion of emerging technologies.

2. Sticking with the familiar

Traditional TV broadcasting companies may be more willing to choose a service form that people are familiar with when faced with a choice between the service form they are familiar with and the advanced service form brought about by emerging technologies. For example, when TV broadcasting companies investing in Emerging technologies R&D, the success and benefits of the product that most people are familiar with can be more accurately estimated. It is also easier to propose solutions when facing problems. However, people will lack imagination for the future of emerging technologies, and their assessment of the market value may also be inaccurate. TV broadcasting companies will also lack the skills, experience and ability to deal with the problems brought about by emerging technologies. Therefore, the future potential of