

Technology Reflection

While earning my Communications with a marketing concentration degree at Chaminade University, I took a marketing research course as an elective. Since then, market research has always piqued my interest. Understanding consumer behavior guides marketers to generate the most effective messaging. Collecting the data and knowing how to analyze the information is the core of understanding market research

Earning some type of further education in data science will allow me more flexibility for employment in the workforce. While my work experience shows I'm well versed in an office setting and hold a degree in communication and marketing, my resume lacks my interests and skills working with anything science or data related. Since I'm interested in working in market research or merchandise buying, I'm hoping having some background in data science will launch me in those specific fields.

Continuing my education in data science demonstrates how society drives technology. Technology is ever growing and will continue to thrive. As a millennial, I'm grouped as a digital native. "Digital natives are generally identified as the millennial generation and the generations that come after; ... Millennials and following generations have spent nearly their entire lives surrounded by computers, digital devices and the world of social media." (What Is Digital Native?, n.d.) When generations are in its' prime youth, they prefer to stay in contact with their peers. For example, in the 90s teens had shopping mall to congregate. The 2000s brought the internet and the infancy of social media, leading into the 2010s with the rapid growth social media through the smart phone applications. This shows how there was a need for a quicker more instant form of staying connected with peers.

