

Technical & Business Writing



ASSIGNMENT # 01

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Session 2020-2024

Research the current state of IoT innovation to identify one way in which the technology has the potential to change business communication practices, such as automated report writing or conversational bots that mimic human speech or writing. Do you agree with the predictions the experts make? Why or why not?

Ans:

The Internet of Things offers many opportunities to grow the economy and improve quality of life. Just as the public sector was instrumental in enabling the development and deployment of the Internet, it must play a similar role to ensure the success of the Internet of Things. Therefore, national governments should create comprehensive national strategies for the Internet of Things to ensure that the technology develops cohesively and rapidly, that consumers and businesses do not face barriers to adoption, and that both the private and public sector take full advantage of the coming wave of smart devices.

Brand24 is a social media monitoring and online reputation management tool. It's designed to help businesses track mentions of their brand, products, and keywords across various social media platforms, news sites, blogs, forums, and other online sources.

The main functions and features of Brand24 include:

1. Social Media Monitoring: The tool monitors various social media platforms (such as Twitter, Facebook, Instagram, YouTube, etc.) and other online sources to identify mentions of specific keywords, hashtags, or brand names. This helps businesses stay up-to-date with conversations and discussions related to their brand.

2. Mention Tracking: Brand24 provides real-time tracking of mentions and discussions related to your brand. This can help businesses quickly respond to customer inquiries, comments, and concerns.

3. Sentiment Analysis: The tool can analyze the sentiment of mentions, categorizing them as positive, negative, or neutral. This provides insights into how people are talking about your brand online.

4. Competitor Analysis: Brand24 can also be used to monitor competitors, track their online mentions, and analyze their online reputation.

5. Influencer Identification: The tool can help identify influential individuals who are mentioning your brand or related keywords. This is useful for influencer marketing strategies.

6. Data and Analytics: Brand24 offers various analytics and reporting features that allow businesses to gain insights into trends, reach, engagement, and overall sentiment regarding their brand.

7. Crisis Management: By tracking mentions in real time, businesses can identify and address potential PR crises or negative situations promptly.

8. Custom Alerts: Brand24 allows users to set up custom alerts based on specific keywords or criteria, ensuring that they're notified whenever relevant mentions occur.

9. Collaboration: The tool often provides collaboration features, allowing teams to work together on monitoring and responding to mentions.

Keep in mind that features and offerings of online tools can evolve over time, so it's a good idea to visit the official Brand24 website or contact their customer support for the most up-to-date information about their services and capabilities.

Here's how the report generation process might work with Brand24 :

Brand24 typically provides the ability to generate reports in various formats, including PDF, Email report , infographic and Excel. Generating reports is an essential feature for businesses and individuals using social media monitoring tools like Brand24, as it allows them to present insights, trends, and data to stakeholders, clients, or internal teams.

1. Data Collection: Brand24 continuously collects data from various online sources, including social media platforms, news sites, blogs, and forums, based on the keywords and criteria you've specified.

2. Analysis and Insights: The tool then analyzes the collected data to provide insights such as sentiment analysis, reach, engagement, and more. It compiles these insights into a format that's easy to understand and present.

3. Customization: Brand24 often allows users to customize the content and appearance of their reports. This customization might include selecting specific metrics to include, choosing the time period for the data, and adding branding elements like logos or colors.

4. Report Formats: Once the customization is done, users can typically choose from various report formats, including PDF ,Email report , infographic and Excel. These formats are commonly used for sharing and presenting data to others.

5. Generating Reports: After setting up the report parameters and preferences, users can generate the report with the click of a button. The tool compiles the selected data, analyzes it AI , and formats it into the chosen report format.

6. Sharing and Exporting: Once the report is generated, users can download it in the selected format (e.g., PDF, Excel , Email report , infographic). They can then share the report with colleagues, clients, or other stakeholders.

It's important to note that the specific features and options available for report generation might vary based on updates and changes that Brand24 has made since my last update. To get the most accurate and up-to-date information about their report generation capabilities, I recommend visiting the official Brand24 website or contacting their support team directly.

Choose the reporting content:

Choose report content

Include data ?

Restore to default

Summary of mentions

Volume of mentions graph

Non social reach graph

Numerical summary

Most popular mentions

Most active public profiles

Most active sites

Trending hashtags

Quotes

Volume of mentions per category

Context of discussion

Recent mentions

Top public profiles

Most influential sites

Generate report

PDF report

Generate PDF report

Include only the most relevant data

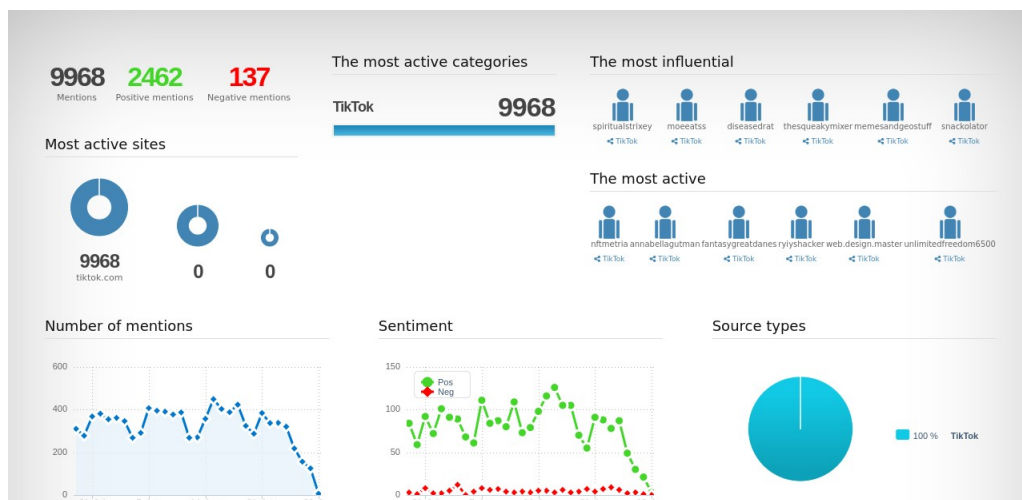
Generate reports about tagged mentions

Generate reports about filtered mentions

Add logos & pick the accent color to match your branding

Watch the video tutorial & create your report

The infographic report example :



Do you agree with the predictions the experts make? Why or why not?

Reasons to Agree:

- 1. Expertise:** Experts often have in-depth knowledge, experience, and access to data in their respective fields, which can make their predictions more informed and credible.
- 2. Research:** Experts base their predictions on thorough research, analysis of trends, and understanding of the underlying factors that can influence outcomes.
- 3. Past Accuracy:** If an expert has a history of making accurate predictions, people might be more inclined to agree with their current predictions.
- 4. Logical Reasoning:** If an expert's predictions are backed by logical reasoning, sound methodologies, and evidence-based analysis, people may find their predictions convincing.
- 5. Trustworthiness:** Experts who are recognized, respected, and unbiased are more likely to have their predictions taken seriously.

Reasons to Disagree:

- 1. Uncertainty:** Predictions inherently involve uncertainty, and experts can't foresee every possible variable or event that might impact the outcome.
- 2. Differing Opinions:** Experts in the same field can hold differing opinions based on their interpretations of data or their underlying assumptions.
- 3. Changing Circumstances:** Predictions might not account for sudden changes in circumstances or new developments that emerge after the prediction is made.
- 4. Biases and Blind Spots:** Experts can be influenced by their own biases or blind spots, which might affect the accuracy of their predictions.
- 5. Complexity:** Predictions for complex systems, like global economics or societal trends, can be challenging due to the multitude of interacting factors.
- 6. Unforeseen Events:** Unpredictable events, such as natural disasters or geopolitical shifts, can disrupt predictions regardless of their accuracy.
- 7. Overreliance on Past Performance:** Relying solely on an expert's past accuracy might lead to ignoring emerging perspectives or new voices.

In summary, people's agreement or disagreement with expert predictions depends on various factors, including the expert's credibility, the strength of their analysis, the context of the prediction, and individual assessments of the situation. Critical thinking, considering multiple sources, and weighing the available evidence are important when evaluating predictions.