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Computer Applications Technology: PAT 2021

Abstract

When the COVID-19 pandemic spread worldwide, it forced several businesses to close down temporarily while health facilities were improved. Over this period, workforces have developed means of continuing with business using technological means.

OPPORTUNITIES DURING COVID-19

The Future of the Trading Sector

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# Introduction

COVID-19 has brought a drastic change into our everyday lives. Businesses were forced to shut down as a technique to improve health facilities and people were not allowed to leave their places of residence. This had a great impact on the trading sector, but it also gave an opportunity for technology to make advancements where possible.

Today, information and communications technology is among the most rapidly growing sectors in world trade (von Unger, 2019). Trade in ICT products accounts for roughly one-eighth of the global merchandise imports and exports.

The trading sector revolves mainly around marketing, and its main aspect is advertising because the main purpose is to attract customers and evoke a desire within them for the product or service that is advertised. Technology has simplified this process by making goods and most services available online, which limits the number of occasions in which an individual has to leave their place of residence. People may have items such as food, clothes and accessories delivered to them in order to avoid contact with others, thus minimizing the level of risk that an individual has of contracting the Coronavirus pandemic.

When the hard lockdown commenced in South Africa March 27, 2020, it brought change into the system of buying goods. Several stores were inaccessible while health facilities were being upgraded with adequate ventilation and oxygen supply to support COVID-19 patients. Simultaneously, entrepreneurs took this as an opportunity to create a virtual presence for their products and services, in order to sustain the profitability of their businesses and ensure the safety of the customers by buying their products remotely. This meant that advertisements needed to be shifted more towards the places that people under lockdown would be, places with a larger target audience under the above-mentioned circumstances, such as the internet and television, not outdoor settings like billboards.

# Task Definition

COVID-19 has had a large impact on society. People’s lifestyles and working conditions have altered drastically. ICT has played a great role in everyone’s lives through the gradual improvements on technology – especially after the spread of the pandemic. The marketing sector has developed numerous changes and improvements that require thorough investigation. The focus is to discover all the ways in which ICT has improved the marketing sector worldwide. This will be achieved by formulating a main question – such as an investigation question in science experiments – which gives the purpose of work. Several more sub-questions will have to be drawn up in order to get the answer to the main one. Sources have a high level of significance; they therefore need to be noted and displayed in as much detail as possible. This needs to be tabulated so that it can be displayed in a more logical manner. Information tends to contain a lot of unnecessary detail, so a **summary** of the information needs to be inserted into the table consisting of the sub-questions and the sources used to generate the data. It is hereafter required that a user-friendly questionnaire is created and completed by a minimum of 25 respondents. It should not be too long and should contain approximately five questions. This may only include biographical data if personal details are relevant to what is asked within the questionnaire. Completed questionnaires need to be stored. Results and additional comparisons will be required to use the data effectively and determine what can be used in a spreadsheet and/or database. Thorough manipulation of the data is required to generate the relevant findings, which have to be laid out in the form of graphs. This is to be accompanied by a cover page, an introduction, discussion and analysis, the findings and conclusions and any necessary appendices.

# Focus Question

How is ICT providing significant improvements to the trading sector on an international scale?

# Discussion and Analysis

## Issue

In an global health crisis that was not anticipated or thoroughly prepared for in advance, trade is essential to save lives and livelihoods; and international co-operation is needed to keep trade flowing. In the midst of significant uncertainty, there are four things that can be done:

* Boost confidence in trade and global markets by improving transparency about trade-related policy actions and intentions
* Keep supply chains flowing, especially for essentials such as health supplies and food
* Avoid making things worse, through unnecessary export restrictions and other trade barriers
* Even in the midst of the crisis, think beyond the immediate. Government support today needs to be delivered in a way that ensures it serves the public interest, not vested interests, and avoids becoming tomorrow’s market distortions.

OECD is working with other IOs to support governments through timely and objective evidence and analysis to inform policy choices. (OCED, 2020)

## Data

World trade’s recovery from the COVID-19 crisis hit a record high within the half-moon of 2021, increasing by 10% year-over-year and 4% quarter-over-quarter, in line with UNCTAD’s world Trade Update free on nineteen May. in line with the report, the spectacular rebound in Q1 2021 continued to be driven by the robust export performance of East Asian economies, whose early success in pandemic mitigation allowed them to rebound quicker and to exploit booming global demand for COVID-19 connected products. “Global trade has recorded a faster recovery from the recession caused by the pandemic than in the last 2 trade recessions,” aforementioned UNCTAD economic expert Alessandro Nicita, who worked on the report. He said it took four quarters when the beginning of the pandemic-induced recession for world trade to come back to pre-recession levels. By the fifth quarter – Q1 2021 – world trade was above pre-crisis levels, with a rise of concerning 3% relative to this fall 2019. By contrast, it took thirteen quarters for global trade to get over the 2015 recession, that resulted from structural changes in East Asian economies and declines in artefact prices, and 9 quarters to convalesce from the 2009 recession caused by the world monetary crisis. The report says in Q1 2021 the worth of change merchandise was above pre-pandemic level, however trade in services remains well below averages. “Global trade in COVID-19-related product remained robust throughout the quarter,” it says.

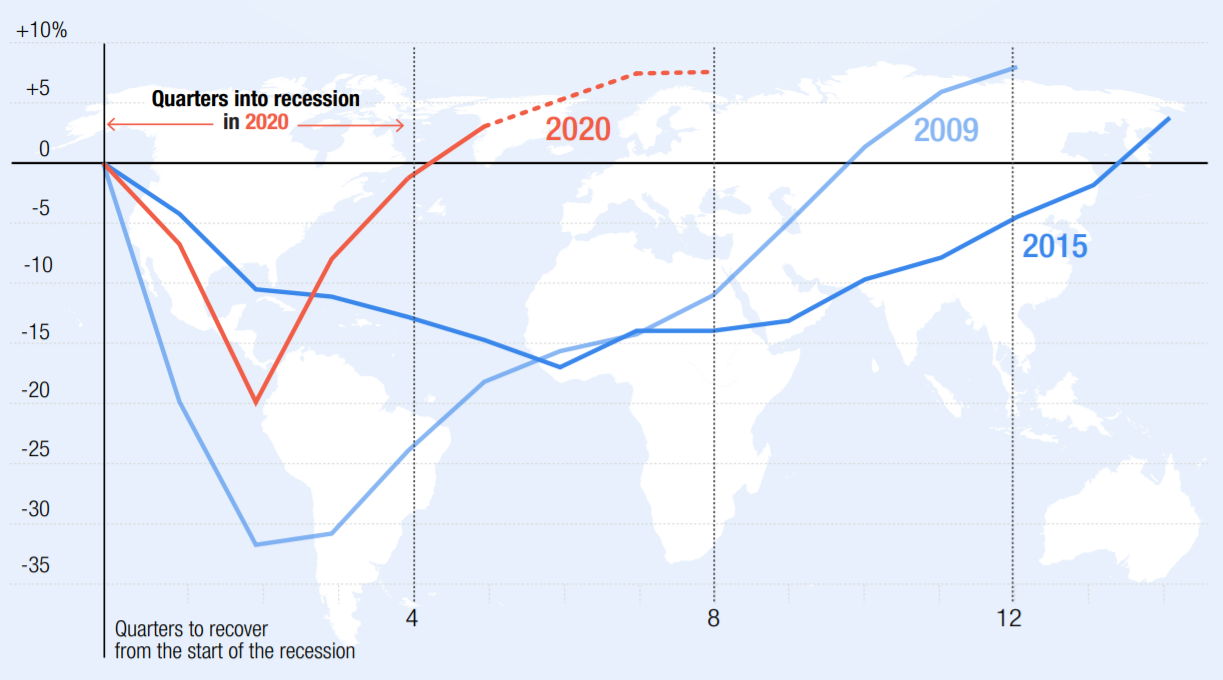


Figure : Line graph showing trading statistics after COVID-19

### ICT in the Trading Sector

COVID-19 has compact an oversized range of states and is popping bent on be even worse than the vital economic, strategic, and political clashes happening round the world. The irruption has and still is impacting all industries, as well as the ICT sector. Tech giants have hit the pause button on selling operations, canceled essential events and conferences, most notably, the Mobile World Congress, and declared monetary results below market expectations. The U.S.A. tech giant, Microsoft, down its revenue estimates within the quarter terminated March thanks to the impact of the epidemic with lower sales of Windows package and surface devices1. Apple conjointly had last month aforementioned its revenue for the quarter to be below forecast. though demand appears to be in line with expectations, the availability chain is returning to traditional operations at a slower pace than anticipated. in step with jurisprudence firm Baker McKenzie, the crisis has fostered company reflection and therefore the want for businesses to re-evaluate near-term and long-run supply chains, resource deployment, and liquidity within the face of what it's like “a looming international recession.” In alternative words, businesses are adjustment their belts and being careful with their payment, similar to the remainder of us. in step with International information Corporation (IDC), growth in international IT spending is predicted to cut back by 3-4% by the tip of 2020, considering the ‘pessimistic scenario,’ thanks to the COVID-19 pandemic. whereas the main impact is expected to air hardware business, as well as devices, the software, and services businesses also are expected to prevent because the unfold of Coronavirus goes on the far side the boundaries of Asia. However, the adoption of cooperative applications and cloud service sees a positive impact followed by technologies comparable to security, massive data, AI, IoT, wherever the impact appears comparatively small. even if businesses are grappling with current losses, within the long run, the ICT trade may bell be} one among the few still standing and, in several aspects, stronger than before. however it'll not be easy going for all businesses in the market. The strain on infrastructure networks, contractions in shopper spending, disruptions to produce chain, reduced availableness of components, and therefore the well-rounded monetary impact of the Coronavirus are taking its toll in the short-term. in an exceedingly nutshell, before we see the potential rebound when the pandemic has slowed, we'd see some severe short-run implications. there'll be a retrenchment in outlook, reduced investments in modernization, as survival instincts trump the drive to prosperity.

## Effect

Impact on totally different ICT areas: Growth engines and challenges the globe has ne'er been a lot of interconnected, and this health crisis affects the full world. The ICT trade is already losing tons of financial gain opportunities, and it’s still unsure once matters will contain. Amidst the uncertain scenario, several technological areas are going to be the key focus and keep rising as clear winners. With organizations promoting operating remotely, there's already Associate in Nursing exponential rise in video calls/phone calls, as an increasing range of individuals are organizing conferences via apps or collaboration platforms. Digital media and Over the highest (OTT) content players are benefiting whereas Virtual non-public Networks (VPNs), cybersecurity, and information security are alternative technologies which will see a surge as most workforces are in operation remotely. Cloud services will grow, boosted by higher usage of content, recreation downloads, video conferencing, and therefore the impact of remote access to company networks. there'll even be an hyperbolic specialize in technologies like artificial intelligence, massive data, augmented reality, Associate in Nursingd virtual reality, among others going forward. instrumentality maker, Huawei, for example, recently denote a surge in its technological services comprising AI, video conferencing, and wireless network coverage across the Asia Pacific, given the on-ground communication challenges to confirm swish connectivity. though the COVID-19 pandemic has never triggered trade 5.0, it's brought home the truth of trade 4.0. digital workflows, robots, automation aren't any longer goals; they're requirements. IoT devices have offered organizations a path toward conserving revenue streams throughout this pandemic. alternative areas that might see an transaction include e-learning, on-line education, and e-governance. As shoppers begin to self-isolate and avoid thronged areas, the clear winner is that the e-commerce sector, with digital payment seizing tons quicker than the physical payment options. The media trade (both ancient broadcasters and newer streaming platforms) are taking part in an important role throughout the pandemic in providing correct and accountable health info to the general public with search engines and social media platforms. In terms of the morale of these isolated, access to the wealth of quality content accessible is important. (Refer to our whitepaper: Implications of COVID-19 on cable tv Associate in Nursingd streaming business3 for a a lot of in-depth analysis) the present circumstances may accelerate the adoption of 5G to satisfy the stress of bandwidth, performance, and network slicing. there'll be more specialise in the sufficiency of networks to hold the considerably hyperbolic traffic as functioning from home continues to ramp up. Social distancing and self-isolation mean that telecommunication has become an elevated essential service. it'll be worthy to visualize however the Communications Service suppliers (CSPs) each Mobile Network Operators (MNOs) and cable operators meet the challenge of their new vital role within the changed world. whereas folks are principally victimization home Wi-Fi, they'd still use their mobile phones for voice communications, and this is often the realm that MNOs got to keep a detailed eye on. With video conference services (Skype, Zoom, and others) traffic goes through the roof right now, the dial-in choice is another if video conferencing platforms are overloaded. Also, with the necessity for social distancing, people are human activity more, which can drive further voice traffic, whether or not it’s on inheritance circuit-switched systems or the 4G network with vox long-run Evolution (VoLTE) calls. The strain on voice services, though, are going to be helped to some extent by the convergence of WhatsApp, Messenger, Skype, Hangouts, and FaceTime career inside the iOS and mechanical man ecosystems. Nevertheless, some CSPs are predicting considerably higher voice traffic growth against the regular year-on-year increase of solely 5%4. With the potential congestion of mounted broadband service, there's an opportunity that devices will fall back on mobile networks, and this may cause a big surge of mobile information traffic. Likewise, in areas wherever MNOs conjointly offer home broadband connectivity, one would expect a significant increase in data traffic, and in some elements of the globe wherever unlimited information is not pervasive, a rise in subscriber costs. The cable operators, on the opposite hand, are going to be a lot of compact than MNOs thanks to the hyperbolic activity reception – functioning from home and a larger demand for streaming services. Netflix and Google have already declared that they would be reducing video streaming quality in Europe for a month from high definition (HD) to straightforward definition (SD) to forestall network overload and collapse. With important changes in user behavior, escalating use of telemedicine solutions for remote diagnosis, and therefore the corresponding information traffic shifts, it will be progressively vital for CSPs, whether or not it’s a mobile or cable operator, to stay argus-eyed and closely monitor their network. Overall, the longer term for the ICT trade is here, however solely the most savvy businesses will bring it to its full potential.

# Findings

Conducting a survey among a total of 39 respondents led to the following results:

Figure : Graph displaying commonly seen ad types

It has been shown that approximately half of the respondents get access to advertisements online, when watching videos on YouTube, or listening to music through streaming services e.g. Spotify. This indicates that the majority of people have instant access to the internet. A large number of respondents also view ads on television, as it remains a declining - but largely used - device amongst society.

Figure : Pie chart illustrating frequency of viewing ads

The survey has provided a clear indication that advertisements are a part of the youth’s daily lives, with nearly three quarters of the respondents viewing them several times a day. This is because the internet and social media have become items of necessity during the lockdown period, with an increase in usage when citizens are confined to their homes and have nothing to do.

Figure : Pie Chart showing reactions to ads

Ads – as often as they appear on your screen – are considered as annoying. Especially if they are displaying a product that you may not want, dislike or cannot afford. The survey shows that only 28% of the respondents view advertisements and consider buying the products shown, whereas the rest of the respondents close the ads as quickly as it appeared on their screens.

Figure : Pie Chart showing people who buy products online

Since the commencement of the lockdown, there was a large demand for the items that were out of access due to laws that were placed at the time. People gradually started making use of online features or services to buy the products that they needed or wanted, instead of travelling to the store and possibly contracting the virus unknowingly.

Figure : Opinions about the impact of the Coronavirus

Ads (as useful as they can be) have only proven to be effective to well-known stores selling items of necessity during the hard lockdown. This was because other stores were forced to remain closed during this period. Small businesses were also temporarily unable to run, but were soon after reintroduced because there was a serious deprivation of a source of income for the owners of these small businesses e.g. street vendors who need money to buy themselves food.

# Conclusion

In times of crisis and its aftermath, successful companies reinvented themselves by placing data and artificial intelligence at the core of their organizations. '' You can use artificial intelligence and analytics in two ways:   
As new challenges, opportunities, and use cases emerge, driven by your inherent needs.   
Driven by systemic changes in consumer behavior under the "new reality".   
Key areas where artificial intelligence and analytics will play a key role (driven by internal demand):

* Revenue planning and business continuity-some of which may be temporary due to the pandemic and the large-scale shift to telecommuting. Most will continue to exist because it will always allow more organizations to prepare for long-term data-driven strategies that can create scenario-based analysis by using key variables while dynamically updating the model when new data becomes available. This will be helping to solve the problem – uncertainty - effectively.
* Network and operation analysis: AI/ML-based analysis can provide automatic anomaly detection of any scale. As traffic increases and network outages increase, understanding spikes and outages in an automated and scalable way becomes critical.
* Artificial intelligence collaboration services: The voice and video calls of communication and collaboration platforms have grown exponentially. Voice AI enables video conference users to start, join, or end meetings.
* Digitization and automation: The current crisis is a huge accelerator of digitization for both consumers and companies, and even the most skeptical will be ready to integrate the digital agenda into their organizations and actively promote the automation of their processes.
* Advanced data management and integration. As Cloud services continue to grow and the collection of data from multiple touchpoints continues to increase, so does data integration and governance.

Key areas where artificial intelligence and analytics can play a key role (driven by changes in consumer behavior):

* New consumption patterns: As consumers increasingly shop online and digitally, the pandemic is dramatically changing the world Consumer habits. Buying technology products and services online, the growth of cloud services, and the demand for more devices in each household.
* Optimize the quality of customer service. With ordinary customers being overwhelmed by phone calls and inquiries, contact centers need to better plan personnel and resources. Manual processes based on experimental experience may lead to inaccurate capacity planning for acceleration and unprecedented demand.
* The last kilometer. Increasing trade barriers force companies to reconsider their supply chain strategies and overestimate the benefits of redundancy.

For ICT companies to succeed in this new environment and take advantage of their competitive advantages, artificial intelligence and analytics are needed. As companies face and adapt to the new realities of the current crisis and its consequences, artificial intelligence capabilities will be extremely valuable.

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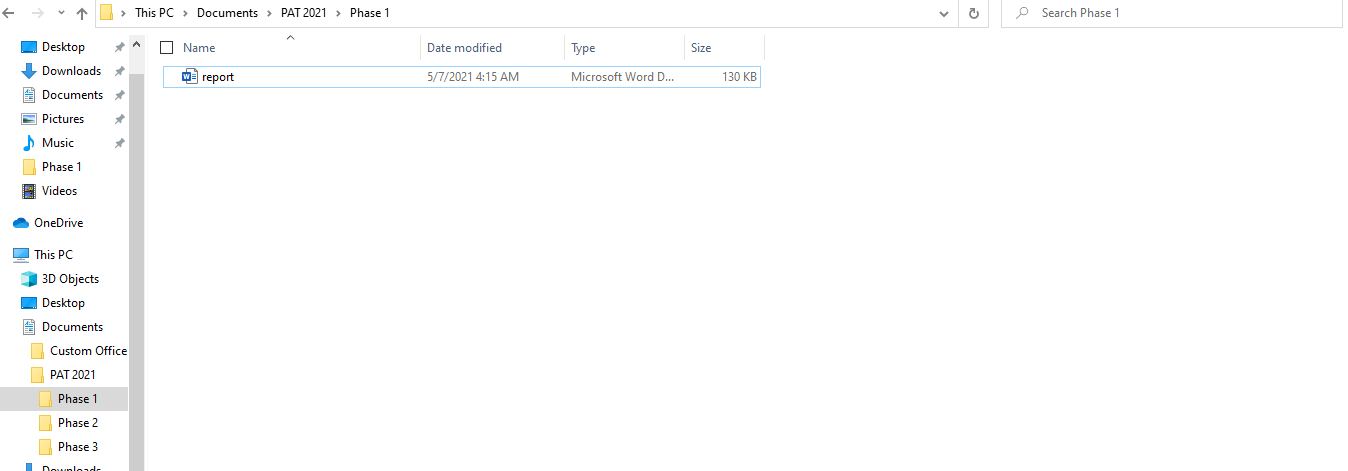
Rensburg, T. J. (2020, March 26). *The impact of COVID-19 on the marketing industry*. Retrieved from Media Update: https://www.mediaupdate.co.za/marketing/148272/the-impact-of-covid-19-on-the-marketing-industry

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# Appendices

## Addendum A: Folder Structure



## Addendum B: Declaration of Authenticity

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Learner Name** |  | | **ID Number** |  |
| **Grade** | 12 | | **Year** | 2021 |
| **Subject** | Computer Applications Technology | | | |
| Practical Assessment Task (PAT) | | | **Teacher** |  |
| Did you receive any help/information from anyone to complete this project?  **Yes No** | | | | |
| Help/Information received from (person): | | Nature of the help/information (provide evidence): | | |
|  | |  | | |
| I hereby declare that the contents of this assessment task are my own original work (except where there is clear acknowledgement and appropriate reference to the work of others) and that I have not plagiarized, copied from someone else or used work previously submitted for assessment by anyone. | | | | |

## Addendum C: Questions and Sources Table

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Question** | **Question Level (1,2,3,4)** | **Category** | **Type of Source** | | **Bibliographical Information** | | **Quality of Information Found** | | **Summary of Information Found** |
| **1** | Why has the marketing sector been affected by COVID-19? | 2 | Issue | Internet/website | **Author(s)** | | Talisa Jansen van Rensburg | **Authority** | Author is a creative and passionate content writer and storyteller | TV ads, Radio ads, billboards, flyers, newspapers and print advertisement were all affected in different ways as people’s lifestyles and daily routines changed. |
| **Name of Website/Web page** | | The impact of COVID-19 on the marketing industry | **Currency** | The article was released on 26 March 2020 |
| **Date Created/Updated** | | 26 March 2020 | **Accuracy** | The information provided corresponds with that in other websites and sources and shares the same ideas as other sources |
| **Date Accessed** | | 07 May 2021 | **Objectivity** | The web page has no visible bias and presents nothing but factual information. |
| **URL** | | https://www.mediaupdate.co.za/marketing/148272/the-impact-of-covid-19-on-the-marketing-industry | **Coverage** | The article explains all the aspects of the marketing industry affected by the COVID-19 lockdown. |
| **2** | What ICT devices became useful to the marketing industry? | 1 | Data/Information | Internet/Website | **Author(s)** | | Yan Xiao, Ziyang Fan | **Authority** | Yan Xiao: Project Lead, Digital Trade, World Economic Forum  Ziyang Fan: Head of Digital Trade, World Economic Forum LLC | 10 trends relating technology have been accelerated, that assist the marketing industry to simplify processes and minimize contact with other people |
| **Name of Website/Web page** | | 10 technology trends to watch in the COVID-19 pandemic | **Currency** | Article was released in 2020 explaining technology trends that became useful due to the Coronavirus |
| **Date Created/Updated** | | 27 April 2020 | **Accuracy** | Information corresponds with that which is in other websites and is accurate |
| **Date Accessed** | | 09 May 2021 | **Objectivity** | No signs of bias found as data is provided in an objective and factual manner |
| **URL** | | https://www.weforum.org/agenda/2020/04/10-technology-trends-coronavirus-covid19-pandemic-robotics-telehealth/ | **Coverage** | Web page discusses the most helpful technologies developed for the marketing industry |
| **3** | What if technology would be developing at a slower rate? | 3 | Effect | Internet/Website | **Author(s)** | | Pew Research Centre | **Authority** | Author is a fact tank that informs the world about issues and attitudes that shape the world | It is predicted that changes will take place in the future that will worsen economic inequality, enhance the power of big technology firms, multiply the spread of misinformation, inaugurate new reforms aimed at racial justice and social equity, enhance the quality of life for many families and workers and produce technology enhancements. |
| **Name of Website/Web page** | | Experts Say the ‘New Normal’ in 2025 Will Be Far More Tech-Driven, Presenting More Big Challenges | **Currency** | The article was uploaded in February 2021 explaining challenges that may rise in the future |
| **Date Created/Updated** | | 18 February 2021 | **Accuracy** | Information provided is logical and is not in conflict with that in other sources |
| **Date Accessed** | | 10 May 2021 | **Objectivity** | Data is entirely objective and does not contain personal opinions |
| **URL** | | https://www.pewresearch.org/internet/2021/02/18/experts-say-the-new-normal-in-2025-will-be-far-more-tech-driven-presenting-more-big-challenges/ | **Coverage** | The possible challenges that may arise post-pandemic are revealed on this site |
| **4** | How are insights based on the marketing industry received? | 2 | Data/Information | Interview | **Author(s)** | | J. Picoult | **Authority** | Author is an expert in the marketing field | Interaction with experts and conduction of research are the top two methods of gaining information in the marketing industry |
| **Title of source** | | All you need to know about marketing | **Currency** | The interview was conducted in 2019 relating all facts about marketing. |
| **Date Published/Issued** | | 12 May 2019 | **Accuracy** | Information corresponds with other sources to an extent – majority of it is in accordance with other sources |
| **Publisher** | | Black Letter Media | **Objectivity** | Data is slightly subjective, however, most of it is presented in an objective manner |
| **Coverage** | The interview covers the basic introduction to the marketing industry |
| **5** | Have there been technological improvements on the marketing industry before the pandemic? | 1 | Data/information | Internet/website | **Author(s)** | | Parul Oberoi, Neha Singh | **Authority** | Parul Oberoi is an Engagement Manager, and Neha Singh is a Client Partner |  |
| **Name of Website/Web page** | | COVID-19: Consequences and opportunities for the ICT sector | **Currency** | The article was published in 2021 explaining the impact of the pandemic. |
| **Date Created/Updated** | | 2021 (exact date unknown) | **Accuracy** | The data corresponds with that which is displayed in other sources |
| **Date Accessed** | | 08 May 2021 | **Objectivity** | The information presented is completely objective and is factual |
| **URL** | | https://fractal.ai/covid-19-consequences-opportunities-for-ict/ | **Coverage** | Web page discusses how COVID-19 has disrupted the advances in technology for the marketing sector |
| **6** | To what extent can technology advance in the marketing sector? | 4 | Effect | Internet/website | **Author(s)** | | Bennett Conlin | **Authority** | The author is a staff writer at www.business.com | 1. Authentic content marketing is on the rise.  2. Demand for chatbots is increasing.  3. Voice search is gaining traction.  4. Data analytics remain crucial for success  5. Social media marketing will be a top priority.  6. Consumers are seeking new brands in several digital channels.  7. User experience will grow in importance. |
| **Name of Website/Web page** | | 7 Tech Trends That Will Influence Your Marketing Strategies in 2021 | **Currency** | The article was made public in late 2020 consisting of the latest tech trends |
| **Date Created/Updated** | | 21 December 2020 | **Accuracy** | Information provided corresponds with that of other websites and sources |
| **Date Accessed** | | 10 May 2021 | **Objectivity** | Information is somewhat subjective, but still relies on facts and research |
| **URL** | | https://www.businessnewsdaily.com/8564-future-of-marketing.html | **Coverage** | The top trends for marketing in 2021 have been listed and explained on this webpage |
| **7** | What is the importance of the marketing sector in society? | 1 | Data/Information | Internet/website | **Author(s)** | | Charles M. Mayo | **Authority** | Unknown | Marketing is the foundation of promoting anything in the world. The sector assists in mainly advertising. |
| **Name of Website/Web page** | | Marketing Communication | **Currency** | Article was written in the late 20th century giving a basic understanding of marketing |
| **Date Created/Updated** | | 1998-1999 | **Accuracy** | Reasoning provided corresponds with all other sources |
| **Date Accessed** | | 07 May 2021 | **Objectivity** | Reasoning is factual, logical and entirely objective |
| **URL** | | https://www.referenceforbusiness.com/management/Log-Mar/Marketing-Communication.html#:~:text=Marketing%20communication%20helps%20move%20products,roles%20in%20marketing%20communication%20mix. | **Coverage** | The web page explains the purpose of the marketing sector on society |
| **8** | Are new ICT developments helpful towards the marketing sector? | 3 | Effect | Internet/website | **Author(s)** | | Hannah Pinchbeck | **Authority** | The author is the Marketing Manager for DMWF Global Series | There are numerous demands from the marketing industry for brands to meet. |
| **Name of Website/Web page** | | The Impact of New Technology on Marketing | **Currency** | The web page was made available to the public in 2019 relating new technology in marketing |
| **Date Created/Updated** | | 30 August 2019 | **Accuracy** | Data is accurate and in correspondence with what is found on other sources |
| **Date Accessed** | | 09 May 2021 | **Objectivity** | This article is entirely objective and presents factual data provided by an expert |
| **URL** | | https://www.digitalmarketing-conference.com/the-impact-of-new-technology-on-marketing/ | **Coverage** | The web page highlights the ways that technology has had an impact on marketing |
| **9** | Why has COVID-19 slowed down the progress of ICT on marketing? | 2 | Issue | Internet/Website | **Author(s)** | | Sibahle Malinga | **Authority** | The author is the ITWeb Senior news journalist | COVID-19 has created winners and losers – the winners being large technology companies that gained increased usage during the lockdown period, and the losers being the small and medium businesses that lost clients as restrictions were put in place and were never able to recover the losses. |
| **Name of Website/Web page** | | Local ICT sector may never fully recover from COVID-19 shock | **Currency** | The web page was uploaded in 2020 explaining how South Africa’s ICT system was disrupted drastically by the COVID-19 lockdown. |
| **Date Created/Updated** | | 19 June 2020 | **Accuracy** | The data presented is in correspondence with the situation in South Africa |
| **Date Accessed** | | 10 May 2021 | **Objectivity** | Based on the current affairs locally, the data is objective |
| **URL** | | https://www.itweb.co.za/content/Olx4zMknEWY756km | **Coverage** | The web page discusses how devastating the pandemic’s impact was on the ICT in South Africa |
| **10** | How important is ICT to the marketing sector? | 1 | Data/information | Internet/website | **Author(s)** | | [Syedä Känwäl](https://www.slideshare.net/hestsky?utm_campaign=profiletracking&utm_medium=sssite&utm_source=ssslideview) | **Authority** | Unknown | ICT is a marketing tool. It is therefore an essential aspect of the marketing world. |
| **Name of Website/Web page** | | Use of ICT in Marketing | **Currency** | Article was published in 2015 explaining how ICT affects marketing |
| **Date Created/Updated** | | 22 March 2015 | **Accuracy** | The data presented is logical, accurate and in correspondence with other websites and/or sources. |
| **Date Accessed** | | 07 May 2021 | **Objectivity** | The information is entirely objective. |
| **URL** | | https://www.slideshare.net/hestsky/use-of-ict-in-marketing | **Coverage** | The web page lists all the possible uses of ICT in the marketing sector, carefully categorized. |