**USING TECHNOLOGY TO CHANGE THE WORLD**

**Web Project 3: Technology Impacts How We Consume**

Technology has impacted the way people make shopping decisions. Internet shopping is a common occurrence for many people, but technology is changing the way we make decisions about purchases. There are numerous ways that companies use new technology to market to consumers and help make purchasing more convenient. Search the Internet for what technologies are available to make this process easier for both the consumer and the companies marketing their products. Write an essay that identifies some of the different strategies that are used to market products to consumers. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<https://www.4cite.com/consumer-marketing-technology-comes-of-age/>

<https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/the-marketing-environment-3/technology-32/impact-of-technology-on-marketing-170-7298/>

<http://emmecon.com/new-technology-marketing-strategies-you-should-be-using/>

<http://www.monitise.com/what-we-think/2015/10/07/the-transformative-impact-of-technology-on-retail/>

<http://www.forbes.com/sites/oracle/2014/01/13/10-technology-trends-that-will-revolutionize-retail/#3954cb9163d8>

**Suggested Keywords**

consumer marketing technology, how to market to consumers using technology, marketing strategies using technology, effects of technology on shopping, impact of technology on retail

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**Web Project 4: Global Medicine**

New uses for technology in the medical world are limitless. A debate over the implications of technological advances in medicine has been going on for decades. Research using the Internet for information on what advances have been made in the field of medicine over the last five years as a result of technology. Write a short paper that shows the results of your research and identify the positive and negative implications of these technological advances in medicine. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<http://www.nursecore.com/2015/05/5-amazing-new-medical-technology-advancements/>

<http://www.hhnmag.com/articles/3580-the-medical-technologies-that-are-changing-health-care>

<https://getreferralmd.com/2013/11/health-care-technology-innovations-2013-infographic/>

<http://www.economist.com/news/science-and-technology/21688848-stem-cells-are-starting-prove-their-value-medical-treatments-curing-multiple?zid=291&ah=906e69ad01d2ee51960100b7fa502595>

<http://www.sandiegouniontribune.com/news/2015/nov/08/ray-kurzweil-conference/>

**Suggested Keywords**

biggest innovations in medicine, technological advances in medicine, new medical technology, controversial medical technology, wiping out disease with technology