# 2-In-Class Activities (Using Technology)

Choose only One team Project

**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

**USING TECHNOLOGY TO CHANGE THE WORLD**

**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

# 3-In-Class Activities (Understanding PC Parts)

**Looking at Computers: Understanding the Parts**

## Web Project 1: Portable Storage vs. Cloud Storage

Portable vs. cloud storage. If you had to choose between cloud storage and portable storage devices, you would want to research the pros and cons of each to make an informed decision. Write a short essay that compares/contrasts portable and cloud storage. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<http://www.pcmag.com/article2/0,2817,2413556,00.asp>

<http://www.cnet.com/topics/storage/best-hard-drives-and-storage/external-storage-drives/>

<http://www.usatoday.com/story/tech/columnist/saltzman/2015/02/21/hard-drive-cloud-backup/23671659/>

<http://www.consumerreports.org/cro/computer-backup-systems/buying-guide.htm>

<http://www.wsj.com/articles/the-best-way-to-back-up-your-computer-1425404466>

**Suggested Keywords**

best way to back up computer, best computer backup options, should I use cloud storage or portable, cloud storage options, cloud vs. portable storage

**Looking at Computers: Understanding the Parts**

**Web Project 2: Buying a Printer**

Imagine you would like to purchase a printer for your personal use at college. Make a chart that compares the features (e.g., portability, size, color, and function) of at least six different portable computers. What is included in the package price and what costs extra? In addition to the chart, write a short essay that describes the similarities and differences among different types printers analyzing your comparison results and finally discuss which model best meets your needs and why. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<http://www.pcmag.com/article2/0,2817,2491367,00.asp>

<http://www.mytopprinters.com/best-all-in-one-multifunction-printers/>

<http://printers.toptenreviews.com/compact/>

<http://www.cnet.com/topics/printers/best-printers/>

<http://www.pcmag.com/article2/0,2817,2379649,00.asp>

**Suggested Keywords**

types of printers, best printer options, portable printers, highest rated printers, printer features

**Looking at Computers: Understanding the Parts**

**Web Project 3: 3-D Printing**

One of the most exciting innovations in printing today is the 3-D printer. These 3-D printers are used in marketing, consumer goods, medicine, and so on. Research using the Internet for more information on exactly how 3-D printers work and the most recent uses for them. Write a short paper describing how they work and their uses. Include some ideas of what you think they might be used for in the future. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<http://3dprinting.com/what-is-3d-printing/>

<http://www.goodnet.org/articles/4-mindblowing-examples-3d-printers-being-used-for-good-list>

<http://www.techrepublic.com/article/3d-printing-10-companies-using-it-in-ground-breaking-ways/>

<http://www.fastcodesign.com/3049885/innovation-by-design/the-2015-innovation-by-design-awards-3-d-printing>

<http://www.pwc.com/us/en/technology-forecast/2014/3d-printing/features/future-3d-printing.html>

**Suggested Keywords**

3-d printing, what are 3-d printers used for, innovative uses for 3-d printers, future uses 3-d printers, why use 3-d printers

**Looking at Computers: Understanding the Parts**

**Web Project 4: Avoid Eyestrain**

Conduct an Internet search on the various options available to reduce eyestrain and the adverse effect on sleep patterns. Write a review of four different options available listing the pros and cons of each, and indicate which one you would find the most beneficial. Follow your instructor’s directions for proper formatting of your research.

**Suggested Websites**

<http://www.blackl.com/black-google.php>

<http://www.allaboutvision.com/cvs/irritated.htm>

<http://www.health.harvard.edu/staying-healthy/blue-light-has-a-dark-side>

<http://gadgets.ndtv.com/laptops/features/how-to-prevent-eye-strain-when-using-a-computer-575879>

<http://www.digitaltrends.com/mobile/does-your-phone-damage-your-eyes-an-experts-advice/>

<http://www.fastcompany.com/3042717/sleep-week/8-ways-to-use-your-gadgets-at-night-and-still-get-a-good-nights-sleep>

**Suggested Keywords**

reduce computer eyestrain, blue light and sleep patterns, eyestrain using computers, eyestrain using computers, cell phone eye strain, how to use less blue light