

Year 10

ICT Revision

Many people shop online.

Discuss the benefits and drawbacks to the customer of shopping online

- No queues
- Wider range of products
- Easier to locate products / search can be filtered
- Easier to make price comparisons
- Check if product is in stock
- Review of shops/products available
- No pressure from sales staff
- Product recommendations
- Often cheaper than in store
- Saves time

Drawbacks:

- Products received not as expected / difficult to see product
- Unofficial sites / security threats / fraud
- Must pay electronically / third party accounts
- Need to submit personal information
- Intrusive advertising (certain pop-ups)
- Remember user IDs and passwords
- Delivery problems

Need computer equipment and internet access

Website could crash.

Discuss how the use of digital devices can impact on people's health and wellbeing.

Negatives:

- People spending time on technology rather than with family/friends
- Impact upon health due to inactivity
- Time spent using technology rather than doing / completing work or school work
- More likely to have accidents such as a car crash due to using technology in inappropriate situations
- Dangers of giving out personal details leads to personal issues such as bullying
- People becoming ill /over-stressed due to the inability to stop working due to always available communication
- Increased amount of health issues – RSI etc.
- Can risk not developing proper social skills
- Lack of sleep due to over use of technology – affects work/school performance
- Can lead to inability to focus / pay attention
- Lack of sleep/food leads to illness
- Addiction is similar to other addictions and needs to be treated

Positives:

- Use of technology is essential in modern world – need to develop skills to be successful
- Technology develops hand-eye co-ordination which is essential in modern world
- Technology use makes life easier
- Technology use linked to improved reading skills

- Friendships can be built online (social networking) / easier to maintain contact with friends and family (e.g. Skype)
- Access to information about health and wellbeing online
- Exercises at home using digital devices such as the Wii
- Health and fitness monitoring
- Use of technology to stay safe / track location

Discuss what you may need to consider if you wish to use your personal digital devices when you take them away from home?

Suggestions of issues people should be aware of when travelling away from home with personal digital devices:

- Portability – weight / size / robustness
- Multi-functionality
- Compatibility
- Power adapters / chargers
- Region restrictions
- Mobile networks
- Data / roaming charges
- Connectivity
- Battery life
- Sociocultural impacts
- Additional storage
- Availability of the internet
- Security of the device / insurance
- Personal security

Discuss the impact of the internet on the news and information services. In relation to anything anytime is publishable.

Positives:

- Gives more people a voice / more people can publish – more freedom of speech
- Increased availability of information
- Increase in choice of service providers (locally and globally)
- News stories can break more quickly
- Relative small cost lowers participation barrier
- Competition drives traditional publishers to innovate with their provision of online content
- News becomes interactive
- News can be accessed based on personal preference
- Readers can share articles with networks of friends
- Stories / information popularised by public, not editors
- e-democracy - information is made available to/from politically 'sensitive' areas
- *Wikileaks* style anonymity increases accountability (of governments etc.)

Negatives:

- More people can publish – dilution of content / lack of credibility
- More difficult to filter through more content. (Students may describe this as "information overload")

- News sensationalised by public, not editors
- More difficult to track publishers of sensitive / libellous material
- Limits frame of reference
 - Intellectual property rights of traditional publishers is put at risk.

Some companies sell music and video as downloads rather than physical products – discuss the impact this has on customers and musicians.

Accessibility

- Consumers need particular (format compatible) devices to listen, which limits the market for the band (unless they provide for a range of formats).
- 24x7x365 access to music.
- Digital divide (access dependent on internet access and digital literacy).
- Understand and use range of formats / incompatibility.

Copyright and piracy

- DRM reduces opportunity for consumers to share files / can limit storage of files to certain (numbers of) devices.
- DRM helps protect musicians' revenue.
- Consumers must abide by new laws (Digital Economy Act 2010).
- Downloadable content is more easily shared than physical products.
- Musicians may rely more on other revenue (subscriptions / concerts etc).

Variety

- Musicians may create more popular music (that sells in higher volumes) due to reduced sales caused by piracy.
- Only certain labels / artists distribute online.

Revenue/Marketing

- Different style of advertising required for downloads.
- Musicians may/can choose to be independent by self promote / break from publishers.
- Payment systems and/or payment technologies.

General / Personal preference

- Need software and hardware to listen back to music.
- Download does not have same 'feel' as material product.
- Sound quality: some people prefer sound of vinyl/tape etc.

Discuss privacy concerns with individual use of the internet with regard to shopping online or chatting to friends.

Data collection and use:

(Covert)

- Online companies gathering statistics about users' searches and browsing habits actions for marketing purposes.
- Cookie installation and spyware
- ISPs are able to view data that pass through them.
- Government / Police looking at individuals' computers without a warrant. (Big Brother concept)
- Identity theft

(Overt)

- Filling out forms / buying goods. Users provide personal data knowingly without realising implications

- Requirements for users to 'opt in' to gain access to services
- Complicated 'opt out' methods.
- Privacy policies

Social (networking) concerns

- Personal information made available to all in social network.
- GPS tools now provide means to publish individual's location
- Individuals may appear in media when they are not aware. (eg photos/videos on social media or Google's "Street view" service)
- Users need to be mindful what they look at online. Fear of social 'control'.
- Vulnerable (at risk) groups face an increased threat.

Legal issues:

- Difficult to enforce the Data Protection Act

Discuss the impact of social networks on society. With regards to the use of Facebook and Twitter.

Reasons:

- Business use for marketing purposes – personalised advertising etc.
- Can easily organise events with large following / awareness - users can now communicate on a global scale
- Used to easily connect people with similar interests / skills (e.g. for protest/jobs/shared goals/terrorism)
- People gain ideas/opinions about products / services from others – e.g. Product recommendation
- Use of feeds and updates - users can now more easily follow interests e.g. pop star, brands – reduces need for advertising
- Used by media – gives instant and up to date access to events / news / news finds the user
- Used to organise protest / revolution / social change – can quickly gain large awareness of issues
- Use in re-engaging communities / community groups – e.g. governments using social networking tools to engage with younger audiences
- Used by criminals – private information being freely given out by users
- Used to catch criminals – e.g. monitoring of otherwise private information
- Used by educational organisations to connect students and enable discussion
- Work/life balance – brings personal life into work
- People becoming involved in more virtual than real-life worlds – lack of true engagement e.g. 'liking' a campaign does not actual involve any effort.
- Lack of 'true' socialising