



Putra Business School

GSM 5170 Management Information System

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Lecture 10

Case Study 1: Just how big is the impact of technology on society

Case Study 2: Smartphones and the great digital divide

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Case Study 1: Just how big is the impact of technology on society

1. Visit University Oxford Press at <http://global.oup.com/?cc=us>. For all years after 2010, find the new word of the year and all the runner-up words. Perform the simple analysis we presented in the final paragraph above. How has technology impacted the English language in the years after 2010?
 - a. Face demanding academic and cognitive requirements across content areas and grade levels. Two kinds of language proficiency are necessary for school success: the social and intercultural competence of using English in the classroom, and the academic language necessary to access the content areas such as English language arts, mathematics, science, and social studies. Standards provide a tool for defining the language as well as the content
2. While technology has certainly impacted our language in the last several years, so has the environment, perhaps to an even greater extent than technology. Why have so many environment-related words inserted themselves into our language?
 - a. Convenient. This is the reason why so many environment-related words inserted themselves into our language. Secondly with help of dictionary in our gadgets. When simply a sentence or word inserted it will rearrange the word that we want to use in or contains.
3. Create some new technology-related words. Think about the things you do with technology or have witnessed other people doing with technology. Create a list of at least five new technology-related words. For each, describe how you derived them and also provide their definition.
 - a. We managed to find few words which recently added into Oxford dictionary:
 - i. **Phablet** :A smartphone having a screen which is intermediate in size between that of a typical smartphone and a tablet computer
 - ii. **Srsly** : short for seriously
 - iii. **digital detox**: A period of time during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world
 - iv. **headcam** : A small video camera attached to a hat or helmet or strapped to the head, used especially to provide video footage from the wearer's perspective
 - v. **cyberespionage**: The use of computer networks to gain illicit access to confidential information, typically that held by a government or other organization
 - vi. **refollow** : Start following (a person, group, or organization) on a social media website or application for a second or further time
 - vii. **hackable** : (In computing contexts) capable of being hacked
 - viii. **hackerspace**: A place in which people with an interest in computing or technology can gather to work on projects while sharing ideas, equipment, and knowledge

4. What about text message abbreviations, emotions, and chat slang terms. Which have been formally recognized by University Oxford Press as a part of the English language? Is it good or bad that these are becoming a part of our formal language? Justify your answer.
 - a. Personally we felt using those types of words in social world it's bring convenient but it is not for our good communications. People tend to apply the social world words to the conversation which is not tally for the business talks, forums, education level and etc.

Case Study 2: Smartphones and the great digital divide

1. Even though 44 percent of African Americans and Latinos own a smartphone while only 30 percent of white, non-Hispanics do, many people contend that this isn't really closing the great digital divide because African Americans and Latinos use their smartphones more entertainment than empowerment. Build an argument to support the previous statement.
 - a. Smartphone ownership patterns reveal multiple gaps, however. Since 2011, younger Americans have been leading the country in smartphone adoption. Approximately 79% of 18- to 24-year-olds own smartphones, as do 81% of 25- to 34-year-olds. The ownership rate among older groups diminishes with age, and only 18% of seniors (those 65 and older) own smartphones.
 - b. For most adults, income strongly correlates with ownership. Approximately 49% of those making more than \$150,000 own smartphones but only 13% of those making \$30,000 or less per year own the pricy devices. However, among young adults (aged 18-29), age is a stronger predictor of ownership than income, and, regardless of earnings, nearly all young consumers own smartphones. Similarly, ownership rates rise steadily with higher educational attainment, from 36% among those who did not complete high school to 70% for those with a college degree or greater. Environment also plays a role in ownership with 59% of urban and suburban dwellers owning smartphones, while only 40% of their rural counterparts do. Across all income levels, men own smartphones at a higher rate than women.
2. When accessing the Internet, what can you do on desktop or laptop computer that you can't do on a smartphone? If smartphones have fewer Internet capabilities (than desktop and laptop computers), can you necessarily link an increase in smartphone ownership within a U.S.-based economically disadvantaged group of people to closing the great digital divide? Why or why not?
 - a. Yes there is limitation between desktop and smartphones. For example editing with multiple functions in word, excel, medias and etc. There is same facilities in the smartphones but it's not convenient as the desktop. However this never gives disadvantages to smartphones. As smartphone is necessary for the daily use for people for is mobile in work and studies. Such as emailing, contacting and sharing.
3. How does and increase in smartphone ownership in a third-world geographic region like Africa close the digital divide for countries in that region? If you owned a U.S. business and wanted to start doing business in Africa, what would be an essential part of your marketing strategy?
 - a. Our focus is providing consumer mobile services, since it is now ready to expand into providing structured offerings to the business telecom market to enter Africa market opportunity is wider. Business telecommunications represented a major opportunity that would require key decisions about pricing packages, types of handsets, contract relationships to provide for volume discounts, and value-added services. These features with reasonable pricing will be good marketing strategy in Africa market.

4. If you look at smartphone ownership by household income, you'll notice a fairly sizable dip for the category of \$50,000-\$75,000. To what do you attribute this? Justify your answer?
 - a. As of today the smartphone usage is wide and people are prefer to use with all information in finger tips. Thus with affordable of the household income a simple with many features smartphones will do for the usage.

5. Finally, will greater access to the internet cause a closing of the great digital device? You can answer Yes, No or Some. Whatever the case, build an argument for your answer.
 - a. Some. If we narrow to audio, there is very small amount of CD usage. People starts to use with smartphone and any other compatible gadgets. The GPS is now being use with the smartphones with many applications. Things are getting to simple to use at one device thus the digital world devices has less market.