Example of essay on the following pictures can reflect the personality in the onl...

Introduction to Digital Communication

Introduction to Digital Communication

Being the first week of the lecture, this topic remains intriguing to me. There are several concepts and ideas that I remember vividly from this first week topic. First, it is worthwhile to point out that this topic reminds of the fact that the idea of identity is subjective. Everyone has a feeling of how he/she thinks about him/herself. As the lecturer puts it, the concept of identity is multifaceted. There is no clear-cut definition and understanding of personal identity. I can reflect from the topic that identity can be either a personal thing or a group affair. In our day-to-day interactions, almost everyone is struggling to establish a sense of identity. Identity keeps changing from one context to another. Depending on the people that an individual interacts with, identity keeps changing. The type of audience determines the identity that an individual presents. I can relate this perspective with my life experience. The way I present myself around my parents is not the same way I do when hanging out with friends. From a professional point of view, personal identity influences the perception and feelings of others (Lindahl G. & Ohlund M., 2013).

In a nutshell, this topic is important as it helps me to understand digital barnding and manging identity.

Introduction

This week was an important week in the academic journey in this course. It was a turning point where journal entry assessment became vivid and mandatory. Today, digital communications technology is part of the society.

The UN Human Rights Council Report (2014) indicates that there is a dramatic improvement in the access to information and real-time communication on the platform of modern technology. These new communication technologies, however, come with various implications that require monitoring tools. From this topic, surveillance is an integration of five major dimensions: the military techniques, bureaucratic management, supervision and disciplining workforce, law enforcement investigative methods, and consumer behavior observation.

Contemporary Practices

In this digital age, UN High Commission for Human Rights (2014) maintains that modern communication technologies have enhanced the capacity of various governments, enterprises, and individuals to engage in surveillance related activities. As such, the overall cost of doing surveillance has significantly reduced. Unlike in a traditional society, the society today can conduct simultaneous, invasive, and broad-scale surveillance more easily. According to Ferenbok J. and Clement A. (2013), video surveillance systems are becoming smarter. Unlike the analog closed-circuit television (CCTV) cameras, the new digital surveillance system is more advanced. In the digital surveillance, there are extensive video analytics and indexing which commonly referred to as computer-assisted video monitoring. The trends in surveillance are moving towards the merging of biometrics and surveillance.

Internet Surveillance and the Concerns

Internet surveillance refers to an array of technologies that intercept messages, and place markers that permit the tracking of communication

flows from specific computer location while simultaneously monitoring the activities of the machine at all times. Upon the dissemination of any internet message, the surveillance can identify the server from which the message originates.

Concerns are, however, emerging that mass surveillance of the internet poses threats to online privacy. UN Special rapporteur Ben Emmerson QC in a study reveals that the increased internet surveillance programs threaten the security of every internet user. The study indicates that the bulk of internet surveillance poses a direct threat to the international law. Notably, the bulk surveillance indiscriminately engulfs digital or telephonic communication data (Bowcott O. & Ackerman S., 2014).

This picture illustrates the trends in surveillance:

Adopted from Ferenbok J. and Clement A. (2013)

Concisely, everyone participates in surveillance by providing information for surveillance in the form of voluntary sharing of opinions, activities, tastes and locations with a network.

The topic comes barely after discussing internet surveillance and its influence on the privacy of the internet users. For effective understating of professional practice in information and communication, it is imperative that this topic is timely. Because we live in a hyper-connected world, the concept of the information society has built my understanding of modern technology. From this topic, there are memorable concepts that I can reflect pretty well.

Meaning of the Information Society

Many studies recognize information as a vital tool in the society. As such, various scholars allude that the ways we react to information we receive determine our relationship with the society. The emergence of internet technology provides ways of creating and managing information society. Today, the world is leveraging on technological transformations in interconnecting different sectors in the economy. Information and communication technology tools provide novel ways of connecting various sectors in the society. Converging IT and CT provides a powerful tool for developing information society.

Information Access and Digital Divide

Despite income differences across various groups in the society, technological advancements come with a variety of alternatives that allow at least every individual to have access to information. It is, therefore, arguable that technology bridges the gap between the rich and the poor. For example, the society has low cost and high expensive devices that enable even the low-income groups to have access to information. Different communication mediums such as radio, newspapers, television, and the internet serve different groups in the society.

A new paradigm emanates from digital technology development. The concept of the digital divide continues to draw the interest of many researchers. Access to the digital technology differs across different groups in the society. The upper class has an advantage due to their access to diverse information. There are gaps in the access and usage of modern ICT

services. Factors such as literacy, social inclination, and technology access influence the digital information access.

The Internet and Democracy

Considering the issues such as intent surveillance, the use of internet as a tool for democracy is questionable. Research has shown that the government is increasingly using modern technology tools for exercising control through surveillance. Although the internet provides an interactive platform for sharing and interacting, information and from the social networks through the cookies can help in tracking security-threatening intent.

After understating the concept of the information community, it is worthwhile to note that this week 12 topic is closely related to week 11 topic. As the society increases the level of information generation and sharing, the concept of interactivity is essential.

Defining Interactivity

Interactivity is the role of user partaking in the construal of weblog storylines. Interactivity makes it possible for various parties to take part in conversations actively without having face-to-face contact.

Adopted from:

Reflection on the Topic

The concept of interactivity is very vital in understanding the idea of human interactions. Through the modern communication and information technology, human interaction has become much faster and easier. It is now

possible to interact with several people in different places at the same time using interactive platforms such as internet. The new ways of socialization have emerged. There are no limitations based on proximity.

Today, all aspects of life reflect an extensive application of ICT. Application of digital communication is penetrating every aspect of human life ranging from education to routine chores and office work. The society is highly interconnected using modern ICT technologies. Internet-based technologies break the barriers of space and time in human interaction. For example, the internet provides virtual communities that enable like-minded individuals to keep in touch without necessarily having face-to-face contact.

Implications of Interactivity

Despite the wide-ranging benefits if interactivity, it is worthwhile to underscore that certain implications are associated with modern interactivity. Dutta S. (2012) alludes that hyper-connectivity do not satisfactorily replace the value of face-to-face contact. Today, many people lack the virtues of face-to-face interactions due to the interactivity through ICT platforms. The society has lost some important values while embracing modern forms of communication and interaction.

Research also shows that many students and workers spend significant time on internet interactivity platforms. Consequently, it is arguable that the increasing use of the internet threatens economic growth and worker productivity. Nevertheless, some studies indicate that there is no significant relationship between time spent on social media and the internet and work output. As such, there is a need for more studies to delve on the economic

implications of interactivity.

This topic provides a recap on the entire course topic and wraps up the digital media. As such, it is notable that this topic provides more insight for reflecting the entire course content.

The view of the Digital Environment

I think this topic closely draws its argument from the concept of internet and democracy. Different schools of thoughts have emerged in relation to the internet and democracy. Soriano M. R. T. (2013) in his report asserts that the perception of individuals on the intent revolves around democracy in the society. Whereas one group may perceive the internet as a tool for promoting democracy around the world, others think that the internet has features that make it a tool for consolidating authoritarianism and political repression. People, therefore, belong to the cyber-optimists, cyber-pessimists, and cyber-sceptics.

Digital Regulation

According to Zhao Y. (2014), alludes that the recent years have witnessed new forms of media and their propagation. Considering the past epoch of the media, there were no regulations in the ownership and operation of the media. Radio for example, is today regulated and its ownership is in the hands of large corporations.

Similarly, there are anticipations that regulation trends may spill to the internet as well. Issues such as ethics make its necessary to have oversight bodies and agencies that regulate the net through the satellite (Zao Y., 2014).

Ownership of the Internet

It is an interesting area of study to understand who will own the internet in the future. So far, the internet space has attracted the traditional media companies such as Google, Amazon among others. Already these companies are controlling various apps and software, devices and platforms on the internet. The implication is that large media companies will soon take over the ownership and regulation of the internet.

Search Engine

The internet without search engine program will be meaningless. The search engine takes the query and finds its answer using a sophisticated algorithm. Search engine makes online contributions locatable using keywords.

Overall Learning Summary: Journal Entry

Considering the topics covered from week 3 through to week 13, I am convinced that digital communication comes with far-ranging benefits. This journal entry provides an overall summary of the learning outcomes. From the lecture topics, it is noteworthy that the topics discussed in class are interrelated and when woven together provides a deep insight into communication and digital technology. Below is a summary of main learning concepts:

Online Identity and Personal Brand

- Identity keeps changing from one context to another. Depending on the people that an individual interacts with, identity keeps changing. The type of audience determines the identity that an individual presents.

- Personal branding is a core strategy for distinguishing oneself from others. Just as in business, poor brand has undesirable implications. Likewise, interaction on the social media and on the internet creates personal branding.

Surveillance and Privacy

- Surveillance is an integration of five major dimensions: the military techniques, bureaucratic management, supervision and disciplining workforce, law enforcement investigative methods, and consumer behavior observation.
- Modern communication technologies have heightened the capacity of various governments, enterprises, and individuals to engage in surveillance
- Internet surveillance refers to a collection of technologies that intercept messages, and place markers that permit the tracking of communication flows from specific computer location while simultaneously monitoring the activities of the machine at all times
- mass surveillance of the internet poses threats to online privacy

Information Society

- Today, the world is leveraging on technological transformations in interconnecting different sectors in the economy to facilitate information access. Converging IT and CT provides a powerful tool for developing information society.
- Technological advancements come with a variety of alternatives that allow at least every individual to have access to information. For example radio,

TV, newspapers are affordable media that allows various groups to access information in the society

Interactivity and Outcomes

- Interactivity makes it possible for various parties to take part in conversations actively without having face-to-face contact

- The society is highly interconnected using modern ICT technologies. Internet-based technologies break the barriers of space and time in human interaction

- hyper-connectivity and interactivity does not satisfactorily replace the value of face-to-face contact in the society

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