

Avid computer users and cooperate messaging essay sample

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In the advent of technology, human beings have changed the way they interact. Today, the world is virtually connected using different technological flat forms like computers, mobile phones, television networks among others. The use of the internet has made the interaction real-time and has overcome the barrier of distance in communication. There are those who are avid computer users. This category of computer users tends to use the computer for much longer periods of time than the average person. Can these computer users be categorized as a subculture? Based on what defines a subculture i. e. a social group of persons with different characteristics of behaviors and patterns sufficient enough to distinguish it from others, avid computer users are a subculture.

Marketers can incorporate this type of bond in messaging by ensuring that their technological investments seeks to use the most updated flat forms that suites majority of the avid computers users. The messages needs to be posted on user interfaces that are more friendly and attractive to keep more and more of the avid users glued in their websites. Proper sorting of information is also necessary to ensures that the loads of garbage found online does not distract the intended message from reaching the intended client. However, since competition is stiff all over the technological platform with many, luring potential clients into webpages, proper terms and conditions must be availed and a prompt to agreeing or disagreeing to them provided. This shall ensure that there shall be minimal legal battles in case of damages and/or loss of data. Nevertheless, the computer user must be protected fully. The wordings of the message should be made attractive and not ambiguous in any way. A research on the words that attract computer

user can be researched and incorporated in the message (Aaron Marquis, 2014).

Reference

Aaron Marquis (2014). What Comprises Corporate Messaging? Demand media. Retrieved on 18 February 2014 from <http://smallbusiness.chron.com/comprises-corporate-messaging-26226.html>