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The Social System: User, Managers, and IT Professionals

Digital media has slowly grown to become a major part of the daily life and has lead to a number of changes across the globe. It is essential to note that the use of the digital media and the increase and rise in the use of the Internet has led to a great increase in a number of aspects which include the improvements of the overall businesses and the working of many different organizations from several different industries (Tapscott).

With the growing technology and the growing availability of Internet, the use as well as misuse has increased a lot. The internet is a well of knowledge, entertainment and anything one could possibly ask for. It has become a world by itself – the virtual world. This virtual world provides the users with a variety of possibilities for their entertainment and pleasure. In researches that have been conducted it has been noted that the number of users of the Internet has increased over the years and is constantly increasing.

I personally feel that the use of the internet and other digital media has not caused a divide in the society but has helped a lot in the overall growth of the economies across the world. It is definitely true that a major part of the population across the world is unaware of the use of internet and other digital media (Shedletsky & Aiken).

While recent times have seen a big growth in the usage of the Internet, the Internet provides people with newer spaces, where there is freedom for people to interconnect with friends and also explore new relationships. This enables them to project a new, refined or otherwise altered identity. The Internet has seemingly deregulated the applicable and traditional rules and

regulations of social discourse and identity. A number of different activities are made possible in the vast paradigm of the web space and users themselves have begun to reap the benefits of this medium. The growth of online social networking communities has made it possible for individuals to have a new space (Morley & Robins). The projections are created to seek out new avenues for understanding themselves singularly, while participating in a group dynamic of plurality. This acts as a platform for individuals to express their views freely and also facilitates self – understanding to a great extent. The online communities have played a very important role in providing individuals with a platform where they understand who they are and express themselves.

In conclusion it can be clearly explained, that the IT professionals and IT companies play a major role in bridging this divide. If major companies along with the government work together towards the development of IT services within each state and ensure that people have a computer and use it, then it is possible to build a strong bridge within the society and can also help in the drifting parts of the society (Boyd-Barret).

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