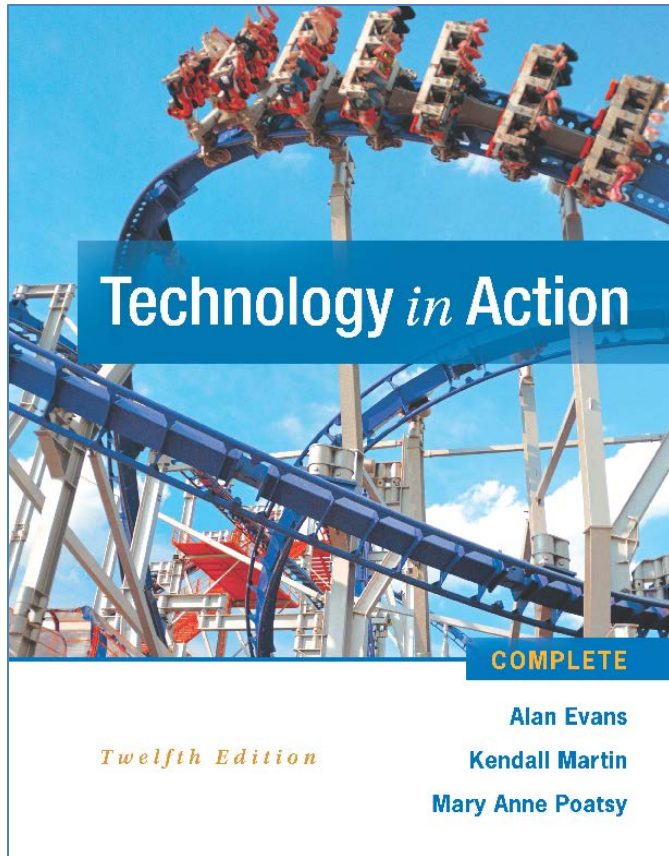


Check Your Understanding

1. How can becoming proficient with technology help you understand and participate in important issues in the world at large?
2. How can knowledge of technology help you influence the direction our society takes?



Technology in Action

Alan Evans • Kendall Martin

Mary Anne Poatsy

Twelfth Edition



Technology in Action

Chapter 1

Using Technology to Change the World



How Will You Put Technology in Action?

- Technology on the World Stage
- Technology and Our Society

Technology on the World Stage

Objective

1. How can becoming proficient with technology help you understand and participate in important issues in the world at large?

Technology and Our Society

Objective

2. How can knowledge of technology help you influence the direction our society takes?

How Will You Put Technology in Action?

- Technology is not just:
 - A means for career advancement
 - A skill set needed to survive in society
- Technology can provide ways you can make an impact

Technology on the World Stage

- Accelerating change around the world
- Galvanizing people in new ways



Technology on the World Stage

Political Issues

- Social networking tools enable groups to connect and exchange ideas
- Crisis-mapping tools collect and map information and make it publicly available



Technology on the World Stage

Global Issues

- Health care

- Develop and deliver vaccines
- Retinal prosthetics

- Environment

- Data could alert scientists to new trends

Technology on the World Stage

Global Issues

- The Digital Divide

- Great gap exists between levels of Internet access and availability of technical tools
- Prevents use of all minds to solve problems



Technology and Our Society

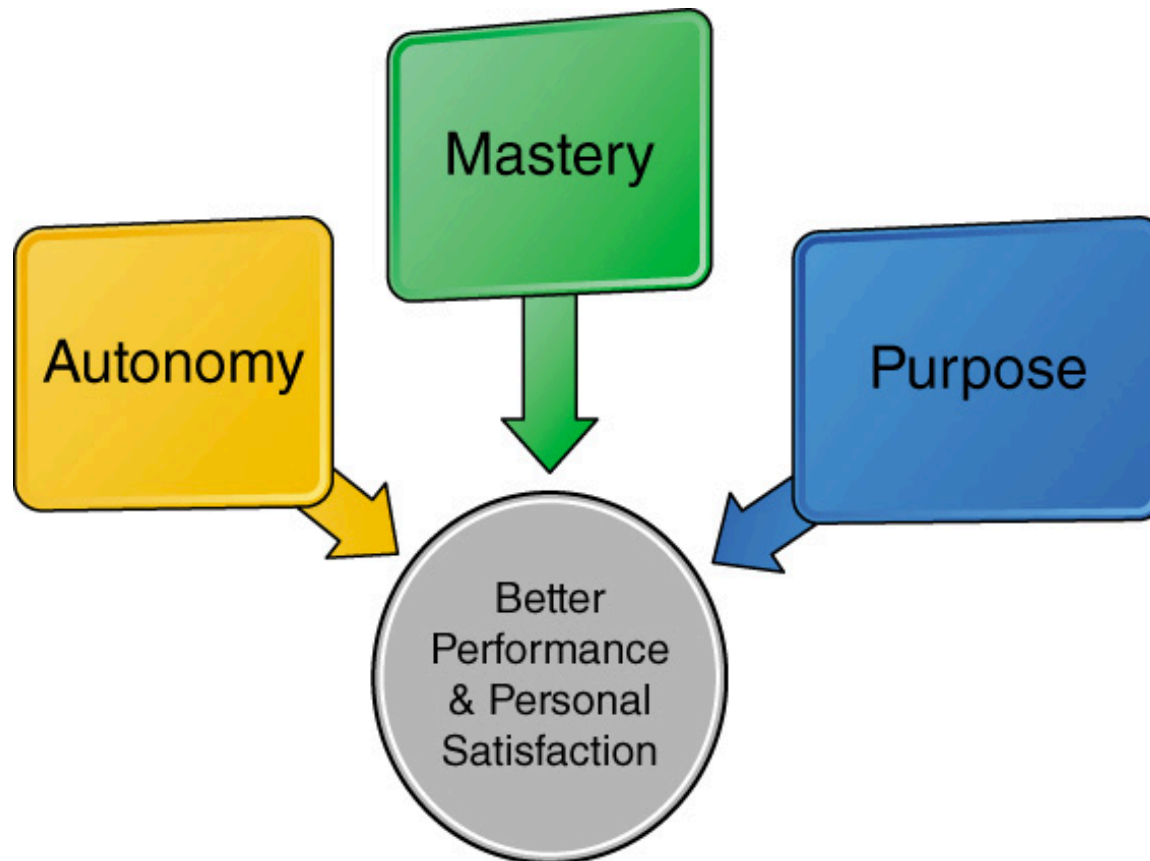
How We Think

- Web 2.0
 - New set of features and functionality
 - International collaboration
- Cognitive Surplus
 - Combination of leisure time and tools to be creative

Technology and Our Society

How We Think

Modern Theories of Motivation



Technology and Our Society

How We Connect

- Music (virtual choir)



- Business (Kickstarter, Crowdfunding)

Technology and Our Society

How We Consume

- Marketing technology helps to:
 - Decide what to purchase
 - Actual buying process of goods and services
- Strategies
 - QR (quick response) codes
 - Location-aware price comparison tools
 - Mobile coupons (mobicoupons)
 - Crowdsourcing



Technology and Our Society

How We Consume

- Access Versus Ownership

- ZipCar

- Call a Bike/Citi Bike

- Collaborative consumption





How will Technology Improve Your Life?

- Technology at Home
- Technology and Your Career

Technology at Home

Objectives

3. What does it mean to be computer-literate?
4. How does being computer-literate make you a savvy computer user and consumer?

Technology and Your Career

Objective

5. How can becoming computer-literate help you in a career?

How Will Technology Improve Your Life?

- Computer-literate

- Understanding capabilities and limitations of computers
- Knowing how to use computers safely and efficiently

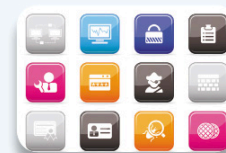
What Does It Mean to Be Computer Literate?



You can **avoid falling prey to hackers and viruses** because you are aware of how they operate.



You know how to **protect yourself from identity theft**.



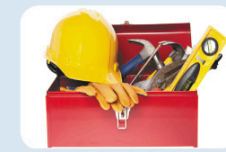
You can **separate the real privacy and security risks from things you don't have to worry about**.



You know how to **find information and use the web effectively**.



You can **avoid being overwhelmed by spam, adware, and spyware**.



You know how to **diagnose and fix problems** with your hardware and software.

Technology at Home

- Avoiding hackers and viruses
- Protecting your privacy
- Understanding the real risks
- Using the Web wisely
- Avoiding online annoyances
- Maintain, upgrade, and troubleshoot



Technology and Your Career

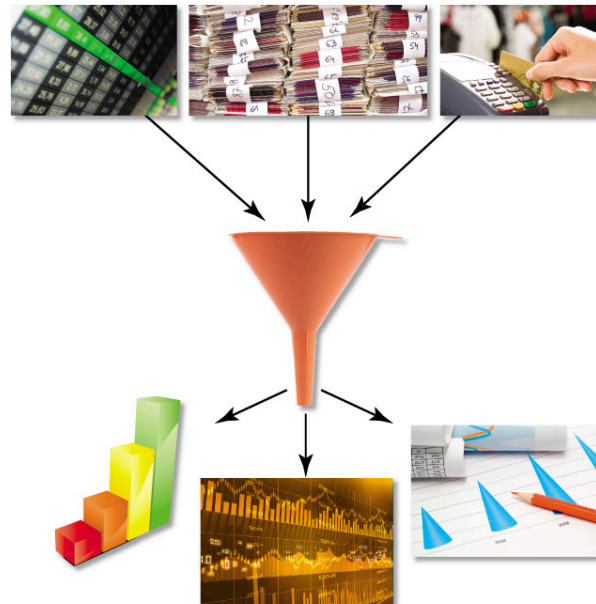
- Information Technology (IT)
 - Management and processing of information
 - Automatic retrieval of information
 - Perform your job more effectively
 - Easily and quickly react to next round of new technologies

Technology and Your Career

Retail

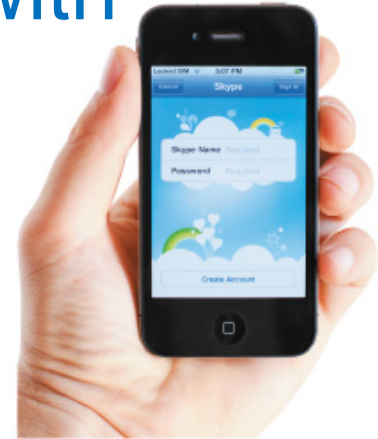
- Data mining

- Process of searching huge amounts of data for patterns
- Respond to consumer buying patterns



Technology and Your Career Arts

- Many artists work exclusively with computers
- Create and manage websites
- Dance and music programs
- Enhance visitors' experiences at museums



Technology and Your Career Education

- Course management software

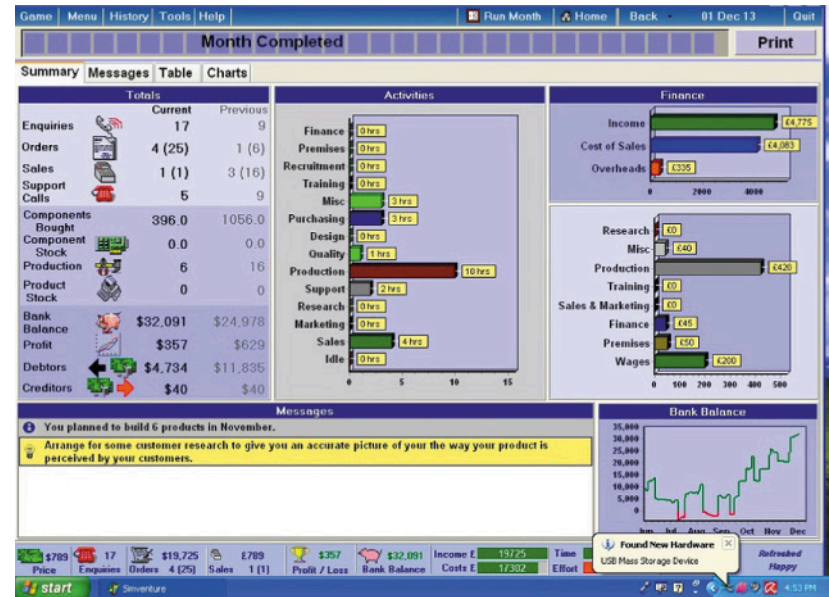
- Blackboard

- Moodle

- Research tool

- Simulations and instructional software

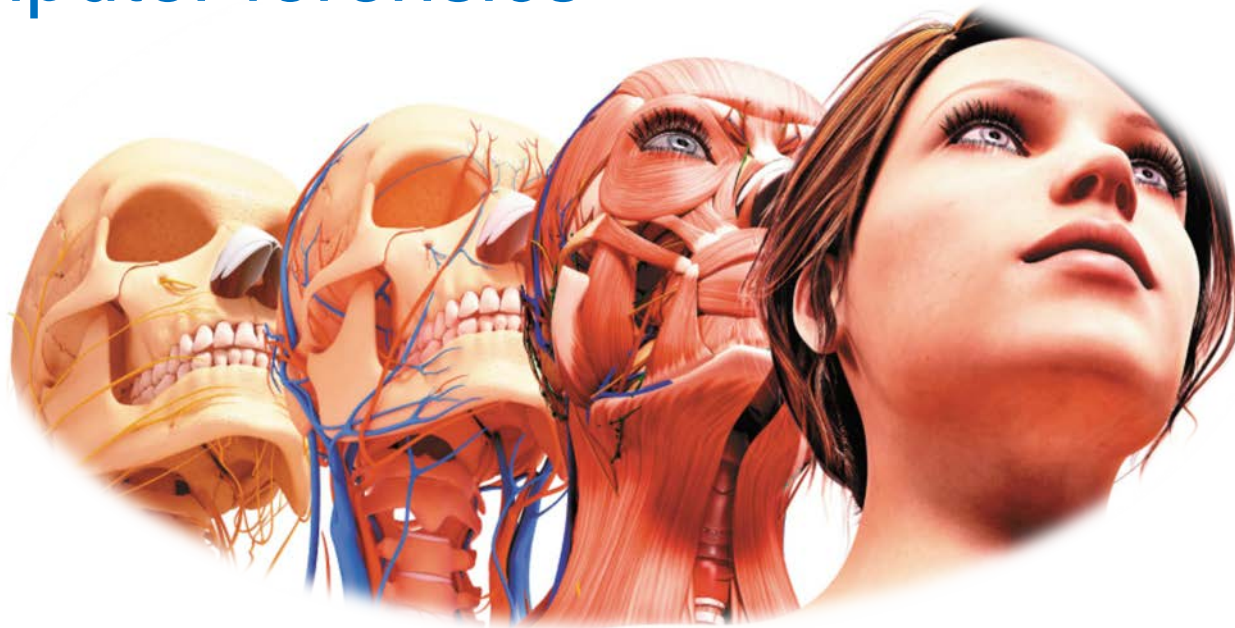
- Virtual tour websites



Technology and Your Career

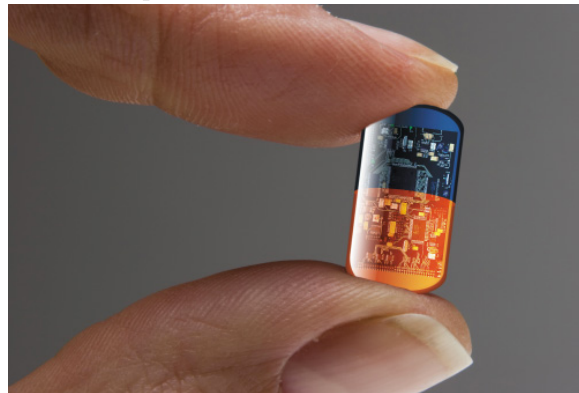
Law Enforcement

- Solve crimes
- Search databases
- Computer forensics



Technology and Your Career Medicine

- Modern biomedical chip research
 - Provides technological solutions to physical problems
 - Can verify a person's identity and medical information
 - Could be used to keep Alzheimer's patients safe



Technology and Your Career Science

- Simulations are used in:
 - Weather forecasting
 - Archeology



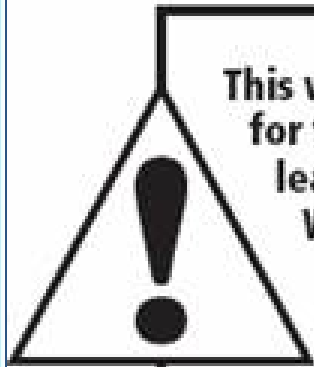
Technology and Your Career Psychology

- MACH—My Automated Conversation Coach
- Affective computing



Check Your Understanding

3. What does it mean to be computer-literate?
4. How does being computer-literate make you a savvy computer user and consumer?
5. How can becoming computer-literate help you in a career?



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