

# NEW TOPIC : DIGITAL LITERACY AND DIGITAL CITIZENSHIP

## DIGITAL LITERACY:

### Overview:

- Definition of digital literacy
- Pillars of digital literacy
- Application of digital literacy skills
- Practical strategies for improving digital literacy
- Benefits of digital literacy to a business
- Limitations of digital literacy to a business
- Trends, issues, and opportunities related to the use of digital opportunities in the work place.

# DIGITAL LITERACY AND DIGITAL CITIZENSHIP CONT'D.....

## DIGITAL LITERACY:

### *Learning outcomes:*

- ❑ Students should in position to define digital literacy.
- ❑ Should be in position to explain the pillars of digital literacy.
- ❑ Should be in position to know where digital literacy skills are applied.
- ❑ Should be in position to understand practical strategies for improving digital literacy.
- ❑ Should be in position to give the benefits of digital literacy to a business.
- ❑ Should be in position to know the Limitations of digital literacy to a business.
- ❑ should be in position to differentiate and understand Trends, issues, and opportunities related to the use of digital opportunities in the work place.

## DIGITAL LITERACY DEFINED:

- ❑ **Digital literacy** involves the confident and critical use of a full range of digital technologies for information, communication and basic problem-solving in all aspects of life
- ❑ It is supported by basic skills in ICT; such as
- ❑ the use of computers to retrieve, assess, store, produce, present and exchange information, and to communicate and participate in collaborative networks via the Internet.

# PILLARS OF DIGITAL LITERACY

The pillars of digital literacy are the core areas of knowledge and skills that are necessary for digital literacy. Here are the six pillars of digital literacy:

- ❑ **Information literacy:** The ability to locate, evaluate, and effectively use information from digital sources.
- ❑ **Media literacy:** The ability to analyze, evaluate, and create media in various digital formats, such as images, videos, and podcasts.
- ❑ **Digital citizenship:** The ability to engage in responsible and ethical behavior online, including understanding online safety and privacy issues.
- ❑ **Communication and collaboration:** The ability to communicate and collaborate effectively using digital tools such as email, instant messaging, and video conferencing.
- ❑ **Digital access:** The ability to access and use digital technology and tools, including hardware, software, and the internet.
- ❑ **Technical literacy:** The ability to use digital technology effectively, including understanding how to use software and hardware, and how to troubleshoot basic technical issues.

# APPLICATION OF DIGITAL LITERACY SKILLS

- ❑ **Communication:** Digital literacy skills can be used to communicate effectively using various digital media, such as email, social media, messaging apps, and video conferencing tools.
- ❑ **Information processing:** Digital literacy skills are crucial for processing and analyzing information gathered from digital sources, such as online databases, news websites, and social media platforms.
- ❑ **Problem-solving:** Digital literacy skills can help individuals to identify and solve problems by using digital tools such as search engines, spreadsheets, and programming languages.
- ❑ **Creativity:** Digital literacy skills can be used to express creativity by creating and sharing digital content such as videos, images, and blogs.
- ❑ **Career advancement:** Digital literacy skills are essential for career advancement in many industries, such as marketing, design, software development, and data analysis.
- ❑ **Personal productivity:** Digital literacy skills can help individuals to increase their personal productivity by using digital tools such as calendars, to-do lists, and productivity apps.
- ❑ **Lifelong learning:** Digital literacy skills are important for lifelong learning, enabling individuals to access and engage with online courses, webinars, and other digital learning resources.

# PRACTICAL STRATEGIES FOR IMPROVING DIGITAL LITERACY

- ❑ **Start with the basics:** Make sure you have a solid understanding of basic computer skills such as using a keyboard and mouse, navigating a computer file system, and using common software applications.
- ❑ **Take an online course:** There are many free and paid online courses that can teach you the ins and outs of digital literacy. Some popular platforms for online learning include Coursera, Udemy, and edX.
- ❑ **Learn to use new software:** Be open to learning new software applications that can improve your productivity and digital skills. Whether it's a new word processor or a video editing tool, take the time to learn the basics.
- ❑ **Explore the internet:** The internet is a vast source of information and knowledge. Learn how to use search engines effectively to find the information you need, and use online tools to stay organized.
- ❑ **Stay up-to-date:** Digital technology is constantly evolving, so make it a habit to stay up-to-date on the latest trends and developments. Read blogs, follow industry leaders on social media, and attend online webinars and workshops.
- ❑ **Practice good digital citizenship:** Being a responsible digital citizen means understanding and following ethical and legal guidelines for online behavior, including respecting other people's intellectual property and protecting your own privacy and security.
- ❑ **Seek help when needed:** Don't be afraid to ask for help when you need it. Reach out to friends, family, or colleagues with more experience, or seek assistance from online communities or tech support services.

# BENEFITS OF DIGITAL LITERACY TO A BUSINESS

- ❑ **Cost reduction.** By automating tasks and reducing manual labor. For example, businesses can use digital tools to automate tasks such as data entry, invoicing, and inventory management, thereby saving time and reducing labor costs
- ❑ **Increased efficiency.** digital technologies like project management software, cloud computing, and collaboration tools enable employees to work remotely and access information from anywhere, thereby increasing their productivity.
- ❑ **Improved customer service.** by providing faster response times, personalized experiences, and real-time support. For instance, businesses can use chatbots to respond to customer inquiries instantly, or social media to engage with customers and provide quick solutions to their problems.
- ❑ **Competitive advantage.** by enabling it to adopt new technologies faster than its competitors. This can help the business stay ahead of the curve and take advantage of new opportunities as they arise.
- ❑ **Better decision-making:** by providing them with real-time data and analytics. This allows them to track performance, monitor trends, and identify areas for improvement, thereby making more informed decisions.
- ❑ **Improved collaboration.** by providing them with tools to communicate, share information, and work together in real-time. This can help businesses increase teamwork, enhance creativity, and achieve better outcomes.

# Limitations of digital literacy to a business.

- ❑ **Cost:** Implementing digital literacy initiatives can be costly, especially for small businesses. This can include investments in hardware, software, and training. For example, providing employees with access to the latest technology and software can be expensive and may require ongoing maintenance and upgrades.
- ❑ **Resistance to Change:** Some employees may be resistant to new technologies, which can hinder the adoption of digital literacy initiatives. This can be due to a lack of confidence or familiarity with new tools.
- ❑ **Information Overload.** The vast amount of information available online can be overwhelming, and employees may struggle to navigate and filter this information effectively.
- ❑ **Cybersecurity Risks:** this is done by clicking on phishing emails and downloading malicious software this can result in data breaches and other cyber security incidents.
- ❑ **Time-consuming.** Through the digital literacy trainings which are time consuming and these take employees away from their regular work tasks.
- ❑ **Language barriers.** Digital literacy initiatives may not be effective for employees who are not fluent in primary language used in digital content and software.
- ❑ **Technical support.** Initiatives require technical support which can be challenging businesses with limited IT resources.. This can also lead to frustration and decreased morale among employees
- ❑ **Inequality.** Not all employees may have equal access top digital literacy training or the opportunity to develop digital skills. This can limit potential for innovation and growth..



# Trends, issues and opportunities related to the use of digital opportunities in the work place.

## Trends

- ❑ **Remote Work:** Remote work has become increasingly popular in recent years, and the COVID-19 pandemic has only accelerated this trend. Companies are adopting digital technologies like video conferencing, cloud computing, and collaboration software to enable employees to work from anywhere.
- ❑ **Digital Collaboration:** With remote work becoming more common, companies are relying on digital collaboration tools like Slack, Asana, and Trello to keep teams connected and productive. These tools make it easier to share information, assign tasks, and collaborate on projects.
- ❑ **Automation:** Companies are using automation to streamline repetitive tasks and improve efficiency. This includes using chatbots for customer service, automating invoicing and payments, and using AI to analyze data.
- ❑ **Augmented and Virtual Reality:** Augmented and virtual reality technologies are being used to enhance training and collaboration. For example, a virtual reality headset can be used to simulate a dangerous work environment, allowing employees to train in a safe environment.
- ❑ **Data Analytics:** Companies are using data analytics to gain insights into their operations and make data-driven decisions. This includes analyzing employee performance, customer behavior, and market trends.
- ❑ **Cybersecurity:** With more data being stored and transmitted digitally, cybersecurity has become a top priority for companies. This includes implementing security measures like firewalls, encryption, and multi-factor authentication.

# Trends, issues and opportunities related to the use of digital opportunities in the work place.

## Issues

- ❑ **Technology addiction:** The overuse of digital technologies can lead to addiction, which can interfere with work performance, personal relationships, and overall well-being. Employers should encourage employees to take breaks from technology and limit their use of digital devices.
- ❑ **Privacy concerns:** The use of digital technologies can also raise concerns about privacy and data protection. Employers should have clear policies in place to protect employee privacy and ensure that sensitive data is handled appropriately.
- ❑ **Technological obsolescence:** Digital technologies are constantly evolving, and older systems and software may become obsolete. Employers should ensure that employees are trained on the latest technologies and that their equipment is up-to-date.
- ❑ **Digital divide:** Not all employees may have equal access to digital technologies, which can create a digital divide in the workplace. Employers should strive to provide equal access and training to all employees, regardless of their technological expertise.
- ❑ **Information overload:** The vast amount of information available on the internet can be overwhelming, and employees may struggle to keep up with the latest trends, news, and updates. This can lead to information overload, which can be counterproductive and negatively impact productivity.
- ❑ **Cybersecurity risks:** The use of digital technologies in the workplace increases the risk of cyber attacks and data breaches. Employees need to be trained on how to identify and avoid phishing scams, malware, and other cybersecurity threats.

# Trends, issues and opportunities related to the use of digital opportunities in the work place.....

## Opportunities

- ❑ **Increased productivity:** Digital technologies can streamline work processes, automate repetitive tasks, and provide real-time data insights, resulting in increased productivity and efficiency.
- ❑ **Enhanced communication:** Digital technologies allow for real-time communication, collaboration, and file sharing among employees, regardless of their physical location. This can improve teamwork and reduce communication barriers.
- ❑ **Flexibility:** Digital technologies allow employees to work remotely, providing flexibility in their work schedules and reducing the need for physical office space. This can also help to reduce commuting time and costs.
- ❑ **Access to information:** The internet provides access to a vast amount of information, enabling employees to quickly find answers to questions and stay up-to-date on industry trends and developments.
- ❑ **Improved customer service:** Digital technologies can be used to improve customer service by providing faster response times, personalized interactions, and self-service options.
- ❑ **Cost savings:** Digital technologies can help to reduce costs by automating processes, reducing the need for physical office space, and reducing travel expenses.
- ❑ **Innovation:** Digital technologies can provide a platform for innovation, allowing businesses to develop new products and services, reach new markets, and stay ahead of the competition.

END: THANK YOU...