



DIGITAL SKILLS FOR PEOPLE LIVING IN THE 3RD AGE
Effective Digital Access to Public Services



DIGITAL ACCESS PROJECT

LEARNING MODULE

Benefits of using Internet in the 3rd age

M1BIC

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LEARNING HOURS: [ALL UNITS LEARNING HOURS]

WORKLOAD: [ALL UNITS LEARNING HOURS + OVERALL TIME FOR THE EXERCISES]

SUMMARY

This module is designed to introduce the benefits of internet to the user and lay a solid base for the rest of the modules, and support more developed and advanced use of the internet for people living in the 3rd Age. The unit's main objectives are to motivate the user to use the internet and support their adaptation to the digital-oriented changing world and ensure that they can easily access the right services, take advantage of the benefits the Internet offers, and feel confident for using online tools to manage their health and life quality. This model addressed the key aspects associated with the benefits of the internet i.e. effective communication, acquiring and accessing knowledge, information and services while remaining safe and allowing he benefits of the internet to contribute to the user's well-being and life experience in the digital realm.

KEYWORDS

Benefits of digital world, Communication, knowledge acquisition, information access, public services, online shopping, digital awareness.

MODULE OBJECTIVES

Actions / Achievements		
Understanding the main aspects of internet and the skills needed to use it in everyday life		
Knowledge	Skills	Competencies
Digital and online Communication	Benefits of internet-based communication Identify the rules of digital communication Different forms of online and digital communication	Building awareness of the benefits of digital communications and how to identify most appropriate form
Acquiring knowledge, information and accessing public services	Benefits of using the internet for acquisition of information	Building awareness of digital tools to find information, books, papers, accessing public services effectively

	<p>Identify which methods are most appropriate to use for accessing internet</p> <p>Different services that can be accessed and used</p>	
Social networking tools	<p>Benefits of social networking</p> <p>Identify which social networking strategies may be most appropriate</p> <p>Different social networking tools</p>	<p>Ability to recognize the value and benefits and pitfalls of social networking</p>
Online Shopping and Online Payment	<p>Benefits of online shopping</p> <p>Identify which shopping platforms may be most appropriate</p> <p>Recognizing different online shopping platforms</p>	<p>Ability undertake shopping online effectively and remain safe and to operate effectively and appropriately</p>

UNIT 1: Digital and online Communication

Outcome

Understanding digital and online communication and recognize some of the benefits of using them, understand the basic rules of digital and online communication and identify the appropriate forms of online.

Introduction to digital and online communication

The Internet is no longer just a place of content. It is the latest technological breakthrough in communication following the telegraph and the telephone. Thanks to the internet, we can communicate with one another more fluidly than at any other time in history.

With the necessary tools, users can share photos, send virtual birthday and Christmas cards and just chat with friends, family, and colleagues no matter their location provided they can access the internet. But with so many new communication tools at our fingertips, using them effectively and efficiently can be a daunting task.

Today close to 3.2 billion people can communicate using digital and online tools, this proliferation of communication channels has brought numerous benefits across all industries and social contexts. However, to be used effectively it is essential that the rules of effective digital and online communications are recognized. For young people who are known as 'born digital' the use and application of digital communication technologies is often seamless, however, for those who are new to emerging digital communication technologies and/or accessing new systems it's important to recognize that the benefits must be tempered by application of basic rules.

Benefits of Digital and Online Communication

There are numerous benefits associated with online communication from allowing people to connect with friends and family, improved workforce efficiency and enhanced service delivery and retail activities. r social and economic benefits which may include:

- While apart from the benefits of better communication with friends and family there are also wideOnline community feedback options increase citizen participation rates by providing flexible access to participate whenever and wherever convenient
- Online Discussion Forums Democratise Community Voices Bringing New Opinions And Options To The Light Of Day
- Online Discussions Are Documented Verbatim For Posterity, Analysis And Reuse

- Asynchronous Online Discussion Forums Encourage Deeper Reflection Than Fast Paced F2f Processes
- Relevant Content From The Real-world Grounds Online Discussion
- Online Discussion Allows Each Participant To Make A Choice About The Quality And Quantity Of Their Participation
- An Online Community May Arise Organically From An Online Discussion If The Context Is Just Right
- Flexible Boundaries Around Online Discussions Allow Lateral Opportunities To Arise

These are the benefits for promoting citizenship engagement and for people living in the 3rd Age engagement can be one of the key considerations, especially in terms of engagement with public services and with the community. Promoting health and well-being.

The Rules of Digital and Online Communication

Like any form of communications certain rules need to be observed and applied, these differ from face 2 face communication in subtle ways, but basic rules are still important. As a baseline the following should be applied:

- Be respectful
- Be aware of strong language, all caps, and exclamation points
- Be careful with humor and sarcasm
- Grammar and spelling matter
- Cite your sources
- Don't post or share (even privately) inappropriate material
- Be forgiving

These pertain generally to social communications but there are rules which should be applied in a work context:

- Treat Work Emails Like Professional Letters
- When It Comes to Texting, Follow Your Boss's Lead
- Be Careful about Facebook Posts, Likes and Photos
- Think Before You Tweet
- Ask Before You Post a Photo of a Colleague

- Make the Most of Your LinkedIn Profile
- Audit Your Social Media Presence Regularly
- Treat Others as You Want to Be Treated

When using digital and online communication it is best to apply common sense and think of the context within which you are communicating and keep as a standard rule that anything you share, tweet, type, etc. can find its way into the public realm. So as a standard rule never say or do anything online that you would not like everyone to know or hear about.

The Main Forms of Digital and Online Communication

There are many different tools for digital and online communication, from basic internet use of email and texts through podcasts and videocasts through to VoIP technologies and Facetime. The nature of these tools can be best assessed in terms of the follow 10 paradigms for communication in the digital age:

- From audience to user
- From media to content
- From monomedia to multimedia
- From periodicity to real-time
- From scarcity to abundance
- From editor-mediated to non-mediated
- From distribution to access
- From one way to interactivity
- From linear to hypertext
- From data to knowledge

For further reading on these see bibliography.

The nature of digital and online communication has changed fundamentally, and it is essential that the user living in the 3rd Age is familiar with their application and the rules that govern effective digital communication to ensure the it is a positive experience.

There are many ways of communicating using the internet and these are broadly categorized into:

- Instant Messaging
- Internet Telephony & VoIP



- E-mail
- Internet Relay Chat
- Videoconferencing
- SMS & Wireless Communications

As with any form of communication each will have different appropriate contexts to be used and carry different rules of etiquette but as outlined above the basic rule is to apply good manners and show respect for the recipient of any communication tools used and keeping in mind that all you say and do may find its way into the public realm.

UNIT 2: Acquiring knowledge, information and accessing public services

Outcome

Building awareness of digital tools to find information, books, papers and accessing public services effectively.

Introduction to Acquiring Knowledge, Information and Accessing Public Services

In the early days of the internet it was heralded as the 'Information Highway' and its potential as a tool for education and a well-informed citizenry has now given way to cynicism and concern for 'Fake news'. While the focus of much of the internet now is to support commercial click throughs and sites littered with what is known as 'click-bait'. Some feel that the internet is in fact a wrong turn in the history of information.

There are numerous positive ways and means for acquiring knowledge and with the advent of the internet, accessing to information and data has never been easier, however, information becomes knowledge with the application of contemplation, investigation and interrogation.

Ironically one of the overriding paradigms from the 10 above is the 'From editor-mediated to non-mediated' has shifted the mediating responsibility onto the user. As a rule, it is important to apply a mediating principle which holds that 'do not believe everything you hear, read or see on the internet.

Benefits of Using the Internet for Effective Knowledge Acquisition

While keeping in mind the rules as outlined above it is important to recognize the underlying benefits of using the internet:

- Information, knowledge, and learning
- Connectivity, communication, and sharing
- Address, mapping, and contact information
- Banking, bills, and shopping
- Selling and making money
- Collaboration, work from home, and access to a global workforce
- Donations and funding
- Entertainment

- Internet of Things
- Cloud computing and cloud storage

See bibliography for further reading.

Identifying Most Effective Methods Acquiring Knowledge, Information and Accessing Public Services

With the advent of the internet now each user has access to almost all information since the introduction of writing, any topic or area is accessible with an internet connection and a browser (Google, Yahoo, Firefox, etc.). But as outlined above there is no mediation and people can publish what they like, whether it is true or untrue or spread malicious untruths.

Ways to improve the nature and quality of information that you receive online, include:

Tap into reputable sources

Many reliable statistics, articles and other information can be found on government and educational websites. These websites are easily identified because their domain names end in .edu or .gov. Additionally, you can conduct a search for only scholarly information.

Subscribe to RSS Feeds

Really Simple Syndication (RSS) feeds is a technology that allow subscribers an immediate update when new information is posted. RSS feeds are particularly handy for news sources or other websites that are constantly updated. If you need to collect current events on a particular topic, RSS feeds will practically do your work for you.

Join or Create a Group

A number of websites like Google, Yahoo and MSN offer online groups where members can share information. This is an excellent way to meet people who share your same interests and discover new resources.

Understand and Use Boolean Logic or an advanced search

Boolean Logic is becoming less common as more search engines offer advanced search features. Boolean Logic uses the words and, or and not to create relationships among search terms and allow you to narrow your search.

Use Synonyms, Alternate Spellings and Related Topics

As you conduct your research, take note of synonyms, alternate spellings and related keywords of your topic. For example, if you are looking for information on dogs, you may also want to search puppies , canines and pets .

Use Different Search Engines

Different search engines function differently. Google and Ask.com are link ranking engines, which mean they consider the relevance and importance of the links that link to a website and the sites the website links to. On the other hand, Yahoo and AltaVista rank by general content. They look at keywords in metatags and in the webpage's content. Therefore, different search engines provide different results.

Choose a Browser That is Conducive to Research

There are many free internet browser downloads Internet Explorer, Firefox and Opera are just a few. Some browsers allow you to add notes, save groups of websites and have integrated search engines that make web research easier and faster. Any of the three listed above are great for web research.

Which Services to Access Digitally?

Delivering services to citizens is at the heart of what most government agencies do. Tasks like paying taxes, renewing driving licenses, and applying for benefits are often the most tangible interactions citizens have with their government. Services are therefore critical in shaping trust in and perceptions of the public sector. Many governments have made efforts to improve service delivery through online portals or "one-stop shops" like centralized call centres, but find they are still unable to meet the public's expectations. The nature and shape of the public services offer may differ from country to country, with some services still offered in an analogue framework but as the digital capabilities of governments across the world improve and the digital literacy of citizens improves there will be an expansion of the public services offered.

UNIT 3: Social networking tools

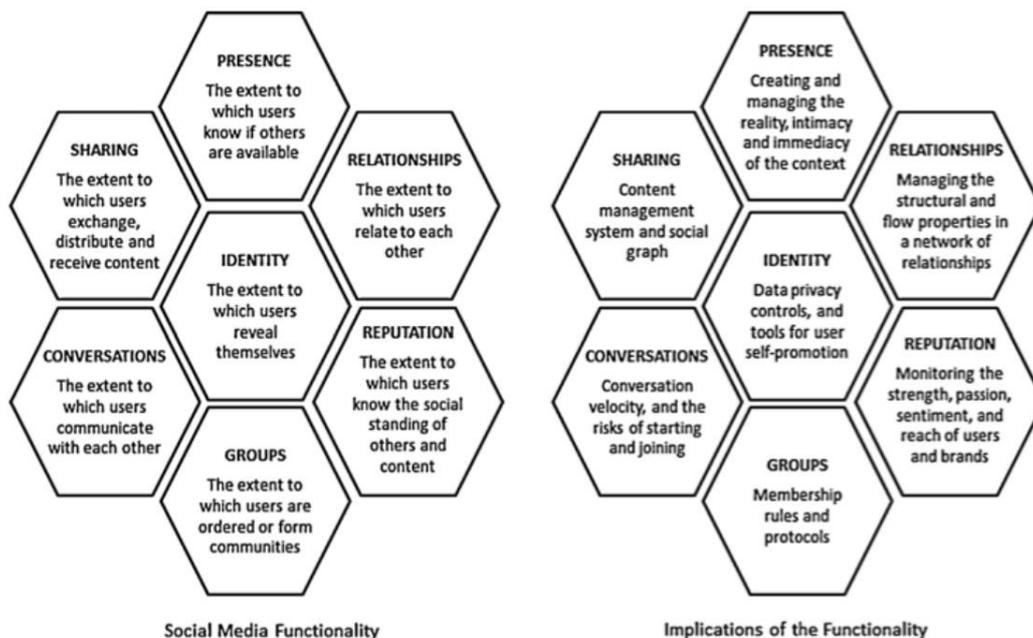
Outcome

Ability to recognize the value and benefits and pitfalls of social networking.

Introduction to Social Networking

Social networking on social media websites involves the use of the internet to connect users with their friends, family and acquaintances. Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have. The most well-known social media platforms are Facebook, Twitter, Instagram and LinkedIn. These websites allow you to share photos, videos and information, organise events, chat, and play online games. Social networking is fast becoming a key tool for businesses and other entities to remain in contact with their customers and users, it is not unusual to find public services using social media to communicate with their respective communities and this is likely to become more prevalent in the coming years. The following honeycomb gives an excellent overview of social media:

Figure 1. The honeycomb of social media



Source: *Social media? Get serious!*

Understanding the functional building blocks of social media (2011)

Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre

Benefits of Social Networking

There are several personal and professional benefits of social media for the user, but the main ones include:

- Build relationships.
- Share your expertise
- Increase your visibility
- Educate yourself
- Connect anytime

Important to also recognise the disadvantages:

- Perpetuates False and Unreliable Information
- Causing Major Relationship Problems
- Cyber Bullying Is A Growing Problem
- Used to Profile and Discriminate In The Job World
- The Addiction Is Real

But as with all things on the internet the advantages and disadvantages can be traversed through application of some basic rules.

The Rules of Social Networking

Here are the rules, adapted from IBM's social networking policy, in a professional context but can easily be applied to as a personal rule book:

1. DON'T provide confidential or other proprietary information
2. DO identify yourself by name and, when relevant, your role, when you discuss your company or matters relating to it.
3. DON'T write in the first-person plural (e.g. "we", "us", "our"). Make it clear you speak for yourself and not on behalf of your firm.
4. DO be mindful that whatever you publish will be public for a long time, possibly for your entire career/life.
5. DON'T violate copyright, fair use, or financial disclosure laws. When you quote somebody, link back to the source if possible.
6. DO make certain that your online profiles and related content are consistent with how you wish to present yourself to colleagues and clients.

7. DON'T assume that posting anonymously will keep your identity secret if you publish inappropriate comments and content.
8. DO take personal responsibility for the content that you publish on blogs, wikis, or any other public forum.
9. DON'T forget that your firm's brand is represented by its people and what you publish will inevitably reflect on that brand.
10. DO your best to add value by providing worthwhile information and perspective rather than mere opinion and bluster.
11. DON'T cite or refer to the firm's clients, partners, or suppliers without their approval. Doing so could land your firm in legal trouble.
12. DO show proper consideration for others' privacy and for sensitivities that may exist concerning politics and religion.
13. DON'T use ethnic slurs, personal insults, obscenity, or engage in any online conduct that would not be acceptable at work.

The Main Forms of Social Networking

There are many different social networking tools



UNIT 4: Online Shopping and Online Banking

Outcome

Ability undertake shopping online effectively and remain safe and to operate effectively and appropriately.

Introduction to Online Shopping and Online Banking

One of the most important implications of the internet beyond the 'information highway' status has and continues to be the impact on shopping, retail and banking. The effects of the internet can be seen across cities and towns across the developed world and increasingly the developing world, as shops change, and the shopping experience is altered through the rise of Amazon and other online retail platforms. The future will likely to see a continued rise of online sale platforms with the inevitable impact on the nature of shops and the shopping experience. The rise of online activities has been expedited by the concomitant rise in online banking and an increase in confidence of using online payment systems.

Benefits of Online Shopping and Online Banking

There are many obvious benefits of shopping online and online banking, from convenience through to faster delivery and real time services.

In terms of online shopping:

- Convenience
- Better prices
- More variety
- You can send gifts more easily
- Fewer expenses
- Price comparisons
- No crowds
- Less compulsive shopping
- Buying old or unused items at lower prices
- Discreet purchases are easier

But it is also key to recognize some of the disadvantages:

- Hidden Costs
- Shipping charges
- No bargaining
- Screen time overload
- Terms and conditions
- Need to take delivery
- Security issues
- What you see is not always what you get

In terms of online banking:

- Pay Your Bills Online
- View Your Transactions
- Transfer Money Between Accounts
- Mobile Banking
- Syncing with Your Money Applications
- Low Overhead Can Mean Low Fees
- Low Overhead Can Yield High Rates

But it is also key to recognize some of the disadvantages:

- Technology issues
- Security issues
- Inefficient at complex transactions
- No relationship with personal banker
- Inconvenient to make deposits

The Rules of Online Shopping and Online Banking

As with everything associated with the internet there are rules that should be applied to shopping and banking online:

- Buy from trusted sources
- Check for any recurring costs

- Always make sure you are aware of all costs associated with any transaction
- Use credit card for payment where possible due to consumer protection rules
- Never submit your card details unless you are purchasing a specific product or service
- If purchasing from another person do not send money upfront and/or send money to persons, you do not know
- Do not use sites that do not have full authentication systems -Look for the “https” URL and the padlock symbol
- Never send card details in an unencrypted e-mail
- Stick with trusted brands that have a strong reputation
- Apply the ‘if it’s too good to be true rule’ i.e. it’s likely to be a scam
- Look for the “https” URL and the padlock symbol

As with most things applying simple rules can keep your online shopping and banking safe and secure.

EXERCISES

Case Study 1 - Tips for using the Internet effectively

In this Case Study you are required to mark True or False for each of the 'Tips':

(The aim of the case study is to allow the user to reflect on how to effectively use the internet and extract the underlying benefits effectively)

Tips for using the Internet Effectively	T	F
A loose definition in a search engine will always deliver the best set of results		
Avoiding nouns is important way to avoid getting poor results		
The best way to use keywords is by using ("...")		
Do not use pronouns and capitals		
Always enter your credit card details when asked on sites with or without HTTPS		
'Fake News' is only relevant when reading news sites		
Shopping online is always secure if the website shows a verification sign		
When purchasing an item online be sure that you check dimensions and measurements to ensure you know what you are getting		
There are many things that make shopping online advantageous including that all online retailers guarantee products sold		
Online banking is safest in a public space by using Wi-Fi		
It is best to used well-known brands and sites when making online purchases		
When engaging with friends in a private space it is acceptable to share any material you like		
Social networks are always good sources of news		
It is acceptable to share confidential material in a close group on a social network provided you know all the people on the group		
All passwords and pin numbers should be keep secured if they are written down		



Case Study 2 - The Future of the Internet?

This case study is designed to allow the user to reflect on how the internet may evolve in the coming years. For each of the statements the user is asked to reflect on a possible yes/no answer. At the end of the module a suggested answer is given, with the caveat that the future is hard to predict.

- The Internet will become permanent and automatic
- Augmented Reality will be a passing phase
- Machines are likely to take over many unskilled jobs
- Privacy is lost forever
- The Internet of Things is a danger to our freedom
- The rate of change is likely to speed up

<https://www.weforum.org/agenda/2018/03/this-is-the-future-of-the-internet/>

<https://www.forbes.com/sites/jaysondemers/2016/04/18/7-predictions-for-how-the-internet-will-change-over-the-next-15-years/#9b7c91922e0e>

FURTHER READING AND RESOURCES

Unit 1

Global Internet Usage

https://en.wikipedia.org/wiki/Global_Internet_usage

Eight advantages of online communication for citizen engagement

<https://www.bangthetable.com/blog/eight-advantages-of-online-communication-for-citizen-engagement/>

Digital Etiquette 101: The Unofficial Rules of Digital Engagement?

<https://medium.com/@farimagdalamaliakanagast/digital-etiquette-101-the-unofficial-rules-of-digital-engagement-fari-magdala-bf5acdc92aa3>

10 Rules of Effective Digital Communication

<https://www.linkedin.com/pulse/10-rules-effective-digital-communication-desir%C3%A9-vidal-perea/>

Unit 2

Individual Knowledge in the Internet Age

<https://er.educause.edu/articles/2010/4/individual-knowledge-in-the-internet-age>

How to Spot Fake News

<https://www.factcheck.org/2016/11/how-to-spot-fake-news/>

How to Effectively Use the Internet for Research

<https://www.toptenreviews.com/software/articles/how-to-effectively-use-the-internet-for-research/>

Unit 3

Introduction to Social Media

<http://accan.org.au/tip-sheets/introduction-to-social-networking>

Introduction to Social Media

<https://jarche.com/2010/06/introduction-to-social-networking/>



The professional and personal benefit of social media connectivity

<https://firebrandtalent.com/blog/2015/05/the-professional-and-personal-benefits-of-social-media-connectivity/>

Unit 4

10 Benefits of shopping online

<https://toughnickel.com/frugal-living/Online-shopping-sites-benefits>

Top 10 Major Disadvantages of Online Shopping

<https://listovative.com/top-10-major-disadvantages-of-online-shopping/>

Golden Rule – Safe Online shopping

<https://www.europol.europa.eu/publications-documents/golden-rules-safe-online-shopping>

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Unit 1

Introduction to Digital Communication

https://ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-450-principles-of-digital-communications-i-fall-2006/lecture-notes/book_1.pdf

Eight advantages of online communication for citizen engagement

<https://www.bangthetable.com/blog/eight-advantages-of-online-communication-for-citizen-engagement/>

7 Rules for Online Etiquette

<http://achievevirtual.org/7-rules-for-online-etiquette/>

Online Communication at Work: How to Handle Email, Texting and More

<https://www.coca-colacompany.com/stories/online-communication-at-work-how-to-handle-email-texting-and-more>

The 10 new paradigms of communication in the digital age

<https://medium.com/@jlori/the-10-new-paradigms-of-communication-in-the-digital-age-7b7cc9cb4bfb>

Types of Internet Communications

https://www.webopedia.com/DidYouKnow/Internet/internet_communications.asp

Unit 2

Rethinking Knowledge in the Internet Age

<https://lareviewofbooks.org/article/rethinking-knowledge-internet-age/#!>

Internet Knowledge and Tools - World Wide Web Information

<http://www.basicknowledge101.com/subjects/internet.html>

What are the advantages of the Internet?

<https://www.computerhope.com/issues/ch001808.htm>

Top 10 Benefits Of Using Internet

<http://anextweb.com/top-10-benefits-of-using-internet/>

Unit 3

Introduction to Social Networking

<https://jarche.com/2010/06/introduction-to-social-networking/>

5 Benefits of Using Social Media

<https://www.linkedin.com/pulse/20140422162738-44670464-5-benefits-of-using-social-media/>

13 Social Media Rules to Live By

<https://www.inc.com/geoffrey-james/13-social-media-rules-to-live-by.html>

Social networking tools

<https://www.jisc.ac.uk/guides/technology-and-tools-for-online-learning/social-networking-tools>

Social Media Word Cloud

https://www.google.co.uk/search?q=social+network+word+cloud%23&safe=strict&source=lms&tbnm=isch&sa=X&ved=0ahUKEwi2sO3knoPeAhUIDcAKHUZ5DmsQ_AUIDigB&biw=1366&bih=626#imgrc=XqnDzhe34KtreM:

Unit 4

Introduction to Online Shopping and Banking

<https://www.telstra.com.au/content/dam/tcom/seniors/pdf/beginners-online-shopping-part1.pdf>

Introduction to Online Payment Systems

<http://onlinepaymentsys.blogspot.com/2011/02/introduction-into-online-payment.html>

Five Advantages of Online Banking

<https://www.thebalance.com/three-advantages-of-online-banking-2385804>

Advantages and Disadvantages of Online Banking

<https://www.gobankingrates.com/banking/banks/disadvantages-advantages-of-online-banking/>

SOLUTION OF EXERCISES

Case Study 1: - Tips for using the Internet effectively

Tips for using the Internet Effectively	T	F
A loose definition in a search engine will always deliver the best set of results		X
Avoiding nouns is important way to avoid getting poor results		X
The best way to use keywords is by using (“...”)	X	
Do not use pronouns and capitals	X	
Always enter your credit card details when asked on sites with or without HTTPS		X
‘Fake News’ is only relevant when reading news sites		X
Shopping online is always secure if the website shows a verification sign		X
When purchasing an item online be sure that you check dimensions and measurements to ensure you know what you are getting	X	
There are many things that make shopping online advantageous including that all online retailers guarantee products sold		X
Online banking is safest in a public space by using Wi-Fi		X
It is best to used well-known brands and sites when making online purchases	X	
When engaging with friends in a private space it is acceptable to share any material you like		X
Social networks are always good sources of news		X
It is acceptable to share confidential material in a close group on a social network provided you know all the people on the group		X
All passwords and pin numbers should be keep secured if they are written down	X	

Case Study 2: The Future of the Internet?

- **The Internet will become permanent and automatic:** The demand for internet access especially by the younger generations will ensure that soon the internet will become hardwired into all systems with seamless connections.
- **Augmented Reality (AR) will be a passing phase:** The nature of AR is like the internet likely to become part of the day-to-day activities in society and industry alike, from AR

based business meetings to AR tourism, it is safe to say that AR is here to stay and as it improves with haptic technologies it is likely to become ubiquitous.

- **Machines are likely to take over many unskilled jobs:** There is much hype around AI and machine learning, the exact nature of a machine-based future is unclear although robotic technology is advancing rapidly, some applications, like Boston Dynamics Robot Dog are still in their infancy. That some unskilled and dangerous work will be replaced by machines is likely however as the technologies advance so do the education and training structures for the human workforce.
- **Privacy is lost forever:** The recent introduction of GDPR and other data protection policies is the start of a backlash against the ‘theft’ of users privacy, but as other technologies advance in terms of face recognition software and the Internet of Things, it is not too alarmist to say that privacy is lost but the option to opt out will become more viable and we are likely to see more people electing to take this option.
- **The Internet of Things is a dangerous to our freedom:** IoT or the Internet of Things is the next big revolution in terms of the internet, with all devices connected to the internet from the toaster through the fridge to the light next to your bed. Devices communicating with each other, monitoring and acting in accordance with the user’s needs. This is going to have many implications for peoples’ freedoms and how this develops will need to be monitored.
- **The rate of change is likely to speed up:** There is little doubt that the pace of change is likely to speed up and demand that people are more adaptable to these changes. This makes the embrace and application of rules for how we engage with digital communication, access services and life day to day all the more important.