



The Information Age

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23 minutes

Teacher Notes:
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Program Synopsis

This program is about life in the information age. It looks at the availability of different online services, their benefits and drawbacks, life in the information age locally and globally, and the digital divide. Comments from a number of experts and ICT users are included.

Introduction

Life in the information age means easier, speedier access to information. The advent of the internet means many traditional services can now be accessed in the online environment. This has ramifications for economies and cultures globally and locally.

But despite advances in information communications technology, millions of people in the world still struggle to be able to access it. When steps are taken to bridge the digital divide we might finally be able to say that the world is truly living in the information age.

Program Rationale

This program is aimed at year 10 to 12 students and TAFE students as an introduction to the Information Age Revolution. The information age we know today stems from the creation of the internet, and more specifically the World Wide Web, and information continues to become more and more accessible to large numbers of people.

Program Timeline

00:00:00	Introduction
00:00:54	Chapter 1 – Internet Services
00:05:37	Chapter 2 – Online and wireless services – Benefits and drawbacks
00:11:00	Chapter 3 – The Global Scene
00:14:17	Chapter 4 – The Local Scene
00:21:17	Conclusion
00:21:59	Credits

Program Worksheet

Before the Program

1. In a small group, brainstorm and document the impact of ICT in everyday life both in a local and global context. Present your findings to the rest of the class.
2. Collect news paper/magazine articles of recent Information Technology issues/news, discoveries in the field.

Note: These can be used in the suggested activity after viewing the program.

During the Program

1. What are some examples of technologies that provide for easier, speedier access to information?

2. In industrialized countries around the world the landline telephone is perceived as a fairly simple device. Yet its invention in the late 19th century marked a major shift in communication practices. How is that so?

3. Fill in the gaps.
With the world wide web came the opportunity for the _____

_____ and _____ sectors to transfer their services to the online environment.

4. "Destra Entertainment" is the largest Australian CD and DVD entertainment company and an example of an online service in the e-commerce sector. What services does the organization provide?

5. Complete the following sentence.
"MMORPGs" or massive multi-player online role playing games have grown in popularity in recent years. Most people play recreationally, but in recent years, some

6. Education sector services include educational websites and reference services such as dictionaries and online encyclopedias.
Briefly describe Wikipedia and Wikimedia Commons.

7. What do online communication services include? Give an example of a company that provides this kind of service?

8. Many online services cross over into multiple sectors. For example, an educational site might also serve to entertain while providing users with an opportunity to interact with one another. Many of these businesses focus on a specific age group, gender or geographical demographic.
What is critical in any business?

9. In the communications sector the benefits of the online and wireless environment lie in providing new spaces for communicating and interacting with people.
What is meant by that?

10. For the business sector the online environment provides many benefits. For example, the internet has changed the way music is distributed. Artists can now take their music and upload it to the internet, for listeners to download.

What impact has that had on the music industry?

11. Briefly describe the term “wiki”?

12. State some of the drawbacks for social networking and technology.

13. Fill in the spaces.

Instant, real time communication has made the world a smaller place, and everyday technology- such as

_____ , _____

and _____ makes it highly accessible to millions across the

world.

14. Easier, speedier access to information is symptomatic of life in the information age. People are more aware and more quickly informed of the news and events occurring in the world around them. State both positive and negative implications for this.

15. What has been a result of developments in communications technology from Western countries such as the United States and Australia?

16. This means fewer low-skilled jobs for workers in developed countries, and improvements for the labour force in countries where labour is cheap. What is employment increasingly focusing on?

17. What are some of the security issues that have also arisen as a result of developments in ICT and the fact that lives are increasingly lived online?

18. What does the term "digital divide" describe?

19. Digital divide can also apply to population groups within an industrialized country, such as the United Kingdom or Australia. What factors can contribute to that?

20. Give examples of suggested initiatives to reduce the digital divide.

After the Program

1. Research one of the topics mentioned below taking into consideration how individuals/organizations use and can be affected by information technology in their day to day lives. Create a PowerPoint presentation, poster, booklet, or another item of your choosing, and present it to class.
 - Time line of the development of Information TechnologyImpact of Information and Communications Technology in:
 - Education
 - Music
 - Medicine
 - Banking
 - E-commerce
 - Transport
 - Communication
 - Leisure
 - Online communication services
 - Wikipedia and Wikimedia Commons
2. You could also use any topics found in the newspaper/magazine articles that you found during the first stage for this exercise.

Suggested Student Responses

During the Program

1. What are some examples of technologies for easier, speedier access to information?
**The development of telegraphy, and the telephone in the 19th century.
The 20th century broadcast technologies of radio and television, and the digital technologies familiar today.**
2. In industrialized countries around the world the landline telephone is perceived as a fairly simple device. Yet its invention in the late 19th century marked a major shift in communication practices.
How is that so?
For the first time people could communicate in real time across significant distances. They saw it as a tool, to increasing social communication and unity.
3. Fill in the gaps.
With the World Wide Web came the opportunity for the **business, entertainment, education and communication** sectors to transfer their services to the online environment.
4. “Destra Entertainment” is the largest Australian CD and DVD entertainment company, and an example of an online service in the e-commerce sector.
What services does the organization provide?
The company runs a number of online services for the distribution and sale of new music targeted at a youth market. The services also provide online networking opportunities for new artists.
5. Complete the following sentence.
“MMORPGs” or massive multi-player online role playing games have grown in popularity in recent years. Most people play recreationally, but in recent years, some now actually make their living.
interacting in virtual worlds online.
6. Education sector services include educational websites and reference services such as dictionaries and online encyclopedias.
Briefly describe Wikipedia and Wikimedia Commons?
Wikipedia, is an online, user-built encyclopedia. Wikimedia Commons, a media repository site.
7. What do online communication services include? Give an example of a company that provides this kind of service?
**Online communication services include email, messaging, chat and newsfeed services.
Jumbuck Entertainment Ltd is a company which offers wireless chat technology to users around the world.**
8. Many online services cross over into multiple sectors. As an example, tvgeny.com.au is an educational site that also serves to entertain while providing users with an opportunity to interact with one another. Many of these business focus on a specific age group, gender or geographical demographic.
What is critical in any business?
In any business it’s critical to target the audience and know what the customer base is.
9. In the communications sector the benefits of the online and wireless environment lie in providing new spaces for communicating and interacting with people.
What is meant by that?
This means people can more easily communicate with one another across geographical distances and time zones.

10. For the business sector the online environment provides many benefits. For example, the internet has changed the way music is distributed. Artists can now take their music and upload it to the internet, for listeners to download.
What impact has that had for the music industry?
As a result, the music industry has been significantly changed. Millions of people across the globe download and share music digitally.
11. Briefly describe the term “wiki”?
A wiki is a collaboratively edited website that anyone can go and make a change and it will instantly appear on the website. The website is open to the public and usually it is available for anyone to edit it.
12. State some of the drawbacks for social networking and technology?
**Insufficient bandwidth – the amount of data that can be transferred from one site to another
Rapid increase of connected users.
Increasing number of content-rich multimedia applications.
Security issues.
Accuracy of the information presented.**
13. Fill in the spaces.
Instant, real time communication has made the world a smaller place, and everyday technology- such as **mobile phones, computers, and webcams**- makes it highly accessible to millions across the world.
14. Easier, speedier access to information is symptomatic of life in the information age.
People are more aware and more quickly informed of the news and events occurring in the world around them. State both positive and negative implications for this.
**A benefit of having instant access is you know what’s happening around the world instantaneously.
A disadvantage is that misinformation can spread very quickly.**
15. What has been a result of developments in communications technology from Western countries such as the United States and Australia?
The outsourcing of call centre jobs to developing countries such as India.
16. This means fewer low-skilled jobs for workers in developed countries, and improvements for the labour force in countries where labour is cheap.
What is employment increasingly focusing on?
Employment is increasingly focused around the creation of information based products services.
17. What are some of the security issues that have also arisen as a result of developments in ICT and the fact that lives are increasingly lived online?
Online criminal activity includes identity fraud and credit card theft.
18. What does the term “digital divide” describe?
“Digital divide” describes the separation of the world’s technologically rich from the technologically poor.
19. Digital divide can also apply to population groups within an industrialized country, such as the United Kingdom or Australia. What factors can contribute to that?
Factors contributing to the digital divide in these countries include socio-economic status, race, gender, age, disability and geographical location.
20. Give examples of suggested initiatives to reduce the digital divide.
**The One Laptop Per Child movement- providing cheap access to communications technology to children.
Hole-in-the-Wall project in India - aimed to install computers with high-speed internet connections.
To address issues of literacy in developing countries.
In industrialized countries technological literacy with many older people.**