

ICT

Subject level Level 3

Resource site www.wqe.ac.uk/tasteractivities

Subject context Changes and advancements in Information Technology are happening in our world all the time. In your BTEC ICT course you will need to be aware of the ever-changing face of ICT, so here are some activities to help you start your investigation.

Estimated time required to complete activity 3 hours

Resources required Laptop
Internet

Assignment details **Task 1: The use of Social Media in Business**

In one of your first units you'll be investigating how Social Media is used by businesses. To help you prepare to start this unit, please investigate how businesses use social media. **Find at least six methods that businesses use to promote their brand and advertise their products and services** (e.g. Use of influencers and paid promotions). Explain why these methods are effective.

Research on the web to find:

- a) An example of a business that has made excellent use of social media to promote itself and its products. Explain the good practice that the business has used and why it is effective.
- b) An example of a business that has made a mistake on social media that has damaged their reputation. Explain what the mistakes were and why they damaged the reputation of the business.

Task 2: Emerging Technology

Technology has the potential to do many good things in the world!
Watch [this clip](#) about “GiveVision” goggles.

Emerging technology is also causing negative impacts on individuals and society. Read [this article](#) about “Deepfake” videos.

1. Investigate technology news to find at least six up-to-date articles or videos that will help you create a balanced assessment of the positive and negative effects that technology is having on the world.

Some sources that may be helpful:

- [BBC Technology News](#)
- [Sky Science and Technology news](#)
- [The Independent’s Tech news](#)
- [BBC Click](#)