

<p>Subject:</p>	<p>Information Technology</p>
<p>Subject Context:</p>	<p>Changes and advancements in Information Technology are happening in our world all the time. In your BTEC IT course you will need to be aware of the ever-changing face of IT, so here are some activities to help you start your investigation.</p>
<p>Reading List:</p>	<p>Some sources that may be helpful:</p> <ul style="list-style-type: none"> • BBC Technology News • Sky Science and Technology news • The Independent's Tech news • BBC Click
<p>Essential resources or equipment required for the course:</p>	<p>PC/Laptop Internet access</p>
<p>Taster Activities:</p>	<p>Task 1: The use of Social Media in Business</p> <p>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 five 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.</p> <p>Research on the web to find:</p> <ol style="list-style-type: none"> 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. <p>Task 2: Emerging Technology</p>

	<p>Technology has the potential to do many good things in the world! Watch this clip (Brain implants help paralysed man to walk again - BBC News) about how technology helped a paralysed man walk again.</p> <p>Emerging technology is also causing negative impacts on individuals and society. Read this article (Deepfake videos could 'spark' violent social unrest - BBC News about “Deepfake” videos and this second article (Beneficial artificial intelligence · Giving What We Can) about the benefits and drawbacks of Artificial Intelligence.</p> <p>a. 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.</p>
<p>Resources needed to complete the activity:</p>	<p>PC/Laptop Internet access</p>
<p>Estimated time required to complete the activity:</p>	<p>2 hours</p>
<p>How you could extend your learning:</p>	<p>Research possible future careers after studying IT: https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/information-technology/overview-of-the-uks-it-industry</p>