

Digital Age And Social Work Impact

Posted on September 25, 2019

Abstract

The digital age has made sure that the earlier complications that are related to the advent of social media are working out in the right manner, to say the least. What it has done is that it has allowed a plethora of learning opportunities for people. The information exchange that is happening among all the stakeholders has been huge. Businesses that are savvy in the digital age are using that medium to build constructive relationships with all their stakeholders. So it is one of the huge advantages, to say the least. The management of information is one of the biggest challenges that the digital age brings.

Introduction

If one talks about the starting point of the digital age, word of mouth and the way it has spread can be considered as the starting point regarding the way the digital age was initiated (Mishna et al. 2017). It has to be noted that the basics of human communication have always stayed the same with the passage of time (Mishna et al. 2017). The way people express their emotions and as well as their needs are one of the key aspects of the way social working is carried out (Baker & Hitchcock, 2017). What has changed is the advent of social media has increased the way interaction was supposed to be carried out as well as setting up the patterns around which this whole exercise is going to be managed (Baker & Hitchcock, 2017).

Communication Methodology of the People

Since the advent of the making, people have used various methods through which they have communicated with each other (Mishna et al. 2017). For instance, customer service representatives have always been reaching potential customers with diverse channels. What is happening is that these channels are becoming more and more agnostic with the passage of time. People are talking and exchanging thoughts as well as underlying opinions about the way things are affecting them in one way or another (Baker & Hitchcock, 2017). As a matter of fact, they have pointed out about the way feelings and recent events in a much more vocal manner in this day and age (Mishna et al. 2017). What is happening in this digital age is how people are mobilizing and creating their own voices and consciousness with the passage of time (Mishna et al. 2017). The discussions and the interactions are becoming online, and social media has emerged as one of the drivers of this change (Mishna et al. 2017). As people have various avenues where they can express themselves in the appropriate manner, the individual customer experience is becoming more and more dilute with the

passage of time, and no one gets to see a combined narrative as far as their interactions if one talks about the way digital interaction is supposed to be carried out (Baker & Hitchcock, 2017).

Digital Age and Web Tools

About a decade ago, something happened that really changed the way web tools were supposed to be managed (Berzin et al., 2015). The digital age really came of age, and the plethora of web tools started to make their presence felt at a larger level (Berzin et al. 2015). These tools started a different culture where the evolution was made in terms of the way social work used to work (Mishna et al. 2017). The evolution came into the form of the 'centre-to-periphery' as well as making sure that the push can be made for the institutional web sites to say the least. Some of the tools that started to make their presence felt at the larger level are as follows (Berzin et al. 2015).

Type of tool	Example	Application
Blogs	Stephen's Web Online Learning and Distance Education Resources	Allows an individual to make regular postings to the web, e.g. a personal diary or an analysis of current events
Wikis	Wikipedia UBC's Math Exam Resources	An "open" collective publication, allowing people to contribute or create a body of information
Social networking	FaceBook LinkedIn	A social utility that connects people with friends and others who work, study and interact with them
Virtual worlds	Second Life	Real-time semi-random connection/ communication with virtual sites and people
Multi-player games	Lord of the Rings Online	Enables players to compete or collaborate against each other or a third party/parties represented by the computer, usually in real time
Mobile learning	Mobile phones and apps	Enables users to access multiple information formats (voice, text, video, etc.) at any time, any place

The Main Feature of this Social Work

It is very important to make sure that the underlying functionality of these functions is understood in an appropriate manner (Berzin et al., 2015). The idea is to make sure that the end user is being empowered in one way or another (Mishna et al. 2017). At the same time, it is possible for the access and the creation and dissemination of the shared information to be carried out in the right manner (Mishna et al. 2017). That does not mean that it does not come with a cost (Mishna et al. 2017). One of the most important elements that it is taking away from the customer is the way cost management is carried out in these interfaces (Berzin et al. 2015). The level of control over the content and the way it is spread is also something that is needed to be looked at as it is most of the time imposed by the end users themselves (Chan & Holosko, 2016). The recent cases related to the Facebook data leaks and the data manipulation that was carried out during the course of the elections provided a fair idea regarding the loose controls that the users have over these data (Berzin et al. 2015).

General Affordance of the Social Work and the Digital Age

Looking at the way the concept of affordance works is that the discussion of social media is commonly witnessed in these situations (Chan & Holosko, 2016). If one talks about the affordance that is related to social work, especially if one talks about it in the context of Web 2.0, the following are some of the aspects that can be seen.

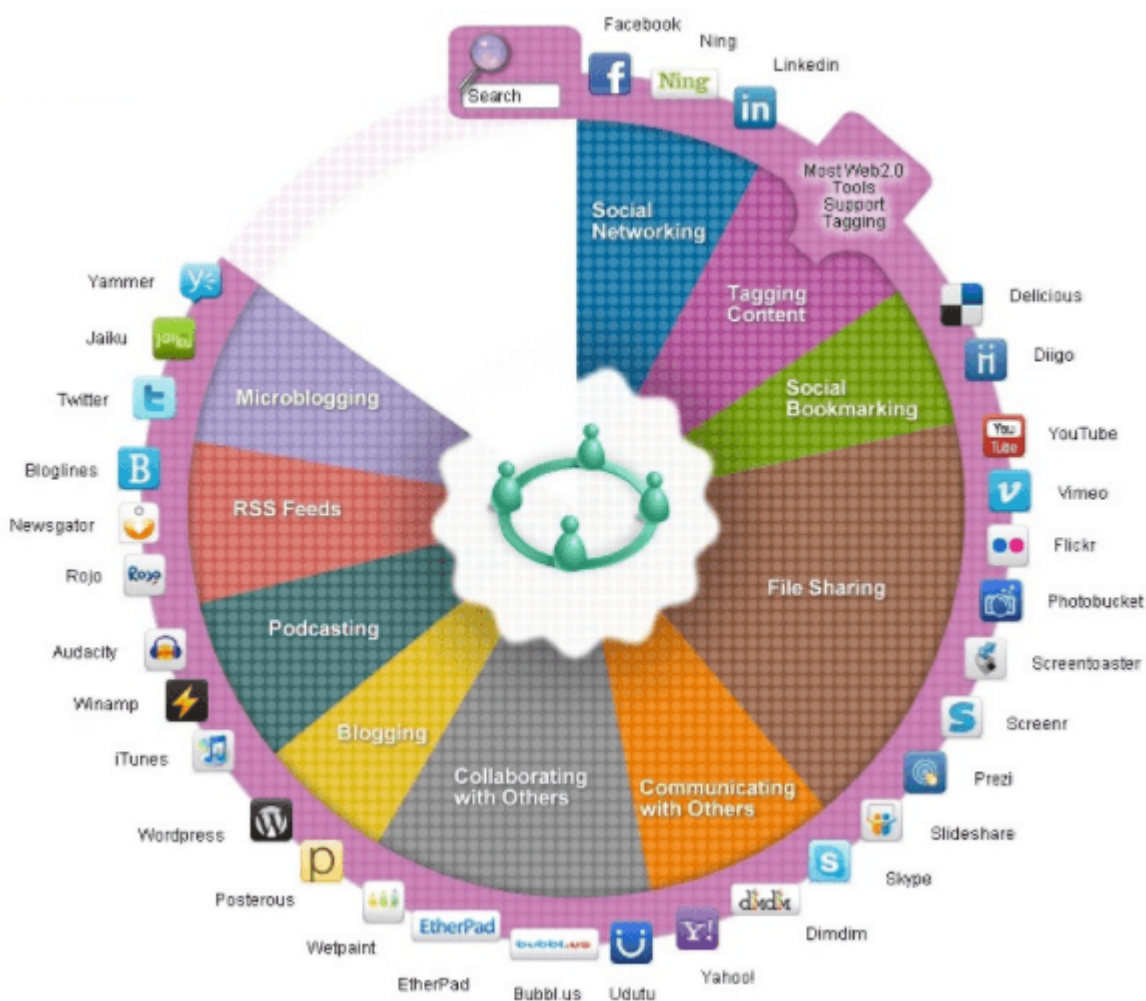
- Connectivity and Social Rapport
- Sharing of the collaborative information discovery as well as sharing of the content
- Creation of the content (Mishna et al. 2012)
- Aggregation of the information, as well as the modification

The idea is to ensure that how the direct pedagogical characteristics of social media are going to be witnessed in all of the cases (Mishna et al. 2012). In the simpler sense, what it is doing is that it is making sure that the presentational characteristics of the whole information are being managed in an appropriate manner (Chan & Holosko, 2016). Also have to be kept in mind the overall presentation characteristics that one gets to witness in all of these situations (Chan & Holosko, 2016).

Representational Impact of the Digital Age on the Social Work

In the future, there are going to be profound presentational characteristics that are going to be part of the way the whole thing is going to work out in the long term manner (Mishna et al., 2012). One of the key things that is inclusive of social work is how it allows the inability of networked multimedia

communications among the self-organizing group of learners at the broader level (Chan & Holosko, 2016). The other advantage that it tends to offer is that it makes sure that the learner-generated multimedia materials are being managed, which allows greater opportunities in terms of the way the expansion of the closed courses is carried out, as well as the functionality of the institutional boundaries, to say the least. It also provides the opportunity to make sure that the expansion of learning beyond the closing horizons is carried out in the right manner (Mishna et al. 2017). It also allows setting up institutional boundaries to be set up in the appropriate manner (Chan & Holosko, 2016).



Learning Impact of the Social Works

For instance, with the passage of time, the extent and the level to which one gets to see digital literacy has increased, and it allows greater opportunities for users to make sure that they are making the right decision in terms of their learning abilities (Chan & Holosko, 2016). At the same time, the other thing that needs to be kept in mind is the way it has enhanced collaboration, learning and teamwork across the board, which is one of the biggest advantages of the way (Chan & Holosko,

2016). Then comes the fact that with the advent of these social works and the way they are being digitalized, it means that the skill set around which people can manage themselves has also improved to a great extent (Chan & Holosko, 2016). The important thing is to understand whether all the learners would be able to do well in their personal capacity (Mishna et al. 2012). At the same time, another thing that is witnessed is how the structured educational experience can be created with these social works (Chan & Holosko, 2016).

Issues of the Quality of the Content in the Social works

One of the key handicaps that one gets to see as far as the digitalization of social work is the way quality declines (Fang et al. 2014). One of the important issues that have to be kept in is to make sure how a reliable and accurate information-sharing mechanism is supposed to be done (Mishna et al. 2012). As there is not much validation of the information that one gets to see on the social works, the whole thing raises a big question mark about the way quality is being managed in these social works, to say the least (Chan & Holosko, 2016). The other thing that it raises doubts about is the fact that what are some of the implications for the knowledge that is either specialized or requires a greater degree of technical expertise (Rock & Congress, 1999). The validation of the digital information that one gets to see through social work is one of the biggest challenges of social work that is witnessed these days (Fang et al. 2014). Thus, effort is needed to be put into how the qualification of the information is supposed to be carried out (Fang et al. 2014).

Explosion of the Marketing Content on Social works

Even though networks that are pertaining to the social context have been prevalent for quite some time now, one is getting to see the increased influence and the sense of purpose behind these schemes in the long run (Fang et al. 2014). Of late, the way social media marketing has been carried out has witnessed some sort of implication regarding the way sort of participation that is witnessed in this medium all across the world. As a matter of fact, marketing and content management, considered to be a niche sector, has now gone mainstream in the sense of the way propagation of information is carried out (Fang et al. 2014). There are some advantages to the whole equation, but what it is doing is that it is making it much harder for organizations to make sure that they are taking care of their business (Fang et al., 2014). They have to be making sure what are some of the voices that are coming from these social works as they have large implications for the business in the long run to say the least (Fang et al. 2014). There are many businesses that are not able to grasp the nuisance of this marketing technique in the digital age, and it is one of the main reasons that they are lagging behind as compared to some of the other businesses of the same nature (Fang et al. 2014). On the other hand, the businesses and organizations that have realized the value of social work are using it in a manner that allows them to make sure that they are engaging with the audience that

they are getting to see on their social work forums as well as making sure that the meaningful relationships are constructed with the passage of time (Fang et al. 2014).

Key Challenges of the Digital Age and Their Impact on Social Work

There are many challenges that one can see as far as the way the implementation of the digital age is going to be carried out (Fang et al. 2014). The key thing that needs to be done is to make sure that how everything can be made part of the solution. What is needed to be done is to make sure that the conscious effort has to be made towards the social media and how the execution and the implementation of the knowledge management is going to be carried out. The ideal thing that needs to be done is to make sure that the users are made aware about what are some of the responsible uses of social media and how this medium can be used to their own advantage (Mattison, 2012). The other thing that needs to be done is to make sure that the environment is created where a certain degree of control is developed regarding the way content is being shared on these social media (Mattison, 2012).

Conclusion

The digital age has brought its own set of challenges for all the users. What it has done is it has provided all the people with an interactive forum where they can easily interact with people of all breadth and classes, and it is one of the most important things that is working to the advantage of the people who are among the principal stakeholders during the course of the whole process (Mishna et al. 2012). These changes are going the way people and businesses can leverage the power of their communication and message (Mishna et al. 2012).

References

Baker, L. R., & Hitchcock, L. I. (2017). Using Pinterest in Undergraduate Social Work Education: Assignment Development and Pilot Survey Results. *Journal of Social Work Education*, 53(3), 535-545.

This journal talks about how using Pinterest and other unauthorized forms of social work is going to be disruptive to the way knowledge is gained by the student. It also discusses the pilot survey results and the relevant development matrices based on the study from the social work.

Berzin, S. C., Singer, J., & Chan, C. (2015). Practice innovation through technology in the digital age: A grand challenge for social work. *Grand Challenges for Social Work Initiative Working Paper*, (12).

This journal discusses that how the businesses and the organizations have to make sure that they are going to be practicing innovation as well as setting up the plan for the social work. The article

discusses the impact of the digital age and technology.

Chan, C., & Holosko, M. J. (2016). A review of information and communication technology enhanced social work interventions. *Research on Social Work Practice*, 26(1), 88-100.

This journal reviews the telecommunication and technologies that have brought about enhancements in social work. The journal discusses the current and the past landscape with regard to technology and how they are going to be disrupting social work.

Fang, L., Mishna, F., Zhang, V. F., Van Wert, M., & Bogo, M. (2014). Social media and social work education: Understanding and dealing with the new digital world. *Social work in health care*, 53(9), 800-814.

This journal talks about the way education is being roped in the way work and the education process is carried out. It also provides the understanding and dealing with the way management of the digital world is supposed to be carried out.

Mattison, M. (2012). Social work practice in the digital age: Therapeutic e-mail as a direct practice methodology. *Social work*, 57(3), 249-258.

This is a narrow journal as it talks about the way e-mail and the other social interaction technologies that are working in particular confines work out in social work and what their relevance is in the digital age.

Mishna, F., Bogo, M., Root, J., Sawyer, J. L., & Khoury-Kassabri, M. (2012). "It just crept in": The digital age and implications for social work practice. *Clinical Social Work Journal*, 40(3), 277-286.

The journal provides insight into how the digital age arrived and what some of the factors and the determinants that played their role in bringing about this technology. The journal also discusses the possible impact of the digital age on social work practice.

Mishna, F., Fantus, S., & McNroy, L. B. (2017). Informal use of information and communication technology: Adjunct to traditional face-to-face social work practice. *Clinical Social Work Journal*, 45(1), 49-55.

It talks about disclosure and the way informality is being used in social work. The ideal thing that can be seen is how different the informal scene is as compared to some of the other traditional practices that are witnessed across the board.

Rock, B., & Congress, E. (1999). The new confidentiality for the 21st century in a managed care environment. *Social Work*, 44(3), 253-262.

This article talks about confidentiality and its concept in the 21st century. It brings into the discussion about the way privacy and confidentiality are going to be witnessed in the 21st century.