***IMPACT OF EMERGING DIGITAL TECHNOLOGY***

 Digital technologies have advanced more rapidly than any innovation in our history, reaching many people in this current population in just few years by impacting and transforming Societies. By enhancing connectivity, financial inclusion, access to trade and public services.

 ***Individual***

**1.It has improved communication between people**. Technology has progressed through all those years both the elderly and the young have phone. The best way for one to communicate with others is by texting or calling. Technology enables one to cross boundaries and communicate with foreign people, people from different countries.

* Social network is one of the main way for most youths to communicate and exchange information. Communication binds people, also enables people to interact from different religion and culture Companies can no longer depend on the traditional way of advertising since advertising has been made easier. The native advertising which enables customers to reach companies website easier which provides links and feeds which offer content about a company also the ads on different website that appears all the time

**2.AI changing the way we work.** In this current year<2023> many people are now able to access the Chat GPT and other AI tools for all sort of their work. The Chat GPT has made our lives easier by accurately and quickly answering questions relating to our work. Also it has been helping people with jobs crafting poems, composing emails and summarizing notes

**3.Accessible shopping.** Technology has enable shopping to be easier and has found a convenient and popular home online even ordering online and having a successful delivery without moving out of

your house. Phones and card has made online shopping easy as one only need tap to pay and you are done. Accessible online shopping has led to increase in global business competition, forcing companies to focus on customer engagement and loyalty

**3.Flexible working.** Covid19 year<2020> will forever be remembered mostly on its negative effects but also let us remember the positive. The widespread acceptance of working from home. With the pandemic affecting most workers and made many people abandon their offices and get introduced to this new swing of working from home. For many working from home this revolution has been an importance to them. It has helped them not commute to work, given them more flexible working hours and a peaceful environment to work and this has been made possible by the introduction of technology.

 ***SOCIETY***

**1.It has enhanced healthcare.**  Storing and accessing data has been one of the biggest benefits of technology. Information concerning patient can be easily retrieved from anywhere. Technology has allowed healthcare professionals to share medical information with each other resulting to more efficient patient care,

**2.IT HAS IMPROVED EDUCATION IN WIDE.** The digital technology has really shaped the entire education sector with digital classroom that enable student to meet online and learn online. The online classes introduced by technology provide a large capacity of students compared to the physical classes which are limited by size. Technology has really enabled the availability of education to each and everyone who wants to learn across the world anytime anywhere.

Technology has improved the communication between teacher and student, teacher and parents and also among students themselves

**3.Introdution to online banking.** Technology has really helped in the accessibility and convenience of banking services to customers. Customers are now able to easily access banking service easily through online banking, digital wallet and mobile banking apps. Cyber security risks increases risks of cyberattacks on different banks and customers and this has enabled banks to borrow from technology the cybersecurity measures to protect their systems and customer’s data from hackers. Technology has facilitated in fraud prevention and also validating most banking transaction thus reducing embezzlement.

**4.Mechanized Agriculture:** The digital technology has really changed farmers working mechanism. With the introduction to technology farmers are now able to access machine which makes their work easier, effective and automated. The drones and satellites have advanced in taking farm high quality images and enable farmers to analyze the status of crops while they are at the comfort of their homes. Also the drones can be used in spraying pesticides on the crops. Digital technology can now support trade in agriculture by bringing private suppliers to the new market and enabling new ways for different government to ensure compliance. Technology has been a game changer in increasing productivity, resilience and profitability to climate change

***Disruptiveness of emerging digital technology***

**1.The loss of online privacy and risk of hacking.** Digital technology has given as comfort and has made our daily life easier but also it has affected some of us with just a few clicks one can easily access someone example facebook

page and gather someone contact information and also pictures. Those numbers can be used in hacking and also revealing person’s private information

**2.** **It has affected climate change.** In terms of climate change, there is a growing body of evidence that suggests that modern technology is having a negative effect on the environment.

For example, the use of fossil fuels in cars and factories has led to an increase in greenhouse gas emissions, which in turn has contributed to global warming.

Also, due to globalization and industrialization, deforestation is increasing, and many industrial processes depend on them for their raw materials.

When forests are depleted, unexpected weather conditions can occur. Climate change is heightening losses that farmers already experience.