The Impact of Emerging Digital Technology on Individuals and Society

Name

Department name, Institution name

Course number: Course name

Instructor’s name

Due date

Introduction.

The development of digital technology involves the evolution of various components, innovations, and breakthroughs from mechanical to digital technology. This started in the mid-19th century and it’s a story of continuous innovation, collaboration, and the relentless pursuit of more efficient and powerful ways to process information. With every new component of digital technology that springs up, there is an immediate and future impact that is imposed on individuals and society at large, both negative and positive. This article explores how these changes happen, and how disruptive they can be.

**What is Digital Technology?**

Digital technology is the use, representation, and processing of data in a computerized and electronic format. Commonly used examples of digital technology are mobile phones and social media platforms.

Aspects of our daily lives that have been greatly influenced by emerging digital technology. Communication, Economic and Social dynamic.

**Communication**.

Emerging digital technologies have heavily transformed how individuals and societies interact. On the bigger picture, this leads to increased connectivity and real-time communication, making the world a global village. These technological advancements have changed the speed and convenience of communication and also reshaped business practices and the way information is received and consumed. However, there are some downsides to having digital technology shape the communication aspect of our lives. Below are some of these changes.

Impact on Individuals.

The impact of emerging digital technology on individuals' communication cannot go unnoticed. While these changes offer numerous benefits, they also come with challenges that individuals face. Some of these challenges are unavoidable and individuals have to find a balance between the pros and cons.

* Positive Changes.

Emerging digital technology breaks down geographical barriers and people can connect all over the world at any time conveniently through reliable platforms. Real-time communication is enhanced with instant messaging and video chats. Emerging digital technology also offers a flexible work environment. Working remotely and from home has become a norm, and became even more essential during the pandemic. Individuals can keep up with their daily tasks from wherever they are conveniently and safely.

Forming and maintaining relationships has become easier as days go by thanks to digital platforms. Social media platforms and dating sites help individuals stay connected.

* Negative Change

Social media platforms have influenced how individuals' beliefs and self-esteem are structured. Individuals are exposed to tailored content which leads to unfair comparison with others. Identity thieves and hackers also pose a constant threat to individuals’ Cybersecurity. Privacy is also a huge concern of online platforms’ nature involving the collection of personal data. Individuals’ prioritization of what information to take in or communicate can become overwhelming from the abundance of information.

Impact on The Society.

The impact of emerging digital technology on communication in society has been profound, influencing various ways in which individuals interact, share information, and build relationships. Here are some of the changes.

* Positive Change

Since Digital technology has facilitated remote work, work collaboration has become easier between groups and virtual collaboration platforms. Also, Education has been modified by emerging digital technology, providing educational material and online courses. This facilitates learning from anywhere in the world.

* Negative Change

Emerging digital technology has evolved what society would consider the social norms of communication. Social media platforms have encouraged inappropriate behavior and online personalities.

**Economic**

There are not so many aspects of day-to-day life that have been heavily impacted by emerging digital technology than the economy. Digital platforms are reshaping the relationships between customers, workers, and employers. More companies are turning to the digital economy as computing power increases. While the impact of Emerging digital technology on the economy is generally positive, it also comes with potential drawbacks that have to be considered.

Impact on Individual.

* Positive change

Individuals have endless opportunities to better their crafts from the endless supply of online education. Individuals can also have more control of their health and well-being through digital technology apps and platforms like fitness apps and wearable fitness devices. The Pandemics and climate instability have reshaped how individuals would want to consume goods and services. Emerging digital platforms make it easier for companies to cater to these consumers with a personalized online shopping experience.

New job opportunities have been created by digital technology in related fields such as software development and digital marketing.

* Negative change

Emerging digital technology has made most traditional jobs and industries obsolete, increasing the level of unemployment. This also constantly forces individuals to learn current digital trends which are constantly evolving, causing instability in the workforce.

Impact on the Society.

Emerging digital technologies have brought about economic changes in society. These changes have shaped different aspects of the economy, employment, business models, productivity, and overall economic structure.

* Positive changes

Productivity in various industries has notably increased due automation of routine tasks which allows for more efficient use of resources and improved output. There is also the creation of new jobs in the technology sector in positions that are digital tech-related. This provides employment opportunities for skilled workers.

Digital communication platforms have strengthened collaboration within and across industries. This has helped in streamlined workflows, and improved overall efficiency.

Emerging digital technology has improved the global making global connectivity easier for businesses, reaching customers and clients beyond imaginable boundaries.

* Negative changes

Despite the numerous positive impacts that emerging digital technology has brought about to the economy, it has also given rise to certain challenges and negative consequences for society, some of them being Artificial intelligence (AI). AI has led to job displacement due to the automation of certain jobs. This brings in a high rate of unemployment.

Some of the powerhouse digital companies have reached monopolistic status. This can kill off the competition and lead to unfair dictation of the market.

There is a gap between the societies that have access to digital technology and the ones that don’t. This gap causes disparities in education and economic opportunities.

**Social Dynamics.**

Social dynamics refer to the pattern of how individuals interact with each other in society. It is safe to say that emerging digital technology has shaped the recent social dynamics. While these technologies offer numerous opportunities for interaction and collaboration, they also present challenges that need consideration. Below are the impacts of emerging digital technology on social dynamics.

Impact on Individual.

The advent of digital technology has changed the way individuals present themselves, work, form relationships and consume information. Here are some of the ways.

* Positive Changes

Individuals with similar interests can easily form online communities and share thoughts and ideas through instant messaging and social media platforms.

* Negative Changes

The way individuals interact has become less and less formal as digital technology becomes adamant. Social media platforms have turned communication into shorter and informal messages. With increased online relationships, face-to-face interaction has continued to decrease. This affects the quality and depth of relationships.

Social comparison to online content and personalities often leads to the deterioration of mental health amongst individuals since most of the content they consume is doctored to fit made-up lifestyles.

**Conclusion**

In conclusion, there is without a doubt that there are huge changes caused by emerging digital technology on individuals and society at large. It is essential to find a balance between the positive and the negative impact, prioritizing issues such as mental health, and the quality of human relationships. Identifying the right way to communicate and shying away from misinformation and false content and identities. Individuals must collectively engage in implementing measures that ensure the safe use of emerging and ethical digital technology.