

Digital Economy Impacts Influences And Challenges

Attention economy

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The attention economy refers to the incentives of advertising-driven companies, in particular, to maximize the time and attention their users give to their product.

Digital media platforms, such as YouTube, Kick...

According to the WEF, 70% of the global economy will be made up of digital technology over the next 10 years...

Fewer barriers to entry, lowered distribution costs and diverse computer networking technologies have led to the widespread practice of digital journalism. It has democratized the flow of information that was previously controlled by traditional media...

Digital divide

understand today's dynamic economy. "Even with access, disparities in device quality, internet reliability, and digital literacy influence educational outcomes

The digital divide refers to unequal access to and effective use of digital technology, encompassing four interrelated dimensions: motivational, material, skills, and usage access. The digital divide worsens inequality around access to information and resources. In the Information Age, people without access to the Internet and other technology are at a disadvantage, for they are unable or less able to

connect with others, find and apply for jobs, shop, and learn.

People living in poverty, in insecure housing or homeless, elderly people, and those living in rural communities may have limited access to the Internet; in contrast, urban middle class people have easy access to the Internet. Another divide is between producers and consumers of Internet content, which could be a result of educational...

Digital citizen

School Resource Officers and other school counsel. Parents posting about their kids online: Digital footprints has lasting impacts on a reputation that can

The term digital citizen is used with different meanings. According to the definition provided by Karen Mossberger, one of the authors of Digital Citizenship: The Internet, Society, and Participation, digital citizens are "those who use the internet regularly and effectively." In this sense, a digital citizen is a person using information technology (IT) in order to engage in society, politics, and government.

Attention economics is an approach to the management of information that treats human attention as a scarce commodity and applies economic theory to solve various information management problems.

The difference between beneficial and pathological...

It has significantly transformed the way brands and businesses utilize technology for marketing since the 1990s and 2000s. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly used digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of methods. Some of these methods include: search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing...

Circular economy

A circular economy (CE), also referred to as circularity, is a model of resource production and consumption in any economy that involves sharing, leasing

A circular economy (CE), also referred to as circularity, is a model of resource production and consumption in any economy that involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible. The concept aims to tackle global challenges such as climate change, biodiversity loss, waste, and pollution by emphasizing the design-based implementation of the three base principles of the model. The main three principles required for the transformation to a circular economy are: designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. CE is defined in contradistinction to the traditional linear economy.

Digital economy

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The digital economy is a portmanteau of digital computing and economy, and is an umbrella term that describes how traditional brick-and-mortar economic activities (production, distribution, trade) are being transformed by the Internet and World Wide Web technologies. It has also been defined more broadly as the way "digital technologies are transforming work, organizations, and the economy."

Digital media

piracy of digital media, such as film and television, directly impacts the copyright party (the owner of the copyright). This action can impact the "health"

In mass communication, digital media is any communication media that operates in conjunction with various encoded machine-readable data formats. Digital content can be created, viewed, distributed, modified, listened to, and preserved on a digital electronic device, including digital data storage media (in contrast to analog electronic media) and digital broadcasting. Digital is defined as any data represented by a series of digits, and media refers to methods of broadcasting or communicating this information. Together, digital media

refers to mediums of digitized information broadcast through a screen and/or a speaker. This also includes text, audio, video, and graphics that are transmitted over the internet for consumption on digital devices.

Platform economy

platform economy encompasses economic and social activities facilitated by digital platforms. These platforms — such as Amazon, Airbnb, Uber, Microsoft and Google

The platform economy encompasses economic and social activities facilitated by digital platforms. These platforms — such as Amazon, Airbnb, Uber, Microsoft and Google — serve as intermediaries between various groups of users, enabling interactions, transactions, collaboration, and innovation. The platform economy has experienced rapid growth, disrupting traditional business models and contributing significantly to the global economy.

The idea and concepts of a circular economy have been studied extensively in...

Platform businesses are characterized by their reliance on network effects, where the platform's value increases as more users join. This has allowed many platform companies to scale quickly and achieve global influence. Platform economies have also introduced novel challenges, such as the rise of precarious work arrangements in the gig economy, reduced labor protections...

Digital media use and mental health

although the overall impact of digital media remains complex. The difference between beneficial and pathological use of digital media has not been established

Researchers from fields like psychology, sociology, anthropology, and medicine have studied the relationship between digital media use and mental health since the mid-1990s, following the rise of the World Wide Web and text messaging. Much research has focused on patterns of excessive use, often called "digital addictions" or "digital dependencies," which can vary across different cultures and societies. At the same time, some experts have explored the positive effects of moderate digital media use, including its potential to support mental

health and offer innovative treatments. For example, participation in online support communities has been found to provide mental health benefits, although the overall impact of digital media remains complex.

Digital journalism

own challenges, challenges that are often easily navigated for younger audiences and more challenging for others. Introducing journalism to a digital sphere

Digital journalism, also known as netizen journalism or online journalism, is a contemporary form of journalism where editorial content is distributed via the Internet, as opposed to publishing via print or broadcast. What constitutes digital journalism is debated amongst scholars. However, the primary product of journalism, which is news and features on current affairs, is presented solely or in combination as text, audio, video, or some interactive forms like storytelling stories or newsgames and disseminated through digital media technology.

More recent elaborations of the concept define digital citizenship as the self-enactment of people's role in society through the use of digital technologies, stressing the empowering and democratizing characteristics of the citizenship idea. These theories aim at taking into account the ever increasing datafication of contemporary societies (as can be symbolically linked to the Snowden...

Digital marketing

habits or attitudes of a consumer that influences the buying process of a product or service. Consumer behavior impacts virtually every stage of the buying

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

The digital economy is backed by the spread of information and communication technologies (ICT) across all business sectors to enhance productivity. A phenomenon referred to as the Internet of Things (IoT) is increasingly prevalent, as consumer products are embedded with digital services and devices.

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