Szangol dolgozat

1. **SuBjEcT vOcAbUlArY**



2. **Questions**
   a. **State three factors that affect unequal access to ICT.**
      - Economic Barriers: High costs for hardware
      - Geographic Location: Rural or remote areas often lack reliable physical infrastructure,
      - Education and Digital Literacy: A lack of training and technical skills stops people from using digital tools effectively, even when the devices and internet are available.
   b. **State three examples of services that are not available to those with limited or no access to digital technologies.**
      - E-Government services
      - Digital banking
      - Digital healthcare

c. **Describe two ways in which greater access to networks has affected society.**
   - Depending on internet access
   - The way people communicate with each other

d. **Describe the effect of the internet on the information gap.**
   The internet generally widens the information gap (part of the broader digital divide) by dividing people into information-rich and information-poor groups based on access, skills, and resources

e. **Discuss the impact of the internet on how individuals socialise.**
   Face-to-face communication decreases, people meet new people online and keep in contact online.

f. **Describe two ways in which individuals can stay safe online.**
   - 2FA – 2 factor authentication
   - Strong passwords

g. **Explain why organisations' use of the internet increases the risk to data security**
   Different organisations share sensitive data about users with each other.

3. **<u>Lapos szavak, kifejezések</u>**

Word	**Def**.
bracing for	getting ready or preparing for something anticipated
slides	presentation components
kidding	joking or making playful remarks
embedded	deeply integrated or involved within a particular organisation
impacted	strongly affected or influenced
seize	take hold of something forcefully or capture an opportunity
tapping into	accessing or utilising a resource or information
cracking	successfully solving or figuring out a complex problem
conducted	carried out or performed a particular action or activity
analytics	the systematic computational analysis of data or statistics
chunks	segments of something larger, often used to refer substantial or significant portions
steer	guide, direct, or control the course of something
tailored	customised or specially designed to fit a particular individual group or situation
trained	prepared for particular job or activity
strategically	in a way that helps to achieve a play
diffuse	spread or distribute widely
funnel	the process a customer goes through before making a purchase
unpack	delve deeply into and analyse complex data or information to extract insights
hitting it off	having a positive connection
productivity revolution	a significant and positive transformation in the efficiency and output of work processes
personalised content	customised information, services or experiences based on individual preferences
negative outcome	an unfavourable or undesired result or consequence arising from a particular action

data scientists	professionals skilled in extracting meaningful insights from large datasets
feedback loops	continuous processes where the results of an action are used to improve future versions
execution insights	detailed observations and information obtained during the implementation of marketing initiatives
brand awareness	the degree to which people know the brand
brand equity	the value of a brand to its owners, as sometimes shown on firm's balance sheet

4. **Impact of the internet on Society**

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Easier to keep in touch with people	Less face-to-face communication
Digital banking, healthcare	Spreading fake news
Allows working from home	Negative effects on mental health, addiction
Access to more information	Sensitive data can get leaked
Helps charity organisations	Increasing information gap