

**TO: 485 NETWORK
DATE: 23 FEB 2000
FROM: BOB KRONE**

**SUBJECT: NEXT STEP WITH THE IDEAS UNLIMITED
DATA YOU CREATED 7 FEB 2000**

INTRODUCTION

As you introduction to the Ideas Unlimited Group Survey Method on 7 Feb 2000, you all wrote responses independently in your Lab computer to the following target:

BUAD 485 7 FEB 200 IDEAS UNLIMITED TARGET

BENEFITS AND DANGERS FROM THE DIGITAL SOCIETY: HOW BEST TO OPTIMIZE GAINS IN THE FUTURE

- * Think of current and projected digital technologies in relation to your personal and professional dreams
- * How can your leadership for family, church, business, government, education, national or global needs be improved by your expertise in those technologies?
- * What might be negatives from these technologies?
- * Write responses throughout this session when they occur to you.
- * Begin each response with an asterisk like these target amplifying statements
- * Your responses will be anonymous unless you ask for accreditation

There were a total of 73 responses. I gave you on 9 Feb 2000 a handout that listed those responses as raw data . . not analyzed, classified or prioritized in any way. On 14 Feb I handed out a 1-page set of Classification Guidelines to follow in data reduction with this method.

I have done Step #1 of the four steps, which is to read each response, create a **KEY WORD AS A CATEGORY** for that response, file the response with that category and go through the entire data base creating the categories that the response dictates and filing the responses with those categories. I ended up with 9 categories. Note that in Step #1 you list them alphabetically. Later, as you proceed with the classification steps you prioritize those categories for your product (deliverable), refine the ideas, problems, recommendations and judgments that you have into a professional product for leadership (e.g. your Senior Projects for BUAD 485).

1. COMPUTER LITERACY & COMPUTER ADVANCES

- Try to learn more about computer technology.
- Learn as many applicable software as possible that can be useful in any work settings (ex: microsoft excel, lotus 123, etc).
- Learn how to use powerpoint for presentations, or any applicable software in relation to that, many leaders will find it useful to make presentation using digital media since it can help to attract the attention of the audience.
- Learn to use softwares or programs that are popular in your field. For instance, if one wants to become an accountant it is a good idea to learn how to use excel. Or if one wants to become a graphic designer, adobe photoshop is a tool that can be useful to advance in his/her field.
- The down side to this aspect is that this technology is pretty expensive and some people just can't afford it.
- The use of video conferencing to draw a multitude of people together
- A lack of understanding could be alienating to the user
- my personal experience with digital technologies has only been as far as "word" documents, e-mails, and other researches in the internet.

2. EDUCATION

- As a result of digital technology, education and the requirements for a degree are changing.
- Universities HAVE to teach the required IT skills in order to compete
- Everyone has to have access in order to be productive
- Finance, my area of interest, is concerned with the time value of money. Not only is modeling a positive aspect of technology, but instructional programs that can teach the average person about finance or aid business people in their interactions with others are sure to expand finance's role in everyday life.

3. HUMAN PROGRESS

- Digital technologies will speed improvement and progress.
- Can create a sense of community.
- Can destroy a sense of community.
- Pros- "borders" erased
- Cons-traditional ways of life will be eliminated
- Pros-traditional ways of life will be eliminated
- Cons-lagging third world countries will be left further behind.

4. IMPROVING COMMUNICATIONS

- Be able to communicate through various means of media telecommunications (internet primarily).
- With the new digital cell phones and answering services, communication has become very proficient.
- I have cable modem in my apartment, which basically is the most important tool for me to communicate with other people. It is even more often used than telephone now.
- The digital technologies can help us to have a more efficient communication among each other within the leadership.
- Email and web sites are a very useful way of sending information when you cannot fax or mail something. Email could be quicker, cheaper, or more convenient for some people.
- Information over load.

5. INFORMATION

- One key benefit of the digital society is that we can now store information much more efficiently than before.
- Changes have also taken place in the way organizations obtain, store, and share information.
- Another benefit is that we can get a lot of information immediately.
- Another danger is the possibility of information overload.
- Too much time wasting

6. INTERNET USE

- Be more familiar with the use of internet.
- If teachers are beginning to require students to get access to the internet and using tools provided in the internet, then they have to make it easily accessible for students that do not have the means to do so. Perhaps, by providing more computers at school. But even so, these students still have a disadvantage in finding the right time to get on the internet. The ones that have the means can access it any time and thus have more time to do so, the ones that do not have it, have to of course manage their time efficiently. If they don't have the time, then they'll miss it completely. Thus, the disadvantage falls heavily on the ones that do not have the means to access the internet.
- I can almost read all kinds of newspapers around the world.
- It is so convenient that there are many other things we can do with the Internet, like making a hotel reservation, paying a bill, turning homework and so on.
- Accessing the stock market though the Internet
- Checking weather on line
- Playing games
- It can be kind of impersonal and others might interpret your opinion in another aspect.
- Sending information (i.e. financial) through some digital media could help disclose certain information to the public.
- Too much reliance on technology may lead to hasty conclusions; is everything you read on the Internet reliable?

7. PERSONAL & LEADERSHIP GAINS & DANGERS

- My leadership can enhance the information presented, how I can relay or market myself. It allows one to be more systematically organized with visual aide when trying to relay a message.
- It provides a way for connection with family, friends, church, business.....
- Technology can give me a way to show how I can be useful in today's society or in the future.
- I could help any area which I could get into by knowing how to use these technologies.
- The technological freeway will allow me to access needed information without delay.
- I will be able to submit my ideas to other professionals for advice and get instant feed back
- In a leadership position, I will be able to respond to a group of people from around the world or an individual person in the next office just as easily.
- Pros- we will be able to work from home
- Those with the expertise in these areas will be the leaders, those who know how to interface with the new technologies of the future. This may be seen as a disadvantage, but knowledge has been the key to power for all time.
- In our families with the use of technology per say, internet, will establish a greater connection with our distant family.
- Looking for a job, the use of internet makes it easier for us to locate prospect employers and to get in contact with them.
- Familiarity with technology will have a profound impact on one's ability to be in a position of leadership; Internet research, personal communication skills through video-conferencing, and knowledge of computer programs will have far reaching effects on the job you are able to obtain.

- Leadership is concerned with “building bridges” between the past, present, and future; thus, using the latest technology joins past experience and present work with futuristic and far-sighted goals. Technology enables a company to create theoretical situations that eliminate many paths that could lead to error.
- Digital Image is a helpful program that opens your mind about reality and gives you the opportunity to modify pictures to best advertise a product. It interests me because Marketing and creative ads are part of my professional goals.
- Digital technology is something that I believe would be of more benefit to those that work in a group setting more than those that work alone on any given project.
- As far as the dangers go their will be more free information flouting around that is personal like SSN# and other info that could be gotten without your permission or knowledge.
- A benefit for me will be that I hope to do my MBA on line at a college that offers it. I have found several in my searches for that topic.

8. TECHNOLOGY

- One danger that could possibly result from digital technology is that we may become so dependent on it that we put too little emphasis on other basic, non-technological skills.
- There is the possibility of a lack of personal contact/ interaction
- Sometimes questions are not fully answered/understood through email
- Over dependence
- The DSL Internet connection is considered the fastest commercially Internet connection. It will help me in communicating with others more effectively.
- Some people might neglect the use of technology and be left behind in the business race.
- Some people might take for granted the technology that we do have.
- We might be too dependent on technology.
- If something like the “Y2K bug” really did happen, where would we be now?
- Too heavy a reliance on technology will restrict social interaction, a very important part of effective leadership.
- Technology plays a big role in our daily lives, and as the years advance we will be even more in direct contact with technology. Basically technology will help us in every aspect of our lives.
- Digital technologies need to be understood by its people for it to be of benefit for those using it.
- Time consumption is much grater in the work force.
- Technologies that will be in the future will be able to hold more data and be able to think somewhat on its own.
- Technology is only going to get more powerful over the next few years so it may become to over whelming to keep up.

9. THIS COURSE

- what I like most about this course is the key benefits of developing my own homepage.
- I also enjoy the fact that I can develop an homepage in connection to my paper, perhaps can post it up in my homepage.

END CLASSIFICATIN STEP #1 FOR THE 7 FEB 2000 DATA.

See my short paper titled: “*Crawford Slip Method to Ideas Unlimited: 75 Years of Creativity and Problem-Solving*,” submitted for publication to CREATIVITY PLUS, A journal of the Policy Studies Organization.