

freedoms, but there needs to be a distinction between freedom and the responsibility that comes with it. Careful consideration needs to be given to how appropriate use is taught.

Educators face difficult decisions concerning the use of these digital communication technologies in their schools. Cell phones, texting, and social networking can be seen as inappropriate in schools. The growth of smartphones and tablets have added the whole question of messaging apps. Many of these apps allow for “anonymous” communication, which provide a false sense of freedom for senders to say or post whatever they want. But are they free? The question is, how do these communication methods fit in an educational setting? What positive outcomes do they enable? What potentially negative effects must be mitigated, and how? With these many communication methods, what kind of “digital footprint or tattoo” (information provided in cyberspace about someone) is being left behind? Inappropriate photos (such as sexting) or comments shared without thinking about their consequences can have lasting affects on students as they apply to college or look for that first job. On the other hand, if these technologies are banned in schools, what message does that send to our students who have access to these devices outside of school? Sites and districts need to assess the extent of the educational values these communication methods and devices provide. Tools such as Google Hangouts, among other video and messaging systems, are being used as a way for students to communicate with teachers. Many districts are encouraging students to bring your own device (BYOD) to allow to supplemental technology in schools and allow technology that students are comfortable with. Once technology leadership teams determine the educational values (if any) of these practices, they also need to decide how to teach students appropriate use of this technology.

Essential questions

Do I use email, cell phone, texting, and social networking technologies appropriately when communicating with others?

What rules, options, and etiquette do students need to be aware of when using digital communication technologies?

Is there a need to be in contact with other people all the time? Do users understand what is appropriate when communicating with other technology users? These are questions that parents, teachers, and administrators need to work together to answer. These technologies are inherently neither good nor bad - it’s only use that makes them so - so there is no universal solution to these questions. Digital citizenship provides the framework to help decision makers in schools, sites, and districts to better understand and address these questions.

Forms of digital communications

Due to the development of high technology, numerous forms of communications have been used for digital transmission in variety media types and vehicles. When mentioning digital communication, people usually think of Internet as the most popular instance. However, the digital age has brought society more tools than just the Internet. The following part lists out some main forms of digital communication that take a prominent role in our environment nowadays (Sarokin, 2015).

Internet and Emails. The Internet, which is known as the network connecting different computers worldwide, is a huge communication channel with estimation of 972 million online population in 2007. Email, on the other hand, ever since its first introduction in the 1960s, has

been considered the prominent tool of digital communication in both public and private environment.

Mobiles phones. In the past, mobiles phones only had call and text messaging (SMS) as communication methods. Thanks to the breakthrough of smartphone with 3G and Wi-Fi in the mid-2000s and 4G in recent years, cellular phones have transformed itself into digital transmission devices with multiple practical communication types. Multimedia messages, voice and video calls are now available through this electronic medium.

High-definition Television. Television is usually viewed as conventional media and a form of broadcast media. This device receives signals for visual and sound to show messages from marketers to customers. However, recent technology innovations allow televisions to stream Internet, play games, do shopping etc. As a result, high- definition television becomes a true involving interactivity digital communication media.

Physical digital media. The increasing needs of digital transmissions require people to store data electronically. Digital files are exchanging daily in the online environment. It is also a form of engaging digital communication among human beings.

Social media. It is necessary to mention the revolutionary impact of social media platforms to digital communications. “The term social media technology (SMT) refers to web based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication” (Davis, Deil, Rios & Canche, 2014). Thus, social media is considered one type of digital transmission where people share, exchange and discuss information in the online environment. Through these platforms, individuals and organizations can create and share their information about themselves freely. Social media can be seen in a variety of forms in Internet forums, Web logs, social blogs, microblogs, wikis, podcasts, pictures, videos, ratings, and bookmarkings. Besides, there are other technologies that are also a part of it like blogs, picture-sharings, vlogs, wall-postings, emails, instant messages, music-sharing, crowdsourcing, and voice over IP and so on. Organizations and people are able to make communications such as sending and receiving messages through various digital channels thanks to social media. Some noticeable instances of social media platforms are Facebook, Twitter, LinkedIn and Youtube. These applications allow people to share content on a global scale and engage real-time conversation on specific topics. In the age when Internet and telecoms industry are at their merging stage, social media has become the magnet of this revolution.

The number of social media users in major platforms has reached significant statistics. Facebook is the leading company in terms of social sites with the whole population of 1.6 billion while Youtube comes in the second place with more than 1 billion users. Moreover, Statista (Statista, 2017) predicts that the social media users can surpass 2.95 billion in 2020, which accounts for a third of the world’s population. In addition, not only the number of participant experiences an increase but also the time that people spends on these sites captures large figures.

In the era of modern technology, social media has marked itself as one of the dominant positions in contributing both individual’s lives and organization’s activities. The global revolution of this digital transmission form has turned it into a magnet for current application of digital communication in the marketing fields. Consequently, this research puts emphasis

on the impact and application of social media, the emerging and empirical digital communication, in marketing funnel of a specific company.

Digital Communication Issues

- Email
- Cell phones
- Personal video calls (Skype)
- Instant messaging
- Text messaging
- Blogs
- Wikis
- Social networking

Examples of Inappropriate Digital Communication

- Students text during class time.
- Students use text messaging and email shorthand for class assignments when asked to give complete answers.
- Students use text messaging to cheat on tests.

Examples of Appropriate Digital Communication

- Students and teachers use digital communication devices when they will not interrupt what is going on in the school or classroom.
- Digital communication technologies such as social networking sites are used to support student activities in the classroom, such as sharing ideas or writings with others.
- Teachers use blogs to inform parents of classroom activities.

Digital Commerce Keywords

- appropriate email use
- texting issues
- cell phone etiquette
- choosing technology communication models

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