



TECHNOLOGY IS EVERYWHERE AND CULTURE IS THE KEY TO SUCCESS THROUGH ADVANTAGES AND DISADVANTAGES OF TECHNOLOGIES

CH. HYMAVATHI,

Assistant Professor, School of Management
Studies, VFSTR University, Vadlamudi,
Guntur (Dt), A.P.
Email: hyma.chunduri@gmail.com

V. BABY PRAVALLIKA,

Project Coordinator, Women Technology
Park @ Vadlamudi, VFSTR University,
Vadlamudi, Guntur (Dt), A.P.
Email: pravallika.velineni@gmail.com

ABSTRACT

Technology today has made life easier and quicker but dangerous. Technology is all around us. Technology should add to lives, not detract from them. Everything we do is somehow connected with technology. Modern technology is machinery that makes life easier. How the new technology shapes our world our ancestors, who lived thousands of years ago, created the bridge that led to today's modern technology. Development of the new technology has a large impact on three major fields, and can be categorized as information technology, transportation and utilities. We should not let technology control us, but to be the master of it, and remember that technology can exist only under human control. For example, microwave ovens cook food easily without using stoves and making a big mess. Today modern technology also has created problems because they are dangerous. Although technology has advanced the access of information and communication, our society has grown more impersonal by communicating using technologies; therefore our culture is losing the ability to socialize face to face. Technology has changed the way we connect to the world. Another large issue we face with the advances in technology is cyber-bullying. Our society has grown to be more comfortable with the technology rather than the people in front of them. The businessman who has wide business in the world can successful run their business through internet. The modern technology also helps to spread the culture of one country around the world, which makes it a global village.

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Technology is everywhere, entwined in almost every part of our lives. It affects how we shop, socialize, connect, play, and most importantly learn. With their great and increasing presence in our lives it only makes sense to have mobile technology in the classroom. Yet there are some institutions that are delaying this imminent future of using technology in the classroom as the valuable learning tool it is. If used correctly, will help prepare students for their future careers, which will automatically include the use of wireless technology. Integrating technology into the classroom is definitely a great way to reach diversity in learning styles. It gives students the chance to interact with their classmates more by encouraging collaboration. Technology helps the teachers prepare students for the real world environment. As our nation becomes increasingly more technology-dependent, it becomes even more necessary that to be successful citizens, students must learn to be technology. Integrating technology in education everyday helps students stay engaged. Today's students love technology so they are sure to be interested in learning if they can use the tools they love. When mobile technology is readily available in the classroom, students are able to access the most up-to-date information quicker and easier than ever before. The traditional passive learning mold is broken. With technology in the classroom the teacher becomes the encourager, adviser, and coach. Students become more responsible. Technology helps students take more control over their own learning. They learn how to make



their own decisions and actually think for themselves. With technology, the classroom is a happier place. Students are excited about being able to use technology and therefore are more options to learn.

Student can have access to digital textbooks that are constantly updated and often more helpful, creative, and a lot cheaper than those old heavy books. If our institutions are still debating using the latest technology, I hate to break it to you, but it's the inevitable future of education anyways. It is important that wireless networks keep up with the ever changing technology in order to keep up with our students. From the ease of communicating with their teachers via e-mail, to quickly accessing an overabundance of information online about a particular topic they have learned about in class, technology is needed in today's classroom.

Technology users in fundamental structural changes that can be integral to achieving significant improvements in productivity. Used to support both teaching and learning, technology infuses classrooms with digital learning tools, such as computers and hand held devices; expands course offerings, experiences, and learning materials; supports learning increases student engagement and motivation; and accelerates learning. Technology also has the power to transform teaching by ushering in a new model of connected teaching. This model links teachers to their students and to professional content, resources, and systems to help them improve their own instruction and personalize learning. Online learning opportunities and the use of open educational resources and other technologies can increase educational productivity by accelerating the rate of learning; reducing costs associated with instructional materials or program delivery; and better utilizing teacher time.

Virtual or online learning: 48 states and the District of Columbia currently support online learning opportunities that range from supplementing classroom instruction on an occasional basis to enrolling students in full-time programs. These opportunities include dual enrollment, credit recovery, and summer school programs, and can make courses such as Advanced Placement and honors, or remediation classes available to students. Both core subjects and electives can be taken online, many supported by online learning materials. While some online schools or programs are homegrown, many others contract with private providers or other states to provide online learning opportunities.

Full-time online schools: The following online or virtual schools enroll students on a full-time basis. Students enrolled in these schools are not attending a bricks and mortar school; instead they receive all of their instruction and earn all of their credits through the online school.

Blended learning: Blended learning opportunities incorporate both face-to-face and online learning opportunities. The degree to which online learning takes place, and the way it is integrated into the curriculum, can vary across schools. The strategy of blending online learning with school-based instruction is often utilized to accommodate students' diverse learning styles



and to enable them to work before or after school in ways that are not possible with full-time conventional classroom instruction. Online learning has the potential to improve educational productivity by accelerating the rate of learning, taking advantage of learning time outside of school hours, reducing the cost of instructional materials, and better utilizing teacher time. These strategies can be particularly useful in rural areas where blended or online learning can help teachers and students in remote areas overcome distance. For Example Michigan Virtual School: Michigan's students are able to take online classes and access online learning tools from their middle and high schools via this virtual school. Michigan Virtual also provides full-time learning opportunities to middle and high school students. Districts in the state work with the virtual school to grant course credit and diplomas to students. Open educational resources: Open educational resources are teaching, learning, and research resources that reside in the public domain and are freely available to anyone over the Web. They are an important element of an infrastructure for learning and range from podcasts to digital libraries to textbooks and games. It is critical to ensure that open educational resources meet standards of quality, integrity, and accuracy—as with any other educational resource—and that they are accessible to students with disabilities. e tool to create digital textbooks and support effective teaching.

Use digital resources well: Schools can use digital resources in a variety of ways to support teaching and learning. Electronic grade books, digital portfolios, learning games, and real-time feedback on teacher and student performance, are a few ways that technology can be utilized to power learning.

Earlier, technology in education was a debatable topic amongst the society. Everyone had their own views on modernizing education and making it technology aided. There were a huge number of positives and negatives to education technology. But, gradually as technology was embraced by the educational institutes, they realized the importance of technology in education. Its positives outnumbered the negatives and now, with technology, education has taken a whole new meaning that it leaves us with no doubt that our educational system has been transformed owing to the ever-advancing technology. Technology and education are a great combination if used together with a right reason and vision.

I am more than definite that technology improves education to a great extent and it has now become a need for revolutionizing education for the better. With technology, educators, students and parents have a variety of learning tools at their fingertips. Here are some of the ways in which technology improves education over time:

- Teachers can collaborate to share their ideas and resources online: They can communicate with others across the world in an instant, meet the shortcomings of their work, refine it and provide their students with the best. This approach definitely enhances the practice of teaching.



- Students can develop valuable research skills at a young age: Technology gives students immediate access to an abundance of quality information which leads to learning at much quicker rates than before.
- Students and teachers have access to an expanse of material: There are plenty of resourceful, credible websites available on the Internet that both teachers and students can utilize. The Internet also provides a variety of knowledge and doesn't limit students to one person's opinion.
- Online learning is now an equally credible option: Face-to-face interaction is huge, especially in the younger years, but some students work better when they can go at their own pace. Online education is now accredited and has changed the way we view education.

There are innumerable instances till date where we can see the improvement in education, once it embraced technology. I will state a few remarkable ones of them to provide you with a more realistic picture of the whole scenario.

Culture is a funny thing. Some smart people think organization culture is bunk and paying attention to it is a waste of time and money: just tell people what you want them to do and pay them on time. Others think culture is the key to business success, the key to attracting and retaining the right talent, and the key to innovation and growth. I fall in the latter camp. I've seen too much evidence that strong, employee/customer focused cultures compete stronger, grow faster, innovate more effectively, and just as important, win the talent war. So, if you're a leader focused on building the kind of culture that encourages productivity and focuses on results while simultaneously focusing on the humanity of your workforce culture, it may seem counter-intuitive to look to tech-based solutions to increase the well-being of your employees, improve communication, facilitate appreciation, and improve your employer brand.

Choosing the Right Solution, Solutions across a wide range of functions that deliver greater employee well-being, solidify personal connections, align and motivate employees around a shared purpose, and strengthen communication are all culture supporters and builders. Solutions may be found in:

- Health and welfare benefits
- Performance management, learning, and development
- Rewards and recognition
- Talent acquisition
- Other areas that affect employee experience

Choosing the Best Way to Communicate:- Counterintuitive or not, the human capital management tech solutions sector is booming. The incidence of startups, funding, and acquisitions is growing rapidly with solutions and apps all focused on increasing the engagement of your employees. Whether or not you believe that engagement, like culture, is a thing, there



certainly are solutions that will help you ensure that communication is personal, customized, and reflective of your organization's core values, that will connect people in diverse work groups and locations, and create an enduring human community based on your core values. Gone are the days when corporate memos to all employees were effective in communicating everything from changes at the top of the organization, to changes in benefit plans and options, to the value of continuing their careers where they are. Attention spans are short, open rates on email are getting smaller by the day, and almost everyone's preferred mode of communication involves a smart phone. These all create huge challenges for employers who are trying to create strong, human connections with their employees who may be all over the world - or just down the hall.

Companies today invest a great deal of time and resources in trying to help their employees understand the value of working for them. But all too often, these efforts fall flat. Traditional methods like lengthy information packets or long-winded seminars and webinars are costly, impersonal, and difficult to customize, and the information is quickly outdated. They are also very sender-centric, doing little to spur engagement or help employees understand complex subjects like benefits programs, financial wellness initiatives, and general organization updates. To create a more people-oriented culture, companies must be able to make their communications into a two-way conversation, rather than bombarding their employees with one-sided information.

In this way, companies can build meaningful connections with employees and increase engagement, productivity, and employee retention, while continually fine-tuning their communications strategies to ensure they are most effective in meeting the needs of today's employees.

The rewards and recognition landscape is being transformed by technology. Social, mobile, video - all are being leveraged to create more personal and motivating recognition experiences for employees. According to one recent study, lack of recognition on the job is one of the most cited reasons why employees leave for perceived "greener pastures." And the power of peer-to-peer recognition (in addition to top-down recognition) has been found to be very powerful in driving greater engagement and reducing turnover. One well, social, mobile, and video recognition engages employees at all organization levels and connects employees to corporate values, goals, and culture.

Using a SaaS and cloud computing platform also allows massive global deployment of social recognition programs so that every recognition moment can be celebrated across the organization. This is a powerful way to reinforce values-consistent behavior as well as business goals achievement. And this technology collects data that provide insight into the key people driving organizational success and connects recognition and performance metrics, giving leaders actionable people insights.



The use of mobile and video on a social platform engages employees from all generations - not just Millennials. In fact, Boomers are adapting quite quickly to the use of video on mobile platforms to give and receive thanks for jobs and efforts well done. It may indeed be counterintuitive to think that technology can improve the humanness of a workplace. But these two organizations - and their hundreds of corporate customers all over the world - are proving that there is a very real connection between technology and greater humanity in the workplace.

Over the past years, a number of studies have shown benefits from the use of technology in education. I encourage you to think about more ways of how technology has improved education and how it can positively impact it in the near future. Feel free to share these views, additional knowledge or clarify doubts you may have on the relation of education and technology. Today in many developing countries insufficient progress in science and technology is considered to be the chief reason for general backwardness; on the contrary, many in the industrially advanced societies hold unfettered technological progress as the roots of all social ills. Is it really possible that all social and political upheavals of the past decades are the byproduct of thoughtless advance in technology? Does it make sense to think of technology as an 'inhumane force' that has somehow managed to throw 'human relations' into disorder?

The friction between technological development and the preservation of cultural values, in particular and the influence of the former upon the course of social and cultural changes have been a great source of controversy, the consideration of which is obviously beyond this assignment. Our main objective here is to discuss the cultural aspect of technology and the effect it has had on the cultural identity of the Third World. Today, human life is an industrial life. In this life which is governed by technical relations, all products are interrelated and interdependent, where the purchase of a product commits one to the purchase of another. Technology advances constantly and rapidly; what has been useful and favored one day runs out of style next day. The Evolutionists introduced technology as the major component of culture and put the other components at second place holding that all the components of culture are affected by technology. In this regard Leslie White has introduced the most important theory on technological determinism. According to him not only technology determines the direction of cultural development, but it also determines the need for building social foundation.¹ In fact technological determinism assumes that technological innovation is the driving force behind social change imposing its own logic on the social actors and their relations.

The industrial communities have been organized on the basis of rational management and advancement of science and technology. Therefore any discussion concerning development ultimately leads to the question of science and technology and any discussion concerning these two leads to the question of development. Unfortunately, the sociological dimensions of development, specially the link between culture and development and technology, and technology and culture have not been properly considered. This negligence has led to the conclusion that development is merely synonymous to economic change. Whereas development



is in fact a complicated and multi-dimensional process which includes social, political and cultural spheres.

In order to bring about deep economic and social changes and promotion of the living standard as well as filling the gap between themselves and the developed countries, the developing countries are in need of science and technology, and development has become an important factor for industrial and economic progress. But science and technology have not been created and developed in isolation and introduction of any new technology is a cultural phenomenon, directly affecting the cultural values and the behavior of communities. Besides, technology is not by itself the basis of progress and development though today the communities which consume more and exhaust nature are considered more advanced and more humanistic. In the public mind, too, development is a synonym for the culture, social and economic, of the developed countries, the owners of technology. But development by itself is a historical change, that is, the communities move and transit from one historical stage to another. In fact preparing the community for development is a historical necessity, depending on time and place. The pattern of development policy-making in each country is peculiar to that country, but the laws of development are general and comprehensive. Therefore the transfer of technology can be effective in the progress and development of orient communities only when they are in harmony with the social and cultural conditions of such communities.

Development is the seed which should be sown in the soil of a country, and should grow there. It is not a sapling which may be brought from one place and transplanted in another place. However, external communication, especially technological devices, will have influence in the growth of this seed.

Aspects of Technology

The peculiarity of our era is generalization and similarity of desires and dreams. The mass culture is the shape of the culture in our age. Any kind of production or any kind of technology, as it is introduced to the market, will change shape and undergo numerous changes from one side of the world to the other. A notion has been prevalent that technology is basically immoral, i.e., what is beyond values and the means which can be equally used for either good or evil purposes. However, is technology really culturally impartial? If one looks at technology as a machine and the principle of work the response will be positive, but if one looks at the minute details of human activities which take place in line with the use of technology the answer will be negative.

He believed that people use technology in its wide-scale concept and sometimes with its limited meaning. When technology is presented in a more limited way, the cultural values and the organizational factors related to it assume for it the shape of an alien factor. In this case technology is known in its complete technical aspects, but in its broad concept it should be considered equal to practicality. In this way it is not impartial and has direct and indirect impacts on values, traditions and the environment.



Therefore, since we know that cultural values are a determining factor in the choice and impact of technology and the latter actually transforms cultural values. Technology is a means for change in the environment in order to make it compatible with necessary and inevitable human needs; and culture is also man's compatibility with the environment around him and the relation he establishes with it. A direct relation exists between culture and technology and both of these affect the other in a sequential manner. In advanced societies — which are the birth place of technology, it is attempted that social and cultural organization be put in line with technological development.

In developing countries especially in traditional societies the situation is considerably more complicated, because technology will be made an alien entity which appears as an independent system in the face of existing cultural systems. As we know, culture determines the way in which individuals identify and recognize one another within their own social sphere of action and the traditional cultures and value systems on them constitute the factor for social harmony, and gives a special cultural identity to the members of a community which, in itself, is one of the needs for endogenous development. In the compulsory process of social evolution and change which emanates from the introduction of values and models of external behavior inspired by the advent of foreign technologies the cultural system in their entirety are attacked upon. Therefore, the main risk lies in the endangering of cultural identity which is rooted in the tradition of nations and in the issue of preservation of cultural pluralism for the entire human community. For example, the development of communication technology, the ability to record and transmit sounds and images over any distance, and the easy reproduction of these on a large scale, have changed the face of contemporary culture. Much has been said about the impact of technology on the educational systems of the Third World and also on the aesthetic values. We emphasized mainly on negative cultural aspects of technology. But we live in a world which is reliant on technology where the motivating power of national development constitutes that technology. Although it is recognized that technical devices have been designed in response to the determined cultural needs and their compatibility with the goals of another culture requires great endeavor.

Selection of an appropriate technology emanates from this same third option. Even though the goal of an appropriate technology is to maximize, the opportunities (positive effects), and to minimize their harms. Generally speaking, it is not the inherent nature of a technology but the proportion of the link which that technology is to have with the environment where it is to be used, that becomes meaningful.

Special attention has also been devoted to the significance of technology, selection of an appropriate technology, and its transfer within the framework of an industrial model. In this case, a section entitled land processing "has been set up at the Planning and Budget Ministry with the following two major goals": Determination of the capacity of various sectors in the country, and specification of an appropriate industrial and economic model. Simultaneous with it general



criteria have been set for the contracts in connection with the transfer of technology. A commission has been formed to enforce this legislation. Its main objectives stipulate that the commission will make its best efforts to prevent the import of alien and non-essential technologies in the country, and endeavor to realize this task through the self-sufficiency cells. Much stress is being laid on the role of research and enquiry as the main factor for the attainment of an endogenous technology. Currently more than 60 institutions are engaged in cultural, scientific, social and economic researches throughout the country.

Culturally speaking, technology is neither evil nor disastrous, rather it is a means that, if used properly, could bring up the welfare of human beings. By deploying the laser technology we may help cure the eye of a child in a village. However, laser could be used to guide a bomb. We can use satellites for education and intellectual and cultural progress of human beings or we can use them as a means to spread the destructive cultural and ideological patterns. Therefore, if we accept the idea which says, "technology is a means in the service of a superior objective that is the better recognition of nature and a more suitable utilization of nature, and safeguarding the cultural identity as a factor for the solidarity and a requisite for the survival of nation", we have to know that the best technology is not the most modern technology.

CONCLUSION

Technique produces the need. And Man's thirst could not be satiated. Therefore our culture necessitates evasion of extremes in using the natural resources. The appropriate deployment of technology should be acquired so that we would not be afflicted with its negative outcome. By depending on the people's innate abilities and capacities we should acquire more share in creating and spreading technology. Safeguarding the cultural authenticity and identity does not mean to go away from the current of technology and/or return to the past and to experience what was already experienced by others, rather it is to go away from the atmosphere of slogans, to harmonize ourselves, and accept the realities of the present world. Protection of cultural identity and reinforcing it are of vital importance. Similarly, technology constitutes the reality of time. Our goal must be to protect our cultural identity by using the gifts of technology and not sacrifice the former for the sake of the latter or ignore the benefits of technology.

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