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by

Sketch Outline

Name

Institution

Course

Instructor

Date

Title/Topic:

Technology is vastly improving human communication, though; many people are feeling more alone and disconnected from people than ever before.

Introduction:

Who? People are affected and influenced by technological development.

What? Advancement in technology such as the internet and computer devices has made people be diversified and more access to information.

Where? The impact is felt in both the economic and societal world.

When? All these activities started to happen during the digital era.

Thesis Statement:

While many arguments are stating that technology is beneficial in communication and obtaining information, the negative impact on society, the economy, and the social web leads others to believe that it has been the source of many serious problems.

Body paragraph 1

Main Idea: Technology has resulted in automation in communication channels, making them more quick, efficient and reliable.

Further Ideas to explore: Balasubramanian et al. (2017), argues that automation of communication, for example, the use of social media tools such as Happyfox used filtering chats and sending them to the required individual, is essential in providing productive, and quick answers to clients' questions and complaints.

Technology can also lead to email automation through the Mailchimp tool, which can save time. The tool can help send invitation reminders and several onboarding emails and provide offers on special occasions such as birthdays.

Body Paragraph 2

Main Ideas: People can keep track of communication with their friends and other business clients, especially when handling many individuals.

Further Ideas to explore: advancement in technology has allowed information to be stored in clouds where access can be easy and fast. Therefore, conversations between friends can be stored for as long as possible and can easily be retrieved.

Businesses can keep track of the interactions with their customers regardless of the number they control through the use of customer relationship management platforms such as Salesforce (Fischer-Hübner et al., 2016).

Body Paragraph 3

Main Idea: News media organizations have also adopted technological innovation and started developing digital media apart from traditional sources such as newspapers.

Further ideas to explore: Ferrucci (2017), emphasize that currently, many people are using smartphone devices and social media sites such as Facebook and Twitter to publish and share the news.

Communication technology has become rampant. Media organizations will have no choice but to innovate and invest in digital media to remain relevant and provide news on websites and social media where people can read.

Body paragraph 4

Main Idea: Marketing field changed as people have upgraded their cellular gadgets and are not
wasting their time getting information from traditional marketing sources.

Further ideas to explore: the business environment is transformed as every company
always develops an advertisement based on the target audience and making them aware
of the business.

The digital marketing methods used include search engine optimization and Google
AdWords used in websites and mobile applications.

Body Paragraph 5

Main idea: People's interaction is enhanced through technology as they can share and access
information worldwide.

Further ideas to explore: According to Barbosa Neves et al. (2019), people can interact around
the globe by using social media sites and exchange ideas. Also, applications such as
video conferencing and zoom have made people conduct business meetings online at the
comfort of their homes hence boosting the globalization of businesses worldwide. The
advancement in devices can allow people to buy goods online, pay their bills, and interact
with other people around the world by competing in online games.

Body paragraph 6

Main idea: Advancement in technology has significant effects on society as it leads to loneliness
and increased disconnection.

Further ideas to explore: many people are involved in technology throughout their lives from work to home and interacting with friends and family members, hence forgetting those around them, mostly the old. According to Khosravi et al. (2016), twenty-two percent of the United States adults and twenty-three percent of the United Kingdom adults are experiencing loneliness, feel secluded and lack compassion.

People experiencing loneliness can have an adverse effect and life deterioration because when connected with other psychological issues, including drug abuse and depression, the effects can be immense. When exposed to isolation, sick people also might increase their ailment situations and make it harder for them to recover.

Body Paragraph 7

Main idea: More time is spent on technological devices and applications in a day than in any other place.

Further ideas to explore: every activity conducted requires technology both at work and at home, such as to interact, accomplish daily activities and achieve work responsibilities; this makes it challenging for people to create time in meeting friends and families physically.

United States adults utilize an average of 10-11 hours every day in media technology such as television, smartphones and computers; thus, they will not have time to interact with other people and talk but absorb other individuals' lives (Shillair et al., 2015).

Body paragraph 8

Main idea: The rise of artificial intelligence has resulted in developing a technological system that can interact with people, increasing disconnects among individuals.

Further ideas to explore: many individuals are now working with machines to perform their daily activities and even at work hence reducing the capacity to connect. Lemaignan et al. (2017) argue that robots will interfere with an individual's behavior, hence changing their ability for friendship, love and selflessness.

Conclusion

Restatement of thesis: Technology has helped advance communication and easy sharing of information through social media and emails, but it has also distracted the society's way of life by disconnecting families and friends through increasing loneliness.

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