

ISN'T EVERYONE SUITED

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This article is based on research into digital engagement.

Research revealed the mechanism of human engagement with technology and why it affects people differently.

ISN'T EVERYONE 'SUITED' TO THE INTERNET?

Who you are will shape how you engage with Technology. It will shape how you use the tools in the first place and even how you interpret the results from your interaction with the devices you touch.

But digital technology is not a passive 'thing' that you pick up and use like a screwdriver or turn on and off like electricity from a socket. Digital Technology has the power to reach into your life and change you, whether you agree to this or not.

Internet Marketers know this. Web designers know this. The financiers and 'Smart money' know this: so why don't you?

We have a way to turn the odds back in your favour using a framework developed from research into digital environments. The 'Digital Cognitive-System Solution'[®] is an online evaluation digital training program that will be available in the near future. We can notify you when this is available.



Our quick quiz based on research into digital engagement will give you a score that shows how likely it is that you will manage Internet technologies successfully.

The report will explain your score and how your unique profile advantages or disadvantages and thus your ability to successfully manage technology. Most importantly it suggests ways to improve your potential by using technology

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ABOUT THE RESEARCH BEHIND THIS SOLUTION

The research found that a person's skill level, education and background are **not** as important as most people believe it is. This was surprising, to say the least. It means you cannot measure simple things like the number of devices, or range of apps used, if you want to gain an understanding of what is happening when we touch technology.



SO WHAT IS IMPORTANT?

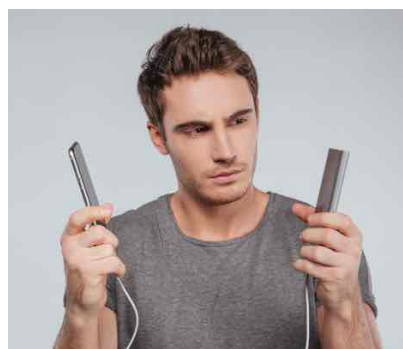
It was noticed that some innate behaviours seem to give an advantage using digital technology. An individual's mental arrangements, attitudes and motivations are much more important. This all leads to how 'systems aware' you are.

Knowing who you are and how you relate to technology is an important

first step because once you know, you can start improving your position. But you also need to know how your innate behaviours interact. It gets complicated but it's worth the effort.

Understanding how you engage online is important because research has shown that digital engagement will amplify your innate behaviors. This is wonderful for you if the behaviors are considered 'good' but what if they are harmful? There is the potential for technology to set you back. We all know how we can 'lose time when online'.

The research underpinning our short quiz has shown that by simply knowing where you fit on the Internet suitability scale you will have already initiated a process that can enable you to take control of your relationship with technology.



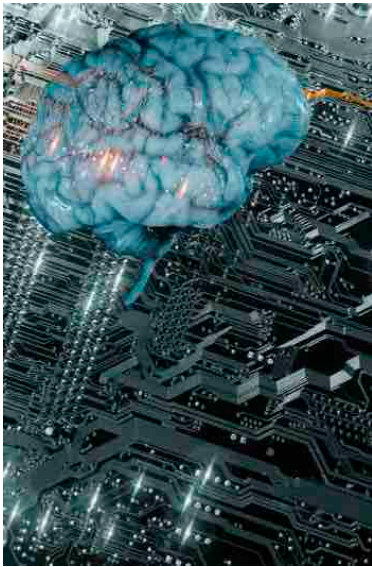
Knowledge is power, or at least the beginning of power. Your success in achieving control and management of technology will depend on how you

develop the key component: your system awareness. This involves knowing and recognizing the systems all around you, where you fit in within these systems and what you can do to alter their operation. This gives you a powerful understanding of how you can affect change on the systems. In other words, with Digital Technology you need to know who you are and what you can do to modify the associated systems in order to take control of them and achieve what you want.

LEADING YOU TO 'SYSTEMS AWARENESS'

To take control of your systems you not only need the results of your initial internet suitability assessment (quick quiz or online app), you also need the reasoning behind the assessment. By simply reading the information provided here you will have already improved your primary systems awareness level. By thinking about the information as you use technology from now on, you will have begun a key process for developing advantageous management of technology - you will be enhancing your system awareness. If you were to repeat this assessment in a few weeks

and reflect on differences or similarities between the results, you would notice you have started taking control of your engagement with technology. One further step would be to get a friend to do the quiz, then compare and discuss all the results. It is all about developing your awareness of related systems.



Your aim is to move from knowing where you are to knowing how to modify the key systems that will alter your outcomes. Along the way you work out what specifically works for you.

System awareness is discussed in more detail in the book “Who Broke My World” and in other eBooks where aspects of the digital environment are examined. Developing Systems Awareness will be part of an online

offering of tools and apps to be released soon.

You can sign up with no commitment to be notified when they become available.

WHY SHOULD YOU KNOW YOUR ENGAGEMENT SCORE?

You touch technology many times a day. It filters your incoming information and filters your outgoing communications. It filters how the world sees you and how you see yourself.

How much you will benefit from the quiz and information is up to you because only you will truly know what feels right – no other person in the world can tell you definitively who or what you are. If answers do not ‘feel right’ then you should seek a deeper truth. The role of this research is to present you with the means and methods for finding your own unique truth and useful solutions.



IMPROVING YOUR ABILITY TO MANAGE TECHNOLOGY

Managing technology advantageously is a process. First you need to identify what your current relationship with digital technology is. This may appear to be a rather obvious statement but research showed that most people are in fact conflicted or confused as to how they really *feel* about digital technology. For most people it is a love/hate relationship that causes varying levels of stress.

To get your own measure take our free quick quiz. Once you know your score you can read the report. The report will give you a basic idea of your own unique strengths and weaknesses. It will also provide some insights as to how you can apply this information for improved engagement with digital technology

The free quick quiz is based on a more detailed evaluation. The full digital engagement evaluation involves a comprehensive behaviour evaluation analysis and four consultation sessions to discuss ways to maximise your unique profile for improved outcomes and achievement of personal goals by using technology to your advantage.

WHAT'S NEXT?

A simple quiz cannot adequately accommodate the uniqueness of each individual so we are developing an App called 'Digital Cognitive-System Solution'. This online App will allow you to accumulate your own answers over time and provide you with feedback and insights that are unique to you and your situation. This system will allow you to probe your own profile to increasingly greater depths, helping you to understand the awesomeness that is you as you define and achieve your personal goals.

We believe people will like this tool and find it a fun and constructive way to track and monitor their own progress as they shape their behaviours to achieve what they want out of life.

If you would like to be kept informed you can sign up and be notified when it is released.



MORE INFORMATION & READING

Nicholas Carr, N. (2010, 11:00PM BST 27 Aug 2010). "How the Internet is making us stupid." Retrieved 19 October, 2010, from <http://www.telegraph.co.uk/technology/internet/7967894/How-the-Internet-is-making-us-stupid.html#top>.

Bavelier, D., et al. (2010). "Children Wired For Better and for Worse." *Neuron* 67 (September): 682-701.

How we engage with technology leads some individuals to advantageous digital management but others become disadvantaged. This makes digital engagement socially significant.

Diane Spencer-Scarr

Diane is a systems specialist focusing on digital engagement and the second order cybernetic relationships that result from the intersection of human and networked technology.

This report flows from the research and work of Dr Diane Spencer-Scarr who has studied how we engage with technology and why this is changing us and our societies. There is no other issue that is more universal and transformative at every level. Some of the results have been startling and counter intuitive.

She found people who were successfully exploiting technology were doing simple things that anyone could copy. She believes these ideas should be shared. In this and other publications you will find ideas from her research that could benefit you the world in an age driven by digital technology. Diane's background was in the creative arts, education and business before she moved to academic research. She has an impressive list of publications and a distinctive name so a quick visit to Google will reveal her work!

