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IT'S A WILD WORLD: UNDERSTANDING THE IMPACT OF TECHNOLOGY IN EVOLVED WORLD.

We're committed to growth by scaling new technologies to inflate the world economy and supply limitless consumption to everyone. Oftentimes, technological disruptions can be seen shaking up critical world ecosystems; impacting social, economic and political changes and making the world more complex than what it already is.

Unintended consequences sometimes occur with very little warning. While technology isn't always positive, by understanding the impact, we will be able to see behind the numbers and the real cost of technology adoption. In this article, we look at unintended consequences of technology through animal metaphors.

"THE ELEPHANT IN THE ROOM"; DIGITAL NATIVE DILEMMA

Digital natives were generally born in the digital era, after the widespread breakthroughs of advanced technologies.

Their development is believed to have been influenced by technology like the internet, social media and mobile.

Organisations however adopt new technologies to renew their new competitive advantage despite issues around readiness.

For digital natives, many think that digital natives are digitally literate and savvy. However, this assumption is totally wrong.

Digital natives might be familiar with technology. But they are not technical experts of new and specialised technologies.

The problem with "assuming" digital natives are experts in the economics of innovation and new technologies is turning out to be the elephant in the room.

AUTOMATION AND ROBOTIC THE "ASTEROID" TO DINASOURS EXTINCTION

Emerging technologies such as automation, robotics and artificial intelligence are encroaching most jobs and working environments.

Expert professionals and 3D (dirty, dangerous and difficult) jobs a.k.a "dinosaurs" and "dodos", will be extinct, superseded by new technologies.

Jobs that are known to be sexy and of high value too, might soon disappear. Similarly, jobs that are known to be dangerous, dirty and difficult are being replaced by robots and automation; leaving many workers unemployed.

Are we ready to be extinct like "dodos" and "dinosaurs" in the job world?



CYBERCRIME AS A BLACK SWAN EVENT; A RESULT OF PEOPLE IGNORANCE

Communication is more fluid than ever. As such, digital security has become a critical aspect in preventing harmful cyberattacks.

Malaysia has put together a massive effort in order to prepare adequate infrastructure for cybersecurity.

Currently, Malaysia ranks eighth in the global cybersecurity index (GCI, 2018) and second in Asia Pacific, scoring the highest across organisational and capacity building segments.

In addition, Malaysia has the expertise to provide digital forensic services—multimedia forensics, mobile phone and data recovery services, biometric forensics, cloud computing forensics and big data analytics.

Oftentimes, ignorant behaviour is the main culprit of cyberattacks. Ignoring alarming issues and waiting until things come to a head before taking action are costly.

Cybercrime could become a black swan event (the probability of occurrence is low, yet poses high impact) despite all the cybersecurity measures in place.

BEWARE OF JELLYFISH STINGS; THE SIDE EFFECTS OF SOCIAL MEDIA

For good or bad, social media has unleashed a new trend, which has seen the proliferation of personalised content being put up by its users.

Meanwhile, for businesses, social media is a hotbed for energetic digital marketing activities.

Despite all these, social media has a dark side.

Social media is like a jellyfish at the seashore; nice to see, but not to hold or touch because it has a harmful sting. It is important to set a limit and know when to take a break.

New studies and reports are raising concerns about the dangers of social media addiction.

Chances of having depression and anxiety are higher among those who are too engrossed in their daily social media activities. A study indicates that users with "heavy use" of social media have between 13% and 66% higher chances of being depressed.

Addiction to social media can also lead to anxiety disorder. This occurs when a person is unable to check their social media accounts often enough.

CONCLUSION

In conclusion, the unabated development of Industry 4.0 technologies will continue to help the world evolve. However, common sense will no longer drive the evolution. Thus, preparing for technology's unintended consequences will bring about a new dimension and improve our readiness for any future complexities and uncertainties.