Need Based Technology for Innovation

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ABSTRACT *The paper examines the various open resources of technology to be used by common people. Technology, as the name suggests, has shrunken the world within one's hand. Yes. We could not find anyone's home without possessing any of the following: Television, mobile phone, Pen Drive, headphone, Digital Camera etc. Even children use mobile phones to operate their favourite apps, to play games, to watch nursery rhymes and to practice handwriting, to keep coloring book etc. I have made an attempt to list out various possible technologies, open resources to be utilized in our daily life to consume time from looking for transportation, money, moral support to guide. Since our social value of joint families got disappeared due to industrialization, ruin of running our family's business, corporate culture, ethical values, we are running behind learning emerging technologies to compete with our own children, siblings, members of the family. The paper sums up how to find proxy websites to prevent ourselves from cyber crime which happens through internet banking, how to use technical websites, how to manage apps which are not known and used by us for our future reference and perusal.*

INTRODUCTION

The emerging trends using ICT (Information and Communication Technology) has gained an enormous growth in the past decade. When an employer gets a Job Application from a job seeker, the employer could come to know about the jobseeker's personal profile by searching his name in Facebook, Linkedin etc. In educational institutions, open sources are downloaded for teaching the syllabus in a pleasant way. Students are referring their subjects by downloading powerpoint presentations from internet instead of purchasing for bulk amount. Consequently, the impact of using ICT is unimaginable.

HOW TO USE SOCIAL MEDIA?

Each and every minute, a person is enrolling himself/herself in a social media to share, send, update her status, invite friends for marriage and also to share some brilliant quotes and test of reasoning questions etc. Mary Thomas, in her book, 'Using Social Media for Personal Gain', has given advice to business owners, managers and individuals on how to use Social Media marketing to improve their sales, products, brand awareness and reputation.

WHO USE SOCIAL MEDIA?

Social media tools are used by businessmen for marketing, brand awareness, education and to provide customer service. It is a way of engaging with a large number of peoples as a result of time efficient and cost efficient way. News agencies use social media as another medium to share the latest news online to impress online readers. Celebrities use social media to keep in touch with their fans. Social media is being used by recruiters looking for somebody to fulfill a position. Children who are at the age of below 10 and people from 90 use social media to spread their presence.

The Leading Social Media:

There are 26 million Facebook website users in the UK. The Facebook App is being used by uncountable number of people all around the world. Over 10 million Twitter users are there in the UK. Among them, 60% of them are between the age groups of 25-44(May, 2012). 10 million Linkedin users are there in UK, 44% of them earn £50,000(Sep. 2012). 18million UK users have turned to social media to get customer service from brands.

Purpose of using Social Networks

The most commonly used social networks are listed out with their usages.

S. No.	Reasons for using Social Media	Best to use			
		Face-book	Goog-le+	Linked-In	Twit-ter
1.	Professional Networking			*	
2.	Communicate with friends and family	*	*		
3.	Communicate with brands	*	*		*
4.	Find a job		*	*	*
5.	Engage with celebrities				*
6.	Discounts from brands	*			
7.	Updates from new outlets			*	*
8.	Discuss television and radio programmes				*

Table 1: Best uses of social networks

WHAT IS BLOG?

We can create a page for us individually in the name of Blogs. The widely known and used blogs are Tumblr, Blogger and Wordpress. Many people set up a blog to share their journey, a hobby or interests in the form of an online diary. Pinterest, Flickr, Instagram are used to share pictures. There are a number of tools to share videos shot using Mobile phones as they are available in EMI. People use Youtube, Vine, Vimeo and Instagram to share their videos instantly.

Some useful Apps

There are many websites which offer various facilities for its registers. The apps like MightyText, BrowserTexting.com start to text message using our personal computers at free of cost. The simple thing we have to do is registering our mobile phone number with the abovementioned websites/apps. Google PlayStore offers enormous free apps for the android phone users namely, IELTS, TOEFL, Time management, Management Dictionary, Mechanical Dictionary, Grammar Tests, Grammar Topics, Fingerprint to lock our smartphone keypad to prevent our SIM and phone from the operation of unknown users.

Brilliant quotes, Group Discussion, Aptitude Interview ques-

tions, HR Interview questions, Reasoning Ability Tests are also available in internet, Group Discussion Tips, Technical Interview Tips are available. College students are using the following apps to make phone calls at free of cost likely 'hike', 'LINE'etc. to send instant messages and make phone calls. The advantages of these two apps are quite same. They allow the users to send messages and to share their status etc. Apart from this, parents use nursery rhymes for the development of their sons and daughters.

Technology and MNCs

MNC companies like IBM have purchased the softwares ispring presenter7, ispring PRO, free Quiz Maker, iSpring E-Learning Rocket, iSpring Free Suite 6.2 etc. to train their employees, use to recruit skilled people, conduct online tests to save pen and paper by the way to know the results of the written examination within the next fraction of second after the completion of the online tests. To get the practical knowledge on how to create quizzes, convert our powerpoint presentations to video, one can 30 day free trial by downloading the abovesaid softwares.

FUTURE TECHNOLOGY

On account of the widespread usage of ICT, I would like to share some of the websites to be used in our daily life to save time, for the betterment of our career and life.

S. No.	Website	Usage
	www.mturk.com	For Mechanical Engineers To give job, (Requester), To get a job (Worker)
	http://mygengo.com	Translation
	www.livemocha.com	To learn other languages with examples
	www.odesk.com,	To post and get a job
	www.guru.com	Interior Designing to Broadcasting
	www.sidetaker.com	To get suggestion from people after posting two people's opinion
	www.blogger.com	Create your own blog
	www.technicalsymposium.com	Get Scholarship, Previous year Competitive Exam Question Papers, download free study materials, to get the details of Conferences, Symposiums, Seminars and Workshops
	www.elance.com	To hire freelancers

www.evite.com	Invite friends online for your parties and functions
www.cardscan.com	To save visiting cards
www.neat.com	Digital filing system of the documents(useful for Medical Representatives)
www.lolligift.com	To gift our friends
http://recordsetter.com	Set and explore your world records online
www.tomtom.com	To find directions
www.docuvana.com	To save email documents
www.quicken.intuit.com	To check one's bank accounts, to save money etc.
www.freshbooks.com	To send invoices to consumers
www.minutesof-meeting.net	To prepare and share Meeting minutes online
www.authorstream.com	To upload and share your powerpoint presentations
www.hrenglish.com	Learn business english
www.tutor.com	Easy way to teach and earn online from home
www.busuu.com	Learn foreign languages easily
www.animation-sa2z.com	Download free GIF animations for presentations
www.heathersani-mations.com	Download professional GIF animations

HOW TO FIND PROXY WEBSITES?

When we don't find 'http" in our browser, we should not believe such a website. It may be a proxy one. For example, when we see www.abcdbank.somethingfishy.com or www.abcdbankindiaonline.com instead of 'www.abcdbank.com', we should avoid them. It requires only a few dollars to create proxy websites for any banks, companies etc. Such type of websites might not have been globally recognized. So, we should not type our username and passwords, secret PIN Numbers using proxy websites.

CONCLUSION

This paper has examined in detail about the need based technology to create new things and to share our personal documents, useful apps for daily life etc to prove our efficiency in browsing and to do smart work using internet. I hope that you would use them in your daily life and career. You are requested to share this information to your friends and family too.

REFERENCE

google.coms |

1. Thomas Mary, 'Using Social Media for Personal Gain', Bookboon publishers, 2013, | 2. Joe Anton Prakash, 'Varungala Thozhilnutpam', Vikatan Publications, 2010. | 3. Government of India, 'Science, Technology and Innovation Policy 2013', Paras Offset Pvt. Ltd. 2015. | 4. www.