



Navigating Your Technology Needs

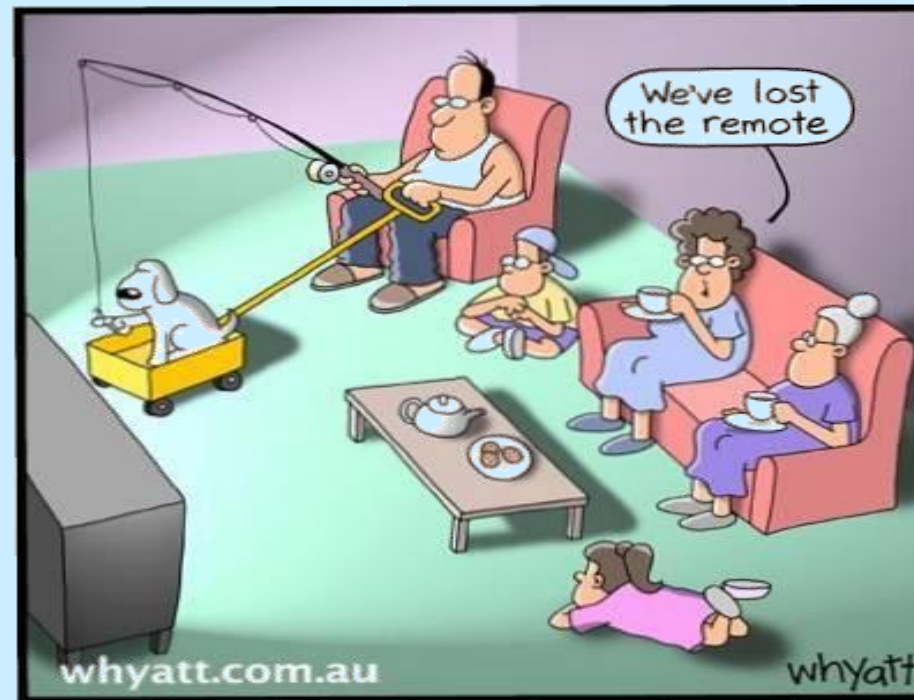
Speaker: Christine Wang

Navigating Your Technology Needs



Define Technology..

The application of scientific knowledge for practical purposes, especially in industry. The "advances in computer technology" to make life easier and solve problems!



Navigating Your Technology Needs



Agenda

- ❑ **Useful technology terminologies**
 - **Common hardware**
 - **Common software**
- ❑ **Assessing your technology needs**
- ❑ **Best Practice**
- ❑ **Takeaways - Useful Links**

Navigating Your Technology Needs

Useful terminologies – common hardware



Hardware Technologies

- Personal Computers
- CPU
- Memory & Storage
- Monitor
- Printer
- USB
- Bluetooth
- Wi-Fi

Navigating Your Technology Needs

Common hardware - Personal Computers



Desktop



Laptop



Hybrid



Tablet



Phone

Navigating Your Technology Needs

Common hardware - Personal Computers



Tower /desktop

- HW Expandability, upgradability, power, customizable, better screen size, durable

All in One

- Space saver , durable, simple built-in Keyboard, mouse, video

Laptop

- Portable, some HW expandability , flexible power, on-the-go connectivity, less expandability, option to external devices

Hybrid laptop

- On-the-go, portable, flexible, readability, good battery life, best of laptop/tablets readability , good for audio and video

Tablets

- On-the-go, portable, flexible, limited or no external device connectivity and apps, readability, noting, good for video and audio. Mobile class device, less \$\$ to laptop

Mobile phones

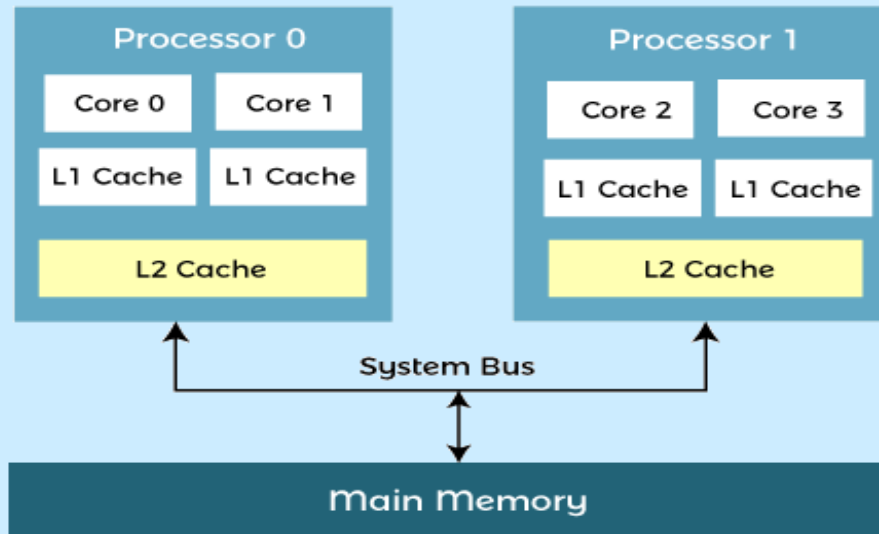
- on-the-go, portable, flexible, little or no external device connectivity, not design as a work device, a communication device with fun SMART features

Navigating Your Technology Needs

Common hardware - CPU

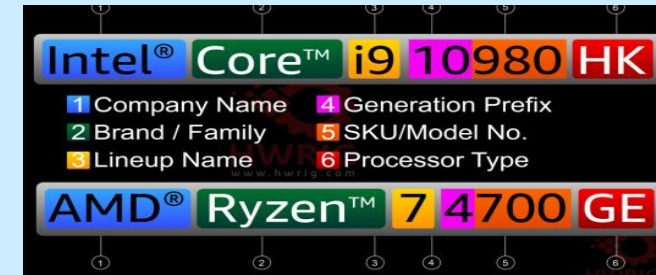


CPU (processor/core)



INTEL

AMD



M2 - Apple Macs and iPads



Others – Memory chip

- Micron



- Qualcomm – tablets, smart devices, mobile devices



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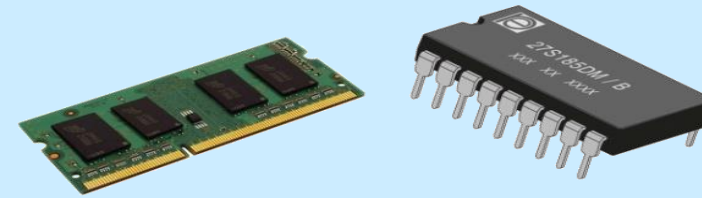


Common hardware - Storage

Storage - Memory

- RAM – Random Access Memory
- ROM - Read-only memory

RAM AND ROM



Storage – Hard Drive

- HDD - Hard Disk Drive
 - traditional Spinning drives
 - high capacity at low cost
- SSD – Solid State Drive (memory based)
 - Faster and more reliable, more expensive

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Common Hardware - Monitor

- Resolution / color
- Built in features
- Display size and shape
- Refresh rates
- Connectivity adapters
- Price range



<https://larryjordan.com/articles/how-to-pick-the-best-external-computer-or-video-monitor/>

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Common Hardware - Printer

- **Quality and quantity of printing**
- **Inkjet versus Laser**
- **Multi-purpose printer**
 - All-in-one – scanner, fax, copier
 - Duplexing - 2 side printing and/or scanning
- **Connectivity – USB, Wi-Fi, Bluetooth**
- **Consider Print Service**

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Common Hardware



Bluetooth



USB-C



USB



Micro & Mini USB



WiFi

Revision	Bits/sec	Port & Cable Logo	USB-C® Trident Charging Logo
USB 1.0	1.5 Mbps 12 Mbps		
USB 1.1	1.5 Mbps 12 Mbps		
USB 2.0	480 Mbps		
USB 3.0 USB 3.2 Gen 1x1	5 Gbps		
USB 3.1 USB 3.2 Gen 2x1	10 Gbps		
USB 3.2 USB 3.2 Gen 2x2	20 Gbps		
USB4 USB4 Gen 2x2	20 Gbps		
USB4 USB4 Gen 3x2	40 Gbps		

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Navigating Your Technology Needs



Common Software

- **Anti-Virus Software**
- **Operating Systems**
- **Browsers and search engines**
- **Productivity applications & Tools**
 - **Social Media**
 - **Conferencing software**
- **Some other handy software tools**

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Common software - Anti-Virus / Malware Protection

Malware is a general term use to describe all types of software of code, that are created with malicious intent!



Phishing

WHAT YOU NEED TO KNOW

SCAMMERS ARE AFTER YOUR

- Passwords
- Financial Info
- Identity
- Money

WHY DO WE FALL FOR THESE SCAMS?

- Urgency
- Desire to please
- Greed
- Curiosity
- Complacency
- Fear

PROBABILITY THAT A PHISHING MESSAGE SUCCEEDS
1 out of 10!

WATCH OUT FOR

- Spelling & Grammar Errors
- Sender Address
- Things That Sound Too Good to be True

BEWARE OF UNSOLICITED MESSAGES

- Attachments
- Links
- Login Pages

IF YOU SEE SOMETHING, SAY SOMETHING!
Report phishing emails to spam@stanford.edu
security.stanford.edu



VIRUSES

These bugs normally are attached to an email.



SPYWARE

It can monitor all forms of communication and interaction on a device



SCAREWARE

The user would be taken to a page to purchase a fake program.



TROJANS

This application is actually stealing personal data, spying, or even crashing your computer.



ADWARE

Will pepper the user with unwanted ads to attempt to get them to part with their money.



RANSOMWARE

Encrypts your files, and then demands a ransom to return the data to the user.

Bitdefender

WEBROOT

McAfee

norton



F-Secure

TOTALAV

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Common Software - Operating Systems








	 Windows / ANDROID	
Standard	Individual license or open source e.g. Office 365, Windows Professional, TEAMS	Comes w all software for all platforms Mac, iPad, iPhone
Advantages/ Disadvantages	Leverage common technology and Google apps	Exclusive features e.g. iMsg, AirDrop between devices
	More choices from manufacturer's competition	Limited to Apple ecosystem
	Standards and experience may not be consistent across	Consistent experience across product lines
	Performance is dependant on competitive offering e.g. chip manufacturers	Optimized performance
	Leverage integration with Window's Ecosystem, Google or other 3rd party apps	Integrated within Apple Ecosystem
	Easy access to standard accessories	Apple accessories only
	Open API offers advantage to 3rd party offering	Only Apple Store and certified apps
	Can be more prone to virus due to open API	Close API , can be more secured
	Competitively priced	More Expensive

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Common Software - Browsers and Search Engines











	 chrome	 yahoo!	Mozilla Firefox 	Edge 	 Safari
Operating System	Windows, macOS, Linux, Android, iOS	Windows, macOS, Linux, Android, iOS	Windows, macOS, Linux, Android, iOS 13.0 above	Microsoft, iOS, Android, Mac, Linux (future)	MacOS, iOS, Windows (Safari 5.1.7 only)
Search engine	Google	Yahoo (Bing)	Google	Bing	Google
Extensions	<ul style="list-style-type: none"> - Gmail, Google Calendar, Google maps, Google Play, Google Drive, Google phone service, Google Pay, Google Meet <u>G Suite extensions (\$)</u> Workspace <u>Google Business Edition (\$\$)</u> more shared storage, integration, audit logs 	<ul style="list-style-type: none"> - Yahoo Mail - Yahoo for small business w free storage - Yahoo Plus (only U.S.) 	<ul style="list-style-type: none"> - Customizable - Extensions - Secure Browsing - Password management - content blocker - Language tool - Search engine optimization - Time Management 	<ul style="list-style-type: none"> - Customizable, - Extensive integration to MS 	<ul style="list-style-type: none"> - ease of use - software extension comes with all Mac - sharing same icloud account devices - Privacy setting for browsing - built-in security for browser - built in extension library for productivity, security, translation plug-in
Overall	<ul style="list-style-type: none"> - Most popular browser, fast, - More "Involved" in activities - Heavy on resources 	<ul style="list-style-type: none"> - More granular search with specifics - gravitate towards established content & websites 	Heavy on memory usage	<ul style="list-style-type: none"> - Efficient and integrated under MS - requires > 1Ghz processor 	<ul style="list-style-type: none"> - Efficient and secured - efficient and Integrated under macOS only, not Windows

Navigating Your Technology Needs

Common Software Conferencing application Top 10 Conferencing Software by PC Mag



Company		Best Categories
	Zoom Meetings	Best Overall
	BlueJeans Virtual Meetings	Best for Multi-Platform Conferencing
	Intermedia AnyMeeting	Best for General SMB Conferencing Needs
	Webex by Cisco	Best for Enterprise Conferencing
	RingCentral Video	Best for Free Tier of Service
	Google Meet	Best for Google Workspace Users
	GoToMeeting	Best for Small Business Web Meetings
	ClickMeeting	Best for Webinar and Event Hosts
	Microsoft Teams	Best for Microsoft 365 Customers
	Zoho Meeting	Best for Cheap Video Meetings

General features

- ✓ Gallery view
- ✓ Smart Meetings
- ✓ Transcription
- ✓ Collaborations
- ✓ Recording
- ✓ Reporting
- ✓ Multiple devices
- ✓ Phone or Toll Free support

Reference: <https://www.pcmag.com/picks/the-best-video-conferencing-software>

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Common Software Conferencing application

Top 10 Conferencing Software by PC Mag



Review Categories	zoom	Microsoft Teams	BlueJeans	webex	Google Meet
Key Features (+)	<ul style="list-style-type: none"> - Ease of Use and Learn - Real-time Language Interpretation for Pro-Plan options only - Integrated calendar w Google calendar, iCal, Outlook - Breakout rooms - desktop/control & sharing - Collaborative Whiteboard tools - Multi-languages - local country dial-in options - switch devices during conference - Extensive 3rd party integration for msg, calendar, salesforce - Polling option - enhanced / virtual background - Enterprise scale group - Business and non-business 	<ul style="list-style-type: none"> - Real-time Language Interpretation (premium only) - Extensive integration to O365 - Breakout rooms - Waiting room - collaborations tools for drawing, sharing content - control options for attendants' participation - multiple platform - Enterprise scale group 	<ul style="list-style-type: none"> - AI-powered Virtual Assistant for high quality transcriptions w flag action items - Breakout rooms - Multi-language multi-platform/devices (MacOS , Win, Andriod, iOS, Linux) - Seamless workflow to TEAMS and Windows - Slack chat, quick access via Okta, Splunk addon - Whiteboard annotation w drawing tools - close caption - brand customization - Toll free # in Canada to join audio - Waiting room 	<ul style="list-style-type: none"> - Automatic "Call Me" for additional cost (integrated w Cisco ecosystem) - Collaborative tools - whiteboard, files, msg. - Integrations to Skethcboard, Smartsheet - Breakout rooms - Polling option - Assisted transcription for highlight/focus area (English only) - Multi-language support - Closed captions, real-time translation - Mask participant's phone # for privacy - Enterprise scale group - Desktop clients - MacOS, Win, Andriod, iOS - browser version - transcripts also include reactions 	<ul style="list-style-type: none"> - real-time closed captioning - Automatic translation to (Eng, Fr, Ger, Port, Spanish) - Collaborative whiteboard - Browser only - works w any latest browsers - Integrated w Google Workspace - document collaboration - Google Drive for Recording - Meeting Campanian for Hybrid learning - Breakout rooms - Polls - customizable tiles - Plug in for outlook & Windows - Great noise cancellation - virtual background - Automaatic transcription (future)
CONS (X)	<ul style="list-style-type: none"> - no meeting title or agenda (only via integrated calendar) - history of Privacy/security issues 	<ul style="list-style-type: none"> - Proprietary - must be O365 Users to take advantage of all features 	<ul style="list-style-type: none"> - no sharing of keyboard or mouse - up to 200 participants 	<ul style="list-style-type: none"> - limited to 10GB cloud per user - Real-time translation is additional cost - watch for unexpected addon costs!! 	<ul style="list-style-type: none"> - need Google Workspace membership - No built-in transcription
Cost	<ul style="list-style-type: none"> - Free account up to 45 mins - Tiered pricing 	<ul style="list-style-type: none"> - Free w MS basic account - Requires tiered license 	<ul style="list-style-type: none"> - Free trial only - Requires tiered license 	<ul style="list-style-type: none"> - Free Tier version for 100 up to 50 mins - Tiered license geared towards larger enterprise 	<ul style="list-style-type: none"> - Free tier basic service w no recording, breakout rooms, polls, noise reduction, + - 14 day Trial option w Google acct - Tier - very lower cost w<100 users & Enterprise version

Reference: <https://www.pcmag.com/picks/the-best-video-conferencing-software>

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Common Software Conferencing application

Top 10 Conferencing Software by PC Mag



Review Categories	RingCentral	GoTo	INTERMEDIA ANYMEETING	ClickMeeting	ZOHO
Key Features (+)	<ul style="list-style-type: none"> - Previously Glip - integration w VOIP business system - Join without installing SW - Call Me/Call Out for auto call to meeting - no account required to join calls - Easy switch device during video call - Multi-language support - Messaging - Integrate w Google Calendar - Add-on for Gmail or Outlook - Huddle, Instant video call - Integrated w Salesforce 4 paid accts - Tailored more for small business - REST API for customized integration - <u>Breakout rooms</u> - Waiting room - RingCentral App Gallery for 3rd party integration 	<ul style="list-style-type: none"> - Formerly LogMeln - More suitable for Webinar, Contact centre, remote IT management - Multi-platform (Andriod, Chrome, Apple, Linux and Win) - integrate directly w Google Workspace and O365 outlook - Useful smart assistance - Annotation During screen sharing but no whiteboard - sharing of keyboard and mouse 	<ul style="list-style-type: none"> - Share content within browser - Whiteboarding - Sharing keyboard & mouse w audiences - Sharing keyboard & mouse w audiences - some O365 intregation 	<ul style="list-style-type: none"> - Webinars & Events - large-scale presentations < 1000 - Whiteboarding - multi-language - <u>breakout room</u> - Quick survey option - exceptional Q&A - Call to Action for follow-on tasks - annotation only for uploaded local copy - Integrate w Facebook , YouTube - ease of use 	<ul style="list-style-type: none"> - Video Conferencing service using Zoho - Multi-language - Multi-plaform Win, MacOS, Linux, Andriod, iOS - use friendly GUI - Whitebording tool - <u>Paid Tier</u> - admin portal, - cloud recording - virtual backgrounda+ - Plug-in for Outlook - Google Workspace Integration - Network Performance Indicator - Good ZOHO Ecosystem
CONS (X)	<ul style="list-style-type: none"> - No Moderator tools - mouse/keyboard sharing - limited task management - support for outside U.S. for paid MVP business acct 	<ul style="list-style-type: none"> - No virtual background - No whiteboard functionality 	<ul style="list-style-type: none"> - No breakout room (separate product) 	<ul style="list-style-type: none"> - not suitable for peer-to-peer video conf calls - lacks automatic transcription - no close captions 	<ul style="list-style-type: none"> - Video quality might be an issue - no breakout rooms
Cost	<ul style="list-style-type: none"> - free tier for 100 attendees & < 24hrs 7 days recording retention 		<ul style="list-style-type: none"> - Generous free account, up to 4, no time limit - competitive tier pricing 	<ul style="list-style-type: none"> - 30 day trial - Requires license - not price competitive 	<ul style="list-style-type: none"> - Free tier <100 people, limited to 60 mins - can have up to 25 video feeds - very affordable

Reference: <https://www.pcmag.com/picks/the-best-video-conferencing-software>

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Common Software - Social Media Marketing Platforms



	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> 18 – 34, boomers 	<ul style="list-style-type: none"> Photos & links Information Live video 	<ul style="list-style-type: none"> Local mkting Advertising Relationships 	<ul style="list-style-type: none"> Weak organic reach
	<ul style="list-style-type: none"> All ages 	<ul style="list-style-type: none"> How-tos Webinars Explainers 	<ul style="list-style-type: none"> Organic SEO Advertising 	<ul style="list-style-type: none"> Video is resource-heavy
	<ul style="list-style-type: none"> 18-24, 25-34 Millennials 	<ul style="list-style-type: none"> Inspiration & adventure Questions/polls 	<ul style="list-style-type: none"> Ecommerce Organic Influencer 	<ul style="list-style-type: none"> High ad costs
	<ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy 	<ul style="list-style-type: none"> News Discussion Humor 	<ul style="list-style-type: none"> Customer service Ads for males 	<ul style="list-style-type: none"> Small ad audience
	<ul style="list-style-type: none"> 46-55 Professionals 	<ul style="list-style-type: none"> Long-form content Core values 	<ul style="list-style-type: none"> B2B Organic International 	<ul style="list-style-type: none"> Ad reporting & custom audience
	<ul style="list-style-type: none"> All ages 	<ul style="list-style-type: none"> Entertainment Humor Challenges 	<ul style="list-style-type: none"> Influencer marketing Series content 	<ul style="list-style-type: none"> Relationship building
	<ul style="list-style-type: none"> 13-17, 25-34 Teens 	<ul style="list-style-type: none"> Silly Feel-good Trends 	<ul style="list-style-type: none"> Video ads Location-based mkting App mkting 	<ul style="list-style-type: none"> Relationship building

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Common Software

Some other handy software tools/utilities

- Voice recording!!
- Spotify
- AnyDesk <https://anydeskinvestingo.com/>
- Cite a Website <https://www.citationmachine.net/apa/cite-a-website>
- Apple Tools
<https://www.lifehack.org/articles/technology/9-most-useful-built-tools-mac-that-you-may-have-forgotten.html>
- Window's based utilities
<https://www.computerworld.com/article/3650754/classic-essential-free-utilities-windows-10-windows-11.html>

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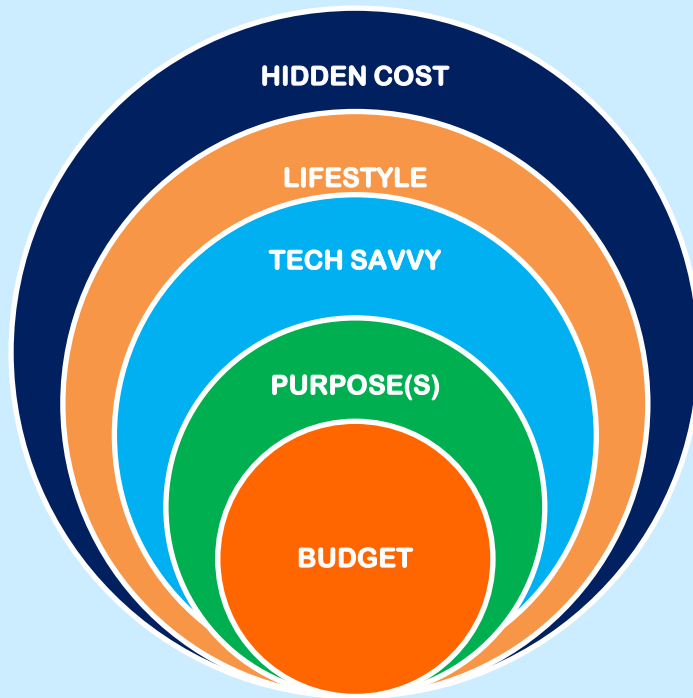
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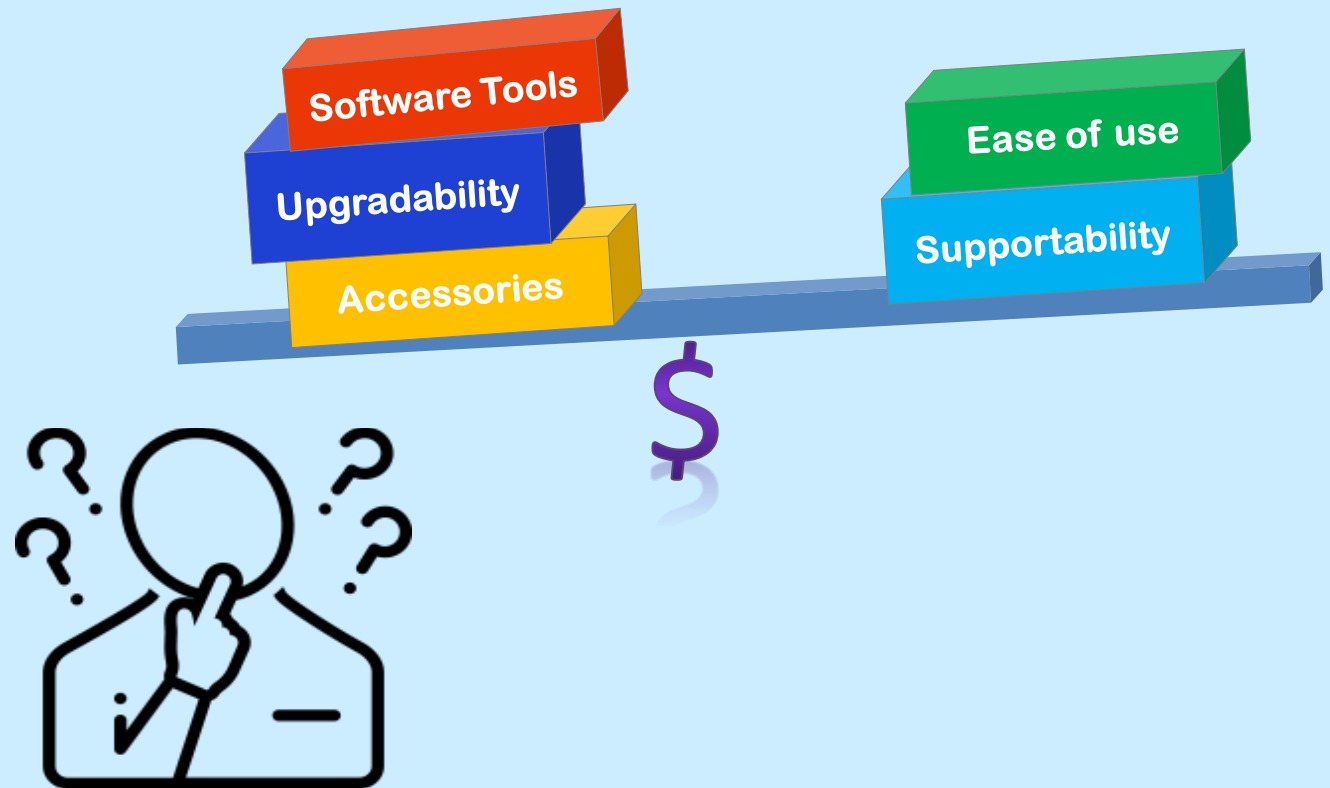
Assessing your technology needs

Start with the **BASICS** ..

Decision Tree



Features over Cost



Navigating Your Technology Needs

Assessing your technology needs

Begin with a BUDGET..



Research

- Price, features, format
- What do the features add
- Do the different format matter

Start with a budget range in mind

Create a bucket list

- What do you need
- How would the technology help you
- How would it change the way you work

Prioritize them

- Categorize your list
 - Must Have
 - Might Need
 - Nice to Have but not essential

Watch for hidden cost!!



Navigating Your Technology Needs

Assessing your technology needs



HIDDEN COSTS and CONSIDERATIONS

Learning curve

- Setup and navigating the new technology
- Will the new features help me support and manage everything easier

On-going or new software subscription costs – Renew/replacement software
e.g. 3rd : party application, anti-virus

Software compatibility

- OBSELETE device drivers, applications, software tools, documents & files
- Is the software transferable or upgradable

Potential upgrade costs of old hardware , peripherals, accessories
(Medium/devices, cables & adapters, carrying case..etc)

Migration of data

- Do I have enough capacity
- Am I moving to the cloud?

Ergonomic needs

<https://www.publichealthnotes.com/ergonomics-and-its-10-principles/>

Navigating Your Technology Needs

Assessing your technology needs

Examples of additional considerations

- **Accessories/options**
 - External monitors
 - Touch screen
 - Mouse
 - Keyboards,
 - Rugged cases for harsh environment
 - Audio/video devices – speakers, microphones, speakers, cameras, headphones, ear pods
 - Other Bluetooth devices, adapters
- Annual software subscription
- Replacement / Maintenance cost
- Extended warranty
- External Cloud for storage
- Annual increase



Navigating Your Technology Needs



Learning about Technology terminologies and acronym!

- Common hardware**
- Common software**

Assessing your technology needs

Best Practice

Takeaways - Useful Links

Navigating Your Technology Needs

Best Practices



NEVER TRUST THE INTERNET!



Avoid clutter



Recycle Bin



avoid and remove suspicious emails



Logoff !!



Virus Protection



Secure your camera



Backup your data



Password Protection

Navigating Your Technology Needs



Helpful links

Choosing a computer

<https://choiceschoices.com/quiz/laptops/questions>

Examples of most popular Browsers

<https://www.getapp.com/all-software/browser/>

<https://www.oberlo.com/statistics/browser-market-share>

Intel Processor Names and Numbers

<https://www.intel.ca/content/www/ca/en/processors/processor-numbers.html>

Choosing a monitor for your need

<https://www.tomshardware.com/reviews/monitor-buying-guide,5699.html>

Understanding the symbols of USB

<https://visiontek.com/blogs/blog/a-quick-guide-to-usb-port-symbols-logos-and-icons>

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Helpful Links

Keep your computer secured

<https://support.microsoft.com/en-us/windows/keep-your-computer-secure-at-home-c348f24f-a4f0-de5d-9e4a-e0fc156ab221>

Clearing cache in Google Chrome

<https://www.youtube.com/watch?v= SQZeUNRTSE>

Clean up Recycle bin

<https://www.windowscentral.com/how-empty-recycle-bin-automatically-storage-sense-windows-10>

Cyber Tips

<https://scoutsca.s3.amazonaws.com/2021/08/cyber-tips.pdf>

The 12 Most Common Types of Malware

<https://www.crowdstrike.com/cybersecurity-101/malware/types-of-malware/>

User Best practices related

<https://its.ucsc.edu/security/top10.html> (*Good Computing Practices*)

<https://helpcenter.trendmicro.com/en-us/article/tmka-18533> (*virus infection prevention*)

<https://www.f1networks.com/blog/q-happens-power-off-log-off-lock-system/> (*Power off, Logoff*)

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Additional Links From Q & A

HP Print Service

https://www.hp.com/ca-en/printers/instant-ink/plans.html?jumpid=ps_ca_go_mk_se_cm016748_co_na&gclid=Cj0KCQiAvqGcBhCJARIsAFQ5ke75AVIV5arDI4zyaWKZjab_bamu62FG6_s1WDnrNt1FKIhtWmSBkkUaAp6wEALw_wcB&gclsrc=aw.ds

HP Print Service – How to Print from Android

https://support.hp.com/us-en/document/ish_1870466-1870510-16

AnyDesk versus OneDrive

<https://www.g2.com/compare/anydesk-vs-microsoft-onedrive-for-business>

Clear, enable, and Manage Cookies in Chrome

<https://support.google.com/chrome/answer/95647?hl=en&co=GENIE.Platform%3DDesktop>

How to clear cache and cookies on Windows PC

<https://helpcenter.trendmicro.com/en-us/article/tmka-20816>

Compare AnyDesk and Microsoft OneDrive for Business

<https://www.g2.com/compare/anydesk-vs-microsoft-onedrive-for-business>

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Thank You !