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## Modulo 3: Digital Transition and Why It Matters

### Digital transition and why it matters

The latest Global Gender Gap Report compiled by the World Economic Forum in 2021 highlighted how women remain underrepresented in most of the so-called 'professions of the future', i.e. in areas such as Cloud Computing or Artificial Intelligence.



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### Digital transition and why it matters

Therefore, it is necessary to support women in improving these skills in order to counteract gender inequality in the labour market.

The acquisition of these new skills could be a factor in reducing the gender gap in the professions of the future.



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### Digital transition and why it matters

The Digital Economy and Society Index 'Digital Economy and Society Index' (DESI) Report Analysis 2022, produced by the European Commission on data from 2021 highlights that there is still a marked digital divide between men and women in the different European countries. This analysis assesses the different European performances on internet usage by gender, internet usage skills, technological skills etc.



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### Digital transition and why it matters

The analysis is performed using 12 different indicators.

Only 19% of ICT specialists and about one third of science, technology, engineering and mathematics graduates are women. There is no evidence of progress in recent years as the figures have remained stable. The EU aims to have 20 million employed ICT specialists, with convergence between women and men, by 2030.



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### Digital transition and why it matters

And it is precisely in this regard that it should be emphasised that the digital bet plays a key role in EU policies: the pandemic crisis has highlighted the need for a forward-looking digitisation plan that provides long-term benefits for both society and competitiveness.



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### Digital transition and why it matters

Digital solutions present excellent opportunities for Europe's recovery and competitiveness in the global economic framework: the EU's plan to revive the economy calls for member states to invest at least 20 per cent of the EUR 672,500 million Recovery and Resilience Facility in the digital sector. Investment programmes such as Horizon Europe for Innovation and Connecting Europe Fund for Infrastructure also invest large sums for digital advancement.



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General EU policies and programmes aim to support digital goals, while some investments and new rules are designed precisely to achieve these steps.



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It should certainly be added that the European Parliament voted for the Digital Europe programme at its plenary in April 2021: this is the first EU financial instrument specifically created to bring technology closer to businesses and citizens, investing in digital to facilitate Europe's competitiveness, green transition and technological sovereignty.



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EUR 7.5 billion will be invested in five different areas: supercomputing (EUR 2.2 billion), artificial intelligence (EUR 2 billion), cybersecurity (EUR 1.6 billion), advanced digital knowledge (EUR 577 million) and ensuring the wide use of digital technologies in the economy and society (EUR 1 billion).



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### Digital tools in the field of communication

Digital skills are linked to various sectors of the labour market: smart working, customer service, training, accounting, translation, programming, architecture, health care, etc.

The instrumental resources needed for these professions are: computers, internet, cloud computing, e-platforms, etc.



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## Modulo 3: Digital Transition and Why It Matters

### Digital tools in the field of communication

Digital skills are related not only to the use of the Internet and digital communication tools, platforms, programmes and technological tools, but also to the possession of STEM skills (Science, Technology, Engineering and Mathematics).



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## Modulo 3: Digital Transition and Why It Matters

### Digital tools in the field of communication

No less important are the five areas of digital competence, *namely*:

- Information and data literacy;
- Communication and collaboration;
- Digital content creation;
- Security;
- Problem Solving.



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### Digital social networking

These are communication technologies that make it possible to publish, share and exchange user-generated text, image, audio and video content.



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### Digital social networking

- Social networks have primarily changed the way people communicate and thus the world of communication;
- Social networks have entered companies and changed the way they communicate;
- Social networks have changed the professional and working world;
- Social networks have changed the corporate world and the world of work.



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### Digital social networking

- \* 9 out of 10 companies are present on the main social networks or use social networks for both internal communication and corporate marketing; According to a recent study by Hootsuite, 99% of Italian SMEs are on Facebook, 77% on Instagram, 63% on LinkedIn.
- \* Social networks have become an important tool for smart working, meetings, work groups and internal company communication;



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\* Social networks have changed the recruitment system of companies. It is a fact that employment consultants assess candidates by examining all their social profiles, including those intended to be 'private' accounts. It is now useful to promote oneself with a website or blog



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To understand how the world of work has changed thanks to social networks, one only has to think that Facebook is working on a new messaging service called 'Facebook at Work'.

Therefore, we can say that the acquisition of skills related to the use of social networks in the world of business, sales, promotion, communication, etc. becomes important for entering the world of work and improving careers.



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### Digital social networking

But, what are the different types of social media? Two industry professionals Andreas Kaplan and Michael Haenlein have grouped them into 13 different categories:



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### Digital social networking

- Blogs or micro-blogs - Social that resemble blogs;
- Social and corporate networks - Facebook, Instagram, Twitter, etc;
- Professional networks;
- Social bookmarking;
- Forums;
- Collaborative projects;



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### Digital social networking

- Photo sharing;
- Reviews of products or services;
- Games;
- Social networking service;
- Video sharing and virtual reality.
- Messaging and chat



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### Digital social networking

Knowing about social media and knowing how to use them is becoming essential today, especially to bridge the gap that sees many women struggle with digital skills, which are very important for the right approach to the 'professions of the future'. Knowledge means study, study means understanding how social media technically works: understanding the data, that is, the voice of social networks inherent to the streams of users who visit them and much more importantly: their interests.



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The watchword is therefore:ALGORITHM!

Today, the term algorithm (referring to social media) refers to a set of mathematical rules, applied to social networks capable of showing the public results in line with their interests. In short: if we look at certain content, comment on it or 'like' it, the algorithm will propose similar content to us. Every second we spend on social, we give so much information to these platforms about our likes and dislikes.



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Among the most used social networks are:

\* **Facebook**: the most popular and dynamic social networking site that allows the creation of various types of content and website-like pages that are also useful for selling products or services.



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Facebook's algorithm is structured in 4 phases:

- Inventory;
- Signals;
- Prediction;
- Score.



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