

Positive characteristic

Transparency Sales Argument

Eyaluatıon

## Threat

http://www.spektrum.de/news/wie-digitale transparenz-die-welt-veraendert/1347106

## Threat

http://wirtschaftslexikon.gabler.de/Archiv/55834,

Capital

Network

Secret

http://www.internet-tsunamis.de/l-2-digitalisierung-der-gesellschaft Better than human

Algorithm

Worse than human

http://www.zeit.de/wissen/2014-02/algorithmensurren-plinken-leben-kolumne Opportunity

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**Imposition** 

http://www.mslgroup.de/blog/auf-der-suche-nachinhalten-und-geschichten-im-always-on-zeitalte

**Subordinate** 

Private Sphere

**Paramount** 

https://www.amnestydigital.de/Main/Privatsphäre

Goal

New Work

Obstacle

https://www.zukunftsinstitut.de/artikel/dieneuerfindung-der-arbeitswelt

Digital Native: describes the generation that is well-versed in working with latest digital technology. The persons associated with this generation were born into this era and therefore use technical tools whenever they can. The term "digital natives" therefore goes back to Marc Prensky and the article "Digital Natives, Digital Immigrants" which was published in the magazine "On The Horizon" in 2001.

http://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf

Digital Immigrant: describes a person of the generation that did not grow up with digital technologies but only got to know these technologies during adulthood. This means that this generation still spent its childhood without tight integration of the digital technologies and must first learn to deal with the digitalisation. http://peterwippermann.com/system/assets/assets/23/original.pdf

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