

Chapter 9 Technology and Business

Section 9.1 The History of Technology



Note Taking

Directions As you read, write notes, facts, and main ideas in the note-taking column. Write key words and short phrases in the cues column. Then summarize the section in the summary box.

Cues	Note Taking
<ul style="list-style-type: none"> • Technology has changed the business world. • Digital workflow 	<p>TECHNOLOGY INFLUENCES BUSINESS</p> <ul style="list-style-type: none"> • Technology has changed the business world through tools and machines that make life easier. <p>TECHNOLOGY AND THE E-WORKFORCE</p> <ul style="list-style-type: none"> • The e-workforce is the people who use computers to do business.
<p style="text-align: center;">Summary</p> <p>Technology has changed the business world through tools and machines that make life easier.</p>	

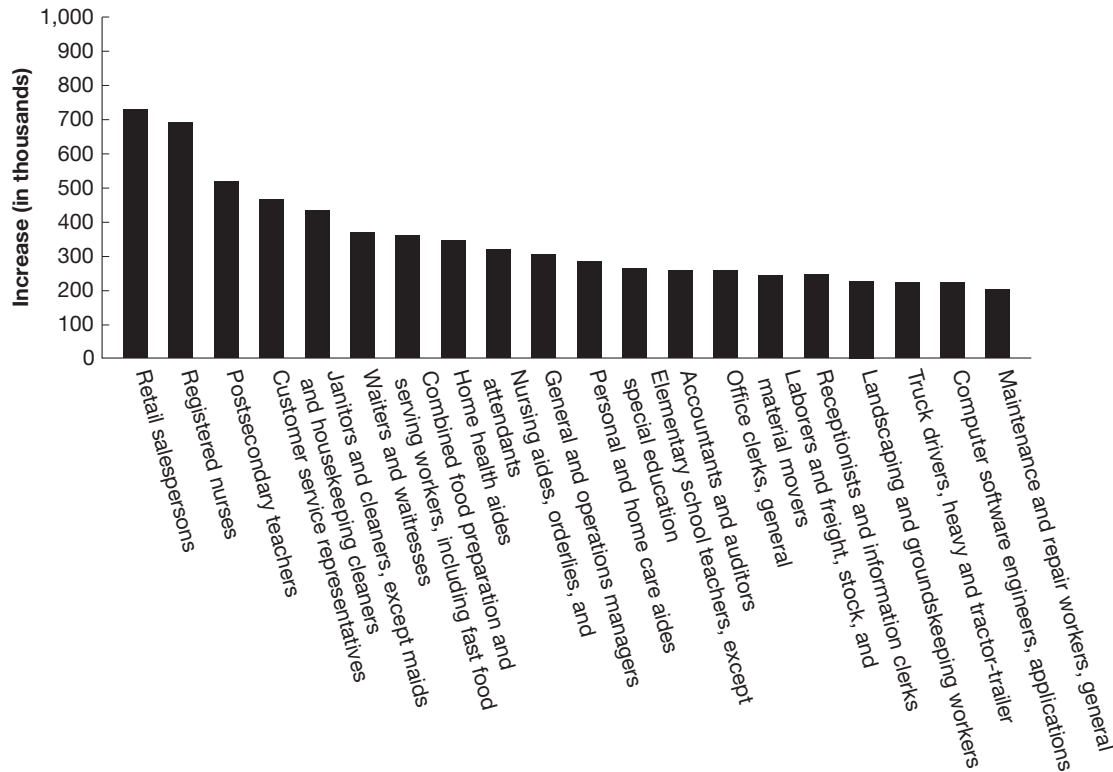
Chapter 9 Technology and Business

Section 9.1 The History of Technology



Mathematics Interpreting Charts

Directions Study the chart that shows occupations with the largest numerical increases in employment, projected over a ten-year period, then answer the questions.



Source: U.S. Department of Labor, Bureau of Labor Statistics

1. What number on the list is “Computer software engineers, applications”?

2. What does this tell you about the occupation?

3. Which is the fastest-growing occupation, and what technology is used in this

4. Which of the occupations will not use any technology?

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Study Skills

Improving Your Reading Skills

Directions Read the tips for improving reading skills. Then read the passage and answer the questions.

IMPROVING READING SKILLS

- Clear your mind of outside influences.
- Turn off radios, the television, and other distractions.
- Read the material more than one time.
- Take notes as you read.
- Read aloud any passages that you have trouble remembering or understanding.

The First TV Station

Charles Francis Jenkins was the first person to bring television into U.S. homes. Born in Ohio in 1867, Jenkins was an inventor who experimented with motion pictures in the 1890s. He invented cameras and projectors. He also started the Society of Motion Picture Engineers in 1916.

By 1921, Jenkins was building TV receivers, which provided a way to transmit pictures over the airwaves. He called his invention *radiovision*. The receivers used a 48-line image projected onto a 6-inch-square mirror. His receivers sold for about \$100 each. Several thousand were sold. He also invented transmitting equipment. On July 2, 1928, Jenkins launched W3XK, the first TV broadcasting station in the United States. The station, which was in a suburb of Washington, D.C., operated five nights a week until 1932.

1. In what year was the first TV broadcast?

2. Who is the inventor who first brought TV into American homes?

3. What year did the first U.S. TV station stop broadcasting?

4. Would you have bought a receiver from Charles Francis Jenkins? Why or why not?

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Test-Prep Preparing for Tests

Directions Read the tips for preparing for tests, then answer the questions.

PREPARING FOR TESTS

- Organize the notes you took while reading the text and the notes you took while in class.
- Set aside time you will need to study for the test.
- Test yourself on the material.
- Finish studying the day before the exam. Write down specific information that is hard for you to grasp. Read it over before you go to bed the night before the test.
- Get a good night's sleep.
- The day of the test, try to relax.
- Be confident and do your best on the test.

1. What is the most common technology staple in businesses today, and how is it used?

2. Who first used computers?

3. What is the e-workforce?

4. What is e-commerce?

5. What advantage does making purchases through e-commerce have over making purchases at a store in your community?

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Section 9.2 E-Commerce



Note Taking

Directions As you read, write notes, facts, and main ideas in the note-taking column. Write key words and short phrases in the cues column. Then summarize the section in the summary box.

Cues	Note Taking
<ul style="list-style-type: none">• e-commerce• new ways of doing business	<p>THE IMPORTANCE OF VIRTUAL BUSINESS</p> <ul style="list-style-type: none">• Doing business on the Internet has become a major factor in many industries.
<p style="text-align: center;">Summary</p> <p>E-commerce has changed the way products are sold and the way business activities are conducted.</p>	

Chapter 9 Technology and Business

Section 9.2 E-Commerce



Mathematics Interpreting Charts

Directions Study the chart and use the information to answer the questions.

ONLINE RETAIL SPENDING (in billions of dollars)			
Category	Year 1	Year 2	Year 3
Apparel	\$ 4.8	\$ 6.2	\$ 7.5
Books	2.8	3.2	3.5
Consumer electronics	2.1	2.6	3.3
Event tickets	2.2	2.7	3.3
Flowers	0.8	1.0	1.2
Footwear	0.8	1.0	1.3
Movies	0.3	0.4	0.5
PCs	7.6	8.9	9.8
Software	2.6	3.0	3.3
Videos	0.9	1.2	1.5

1. What was the total spent on all categories during the following years?

Year 1: _____

Year 2: _____

Year 3: _____

2. What was the total spent during all three years combined?

3. Did consumers spend more on books or computer software during these years?

4. In order, list the top three categories on which consumers spent the most money in year 3?

5. Which grew the most in sales—flowers or footwear?

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Section 9.2 E-Commerce



Study Skills Listening Skills

Directions Read the tips for improving listening skills, then answer the questions.

LISTENING SKILLS

- Prepare to listen by skimming the material your teacher will be talking about before class.
- Guess what your teacher is going to say. Just guessing prepares your brain to receive the new information.
- Listen actively when your teacher talks. Think of the five “w” questions—*who*, *what*, *when*, *where*, and *why*. Also ask *how*.
- Relate the material to something in your life. Doing so will help you better understand what you are hearing.
- Restate what your teacher is saying in your own words.
- After the class, write down what your teacher said. Use these notes to help you study.

1. How does guessing about the material before you hear it help you listen?

2. What should you ask yourself while your teacher is talking about a subject?

3. Why might it help you to relate the material to something in your own life?

4. What should you do after class?

5. What advice would you give to another student about the importance of listening actively?

Section 9.2 E-Commerce



Directions Read the information on taking essay tests, then use it to write an essay to answer the question.

ESSAY TESTS

- Essay questions do not require a lot of writing. Instead, answer the specific question by using as few words as possible. Your grade will be determined by how well you answer the questions, not how long your answer is.
- Give specific information and facts, cite details, and provide examples to support your answer.
- In the first paragraph, answer the question directly and state the main points of the essay. You should have two or three points.
- In the next two paragraphs, explain your main points with supporting details and examples.
- In the last paragraph, summarize the main points.
- Reread what you have written. Check for spelling, punctuation, and clarity.

1. What are the advantages and disadvantages of buying through e-tail?

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Chapter 9 Technology and Business

Chapter Content Vocabulary



English Language Arts Writing Skills

Directions Use all of these key terms in a short essay.

e-workforce

e-commerce

digital workflow

start-up

e-tail

multi-channel retailer

brick-and-mortar

clicks-and-mortar

e-ticket

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Chapter Academic Vocabulary



English Language Arts Reading Comprehension

Directions Fill in the circle next to the word or phrase that best completes each sentence.

1. **Technology** refers to
 - ☐ the tools and machines that people have invented to make life easier.
 - ☐ a shift to the way business should be conducted in the future.
 - ☐ the invention of airlines and air travel.
 - ☐ buying directly from the Internet.
2. To **edit** means to
 - ☐ start up a new business.
 - ☐ correct errors for clarity and correctness in a piece of writing or film.
 - ☐ listen actively when your teacher is speaking.
 - ☐ use technology for business purposes.
3. You can use digital technology to enhance **images**, or
 - ☐ tests on technology.
 - ☐ accounting sheets.
 - ☐ text.
 - ☐ pictures.
4. **Authors** are people who
 - ☐ work in e-commerce.
 - ☐ draw images digitally.
 - ☐ write books.
 - ☐ work in clicks-and-mortar stores.
5. Technology **transports** your mind to new places in the world
 - ☐ so you can open a start-up business.
 - ☐ by digitally taking you to another place.
 - ☐ so you set up an account on the Internet and save money.
 - ☐ but most people prefer brick-and-mortar stores.
6. Online buying requires that consumers **rely** on pictures and descriptions, which means that they
 - ☐ need to have faith in the online store.
 - ☐ should never buy online.
 - ☐ will not receive their order.
 - ☐ are buying from a multi-channel retailer.