Commentary

## Challenges and Potential Opportunities of Internet-Based Communication Technology in a Changing World

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## DESCRIPTION

The word Internet Communication Technology (ICT) refers to a wide range of devices, programs, networks, and frameworks that are used to transfer, save, share, and analyze data digitally, particularly over the internet. ICT has an important effect on almost every aspect of human existence in the modern world, influencing how people connect, communicate, and conduct business. ICT has changed not only communication but also industries, economics, education, healthcare, and entertainment due to the internet's quick evolution. ICT has its beginnings in the evolution of the internet, which came about as a result of early communication technologies like the telephone and telegraph. The U.S. Department of Defense-funded Advanced Research Projects Agency Network (ARPANET) project set the foundation for the internet in the 1960s. ARPANET enabled information sharing and communication between numerous government agencies and research universities. Tim Berners-Lee created the World Wide Web (WWW) in 1989, and over the following couple decades, developments in networking protocols, data transmission, and personal computing led to its creation. This completely changed the way individuals exchanged and accessed information globally, providing the foundation for contemporary ICT.

Physical equipment needed to connect and make use of the internet, such as computers, cellphones, routers, modems, and servers. Digital information created, transferred, processed, and stored with the use of ICT. Text and multimedia files including pictures, sounds, and videos can be included in this. Email, is one of the first and most popular ways to communicate online, enables people to send and receive digital communications extremely instantly over long distances. It is now an important instrument for corporate, business, and personal communication. Due to messaging apps, the connection between people has been completely changed. These tools promote real-time interactions through providing the quick sharing of text, voice messages, photos, and even video calls. Calls can be placed without using

traditional phone lines due to Voice over Internet Protocol (VoIP) technology, which enables voice communication over the internet. Face-to-face communication over long distances has been made possible by ICT through vedio calling apps. Video conferencing is now essential for telemedicine, education, and remote work. Social and professional interactions between people have changed significantly as a result of social media platforms. Through these platforms, users can interact with others, exchange content, and create global communities.

Global community is created by users' ability to share ideas, ask questions, and discuss issues with individuals worldwide through online platforms. Communication is now quicker, easier to access, and more flexible due to ICT. Real-time communication with people all over the world has enabled unprecedented information sharing, international collaboration, and business globalization. With the advent of ICT, education has completely changed. Courses, resources, and information are now accessible online. People from various backgrounds and locations can now access education more easily because to e-learning platforms, online colleges, and open-source educational materials.

ICT has made telemedicine possible, which is especially helpful in rural or distant locations because it allows medical professionals to diagnose and treat patients remotely. This technology additionally allows real-time consultations and helps to manage patient records, which increases the effectiveness of healthcare systems. ICT provides an important part in modern company operations, from e-commerce platforms that facilitate online transactions to cloud computing that optimizes data processing and storage for enterprises. Technology has greatly influenced the world economy by promoting innovations, new business models, and globalization. Data security and privacy are becoming more and more of a problem with the growing use of internet communication technology. Cybercriminals, hackers, and unethical businesses may take advantage of breaches in ICT systems to steal confidential information, resulting in identity theft, privacy violations, and financial losses.

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There is still a significant digital divide between those who have access to technology and the internet and those who do not, despite ICT's ability to link the world. For those living in poor communities, this disconnect may increase social and economic inequality by limiting their access to jobs, education, and communication possibilities. ICT will probably continue to change society and communication in the future. Blockchain, 5G, Artificial Intelligence (AI), and the Internet of Things (IoT) are examples of emerging technologies that will create new kinds of connectivity and cooperation. 5G technologies will improve

Virtual Reality (VR) apps and video conferences by allowing easier communication through faster data speeds and lower latency. ICT has transformed daily lives, economies, and enterprises through allowing worldwide connectivity. But there are drawbacks to the quick speed of technology development as well, such as issues about inequality, security, and privacy. ICT will have an increasing part in determining how society and communication will develop in the future. It presents both exciting potential clients and difficult problems that must be handled appropriately.