

Activity: Understanding Digitalization vs. Digitization

Objective:

This activity helps participants understand the key differences between digitalization and digitization through real-world examples and group discussions.

Duration:

30 minutes

Materials Needed:

- Whiteboard or Flipchart
- Markers
- Handouts with scenarios (optional)

Instructions:

1. Introduction (5 minutes):

Start by briefly explaining the definitions of digitization and digitalization.

- **Digitization** is the process of converting analog information into a digital format (e.g., scanning a paper document into a PDF).
- **Digitalization** is the broader transformation of business processes and services using digital technologies (e.g., using cloud storage and automating workflows).

2. Group Task (10 minutes):

Divide participants into small groups. Each group will receive a set of real-world examples, and they need to determine if each example represents **digitization** or **digitalization**.

3. Examples to Discuss:

- A company scanning old paper invoices into digital files – **Digitization**
- A hospital transitioning to an online medical records system with automated scheduling – **Digitalization**
- Converting physical music CDs into digital MP3 files – **Digitization**

Attachment to MT
Task 2.3



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- An e-commerce platform using AI to personalize customer recommendations –
Digitalization
- **Scanning Old Blueprints into a Digital Format**
- **Digitization:** Converting physical blueprints into PDF files that can be stored digitally.
- **Implementing a Digital Marketing Strategy Using Social Media Analytics**
- **Digitalization:** Using data analytics from social media platforms to inform and optimize marketing strategies in real-time.
- **Digitizing Paper-Based Surveys into an Online Form**
- **Digitization:** Converting paper surveys into an online format like Google Forms.
- **A School Transitioning to E-Learning Platforms with Video Lectures and Online Assessments**
- **Digitalization:** The complete shift from in-person classes to e-learning through digital platforms, including virtual classrooms, automated grading, and course material distribution.
- **Converting Physical Books into E-books**
- **Digitization:** Taking physical books and converting them into digital versions like PDFs or ePub files.
- **A Manufacturing Company Using IoT Devices to Track Machine Performance and Predict Maintenance**
- **Digitalization:** Implementing IoT devices in manufacturing to monitor machine performance, collect data, and automate maintenance alerts.
- **Archiving Historical Photographs by Scanning Them into Digital Files**
- **Digitization:** Converting analog photographs into digital image files.
- **A Retail Chain Using AI to Optimize Supply Chain and Inventory Management**
- **Digitalization:** The use of artificial intelligence to monitor inventory levels, predict demand, and optimize the supply chain in real-time.
- **Recording Lectures and Uploading Them as Videos for Future Viewing**

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- **Digitization:** Recording physical lectures and turning them into video files.
- **Introducing Cloud-Based Document Management for Collaborative Work Across Multiple Offices**
- **Digitalization:** Shifting from physical document storage and collaboration to cloud-based solutions like Google Drive or SharePoint for real-time collaboration.
- **A Library Using Digital Catalogs for Book Searches and Automated Borrowing Systems**
- **Digitalization:** Implementing a system where patrons can search and borrow books digitally using an online catalog.
- **Converting Handwritten Medical Notes into Digital Records Using Scanning Software**
- **Digitization:** Using a scanner to convert handwritten notes into digital text files.
- **Developing a Customer Relationship Management (CRM) System to Track Customer Interactions and Automate Follow-ups**
- **Digitalization:** Implementing a CRM platform to track customer interactions, automate responses, and create targeted marketing campaigns.
- **Recording a Music Performance and Distributing It as a Digital File on Streaming Platforms**
- **Digitization:** Recording an analog performance and converting it into a digital format for online distribution.
- **Using Wearable Devices to Monitor Health Data in Real-Time**
- **Digitalization:** Wearable devices like fitness trackers and smartwatches that collect real-time health data, which is analyzed for personalized health recommendations.

Debrief and Discussion (10 minutes):

4. Debrief (5 minutes):

Each group presents their reasoning for categorizing the examples as digitization or digitalization.

5. Discussion (5 minutes):

Lead a discussion on how digitalization impacts industries at a deeper level beyond simple digitization. Highlight how digitalization transforms workflows, business models, and customer interactions.