

Understanding Digitalization vs. Digitization

Activity: MT3.1.2

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**
- An e-commerce platform using AI to personalize customer recommendations – **Digitalization**
- Scanning old blueprints into a digital format – **Digitization**
- Implementing a digital marketing strategy using social media analytics – **Digitalization**
- Digitizing paper-based surveys into an online form – **Digitization**
- A school transitioning to e-learning platforms with video lectures and online assessments – **Digitalization**
- Converting physical books into e-books – **Digitization**
- A manufacturing company using IoT devices to track machine performance and predict maintenance – **Digitalization**
- Archiving historical photographs by scanning them into digital files – **Digitization**
- A retail chain using AI to optimize supply chain and inventory management – **Digitalization**
- Recording lectures and uploading them as videos for future viewing – **Digitization**
- Introducing cloud-based document management for collaborative work across multiple offices – **Digitalization**
- A library using digital catalogs for book searches and automated borrowing systems – **Digitalization**
- Converting handwritten medical notes into digital records using scanning software – **Digitization**
- Developing a customer relationship management (CRM) system to track customer interactions and automate follow-ups – **Digitalization**
- Recording a music performance and distributing it as a digital file on streaming platforms – **Digitization**

- Using wearable devices to monitor health data in real time – **Digitalization**
-

4. Debrief and Discussion (10 minutes):

a. Debrief (5 minutes):

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

b. 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.

5. Expected Outcome:

After this activity, participants will gain a clear understanding of the difference between digitization and digitalization, enabling them to recognize how these concepts impact their careers and the organizations they work for.