# Activity sheet 3.11: Choosing communication channels and technologies

*Learning outcome A: Modern technologies*

*A2: Impact of modern technologies*

The Smith Museum is a large museum in the south-west of England. The museum specialises in the history of transport and has a large collection of motor vehicles.

The museum currently displays information about each item in its exhibits using signs and notices next to the objects. A number of visitors have complained that they are hard to read, especially when the museum is busy and several people are trying to read them at the same time.   
The museum would like to solve this problem by using digital information technology.

1. Describe three technologies and communication channels that the museum could use to communicate the information in the displays to visitors by means of digital information technology.







The museum is organising an exhibition to display a number of special exhibits borrowed from museums around the world. Visitors will be able to book tickets for the exhibition using the museum’s website. The museum will use both public and private channels to communicate with visitors to the exhibition.

1. Explain one difference between public and private communication channels. Give an example of when you would use each.

1. Describe three types of information that would be suitable for communicating to visitors using **public** communication channels.
2. Describe three types of information that would be suitable for communicating to visitors using **private** communication channels.

**Take it further**

Communication can be either one-way or two-way.

Explain how organisations can conduct two-way conversations with customers using public communication channels.

What are the dangers for business organisations of conducting two-way conversations using public channels?