
Digital Intimacy.

“AMBIENT AWARENESS in the corporate arena.”

What is Digital Intimacy and Ambient Awareness?

Digital Intimacy is the constant online connection to social networking sites, especially those which incorporate microblogging. This is synonymous with “ambient awareness” which is the sensation of being close to someone, although truly not. Various businesses and corporations are encouraging employees to take part in corporate social networks. According to SideRoad.com, “*Business fundamentals include an increasing focus on knowledge, trust, relationships, and communities. And social networks - those ties among individuals that are based on mutual trust, shared work experiences, and common physical and virtual spaces are in many senses the true structure of today’s organizations.*” Dependency on corporate networking creates an ambient awareness throughout a company. Employees depend on these social networks for collaboration, situational awareness, support, influence, connections and personal value. This corporate dependency on social networking enables a potential inter-faculty catastrophe.

How can we lose this Digital Intimacy?

The United States is arguably the most internet-dependent place in the world. That being said, this makes the U.S. and U.S corporations more vulnerable to a massive attack. According to The Business Roundtable, there is a 10% to 20% likelihood of a massive infrastructure breakdown in the next ten years due to natural disasters, terrorist attacks or malicious code. A successful large-scale attack would hobble electric-power grids, transportation networks and industrial supply chains. Virtual business services would all come to a halt, including social networks and inter-faculty communication. The dependency on digital intimacy will have widespread consequences if this digital amputation ever occurs.

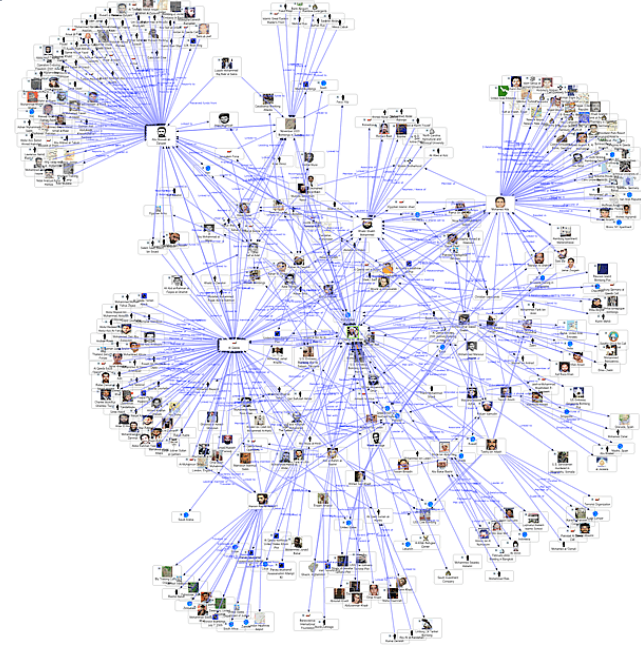
What is the impact of losing Digital Intimacy, and why should businesses remain alert?

Losing this digital intimacy completely due to internet disconnection, will have tremendous consequences economically and psychologically, especially on corporate users.

Economically, the stoppage of digital intimacy could result in reduced productivity, plummeting stock prices, erosion of consumer spending, and a potential liquidity crisis.

Psychologically, the effects will be crushing. Millions of Americans whom rely heavily on the internet for communication, would suffer feelings of confusion, isolation, depression, and possible withdrawal. The stress induced from these negative feelings, would cause medical issues. The cutoff from instant education and help that the internet provides, would only make matters worse. The struggle to adapt would be psychologically disabling. Business professionals would quickly turn to cellular phones for communication. This, in turn, would put excess stress on satellites, which would instigate a detrimental chain of events. Socially, the impact would be seen in the decapitation of virtual relationships, and the deconstruct of the online social structure.

For businesses, this means the loss of not only company networks, communication, online presence, income streams and stock prices, but human capital as well. due to displacement and psychological detriments.



A diagram of the pattern of interconnected individuals through a social network.

Re:Think...

life. Is our view of value based on our age or our technological savvy?

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