

define artifacts in communication

define artifacts in communication is essential to understanding the various elements that influence how messages are conveyed and interpreted. Artifacts in communication refer to the physical objects, symbols, or visual elements that carry meaning or convey information within interpersonal or group exchanges. These can include items such as clothing, architecture, technology, or written documents that shape the context of communication and impact the receiver's perception. By exploring the role and significance of artifacts, one can gain deeper insight into nonverbal cues, cultural expressions, and environmental factors that enrich communication processes. This article delves into the definition of artifacts in communication, their types, functions, and practical examples, illustrating their importance in both personal and professional settings. Additionally, it examines how artifacts influence communication dynamics, cultural identity, and the interpretation of messages. Understanding these components is fundamental for effective communication strategies in diverse environments. The following sections provide a comprehensive overview of artifacts in communication.

- Understanding the Definition of Artifacts in Communication
- Types of Artifacts in Communication
- The Role and Functions of Artifacts
- Examples of Artifacts in Various Communication Contexts
- Impact of Artifacts on Communication and Culture

Understanding the Definition of Artifacts in Communication

Artifacts in communication are tangible objects or symbols that people use to convey messages beyond spoken or written language. These elements play a crucial role in nonverbal communication by providing contextual clues that influence how messages are received and understood. The term “artifact” originates from the Latin word “artefactum,” meaning something made with skill, emphasizing that these objects are intentionally or unintentionally created to communicate meaning. Artifacts can carry cultural, social, or personal significance, making them powerful tools in shaping interactions. In communication studies, artifacts are recognized as part of the broader semiotic system where signs and symbols generate meaning. Therefore, defining artifacts in communication involves recognizing their function as physical manifestations that contribute to the overall communicative act.

Types of Artifacts in Communication

Artifacts in communication encompass a wide range of objects and symbols, each serving different communicative purposes. Understanding the various types helps clarify how artifacts influence interactions in diverse settings.

Personal Artifacts

Personal artifacts include items such as clothing, jewelry, accessories, and grooming choices that individuals use to express identity, status, or affiliation. These artifacts can communicate cultural background, personality traits, social class, or professional roles. For example, a uniform signifies membership in a particular organization, while a wedding ring indicates marital status.

Environmental Artifacts

Environmental artifacts refer to the physical surroundings and objects within a space that affect communication. This includes furniture arrangement, lighting, decoration, and architectural design. These elements can create an atmosphere that supports or hinders effective communication by influencing mood, comfort, and social dynamics.

Technological Artifacts

Technological artifacts include devices and tools used to facilitate communication, such as smartphones, computers, and written media. These artifacts enable the transmission of messages across distances and time, expanding the scope and methods of communication.

Symbolic Artifacts

Symbolic artifacts are objects imbued with specific cultural or social meanings, such as flags, logos, religious icons, or awards. These artifacts communicate shared values, beliefs, or group identity, reinforcing social cohesion or differentiation.

The Role and Functions of Artifacts

Artifacts serve multiple roles in communication, enhancing the message and providing additional layers of meaning. Their functions extend beyond mere decoration or utility, integrating deeply into the communicative process.

Conveying Identity and Status

Artifacts communicate aspects of an individual's or group's identity and social status. For instance, fashion choices or office décor can signal professionalism, creativity, or hierarchy, influencing how others perceive and interact with the communicator.

Facilitating Contextual Understanding

Artifacts help establish the context within which communication occurs, clarifying the setting, purpose, and tone of the interaction. Environmental artifacts, such as seating arrangements or room design, can indicate formality, intimacy, or authority.

Supporting Memory and Documentation

Artifacts like documents, photographs, and recordings serve as tangible records that preserve information, support recall, and provide evidence during communication. They are essential in maintaining continuity and accountability.

Enhancing Persuasion and Influence

Certain artifacts are deliberately used to persuade or influence audiences. Marketing materials, awards, and badges of achievement function as persuasive tools that reinforce credibility and appeal.

Examples of Artifacts in Various Communication Contexts

Examining real-world examples illustrates how artifacts operate in different communicative environments, highlighting their diverse applications and effects.

Artifacts in Workplace Communication

In professional settings, artifacts such as business cards, office layout, dress codes, and digital communication platforms play significant roles. They help define organizational culture, facilitate networking, and convey professionalism.

Artifacts in Interpersonal Communication

Personal artifacts like gifts, photographs, or personal belongings serve as tokens of affection, memory, or identity during interpersonal exchanges. These objects can strengthen relational bonds and express emotions nonverbally.

Artifacts in Cultural Communication

Cultural artifacts include traditional clothing, religious symbols, and rituals that communicate shared heritage and values. These artifacts help preserve cultural identity and foster understanding among group members.

Artifacts in Digital Communication

Emojis, memes, avatars, and interface design are examples of digital artifacts that shape online communication. They add emotional nuance, represent identity, and influence user interaction in virtual environments.

Impact of Artifacts on Communication and Culture

Artifacts are integral to the interplay between communication and culture, affecting how messages are formed, transmitted, and interpreted across different social contexts.

Shaping Cultural Identity

Artifacts embody cultural symbols and traditions, reinforcing collective identity and continuity. They act as visual and tangible markers of cultural narratives and values passed down through generations.

Facilitating Cross-Cultural Communication

Understanding artifacts is crucial in cross-cultural communication, as misinterpretation of symbolic objects or environmental cues can lead to misunderstandings. Awareness of cultural artifacts promotes empathy and effective interaction.

Influencing Communication Norms and Etiquette

The presence and use of artifacts establish norms and expectations within communication contexts. For example, the formality of attire or the arrangement of a meeting room can dictate appropriate behavior and communication style.

Adapting to Technological Advancements

As technology evolves, new artifacts emerge, transforming communication methods and expectations. Adapting to these changes is essential for maintaining effective communication in modern society.

Summary of Key Points

- Artifacts in communication are physical objects or symbols that convey meaning beyond verbal messages.
- They include personal, environmental, technological, and symbolic artifacts.

- Artifacts serve to convey identity, establish context, support memory, and enhance influence.
- Examples range from workplace tools to cultural symbols and digital elements.
- Artifacts significantly impact cultural identity, communication norms, and cross-cultural understanding.

Frequently Asked Questions

What are artifacts in communication?

Artifacts in communication refer to physical objects or visual elements that convey meaning or information within a communicative context.

How do artifacts influence communication?

Artifacts influence communication by providing non-verbal cues, enhancing understanding, and adding context or symbolism to the message being conveyed.

Can artifacts be considered a form of non-verbal communication?

Yes, artifacts are a form of non-verbal communication as they transmit messages through physical objects, styles, or visual elements without the use of words.

What are some examples of artifacts in communication?

Examples include clothing, jewelry, body art, office decor, logos, and technological devices that communicate identity, status, or cultural information.

Why are artifacts important in organizational communication?

Artifacts in organizations symbolize culture, values, and identity, helping members understand norms and reinforcing shared meanings within the group.

How do cultural artifacts affect communication?

Cultural artifacts carry meanings unique to a culture, affecting interpretation and understanding of messages based on shared symbols and traditions.

What role do artifacts play in digital communication?

In digital communication, artifacts like emojis, icons, and interface design elements convey emotions, intentions, and facilitate clearer interactions.

How can artifacts impact interpersonal communication?

Artifacts can influence first impressions, express personality, and communicate social status, thereby shaping the dynamics of interpersonal interactions.

Are artifacts always intentional in communication?

Not always; some artifacts may unintentionally communicate messages or cultural meanings without the sender's conscious awareness.

How do researchers study artifacts in communication?

Researchers analyze artifacts by examining their symbolic meanings, contextual usage, and impact on message interpretation within various communicative settings.

Additional Resources

1. *Artifacts and Communication: Understanding Symbolic Objects*

This book explores the role of artifacts as symbolic objects in communication processes. It delves into how physical items convey meaning, influence social interactions, and shape cultural identities. The author provides case studies from various contexts, illustrating the power of artifacts in nonverbal communication.

2. *The Semiotics of Artifacts in Human Interaction*

Focusing on semiotic theory, this book examines how artifacts function as signs within communication. It analyzes the layers of meaning embedded in everyday objects and their impact on interpersonal and group communication. Readers gain insight into decoding the messages artifacts transmit in diverse cultural settings.

3. *Material Culture and Communication: The Language of Things*

This volume investigates the intersection of material culture and communication, emphasizing how objects serve as a language. It discusses how artifacts communicate values, beliefs, and social status, contributing to identity construction. The author combines anthropological and communication perspectives to offer a comprehensive understanding.

4. *Communication Artifacts: Tools and Technologies Shaping Interaction*

Highlighting the technological aspect, this book studies communication artifacts such as devices and media tools. It explores how these artifacts enable, mediate, or constrain communication across different environments. The text also addresses the evolution of communication artifacts in the digital age.

5. *Nonverbal Communication and Artifacts: Beyond Words*

This book focuses on the nonverbal cues provided by artifacts in communication. It covers topics like personal belongings, clothing, and environmental objects that influence perceptions and interactions. The author presents research findings on how artifacts complement or substitute verbal communication.

6. *Artifacts in Organizational Communication: Symbols of Culture and Power*

Examining organizational settings, this book reveals how artifacts symbolize culture, hierarchy, and

power relations. It discusses office layouts, dress codes, and corporate memorabilia as communicative tools within workplaces. The book offers strategies for managing and interpreting these artifacts to enhance organizational communication.

7. The Role of Artifacts in Intercultural Communication

This work addresses how artifacts affect communication between cultures, emphasizing misunderstandings and interpretations. It explores the cultural specificity of artifacts and their meanings, highlighting the importance of cultural competence. Practical examples demonstrate how recognizing artifact meanings can improve intercultural dialogue.

8. Designing Communication Artifacts: A User-Centered Approach

Focusing on design principles, this book discusses how to create effective communication artifacts that meet user needs. It integrates theories from communication, design, and psychology to guide artifact development. The book is practical for designers aiming to enhance message clarity and engagement through artifacts.

9. Historical Artifacts and Communication: Tracing Messages Through Time

This book investigates how historical artifacts serve as communication tools across different eras. It examines how objects from the past convey information, values, and social norms to contemporary audiences. The author combines historical analysis with communication theory to reveal the enduring significance of artifacts.

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Define Artifacts in Communication: Unlocking the Hidden Messages in Our Interactions

Introduction:

Have you ever noticed how a simple object, a seemingly insignificant detail, can profoundly impact a conversation or significantly shape your understanding of a person or situation? These aren't just random objects; they're communication artifacts. This comprehensive guide delves deep into the world of communication artifacts, defining them, exploring their various forms, and illustrating their impact on our daily interactions. We'll uncover how understanding these artifacts can enhance your communication skills, improve your understanding of others, and even help you become a more persuasive communicator. Get ready to unlock the hidden messages embedded in the seemingly

mundane details of our interactions.

What are Communication Artifacts?

Communication artifacts are the tangible objects and environmental elements that contribute to the meaning and interpretation of a message. Unlike verbal or nonverbal cues, which are fleeting and ephemeral, artifacts persist and offer a layered understanding of a communication context. They're the physical remnants of communication, providing a tangible record and often unspoken context. Think of them as the silent storytellers, adding depth and nuance to the communication process. This definition extends beyond mere objects; it encompasses physical settings, technologies used, and even the arrangement of people within a space.

Types of Communication Artifacts:

Several categories encompass the diverse nature of communication artifacts. Let's explore some key types:

1. Material Artifacts: These are the most readily identifiable artifacts, encompassing physical objects directly involved in or influencing communication. Examples include:

Clothing: The style, color, and condition of clothing communicate social status, personality, and even professional affiliation. A tailored suit suggests formality and professionalism, while casual attire projects a different impression.

Jewelry: Rings, necklaces, and bracelets can signify personal beliefs, relationships, or affiliations. A wedding ring conveys marital status, while a religious pendant communicates spiritual beliefs.

Technology: The type of technology used (smartphone, laptop, etc.) and its condition can reveal social and economic standing, and tech proficiency. Using a cutting-edge device might suggest innovation and progressiveness.

Personal Objects: Items like photographs, artwork, or collectibles displayed in a personal space offer insights into the individual's interests, values, and memories. A collection of vintage records speaks volumes about musical tastes.

Documents: Letters, emails, reports, and other written documents provide a permanent record of communication, revealing tone, style, and intentions. A hastily written email might suggest urgency or carelessness.

2. Environmental Artifacts: These encompass the physical setting of a communication event, influencing the flow, tone, and overall meaning of the interaction. This includes:

Space: The physical space – a formal office, a casual café, or a crowded street – impacts how communication unfolds. A formal office setting encourages more formal language and behavior.

Architecture: Building design and layout influence communication dynamics. Open-plan offices encourage collaboration, while private offices signal authority and individual work.

Lighting: Bright lighting might suggest openness and energy, while dim lighting can create a more intimate or secretive atmosphere.

Decor: The décor of a room – paintings, furniture, plants – creates an atmosphere that subtly influences communication. A minimalist office might suggest efficiency, while a cluttered one might suggest creativity (or disorganization).

3. Virtual Artifacts: These are digital objects and environments that facilitate communication online. This burgeoning category includes:

Websites: Website design and content communicate the brand identity, values, and purpose of an organization. A cluttered website might suggest unprofessionalism.

Social Media Profiles: Profiles on platforms like Facebook, Instagram, and LinkedIn reveal aspects of personality, interests, and social networks.

Online Documents: Shared documents, presentations, and online forums create a record of communication and collaborative activity.

The Impact of Artifacts on Communication:

Communication artifacts are not mere background noise; they actively shape the communication process. Understanding their impact is crucial for effective communication:

Establishing Context: Artifacts provide crucial context, enriching the understanding of the message. A handwritten letter feels more personal than an email.

Building Credibility: Artifacts can enhance or detract from credibility. A well-maintained office space can project professionalism, while a disorganized one can negatively impact perceptions.

Creating Impressions: Artifacts contribute significantly to the first impressions we form. Clothing, accessories, and personal objects reveal aspects of our personality and identity.

Influencing Emotions: Environmental artifacts can influence mood and emotional tone. Soft lighting and comfortable furniture foster relaxation, while bright, sterile environments might elicit stress.

Enhancing Engagement: Carefully chosen artifacts can increase engagement and participation in communication. Interactive displays or multimedia presentations can enhance engagement.

Conclusion:

By understanding and analyzing communication artifacts, we gain a deeper appreciation for the complexities of human interaction. They're not simply objects; they're powerful tools that shape our perceptions, influence our emotions, and profoundly impact the meaning we derive from our interactions. Becoming more attuned to these silent communicators will empower you to be a more effective and insightful communicator.

Article Outline: "Define Artifacts in Communication"

I. Introduction:

Hook the reader with a relevant anecdote or question.

Briefly define communication artifacts.

Overview of the article's content.

II. Defining Communication Artifacts:

Detailed definition and explanation of artifacts in communication.

Differentiation from verbal and nonverbal communication.

Examples of artifacts in different contexts.

III. Types of Communication Artifacts:

Material Artifacts (with examples like clothing, jewelry, technology, personal objects, documents)

Environmental Artifacts (with examples like space, architecture, lighting, décor)

Virtual Artifacts (with examples like websites, social media profiles, online documents)

IV. The Impact of Artifacts on Communication:

Establishing context.

Building credibility.

Creating impressions.

Influencing emotions.

Enhancing engagement.

V. Conclusion:

Summary of key points.

Emphasis on the importance of understanding communication artifacts.

Call to action (e.g., encourage readers to be more observant of artifacts).

(The detailed content for each section is provided above in the main article.)

FAQs:

1. Are all objects artifacts in communication? No, only objects that contribute to the meaning or interpretation of a message are considered communication artifacts.
2. How do communication artifacts differ from nonverbal communication? Nonverbal cues are transient, while artifacts are persistent and tangible.
3. Can artifacts be misinterpreted? Yes, the interpretation of artifacts is subjective and can vary based on cultural context and individual experiences.
4. How can I use my understanding of artifacts to improve my communication? Pay attention to both your own artifacts and those of others. Choose artifacts consciously to enhance your message and understand how others' artifacts might influence their communication.
5. What role do artifacts play in online communication? Virtual artifacts play a significant role, shaping perceptions and contributing to online identity.
6. Are artifacts more important than verbal communication? No, artifacts work in conjunction with verbal and nonverbal communication to create a complete message. They offer a layer of context and meaning.
7. How do cultural differences influence the interpretation of artifacts? Cultural norms and values strongly influence the meaning and significance assigned to different artifacts.
8. Can the study of communication artifacts help in negotiation and persuasion? Absolutely. Understanding the artifacts used by the other party can provide insights into their position, priorities, and potential points of agreement.
9. How can I become more aware of communication artifacts in my daily life? Practice mindful observation. Pay attention to the details of your surroundings and the objects used in your interactions.

Related Articles:

1. Nonverbal Communication and its Impact: Discusses the various forms of nonverbal communication and their importance.
2. The Power of First Impressions: Explores how first impressions are formed and the role of various cues, including artifacts.
3. Cultural Differences in Communication: Examines how cultural norms impact communication styles and the interpretation of cues.
4. Effective Business Communication Strategies: Provides tips on improving communication in professional settings.
5. Understanding Body Language: Focuses on interpreting body language cues to enhance communication understanding.
6. The Psychology of Persuasion: Discusses techniques used to influence others and how artifacts might play a role.
7. Building Rapport and Trust: Explores strategies for building relationships through effective communication.
8. Workplace Communication and Collaboration: Examines how effective communication contributes to successful teamwork.
9. Online Communication Etiquette and Best Practices: Offers guidelines for communicating effectively and respectfully in online environments.

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others. The editors seek to demonstrate that every new turn in the study of rhetorical practices reveals more possibilities for discussion, and that the recent turn to the visual has revealed an inexhaustible supply of new questions, problems, and objects for investigation. As a whole, the chapters presented here demonstrate the wide range of scholarship that is possible when a field begins to take seriously the analysis of images as important cultural and rhetorical forces. *Defining Visual Rhetorics* is appropriate for graduate or advanced undergraduate courses in rhetoric, English, mass communication, cultural studies, technical communication, and visual studies. It will also serve as an insightful resource for researchers, scholars, and educators interested in rhetoric, cultural studies, and communication studies.

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nationalism. The book includes a series of exercises that allow students to analyse objects in their own environment. Brief and inexpensive, this introductory guide will be used in courses ranging from anthropology to art history, pop culture to psychology.

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define artifacts in communication: **Практична фонетика англ. мови. [англ.].**

Дворжецька М. П., Посібник розроблено з метою збагачення змісту та підвищення якості філологічної підготовки студентів з англійської мови як фахової дисципліни у вищих навчальних закладах. Посібник складається з чотирьох частин: у перших двох частинах наведено теоретичний матеріал з загальних питань фоностилістики, фоносемантики, інформаційної теорії, невербальних засобів та риторики мовленнєвої комунікації; у третій – інформацію про конкретні фоностилі з прикладами текстів, що звучать; у четвертій – тексти різних фоностилів для читання. У чотирьох додатках подано список цитованих джерел, список літератури, рекомендованої до поглибленого вивчення фонетики англійської мови, глосарій фонетичних термінів.

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Communication Susanna Hornig Priest, 2010-07-14 In the academic world, the term science communication refers both to a set of professions (such as science journalism and public information work) and to an interdisciplinary scholarly research specialization. Much of this research is aimed at improving our understanding of the best ways to communicate complex information, especially to people who are not scientists. Science communication specialists are concerned with giving people useful information about health, environment, and technology – as well as science itself. In order to do this, we also need to improve our understanding of how people think, form opinions, and process information. Additionally, professional practitioners in science communication are engaged in strategic and ethical decisions every day, such as: How should reporters cover the issue of climate change? Should the views of scientists who do not believe that climate change has been caused by human activity be included alongside the views of those who do, in order to give a balanced story, or does this mislead the public into thinking that both of these positions are equally accepted within the scientific community? The *Encyclopedia of Science and Technology Communication* provides information on the entire range of interrelated issues in this interdisciplinary field in one place, along with clear suggestions on where to begin the search for more. Geared towards undergraduate and graduate students in journalism, communication, mass communication, and media studies, as well as towards working journalists, public information officers, and public relations specialists, this encyclopedia introduces this vast, fascinating field while challenging the reader to question assumptions inherent in communication across disciplinary boundaries. Key Themes Associations and Organizations Audiences, Opinions, and Effects Challenges, Issues, and Controversies Changing Awareness, Opinion, And Behavior Critical Influences and Events Global and International Aspects Government Agencies (US) History, Philosophy, and Sociology of Science Important Figures Journal Publications Key Cases and Current Trends Law, Policy, Ethics, and Beliefs Major Infrastructural Initiatives Practices, Strategies, and Tools Professional Roles and Careers Public Engagement Approaches Theory and Research Venues and Channels

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related to the design, development, and use of groupware applications. The selection of papers followed a strict refereeing process by a renowned international committee. We received 84 contributions with first authors from 21 different countries, from which 30 papers were selected to be presented and published in this proceedings volume. The papers in these proceedings include 18 long papers presenting mature work and 12 short papers describing promising work in progress in the field. We thank all members of the Program Committee for their valuable reviews of the papers. In addition, we were pleased to have as invited speaker Prof. Saul Greenberg from the University of Calgary in Canada, a renowned specialist in Groupware and HCI. An extended abstract of his lecture is included in these proceedings.

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the sport industry is integral to the management, marketing, and operational goals at all levels of sport organizations. The second edition includes the following enhancements: • A new, expanded chapter titled Integrated Marketing Communication in Sport allows students to explore modern marketing strategy. • Substantial updates and new information on multiple social media platforms throughout the book elucidate the latest trends. • “Sport Communication at Work” sidebars and “Profile of a Sport Communicator” features apply topics and theoretical concepts to real-world situations. • Key terms, learning objectives, and chapter wrap-ups with review questions, discussion questions, and individual exercises keep readers engaged and focused. • An expanded ancillary package provides tools for instructors to use in course preparation and presentation. The content is complemented by photos throughout and organized in an easy-to-read style. Part I of the book introduces sport communication by defining the scope of study, examining roles and functions of sport communication professionals, and looking at the history and growth of the field. Part II dives into the SSCM, which provides a macro-view of the three main components of communication in sport. This section also addresses digital and mobile communications, public relations and crisis communication, and sport research. Part III addresses sociocultural issues and legal aspects of sport communication, including culture, gender, sex, race, ethnicity, and politics. Throughout the text, individual exercises, group activities, review questions, and discussion questions promote comprehension for a variety of learning styles. With Strategic Sport Communication, Second Edition, readers will be introduced to the vast and varied field of sport communication. The framework of the SSCM prepares readers with foundational and theoretical knowledge so they are able to understand the workings of, and ultimately contribute to, the rapidly growing field of sport communication.

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carefully reviewed and selected from 58 submissions. The papers are organized in topical sections as follows: architectures for reconfigurable and self-adaptive systems; machine learning for software architecture; architectural knowledge, decisions, and rationale; architecting for quality attributes; architecture-centric source code analysis; and experiences and learnings from industrial case studies.

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This book constitutes the refereed proceedings of the Second European Symposium on Ambient Intelligence, EUSAI 2004, held in Eindhoven, The Netherlands in November 2004. The 36 revised full papers presented were carefully reviewed and selected from 90 submissions. The papers are organized in topical sections on ubiquitous computing: software architectures, communication, and distribution; context sensing and machine perception; human computer interaction in ambient intelligence environments; and algorithms, ontologies, and architectures for learning and adaptation.

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Vivek Kale's Creating Smart Enterprises goes smack-dab at the heart of harnessing technology for competing in today's chaotic digital era. Actually, for him, it's SMOCT-dab: SMOCT (Social media, Mobile, Analytics and big data, Cloud computing, and internet of Things) technologies. This book is required reading for those that want to stay relevant and win, and optional for those that don't.
—Peter Fingar, Author of Cognitive Computing and business technology consultant
Creating Smart Enterprises unravels the mystery of social media, mobile, analytics and big data, cloud, and Internet of Things (SMOCT) computing and explains how it can transform the operating context of business enterprises. It provides a clear understanding of what SMOCT really means, what it can do for smart enterprises, and application areas where it is practical to use them. All IT professionals who are involved with any aspect of a SMOCT computing project will profit by using this book as a roadmap to make a more meaningful contribution to the success of their computing initiatives. This pragmatic book: Introduces the VUCA (volatility, uncertainty, complexity, and ambiguity) business ecosystem confronted by the businesses today. Describes the challenges of defining business and IT strategies and of aligning them as well as their impact on enterprise governance. Provides a very wide treatment of the various components of SMOCT computing, including the Internet of Things (IoT) and its constituting technologies like RFID, wireless networks, sensors, and wireless sensor networks (WSNs). This book addresses the key differentiator of SMOCT computing environments and solutions that combine the power of an elastic infrastructure with analytics. The SMOCT environment is cloud-based and inherently mobile. Information management processes can analyze and discern recurring patterns in colossal pools of operational and transactional data. Analytics, big data, and IoT computing leverage and transform these data patterns to help create successful, smart enterprises.

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