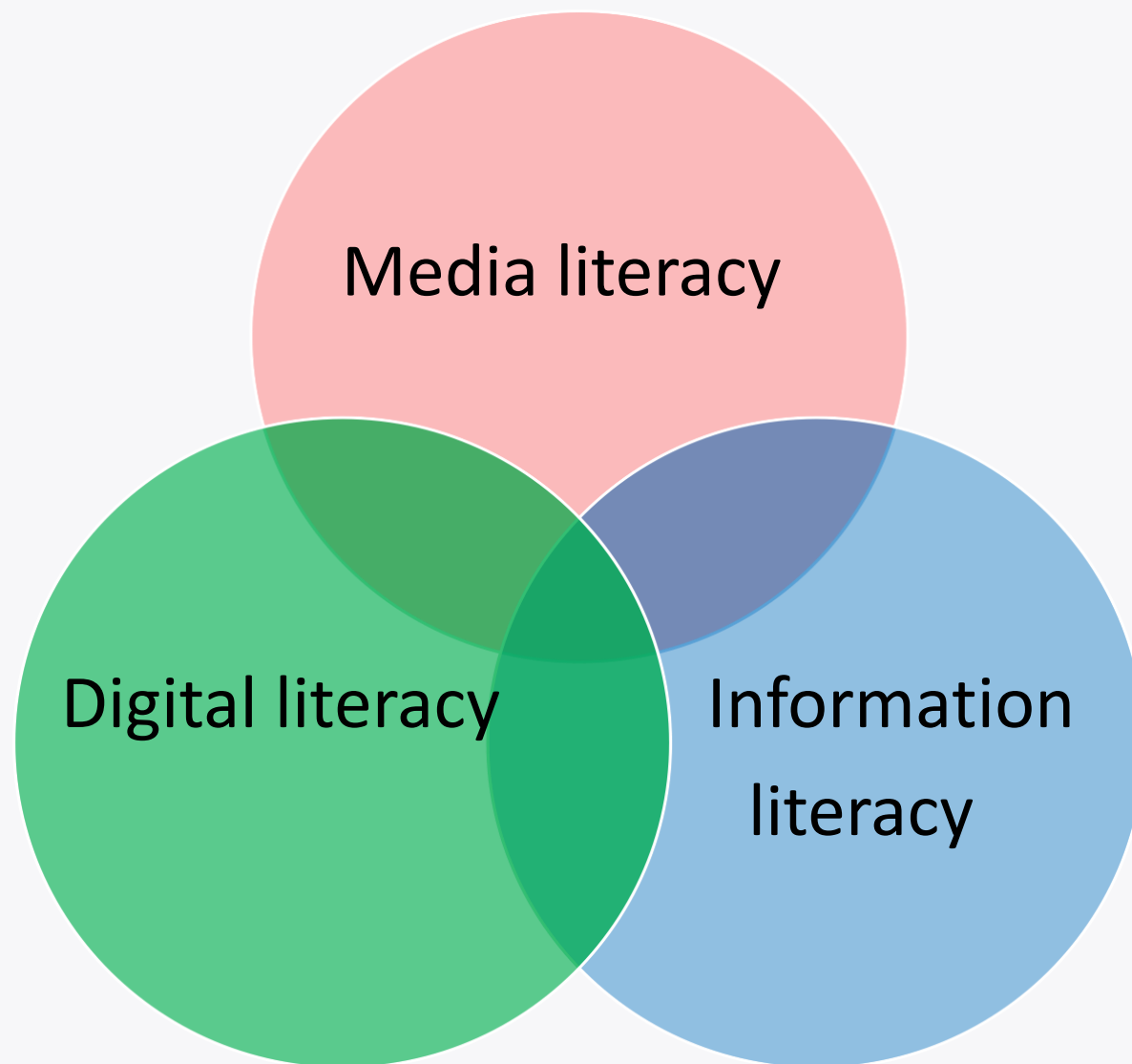Lecture 5

Digital Literacy in Mediaspace.

Outline

1. The evolution of the Internet.
2. Social media and their impact.
3. Online tools of dialogue communication and learning.
4. The main principles of digital literacy and cyber safety.

How are 3 types of literacy interconnected?

Cyberspace

- The term introduced by William Gibson in his book "Neuromancer" in 1984.

- global virtual space formed by a global computer network in which electronic information is stored and exchanged.

Internet

- A global system of interconnected computer networks that use the standard Internet Protocol Suite.

- Was developed in 1989-90 by **Tim Berners-Lee** as an information system, accessible from any **node** on the network.

- Consists of private, public, academic, business and government networks of local to global scope, linked by electronic and optical networking technologies.

- "a collection of communities, data and technologies"

- has no geographic, national borders

Evolution of Internet

- **1969**
- **ARPANET**
- **1972**
- **Switzerland**
- **"The World"**
- **2,738**
- **Nokia**

- **dot.com boom/bubble**
- **reinvention**
- **Web 1.0**
- **Web 2.0**
- **1 billion**
- **Artificial Intelligence**
- **4 Industrial Revolutions**

Main stages of Internet development

Web 01	Web 02	Web 03
• 1996-2004	• 2004-2016	• 2016+
• The HyperText Web	• The Social Media Web	• The Semantic Web
• Read Only	• Read and Write	• Read, Write, and Execute
• Static	• Dynamic	• Semantic
• Basic Web Pages	• User Generated Content	• Decentralized Apps (dApps)
• Company-focused	• Community-foucsed	• Individual-focused
• Banner-based Advertising	• Interactive Advertising	• Behvorial Advertising
• HTML/Portals	• XML / RSS	• RDF / RDFS / OWL
• Page Views	• Cost Per Click	• User Engagemen

Evolution of Internet of Things

Pre-Internet	→	Internet of CONTENT	→	Internet of SERVICES	→	Internet of PEOPLE	→	Internet of THINGS

"HUMAN TO HUMAN"

"WWW"

"WEB 2.0"

"SOCIAL MEDIA"

"MACHINE TO MACHINE"

- Fixed & mobile telephony
- SMS

- E-mail
- Information
- Entertainment

- E-productivity
- E-commerce
- ...

- Skype
- Facebook
- YouTube
- Twitter
- ....

- Identification, tracking, monitoring, metering ....
- Semantically structured and shared data ...

+ Smart networks

+ Smart IT platforms & services

+ Smart Phones & applications

+ Smart Devices, objects & tags

+ Smart Data & ambient context

Impact of the Internet

The expanse of free access to the Internet is regarded as:

- a condition of economic growth;
- a tool for implementing reforms (electronic registers, petitions etc.);
- providing access to information;
- developing mass media;
- facilitating civil society.

- The access to the Internet allows communication, shopping, recreation, following the news and using a profusion of electronic services and major social networks.
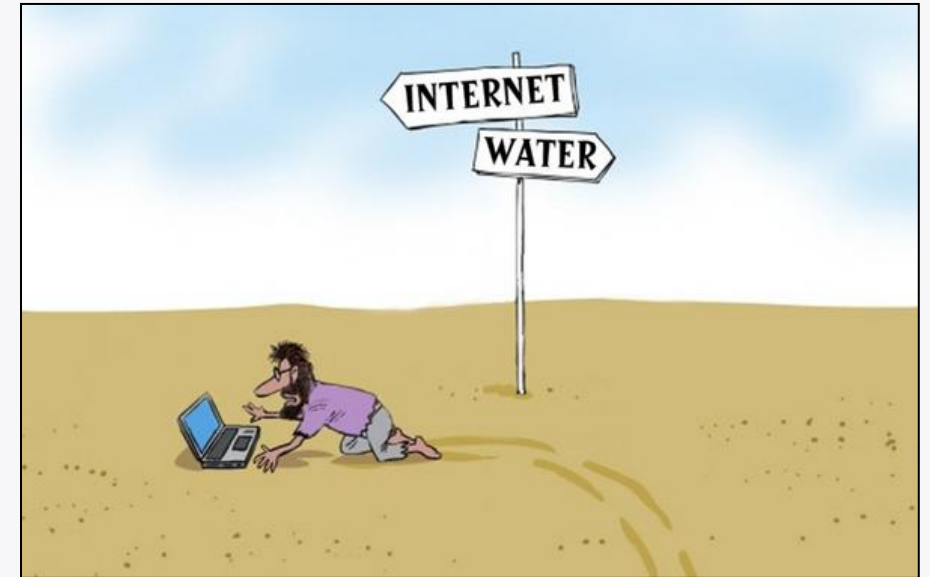
[Source: Moroz V. Online and social media in Ukraine 2016-2017. *Ukrainian Medialandscape 2017*. P. 36]

Internet use in 2024

There are **5.35 billion** people using the internet in 2024, equating to **66.2%** of the world's total population.

Internet users have grown by **1.8%** over the past year, with **97 million** new users coming online for the first time during 2023.

Internet around the world in 2024

Internet around the world in 2024

Internet around the world in 2024

Internet around the world in 2024

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	85.59 B	2.44 B	10M 45S	8.6
02	YOUTUBE.COM	33.04 B	1.45 B	20M 09S	11.4
03	FACEBOOK.COM	17.09 B	1.15 B	10M 22S	8.6
04	INSTAGRAM.COM	6.47 B	911 M	8M 11S	11.0
05	TWITTER.COM	6.41 B	764 M	10M 40S	9.9
06	BAIDU.COM	4.99 B	206 M	5M 04S	8.0
07	WIKIPEDIA.ORG	4.52 B	741 M	3M 55S	3.1
08	YAHOO.COM	3.44 B	294 M	8M 44S	5.5
09	YANDEX.RU	3.35 B	150 M	9M 15S	9.2
10	WHATSAPP.COM	2.93 B	360 M	15M 47S	1.7

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XVIDEOS.COM	2.80 B	347 M	8M 47S	9.0
12	PORNHUB.COM	2.45 B	342 M	8M 30S	8.6
13	AMAZON.COM	2.42 B	335 M	7M 14S	9.6
14	XNXX.COM	2.27 B	269 M	7M 28S	11.1
15	TIKTOK.COM	2.07 B	696 M	3M 38S	7.6
16	YAHOO.CO.JP	2.05 B	67 M	9M 07S	6.4
17	LIVE.COM	2.04 B	207 M	7M 53S	8.5
18	DOCOMO.NE.JP	1.82 B	87 M	5M 48S	4.8
19	REDDIT.COM	1.77 B	185 M	8M 34S	6.4
20	LINKEDIN.COM	1.69 B	244 M	7M 30S	7.7

Social media

- **Social media** – any tool or service that uses the internet to facilitate conversations [Branston, Stafford 2010, p. 442].

- Online environments and services based on interactive communication and interpersonal relationships, creating and sharing user-generated content.
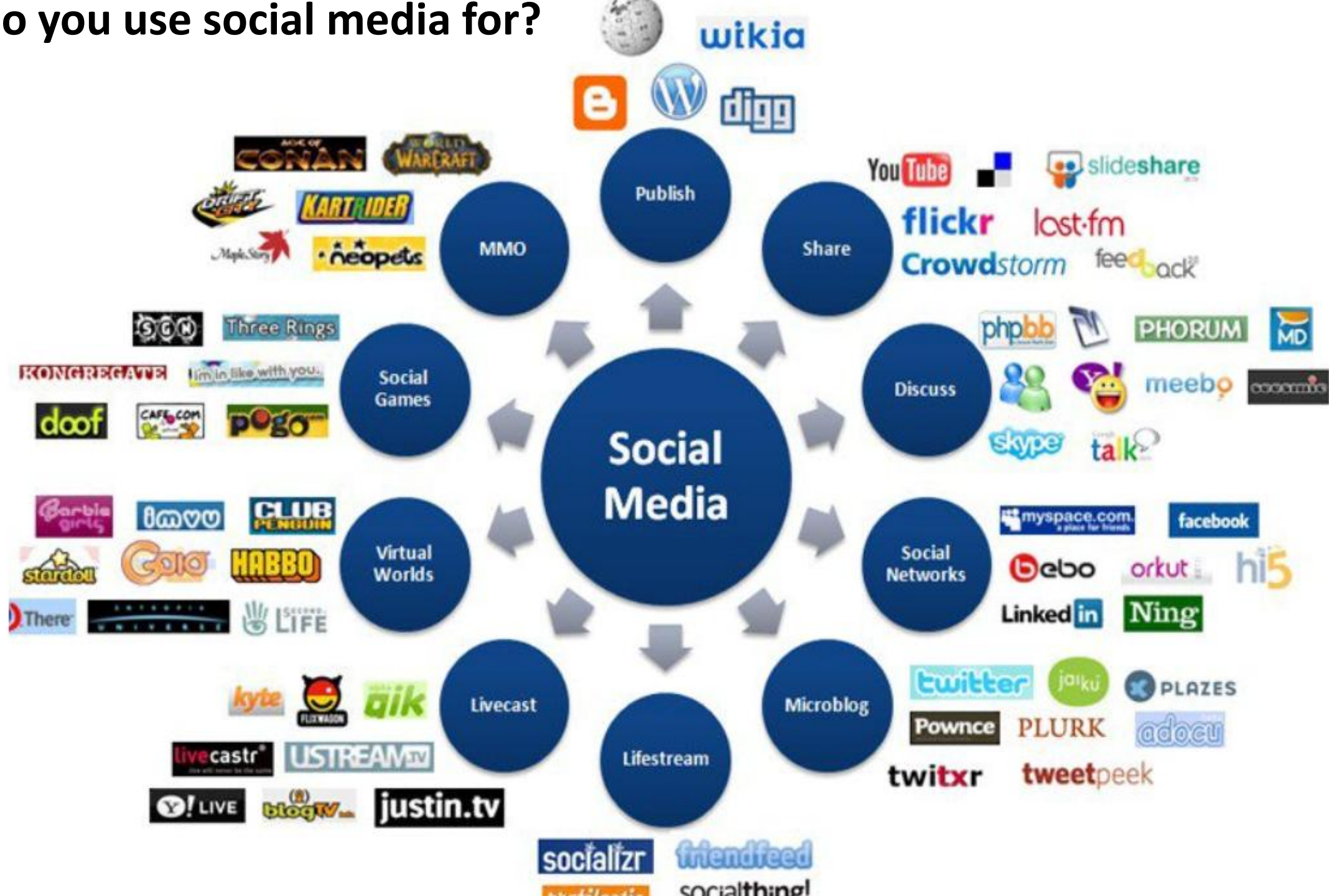
SM include:

- content sharing services (Wikipedia, TikTok, Pinterest, Spotify),

- social networking services (Facebook, YouTube, Instagram, X (formerly Twitter), LinkedIn),

- discussion forums, chats, channels… .

What do you use social media for?

# Effective online search of information

1. **Vary your search engine:** use several, as they have different strengths (*Bing, Yahoo*).
2. **Use specific keywords:** be as specific as you can in your wording.
3. **Simplify your search terms:** skip unnecessary words, avoid suffixes, don't use long phrases or sentences.
4. **Use synonyms:** if your search brings no results, try to paraphrase.
5. **Use quotation marks:** this narrows searches down to particular words and phrases.

Effective online search of information

6. Remove unhelpful words: remove confusing or misdirecting terms with the - (minus) operator.

7. Hashtags help: put a hashtag before the key word.

8. Don't leave gaps: put no gap between the words in a collocation: *#britishroyalfamily*

9. Refine your search settings: use operators to search specific sites, related sites, and particular combinations of terms.

10. Avoid search pitfalls: the Internet is a selling tool as well as a fantastic resource.

11. The 1st one does not mean the best one! Don't click on the 1st link only.
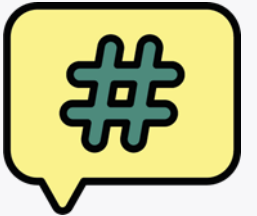
Digital learning/teaching

- Education using electronic tools and online services, e.g. interactive software.
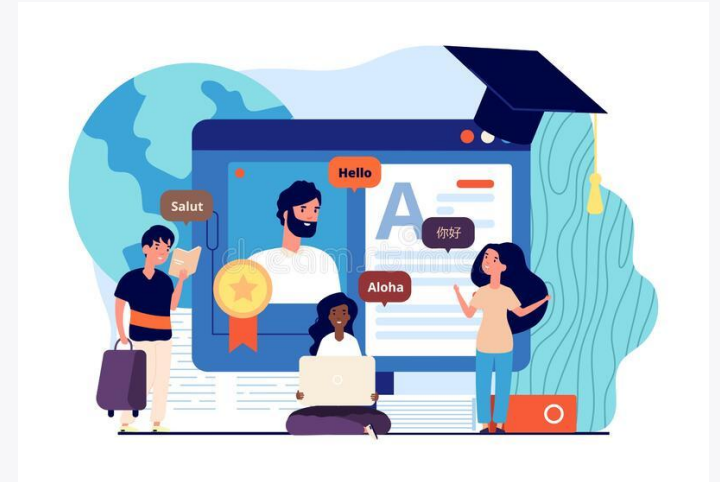
- **What tools do you use for digital learning?**
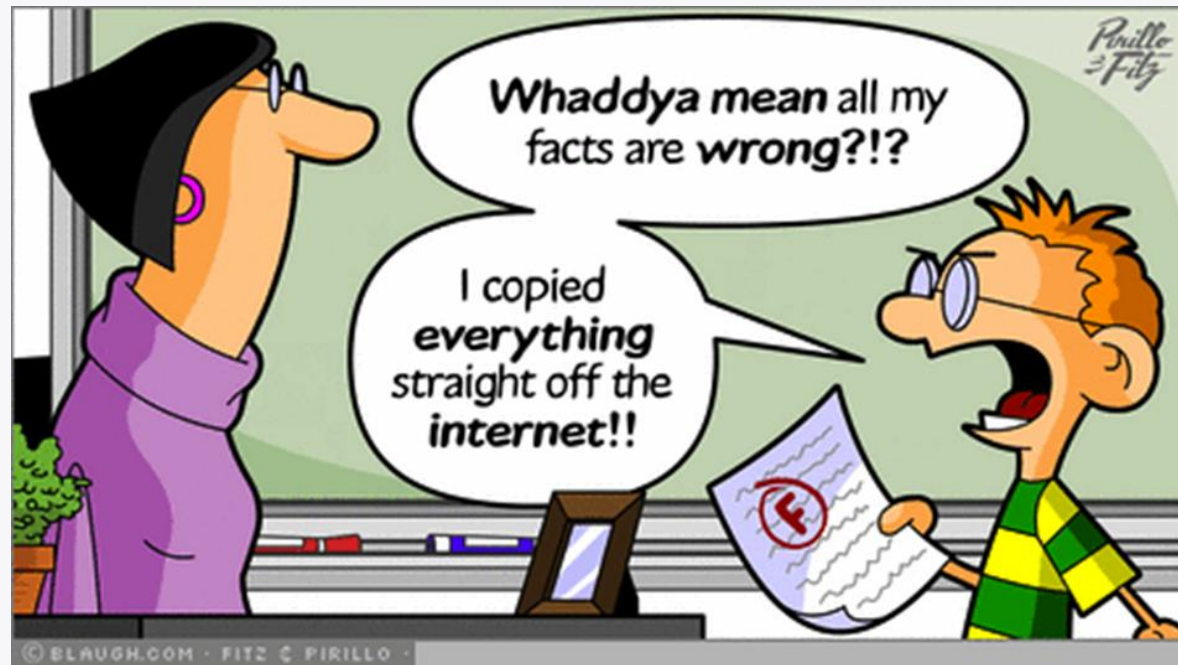
Why use the Internet in EFL learning?

Particularly important factors:

- abundance of authentic materials;

- information on diverse topics;

- tools and possibilities for communication;

- platforms to share ideas and knowledge (VLE).

Distance learning platforms

- **Virtual learning environments** give the freedom to spend time learning a subject and automating some teaching processes.

- Well-developed platforms with integrated **LMS (Learning Management System**) help to create, organize, and master your course content efficiently.

- The best online e-Learning platforms: *Thinkific, Teachable, Learnworlds, Kajabi, LearnDash, Podia, Ruzuku, Moodle.*

- a free and open-source learning management system
- **M**odule
- **O**bject-
- **O**riented
- **D**ynamic
- **L**earning
- **E**nvironment

- Originally developed by Martin Dougiamas (Australia) to help educators create online courses and focus on interaction and collaborative construction of content.
- The first version of Moodle was released on 20 August 2002.
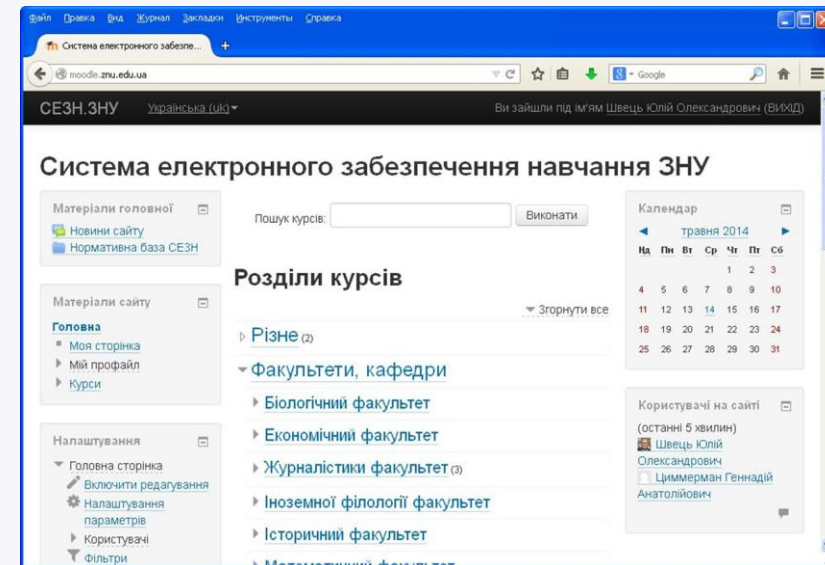
Distance learning platforms

- **Online learning platforms** connect teachers to students to educate from the comfort of their own home.

- With social distancing becoming the norm, there are plenty of ways to educate from home.

- Best online learning platforms: *Skillshare, LinkedIn Learning, Udemy, Coursera, Prometheus, edX, EdEra.*

- **Massive Open Online Courses** (MOOCs).

MOOCs

Online communication tools

- **Messengers** – for sharing messages/materials, audio/video calls (Viber, Telegram, WhatsApp)

- **Video conferencing tools** – tools for holding webinars and other online events (remote learning or teaching from home).

- *Zoom, Google Meet, BigBlueButton, Cisco Webex, Discord, Skype, Microsoft Teams, GoToMeeting, ClickMeeting, FreeConference.*

"Digital divide"

- The discrepancy in opportunities available to people with and without access to modern information technologies.

- Digital divide is one of the biggest dangers to the consolidation and harmonic development of the information society.

SHENEMAN THE STAR-LEDGER

DIGITAL DIVIDE

DISTANCE LEARNING

Key issues that can harm Internet users

1. Social media addiction.

2. Grooming (communicating with strangers), Internet abuse.

3. Threats, stalking (cyberbullying, blackmailing).

4. Fraud, thefts, virtual financial traps.

5. Privacy breach .

6. Cybercrime.

What is cybercrime?

- illegal activity or a crime that involves the Internet, a computer system, or computer technology
[http://www.dictionary.com/browse/cybercrime]

General Internet safety

- Be careful about what you put on the web. Never reveal your personal information, or give away your passwords.
- Keep track of who you interact with on the Internet.
- Don't open any links in emails or chat rooms that look suspicious or unfamiliar.
- Know that privacy is just an illusion.
- Always log off the computer.
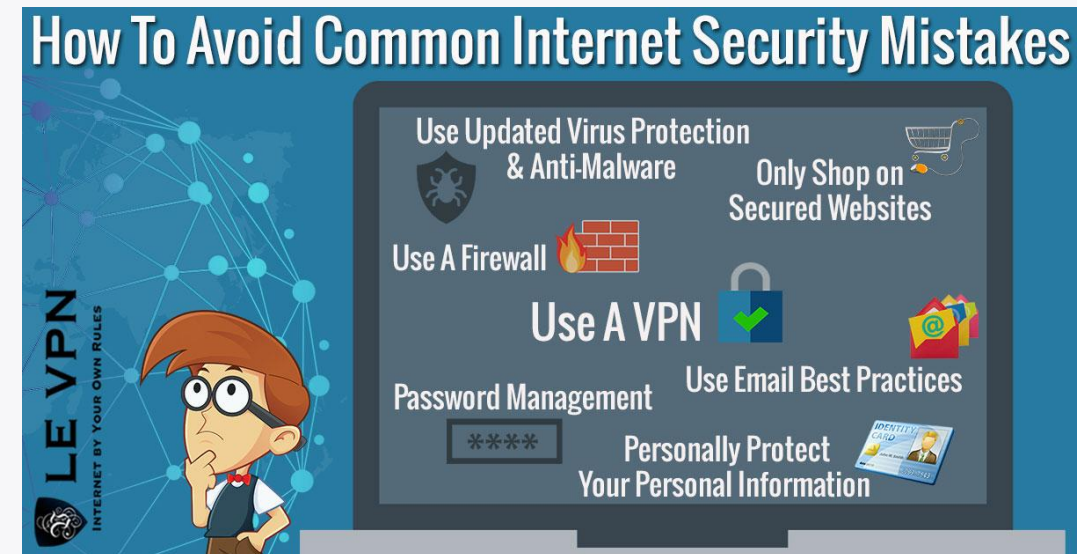
Cybercrimes

1. Phishing and Scam
2. Identity Theft
3. Ransomware Attack
4. Hacking Computer Networks
5. Internet Fraud
6. Cyber Bullying
7. Cyber Stalking
8. Software Piracy
9. Social Media Frauds
10. Electronic Money Laundering

The golden rule of online safety

Thank you for attention!

- Based on materials developed by IREX, Academy of Ukrainian Press (AUP) and StopFake.