ВИВЧАЙ ТА РОЗРІЗНЯЙ:
інфо-медійна грамотність

IREX

Академія Української Преси

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

EMBASSY OF THE UNITED STATES KYIV, UKRAINE

Посольство Великої Британії в Україні

UKaid from the British people

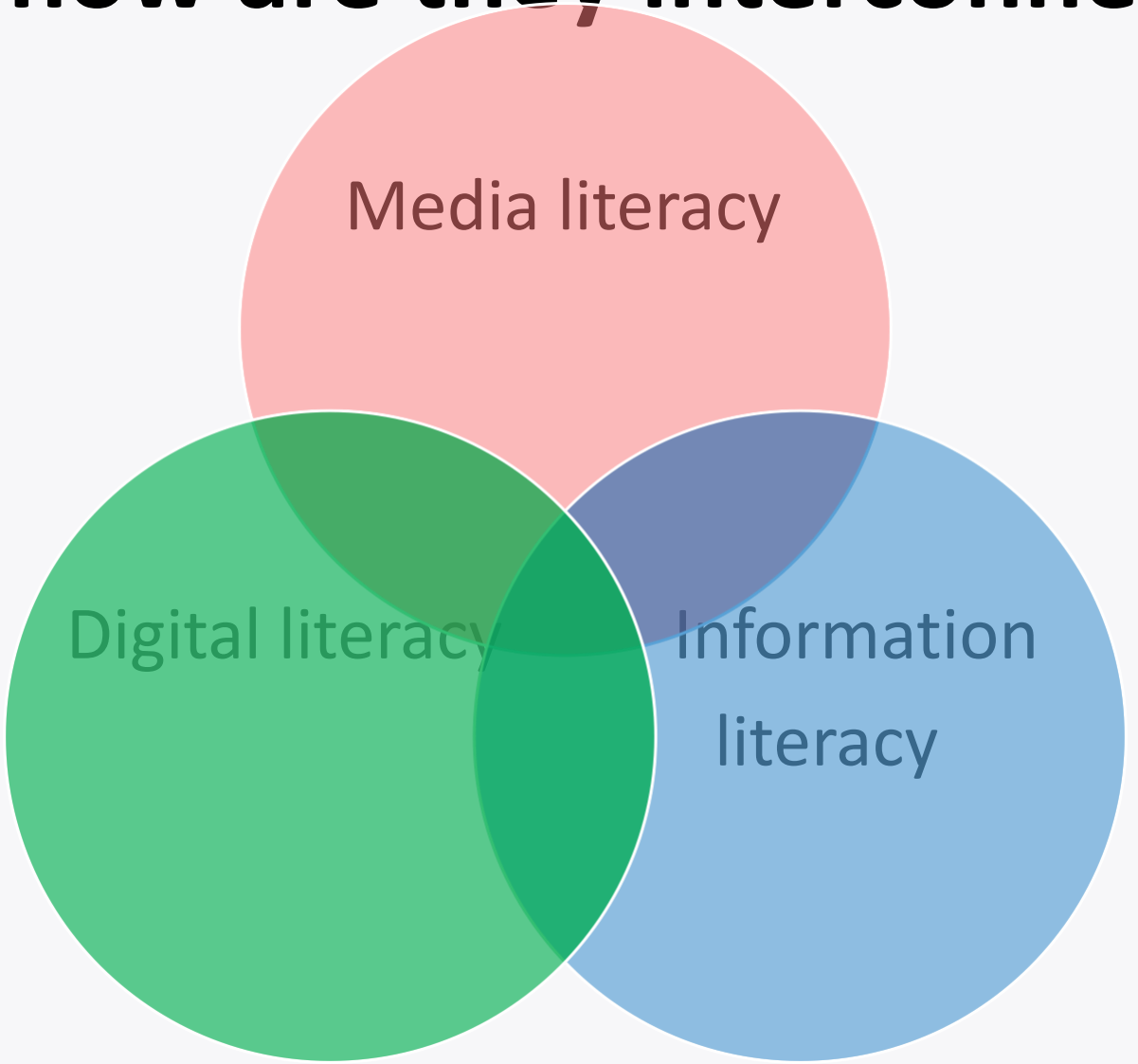
Lecture 5

Digital Literacy in Mediaspace. Social Media. Online Resources and Tools.

Outline

1. The evolution of the Internet and social media.
2. Online tools of dialogue communication and learning.
3. The main principles of cyber safety.

What are the 3 types of literacy about and how are they 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 (TCP/IP). 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.

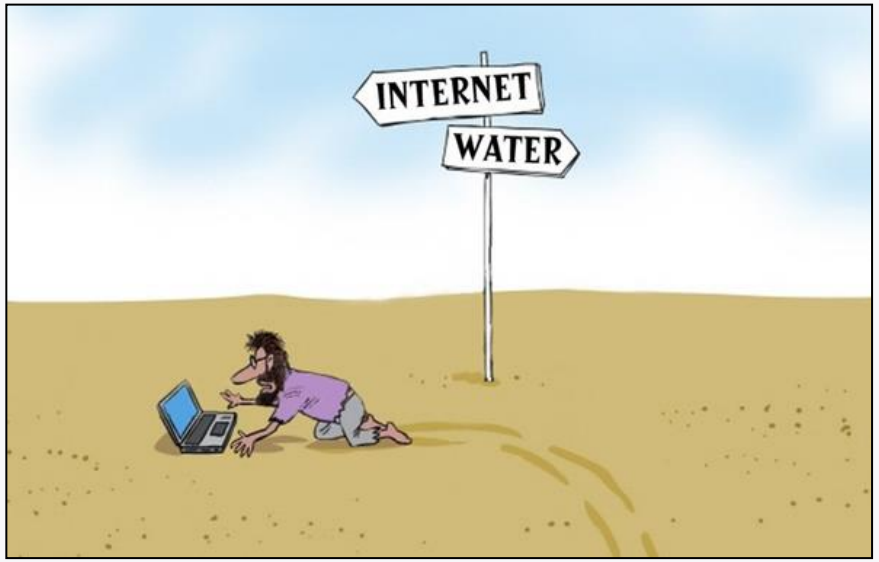
New media: opportunities and threats

- What do you consider as the biggest challenge and, on the other hand, the best opportunity offered to you by the new media?

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.

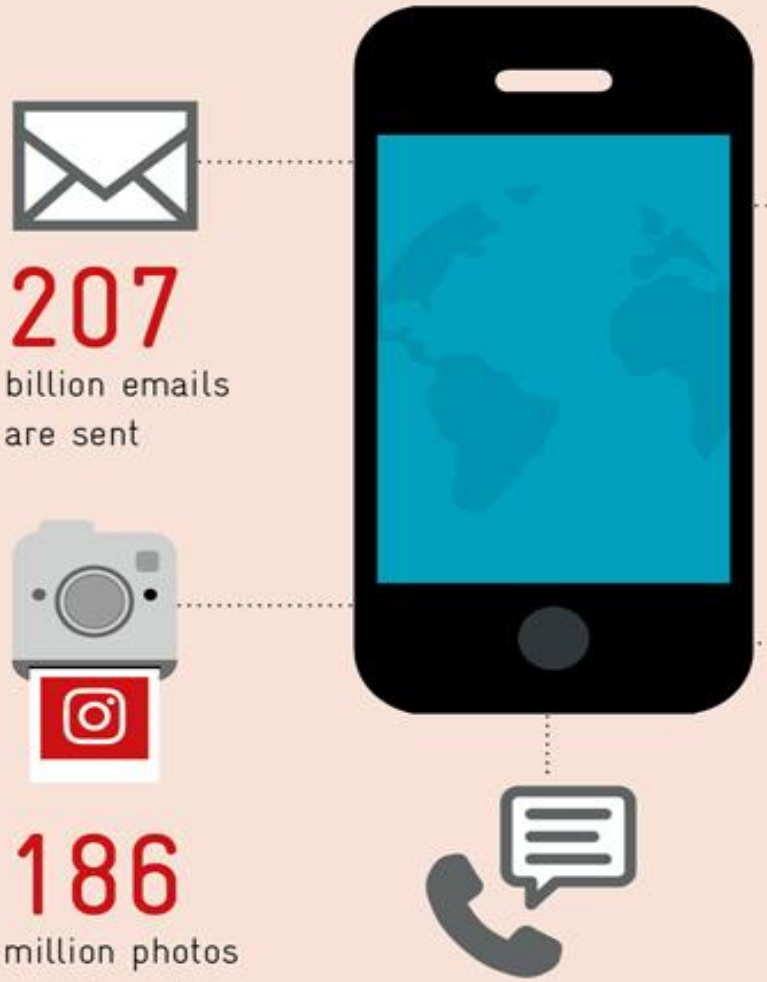


The access to the Internet allows communication, shopping, recreation, following the news and using a profusion of electronic services and major social networks.

[Source: Moroz V. Online and social media in Ukraine 2016-2017. *Ukrainian Medialandscape 2017*. P. 36]

A typical day on the internet

Over 24 hours:



207
billion emails are sent

8.8
billion videos are watched on YouTube

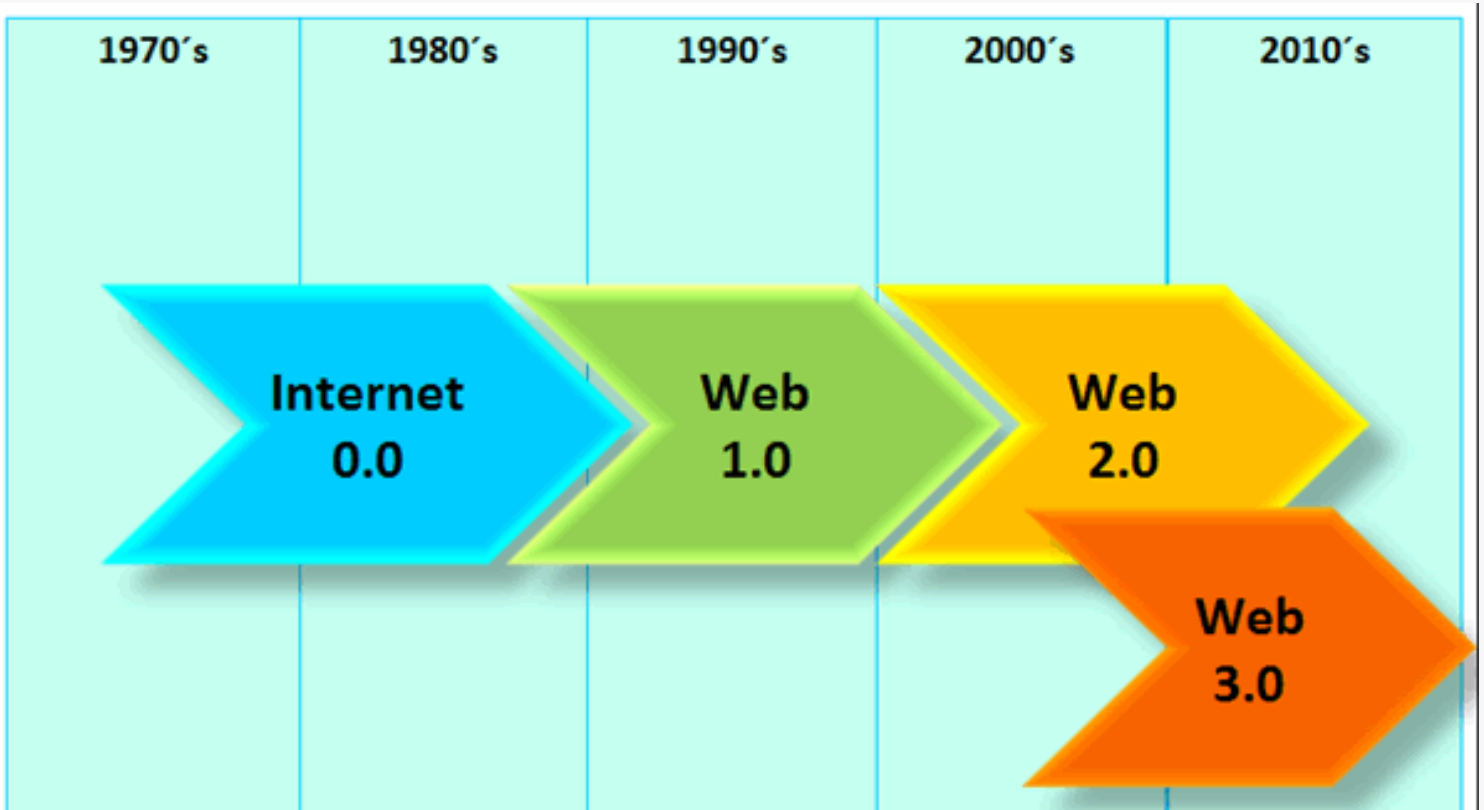
186
million photos are shared on Instagram

4.2
billion searches are carried out on Google

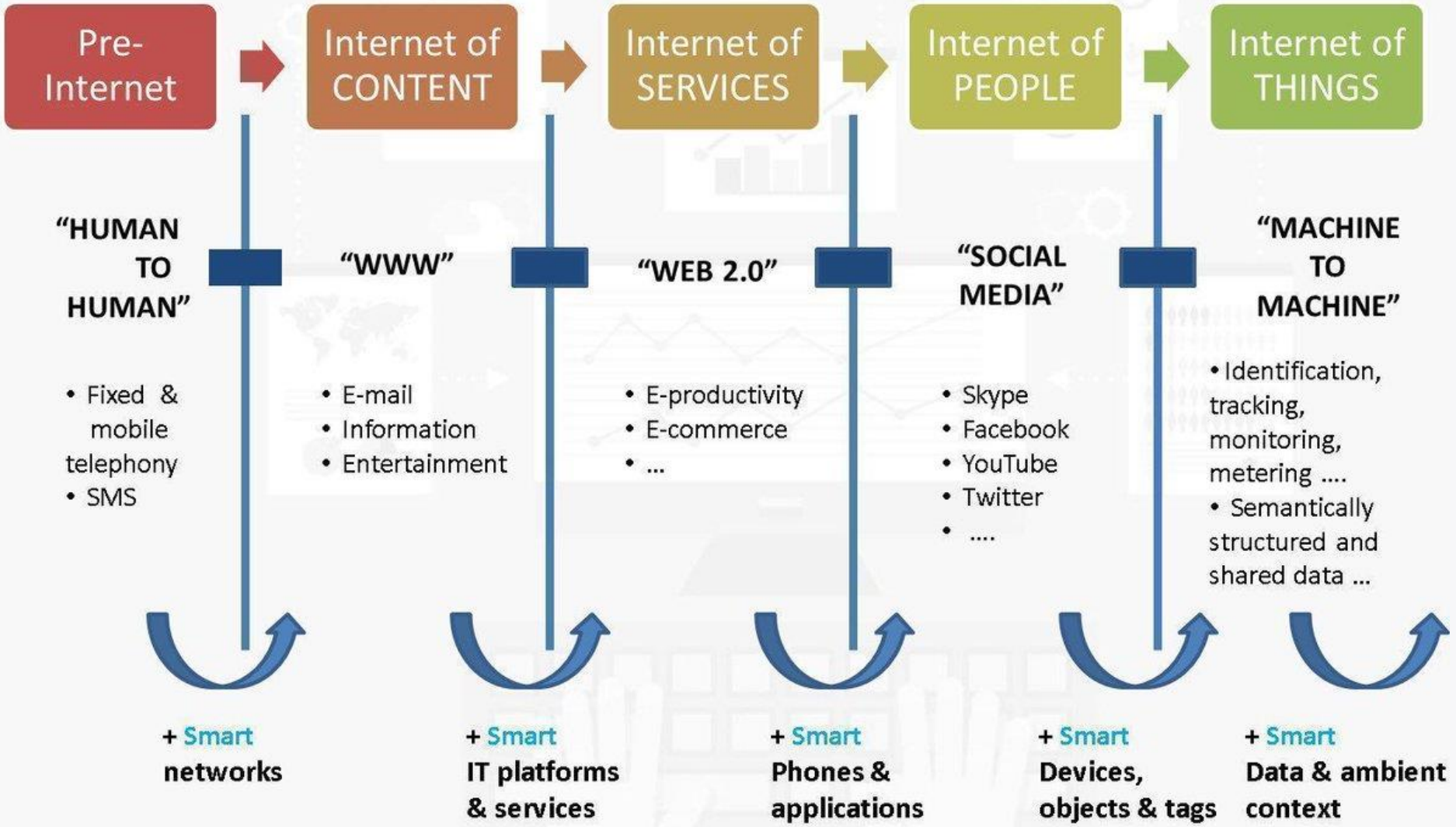
152
million phone calls are made on Skype

Evolution of Internet

- What is Web 1.0? What is Web 2.0? What comes next?
- What are the features of the main stages of Internet development?



Evolution of Internet of Things



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Social Media
Publish
wikia
digg
Share
YouTube
slideshare
flickr
last·fm
Crowdstorm
feedback
Discuss
phpbb
PHORUM
meebo
skype
talk
Social Networks
myspace.com
facebook
bebo
orkut
hi5
LinkedIn
Ning
Microblog
twitter
jaiku
PLAZES
Pownce
PLURK
adocu
twitxr
tweetpeek
Lifestream
socializr
friendfeed
profilactic
socialthing!
Livecast
kyte
qik
livecastr
USTREAM.TV
Y! LIVE
blogTV
justin.tv
Virtual Worlds
Barbie girls
imvu
CLUB PENGUIN
stardoll
Gaia
HABBO
There
Second LIFE
Social Games
SGN
Three Rings
doof
CAFE.COM
pogo
MMO
Age of Conan
World of Warcraft
KartRider
MapleStory
neopets

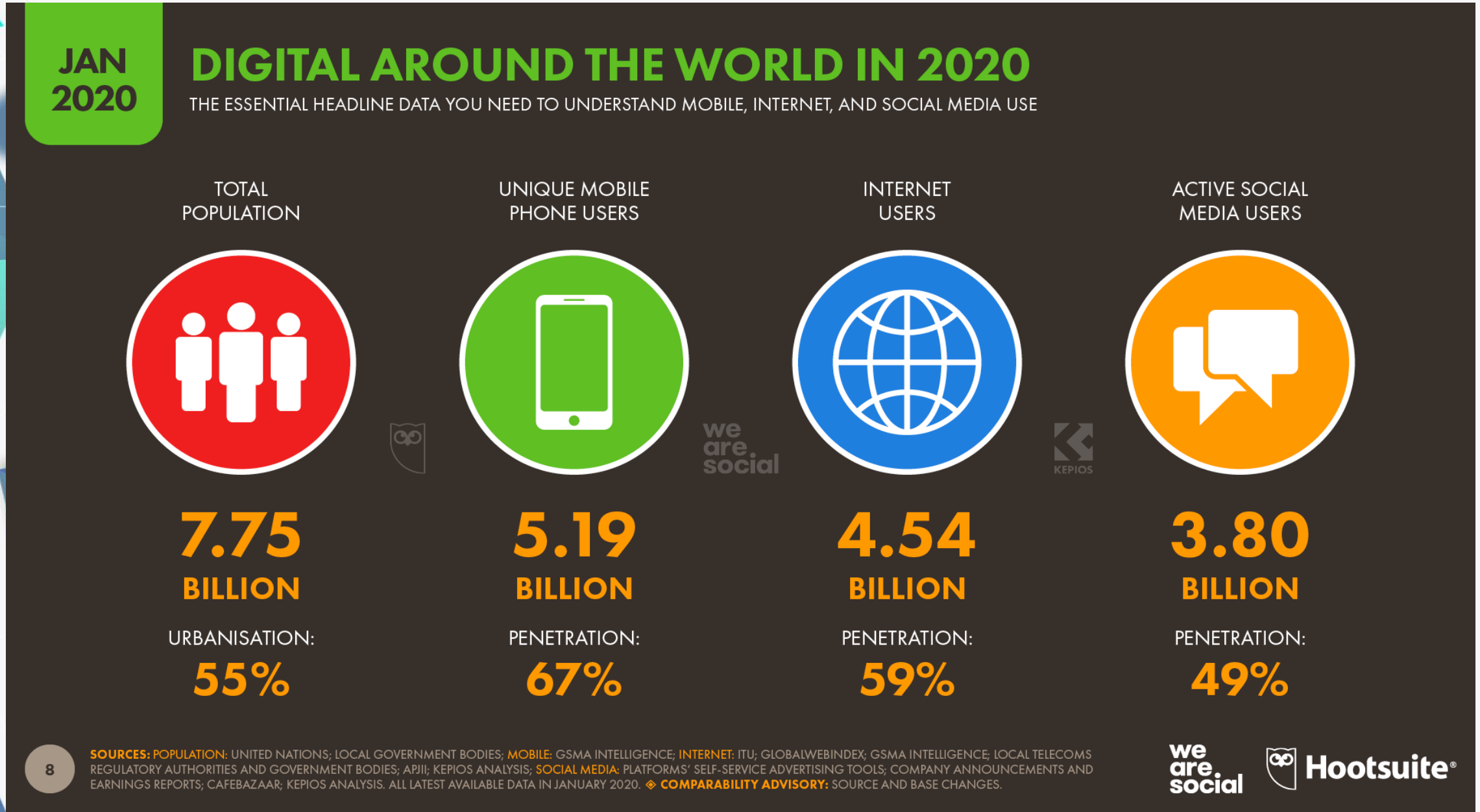
Social media

- Online environments and services based on interactive communication and interpersonal relationships, creating and sharing user-generated content. SM include:
- content sharing services (Wikipedia),
- social networking services (Facebook),
- discussion forums.

What is the percentage of Internet users in the world? In Ukraine?

What are the most popular social media in the world? In Ukraine?

Internet around the world in 2020



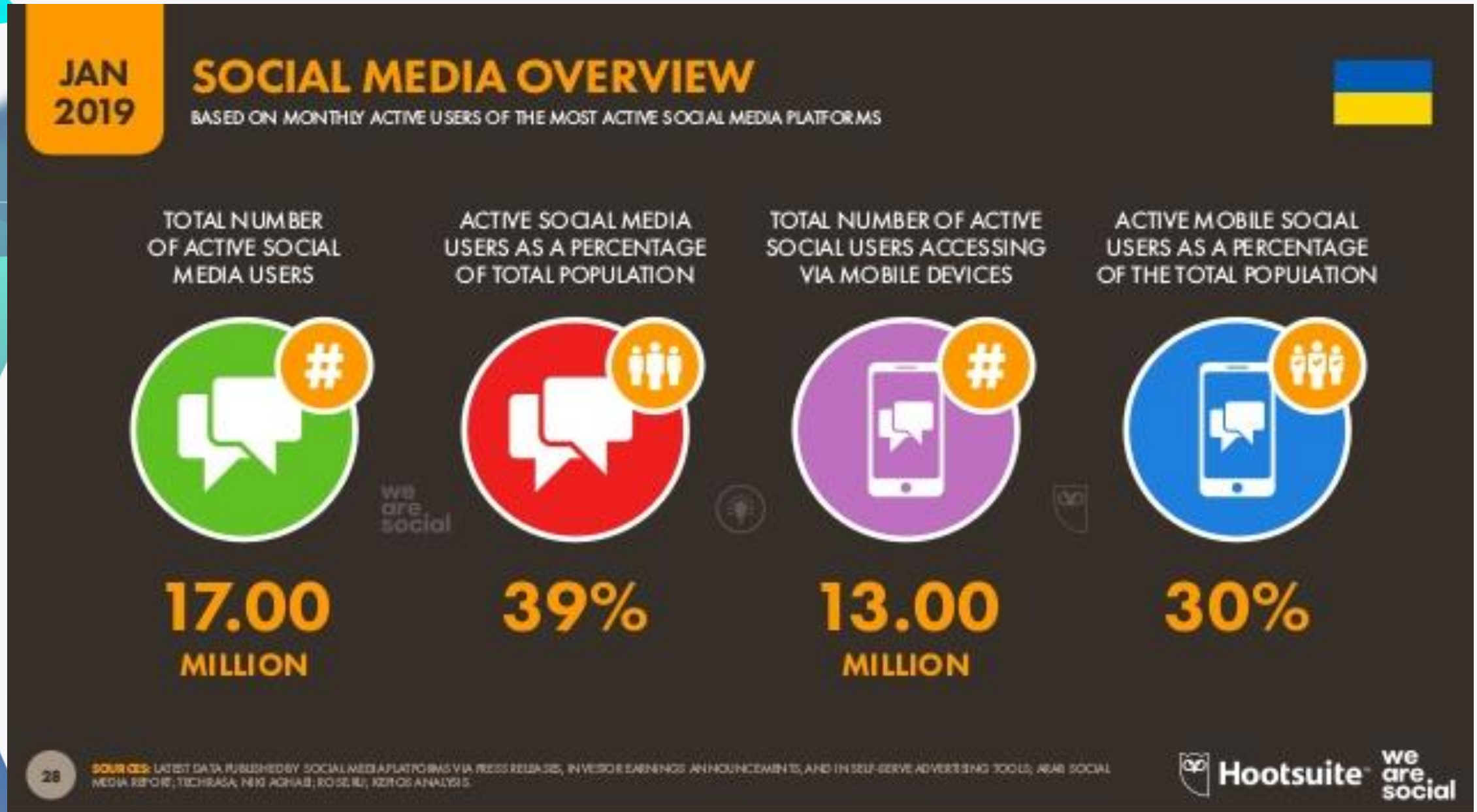
Internet users in Ukraine

Top websites visited by Ukrainians

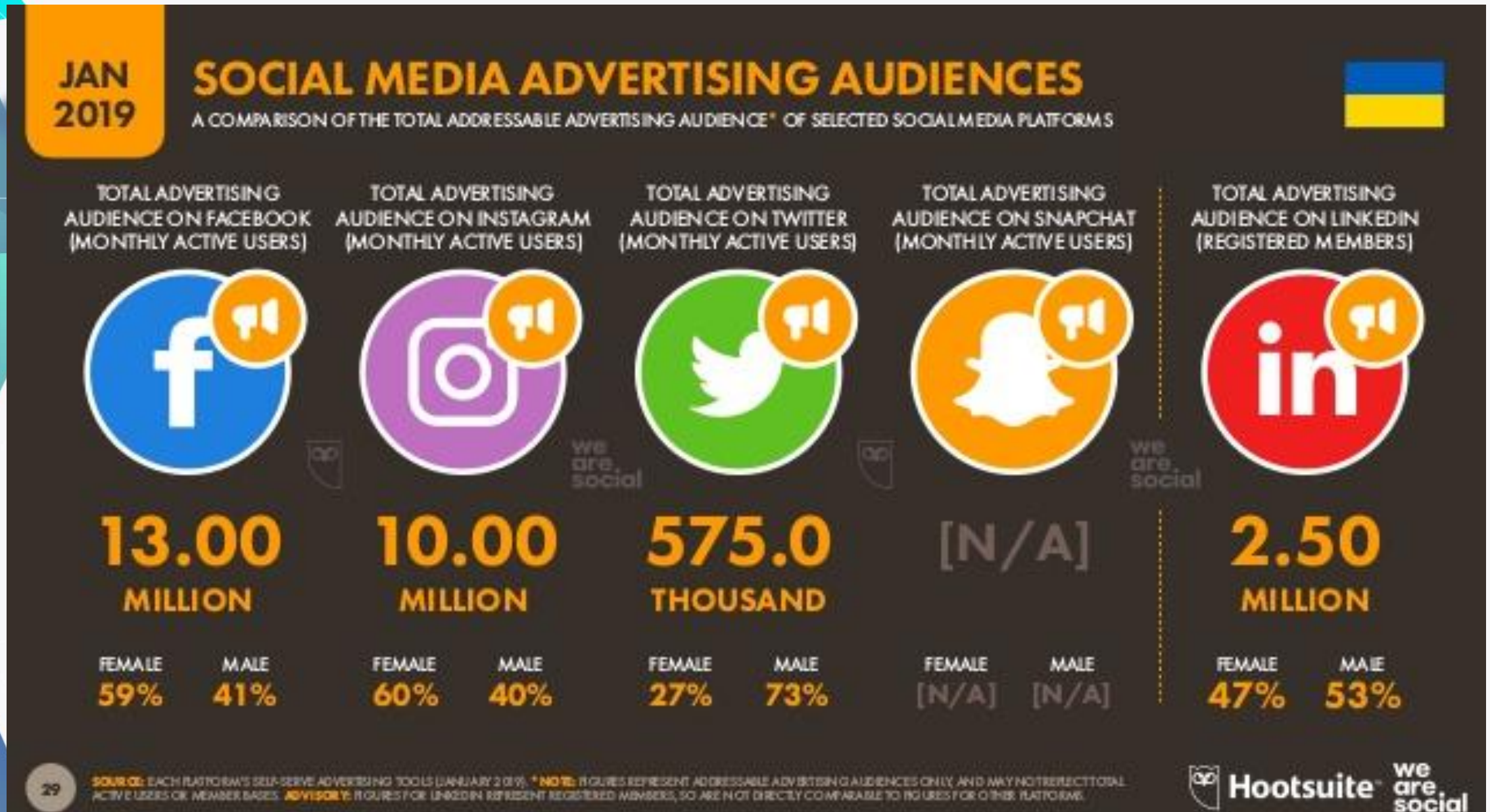
#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	VK.COM	10M 04S	4.69
04	GOOGLE.COM.UA	06M 02S	6.49
05	BONGACAMS.COM	02M 01S	2.40
06	OLX.UA	13M 38S	10.04
07	WIKIPEDIA.ORG	04M 15S	3.15
08	FACEBOOK.COM	09M 43S	4.03
09	TELEGRAF.COM.UA	03M 33S	3.84
10	MAIL.RU	05M 10S	3.42

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	ROZETKA.COM.UA	06M 40S	4.67
12	YANDEX.RU	06M 35S	3.38
13	PROM.UA	06M 44S	4.90
14	UKR.NET	03M 07S	1.88
15	OK.RU	04M 36S	2.21
16	ALIEXPRESS.COM	12M 55S	10.48
17	SINOPTIK.UA	01M 48S	1.59
18	PRIVATBANK.UA	04M 04S	1.76
19	GOOGLE.RU	05M 07S	7.09
20	INSTAGRAM.COM	05M 47S	3.86

Social media in Ukraine



Social media audiences in Ukraine



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:** strip out unnecessary stop 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.

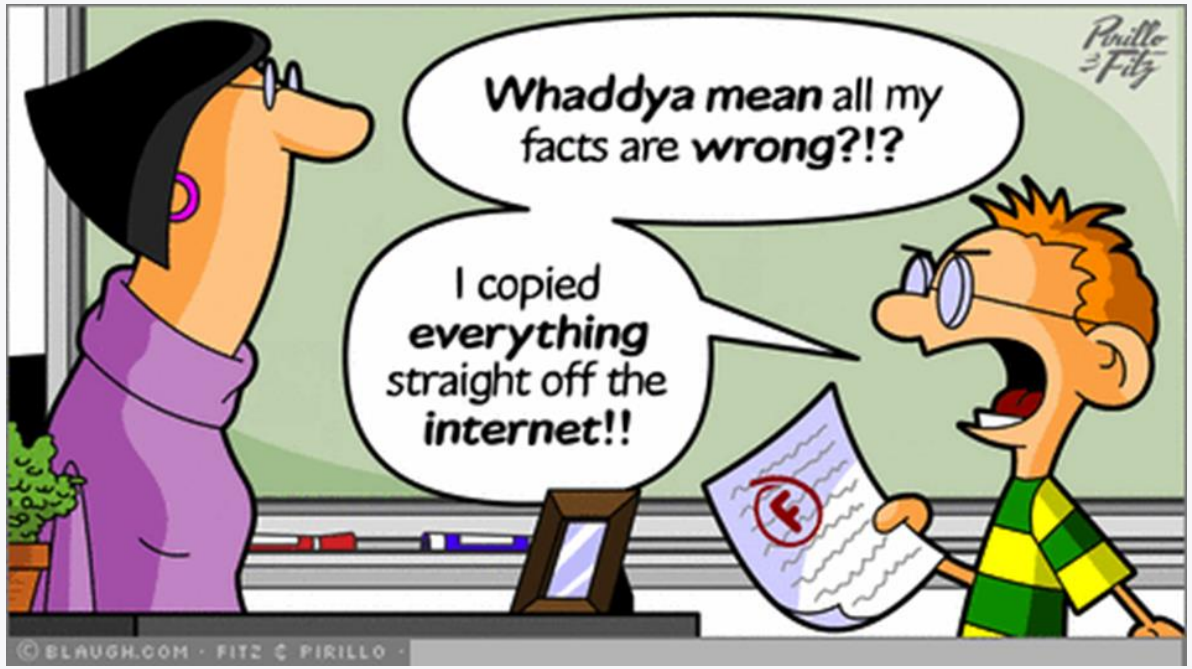
8. Don’t leave gaps: put no gap between the words in a collocation: *#britishroyalfamily*

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.

Digital learning

- Education using electronic tools and online services, e.g. interactive software.
- **What are pros & cons of digital learning?**



Why use the Internet in EFL learning?

Particularly important factors:

- abundance of authentic material (texts, audio, videos, etc.)
- information on many topics (encyclopaedias, dictionaries, articles, books, manuals, etc.),
- tools and possibilities for communication (messengers, social networks, videoconferencing services),
- platforms allow sharing of ideas and knowledge (virtual learning environment).

“Digital divide”

- The discrepancy in opportunities available to those people who have and do not have access to modern information technology;
- Digital divide is one of the biggest dangers to the consolidation of a harmonic development of the information society.

Benefits of technology use in EFL learning

1. Provides interaction and communicative activities for specific professional or academic environments.
2. Fosters understanding of the socio-cultural aspects of the language practised in various fields and professions.
3. Provides comprehensible field-specific input and facilitates student production.
4. Provides sheltering strategies for language development and content-specific understanding (modelling, bridging to students' background experiences, contextualising).

Benefits of technology use in EFL learning

5. Uses task-based and inquiry-based strategies reflective of tasks in discipline-specific settings and situations.
6. Uses authentic materials from specific disciplines and occupations.
7. Supplies authentic audiences, interlocutors and outside experts in specific fields.
8. Supports cognitive abilities and critical thinking skills required in the disciplines.
9. Uses collaborative learning.

Benefits of technology use in EFL learning

10. Facilitates focused practice for the development of reading, writing, listening, and speaking skills.
11. Is student-centered and addresses specific needs of students.
12. Uses multiple modalities to support different learning styles.
13. Meets affective needs of students: motivation, self-esteem, and autonomy.
14. Provides appropriate feedback and assessment of content knowledge and English skills.

[Source: Butler-Pascoe, M. E. (2009) English for Specific Purposes (ESP), Innovation, and Technology. *English Education and ESP*: 2–3]

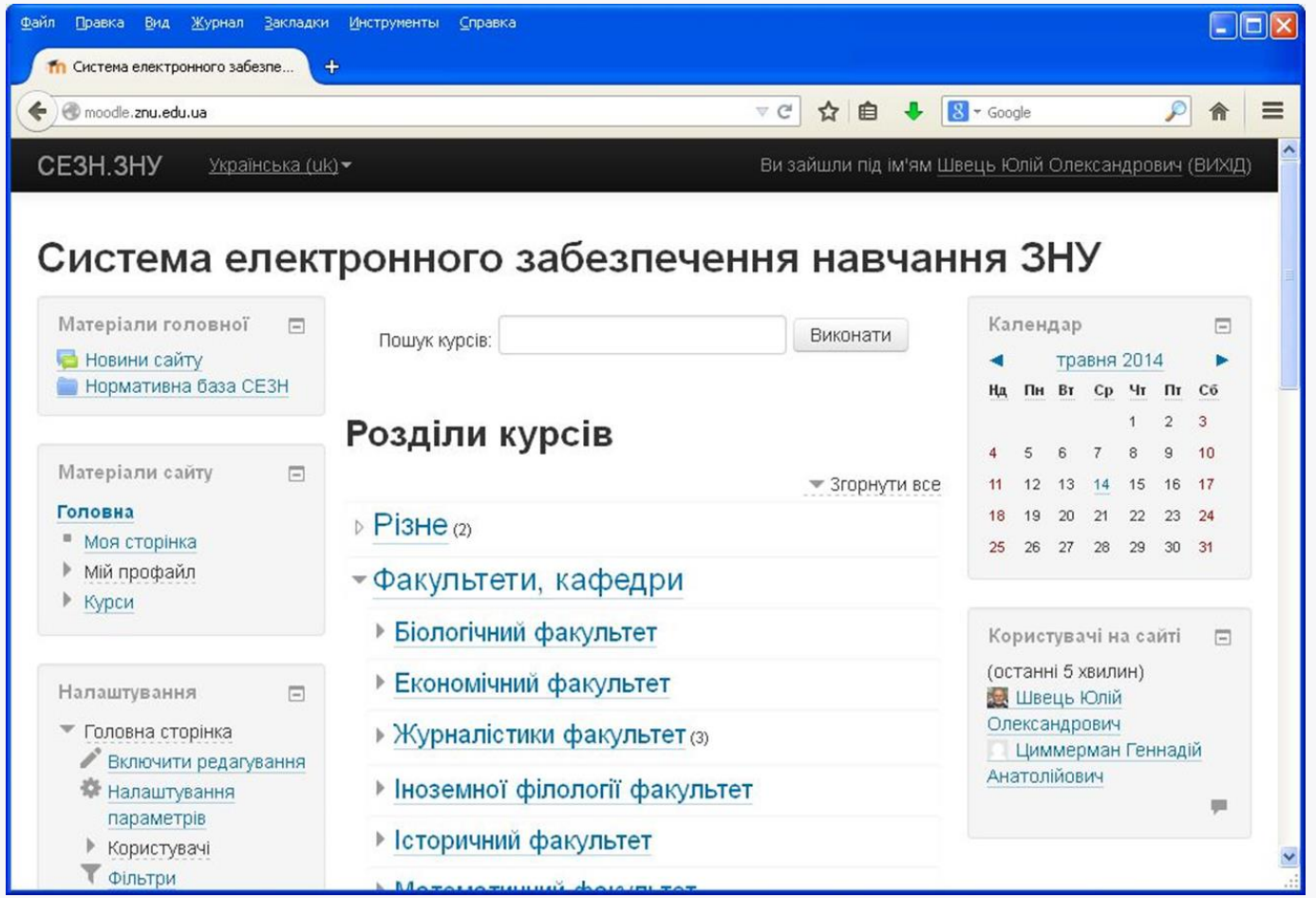
Distance learning platforms

- **Virtual learning environments** give the freedom to spend time learning a subject and automating some of the teaching processes.
- Well-developed platforms with integrated LMS (Learning management system), and membership capabilities help to create, organize, and master your course content efficiently.
- The best online eLearning platforms: *Thinkific, Teachable, Learnworlds, Kajabi, LearnDash, Podia, Ruzuku, Moodle.*

moodle

http://moodle.znu.edu.ua/

- **M**odule
- **O**bject-
- **O**riented
- **D**ynamic
- **L**earning
- **E**nvironment



Moodle opportunities

Resources:

- URL;
- Web-Page;
- Book;
- Label;
- Folder;
- File.

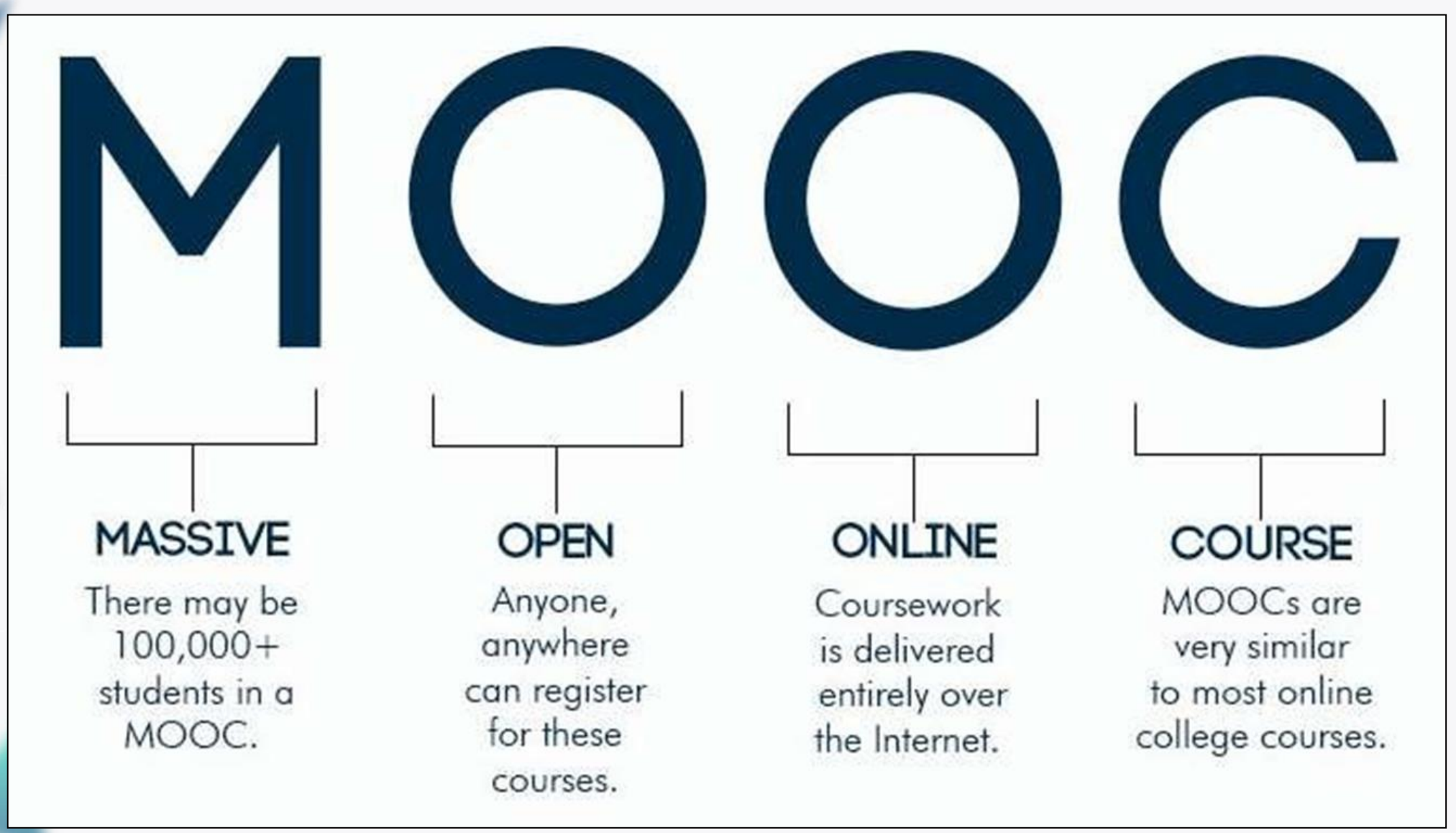
Activities:

- Glossary;
- Assignment;
- Lesson;
- Quiz;
- Workshop;
- Database;
- Wiki;
- External Tool;
- Choice;
- Feedback;
- Survey;
- Forum;
- Chat;
- BigBlueButton.

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


MOOC
MASSIVE
There may be 100,000+ students in a MOOC.
OPEN
Anyone, anywhere can register for these courses.
ONLINE
Coursework is delivered entirely over the Internet.
COURSE
MOOCs are very similar to most online college courses.

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 Meetings, Skype, Microsoft Teams, GoToMeeting, ClickMeeting, UberConference, FreeConference.*

Key issues that can harm Internet users

1. Social media addiction.
2. Grooming (communicating with strangers), Internet abuse.
3. Threats, stalking (cyberbullying)
4. Fraud, thefts, virtual financial traps.
5. Sexting.
6. Cybercrime.

What is cybercrime?

- the use of a computer as an instrument to further illegal ends [https://www.britannica.com/topic/cybercrime]
- criminal activity or a crime that involves the Internet, a computer system, or computer technology [http://www.dictionary.com/browse/cybercrime]

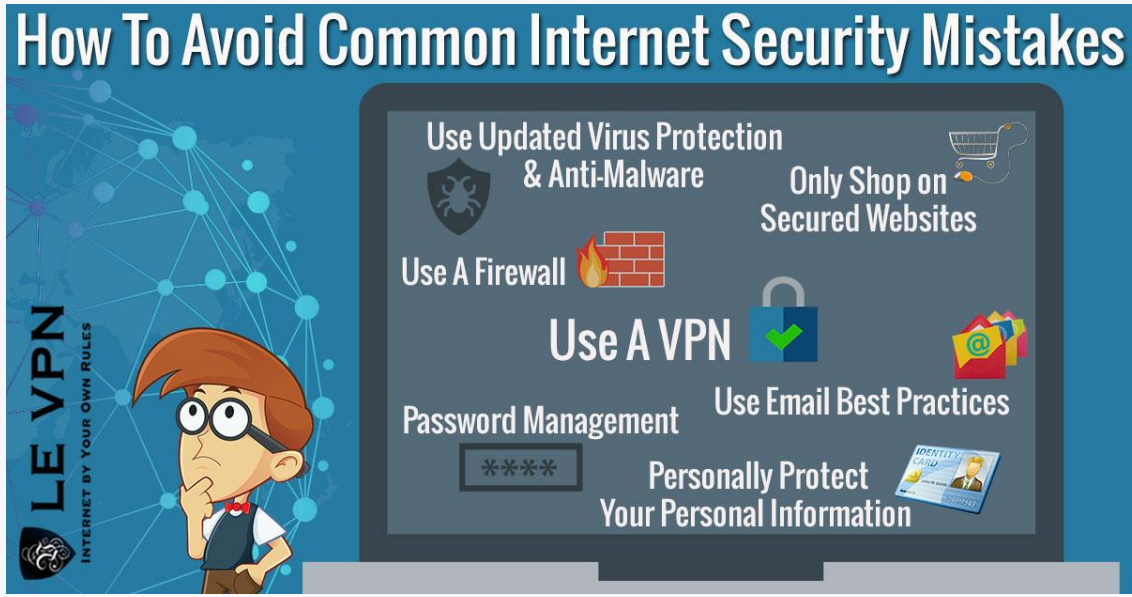
Cyber attacks

Forms of cyber attack:

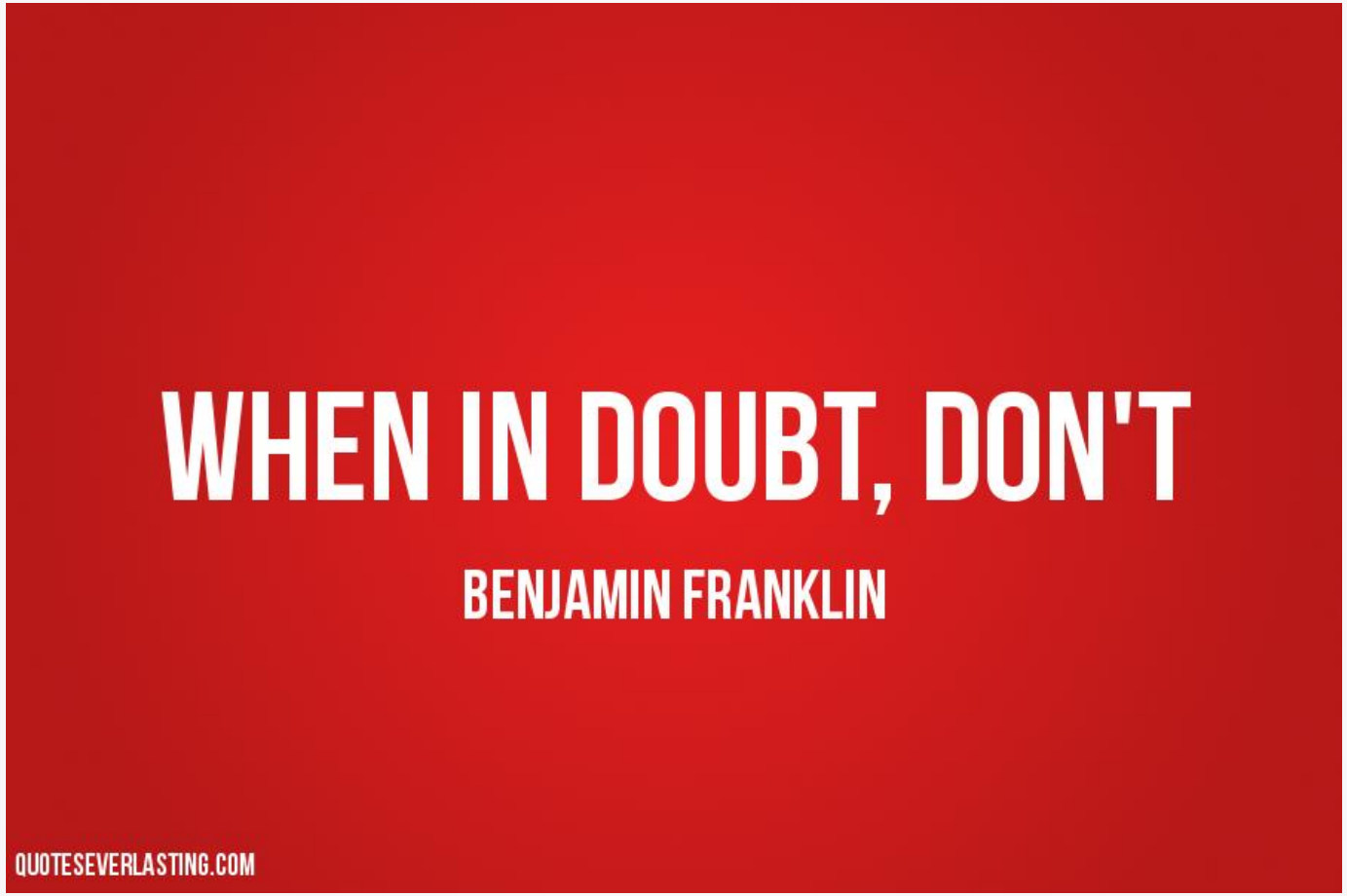
- social media **extortion** (perpetrators make fake accounts, and demand money for their deletion),
- **phishing** (retrieving someone's personal information and using it to harm them),
- **malware** created to infect systems,
- business **espionage**,
- unethical **hacking**,
- lottery **frauds**,
- movie/music **piracy**, etc.

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.



The golden rule of online safety



Thank you for attention!

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