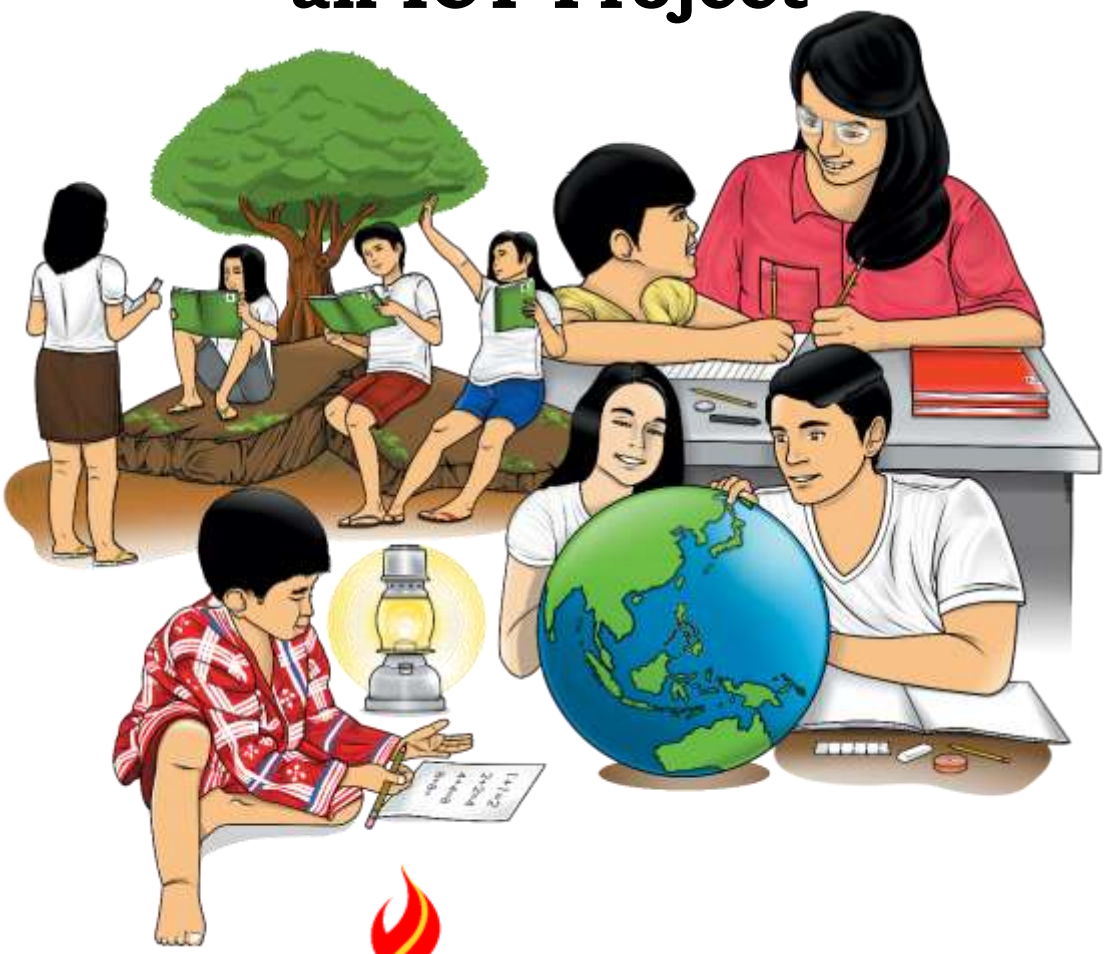
Senior High School

DepED
DEPARTMENT OF EDUCATION

Empowerment Technologies

Quarter 2 – Module 14: Planning and Conceptualizing Social Advocacy for Developing an ICT Project



ALTERNATIVE DELIVERY MODE
ADM

GOVERNMENT PROPERTY
NOT FOR SALE

Empowerment Technologies – Senior High School
Alternative Delivery Mode
Quarter 2 – Module 14: Planning and Conceptualizing Social Advocacy for Developing an ICT Project
First Edition, 2020

Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writers: Elijah S. Santos

Editors: Jomarie D. Moreno

Reviewers: Lorena J. Mutas

Illustrator: Elijah S. Santos

Layout Artist: Mariss Tiffany Anne T. Asil, Melody Z. De Castro

Management Team: Malcom S. Garma, Director IV
Genia V. Santos, CLMD Chief
Dennis M. Mendoza, Regional EPS In Charge of LRMS
Micah S. Pacheco, Regional ADM Coordinator
Loida O. Balasa, CID Chief
Grace R. Nieves, Division EPS In Charge of LRMS
Lorena J. Mutas, Division ADM Coordinator

Printed in the Philippines by _____

Department of Education – National Capital Region

Office Address: Misamis St., Bago Bantay, Quezon City

Telefax: 02-929-0153
E-mail Address: depedncr@deped.gov.ph

Senior High School

Empowerment Technologies

Quarter 2 – Module 14: Planning and Conceptualizing Social Advocacy for Developing an ICT Project

DepED
DEPARTMENT OF EDUCATION

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.

What I Need to Know

This module was designed and written with you in mind. It is here to help you to plan and conceptualize your social advocacy and guide you to create your own concept paper. The scope of this module permits to be used in many different learning situations. The language used recognize the diverse vocabulary level of students. The lessons are arranged to follow the standard sequence of the course. But the order in which you read them can be changed to correspond with the textbook you are now using.

The module mainly focuses on one lesson:

- Lesson 1 – Planning and Conceptualizing Social Advocacy

Learning Competencies and Codes:

> Identify a local or regional cause or issue for Social Change related to specific professional tracks that can be addressed or tackled using an ICT Project for Social Change (CS_ICT11/12-ICTPT-Iim-p16)

Upon successful completion of this module, you are expected to:

1. understand how to plan and conceptualized an ICT Project;
2. understand what concept paper is;
3. understand the steps on how to create a concept paper;
4. create his/her own concept paper on proposed ICT Project; and
5. create a short survey using Google Form.

What I Know

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet of paper.

1. Systematical It is summaries of projects or issues that contemplate interests, experience and expertise that commonly serves as a purpose of delivering an in-depth discussion of a certain topic that a person has a strong position on.
    A. Dissertation
    B. Concept Paper
    C. Concept Map
    D. Conceptualized Framework
2. The element of concept paper that includes the mission and vision and brief overview of a project or concept paper.
    A. Title
    B. Purpose
    C. Description
    D. Introduction
3. The process of planning and conceptualizing Social Advocacy that answers when will you know when you reach it and making sure that you goal is trackable and quantifiable.
    A. Specific
    B. Realistic
    C. Attainable
    D. Measurable
4. It is the work towards a goal that is challenging but possible and doable. It is about checking of tools or resources that helps to achieve and attain a goal.
    A. Realistic
    B. Attainable
    C. Time-bound
    D. Measurable
5. It is the element of concept that talks about the reasons why the project is worth the time, effort and money in creation of the concept paper.
    A. Purpose
    B. Description
    C. Introduction
    D. Contact Information
6. It is a process of giving yourself a deadline that helps you to be focused in reaching your goals.
    A. Realistic
    B. Attainable
    C. Time-bound
    D. Measurable

7. Title is one of the elements of concept paper. Which of the following define it?
    A. It includes the reasons why the project is worth the time, effort and money in creation of the concept paper.
    B. It includes all the necessary information about the project or a concept paper.
    C. It includes the mission and vision and brief overview of a project or concept paper.
    D. It serves a lot in terms of getting the audience interest and gives a fully overview of a project or concept paper.
8. The proper formatting of concept paper is suggested to be the following, EXCEPT.
    A. The font size should be at 12 points.
    B. Use whatever font style and font size you desire to use.
    C. The line and paragraph spacing should be in double space.
    D. Use font style such as Times New Roman, Garamond, Baskerville or other similar Serif typefaces.
9. Which of the following is NOT a key point in making a concept paper?
    A. Write down the questions correlated the topic or idea you have chosen.
    B. Come up with a concept topic or idea that will make you on the spot of fame and power.
    C. Develop hypothesis or possible solutions from each of the questions that you have listed.
    D. Identify what kind of data you need to answer questions and on how you will gather the information needed.
10. Which of the following statement is NOT true about concept paper?
    A. The terms "concept paper", “proposal" or “abstract” are often used interchangeably as they can be used for the same function.
    B. Concept paper can also be used as a mainstream educational tool to develop and to create solution to a certain problem or issue.
    C. Concept papers are summaries of projects or issues that contemplate interests, experience and expertise that commonly serves as a purpose of delivering an in-depth discussion of a certain topic that a person has a strong position on.
    D. None of the above.
11. The element of concept paper that includes all the necessary information about the project or a concept paper.
    A. Title
    B. Support
    C. Description
    D. Introduction

12. Support is one of the elements of a concept paper. Which of the following defines it?
    A. It includes the budget needed for the project or concept paper.
    B. It includes all the necessary information about the project or a concept paper.
    C. It includes the mission and vision and brief overview of a project or concept paper.
    D. It serves a lot in terms of getting the audience interest and gives a fully overview of a project or concept paper.
13. In planning and conceptualizing the content, you always need to start with the ends in mind and generate your own ideas by identifying various opportunities based on the target audience and ensuring your goal is SMART. The "S" in SMART goal stands for what?
    A. Specific
    B. Standard
    C. Sustainable
14. The process of planning and conceptualizing where knowing yourself is the key to your success. Honesty within yourself will make it all possible.
    A. Specific
    B. Realistic
    C. Attainable
    D. Time-Bound
15. Isabel was been recognized by an international organization for outstanding concept paper in the ICT Community. Which of the following should she provide for the possible sponsors to reach her?
    A. She should give her complete contact information.
    B. She should give her best to find possible sponsors.
    C. She should provide the concept paper's mission and vision.
    D. She should provide her own purpose and goal for the project.

Lesson 1

Planning and Conceptualizing Social Advocacy

ICT serves as the steppingstone for the economic, social, industrial growth and development of the first world countries around the globe. Thus, ICT is generally seen as an advantageous instrument to provide better and cheaper ways of communication and promote changes that to enables the generation of new knowledge and equipping the people with the relevant skills needed. Hence, ICT projects undergoes deep research, inquiry and studies before implemented that is why planning and conceptualizing are vital for any projects.

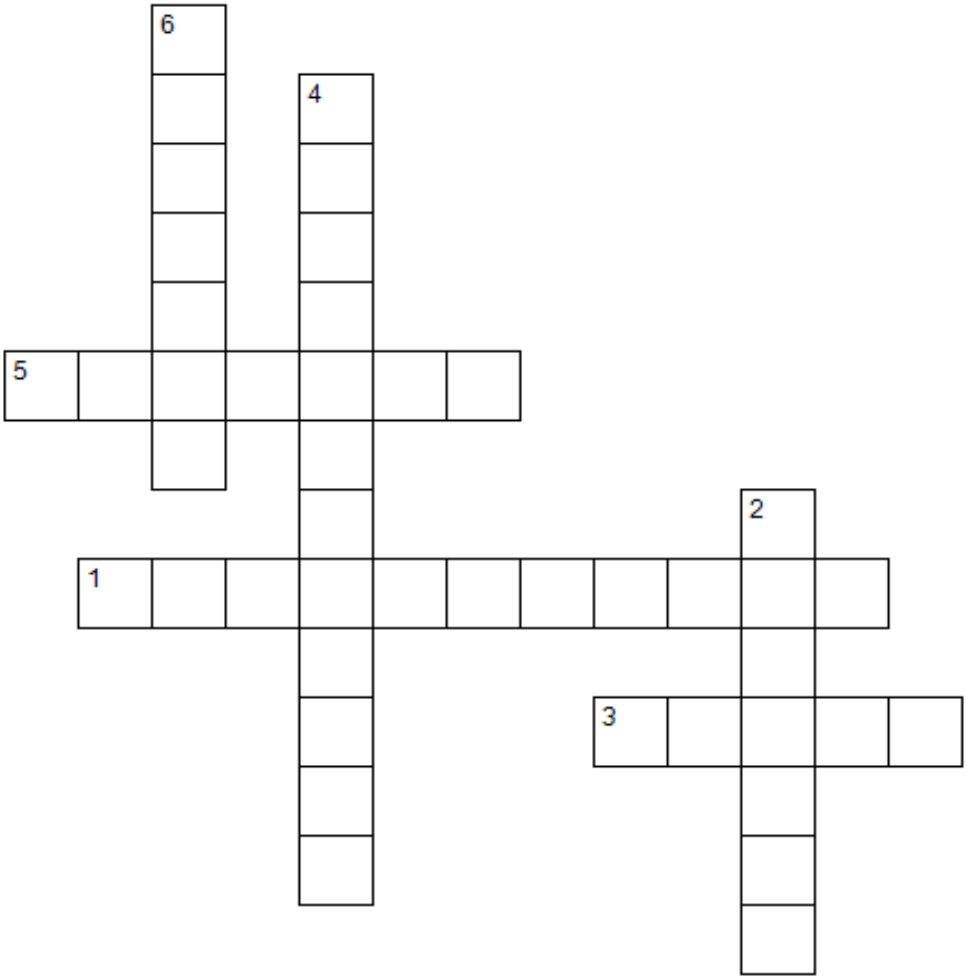
What's In

Directions: Using the graphic organizer below. Write in chronological order the Events that happened in the ICT in recent history of Philippines. Include the roles of ICT during those times which show significant changes.

Events	Details

What's New

Directions: Use the clues below to fill the crossword puzzle with the correct words.



ACROSS:	DOWN:
1. It includes the mission and vision and brief overview of a project or concept paper. 3. It includes all the necessary information about the project or a concept paper. 5. It includes the information on how the project or concept paper creator can be reach.	2. It includes the reasons why the project is worth the time, effort and money in creation of the concept paper. 4. It includes the budget needed for the project or concept paper. 6. It serves a lot in terms of getting the audience interest and gives a fully overview of a project or concept paper.

What is It

Planning and Conceptualizing the Content

Always start with the ends in mind. Generate your own ideas about content and identify various opportunities based on your target audience. Have a clear plan of actions, responsibilities, work requirements, timeframe and budget if needed. Set a SMART goal to target.

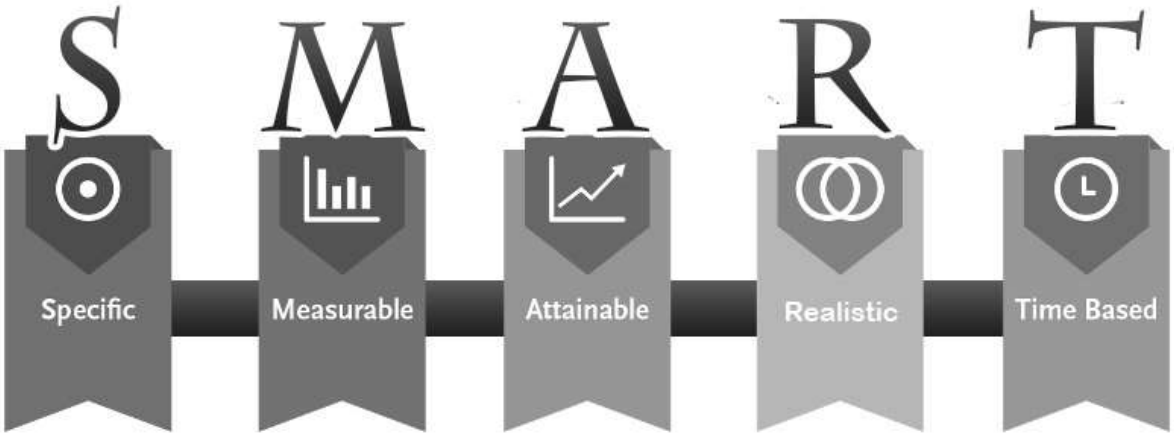


Figure 1.0 – SMART Goal

Specific – *(What do you want to do or want to achieve?)* Set a real goal that is direct, detailed and meaningful. Make sure that your goals are focused and can identify a concrete outcome. Your goal will be at risk or vague without the specifics of the goal, because knowing what you wanted to achieve is knowing the leverage to success.

Measurable – *(When will you know when you reach it? What are the signs of your success?)* – Make sure that you goal is trackable and quantifiable. Defining your own definition of "success" will aid you to estimate your current achievement level on reaching your specific goals.

Attainable – *(Is it possible for you to reach your goal?)* Work towards a goal that is challenging but possible and doable. Check if you have the tools or resources that will help you to achieve and attain your goals.

Realistic – (*Are your current skills enough to reach your goal?)* Knowing yourself is the key to your success. Be honest with yourself and know your capabilities and the things that you cannot do. Be realistic toward your goals as well as on your capacity to do.

Time-Bound- *(When exactly do you plan to accomplish it?)* Give yourself a deadline. Every goal should have a target date to finish. Having deadlines motivates oneself to do more efficiently and helps you to be focused in reaching your goals.

Concept Paper

Concept papers are summaries of projects or issues that contemplate interests, experience and expertise that commonly serves as a purpose of delivering an in-depth discussion of a certain topic that a person has a strong position on. The terms "concept paper", "proposal" or "abstract" are often used interchangeably as they can be used for the same function. Concept paper can also be used as a mainstream educational tool to develop and to create solution to a certain problem or issue. Moreover, concept paper provides guidance for the implementation of a project, concept paper carries and gives good practices, viewpoint, advocacy, belief and values or other correlated issues that needs and promotes action to be taken in the future. Your concept paper can range from (2) two to (3) three pages for a small research project to up to 20 pages for immense research projects. For the formatting of concept paper it is suggested to be the following: a) the font style should be formal such as Times New Roman, Garamond, Baskerville or similar Serif typefaces.; b) the line and paragraph spacing should be in double space; and c) the font size should be at 12 points.

Key Points on making your Concept Paper

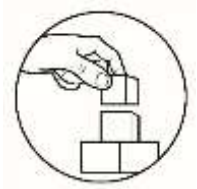
1. Rise with a concept topic or idea that you are genuinely interested.
2. Write down the questions associated the topic or idea you have chosen.
3. Create a possible solution from each of the questions that you have developed.
4. Classify what kind of data you need that will answer your questions and identity how will gather the information needed.
5. Identify how you will analyze, interpret, and present the overall data you gathered.

Elements of a Concept Paper for Social Advocacy

1. ***Title Page*** – The title of your concept paper will serve a lot in terms of getting the audience interest, so make sure to have a short but a catchy and interesting title of your chosen topic. The title of your project or concept paper should also give a fully overview of what the concept paper is all about and what are the things you are resounding out about. In creating your title make sure stick to the main point of the chosen topic and use relevant, easy-to-understand word and avoid being wordy. Title page usually in the form of question.
2. ***Introduction*** - This element of concept paper serves as the most important part of your concept paper. You must keep on pursuing an adding value to convince the reader about your project's mission and vision. This part of your concept paper should detail your mission or goal and the vision or dream you have in taking up this concept paper. You need to elaborate and identity it by providing them the urge of solving an existing problem and to provide meaningful insights of your project. Your introduction should also contain the following: a) the clear problem you wanted to solve; b) why did you like to investigate under this study. c) how your research or concept paper would be helpful for others; and d) what are the clear evidence that your study is beneficial and necessary to be discussed. Lastly, what making your

introduction critical is that making it you need to make a clear and good impression to the possible readers.

3. ***Purpose*** – This element of concept paper includes the reasons why your chosen project or advocacy campaign is worth all the time effort and money. You need to make a strong atmosphere of purpose. Your purpose should not only be to prove your right, but it is more about on how you can help other people in the purpose of your chosen concept paper. Remember your main purpose here is to bring something good and create an impact for a change.
4. ***Description*** - This element of concept paper includes all the necessary information, data and details about your project. This element talks about the steps and procedure on how you will do things properly. It also expounds the methods and plans on how you will answer the problems of the concept and in revealing the efficacy of your solution to the problems. This element also involves ways on how you will process your concept into a clear technique of the production of concrete solution in harmonious purpose that will lead to the creation of a successful project or advocacy.
5. ***Support*** – This element of concept paper contains your budget needed for the project. Every project needed funds to be published and materialized their certain cause, thus support from a sponsor/s necessary to be consider. Remember that support does not only means monetary things, but it can also be as moral support from your friends, relative and among others, depending on the topic or cause who have chosen.
6. ***Contact Information*** – The element of concept paper that includes information on how the you can be contacted. These includes the following (but not limited to): a) name/s of the creator/s, b) address, c) phone or telephone number, d) email address, and e) website.



What's More

Directions: Create your own Concept Paper composed of (2) two to (3) three pages that discusses your local or regional cause or issue related to your specific professional tracks and that will serve as your proposed Social Advocacy. Your concept paper should show the following elements of a concept paper as follows: (Write your answer on a separate paper.)

Title:

_____

_____

Introduction:

_____

_____

_____

_____

Purpose:

_____
_____
_____
_____

Description:

_____
_____
_____
_____

Support:

_____
_____
_____

Contact Information:

_____
_____
_____

What I Have Learned

Directions: Answer the following questions on a separate paper.

1. In your perspective, give one specific local or regional issue that can be solved using Social Advocacy as ICT Project such as in creation of a Concept Paper?

2. Do you think a Concept Paper is a good source of information for people to be enlighten their minds in giving possible solution/s to an existing problem to relevant societal issues in your locality or region? Explain your answer.

3. As part of your community, school, and neighborhood, how do you think a student like you can bring impact to specific local or regional issue to be resolved?

What I Can Do

Directions: As a learner, you have now you have learned that the creation of concept paper can be a starting point to bring change to social stage. Now create a short online survey using Google Form. The form should contain: (1) the details and content of your concept paper (2) the questionnaire - the questions/ratings you can acquired related to your own made concept paper.
Make sure to make it public so anyone from your friends, relative, family, neighbor and etc. can fill-out your online form. Right after, analyze their responses about how they perceive on your proposed ICT project. Then create a short conclusion or brief experience report about on what the survey result ended up. Write your answer on a separate paper.

_____
_____
_____
_____
_____
_____
_____

For sample of survey you may visit this Link: OR Scan the QR Code below:

bit.ly/ConceptPaperSampleSurvey

Assessment

Directions: Choose the best answer for each question. Write the letter of your answer on a separate sheet of paper.

1. In planning and conceptualizing the content, you always need to start with the ends in mind and generate your own ideas by identifying various opportunities based on the target audience and ensuring your goal is SMART. The "S" in SMART goal stands for what?
    A. Specific
    B. Standard
    C. Sustainable
    D. Systematical
2. The process of planning and conceptualizing Social Advocacy that answers when will you know when you reach it and making sure that you goal is trackable and quantifiable.
    A. Specific
    B. Realistic
    C. Attainable
    D. Measurable
3. It is the work towards a goal that is challenging but possible and doable. It is about checking of tools or resources that helps to achieve and attain a goal.
    A. Realistic
    B. Attainable
    C. Time-bound
    D. Measurable
4. The process of planning and conceptualizing where knowing yourself is the key to your success. Honesty within yourself will make it all possible.
    A. Specific
    B. Realistic
    C. Attainable
    D. Time-Bound
5. It is a process of giving yourself a deadline that helps you to be focused in reaching your goals.
    A. Realistic
    B. Attainable
    C. Time-bound
    D. Measurable
6. It is summaries of projects or issues that contemplate interests, experience and expertise that commonly serves as a purpose of delivering an in-depth discussion of a certain topic that a person has a strong position on.
    A. Dissertation
    B. Concept Paper
    C. Concept Map
    D. Conceptualized Framework

7. The proper formatting of concept paper is suggested to be the following, EXCEPT ONE.
    A. The font size should be at 12 points.
    B. Use whatever font style and font size you desire to use.
    C. The line and paragraph spacing should be in double space.
    D. Use font style such as Times New Roman, Garamond, Baskerville or other similar Serif typefaces.
8. Which of the following is NOT a key point in making a concept paper?
    A. Write down the questions correlated the topic or idea you have chosen.
    B. Come up with a concept topic or idea that will make you on the spot of fame and power.
    C. Develop hypothesis or possible solutions from each of the questions that you have listed.
    D. Identify what kind of data you need to answer questions and on how you will gather the information needed.
9. The element of concept paper that includes the mission and vision and brief overview of a project or concept paper.
    A. Title
    B. Purpose
    C. Description
    D. Introduction
10. The element of concept paper that includes all the necessary information about the project or a concept paper.
    A. Title
    B. Support
    C. Description
    D. Introduction
11. Support is one of the elements of a concept paper. Which of the following defines it?
    A. It includes the budget needed for the project or concept paper.
    B. It includes all the necessary information about the project or a concept paper.
    C. It includes the mission and vision and brief overview of a project or concept paper.
    D. It serves a lot in terms of getting the audience interest and gives a fully overview of a project or concept paper.
12. Title is one of the elements of concept paper. Which of the following define it?
    A. It includes the reasons why the project is worth the time, effort and money in creation of the concept paper.
    B. It includes all the necessary information about the project or a concept paper.
    C. It includes the mission and vision and brief overview of a project or concept paper.
    D. It serves a lot in terms of getting the audience interest and gives a fully overview of a project or concept paper.

13. It is the element of concept that talks about the reasons why the project is worth the time, effort and money in creation of the concept paper.
    A. Purpose
    B. Description
    C. Introduction
    D. Contact Information
14. Isabel was been recognized by an international organization for outstanding concept paper in the ICT Community. Which of the following should she provide for the possible sponsors to reach her?
    A. She should give her complete contact information.
    B. She should give her best to find possible sponsors.
    C. She should provide the concept paper's mission and vision.
    D. She should provide her own purpose and goal for the project.
15. Which of the following statement is NOT true about concept paper?
    A. The terms "concept paper", "proposal" or "abstract" are often used interchangeably as they can be used for the same function.
    B. Concept paper can also be used as a mainstream educational tool to develop and to create solution to a certain problem or issue.
    C. Concept papers are summaries of projects or issues that contemplate interests, experience and expertise that commonly serves as a purpose of delivering an in-depth discussion of a certain topic that a person has a strong position on.
    D. None of the above.

Additional Activities

Directions: A success of a certain advocacy or campaign was in the hand or it's proponents on how they are really decided to make change. This only start with the creation of concept paper that leads to materialization of the project unto its success story. Now, cite (2) person, company or organization who created a great impact to the society in creating their own advocacy and their contribution to the ICT Community. Write your answer on a separate paper.

1. _____
2. _____

Answer Key

What's New	What I Know	Assessment
1. Introduction	1. B	1. A
2. Purpose	2. D	2. D
3. Description	3. D	3. B
4. Support	4. B	4. B
5. Contact	5. A	5. C
6. Title	6. C	6. B
	7. D	7. B
	8. B	8. B
	9. B	9. D
	10. D	10. C
	11. C	11. A
	12. A	12. D
	13. A	13. A
	14. B	14. A
	15. A	15. D

References

Print Materials

Dayao, J. et al. (2017) *Empowerment Technologies*. Cainta Rizal: Jemma Inc. (2017)

Online References:

- SMART goals (https://commons.wikimedia.org/wiki/File:SMART-goals.png) by Dungdm93 is licensed under CC BY-SA (https://creativecommons.org/licenses/by-sa/4.0)
- Hanover Research (2017). *How to write a concept paper.* https://ovpr.uconn.edu/wp-content/uploads/sites/2557/2018/09/How-to-Write-a-Concept-Paper.pdf (accessed June 15, 2020)
- Mark Jhon Oxillo (March 2018). *ICT Project for Social Change - Empowerment Technologies.* https://www.slideshare.net/markjhonoxillo/ict-project-for-social-change (accessed June 15, 2020)
- Patricia Santos (March 2020). *Concept paper: how to write one? A comprehensive guide (2020).* https://kami.com.ph/84093-concept-paper-write-a-comprehensive-guide-2020.html (accessed June 15, 2020)

For inquiries or feedback, please write or call:

Department of Education - Bureau of Learning Resources (DepEd-BLR)

Ground Floor, Bonifacio Bldg., DepEd Complex
Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: blr.lrqad@deped.gov.ph * blr.lrpd@deped.gov.ph