

Senior High School

# Empowerment Technologies

## Quarter 2 – Module 15: Research Content for Social Advocacy in Developing an ICT Project



**Empowerment Technologies – Senior High School  
Alternative Delivery Mode  
Quarter 2 – Module 15: Research Content for Social Advocacy in Developing an ICT  
Project  
First Edition, 2020**

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Senior High School

**Empowerment  
Technologies**  
**Quarter 2 – Module 15:**  
**Research Content for**  
**Social Advocacy in Developing**  
**an ICT Project**

# **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 conduct research content for social advocacy in developing an ICT project and to create an infographic using online/offline application. 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 – Research for Content in Social Advocacy

Learning Competencies and Codes:

Analyze how target or intended users and audiences are expected to respond to the proposed ICT Project for Social Change on the basis of content, value, and user experience. (CS\_ICT11/12-ICTPT-Iim-p17)

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

1. expound social change and its importance;
2. explain how to gather research content and audience profiling;
3. understand the steps on how to create an infographic;
4. create and share own made infographics; 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. It is the collective online communication channels dedicated to community input, interaction, content-sharing and collaboration. Since it caters a wide range of possible user interaction, it is broadly used to connect and communicate with the global community.
  - A. Social Media
  - B. Social Change
  - C. Social Advocacy
  - D. Social Interaction
2. Joana wanted to add some personal touch on her infographics that will showcase her uniqueness on making her infographics attractive to the viewer's attention. What step making infographics should she take note of?
  - A. Outline the goals of your infographic
  - B. Add style to your infographic design
  - C. Visualize the data in your infographic
  - D. Layout the elements of your infographic design
3. According to *Encyclopedia Britannica*, which of the following is defined as the alteration of mechanisms characterized by changes in cultural symbols, rules of behavior, social organizations or value systems?
  - A. Social Media
  - B. Social Change
  - C. Social Advocacy
  - D. Social Interaction
4. It is defined by *Merriam-Webster* as the act of supporting a cause or proposal or the act or process of advocating.
  - A. Advocacy
  - B. Research
  - C. Infographics
  - D. Audience Profiling
5. It is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way, so as to generate new concepts, methodologies and understandings. This includes synthesis and analysis of previous research to the extent that it leads to new and creative outcomes.
  - A. Advocacy
  - B. Research
  - C. Infographics
  - D. Audience Profiling

6. It is a visual representation of information or data. It is composed of set of collection of various imagery, charts, and text that gives an easy-to-understand synopsis of a certain topic or issue.
  - A. Multimedia
  - B. Infographics
  - C. Vector Graphics
  - D. Visual Graphics
7. Rochelle used an audience profiling by gathering of audience personal characteristics, lifestyle, attitudes, social class, aspirations, values, tastes, activities and interests. What type of audience profiling did Rochelle use?
  - A. Geographic
  - B. Infographic
  - C. Demographics
  - D. Psychographics
8. The step of making an infographics in proper placing text, images, colors and other elements together making it as an attractive looking infographic design.
  - A. Collect data for your infographic
  - B. Outline the goals of your infographic
  - C. Visualize the data in your infographic
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9. Juan wanted to get the profile of his audience by classifying their occupation, gender, age, income level, religion, ethnicity, education level, and knowledge level. What type of audience profiling should Juan use?
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  - B. Infographic
  - C. Demographics
  - D. Psychographics
10. This is the easiest way to gather data from a ready-made information that you can find on books, magazines, newspaper and internet for your Infographics.
  - A. Data Sources
  - B. Private Sources
  - C. Published Sources
  - D. Self-Made Sources
11. Benny is about to make an infographic that shows the progress about Philippines' Information and Communication Technology Advancement from 1950 to present. What type of infographics should he use and why?
  - A. He should use geographical infographics to displays data with a location map.
  - B. He should use timeline infographics showing progress of information over a chronological time period.
  - C. He should use statistical infographics to show a summary or overview of data with one or more graphs, tables or lists.
  - D. He should use process infographics to demonstrates a linear or branching process flow chart showing choices of decision process.

12. The type of infographics that demonstrates a chart with levels is called \_\_\_\_\_.
- A. Statistical Infographics
  - B. Timeline Infographics
  - C. Hierarchical Infographics
  - D. Geographical Infographics
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  - C. Hierarchical Infographics
  - D. Research-based Infographics
15. The approach of collecting and gathering of data that requires you to ask around, to send some emails, do research online, create own made survey and process your own conclusion.
- A. Data Sources
  - B. Private Sources
  - C. Published Sources
  - D. Self-Made Sources







## **What's New**

**Directions:** Using your research skills, search for an Infographic on <https://search.creativecommons.org/> or any web search engine platform that discusses about a local or regional cause or issue. This issue must be related to your specific professional tracks, then answer the following questions on a separate paper:

**Title of the Infographic:** \_\_\_\_\_

**URL Link:** \_\_\_\_\_

**Uploader:** \_\_\_\_\_

**Date Uploaded:** \_\_\_\_\_

1. What was the Infographic all about?

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2. What have you observed on the content of the infographic?

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3. What makes your chosen infographics interesting and stand out among others?

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## ***What is It***

### **Social Advocacy**

**Advocacy** as defined by *Merriam-Webster* is the act of supporting a cause or proposal: the act or process of advocating. Today, the adaptation and improvement of the technologies can now serve as a platform for solving local and global issues through an advocacy. These includes solving of gender equality, economical, agricultural and industrial problems, government accountability and transparency, educational dilemmas, crimes, religious conflicts, climate change and more.

In terms of ICT usage, one of the most used by the people today is the Social Networking sites or simply Social Media. It is the collective online communication channels dedicated to community input, interaction, content-sharing and collaboration. Since it caters a wide range of possible user interaction, the social media is broadly used to connect and communicate with the global community. For that reason, the social media can also be used to address an advocacy online.

ICT Projects range from community improvement to larger economic development. Around the world, there are a wide variety of projects that incorporates the used of ICT for improvement. Projects for the communities are products of research before implemented. These undergo with the process of inquiry, investigation and deep analyzation for the needs of assessment. The following are the steps on how to make your own ICT Project through Social Advocacy:

### **Research for Content**

Research is essential whether you love it or hate for there is a real urge for it. Every day, we undergone with different problems and dilemmas in life and finding their solution. Sometime it is hard and takes time when research is needed. According to *Western Sydney University*, "**Research** is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes." On the other hand, Research skills are our ability to find an answer to a question or a solution to a problem. Research skills also include the ability to gather information about the topic. We have to review that information, analyze and interpret the information in a manner that brings us to a solution.

Research makes you wiser on the decisions you make in life and gain more experiences, and set of knowledge as you go through different findings and conclusions during the process of research. To be exact, the more research you conducted the more things you can do in life. That is why research is a must in delivering innovation, integration, promotion and to build change to a society or community. With this, learning the basic of research skills are essential for the 21<sup>st</sup> century in making life more convenient and smarter. These consists of identifying the current trends, demands, working formats, as well as the popular authors and topics. All the relevant information may help you in your research study. As part of the research for content in Social Advocacy, it requires several aspects to be taken into account. One of this is the proper background research of your proposed ICT project by translating your own made concept paper into an infographic. In creating your ICT project, it is also important to take consideration about your targeted audience that is why audience profiling must be done.

## **Audience Profiling**

Audience profiling is the process of defining exactly who your target audience is by unifying and analyzing their behaviors across multiple platforms and touchpoints. (Steve Klin, 2018). In this project, you need to consider the demographics and psychographics of your intended audience.

1. **Demographics** - is one of the methods in audience profiling that defines not only the population of your audience but also the work that they do. It also tells where they live, their gender, age, income level, religion, ethnicity, education level, and knowledge level.
2. **Psychographics** is the classification of people according to their personal characteristics, lifestyle, attitudes, social class, aspirations, values, tastes, activities and interests and other psychological criteria.

You can only effectively reach your target audience when you really comprehend both of their demographics and psychographics. The amalgamation of information you get from their will be your steppingstone for making them involve and to get their interest about your proposed ICT project.

## **Infographics**

According to the *Oxford English Dictionary*, an **infographic** (or information graphic) is “a visual representation of information or data”. But the sense of an infographic is something to be more specific and gradually represented. An infographic is composed of set of collection of various imagery, charts, and text that gives an easy-to-read and easy-to-understand synopsis of a certain topic or issue. Infographics has a wheel to present a multifaceted data into a short and concise idea, making information easy to digest, educational, informative and engaging. Infographics has also been broadened along different industries and institutes around the world. It becomes a strong means of communication tool for businesses, governments, health and wellness, educational institutions and many more.

## Steps in Making your Infographics

1. **Outline The Goals Of Your Infographic** (*Why are you making this Infographic?*) – This is the hardest part which talks about on what should your infographic be about? What is the core message you want to deliver and how you will deliver it? You should remember to recognize that you're creating an essential infographic, so that your audience can gain something very specific from reading it. From there, use a *question pyramid* to take that burning problem and turn it into 3-5 actionable questions to tackle in your infographic.

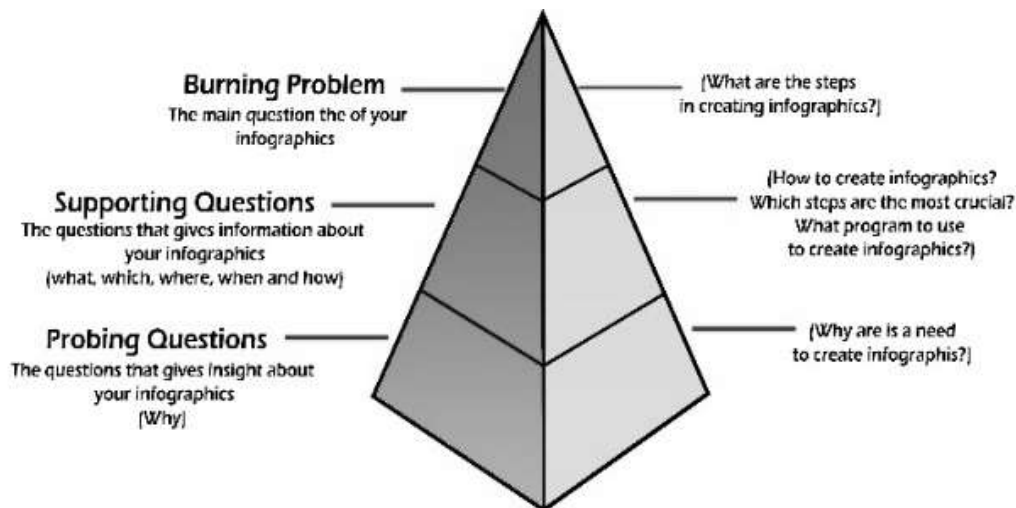


Figure 1.0 – Question Pyramid

2. **Collect Data For Your Infographic** (*What should you present?*) – After knowing what your Infographic is all about, now you have to gather data of your chosen topic. These are the two different styles and approaches you can use on gathering and collecting your data:
  - a. *Self-made data*– this approach requires more time for you need to ask around, send some emails, do research online, create your own made survey and process your own conclusion.
  - b. *Data sources* – this is the easiest way to gather information to get ready-made information that you can find on the books, magazines, newspaper and internet. There are plenty of public and private data sources that you can use in your infographics.
3. **Visualize The Data In Your Infographic** (*Decide how to present data visually.*) - Visualizing your data is about choosing the type of infographic you want to use. There are different types of infographics as shown below:
  - a. *Statistical Infographics* – shows a summary or overview of data with one or more graphs, tables or lists.
  - b. *Timeline Infographics (time-oriented)* – shows progress of information over a chronological time period.
  - c. *Process Infographics* – demonstrates a linear or branching process as how to teach the workings of an object or flow chart showing choices in a decision process.
  - d. *Informational Infographics* – are most likely a poster that summarizes topic with some extra bits of information.
  - e. *Geographic Infographics* – displays data with a location map.

- f. *Compare/Contrast Infographics* – illustrates notable similarities or differences as a “this versus that” infographic or as a table or simple list.
  - g. *Hierarchical Infographics* – demonstrates a chart with levels.
  - h. *Research-based Infographics* – is similar to the statistical infographic, but based on research. It can be used to compare unlike items with popular sets of data
  - i. *Interactive Infographics* – gives viewers the control to modify the infographic and is web-based.
4. **Layout The Elements Of Your Infographic Design** (*All that’s left is layout and design*) - This step is all about placing them all together into an attractive looking infographic design. You can create a natural form of information flow using the question pyramid you developed in the first step. This is to guide your layout and information flow. Then use the suggested grid layout to add structure and to balance your infographic.

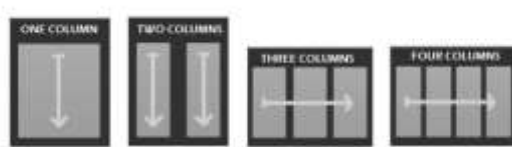


Figure 2.0 – Infographics Grid Layout by Columns

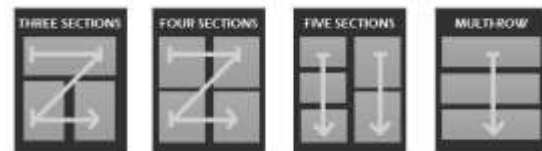
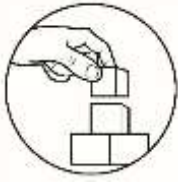


Figure 3.0 – Infographics Grid Layout by Sections

5. **Add Style To Your Infographic Design** (*Value added content.*) – This is about putting your own style and personal touch, just be creative in combining text, shapes and images in your most creative way. Your added value of style can also showcase your uniqueness making your created infographics attractive to the viewer’s attention. And lastly, make it simple. Adding too many pictures and clustered text and colors can make your infographics hard to digest and distracting to the eyes of the possible viewers. So, simplicity of the infographics makes the viewers or audiences easily grasp the ideas and important messages of your own made infographics.



## What's More

**Directions:** Using your previous work on *Module 14 – Concept Paper*, convert your chosen local or regional cause or issue related to your specific professional tracks into an Infographics that will serve as your Social Advocacy. Upload it in your Social Media accounts.

Here are some suggested third party online site (*but not limited to*) that you can work on in creating your infographics:

1. **Canva** (<https://www.canva.com/create/infographics/>) – a simple design platform that allows user to produce amazing and professional looking graphic designs. Canva offers various features to the users including a simple drag-and-drop functions and bunch of collection of images, graphics, and fonts that you can choose from the different templates on site.
2. **Easelly** (<https://www.easel.ly/>) - an online web-based infographic maker platform used by student, educators and businesses. Easel.ly is a web tool that assists users on creation and designs of infographics online giving users an ease to create their graphics in simple and intuitive experience.
3. **PicktoChart** (<https://piktochart.com/formats/infographics/>) - a cloud-based application that allows users to easily create infographics. Users can create different interactive infographics, maps, charts, videos and hyperlinks. Piktochart delivers various icons, images, fonts, and other design tools.
4. **Venngage** (<https://venngage.com/>) - a consistent online infographic design application that empowers users to easily create infographics, graphs, and charts. Venngage also offers vast array of graphic options such as clipart, icon, and customizable templates and themes.

After the successful creation of your infographics using your preferred online/web-based or offline platform editing tool, on a separate paper fill-out this form:

**Title of your created Infographic:** \_\_\_\_\_

**URL Link (Where you uploaded your work):** \_\_\_\_\_

**Uploader's Name/Account:** \_\_\_\_\_

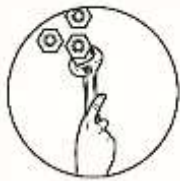
**Date Uploaded:** \_\_\_\_\_



## ***What I Have Learned***

**Directions:** Answer the following questions on a separate paper.

2. In your perspective, give one big issue or problem that we are facing today in the cyber world that can be solved using Social Advocacy as ICT Project, such as in creation of Infographics.
3. Do you think Social Advocacy through Infographics posted in Social Media is an effective platform to reach more people and spread awareness to relevant societal issues? Explain your answer.
4. As part of growing community of online user, a lot of netizens are prone of becoming a victim in different cybercrimes everyday. In applying of what you have learned from this module, what particular thing you can do to influence and lessen the vulnerability of becoming a victim from harsh people online?



## ***What I Can Do***

**Directions:** Create a Social Media Page that will impact a social change through your own made infographics and share it as a public published post. Invite your friends to like your Page. Then fill-out the following questions on the below on a separate paper:

**Title of your Page:** \_\_\_\_\_

**URL Link of your Page:** \_\_\_\_\_

**Creator's Name/Account:** \_\_\_\_\_

**Date Created/Uploaded:** \_\_\_\_\_

**Page Description** (Briefly explain the purpose and goal/s of your page):

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After that, create a short online survey using Google Form. The form should contain: (1) the infographic you have made (2) the questionnaire - the questions/ratings of your audiences about your proposed ICT Project for Social Change on the basis of content, value, and user experience. Make sure to set the settings to public so anyone from your friends, relative, family, neighbor and etc. can fill-out your online form. Next, 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/InfographicEvaluationSampleSurvey](https://bit.ly/InfographicEvaluationSampleSurvey)





## Assessment

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

1. According to *Encyclopedia Britannica*, which of the following is defined as the alteration of mechanisms characterized by changes in cultural symbols, rules of behavior, social organizations or value systems?
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6. The step of making an infographics in proper placing text, images, colors and other elements together making it as an attractive looking infographic design.
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  - A. Timeline Infographics
  - B. Statistical Infographics
  - C. Hierarchical Infographics
  - D. Geographical Infographics
10. David wanted to create an infographics about the cybercrime's statistics using graphs, tables and lists. What type of infographics should he use?
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## ***Answer Key***

<b>Assessment</b>	<b>What I Know</b>
1. B	1. A
2. A	2. B
3. A	3. B
4. B	4. A
5. B	5. B
6. D	6. B
7. A	7. D
8. D	8. D
9. C	9. C
10. B	10. A
11. B	11. B
12. C	12. C
13. D	13. B
14. B	14. B
15. B	15. D

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