

Empowerment Technologies

Quarter 2 – Module 17: ICT Projects for Social Change



**Empowerment Technologies – Senior High School
Alternative Delivery Mode
Quarter 1 – Module 17: ICT Projects for Social Change
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 book 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

Author: Merry Grace V. Manucduc

Editor: Grace T. Balverde

Reviewers: Lorena J. Mutas

Illustrator:

Layout Artist: Melody 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 17:
ICT Projects for Social Change**

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 demonstrate how online ICT Projects for Social Change are uploaded, managed, and promoted for maximum audience impact. The scope of this module permits it to be used in different learning situations. The language used recognizes the diverse vocabulary level of the 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 focused on one lesson, specifically:

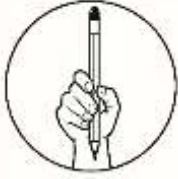
Lesson 1: ICT Projects for Social Change

Learning Competency

- demonstrate how online ICT Projects for Social Change are uploaded, managed, and promoted for maximum audience impact.
CS ICT11/12-ICTPT-IIq-r20

After going through this module, you are expected to:

1. upload, manage, and promote a website based on the functionalities and features as specified by the website design;
2. formulate recommendations to improve a website.



What I Know

Directions: Read and answer the following questions carefully. Write your answers in your notebook.

1. Which of the following features could help your website to inform the viewers?
 - A. Make blogs
 - B. Upload videos
 - C. Upload photos
 - D. All of the above

2. Which of the following is NOT a benefit of using a multi-page website?
 - A. More textual content to display
 - B. You may include a lot of photos
 - C. There could be a hefty amount of content
 - D. Viewers may get tired of browsing when they have an unstable connection

3. How can you say that your website is accessible to anyone?
 - A. Needs subscription
 - B. Fully operable with a keypad
 - C. Password is needed to access
 - D. None of the above

4. What is the importance of getting feedback?
 - A. To brag about it
 - B. It does not matter
 - C. To know the good points and flaws of your site
 - D. To know who among your friends are honest to you

5. Which of the following are reasons to build a website?
 - A. The ability to reach more people
 - B. Inform audience about a subject
 - C. Provide information about area of interest
 - D. All of the Above

6. What is the first step in the Web design process?
 - A. Build a website
 - B. Plan your website
 - C. Select a Web Host
 - D. Maintain a website

7. Which of the following is NOT a part of maintaining a website?
- A. Finding a Web host
 - B. Analyzing website traffic
 - C. Search engine optimization
 - D. Making sure the website functions correctly
8. What is a website bug?
- A. A microscopic insect which feeds on Internet code
 - B. A problem which occurs when a website does not function as expected
 - C. A type of programming language which automatically builds complex websites
 - D. An area of a website in which users can modify the site for their own unique use
9. Which of the following is NOT a possible goal of a website discussed in the segment?
- A. Informing the audience
 - B. Turning down audience
 - C. Generating new opportunities
 - D. Building relationships with subscribers
10. Making a website look cluttered or unprofessional are cons of which of the following?
- A. Registering the Website
 - B. Including navigation menu
 - C. Not hiring an expert Web designer
 - D. Featuring advertising on the website
11. Which of the following is true about the design details used in website?
- A. Design should always include multimedia
 - B. Design is not important if the content is good
 - C. Design should convey a message consistent with goal of the host
 - D. Design elements should vary greatly page to page to keep viewers' attention
12. What is the downside of adding features such as online shopping carts and security?
- A. It takes time and money to implement
 - B. It discourages people from visiting the site
 - C. It can make the website look less professional
 - D. It may make shopping more difficult for site visitors

13. Which of the following is NOT part of verifying if a website is functioning correctly?
- A. Conduct surveys
 - B. Making sure key words are used frequently
 - C. Checking links to make sure they connect to the right places
 - D. Ensuring login, password, forums, and other details are working
14. Which of the following is NOT part of verifying if a website is functioning correctly?
- E. Conduct surveys
 - F. Making sure key words are used frequently
 - G. Checking links to make sure they connect to the right places
 - H. Ensuring login, password, forums, and other details are working
15. Following are qualities of a good website developer, except:
- A. Ill-tempered
 - B. Creative problem solver
 - C. Passionate for knowledge
 - D. Able to plan for everything.

Lesson

1

ICT Projects for Social Change

Nowadays, people seem to be knowledgeable about every issue in our society. They always want to be involved in something, and more or less, they would find a way to make their opinions heard. ICT can make individuals and communities participate in the national and global policy decisions that can change their lives and empower them to take actions that can financially, socially, and politically benefit them.



What's In

Activity: A Great Influence

This lesson provides information about how ICT projects promote social change. It will serve as your guide in creating online ICT Projects for social change, as well as on how to upload, manage, and promote for maximum audience impact.



Retrieved from: (<https://www.multifamilypro.com/new-social-media-platforms-for-apartment-marketing/>)

1. Are you familiar with these social media platforms?
2. Which of these do you often use?
3. In your opinion, which one has a great influence to the netizens?



Notes to the Teacher

Explain to the students that in the coming weeks, they will be publishing their ICT Project.



What's New

Visit the link and view the video on what to do in times of disasters. Answer the questions in your notebook.



INFOMERCIAL: CALAMITIES

<https://www.youtube.com/watch?v=MLXxvMSWoEk>

by: Paulene Dorotayo, 2019

Essential Questions:

1. In general, how can infomercials like the video help or affect society?

2. What are the features of the infomercial?



What is It

How to Upload, Manage and Promote online ICT Projects for Social Change

As technology advances, it enables us to achieve more and more tasks without even realizing how complex the jobs are. Creating a website by yourself is one of these wonders that has become a reality. With the evolution of website builders, everyone can design a website and craft an impressive online presence for themselves.

1. How to design a website

Your website should meet one main goal. All elements of your site should serve that overarching purpose. For example, if your site's purpose is to inform people about safety precautions, you can utilize different techniques to support your efforts, such as showing photos, videos, writing blog articles, and more. Keep in mind that your visitors - as well as Google's bots - want to understand what your website is all about in the blink of an eye. Having multiple main objectives is likely to result in confusion, which can, in turn, increase the chances of your visitors leaving your page prematurely.

2. Choose your website builder

Now that you have identified your goal, it is time to pick the right tool to reach it. A website builder (also called a content management system or CMS such as wix.com) is a platform on which you can create, personalize and publish a website.

3. Define your layout

You can pick a template on which to base your design. To make a template your own, you can fully customize all its elements. Remove, add, or change details like text, images, and color. Each template comes complete with the necessary tools, such as an online booking widget if you're an instructor or a Google Map widget. You can pick between a multi-page template and a single-page one. If your website includes a hefty amount of content, you'll probably opt for a multi-page site. In this case, you'll include a classic website menu from which your visitors can navigate your site. However, if you have less textual content to display, you may want to go for a one-page website. This trendy option is a popular choice for landing pages, event websites, and other short-form content sites

4. Claim your domain name

To put it in simple terms, your domain name is your address on the internet. It's what your visitors will see in the bar of their browser, right after the "www." Registering your domain name is critical for your online success. Websites with a customized domain are automatically perceived by internet users as more

professional and trustworthy. When chosen wisely, a domain name also helps search engines (like Google and Bing) to understand what your website is about. In turn, this could positively impact your SEO (Search Engine Optimization). Last but not least, having your domain name is the first step in acquiring your custom email address.

5. Gather your content

This includes your images, slogans, videos, texts, and more. Use your original materials as much as you can to ensure you're offering valuable and branded content. Whenever you're not creating unique content, make sure to acquire your resources through legal ways.

6. Make it accessible to everyone

Make sure to build your website hierarchically, using clear headers to define the different levels of information. In addition, ensure that your site is fully operable with a keypad, write alt text for your images, use heading tags, and more. There are many more things you can do to make your website accessible - and all of them will also boost your SEO efforts.

7. Optimize for mobile

Smaller screens do not equal a smaller impact. With such an increase in smartphone and tablet usage, you must ensure a seamless browsing experience across all devices. What's more, since Google implemented mobile-first indexing, optimizing the mobile version of your site has become even more important if you want to up your chances of ranking on page one of search results.

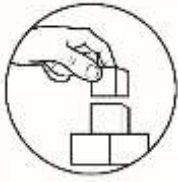
8. Ask for feedback

Whether you're creating an online portfolio, blog, or any other type of website, it's time to take a step back and ask someone you trust to provide you with honest feedback. Be receptive to their critique, and remember that you may not always like what you hear. To ensure a flawless final result, ask a friend or colleague to check the following elements: Is the text proofread? Are the pages easy to navigate? Is the mobile version optimized? Are all the links working? Are all the SEO elements filled out correctly?

9. Publish - and get back to it

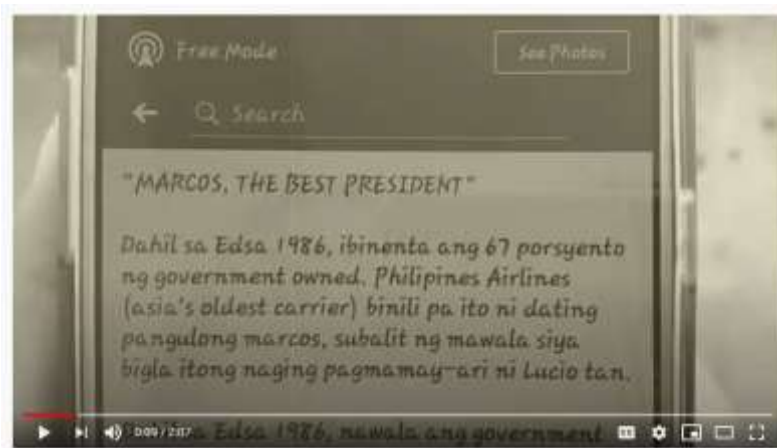
A site that looks like it's been lying dormant for too long is uninviting and can also seem unreliable. Regularly updating your website shows that you're present, active, and up-to-date with what's happening in your industry.

Sitbon, J. (2020, May 13). *wix.com*. Retrieved from [wix.com](https://www.wix.com/blog/2020/05/how-to-design-a-website):
<https://www.wix.com/blog/2020/05/how-to-design-a-website>



What's More

Visit the link below and watch the infomercial about mobile addiction. Based on the guidelines that you learned in promoting a good website, complete the infographic below in your notebook. Reflect also on the implications of mobile addiction to society.



<https://www.youtube.com/watch?v=-Wq1KKCovfI>

GOOD, BETTER, BEST Infographic

GOOD
(Enumerate the good points in the infomercial)

BETTER
(Which aspects of the infomercial needs improvement?)

BEST
(What is the best lesson that you got from the infomercial? How did it affect you?)



What I Have Learned

Read and answer each question carefully. Do this in your notebook.

1. Why should websites meet one main goal?

2. What does CMS mean?

3. Enumerate three factors to consider in making your website layout.

- a. _____
- b. _____
- c. _____

4. How can you make your website accessible to anyone?

5. What is the importance of feedback on a website? How should you deal with other peoples' comments?



What I Can Do

Using the website that you created, make an infomercial that promotes social change. Consider the guidelines given in the uploading, managing and promoting websites to promote social change . You may choose from the following topics:

1. How to keep yourself safe during a pandemic
2. The benefits of distance learning
3. What can you do to have an impact on our government
4. The positive effects of CoVid 19 to mother earth



Assessment

Read and answer the following questions carefully. Write your answers in your notebook.

1. Which of the following features could help your website to inform the viewers?
 - A. Make blogs
 - B. Upload videos
 - C. Upload photos
 - D. All of the above
2. Which of the following is NOT a benefit of using a multi-page website?
 - A. More textual content to display
 - B. You may include a lot of photos
 - C. There could be a hefty amount of content
 - D. Viewers may get tired of browsing when they have an unstable connection
3. How can you say that your website is accessible to anyone?
 - A. Needs subscription
 - B. Fully operable with a keypad
 - C. Password is needed to access
 - D. None of the above
4. What is the importance of getting feedback?
 - A. To brag about it
 - B. It does not matter
 - C. To know the good points and flaws of your site
 - D. To know who among your friends are honest to you
5. Which of the following are reasons to build a website?
 - A. The ability to reach more people
 - B. Inform audience about a subject
 - C. Provide information about area of interest
 - D. All of the Above
6. What is the first step in the Web design process?
 - A. Build a website
 - B. Plan your website
 - C. Select a Web Host

- D. Maintain a website
7. Which of the following is NOT a part of maintaining a website?
- A. Finding a Web host
 - B. Analyzing website traffic
 - C. Search engine optimization
 - D. Making sure the website functions correctly
8. What is a website bug?
- A. A microscopic insect which feeds on Internet code
 - B. A problem which occurs when a website does not function as expected
 - C. A type of programming language which automatically builds complex websites
 - D. An area of a website in which users can modify the site for their own unique use
9. Which of the following is NOT a possible goal of a website discussed in the segment?
- A. Informing the audience
 - B. Turning down audience
 - C. Generating new opportunities
 - D. Building relationships with subscribers
10. Making a website look cluttered or unprofessional are cons of which of the following?
- A. Registering the Website
 - B. Including navigation menu
 - C. Not hiring an expert Web designer
 - D. Featuring advertising on the website
11. Which of the following is true about the design details used in website?
- A. Design should always include multimedia
 - B. Design is not important if the content is good
 - C. Design should convey a message consistent with goal of the host
 - D. Design elements should vary greatly page to page to keep viewers' attention
12. What is the downside of adding features such as online shopping carts and security?
- A. It takes time and money to implement
 - B. It discourages people from visiting the site
 - C. It can make the website look less professional
 - D. It may make shopping more difficult for site visitors

13. Which of the following is NOT part of verifying if a website is functioning correctly?
- A. Conduct surveys
 - B. Making sure key words are used frequently
 - C. Checking links to make sure they connect to the right places
 - D. Ensuring login, password, forums, and other details are working
14. Which of the following is NOT part of verifying if a website is functioning correctly?
- A. Conduct surveys
 - B. Making sure key words are used frequently
 - C. Checking links to make sure they connect to the right places
 - D. Ensuring login, password, forums, and other details are working
15. Following are qualities of a good website developer, except:
- A. Ill-tempered
 - B. Creative problem solver
 - C. Passionate for knowledge
 - D. Able to plan for everything.



Additional Activities

Write an essay on the topic "How can ICT help in social change?" Use the rubric below as a guide in expressing your thoughts. Use a separate paper for this.

ESSAY RUBRIC

Relevance to the topic	10%
Content	40%
Organization and format	10%
Word Choice, Sentence Variety and Structure	20%
Grammar and Mechanics	20%
Total	100%



Answer Key

1. D	6. D	11. C
2. B	7. B	12. C
3. A	8. C	13. B
4. C	9. B	14. A
5. A	10. C	15. A
What I know		

1. B	6. C	11. C
2. D	7. B	12. C
3. C	8. C	13. A
4. C	9. B	14. A
5. B	10. B	15. A
Assessment		

Reference

Sitbon, J. (2020, May 13). *wix.com*. Retrieved from wix.com:

<https://www.wix.com/blog/2020/05/how-to-design-a-website>

Paulene Dorotayo , " Infomercial : Calamities ", You Tube Video, September 4, 2019,

<https://www.youtube.com/watch?v=MLXxvMSWoEk>

Janine Marquez, " Infomercial in Media and Information Literacy", You Tube Video, July 18, 2019,

<https://www.youtube.com/watch?v=-Wq1KKCovfI>

Retrieved from: (<https://www.multifamilypro.com/new-social-media-platforms-for-apartment-marketing/>)

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