

# IC3

CCI Learning™

## Internet and Computing Core Certification Guide Global Standard 5

### Using Windows 10 & Microsoft® Office 2016

Courseware# 7500-1

Computing Fundamentals  
Key Applications  
Living Online



# Lesson 17: Your Life Online

## Lesson Objectives

In this lesson, you will learn about your online identity and how to protect it. You will also learn about the adverse effects prolonged computing can have on your health. Upon completion of this lesson, you should be able to:

- ☐ describe the purpose of blogs, forums, and wikis
- ☐ understand the function of social media networks and how they work
- ☐ understand the difference between open and closed social networks
- ☐ describe how to use LinkedIn
- ☐ describe what constitutes your digital identity
- ☐ understand the importance of maintaining a good digital identity
- ☐ explain how to avoid cyber bullying
- ☐ understand the health risks that arise from prolonged computing

## We Are Social Beings

By nature, humans are social beings – we need to share our ideas, express our opinions, and make connections with other people.

Some people are content with asking questions while others are happy to share what they know and to be recognized as a reliable source of information or advice. Before the digital age, you had to be published in a newspaper, magazine, or book to disseminate your knowledge, or opinions, or creative talents to the masses; but today there are numerous ways to share what you know with the public at large. (It is, of course, up to the public to decide whether to avail themselves of what you have shared.)

## How Do We Share Information?

### Objective 3-5.3

Almost as soon as personal computers became available, personal computer experts became available too. The 1980s and 1990s brought us scads of new software for the booming PC market, but not nearly as much software documentation or user manuals. Frustrated users had few places to turn to for help, and so they relied on other users – those who had a little more experience, or who (through trial and error) had discovered ways to make their new software programs do what they wanted them to do.

In those early days, you might have had to speak to someone in person or over the phone to get the guidance you needed. But when the Internet was emerging, computer bulletin board systems (BBS) made their entrance onto the scene. These were electronic message boards; users could log in and type messages to one another or post messages for public discussion. These were primitive, text-based communications over the Internet; but their popularity and their usefulness did not diminish. They simply evolved into the methods we use today for asking, sharing, and disseminating information.

## Blogs

Blogs are online journals that include a communications element. Generally, the blog creator publishes or "posts" an article about a specific topic, and others can then post comments in response. Blogs can also include links to other peoples' blogs.

Blogs are a way of publishing your own work, and like any published author, the more readers you have, the more successful your blog is considered to be.

If you create and regularly update a blog, and if you can generate and maintain sufficient "traffic" (that is, people keep coming to read your posts), you can become recognized as an authority on your particular subject. If you include links to other peoples' blogs and they include links back to your blog (these links are called *trackbacks*), you further validate yourself as an authority on your subject matter.

To create a blog, you simply navigate to a blog site and create an account. Most sites include templates that enable you to start posting articles immediately. To post an article to your blog, you must sign in using the username and password you select when you create the account. You can also send a link to your blog to other users.

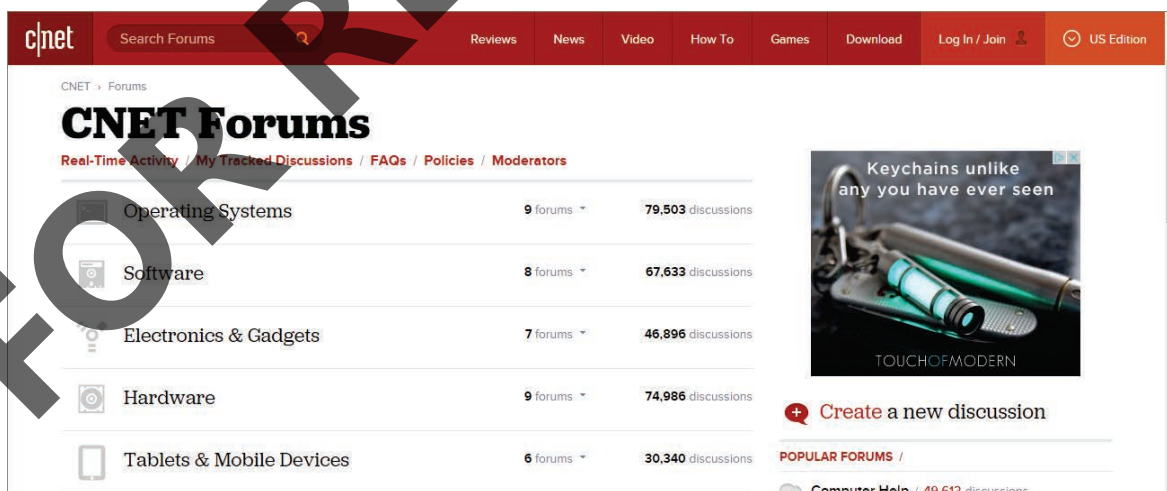
Below are several blog sites you can visit to create your own blog:

- Blogger [www.blogger.com](http://www.blogger.com)
- WordPress [wordpress.com](http://wordpress.com)
- Tumblr [www.tumblr.com](http://www.tumblr.com)
- Xanga [www.xanga.com](http://www.xanga.com)
- Weebly [www.weebly.com](http://www.weebly.com)

Blogs can contain a lot of reliable information on a variety of subjects, and they are searchable.

## Forums

Forums are online discussion sites (also called *discussion boards*) laid out in a question-and-answer format. People on a forum hold conversations in the form of posted messages. A forum is organized into categories, and each forum category is divided into topics or threads.



Under the topics, each discussion in a specific forum is listed. Click a category to view the topics, then click a topic to view the discussions.

If you join a forum, you can post a question and wait for knowledgeable users to respond.

Popular forums include:

- [answers.microsoft.com](http://answers.microsoft.com) – discussions about Microsoft products and Windows software.
- [www.cnet.com/forums](http://www.cnet.com/forums) – forums on hardware, software, mobile devices and more.
- [www.techrepublic.com/forums](http://www.techrepublic.com/forums) – a community of IT experts answer questions and share their knowledge.
- [www.pctechbytes.com/forums](http://www.pctechbytes.com/forums) – computer repair tips and instructions.
- [www.w7forums.com](http://www.w7forums.com) – discussions, news and articles on installation, drivers, hardware and troubleshooting Windows 7.

## Wikis

A wiki is a reference resource that is developed through the collaborative efforts of anyone who wants to contribute.

Wiki pages are hosted on a web server, and managed through wiki software which allows users to freely create and edit web page content using a web browser. The pages in a wiki are hyperlinked to one another.

Wikis are powerful because multiple people can – and usually do – collaborate on a single piece of content (let's call it an article). A single article could have one author or many authors. A wiki pools together the knowledge from its contributors to create the best possible collection of information.

Because wikis are hosted online, you use a search box to find information, and because the pages are linked, you can jump from any one article to several other articles. Editing and content creation occurs continuously, making it possible to find information on current topics. The efforts of the wiki community at large tends to ensure that articles are accurate (if there are points in question, these will often be marked on the page as needing citations or supporting evidence).

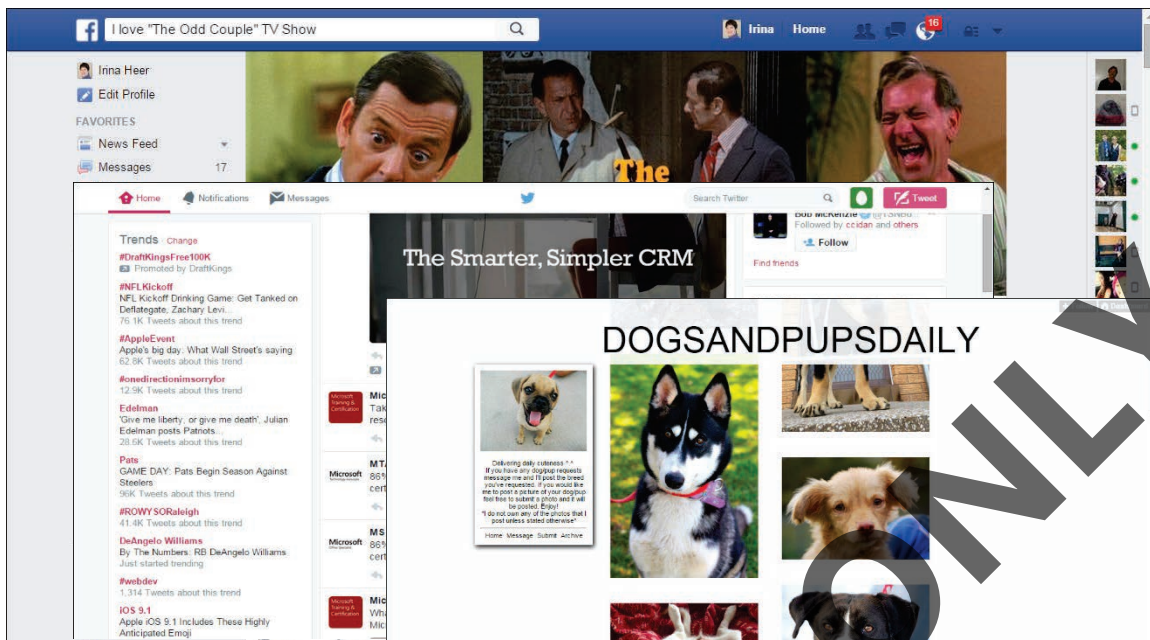
There are wikis devoted to entertainment, games, health, reference articles, travel, and more. There are even fandom wikis (created and maintained by the fan base of particular movies and television shows) and there are wikis about wikis. You can find information about almost any topic in a wiki article somewhere on the Web.

## Social Media Networks

### Objective 3-5.1

A *social media network* is a dedicated web site that enables users to communicate with one another. Users can post information, comment on other people's posts, upload pictures and videos, play games, send email messages or engage in online chat with one another.

You join a social media site to connect with people. Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Instagram, Flickr and Vine are just a few examples of popular social media sites. The following figure shows pages from Facebook, Twitter and Tumblr.



You must create an account on a social media site before you can use it. Users who are under the age of thirteen may need a parent's permission to create an account.

When you join a site, you create a profile. A *profile* is a collection of information about you. It usually includes your name, your picture, a list of your interests and hobbies, and perhaps general information about where you live. Once you create a profile on a social media site, the site creates a page for you. You can then post pictures, video, or text about yourself on your page.

## Building the Network

Once your page has been created, you then go about the task of inviting other people to connect with you (on your page) on this social media platform. Depending on the site you are using, these people may be called friends, or contacts, or connections; the terminology is not important. The important point is, these are the people who constitute your social network. A social network is a network of people – people you know, *and people who know people that you know*.

The power of a social networking is that your current friends can lead you to new friends.

## Friends and Friend Requests

You invite people you know to be your "friends" on the site. Friends can see your page and your information. Anything you post on your page can be seen by all your friends, unless you take extra steps to share certain items with only selected friends.

You will probably also receive friend requests from other people who have their own pages on the site. A friend request is an invitation to become online friends. When you accept a friend request, you can then visit your friends' pages. And while you are there, you can see all of their friends, and send friend requests to these people as well.

**Note:** As a matter of personal safety, you should accept friend requests only from people you know. On some sites, you might consider asking a friend to introduce you to someone with whom you want to connect.



## Why Do People Join Social Networks?

People join social media networks for a variety of reasons – to find old friends, or keep in touch with current friends, or to find new friends too. Some people join professional social media sites to expand their list of business contacts, to promote themselves, to advertise their particular skill sets, to look for job leads or to find people to fill open positions. Companies often create social media pages as a means of advertising upcoming events, to post job openings, and to promote brand awareness.

Often, social networks include blog, photo, message and chat features, and some people use social networking platforms as a way to collaborate with others.

## Popular Social Media Networks

There are several types of social networks geared for specific purposes and for sharing different types of content. A few of the most popular are listed here:

- **Facebook** – designed to help people connect and stay connected, Facebook is perhaps the most popular social networking site in the world. The site is available in 17 languages and includes public features such as a classified ads board, groups, events, and personal web pages for each member.
- **LinkedIn** – a social network for professionals to post information about their job skills, interests, education and work history. Users can search for jobs, search for people with specific skills, and join groups devoted to specific professions.
- **Twitter** – an online microblogging network that allows members to broadcast short posts called “tweets.” Registered users can post and read, while unregistered users can only read. To share a tweet that you like, you can re-tweet (repost) it to share with your followers.
- **Instagram** – a network for sharing photos and short (up to 60 seconds) videos. Users can also apply digital filters to their images.
- **Snapchat** – a mobile app that allows you to send pictures and videos called “snaps” to friends. However, the pictures and videos last for only a brief time, and then disappear shortly after being viewed. You can add snaps to your “story,” which is a collection of your photos and videos which will last for 24 hours. You can also add captions, doodles, or a lens graphic over the top of a snap.
- **YouTube** – a video sharing network. Users can upload, view, rate, share and comment on videos. You can find video clips, TV clips, music videos, movie trailers and video blogs on YouTube. Most of the content is uploaded by individuals, but advertisers and media corporations also upload material there. Unregistered users can watch videos, and registered users can create their own channels and upload videos to those channels. Users can also subscribe to channels and receive notifications when new content has been added.
- **Vine** – a video sharing network that allows you to record and share videos that are up to 6 seconds long. Other users can like, comment or re-vine (which means they add someone else’s video to their own timeline for their followers to see).

## Open vs Closed Social Media Networks

### Objective 3-5.2

The social media networks you are probably best acquainted with are open networks. That is, they are open to the general public; you simply need to create an account. Most require only a valid email address for sign-up and there is generally a minimum age requirement (for example, you must be 13 or older to open a Facebook account).

Enterprises and organizations, however, which often enforce policies that discourage the use of open social media networks while employees are at work, can benefit from implementing closed social networks.

A *closed social network* is a social network that is private and internal to a company or organization; in order to participate on a closed social network, you must have an account that is associated with your organization – usually you use your work email address to sign in.

Closed social networking services can be used for private communication and collaboration within a school or organization.

## Advantages of Closed Networks

Closed social media networks allow businesses to harness and leverage the power of social networking. They include message boards, news feeds, shared file locations, search capability and more. They provide a central location for discussions, announcements, wikis, and file storage. Instead of emailing file attachments to each other, employees can access documents in a secure, central location for collaborative efforts.

Perhaps even more importantly, closed networks provide an opportunity and a platform for all employees to participate in company “happenings” and conversations. Previously, this privilege was limited to managers and executives. But now, long-time employees and new hires alike can immerse themselves in the culture of an organization, find documents and information on their own, and stay tuned in to what is going on company-wide.

The benefits to very large corporations can be profound. Pearson Education, for example, teamed with Jive Software to create *Neo* – a closed social network that connects over 30,000 employees in over 60 countries.

*Yammer* (which is integrated with Office 365) is a closed social network that provides a dedicated site where employees can share documents, collaborate on documents, follow colleagues/projects, and follow company-specific news feeds. Yammer also allows for the creation of groups, which allows you to join and participate in specific project teams or department teams. Mobile apps for Yammer allow you to stay connected wherever you are, and you can set up Desktop notifications so that you never miss an update. For file storage, Yammer is integrated with OneDrive for Business and SharePoint.

*Slack* is another widely used closed social media network. It is a cloud-based team collaboration tool that is designed to replace email as the preferred method of intra-company communication. Slack provides messaging, notification, and announcement services, supports team collaboration and integrated file storage with Google Drive. Closed social media networking allows employees to stay informed about things that are happening within the company, makes it very easy to disseminate information, and reduces Inbox clutter – instead of having to send an email announcement to all your employees, you can post an announcement to Yammer or Slack and everyone is notified. This makes users and IT departments happy.

**Note:** Facebook began as a closed network; its membership was originally limited to Harvard University students. Membership was later expanded first to other colleges in the Boston area, then to schools in the Ivy League, then to most universities in Canada and the United States, then to corporations, and then finally to the public.

# Taking a Look at LinkedIn

## Objective 3-5.1

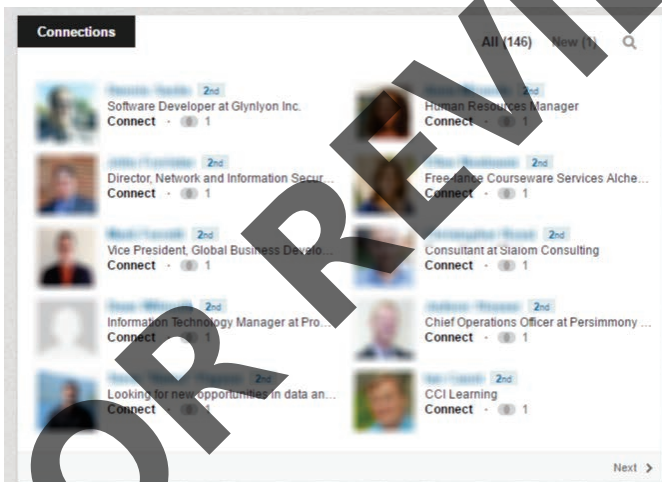
LinkedIn is a social network of professional connections. You might think of it as an online resume or a job board, but it is so much more. The purpose of LinkedIn is to be visible, searchable, and findable. It is a platform on which you can get your name, talents, and abilities in front of people who are looking to hire or to contract.

On LinkedIn, people in your network are called *connections*. When your connections look at your profile, they can see your information, they can see how they are connected to you, and they can see whether you have any connections or other characteristics in common.

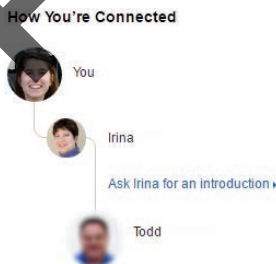
Your network is made up of 1st degree, 2nd degree, and 3rd degree connections, and members of any LinkedIn groups that you have joined.

- 1st degree – these are people you're directly connected to either because you have accepted their invitation to connect, or because they have accepted your invitation. You can contact them by sending a message on LinkedIn.
- 2nd degree – these are people who are connected to your 1st degree connections. You can send them an invitation to connect.
- 3rd degree – these are people who are connected to your 2nd degree connections.

Each person's degree of connectedness to you is represented by an icon that displays next to their name in search results pages and on their profiles. To see your 2nd degree connections, you can access one of your 1st degree connection's profiles, then view *their* contacts.



When you click the name of a 2nd degree connection, LinkedIn will show how you are connected.

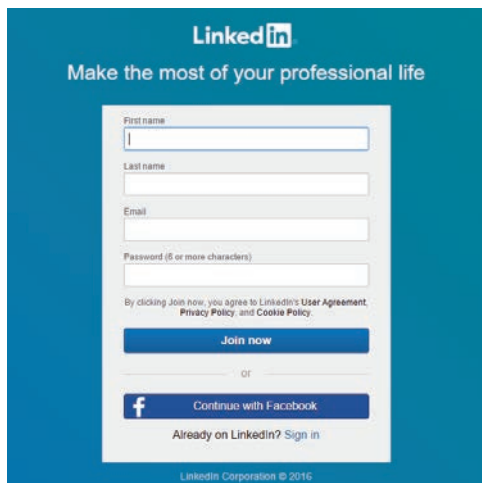


You can also use an Advanced LinkedIn search and specify to show 2nd and 3rd degree connections.



## Creating a LinkedIn Account

To create an account on LinkedIn, go to [www.linkedin.com](http://www.linkedin.com) and click the **Join now** link.

The image shows the LinkedIn sign-up form. It has a blue header with the LinkedIn logo and the text "Make the most of your professional life". Below this is a white box containing several input fields: "First name", "Last name", "Email", and "Password (8 or more characters)". There is a "Join now" button, a "Continue with Facebook" button, and a link for "Already on LinkedIn? Sign in". At the bottom, it says "LinkedIn Corporation © 2016".

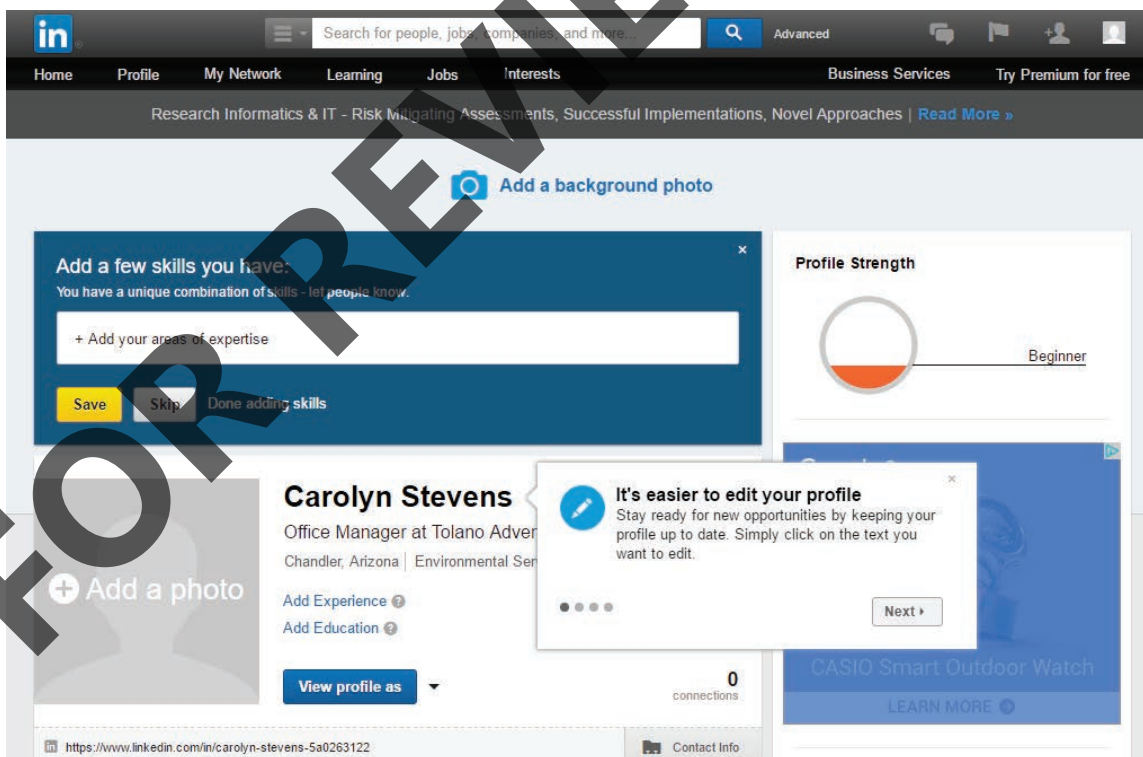
Enter your first and last name, email address and desired password, then click the **Join now** button. The email address that you specify will be your LinkedIn sign in.

A wizard walks you through setting up your account. The first three pages are about you, your job and your job field. You will have an opportunity to import your contacts from your email account, upload a photo of yourself to add to your profile, and select various channels to follow. Channels are newsfeeds on specific topics that you can subscribe to. You can add a phone number to receive text messages and you are encouraged to download the mobile app.

You will receive an email asking you to confirm your email address – this is important because your LinkedIn profile is tied to your email address. Click the link in the email message to confirm your address and your account will be set up.

## Creating Your LinkedIn Profile

As soon as your account is created, you can start building your profile. By default, your profile page shows your name and your current job title.

The image shows a LinkedIn profile page for Carolyn Stevens. The header includes the LinkedIn logo, a search bar, and navigation links like Home, Profile, My Network, Learning, Jobs, and Interests. Below the header is a banner for "Research Informatics & IT - Risk Mitigating Assessments, Successful Implementations, Novel Approaches". The main section shows a "Add a few skills you have" box, a "Profile Strength" indicator (Beginner), and a "Add a background photo" button. The profile information for Carolyn Stevens is displayed, including her job title "Office Manager at Tolano Adver", location "Chandler, Arizona", and industry "Environmental Ser". There are buttons for "Add Experience", "Add Education", and "View profile as". A tip box is visible, stating "It's easier to edit your profile".


Tip boxes may display on the screen to point out various tools and sections.

# Pave the Way to Digital Literacy with the Internet and Computing Core Certification Guide

Courseware # 7500-1  
ISBN: 978-1-55332-463-8  
www.ccilearning.com

Solid technical content, powerful graphics and hands-on exercises in this textbook will provide you with the fundamental knowledge and skills for working with computers. This textbook will also prepare you for IC3 certification.



 The IC3 Certification is comprised of three individual exams:

## Computing Fundamentals

In this module you will focus on learning how to communicate with others using various types of mobile devices such as smartphones or voice mail. You will also explore how hardware and software can be configured to store, protect, and share data. As well, you will be introduced to networking and security concepts when working on a network or other public network, where you may store your files.

## Key Applications

This module introduces you to the most common features you will use in each of the popular Microsoft Office 2016 applications to create, edit, select and format items in simple types of documents. This leads into using:

-  Microsoft Word
-  Microsoft Excel
-  Microsoft PowerPoint

You will also be introduced to database concepts.

## Living Online

This module looks at what it means to be online, such as how to find and then evaluate information, what is considered copyrighted or censored/filtered material, and navigating the Internet using web browsers to find specific information on various web sites, including social media sites. One of the most important points here is how to protect yourself and your online profile information no matter what activities you perform online.

## What is IC3?

IC3, the Internet and Computing Core Certification, tests basic computer skills and understanding of the Internet. Digital literacy is becoming a requirement for success in almost any field, and the IC3 program enjoys worldwide recognition as the global standard for digital literacy. IC3 gives learners the tools to succeed in the classroom and the workplace.

## IC3 – Global Standard 5 – Current and Relevant

In keeping up with technology that is ever evolving, the IC3 standard is regularly updated with brand new content that focuses on the most critical elements that drive technology today. This edition covers:

- Cloud Computing, Social Media, Internet Searching, Critical Thinking, Net Etiquette, Safety and Privacy, Web Media Formats & Tablets, Smartphones and Mobile Devices, Hardware Devices, Computer Software Architecture, and Apps Culture.

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