

## ✓ Participation W3

### ✓ **Exercise 1:**

Students are required to discuss the following questions:

1. What social media platforms are you using?
2. What are your reasons for using social media?
3. What are your reasons for NOT using social media?
4. What kinds of contents that, you think, should not be posted on social media?

### ✓ **Sample Answer**

**(Note that these are just sample answers for reference purpose. The actual answer may depends on the students choices and knowledge)**

#### 1. Social Media Platforms Used:

Currently, I use a variety of social media platforms including Facebook, Twitter, LinkedIn, and Instagram. Each platform serves a different purpose for me. For instance, Facebook is used to stay connected with friends and family, Twitter for following news and current events, LinkedIn for professional networking, and Instagram for sharing and viewing visual content like photos and videos.

#### 2. Reasons for Using Social Media:

The primary reasons for my social media usage are to stay connected with people, for professional development, and for entertainment. Social media helps me keep in touch with friends and family members, especially those who live far away. LinkedIn is instrumental in building professional connections and staying updated on industry trends. Additionally, platforms like Instagram and Facebook provide a source of entertainment and relaxation.

#### 3. Reasons for Not Using Social Media:

The reasons for not using certain social media platforms include concerns about privacy, the desire to avoid misinformation or negative content, and the potential for social media to be time-consuming or addictive. Some platforms are avoided due to the nature of content that doesn't align with my interests or values. Also, the need to maintain a balanced lifestyle away from screens is a significant factor.

#### 4. Contents That Should Not Be Posted on Social Media:

- **Personal and Sensitive Information:** Sharing personal details like home addresses, phone numbers, or financial information can compromise security and privacy.
- **Offensive or Hate Speech:** Posts that promote hate, discrimination, or harm against any individual or group should be strictly prohibited.
- **Misinformation and False Claims:** Spreading unverified information or rumors can be harmful and misleading to the public.
- **Inappropriate or Explicit Content:** Images or language that are explicit or offensive should not be shared, respecting the diverse audience on these platforms.
- **Content Infringing on Others' Rights:** Posting copyrighted material, or content that infringes on others' intellectual property rights or privacy, should be avoided.

## ✓ **Exercise 2:**

Compare and contrast two social media platforms of your choice (or between LinkedIn and Facebook).

## ✓ **Sample Answer**

Comparing and contrasting LinkedIn and Facebook provides insight into how different social media platforms cater to varied user needs and preferences.

### 1. LinkedIn:

- **Professional Focus:** LinkedIn is designed primarily for professional networking. It's used by individuals to showcase their work experience, skills, and professional achievements. Companies use it for recruiting, branding, and B2B marketing.
- **Content:** The content on LinkedIn is predominantly career and business-oriented. Users share their professional experiences, industry news, and thought leadership articles. The tone is generally formal and business-like.
- **Networking:** Networking on LinkedIn is about making professional connections. Users connect with colleagues, industry peers, and potential employers. It's a platform for career development and professional growth.
- **Features:** LinkedIn offers features like job postings, company profiles, professional group discussions, and tools for job seekers. It also provides insights into industry trends and allows for endorsements of skills by other users.
- **Privacy and Audience:** The audience is mainly professionals. Privacy settings are typically more restrictive to maintain a professional image.

### 2. Facebook:

- **Personal and Social Focus:** Facebook is geared towards personal social networking. It allows users to connect with friends, family, and acquaintances, sharing personal life updates and interests.
- **Content:** The content on Facebook is more diverse and informal, including personal updates, photos, videos, memes, and news articles. It ranges from casual to serious topics, with a more relaxed tone.
- **Networking:** Networking on Facebook is more about maintaining personal relationships. It's used for social interactions, community building, and entertainment.
- **Features:** Facebook features include personal profiles, news feed, groups, marketplace, events, and the ability to like, comment on, and share various forms of content. It also offers live video streaming and story sharing.
- **Privacy and Audience:** The audience includes friends, family, and potentially the public, depending on privacy settings. Users have control over who sees their posts and can create more personal or even anonymous profiles.

### 3. Contrast:

- **Purpose and Tone:** LinkedIn is professional and career-focused with a formal tone, while Facebook is more for personal and social connections with a casual tone.
- **Content Nature:** LinkedIn's content is professional and industry-related, whereas Facebook's content is broader, including personal life, entertainment, and general news.
- **Networking Goals:** Networking on LinkedIn aims at professional growth and opportunities, while on Facebook, it's about personal relationships and social engagement.
- **Privacy Settings:** LinkedIn's privacy settings are oriented towards professional exposure, while Facebook offers more nuanced privacy controls for personal content.

In summary, while LinkedIn and Facebook can overlap in usage (like networking), their core purposes, audience, and content significantly differ, catering to distinct aspects of users' online lives.

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