
✓ 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.

✓ **Exercise 3:**

Discuss different ways in which "social computing" can be used.

Sample Answer

Social computing refers to the use of computational methods to study, enhance, or leverage human social behaviors and interactions. This area intersects technology, social sciences, and

computational theory. Here are various ways in which social computing can be used:

1. Social Networking and Communication:

- Platforms like Facebook, Twitter, and LinkedIn allow users to connect, communicate, and share information.
- They facilitate personal interactions, professional networking, and the formation of online communities based on shared interests or activities.

2. Collaboration and Crowdsourcing:

- Tools like Google Docs or Microsoft Teams enable collaborative work, allowing multiple users to contribute, edit, and manage documents or projects simultaneously.
- Crowdsourcing platforms like Kickstarter or Wikipedia harness the collective knowledge or resources of a large number of people for specific projects or information gathering.

3. E-Commerce and Social Shopping:

- Websites like Amazon or eBay use social computing techniques to provide recommendations based on user behavior and preferences.
- Social shopping integrates social media experiences with e-commerce, allowing users to get feedback from their network before making purchases.

4. Social Media Analytics:

- Analyzing data from social media to gain insights into consumer behavior, public opinion, and market trends.
- This includes sentiment analysis, trend prediction, and influence mapping.

5. Online Dating and Social Matching:

- Platforms like Tinder or Match.com use algorithms to match individuals based on their profiles, preferences, and interactions.
- These services facilitate social and romantic connections between people.

6. Educational Applications:

- Social computing is used in educational technology to create interactive learning environments, online forums, and collaborative projects.
- It promotes peer learning, knowledge sharing, and engagement in educational settings.

7. Healthcare and Wellness:

- Social computing aids in the sharing of health-related information and support through platforms like PatientsLikeMe.
- Wellness apps use social features to motivate users, allowing them to share achievements, compete, and receive support from others.

8. Political and Civic Engagement:

- Social computing plays a significant role in political campaigns, voter engagement, and civic movements.
- Platforms like Twitter and Facebook are used for mobilization, awareness campaigns, and fostering civic discussions.

9. Content Creation and Sharing:

- Platforms like YouTube or TikTok enable users to create and share their own content, fostering communities around specific types of content or interests.
- User-generated content has significantly altered media consumption and production.

10. Gaming and Virtual Communities:

- Online gaming platforms and virtual worlds like Second Life utilize social computing for creating immersive, interactive environments where users can interact and engage with each other.

Each of these uses demonstrates the diverse applications of social computing, reflecting its profound impact on how we communicate, work, learn, and engage with each other in the digital age.

✓ **Exercise 4:**

List and explain the factors that are most important to you (you care the most about) when doing online shopping.

Sample Answer

When considering the factors most important in online shopping, several key aspects stand out, each playing a crucial role in influencing the shopping experience and decisions:

1. Product Quality and Authenticity:

Ensuring the products purchased are of high quality and genuine is paramount. This involves verifying product descriptions, materials used, and checking for authenticity, especially for branded items.

2. Price and Value for Money:

Competitive pricing is essential. Seeking the best value for the money involves comparing prices across different platforms and considering the cost-to-benefit ratio of the product.

3. Secure Payment Options:

Secure and diverse payment methods are crucial for safe transactions. This includes the availability of trusted payment gateways, credit/debit card security, and options like

PayPal or digital wallets.

4. Customer Reviews and Ratings:

Customer feedback provides insight into the product's quality, performance, and reliability. Reviews and ratings from other buyers help in making an informed decision.

5. Return Policy and Warranty:

A clear and fair return policy is important for post-purchase security. Understanding the warranty and the process for returns or exchanges in case of defects or dissatisfaction is crucial.

6. Shipping and Delivery:

Reliable and timely shipping is essential. This includes reasonable delivery times, tracking options, and the availability of free or low-cost shipping.

7. Website Usability and Navigation:

An easy-to-use website with efficient navigation aids in a smooth shopping experience. This includes clear categorization of products, effective search functions, and a user-friendly interface.

8. Customer Service:

Responsive and helpful customer service is key, especially for queries, complaints, or assistance. This includes easy access to support via chat, email, or phone.

9. Data Privacy and Security:

Ensuring personal and financial data is securely handled and protected is vital. This involves checking the website's privacy policy and its adherence to data protection regulations.

10. Environmental and Ethical Considerations:

For some, the environmental impact and ethical practices of the brand or product are important. This includes considerations like sustainable production, ethical labor practices, and eco-friendly packaging.

These factors collectively contribute to a satisfying and secure online shopping experience, where quality, value, safety, and convenience are prioritized.

✓ **Exercise 5:**

Discuss how social media is transforming our lives in the GOOD and BAD ways.

Sample Answer

Social media has significantly transformed our lives, offering both positive and negative impacts:

Good Ways:

1. Enhanced Communication and Connectivity:

Social media has made it easier to stay connected with friends and family across the globe, fostering stronger relationships and community building.

2. Access to Information:

It provides a vast pool of information, from news and educational content to tips on various life aspects. This accessibility to information aids in awareness and learning.

3. Business and Marketing Opportunities:

It offers platforms for businesses to reach a wider audience, engage with customers, and market products effectively, benefiting both businesses and consumers.

4. Social Support and Community Engagement:

People can find support groups, community initiatives, and engage in social causes, leading to a sense of belonging and collective action.

5. Personal Expression and Creative Outlets:

Social media allows individuals to express themselves creatively, share their talents, and receive feedback, fostering personal growth and confidence.

Bad Ways:

1. Privacy Concerns and Data Security:

The risk of personal data being misused or hacked is a significant concern. Issues around data privacy and security breaches can lead to identity theft and other harms.

2. Misinformation and Fake News:

The spread of false information can lead to confusion, panic, and misinformed decisions. Social media often acts as a breeding ground for misinformation and propaganda.

3. Mental Health Impacts:

Excessive use of social media has been linked to mental health issues like anxiety, depression, and loneliness. The constant comparison with others can lead to lowered self-esteem and dissatisfaction.

4. Addiction and Reduced Productivity:

Social media can be addictive, leading to excessive screen time that disrupts daily life, work productivity, and interpersonal relationships.

5. Cyberbullying and Online Harassment:

The anonymity and reach of social media facilitate cyberbullying and harassment, which can have severe impacts on individuals, especially younger users.

6. Impact on Physical Health:

Extended screen time can lead to physical health issues like eye strain, poor posture, and a sedentary lifestyle, contributing to various health problems.

In conclusion, while social media has revolutionized communication and information sharing, bringing numerous benefits, it also poses significant challenges. Balancing its use, being aware of its pitfalls, and employing measures to safeguard against negative impacts are essential for harnessing its positive aspects.