11

SENIOR HIGH SCHOOL

DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII
Kagawasan Ave., Daro, Dumaguete City, Negros Oriental

Empowerment Technologies

Quarter 4 – Module 2:
ICT AS PLATFORM FOR CHANGE

ALTERNATIVE DELIVERY MODE
ADM

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Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 4 – Module 2: ICT as Platform for Change
Second Edition, 2021

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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 master the context of Empowerment Technologies. It contains varied activities that can help you as a Senior High School student to succeed in environments that require the use of computer and the Internet.

The module contains lesson in ICT as Platform for Change

Happy learning!

After going through this module, you are expected to:

1. Understand the importance of ICT as a platform for social change;
2. Create an account in Change. Org; and
3. Use prior knowledge in planning a campaign using online resources.

What I Know

A. Multiple Choice: Select the letter of the best answer from the given choices.

1. Which radio station used to call on the Filipino people to support the rally against President Marco?
   A. DZRH B. DZMM C. Radyo Veritas D. Double B
2. What online petition platform that allows the online community to create or sign petitions?
   A. Facebook.com C. Pinterest.net
   B. Change.org D. Petition.org
3. What ICT company formulated the "Yolanda People Finder" that was used to locate individuals during and after the storm?
   A. Apple C. Microsoft
   B. Facebook D. Google
4. What series of protest that happened during August 22 to 26, 2013 that was caused by the misuse of the "Pork Barrel"?
   A. Million People March C. EDSA Dos
   B. Digital Revolution D. EDSA
5. What market in the Philippines is set to continue to grow in 2020 driven by wider digital transformation initiatives taken by local enterprises and growing customers' needs despite COVID-19 crisis?
   A. Stock Market C. ICT Market
   B. Oil Market D. Social Market

II. **True or False:** Write **T** if the sentence is correct; otherwise, write **F** on the space before each number.

_____ 1. EDSA Dos will not be successful without text brigade.
_____ 2.ICT as part of the general idea of technology played a significant role not only to first word countries but also to developing countries like the Philippines.
_____ 3. Petition.org is an open platform with room for a wide range of perspectives so people everywhere can take action on the issues they care about.
_____ 4. Philippine enterprises have identified improving operational efficiency and increasing customer satisfaction as the top two drivers for their ICT investment in 2020
_____ 5. Despite the significant business impact of COVID-19 such as declining sales, retrenchment and longer operational support, the overall ICT spending in the Philippines remained unchanged.

Lesson 1

ICT as Platform for Change

What's In

For many years, technology has unquestionably impacted the way we live and enjoy life. ICT, as part of the broader concept of technology, has had a tremendous impact on both developed and developing countries, such as the Philippines. This simply goes to prove that investing in ICT gadgets such as smartphones, desktop computers, and laptops has numerous advantages.

What's New

As the silicon chip's reach spreads throughout practically everything we do—from buying groceries online to finding a mate on a dating website—digital platforms are recasting customer, worker, and employer interactions. Most people would say that the Philippines is lagging behind in technical improvements as computing power improves dramatically and more people across the world participate in the digital economy, but it does not mean we have not taken advantage of what we have.

Activity 1:

1. Imagine that the world suddenly has an Internet shutdown and this will take for several years. List down your thoughts and share them in the class/online social group.

   _____
   _____
   _____.

What is It

The Role of ICT in Social Change

1. **The People Power Revolution-EDSA (**1983-1986) -Epifanio de los Santos Avenue

   Without the radio broadcast, Filipinos would have not been into action that helped change Philippine history.

   The entire world applauded as the Filipino people joined together in unity to oppose years of abuse of power and obvious corruption under the government of Former President Ferdinand Marcos and his cronies. A large demonstration involving two million Filipinos from all sectors took place along EDSA from February 22 to 25, 1986, using the radio broadcast of Radyo Veritas (civilians, political parties, military and religious group).

2. **EDSA Dos** – considered as the first E-Revolution and narrated as EDSA Revolution of 2001, also called by the local media as EDSA II or the Second People Power Revolution. A four-day political protest from January 17-20 2001 that peacefully end the administration of President Joseph Estrada. Advocates describe EDSA II as popular but critics view the uprising as a conspiracy among political and business elites, military top brass and Catholic Cardinal Jaime Sin.

   The failure of the impeachment process to oust former President Joseph Estrada sparked text brigades. Propaganda concerning his bribery got widely disseminated. The text brigade was the quickest and most cost-effective manner of transmitting messages at the time. Estrada directed that key government entities act in response to the suspected text messages. Without mobile technology, the revolution would be doomed to fail.

3. **Million People March** – The Million People March, also known as **the "Pork Barrel Scam,"** was the Philippines' first ever on-going series of protests, conducted at Luneta Park on August 26, 2013. Many Filipinos vented their rage by producing blogs, websites, commercials, and even memes to voice their support for the Pork Barrel Fund's abolition.

   The Filipinos behind Power ng Pinoy, a popular television show in the United States, launched a Facebook event page where hundreds of people expressed their want to participate. The **#MillionPeopleMarch** became a worldwide trend, and it was crucial to the success of the Philippines' first social media protest.

4. **Yolanda People Finder** – The People Finder database, powered by Google, was born as a result of recent storms in Philippine history. During Typhoon Yolanda, the Individuals Finder was a critical tool for people all across the world to trace their relatives' whereabouts. This proved to be a success, and additional groups are now using it to help locate family in the event of a disaster.

5. **ICT Market in Philippines** –. The Information & Communications Technology (ICT) market in the Philippines is set to continue to grow in 2020 driven by wider digital transformation initiatives taken by local enterprises and growing customers' needs despite COVID-19 crisis, according to Globaldata's report, "Enterprise ICT Investment Trends 2020 Philippines".

   "As IT's role shifts from operational support to business enabler, ICT purchase today is heavily affected by outcome-based objectives," says Alfie Amir, Principal Analyst at GlobalData. The top two motivations for ICT investment in 2020 for Philippine businesses are enhancing operational efficiency and increasing customer satisfaction.

   Despite the major commercial impact of COVID-19, such as lower sales, retrenchment, and extended operational support, the Philippines' overall ICT spending remained steady. Prior to and after the COVID-19 issue, the majority of businesses stated that they had the same budget for different technology areas.

ICT as a Medium for Advocacy

Change.org is an open platform that allows individuals from all walks of life to take action on the issues that matter to them. It is frequently referred to as the "world's platform for change," as anyone in the online community may start a petition and encourage others to sign it. Petitioning used to be done solely by signing a piece of paper, which was usually done by a group seeking signatures by travel. Change.org allows the internet community to add their digital signatures to a petition, allowing more people to participate.

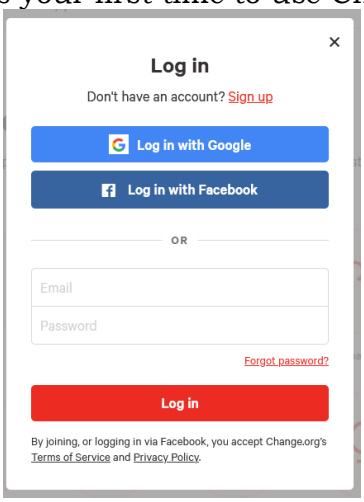
Change.org's mission is to help people from around the world create the change they want to see. For years, Change.org hosted several petitions that help solve the following problems:

- economics problem
- criminal injustice
- abuse of human rights,
- lack of education
- environment concerns
- animal abuse
- human
- health concerns and
- world hunger

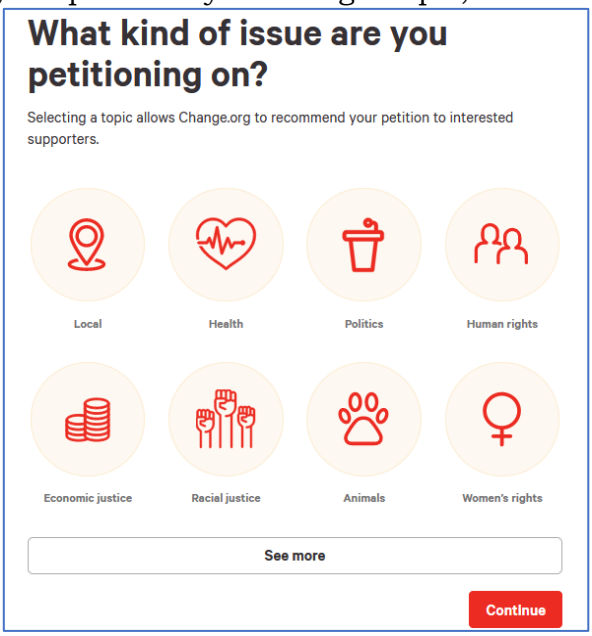
How to Sign Up on "Change.org"

1. Visit Change.org

2. Click "Log in" tab, if this is your first time to use Chang.org, click "Sign Up"

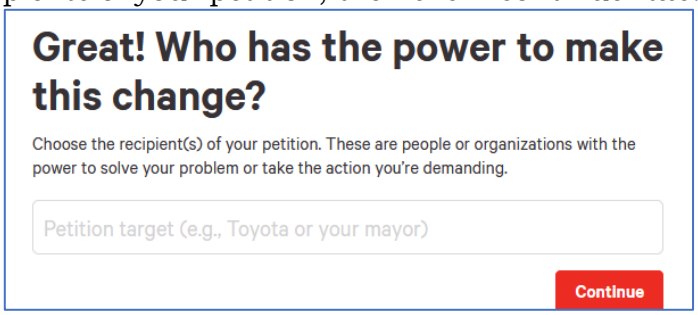


3. You can start your petition by selecting a topic, and click "Continue"

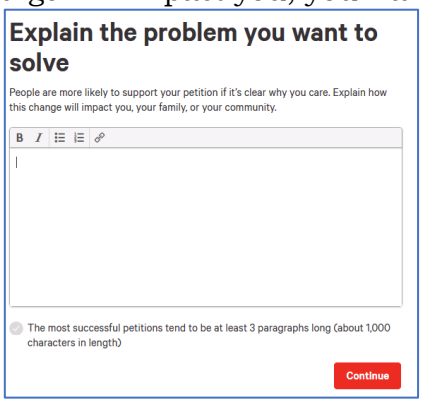


4. Write your petition title and click “continue” tab.

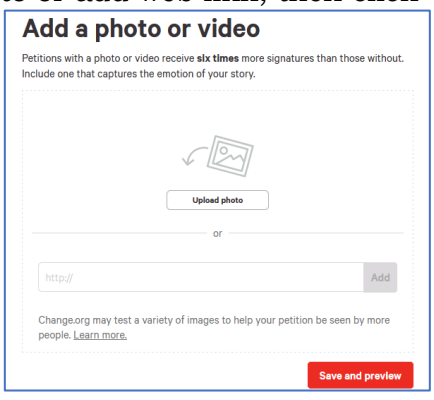
5. Choice recipients of your petition, then click “continue” tab.



6. Explain how this change will impact you, your family or your community.



7. You can upload photo or add web link, then click “Save and Preview” tab.



8. Share the petition on Facebook to promote.

What's More

Activity 2: Blog Me

1. Create a blog post about how social media has helped families, social workers, and the government in discerning information during calamities.

2. Differentiate it from the past where information is only provided by the media (TV, radio and print).

What I Can Do

Activity 3: The Start of Social Campaign

Conceptualize your social campaign using the following as your guide:

1. Through call, SMS or private messaging, interview 5 socially active community members on their thoughts about the things that needs improvement in your community.

2. Choose one among the five things which you considered as highest priority and demands immediate action for change.

3. Create a write – up about it similar to Change.org petition.

Assessment

A. Multiple Choice: Select the letter of the best answer from the given choices. Write your answers on your notebook.

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   A. DZRH B. DZMM C. Radyo Veritas D. Double B
2. What online petition platform that allows the online community to create or sign petitions?
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Additional Activity

Activity 3: Answer the following questions briefly. Write your answers on your notebook.

1. Name instances in the past where social media has kept you informed about the latest news around the country.

   _____
   _____
   _____.

2. What is / are the petition (s) you signed using Change.org? Why is it important to you?

   _____
   _____
   _____.

Activity 4: (Optional)

With your group, take photographs and videos for your campaign. Avoid using portrait videos, use landscape ones instead. Prepare the videos for upload on YouTube. On the other hand, upload your pictures to a Photobucket account or any image hosting site.

Using your prior knowledge and skills, your group will have to create, design, and upload content for your website. All content should be original. It is advisable not to post all the contents at once; plan the time between each host.

Your group should also prepare campaign materials to post around your school. You may also start promoting via page shares and word of mouth.

Answer Key

What I know

I. Multiple Choice

1. C
2. B
3. D
4. A
5. C

II. True or False

1. T
2. T
3. F
4. T
5. T

.....

Assessment

I. Multiple Choice

1. C
2. B
3. D
4. A
5. C

II. True or False

1. T
2. T
3. F
4. T
5. T

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