



**DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII**

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



Empowerment Technologies

Quarter 4 – Module 3:

ICT PROJECT FOR SOCIAL CHANGE



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**Empowerment Technologies
Alternative Delivery Mode
Quarter 4 – Module 3: ICT Project for Social 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.

This module contains lesson in ICT Project for Social Change.

Happy learning!

After going through this module, you are expected to:

1. Plan and conceptualize an ICT project for social change;
2. Identify the platforms that will help in the success of the campaign;
and
3. Acknowledge and clarify the 12 different behaviors in social media.



What I Know

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

1. What ICT Project Process that involves conceptualizing your project and researching on available data about your topic?
A. Development C. Release and Promotion
B. Planning D. Maintenance
2. What document used to convince a panel of potential funders to help a product, program, or service become a reality?
A. Blogs Report C. Action Paper
B. Research Paper D. Concept Paper
3. What element of a concept paper that includes the reasons why this project is worth your group and your sponsor's time, effort, and money?
A. Introduction C. Purpose
B. Description D. Contact Information
4. What element of a concept paper that includes your group's mission and vision and a brief introduction of your project?
A. Introduction C. Purpose
B. Description D. Contact Information
5. Which of the following is not a part of the 12 Different Behavior in social media?
A. The Ghosts B. The Changelings C. The Hackers D. The Informers

II. Enumerate the following:

A. Five things that should be accomplished or considered during the planning stage of an ICT Project.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

B. At least five (5) different behavior in social media.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

III. Arrange the following steps in order using the numbers 1 – 4. Write x, if the step is not part of the process.

- _____ Release and Promotion
- _____ Coding
- _____ Development
- _____ Maintenance
- _____ Planning



What's In

Social Change refers to an alteration in the social order of a society. Social change may include social institutions, social behaviors, or social relations. It can be done in any form of multi-media.

You can make social changes through the use of campaigns. Campaigns are a work in an organized and active way toward a particular goal; typically a political or social one. A campaign will help you promote and organize your project properly.

A **concept paper** is a document used to convince a panel of potential funders to help a product, program or services become a reality. It has five elements: Introduction, purpose, description, support, and contact.



What's New

No society stays the same forever, but what specific causes drive it? Social change has three main triggers:

A. Conflict

It is clear from a glance at our global history that conflict provokes social change. Inequalities based on class, race, gender, religion, and more foster dissatisfaction and anger. To address their situation, groups come together to fight for change. Governments can be overthrown or restructured. Sometimes change happens quickly, but oftentimes it develops over time in stages.

B. Demographic change

When the demographic makeup of a society changes, social change is inevitable. Society's demographics often change when births increase and/or people start living longer. A bigger population affects the dispersal and availability of resources. An increase in immigration or emigration also affects society.

C. Cultural change

New inventions, discoveries, and the spread of ideas contribute to cultural changes. Consider the effect of the internet. It does not only change the culture of individual countries but the entire world. It transformed how we communicate, as well as the structure of countless industries. Discoveries also impact a society's culture. Consider how much changed when the Europeans "discovered" America. This example shows how social change is not always beneficial to everyone. New ideas about gender, race, religion, work, education, and so on also change a culture.



What Is It

ICT PROJECT FOR SOCIAL CHANGE

Sociologists define **social change** as a transformation of cultures, institutions, and functions. Most change isn't instantaneous. In society, change is often very slow. There are a variety of parts and forces at work, many of which resist disruptions of the status quo. All societies go through these types of changes at one point. You don't need to be an avid student of history to know that. Consider a modern society and reflect on what it looked like hundreds of years ago.

Examples of social change

Social change often occurs as a result of social movements. There are countless examples throughout history in every country on earth. Some of the most famous (many of which are ongoing and/or evolving) include:

1. The Reformation
2. The abolition of the transatlantic slave trade
3. The Civil Rights movement
4. The feminist movement
5. The LGBTQ+ rights movement
6. The green movement

Why is Social Change important?

Social change occurs when societal institutions, structures, and cultures undergo a significant shift. Famous examples include the Reformation in 16th-century Europe and the American civil rights movement. More often than not, social change is slow. This is especially true of a global society. Why does social change matter? Here are 10 reasons:

1. Social change gets the world closer to gender equality
2. Social change improves worker rights
3. Social change protects the LGBTQ+ community
4. Social change improves racial equality
5. Social change is good for business
6. Social change helps the environment
7. Social change keeps governments accountable
8. Social change addresses problems at the root
9. Social change empowers citizens
10. Social change makes life better for future generations

Creating a Concept Paper

Before starting your project, your group should be able to do the necessary paperwork. This allows experts to see if your project is doable over the time frame that was given and if it is significant enough to be made into reality.

A concept paper is a document used to convince a panel of potential funders to help a product, program, or service become a reality. Your teacher will play the role of the sponsor and you have to convince him or her that your project is worth your time and effort.

Five Elements of a Concept Paper:

1. **Introduction** – includes your group’s mission and vision and a brief introduction of your project.
2. **Purpose** – includes the reasons why this project is worth your group and your sponsor’s time, effort, and money.
3. **Description** – includes all the necessary information about the project. In ICT, it involves the sites you are going to produce and the purpose of each and how they work in unison.
4. **Support** – contains the budget needed for the project. Some concept papers do not specify any amount requested from the sponsor.
5. **Contact Information** – includes information on how the group can be contacted.

Sample Topics for a Concept Paper:

1. Animal Cruelty
2. Energy Insufficiency
3. Human Rights Violation
4. Pre-Marital Sex and Early Pregnancy
5. Drug Addiction
6. Population Explosion
7. Extrajudicial Killing (Criminal Injustice)
8. Women Empowerment

Your project or campaign must meet the SMART criteria:

S – Specific: Make your goals specific and narrow for more effective planning

M – Measurable: Define what evidence will prove you’re making progress and reevaluate when necessary.

A – Attainable: Make sure you can reasonably accomplish your goal within a certain timeframe.

R – Realistic: Your goals should align with your values and long-term objectives.

T – Time-bounded: Set a realistic, ambitious end-date for task prioritization and motivation.

Concept Paper Sample 1:

Project Name: Education on Wheels

Introduction:

Education On Wheels is a project with the motto to literate out of school children also children attending the government schools but dwelling in slums. We bring teachers to the door steps of these educationally deprived children.

Our main aim is to literate the children who are deprived of education living below poverty line in slum areas.

- To confer the education at the doorsteps of deprived children
- To raise the literacy ratio of an area
- To introduce modern and informal education to deprived children
- To introduce modern study aids, materials to the children going corporation schools.

To confer values and morels among slum children

Purpose:

The main motive of this project is to literate the children who are deprive of education, dwelling in slum areas.

The project is worth sponsoring for it will enable out-of-school youth develop their skills and intellect. This will also help less fortunate families to have children participate in the free lectures, seminars and trainings to be conducted by the proponents and invited speakers.

Description:

Attendees will be given free snacks. Leaflets/ books will also be available during the discussion paper

Topics to be included on the seminar will be:

- English, Math, Science
- Media and Information Literacy
- Computer Literacy
- Cyberspace and Digital Security
- Others

The project will also launch a website (educationonwheels.org) and a Facebook page at [@educationonwheels](https://www.facebook.com/educationonwheels).

Support:

The estimated budget needed for the project is ranging from 75, 000 to 100, 100. This includes the face, snacks, papers and other related fees.

Contact Information:

The proponents can be contacted on the following:

- Phone : 0909-123-4987
- Email : edonwheels@gmail.com
- FB : [@educationonwheels](https://www.facebook.com/educationonwheels)

Concept Paper Sample 2:

Project Name: Mosaic Alliance

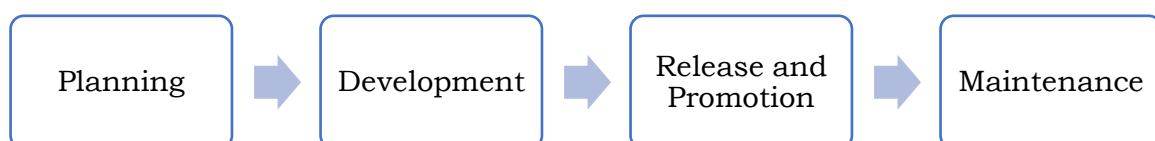
For years, many students depend on the school's drinking fountain. Aside from saving them money, the school's drinking fountains filters that make the water safe enough to drink. But according to our research, the last time the water was tested was about three years ago and by using the drinking fountains around school, it is highly questionable that the water is still safe for drinking. Our group has theorized that the natural wear-and-tear of the drinking fountain has led to the water's unpleasant taste. Our group, The Mosaic Alliance, aims to create several online sources that will help promote the awareness of people involved about this problem and create an online petition with the goal of improving our drinking fountains here in school.

Our group aims to create Change.org petition, a Facebook group and a blog to help achieve your goals. We will be creating infographics and other related information connected to the dangers of drinking unsafe water especially at a young age. The scope of our project is to be able to reach the school's administration, parents, teachers, and students to sign our petition.

We will be requiring a week to develop this project and we will start our promotion right after we have uploaded the website. We will also be using our own resources to the funding for this project will be close to none. Our expenses may only include the printing of campaign materials and the internet and computer shop rentals in case we need more time outside the school hours. We will also be using free services already offered by Facebook, Blogger, and Change.org.

Should you have any questions about our project feel free to contact us at mosaicalliance@gmail.com

Simplified ICT Project Process Overview



1. **Planning** – involves the following tasks (but not limited to):
 - a. Conceptualizing your project
 - b. Researching on available data about your topic
 - c. Setting deadlines and meetings
 - d. Assigning people to various tasks
 - e. Finding a web or blog host
 - f. Creating a site map for your website
 - g. Listing down all applications that you need including web apps
 - h. Funding (if applicable)

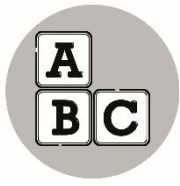
2. **Development** – involves the actual creation of the website(s); involves the production of images, infographics, etc.
Media you can use: *Text, Videos, Pictures, Audio, Websites*
3. **Release and Promotion** – involves the actual release of the website for public view and promoting it. Promotion typically starts before the actual release.
4. **Maintenance** – involves responding to feedback of your site continuing to improve the website.

12 Different Behaviors in Social Media

As you manage your page, you will encounter different behaviors of people in Social Media. According to Rebecca Dye, a social media manager at First Direct, there are 12 Different Behaviors in Social Media.

1. The Ultras – check feeds dozens of times a day. Happily, admit their obsession. (14% of Facebook users spend at least 2 hours a day on the network)
2. The Deniers – social media do not control their lives, but gets anxious when unable to access networks. (20% of Facebook users would feel anxious or isolated if they had to deactivate their accounts.)
3. The Virgins – taking first tentative steps in social media (19% of British people don't use any social networks)
4. The Peacocks – popularity contest, high numbers of followers, fans, likes and retweets. (1 out of 10 Twitter users want more followers than friends.)
5. The Lurkers – hiding in the shadows of cyberspace. Watches what others are saying, but rarely (if ever) participate themselves. (45% of Facebook users described themselves as “observers”)
6. The Ranters – mock and mid in face-to-face conversations. Highly opinionated online.
7. The Changelings – adopt completely new personality online so no one knows their real identities.
8. The Ghosts – create anonymous profiles, for fear of giving out personal information to strangers.
9. The Informers – seek admiration by being the first to share the latest trends with audiences.
10. The Approval Seekers – constantly check feeds and timelines after posting. Worry until people respond.
11. The Quizzers – asking questions allow them to start conversations.
12. The Dippers – access their pages infrequently, often going days, of even weeks without posting.

According to Dr. David Giles, an expert in social media behavior and a reader in Media Psychology at Winchester University. “Most people using social media will display a combination of those personality types and they may be even behaving differently on Facebook, for example, how they behave on Twitter.”



What's More

Activity 1: (Note: Can be revised into a group activity)

Create a concept paper about Social Change using the format below. Apply the 5 elements that you have learned.

Project Name: _____

Introduction:

Purpose:

Description:

Support:

Contact Information:

You will be graded with the following criteria:

Persuasiveness	20
Content/Concept	20
Grammar/Style/Format	10
TOTAL	50 Points



What I Can Do

Activity 2: Planning a Social Change

Your group's goal over the course of two weeks is to create a legitimate change.org campaign and promote it through a website. Create a Facebook fan page where your audience meet and collaborate and then post the content of your concept paper from What's More activity.

Optional:

1. A Photobucket account to host your images
2. Another social media account like Twitter to reach a broader audience.



Assessment

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

1. What ICT Project Process that involves the conceptualizing your project and researching on available data about your topic?
A. Development C. Release and Promotion
B. Planning D. Maintenance
2. What document used to convince a panel of potential funders to help a product, program, or service become a reality?
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5. Which of the following is not part of the 12 Different Behavior in Social Media
A. The Ghosts B. The Changelings C. The Hackers D. The Informers

II. Enumerate the following:

A. Five things that should be accomplished or considered during the planning stage of an ICT Project.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

B. At least five (5) different behavior in Social Media.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

III. Arrange the following steps in order using the numbers **1 – 4**, Write **X**, if the step is not part of the process.

- _____ Release and Promotion
- _____ Coding
- _____ Development
- _____ Maintenance
- _____ Planning



Additional Activity

Activity 3: Answer the following questions briefly.

1. What is the importance of a concept paper in a corporate setting?

1. Why is it important to follow the steps in the ICT project process?



Answer Key

<p>What I know</p> <p>I. Multiple Choice</p> <ol style="list-style-type: none"> 1. B 2. D 3. C 4. A 5. C <p>II. Enumerate the following:</p> <p>A. Five things that should be accomplished or considered during the planning stage of an ICT Project / Concept Paper.</p> <ol style="list-style-type: none"> 1. Introduction 2. Purpose 3. Description 4. Support 5. Contact Information <p>B. Different behavior in Social Media</p> <ol style="list-style-type: none"> 1. The Ultras 2. The Deniers 3. The Virgins 4. The Peacocks 5. The Lurkers 6. The Ranters 7. Changelings 8. The Ghosts 9. The Informers 10. The Approval Seekers 11. The Quizzers 12. The Dippers <p>III. Arrange the following steps in order using the numbers 1 – 4, Write X, if the step is not part of the process.</p> <ol style="list-style-type: none"> 3 Release and Promotion X Coding 2 Development 4 Maintenance 1 Planning 	<p>Assessment:</p> <p>I. Multiple Choice</p> <ol style="list-style-type: none"> 1. B 2. D 3. C 4. A 5. C <p>II. Enumerate the following:</p> <p>A. Five things that should be accomplished or considered during the planning stage of an ICT Project / Concept Paper.</p> <ol style="list-style-type: none"> 1. Introduction 2. Purpose 3. Description 4. Support 5. Contact Information <p>B. Different behaviors in Social Media</p> <ol style="list-style-type: none"> 1. The Ultras 2. The Deniers 3. The Virgins 4. The Peacocks 5. The Lurkers 6. The Ranters 7. Changelings 8. The Ghosts 9. The Informers 10. The Approval Seekers 11. The Quizzers 12. The Dippers <p>III. Arrange the following steps in order using the numbers 1 – 4, Write X, if the step is not part of the process.</p> <ol style="list-style-type: none"> 3 Release and Promotion X Coding 2 Development 4 Maintenance 1 Planning
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