ICT PLATFORM FOR SOCIAL CHANGE
OBJECTIVES

• discuss the power of social media and digital citizenship
• understand the importance of ICT as a platform for social change;
• understand the events that ICT helped realize; and
• use prior ICT knowledge in planning a campaign using online resources.
ICTs as platform for change covering the topics of:

1. ICT as medium for advocacy and developmental communication
2. The social power of social media
3. Digital citizenship and the Filipino people
Content Standard

ICT as a tool, medium, and force in bringing about action and mobilize change in a population, society, or culture
Performance Standard

at the end of the week independently articulate how ICT tools and platforms have changed the way people communicate, and how social change has been brought about by the use of ICTs.
What is Advocacy?

- public support for or recommendation of a particular cause or policy
- express their views and concerns, defend and promote their rights and responsibilities

https://en.oxforddictionaries.com/definition/advocacy
Bringing about action and mobilize change in a population, society, or culture.
WHAT IS

• **Social**
  • refers to interacting with other people by sharing information with them and receiving information from them

• **Media**
  • refers to an instrument of communication, like internet
• web-based communication tools that enable people to interact with each other by both sharing and consuming information

OK... what is Social Media?
THE THREE FACES OF SOCIAL MEDIA

1. **The Good** – used for communication where distance no longer matter.

2. **The Bad** – allowed people to hide behind screens and avatars and it has taken over our lives rather than us being in control.

3. **The Ugly** – it has become a common cause to broken relationships, self-centeredness and egocentricity. It is also for frauds and child abuse.
THE POWER OF SOCIAL MEDIA

• influence

• avenue to engage with people, but also influence them with the right content that helps them make a decision

"THE POWER OF SOCIAL MEDIA IS THAT IT FORCES NECESSARY CHANGE."

Erik Qualman
### Facebook’s Top Countries and Cities

**Countries with the Largest Number of Active Facebook Users**

<table>
<thead>
<tr>
<th>#</th>
<th>Top Countries</th>
<th>Users</th>
<th>% Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>UNITED STATES</td>
<td>219,000,000</td>
<td>11%</td>
</tr>
<tr>
<td>02</td>
<td>INDIA</td>
<td>213,000,000</td>
<td>11%</td>
</tr>
<tr>
<td>03</td>
<td>BRAZIL</td>
<td>123,000,000</td>
<td>6%</td>
</tr>
<tr>
<td>04</td>
<td>INDONESIA</td>
<td>111,000,000</td>
<td>6%</td>
</tr>
<tr>
<td>05</td>
<td>MEXICO</td>
<td>76,000,000</td>
<td>4%</td>
</tr>
<tr>
<td>06</td>
<td>PHILIPPINES</td>
<td>63,000,000</td>
<td>3%</td>
</tr>
<tr>
<td>07</td>
<td>VIETNAM</td>
<td>50,000,000</td>
<td>3%</td>
</tr>
<tr>
<td>08</td>
<td>TURKEY</td>
<td>48,000,000</td>
<td>2%</td>
</tr>
<tr>
<td>09</td>
<td>THAILAND</td>
<td>47,000,000</td>
<td>2%</td>
</tr>
<tr>
<td>10</td>
<td>UNITED KINGDOM</td>
<td>42,000,000</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Cities with the Largest Number of Active Facebook Users**

<table>
<thead>
<tr>
<th>#</th>
<th>Top Cities</th>
<th>Users</th>
<th>% Total*</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>BANGKOK</td>
<td>30,000,000</td>
<td>1.5%</td>
</tr>
<tr>
<td>02</td>
<td>DHAKA</td>
<td>22,000,000</td>
<td>1.1%</td>
</tr>
<tr>
<td>03</td>
<td>JAKARTA</td>
<td>22,000,000</td>
<td>1.1%</td>
</tr>
<tr>
<td>04</td>
<td>MEXICO CITY</td>
<td>17,000,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>05</td>
<td>SÃO PAULO</td>
<td>13,000,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>06</td>
<td>NEW DELHI</td>
<td>13,000,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>07</td>
<td>LIMA</td>
<td>13,000,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>08</td>
<td>ISTANBUL</td>
<td>12,000,000</td>
<td>0.6%</td>
</tr>
<tr>
<td>09</td>
<td>CAIRO</td>
<td>12,000,000</td>
<td>0.6%</td>
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<tr>
<td>10</td>
<td>HO CHI MINH</td>
<td>11,000,000</td>
<td>0.6%</td>
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</tbody>
</table>

**Sources:** Extrapolation of Facebook Data, April 2017.

**Note:** "% Total" represents the percentage share of total global Facebook monthly active users.
There are now 30 Million Facebook users in the Philippines.
Filipinos spend the highest time on social media at an average of 4.17 hours per day.

Highest time overall. Followed by Brazil and Argentina. Lowest is Japan at 40mins.

Filipinos spend their time on the internet via laptop/desktop at an average of 5.23 hours per day.
Social media penetration in the Philippines is at 58% of the total population.

Monthly active accounts on the top social network. Similar to the country’s internet penetration. 15th highest overall. Higher than global average of 37%.
Filipinos spend the most time on the internet with an average total of 8.59 hours per day.

Followed by Brazil at 8.55 hours and Thailand at 8.49 hours.
WHAT IS DIGITAL CITIZENSHIP?

• the quality of a response to membership in a digital community

• the self-monitored habits that sustain and improve the digital communities you enjoy or depend on
WHAT IS DIGITAL CITIZENSHIP?

• Think Before You Post

• Protect Your Private Information

• Stand Up to Cyber bullying

• Give Proper Credit When Using Other People’s Work
WHAT IS DIGITAL CITIZENSHIP?

- Communicate Respectfully
- Use Digital Tools To Talk With People Not About Them
- Remember That Anything Posted Online Is Permanent
ROLE OF ICT IN THE HISTORY OF THE PHILIPPINES
EDSA REVOLUTION (1986)

- Cardinal Sin encourage the Filipinos to help end the 22-year regime of then, President Marcos
- Radio Veritas mobilizing the masses against Marcos
- Channel 4 and 9 were used by Marcos to counter Radio Veritas
Text brigades happen after 11 prosecutors of then President Joseph Estrada walked out of the impeachment trial, and gather would not have been there, without the text brigade.
MILLION PEOPLE MARCH (2013)

The organizers and promoters of the Million People March used Facebook and Change.org as their medium to gather almost 400,000 Filipinos in a series of protest that mainly took place in Luneta Park.
THANK YOU!