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
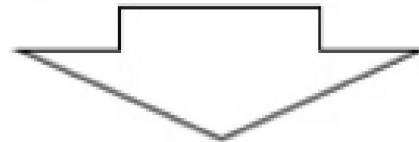
What is Advocacy?

DON'T BE SILENT

- public support for or recommendation of a particular cause or policy

- express their views and concerns, defend and promote their rights and responsibilities

ICT – A PLATFORM
FOR CHANGE

I C T

TOOL MEDIUM FORCE

Bringing about action and mobilize change in a population, society, or culture.

WHAT IS SOCIAL MEDIA?

- **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

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

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

Erik Qualman

- influence

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

FACEBOOK'S TOP COUNTRIES AND CITIES
COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	UNITED STATES	219,000,000	11%
02	INDIA	213,000,000	11%
03	BRAZIL	123,000,000	6%
04	INDONESIA	111,000,000	6%
05	MEXICO	76,000,000	4%
06	PHILIPPINES	63,000,000	3%
07	VIETNAM	50,000,000	3%
08	TURKEY	48,000,000	2%
09	THAILAND	47,000,000	2%
10	UNITED KINGDOM	42,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	30,000,000	1.5%
02	DHAKA	22,000,000	1.1%
03	JAKARTA	22,000,000	1.1%
04	MEXICO CITY	17,000,000	0.9%
05	SÃO PAULO	13,000,000	0.7%
06	NEW DELHI	13,000,000	0.7%
07	LIMA	13,000,000	0.7%
08	ISTANBUL	12,000,000	0.6%
09	CAIRO	12,000,000	0.6%
10	HO CHI MINH	11,000,000	0.6%

Hootsuite™   we are social

There are now

30 Million

Facebook users
in the Philippines

Gender

43%
Male

46%
Female

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

KEEP CALM

AND

THINK BEFORE YOU POST

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**

kapanalig.

Veritas846

RADYO TOTOO

EDSA DOS (2001)

- **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 Filipino s in a series of protest that mainly took place in Luneta Park**
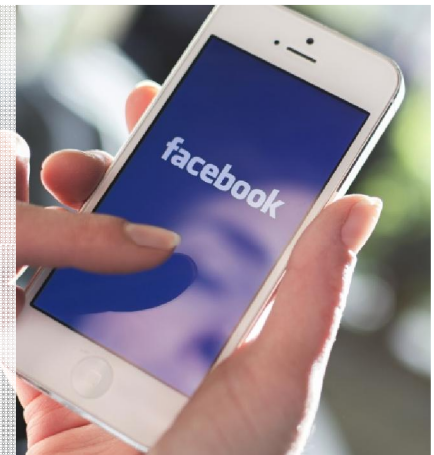
change.org

What would you change?

THANK YOU!