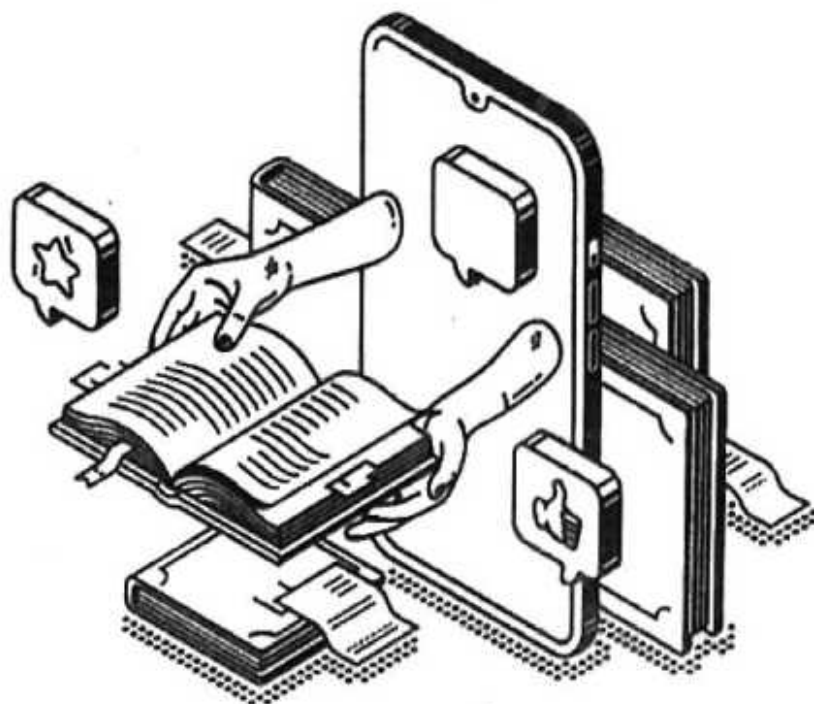




Learning Outcomes

At the end of this unit students will be able to:

- communicate and publish key ideas and details to a variety of audiences using appropriate digital tools and media-rich resources.

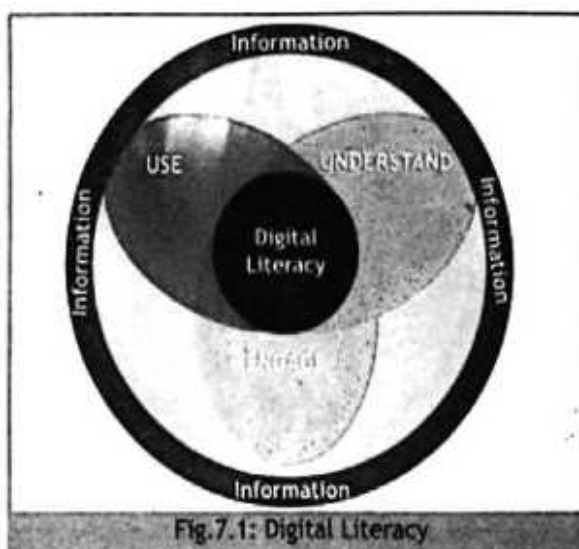


Introduction

Literacy is the term used for the ability to read, write and communicate information effectively. In today's life, digital literacy is as important as basic literacy. Digital literacy is the ability to create information in a digital environment. It refers to the ability to effectively use digital technologies to access information. This information can be converted into meaningful and appealing way after careful evaluation.

Now a days, data is available everywhere. When we send a text message, create a bank account, register for a course in some college or university, book a ticket for movie, make an appointment to the cardiologist, apply for the visa to travel, we are creating data form.

It is nearly impossible to be digitally illiterate. Digital literacy enables us to access, navigate, evaluate and create information in an effective way. There are several methods in which digital literacy is playing an important role in our daily lives. For example, if we want to search for some good restaurants around, the easiest and simplest choice is to explore via cellphone. We will search through some search engine, or we will check from some food service providers applications.



7.1 Information Collection

To communicate and publish key ideas and details to a variety of audiences, first we need to collect information to be communicated. This information can be collected through various sources. In other words, we must have some information in hand to communicate it. The role of digital literacy is how beautifully and effectively we can communicate this information to our target audience. We will see the traditional sources of information and types of information to be communicated.



DO YOU KNOW?

Facebook: was introduced on February 4, 2004.

YouTube: was introduced in 2005.

Twitter: was introduced on March 21, 2006.

Instagram: was introduced on October 6, 2010.

In the current time as the world has become a global village, the sources of information seem to be unlimited. However, here we will discuss some common



sources of information as follows:

Books: Despite all the modern advancements in science and technology, books are still thought to be the most reliable and authentic source of information. Even in some fields of life, books are considered to be more reliable as compared to the internet and other web sources e.g. religion and history etc. Therefore, books are the most reliable, common and authentic source of information to be communicated to the target audience. Whenever you are supposed to communicate with a huge audience, create any digital content or find some information, you can collect information from books related to that topic. For example, you have an assignment to prepare a presentation on the topic of (اردو ادب میں خواتین کا کردار) (Role of Women in Urdu Literature).



Fig.7.3: Books

To prepare the presentation you will find the Urdu literature books from your school library. These books can be written about the women or by the women, who had prominent role in Urdu Literature. After collecting relevant data, you will organize them in the form of digital presentation by using some tools like MS-PowerPoint, Canva or any other software of your choice.



DO YOU KNOW?

First Animation: The first viral video on the internet was the "Dancing Baby" animation, released in 1996.

Digital Native: This term was used in 2001 to describe people who grew up with the internet.

Web Sources: The internet is the most common source of information now a days. Suppose you want to find some entertainment point for a person of any age or want to find or confirm some information, the internet is the most commonly available source.

Let's suppose you want to find information on some latest international scholarships for the subject of computer science. The web sources from international universities will be more reliable as compared to local websites. To find this information type the search string "International undergraduate scholarships for Pakistani Students" on the Google home page. You will get many results.



Fig.7.4: Web Sources

Explore the suggested results and open the webpages displayed as a search result. In the same way you can find information on various topics, from the Internet.

Surveys and Google Forms: All the required information is not always present in books or available online. Some information is supposed to be collected by you. For example, if you want to know about the popularity or success of a new course offered in your school, you cannot get information from the internet. The right people to provide you with the desired information are the students or teachers who are directly learning or teaching that course in your school. You can conduct a survey to collect that information. There are various methods to conduct a survey e.g.:

Fig.7.5: Surveys and Google Forms

- Design a google form and distribute it online to collect information.
- Design a form in some document editor and distribute its printout to collect the information

There are some key differences between survey and Google form.

Survey is used for:

- Research purposes
- Data collection on a large scale
- Statistical analysis
- Data analysis

Google form is used for:

- Data collection on small scale
- Event registration
- Feedback collection
- Quick polls and quizzes

7.1.1 Components of Digital Literacy

There are certain components which play an important role in digital literacy. Some of them are as follows:

Digital Search/Information Literacy: It is the ability to collect, understand and evaluate information from various sources. This unit emphasizes this component of digital literacy. Other components will be discussed in detail in advance grades.

Digital literacy begins with knowing how to find information online. You can find information by using search engines like Google, Bing, yahoo etc. or websites to look for relevant information. Various companies provide their personalized applications to provide services and information like if you want to check for any popular Bus service from Islamabad to Karachi, you can install their dedicated app and check their schedule. You can also make your reservations and even buy online tickets with the help of digital payment methods like Easypaisa, Jazzcash, Upay etc.

- **Example:** If you want to find out how to solve a math problem, you can use Google to search for tutorials or watch a YouTube video explaining the steps.

Technical Skills: The technical knowledge and skill to use digital devices is required to communicate the information in digital form. The ability to use smartphone, digital cameras, computers, microphone and related devices is needed for digital literacy. Technical skills can be listed as follows:

- The ability to use computer and smartphones.
- The skill to navigate on internet and find relevant information while keeping your personal information and devices safe from cyberattacks.
- The ability to find and install relevant software and mobile applications to perform specific tasks. e.g. to install zoom, WhatsApp, or MS Teams to communicate with personal or official contacts to share digital information.
- Advanced skills include use of word processing and presentation software to develop digital content. To create vlogs, webpages, digital images and videos for social media marketing or interaction to communicate digital information.

Communication: The objective of digital literacy is to communicate the collected information to the target audience effectively. Good communication skills clearly express thoughts and opinions. It also includes appropriate online behavior, etiquette, netiquette and other digital communication protocols. Good digital communication skills include:

- Preparation of digital contents like images, videos
- Preparation of word processing documents
- Designing good PowerPoint presentations
- Sending and receiving emails
- Creating google forms, and google sheets for data collection

All these digital content helps to communicate digital information by using digital devices like computer, smartphones etc.

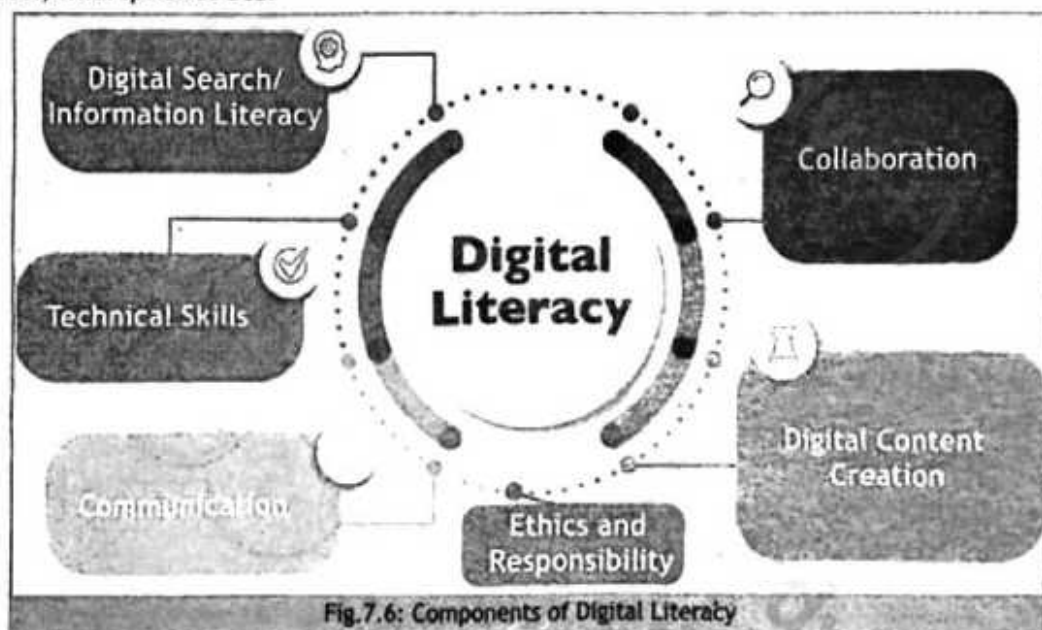


Fig.7.6: Components of Digital Literacy

Collaboration: The use of digital devices involves networking and collaboration with other people across distances. Online meetings, documents sharing, shared projects and activities are part of digital literacy. To develop digital citizenship and responsibility for correct information is also required in a healthy collaborative environment. Collaboration includes:

- Sending messages by using digital devices e.g. WhatsApp, Zoom, Google Chat etc.
- Editing and sharing google docs, sheets, slides and other real time collaboration platforms like LinkedIn, GitHub, Facebook, YouTube etc.

Digital Content Creation: The final product of the entire process is the digital content created for the audience. This content can be in the form of a graphical poster, Facebook post, YouTube video or some research paper. The other form of digital contents can be presentations, videos, interactive stories, online tutorials, webinars, audiobooks, blog posts, infographics, animations, quizzes, simulations, and games etc.

Ethics and Responsibility: The digital content has no boundaries. Therefore, higher standards of ethics and responsibility are required. These ethical standards involve cultural, social, and religious boundaries. Some important aspects of ethics are as follows:

- Ethical standards must respect cultural differences, as people from various backgrounds may interpret content differently.
- Cultural norms should be respected in digital content, ensuring that traditions, customs, and practices from different cultures are acknowledged and not misrepresented or disrespected.
- Social norms and values also vary, so content should be shared responsibly, ensuring it does not harm or offend different communities.
- Religious beliefs should be considered when sharing digital content to avoid disrespecting or infringing on the values of diverse faiths.

Overall, creators and users of digital content should be mindful of the global audience and act with responsibility and respect.

7.1.2 Key Ideas Extraction

When you are given some data to display it in digital form you have to analyze it. All the information cannot be posted or presented to the audience. For example, if you are creating a Facebook post to invite your friends to your birthday, you may have a lot of details to share. However, it is important to focus on highlighting the key information from all the details. This key information varies from

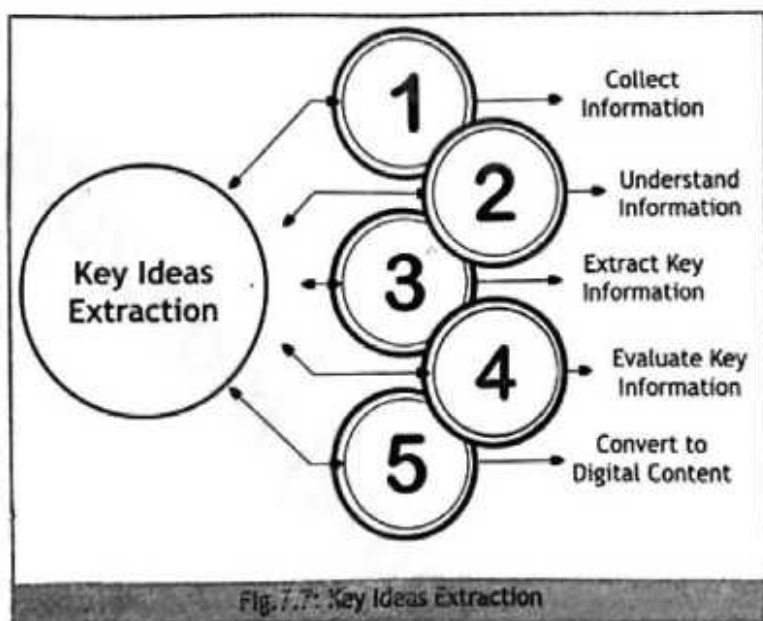


Fig. 7.7: Key Ideas Extraction

data to data. In this example of a birthday party, the most important or key information is the date, time and venue of the party. Other minor details might include some theme or costumes or weather conditions etc. To extract key information from the data following are some guidelines:

1. Collect Information

- Begin by gathering relevant information from various sources such as books, articles, websites, and videos.
- Ensure diversity in your sources to gain a well-rounded understanding of the topic.
- To extract key information from the data, read it carefully to ensure a thorough understanding.

2. Understand Information

- Carefully read the collected data to fully comprehend the content.
- After reading the material, critically analyze it to identify any incorrect information or gaps that need addressing.
- Look for any missing information that is necessary for clarity.

3. Extract Key Information

- Focus on identifying the main points that are most relevant to your purpose.
- Determine the objective of sharing this information.
- Consider your audience's perspective: what important insights or results will they gain from the information shared digitally?

4. Evaluate Key Information

- Assess the relevance and reliability of the extracted key points.
- Ensure the information is accurate and effectively represents the core ideas.

5. Convert to Digital Content

- Summarize the key ideas in a clear and concise manner.
- Use graphical representations, such as charts or infographics, to make the content visually appealing.
- To convert the information or idea into graphics, decide on an appropriate tool for designing.
- Traditionally, information has been presented using charts and diagrams to convey messages effectively. However, in the digital realm, there are endless options available.
- For example, you can create a presentation in MS PowerPoint or design a poster in MS Paint.
- Visualize your design with creativity and critical thinking before starting with any tool.
- Be prepared to adjust your design due to the limitations of the graphics tool but ensure that the key information remains intact.
- Any changes in design should not affect the effectiveness and meaningfulness of the graphics design.

➤ This approach enhances engagement and helps convey information more effectively.

7.1.3 Ideas Presentation by Graphics

To convert the information/idea into graphics, the first step is to decide an appropriate tool for designing. Traditionally the information has been presented by charts and diagrams to convey the message. To convey the message in digital format, there are endless options. As discussed earlier there are five general steps shown in the figure: Collect Information, Evaluate, Visualize, Create Design and Present the information. The first two steps are already discussed in this unit. Here we will discuss the last three steps:

Visualize

Before selecting a design tool, visualize your graphic concept creatively. Consider how the information can be represented through traditional means, like charts and diagrams, as well as through modern digital formats like digital image, presentation, or video.

Create Design

Once you have a clear visualization, choose an appropriate tool for creating your design. Whether you opt for MS PowerPoint or MS Paint, ensure that your chosen method allows you to effectively convey your message while keeping the key information intact.

Present

Finally, present your design in a way that captures your audience's attention. Be prepared to adjust your design if necessary due to tool limitations. However, it is important that any changes should not compromise the effectiveness or meaningfulness of your graphics. This thoughtful approach will enhance your digital literacy skills by effectively communicating your ideas through visual means.

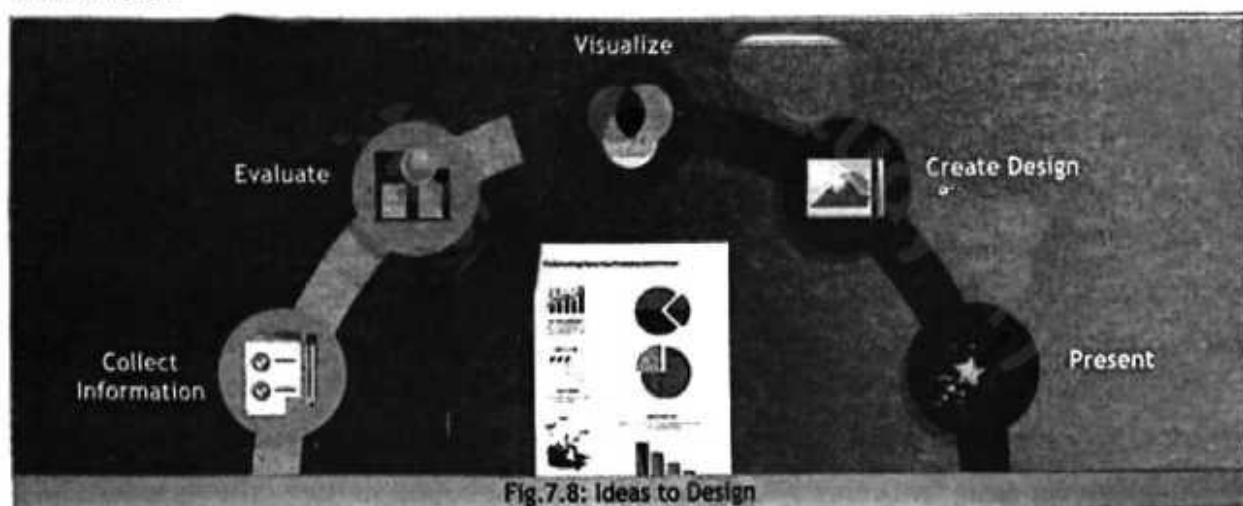


Fig.7.8: Ideas to Design

7.1.4 Poster Designing

To design an effective poster, certain principles should be kept in mind. First the poster should present the clear purpose of its creation. It should give the message for which it is designed. It should be simple and concise as well as attractive to capture the attention of the audience. It

should be visually appealing. The color scheme should be according to its topic/genre. For example, if a poster is designed to announce some social gatherings, it should give pleasing and lively feelings. Most of the time the response of the audience depends on the visual appeal of the digital content. The text and graphics should have some balance and alignment in size, colors, and other aspects.

Different design elements, like shapes, text, graphics should have harmony. They should not give scattered or disconnected feelings with respect to various elements. It should be legible and convey the correct information for which it has been designed. There are several software available to design digital graphics contents, like Adobe Photoshop, Adobe Illustrator, Corel Draw and Canva etc.



Fig.7.9: Poster Designing

7.1.5 Billboard Designing

Like a digital poster, simplicity is a key step in billboard designing as well. The billboards are huge in size and made to attract the audience on the go. Therefore, an attractive billboard design will attract the audience otherwise it might be ignored and does not serve its purpose.

Billboard should contain the logo and other brand recognition elements. The key message should be highlighted, and other picture elements should not overshadow the key message. The demographics and interests of the target audience are important to consider. For example, in any billboard design the cultural values should be taken care of, otherwise it might become ineffective as well as have a bad impact on the company's name. The key message, objective, graphical elements, and color scheme should be in coordination.



Fig.7.10: Billboard Designing

Regarding billboard designing there might be certain rules and laws of the local authorities. Those limitations should be considered in advance.

7.1.6 Social Media as a Communication Tool

Now a days social media is an inevitable part of daily life. There is hardly any individual who is not using social media regularly. The most common usage of social media is audio and video calls and other necessary communication. Currently, social media is one of the most effective tools of

communication. Different people are using social media for different purposes. For example, businesses are using it to reach their potential customers. The customers are using social media to find their favorite products, without leaving the comfort of their home, or without disturbing their work routine.

We can use social media as a communication tool with ease, but there are certain limitations. As social media is not directly controlled by any

country or local laws, it may communicate wrong information. Disinformation and misinformation are the most common characteristics of social media. Therefore, while conveying your message via social media you should share authentic, and undoubted contents.

Here we will discuss some commonly used social media platforms.

YouTube

It is a social media platform commonly used for reels and video sharing. It is also used for live streaming. This platform is open for all the users across the world. People or users can upload their personal or professional video

content. You can communicate your message across the world, by using this platform. Similarly, you can watch content shared by other users as well. This platform is effectively used for learning and entertainment purposes. To upload your video content on YouTube, you are supposed to create a channel. After creating your channel on YouTube, you can upload your video content on it. It is used for marketing purposes as well. The following are the steps to create a YouTube Channel:



DO YOU KNOW?

Disinformation: It refers to a deliberate false or misleading information designed/spread to mislead and manipulate the people.

Misinformation: It refers to an honest mistake spread by someone in ignorance. There is no hidden objective behind this wrong information.



1. Open YouTube Studio by downloading the app from the Google Play Store (Android), App Store (iOS), or visiting www.youtube.com on your browser (Chrome, Safari, Firefox etc.).
2. Click on the Sign In option.
3. YouTube is a digital tool/platform provided by Google, you need to give your Gmail id and password to login. Type your existing Gmail id and password. Or you can create an ID if you don't have it.
4. Set your profile picture by clicking on the profile picture option or you can skip this step by clicking "Not Now" option.
5. On the top right corner of the browser click on your profile and click on "Create Channel" option.
6. Give the name of your channel and handle and click on "Create Channel" option. Note you can change the name of your channel at any time, the channel handle is the string which you can directly type in the browser address to see the public contents uploaded on your channel.

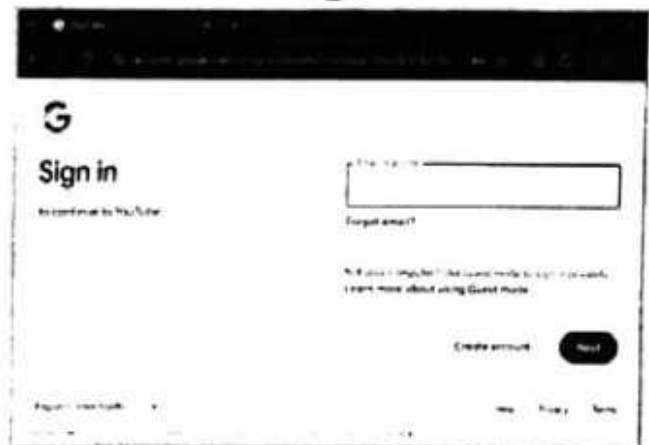
7. On the next screen you will see the message, "Your channel is being created. Check back in a few moments."
8. Now on the Channel Dashboard you can see the analytics of your channel. You can upload various video contents, shorts, reels etc.

Note: The interfaces of all web platforms keep on changing and updating from time to time and from device to device. A sequence of steps is shown graphically in the following figures 1 through 6.

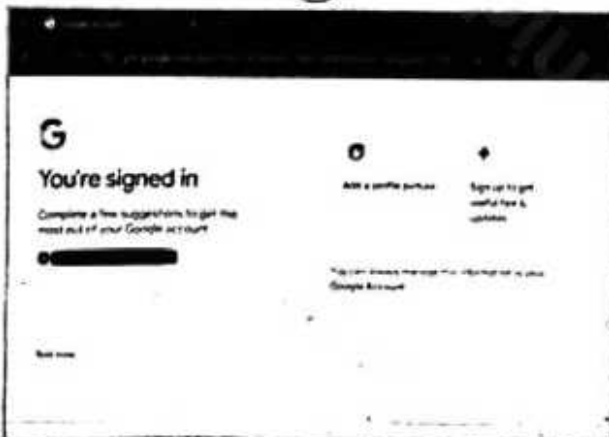
1



2



3



4



5



6



Facebook

This social media platform is used for networking purposes. You can use it by creating your personal profile on Facebook and sharing your pictures, videos, reels, and live streaming with trusted friends and family members. It is also used for marketing purposes. Various businesses can create their Facebook page, where they can display their messages, advertisements and other information. This information is visible to all the people who are members of that Facebook page. Companies can advertise by using reels, posters and video messages. There is a section of marketplace on Facebook. You can buy or sell new or used products on this marketplace. It is also used to announce various events as well. The following are the steps to create a Facebook account:



1. Open Facebook by downloading the app from the Google Play Store (Android), App Store (iOS), or visiting www.facebook.com on your browser.
2. Click on "Create New Account": A sign-up form will appear.



3. Fill out your personal details like your name, email/phone number, password, date of birth, and gender.
4. Click "Sign Up" option and follow the on-screen instructions.
5. To verify your account, enter the code sent to your email or phone number.

Your Facebook account is created. You can use uploading your desired contents on your social media profile.

To create a Facebook page to use the marketplace, the following are the steps:

1. Log in to Facebook using your newly created or existing account.

A screenshot of the 'Create a New Account' form on Facebook. The title is 'Create a New Account' with the subtitle 'It's free and always will be.' Below the title is a text input field for 'First name' and a 'Log in with email or phone' link. Underneath is a 'Mobile number or email address' field. Then a 'New password' field. Below that is a 'Birthday' section with dropdowns for 'Month', 'Day', and 'Year', and a checkbox 'Why do you want to provide my birthday?'. Then a gender selection with radio buttons for 'Female' and 'Male'. Below the gender selection is a small disclaimer: 'By clicking Create Account, you agree to our Terms and that you have read our Data Policy, including our Cookie Use. You may remove or delete your data from Facebook and deactivate it any time.' At the bottom is a 'Create Account' button.

2. Go to "Pages" from the left menu (on desktop) or in the menu bar (on mobile).

3. Click on "Create New Page."

4. Enter your page details i.e.

i. Page Name: Provide a suitable name for your page.

ii. Category: Select a category that fits your page's purpose.

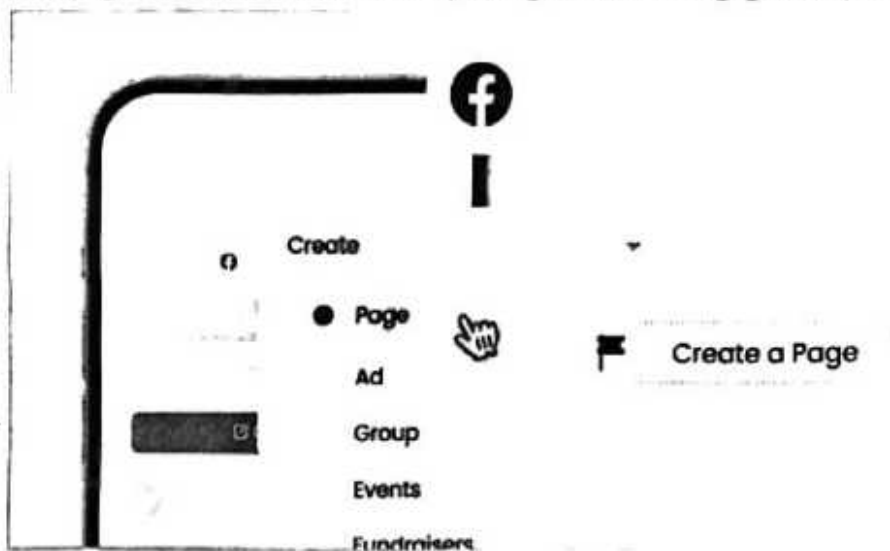
iii. Description: Write a short description about your page.

5. Click on the "Create Page" button.

6 Upload a profile picture and cover photo to personalize your page.

7. Save the changes and publish your page.

Your Facebook page is now live. You can start posting content to engage with your audience.



Instagram

This social media platform is used to share photos, videos, reels and stories. It is used to stay connected with friends and family members. It is used for community building as well. People with similar interests can create community and communicate with each other. It is a place to share your daily highlights and thoughts. Instagram is a hub for influencer marketing and sponsored content. It heavily relies on hashtags for discovery and categorization information. The following are the steps to create an Instagram account:



1. Open Instagram by downloading the app from the Google Play Store (Android), App Store (iOS), or visiting www.instagram.com on your browser.

2. Click or tap on "Sign Up."

3. Enter your details:

i. Email Address or Phone Number: Provide a valid email or phone number.

ii. Full Name: Enter your name.

iii. Username: Choose a unique username.

iv. Password: Create a strong password.

4. Follow the on-screen instructions to complete the registration process.

5. Add a profile picture by uploading an image or you can skip this step for later.

6. Fill in optional details like information about your work/page or website link if you have your personal business website.

7. Click or tap on "Done" to finish setting up your account.

Your Instagram account is now created. You can start sharing content to connect with others.



Podcast

It is a series of audio or video files that are released on a regular schedule. The frequency of podcast can be weekly or monthly. Podcasts vary in length and frequency. The interested audience can subscribe to the podcast of their choice such as Apple podcast, Spotify or Google Podcasts. Podcasts are hosted by some individuals in which he/she asks various questions from the guest. It is used for



showing interviews of celebrities online. Podcasts are usually live streamed; however, these can be downloaded as well. Sometimes the download feature is subject to the subscription as well. For example, if you want to create a podcast about the Quaid's day celebration held in your school on 25th December, you can follow the steps:

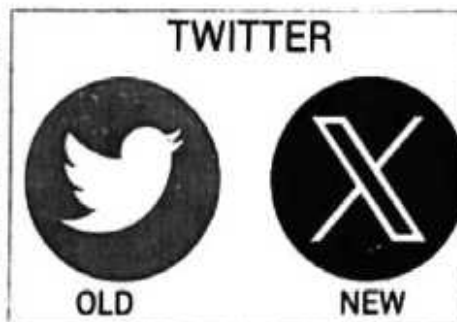
1. Decide the focus of your podcast, such as the highlights of the Quaid's Day celebration at your school, and plan what you'll talk about.
2. Write a simple script, starting with an introduction, talking about the event, and ending with a conclusion.
3. Use a smartphone, laptop, or any recording device in a quiet place.
4. Record your podcast by speaking clearly and including event highlights, sound clips, or interviews from teachers or students.
5. Edit your podcast using available video editing tools like CapCut/InShotAudacity/Anchor to trim, add music, or enhance the audio.
6. Give your podcast a title, such as "Quaid's Day Celebration at Govt School Lahore". The

title may include your name, the name of other student or teacher if he/she is part of this podcast. You can add name of your school as well. A short description about the podcast can also be provided.

7. Publish your podcast on a platform like YouTube, Facebook etc.
8. Share the link with classmates, teachers, and family to reach your audience.

X(Twitter)

It is a social media platform used for sharing short text messages called tweets. The name twitter was changed to X in July 2023. It is well known for its real-time update nature. Users share news, opinions and events more frequently as compared to other social media platforms. The short message known as tweets are limited to 280 characters. Users can mention other users' profile in their messages/tweets. It offers live streaming feature through its Periscope feature. It also allows users to share short videos called Vines. It is a popular platform for news, discussions, and debates. Many celebrities and influencers use X to connect with their fans. The following are the steps to create a twitter account:



1. Open X (formerly Twitter) by downloading the app from the Google Play Store (Android), App Store (iOS), or visiting www.twitter.com on your browser.
2. Click or tap on "Sign Up."
3. Enter your details:
 - i. Name: Provide your name or the name you want to display.
 - ii. Phone Number or Email: Enter a valid phone number or email address.
 - iii. Set your Date of Birth and click or tap "Next."
4. Follow the on-screen instructions and review the suggested settings.
5. Create a strong password for your account.
6. Verify your account by entering the code sent to your email or phone number.
7. Customize your profile:
 - i. Profile Picture: Upload an image.
 - ii. Bio: Write a short description about yourself.
 - iii. Header Image: Add a background photo (optional).
8. Click or tap on "Done" to complete the setup.

Your X account is created. You can share your thoughts by tweeting and engaging with others on the platform.

A screenshot of the 'Create your account' screen on the X app. At the top is the 'X' logo. Below it is the title 'Create your account'. There are input fields for 'Name', 'Phone', and 'Date of birth'. Below the 'Date of birth' field is a small disclaimer: 'This will not be shown publicly. Confirm your user age, even if it is for a business, or you will be suspended.' At the bottom is a large, dark, rounded button with the word 'Next' in white.

- **Digital literacy:** It is the ability to create information in a digital environment. It refers to the ability to effectively use digital technologies to access information, evaluate it and convert it into meaningful and appealing ways. Now a days, data is available everywhere.
- **Information Collection:** We need to collect information to be communicated. This information can be collected through various sources like books, websites, and surveys.
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- **Surveys and Google Forms:** All the required information is not always present in books or available online. Some information is supposed to be collected by you. You can conduct a survey to collect that information. There are various methods to conduct a survey e.g. Design a google form and distribute it online to collect information or design a form in some document editor and distribute its printout to collect the information.
- **Digital Search/Information Literacy:** It is the ability to collect, understand and evaluate information from various sources.
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- **Ethics and Responsibility:** The digital content has no boundaries. Therefore, higher standards of ethics and responsibility are required. These ethical standards involve cultural, social, and religious boundaries.
- **Key Ideas Extraction:** It is the most important information to be extracted from the available information and convert or present it into digital content.
- **Poster Designing:** It should be visually appealing. The color scheme should be according to

its topic/genre. For example, if a poster is designed to announce some social gatherings, it should give pleasing and lively feelings. Most of the time the response of the audience depends on the visual appeal of the digital content. The text and graphics should have some balance and alignment in size, colors, and other aspects.

- **Billboard Designing:** Simplicity is a key step in billboard designing as well. The billboards are huge in size and to attract the audience on the go. Therefore, an attractive billboard design will attract the audience otherwise it might be ignored and does not serve its purpose.
- **Social media as a communication Tool:** It is a very common and effective communication tool now a days. There is hardly any individual who is not using social media regularly. The most common usage of social media is audio and video calls and other necessary communication.
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- **Facebook:** It is used for networking purposes. You can use it by creating your personal profile on Facebook and sharing your pictures, videos, reels, and live streaming with trusted friends and family members. It is also used for marketing purposes. In the Facebook marketplace you can buy or sell new or used products on this marketplace. It is also used to announce various events as well.
- **Instagram:** It is used to share photos, videos, reels and stories. It is used to stay connected with friends and family members. It is used for community building as well. Instagram is a hub for influencer marketing and sponsored content. It heavily relies on hashtags for discovery and categorization information.
- **Podcast:** It is a series of audio or video files that are released on a regular schedule. Podcasts are hosted by some individuals in which he/she asks various questions from the guest. Podcasts are usually live streamed; however, these can be downloaded as well. Sometimes the download feature is subject to the subscription as well.
- **X(Twitter):** It is used for sharing short text messages called tweets. The short message known as tweets are limited to 280 characters. Users can mention other users' profile in their messages/tweets. It is a popular platform for news, discussions, and debates. Many celebrities and influencers use X to connect with their fans.

Q1. Select the best answer for the following MCQs.

1. Which term is used for the ability to effectively use digital technologies to access information, evaluate it and convert it into meaningful and appealing format?
 - a) Literacy
 - b) Digital Literacy
 - c) Social Media
 - d) Information
2. What is the best way to collect information about a topic you are interested in?
 - a) Ask your friend
 - b) Read a random book
 - c) Search online and ask experts
 - d) Guess the information
3. What is the benefit of using Google forms for information collection?
 - a) Collect small amount of data
 - b) Quickly analyze and summarize data
 - c) Get historical data
 - d) Visualize data
4. What is the most important step to convert information into graphics?
 - a) Decide the purpose of graphics tool
 - b) Select the right tool
 - c) Check the local laws
 - d) Decide the number of design elements
5. Which of the following is the primary purpose of billboard design?
 - a) Showcase company's identity
 - b) Entertain the audience
 - c) Grab attention of the audience
 - d) Provide details of the company
6. What is the primary benefit of using podcast as a learning tool?
 - a) To provide brief overview of a topic
 - b) To present information in interactive way
 - c) To provide platform for international news
 - d) To facilitate language learning
7. What is the role of a podcast host?
 - a) To present their own opinion
 - b) To facilitate discussion and guide the conversation
 - c) To criticize the guest speaker
 - d) To praise the guest speaker
8. Which is the most common usage of social media besides audio and video calls?
 - a) Education
 - b) Sharing necessary updates
 - c) Translation
 - d) Web Surfing

9. Which social media platform is mostly used for educational tutorials, skill teaching, and entertainment video contents?

- a) YouTube b) Facebook c) Instagram d) Podcast

10. Which social media platform is mostly used for news, discussion and opinions?

- a) Facebook b) YouTube c) X (Twitter) d) Instagram

Q2. Write answers of the following short response questions.

1. Differentiate between basic literacy and digital literacy.
2. Suggest strategies for integrating digital literacy into computer graphics.
3. Describe the role of books in verifying information for academic purposes.
4. Discuss the relationship between communication, collaboration, and digital literacy.
5. Do you think that X(Twitter) plays vital role in opinion making about any social issue? Support your answer with three arguments.
6. Outline effective strategies for identifying and countering online disinformation.
7. Differentiate between poster designing and billboard designing.
8. Define social media and describe the significance of YouTube and Facebook.

Q3. Write answers of the following extended response questions.

1. Explain the role of information collection in the field of digital literacy.
2. Analyze the key components of digital literacy and their significance.
3. Define information extraction and its purpose.
4. Illustrate the use of images and graphics in billboard design.
5. Discuss the impact of social media on contemporary communication, referencing YouTube and WhatsApp as examples.

Activity 1: Billboard Design Challenge:

Objective: To create a visually appealing billboard design for a popular brand.

Steps:

- Make groups of students according to the strength of the class. And let them choose a topic of their choice to design a billboard.
- Supervise them to collect necessary information about the design, company profile, product features for which they are going to design a billboard.
- Provide them with certain standard steps to follow at your convenience, so that all the students can follow the same pattern.
- Ask the groups to design the billboard with the help of chart papers and color.
- Ask them to convert it into digital form by using any graphics designing tool like Adobe Photoshop, Illustrator, CapCut or Canva.
- Put all the designs in an exhibition and display them at some appropriate place in your institution to encourage the efforts of the class.

Outcome: This activity will help students to understand the process of billboard designing. They will learn the utilization of this topic in their daily life.

Activity 2: Social media post for a popular brand:

Objective: To help students understand the significance of social media posts.

Steps:

- Divide the class into groups of 3 to 4 students each.
- Ask them to choose a topic of their choice from some popular fields of life around you, like bakery, super store, poultry form/shop, pizza shop, stationary shop etc.
- The students will collect data about their specific topic, for example the student with the topic of poultry form will collect the information that what are the positive features of poultry products which they can highlight in their Facebook post.
- The students will create the post with the help of collected information, and other digital tools like ChatGPT and Meta AI. They will create the post by using smartphones at home.
- Ask students to share this post as class project, on their Facebook profile. They will share the link with the teacher.
- The students will collect the response of other Facebook users on their post, and they will improve it according to positive criticism received as comments.

Outcome: This activity will help students to learn that how digital literacy will be effectively helpful for them to express their thoughts and messages.



Activity 3: Create a new product for a popular brand and present it to the company management using a presentation, create an Instagram post, and a short advertisement video:

Objective: To help students understand how new products are launched by the companies to increase their profits and grow the business.

Steps:

- This activity can be assigned to the students on an individual basis. Ask them to choose the popular business which they want to own in the future, like Apple, HP, Nike, Chanel, Honda, Service etc.
- Ask the student to brainstorm ideas for new products that align with the brand they chose.
- They will create a rough design of their idea with the help of paper and pencil.
- At next step they will write detailed description of the product from dimension to detailed working/usage
- Ask them to create a presentation and present in the class.
- After presentation, they will create an Instagram post and advertisement video and will share on their Instagram and Facebook profile as class activity.

Outcome: This activity will encourage the students to practice their creativity skills and boost their confidence for their future activities related to job/business.