PLAN BE CONSORTIUM

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1. **INTRODUCTION**

Social communication tools and techniques enable the elderly to be more connected with the world, to be informed, to spend their time more actively and with better quality. The time of modern information technologies requires a lot of new knowledge and skills in the field of ICT (Information and Communication Technology), therefore in the module we have concentrated mostly on basic ICT skills for independent communication.

As the module is structured very widely, the facilitator will choose priorities according to participants’ needs and interests.

A person who wants to get some new knowledge can choose the topic which is interested in. Each theme is based on specific examples and information on how to gain more knowledge.

To obtain suitable performances, the implementation of the module should be carried out through diverse and integrated working methods. The training should be carried out by short lectures, interactive sessions on cases, practical exercises and by working with specific e-tools. The trainer/a volunteer who will implement the training module will have the role of a mentor and coordinator. Participants (seniors) should be very active in gaining new knowledge and improving their skills.

The training module will provide the theory necessary to understand the specific characteristics of the topics as well as practical tools for specific work in this field. The main tool for implementation of the training will be the developed module which gives the trainers a general insight into the objectives, topics and specific contents, as well as specific exercise to reach the objectives. Trainers can use the exercises and questions for reflections from this material.

Emphasis will be given on the use of active and effective teachings methods, methods which enhance creativity, exchange of practical experiences, constructive and strategic problem solving. Examples of methods, approaches and forms of work that ensure quality and effective learning process: Ice breaking methods, Brainstorming, Mind mapping, SWOT analyses, World café method, Discussion/debate, Case Study Teaching Method, Role playing, Pro et contra, Work in small groups/pair work/teamwork etc.

In addition, the trainer should pay special attention during implementation to encouraging participants to joining volunteering activities from the field of this module’s topics (by presentation of possibilities in local environment and best practices). This module offers several opportunities for seniors to be active through helping others, volunteering, and exchanging knowledge. It is a mutual active learning process.
Aims of the training module:

Knowledge
• The volunteer will better understand the difference between personal communication and communication through the use of ICT.
• The volunteer will know how to use some of the e-communication tools e.g. social networks and how to manage with multimedia.
• The volunteer will be able to critically evaluate communication using e-tools (strengths, weaknesses, threats, and opportunities).

Skills
• The volunteer is equipped with the skills of up to date ICT technology, like the use of internet, e-mail, social networks, smart phones, digital photography and the use of other digital accessories and tools which they encounter in everyday life.
• The volunteer is capable of independent use of one of the social networks for communication with their friends.

Attitudes
• The volunteer raises his self-awareness in communication and relationships and the meaning of e-communication for raising the quality of everyday life.
• The volunteer feels enthusiastic about the possibilities offered by e-tools for communication.
• The volunteer feels the challenges for personal growth offered by e-communication and new volunteering opportunities (quality spending of their free time).

2. SOCIAL COMMUNICATION

Questions for reflection:
• Why do people communicate?
• What kind of intentions may influence our communication?
• What are the main purposes of communication?
• What tools do they use while communicating?
• Which communication techniques do you know? And which one you use the most?
• Nowadays, e-communication is much more important. Why? What changes does this bring?
• What are the differences between personal and e-communication?
• Which new things regarding e-communication do you want to learn?
How our perceptions influence our communication?

“We don't see things as they are; we see them as we are.” (Anaïs Nin)

We often think, that when we communicate, we respond directly to the other person’s communication/behaviour. However, there is an important element that we sometimes overlook – our perception and our thinking which, are very much interdependent with our state of mind. Someone in a low state of mind, born of a particular quality of thinking, will behave in accordance with how they see the world from their perspective. Our thinking and our emotions influence our perception and we tend to see and hear what we want to and what we focus on.

You may do a small experiment in order to experience it: notice as many red objects as you can during the next 30 seconds. After 30 seconds ask yourself how many red objects you noticed and then ask yourself how many yellow objects you noticed – probably none or very few – the objects were there but you were not looking for them. It is the same with communication, you perceive and behave according to your beliefs and your behaviour. It is very important to remember that every person lives in their subjective reality and have a different “model of the world” constituted by their values, beliefs, memories etc. The same situation may look very different from different models of the world. When we are conscious of that and respect other people’s model of the world we are half way to finding an understanding.

Questions for reflection: Think of a situation when you were in a low state of mind (for instance tired or worried) and how it influenced your communication (focus on communication using e-tools such as e-mail). Now think about a time when you were in a very positive state of mind. Could you see the same issue/person/situation differently? Give examples from your own life.

3. THE INTERNET, IT’S BEGINNINGS AND FIRST STEPS TO IT’S USE

Participants will get to know how to use the world wide web, that could simplify various errands in their everyday life (like using different web sites and searching for information about: working time of various institutions, timetables, searching for best prices of various products, on-line shopping...).

Accessibility and the openness of the internet enables individuals to an interactive use of this mass media, a simple access to information and the ability of expressing opinions. It’s a publicly accessible global network, to which many computers and networks of different kinds are linked and can
communicate with each other through a single protocol, the so called Internet Protocol.

Through the Internet we search and exchange information, services, browse web sites and documents on the world wide web, send e-mail, chat with friends on the other side of the world, manage our finances from home, watch TV, listen to the radio, read newspapers ... It's a system where we can be both, a viewer or a creator, it's all around us, but it's not based anywhere and has no borders. To view web pages, we just need a program for viewing – a web browser. Web browsers are Internet Explorer, Mozilla Firefox, Google Chrome ... (programs with which we can surf the web and see various web sites). Each web site has a web address (URL), that contains: location, name of the document and type of protocol. A web address has a set structure and from it we can find various information about the web site.

```
http://www.google.com/
protocol://internet_service.subdomain.domain/
```

**Hint**
URL addresses are sometimes very long. When typing we must not make a single mistake or we will not reach the desired website.

**Safety on the Internet**
Each user is responsible for his own safety on the internet, that is why it's important to have anti-virus protection, a firewall and to keep them updated. In addition, a user can further enhance the safety by critical judgement of the information – do not trust messages received from unknown sources.

**What are viruses?**
A virus is a programme that, when it is activated, damages our computer and causes corruption of files in our archive. Most of the time we infect our computer with careless downloading of software from the Internet.

**Possible measures**
A user has to be careful when shopping or ordering services from providers with dubious reputation at unreasonable prices.
Before installing the software or buying a product, check carefully to who do you intend to trust with your personal information or money.
When using public computers (libraries, cyber cafes) we have to be careful logging in to sites where a log in with username and password in necessary.
When we finish using the public computer we have to log off from all user accounts. Thus, we can improve the safety and prevent villains from using our account, therefore always log off.
Cookies
Cookies are small files that are saved to a computer when visiting websites. They contain information, that the website reads, when you revisit the site. They are used by most websites on the internet. They are harmless and do not contain any viruses or any other malicious code. They are used to: show various advanced content of the website (like maps or video), to record and manage site visits, to support plug-ins for social networks and for showing personalized advertisement adds.
From June 2013 all owners of websites in European Union must, required by law, notify the users about the cookies, which their site uses and get their consent. The law regulates the purpose of cookies as a consequence of abusing cookie technology to track users thus invading the privacy on the internet.

Usage
We have already said that different browsers work in a similar way. Their developers have ensured that they are user friendly and they similar to each other by appearance. Therefore, all of them have similar buttons in the upper part.

Figure 1: Introduction to the Internet: Web Browsers
If we visit a certain web site often, it makes sense to add the site to our bookmarks, which should be a list of most visited sites. Doing this we can save some time and effort.

A web site is added to bookmarks, when moving the mouse cursor on an open tab (where the wanted site is open) and clicking and holding the left mouse button and dragging the tab into the bookmark bar. The same can be done when visiting the website, left click on the button “…” and a pop-up window appears and we confirm the option »Bookmarks« and choose “Bookmark this page”.

**Figure 3: Introduction to the Internet: Web Browsers Options**

Click on the button “…” with the left mouse button and confirmation of the option »Bookmarks«.
When you are surfing the web you leave tracks behind. If the computer is used also by others or you are using a public computer, like a library, it is wise to delete the history of our session. We can do this by clicking on the History button, then choosing the option “Clear browsing data” and in the opened window confirm the Clear browsing data.

Figure 4: Introduction to the Internet: Web Browsers Options

After choosing “Clear browsing data” tick all the boxes and press Clear

Figure 5: Introduction to the Internet: Web Browsers Options

Sometimes we may want to see multiple web sites and at the same time compare their content. This is easily done by opening new web sites in new
window. When we want to open a new site in a new tab we just click on a new tab (the + sign in the tab bar) or we use a keyboard shortcut Ctrl + T then type the address and then press search.

**Setting up the home page**
When the browser opens or when clicking the house icon, we can see the pre-set home page. This can be any web site you choose; you can even have multiple home pages or just a blank page.

![Figure 6: Introduction to the Internet: Web Browsers Options](image)

In the menu command bar we left click the button “⋯”. In the list that opens, we choose **Settings**.

![Figure 7: Introduction to the Internet: Web Browsers Options](image)

The Settings window opens. Here we can set the home page, at the same time we can also set the destination folder for saving downloaded files (like pictures, documents...).
In the Home page field, we write the URL of the wanted page (like www.google.com) and confirm with the save button. Each time we open the browser the set home page will open. In the options window we can also set the download folder. We can also choose the following option: »Ask for each download where to save«. With this option set, the computer will always ask where to save the downloaded file.

**Toolbars view options**

Sometimes the favourites/bookmarks bar is not shown.

![Image](image.png)

Figure 8: Introduction to the Internet: Web Browsers Options

The internet is a vast collection of more or less useful web pages. How to find the right information, the right web page?

Often we do not know the address of the page we want. In order to search for the wanted page, we use a special tool that searches by key words or phrases for links to content that might be of interest to us – a **search engine**.

Special algorithms of the search engines regularly visit billions of webpages, extract and analyse their content and save it in their indexes. Directories work similarly, the difference is that there is no engine searching for the links, but the owners of the web pages type their pages into the directory.

Once we start the search, the engine will find the searched contents in its collection of saved data and will organize the results in a sequence. The search results will be shown as a list of results with the links to the found web pages and a short description.
What is Google Translate?

Google Translate is a free translation app for translating between currently 80 supported languages. It can translate words, sentences and web pages or in any wanted combination.

Translator creates the translation by going through hundreds of millions of previously translated documents, searching for patterns which it then uses to make the best translation. By recognizing patterns in documents that were translated by people, the app can foresee what would be the best translation. The process of searching for patterns in large quantities is called
»statistical machine translation«. As the translations are generated by the computer they are not always perfect. The quality of generated translation improves with the number of available documents translated by human translators (more available documents means better quality). The quality also depends on the language.

Figure 11: Google Translate [online]. https://translate.google.com/

4. **E-MAIL**

E-Mail is one of the first and the most important internet services. It is a fast, cheap, reliable exchange of messages between two or more addressees.

Beside texts we can also send and receive pictures, short films, music, computer programs and whole books.

E-mail system is exactly like the system of regular mail (every user has a mailbox) to exchange messages through the Internet network and may also contain files.

E-mail address is recognised by the sign @ (known as "at"), consisting of a user name, and domain name provider.

For receiving and sending e-mails, we need a program such as Microsoft Outlook, Outlook Express, Mozilla Thunderbird ... or web based e-mail exchange service provider like Gmail, Hotmail ...
Creating a Gmail account

We can search Gmail with Google (www.google.com) or enter the URL www.gmail.com in the address bar. By clicking on the Create Account we enter data into the form that appears (remember user name and password).

![Create your Google Account](https://accounts.google.com/SignUp?service=mail&continue=http%3A%2F%2Fmail.google.com%2Fmail%2F%3Fpc%3Dcarousel-about-en)

*Figure 12: Create your Google Account [online].*<https://accounts.google.com/SignUp?service=mail&continue=http%3A%2F%2Fmail.google.com%2Fmail%2F%3Fpc%3Dcarousel-about-en>*

More about creating account, signing in, settings, using Gmail, writing e-mails etc. in – [google help](https://support.google.com/mail/?hl=en#topic=7065107)

![Welcome to the Gmail Help Center](https://support.google.com/mail/?hl=en#topic=7065107)

*Figure 13: Welcome to the Gmail Help Center [online].*<https://support.google.com/mail/?hl=en#topic=7065107>
10 golden rules of communication by e-mail

• An electronic message should be clear, short and grammatically correct. It should have an introduction, content and a final greeting with your signature.
• Do not leave the subject box empty. Give a brief description as a summary of the message.
• E-mails should not be written in capital letters. Within the e-communication this means "screaming". If you need to emphasize anything in the text, rather use bold style.
• Always read your message before sending, see if you have correctly written the address and correct any errors.
• Never send messages when you are angry. Wait, read it again, if necessary alleviate the writing style before sending.
• People have different perceptions of what is funny or not and see different statements in different ways. Perhaps jokes that seem to be quite nice to you, are not understood by the readers of the e-mail in the same way. So think before sending it.
• Do not use e-mail for sending unwanted advertisements (Spam).
• Chain letters belong in the dustbin. If you receive it, you should interrupt the chain.
• If you send attachments, pay attention to their size. Recipient of your e-mail, may not have a fast internet connection and will not be happy if he will be opening your attachment for half an hour.
• Received attachment can spread viruses, which can cause a lot of damage to your computer and its contents. Don't open attachments from unknown senders.

Google Drive

This is an online space where you can in one place create, share, cooperate and store files. It enables us to upload and access all of our information, including videos, photos, Google Docs documents, PDF files...
Files shared with friends can be edited or worked on at the same time. Google Drive offers its users fifteen gigabytes of space for free.

More on Google drive Help.

5. SOCIAL NETWORKS

Keeping in touch with friends and family members is one of the greatest benefits of social networking. Below is a list of the most widely-used websites for building social connections online with some orientation about creating a profile and using the networks. The use of social networks in the business world is increasing.
Facebook: Arguably the most popular social media network, Facebook provides a way for users to build connections and share information with people and organizations they choose to interact with online.

Skype: is a software that enables conversations across the world. It is a free internet telephone network (VoIP), which allows users to communicate with each other. It offers video or voice conversations and voice conference calls with up to 25 users, it also transfers text messages and files between users.

Some others:

Twitter: Share your thoughts and keep up with others via this real-time information network.

Instagram: is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

Google +: This relatively new entrant to the social connection marketplace is designed to allow users to build circles of contacts that they are able to interact with and that is integrated with other Google products.

MySpace: Though it initially began as a general social media site, MySpace has evolved to focus on social entertainment, providing a venue for social connections related to movies, music, games and more.

Slack: communication Platform for Open Discussions which supports daily effective communication within project team, organising WP, uploading images documents, writing comments. Not only for communication with friends, also useful in business world.

LinkedIn: social network for professional communication.

6. MULTIMEDIA

Digital photography - Programmes camera settings
Today’s cameras allow us to complete the automatic exposure setting. However, since this automation does not know what we want to achieve in a particular image, a camera provides more options to determine for example: how the photo will be lighted, what we can do with the moving objects etc.

Exercise: Using the instructions for using camera find out what these buttons enable:
And what enables these creative programmes?

Archiving photos
Each digital photography is a computer file, at least until it is printed on paper. It is a kind of digital negative.
To begin with, we need to transfer files from the memory card, because it will sooner or later run out of space and if we want to make room for new recordings, we have to move photo files to a new, permanent place (computer).
The camera can be connected via USB cable to the computer, or memory card (with pictures) can be directly inserted to the computer. Some cameras come with their own software for importing pictures. However, if you do not have such software you can use Windows explorer, you can put them in the My Pictures folder, or you can create a new folder.
Create a folder in the location where you want to save the photos. We create it by clicking the right mouse button, a dialog box appears and offer us the possibility of new folder and with the left mouse button confirm, make a folder and name it (1x left click on the folder that the text turns blue).

Next, find a place where our camera appears. It can be found in Windows Explorer (click Start, and then click Computer). The camera will be found under the name of the camera (Brand name of the camera) or as a removable disk. Double left click on the camera, and then in the same way open the camera folders until you get to the photos.

When we see the pictures we want to transfer, we indicate (mark) them for copying. We can mark them in different ways:
• Place the mouse cursor in the folder outside the picture (white area), then press the left mouse button and holding and moving the mouse draw a blue square around the pictures you want to mark.
• If you want to tag all your photos, press Ctrl and the letter A simultaneously (first pressing Ctrl, by squeezing and then pressing on the letter A).
• If we want specific photos, click on the first photo, and then press and hold the Ctrl button and click on further photos. When you finish the selection, let go of the CTRL button.
• We can copy the marked pictures placing the cursor on the marked area with photos, then by clicking the right mouse button a dialog box opens, then search for Copy and click on it with the left mouse button.
Following the same procedure, we will now paste pictures in our folder that we have created. In this case, in the dialog box that we get by clicking the right mouse button, now use the Paste option.

7. PRACTICAL EXERCISES

PRACTICAL EXERCISE “PERSONAL COMMUNICATION VS E-COMMUNICATION”

Comparison of personal communication and communication using e-tools, based on articles about different ways of communication and analyses using world café method.

World café method (http://www.theworldcafe.com) - is a simple, effective, and flexible format for hosting large group dialogue. It can be modified to meet a wide variety of needs but the following five components comprise the basic model:

1) Setting: Create a "special" environment, most often modelled after a café, i.e. small round tables covered with a tablecloth, block paper, coloured pens, a vase of flowers and some cookies. There should be four chairs at each table.

2) Welcome and Introduction: The host begins with a warm welcome and an introduction to the World Café process, setting the context, sharing the Café Etiquette, and putting participants at ease.

3) Small Group Rounds: The process begins with the first of three or more twenty minute rounds of conversation for the small group seated around a table. At the end of the twenty minutes, each member of the group moves to a different table. They may or may not choose to leave one person as the "table host" for the next round, who welcomes the next group and briefly fills them in on what happened in the previous round.

4) Questions: each round is prefaced with a question designed for the specific context and desired purpose of the session. The same questions can be used for more than one round, or they can be built upon each other to focus the conversation or guide its direction.

5) Harvest: After the small groups (and/or in between rounds, as desired) individuals are invited to share insights or other results from their conversations with the rest of the large group. These results are reflected visually in a variety of ways, most often using graphic recorders in the front of the room.

Exercise:
Introduction: Presentation of an article connected with e-communication in today’s world and how to keep up with the changes.
Following the above model, facilitate a world café discussion with the following questions:

• What are the benefits of personal communication?
What are the benefits of using e-communication tools?
How to stimulate the motivation of seniors to use e-communication?
What ICT knowledge seniors need for active aging and a better quality of life?

At the end of the small group rounds, facilitate the whole group discussion.

**PRACTICAL EXERCISE “CREATING A GOOGLE DRIVE QUESTIONNAIRE”**

Facilitator guides participants step by step to create a simple e-questionnaire and show them how to analyse statistical data.

**PRACTICAL EXERCISE “CREATING A SOCIAL NETWORK PROFILE PAGE”**

Writing posts, publishing photographs, creation of groups .... Working in pairs or small groups.
8. WEBLIOGRAPHY

- Matjaž Intihar: e-Fotografija, Ljubljana, l. 2003
- Nikolaj Pečenko: Digitalna fotografija, Ljubljana, l.2005