Task A: E-Mail

1. Describe the purpose of E-Mail.

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| The electronic transmission of mail allows you to send formatted text and images to someone else with an email address. |

1. Identify **three** advantages and **three** disadvantages to using E-Mail.

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| **Advantages** | **Disadvantages** |
| Intuitive and easy to learn how to send an email. | Both users must have an email account/address to exchange information. |
| E-mails are sent and received quickly. | If you don't know the email address of the other person then you can't send them a message |
| People don’t have to be present to receive the e-mail. | Many emails sent can be classed as spam. |
| E-mails can be sent at any time on any day. (24/7) | Can become a distraction as people will spend more time sending emails to friends rather than working. |
| Files can be attached to emails. | Mailboxes can get full which means some emails will not be received. |
| The same email can be sent to a group of people. | You may have to wait a long time to reply. |
| You can request a receipt as proof the email has been sent. | Some email attachments or links within emails could contain malware. |
| Messages can be prepared in advance and saved until you are ready to send them. | In some cases, the recipient might block attachments so they will never receive them. |
| Messages can be encrypted making it possible to send confidential information. | Vulnerable to phishing emails/scams. |

1. Identify instances in which E-Mail might be used for personal/social use.

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| Users may send e-mails to companies to make enquiries, complaints or bookings. It can be used as a method receiving confirmation email such as an order made on Amazon. Users may also subscribe to services and receive monthly newsletters through e-mail linked to their own interests. |

Task B – Instant messaging

1. Describe how instant messaging works.

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| It’s a text-based service, where one person types a message and the other person immediately sees it pop up in their IM (Instant Message) window. |

1. Identify three advantages and three disadvantages to using instant messaging.

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| **Advantages** | **Disadvantages** |
| Allows you to chat in 'real time' to other people who also have subscribed to an instant messaging service. | As it is immediate, you have no time to reflect on the message you are sending, unlike an email where you can review the draft before sending. |
| Useful for customer support contact instead of having to phone a support line. | Some might be free to use but could be inundated with ads until you subscribe to a premium service. |
| Useful for users who may have ran out of their SMS allowance and can use this service providing they have an internet connection. | Anyone can send you a message if the privacy settings haven’t been configured correctly. |

1. Identify instances in which instant messaging might be used for personal/social use.

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| Apps like WhatsApp allow users to stay in touch and it’s easier to exchange messages with one another. It’s commonly used to set up group chats to allow multiple users to become involved in discussion. Other apps are available and social media platforms integrate similar services. For example, Facebook has a built-in instant messaging service. |

Task C - Blogs

1. Describe the purpose a blog.

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| A 'Blog' is a shortened form of the words Web log. A blog is a web site like any other, but it is intended to offer an opinion on something or stories about what is happening with the author. An author might write a blog of different recipes for cakes or even sharing their experience of recent travels. |

1. Identify **three** advantages and **three** disadvantages to posting a blog.

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| **Advantages** | **Disadvantages** |
| Enables you to write down your thoughts on anything that interests you. | Whatever you publish is available for everyone to see and contributes to your digital footprint, even if it’s negative content. |
| Very quick and easy to set up, don't need much technical knowledge | Personal blogs may be biased or contain inaccurate information |
| Easy and quick to update or add new posts | Can be time consuming to write and update regularly. |
| People can leave comments on your blog | People may leave rude or inappropriate comments. |
| You can read other peoples blogs which cover a wide range of interests. | The internet will contain a plethora of blogs which might make it difficult to find ones that are best suited to your interests. |

1. What is the difference between a vlog and a blog?

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| Instead of posting written content onto a website, a vlog (known as video log) allows users to post blogs as videos and upload them to social media websites. YouTube is the most common platform used by vloggers. |

Task D – Video conferencing

1. Describe how video conferencing works.

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| It works by each person 'logging on' to the conference call. When you switch on your conference call device and enter your user ID number, a notification that person has joined the meeting is broadcast. Using a microphone and webcam to communicate in their chosen location. |

1. Identify **three** advantages and **three** disadvantages to using video conferencing.

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| **Advantages** | **Disadvantages** |
| There is no need to spend time and money travelling to meetings | The correct infrastructure needs to be in place such as hardware, software and a good internet connection. |
| Meeting can take place in separate locations, no need to meet up in one place. | A very reliable, fast data link is needed. Many companies hire a connection specifically to allow video conferences to take place |
| You can see people as well as hear them. This means you can see their body language which you can't do with a telephone call. | There might be a delay between responses if some users have a poor internet connection. |
| You can share ideas, upload documents to each other to encourage live collaboration. | If the hardware breaks down for any of the participants, they cannot 'attend' the meeting |
| A good way to keep in touch with friends and family, especially if they live in a different country. | People could be in different time zones around the world. This might mean that some people have to stay up through the night in order to attend the meeting. |

1. Identify instances in which video conferencing might be used for personal/social use.

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| It was commonly used to keep in touch with family and friends. Skype was a popular application used for this purpose. Now alternatives such as Discord are proving popular with younger users. Video conferencing also enhances multi-player online gaming. |

Task E – Social networking

1. Describe the purpose of a social networking site.

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| It’s an online platform that allows users to communicate with others. In some cases, this might be with other people who share similar interests, activities or real-life connections. It allows users to share videos, post new content and comment on other posts. |

1. Identify **three** advantages and **three** disadvantages to using social networking sites.

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| **Advantages** | **Disadvantages** |
| It’s free to use | You lose a sense of privacy. |
| Easy to set up an account. | Might post inappropriate comments which could harm digital footprint. |
| Able to communicate and share similar interests. | Online bullying can occur. |
| Very easy to make new friends. | Some people set up fake profiles. |
| Easy to add posts/set up events/groups | News feed can be populated with information that is not reliable and stems from untrustworthy sources. |

1. Identify instances in which social networking sites might be used for personal/social use.

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| It’s used mainly to communicate with friends and family. It can be used for other purpose such as posting images, setting up local events, creating and participating in group discussions.  \*Answers may vary and students may include other (maybe more specific) examples. |