Answers

Task 1

Work in pairs to research a famous vlogger, blogger or microblogger. Create a fact sheet about them that covers the following:

* Name
* Estimated net worth
* What type of content they create? (e.g. vlog, blog, microblog)
* What topic(s) do they cover?
* Which platform(s) do they use?
* Number of subscribers
* Number of views
* Estimated income from advertising

Why do you think that they have been successful on the platform(s) they have chosen?

Answers will vary depending on the person that is chosen.

Task 2

Wikipedia allows any user to edit and amend any entry.

(a) How does Wikipedia protect against malicious edits?  
  
A semi-protected or protected page can only be edited by autoconfirmed or confirmed Wikipedia editors, or administrators respectively.  
  
Blocking and banning those users who have repeatedly committed acts of vandalism from editing for a period of time.  
  
In many cases, the vandalism is automatically detected and reverted by a bot (computer program). The vandal is always warned with no intervention.  
  
If ordinary users notice errors they are able to fix them or revert to a previous version.

(b) How does it verify statements made?  
  
Statements that are made are referenced to show where the source was for the statement.  
  
Any user can highlight areas that need more verification or do not appear to be true.  
  
Any user can also edit an inaccurate entry to improve it.

Task 3

Tony Jones is a podcaster and has asked you to create a short podcast explaining the different methods of communicating online.

Write a script for your discussion with Tony that answers the following questions.

(a) Explain the following communication methods:

i) Chatrooms  
  
Some suggested key points that may be included in a script:  
Text based  
Virtual meetings  
Real time  
Common interests  
Different break off rooms for different groups  
Can private message people  
Often used in trainings/online university courses

ii) Instant Messaging  
  
Some suggested key points that may be included in a script:  
Text based  
(typically) private  
Can be used for a group of contacts  
Also used in online gaming

iii) Podcasts  
  
Some suggested key points that may be included in a script:  
Typically audio only  
Normally based around a topic or theme  
Can have subscribers  
Users will automatically have new episodes to podcasts they subscribe to

iv) Forums  
  
Some suggested key points that may be included in a script:  
Message boards  
Threads of conversation  
Often used to answer or discuss questions / offer help  
Searchable

(b) Choose two different methods of online communication. Compare the advantages of one method over another.  
  
Each script will be different. The script ending needs to make a comparison of features, or a comparison from the user’s/listener’s perspective.

Task 4

(a) The table below has a number of uses for online communities.  
  
Complete the table suggesting a possible online community and how it is used.   
The first one has been completed as an example.

|  |  |  |
| --- | --- | --- |
| **Category** | **Suggested online community** | **How it is used** |
| Communicate with friends | Facebook | The user first finds people who they are friends with and adds them as friends. They can post messages which then will appear on their profile. Messages from their friends will appear on their news feed. Notifications will be given via email or a smartphone’s notifications. Private messages can also be sent. |
| Stay up to date with news and current events |  |  |
| Find the answers to questions from a supportive community. |  |  |
| Find out information about entertainment or holidays |  |  |

Answers will depend on the online communities chosen by students. Some suggested communities for each of the categories are Twitter, Mumsnet, Trip Advisor

(b) Choose one online community. Some suggested key points:  
  
Discuss the user experience when using it for the following factors:

i) Ease of use

ii) Performance

iii) Availability

iv) Accessibility

Answers will vary depending on the online community chosen.