DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

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Message for the Students

Dr. Babasaheb Ambedkar Open (University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We Stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 54 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.

On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

"We want the education by which the character is formed, strength of mind is Increased, the intellect is expand and by which one can stand on one's own feet".

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babaasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto 'स्वाध्‍य‌‍ाय: परमम् ‌‍ तप:' does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who
are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students.

Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT. Very soon, the University going to offer new online Certificate and Diploma programme on various subjects like Yoga, Naturopathy, and Indian Classical Dance etc. would be available as elective also.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

Prof. Ami Upadhyay
Vice Chancellor,
Dr. Babasaheb Ambedkar Open University,
Ahmedabad.

Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

CJMC-04/DJMC-04
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Paper

4

UNIT: 1	UNDERSTANDING COMMUNICATION

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STRUCTURE
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1.0   OBJECTIVES

This unit briefly discuss –
- Understanding the meaning of communication.
- Nature and characterics of communication.
- Elements of communication

1.1   MEANING AND CONCEPTS

Meaning of Communication
Communication is an ever-continuing process and an integral part of the world of all living things. The need for communication is as basics as the hunger for food and drink, perhaps even more so. It is an

individual as well as a social need.

Derived from the Latin word *communis*, meaning common, communication is a synonym for interchange, dialogue, sharing, interaction or communion. It is the passing of meaningful message and the receiving of feedback. The Encyclopedia Britannica defines communication as _the exchange of meaning between individuals or groups through a common system of symbols or language'.

Dreaming, talking with someone, arguing a discussion, speaking in public, reading a newspaper, watching a TV programmed etc. are all different kinds of communication that we are engaged in every day. It means that we constantly exchange our thoughts, ideas, and motions with someone or their needs or to get work done. It is obvious that communication is an integral part of one's life. In fact, society cannot survive in the absenceof communication.

Communication is more that mere transferring or transmission of ideas or thoughts. It is not a static act as some of the earlier definitions suggest but itis a dynamic process of action and interaction towards a desired goal, as suggested by later definitions. Communication is, therefore, a process of sharing or change of ideas, information, knowledge, attitude or felling among two or more persons through certain signs and symbols.

Communication might be defined as the transfer of – facts, information, ideas, suggestions, orders, requests, grievances etc. from one person to another so as to impart a complete understanding of the subject matter of communication to the recipient thereof; the desired response from the recipient to such communication.

1.2 DEFINITIONS OF COMMUNICATION ARE GIVEN BELOW

(1) Communication is a way that one organisations member shares meaning and understanding with another. ‖ -Koontz and O'Donnell

(2) Communication is the process of passing information and understanding from one person to another. ‖ -Keith Davis

(3) Communication is the sum of the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.‖ Louis A. Allen
In a layman's lexicon, communication is understood to be day-to-day talksand discussions we all engage with. Though the broader meaning of communication covers all human interactions, in management parlance, communication is not mere talking,

chattering or blabbering in a nonsensical manner. Communication is not as simple as it appears. It is systematic process with an objective that a piece of communication aims to achieve. It can be defined as a process of translating any thought process into simple and meaningful utterances through an appropriatechannel.

Communication needs to be effective and efficient for better and smooth functioning of an organization.

Effective communication is defined as communication between two or more persons in which the intended message is −

- properly encoded
- delivered through appropriate channel
- received
- properly decoded and understood by the recipient(s)

   In other words, communication is said to be effective when all the parties (sender and receiver) in the communication, assign similar meanings to the message and listen carefully to what all have been said and make the sender feel heard and understood.

In a business organization, communication is said to be effective when theinformation or data shared among the employees effectively contribute towards organization's commercial success.

In the words of R.W. Griffin, "Effective communication is the process of sending a message in such a way that the message received is as close in meaning as possible to the message intended".

American Management Association (AMA) has defined effective communication based on the following ten points −

- Clear idea regarding topics and receiver of communication.
- Determination of purpose.
- Understanding the environment of communication.
- Planning for communication with consulting others.
- Consider the content of the message.
- To make the receiver aware about the value of communication.
- There must be feedback from the receiver.
- To define properly whether communication messages are of short-run orlong-run importance.
- All actions must be suitable with communication.
- Good listening.

   Effective Communication is defined as the ability to convey information to another effectively and efficiently. Business managers with good verbal, nonverbal and written communication skills help facilitate the sharing of information between people within a company for its commercial benefit.

1.3   SIGNIFICANCE OF EFFECTIVE COMMUNICATION

In this section, we will understand the significance of effective communication Construct and Foster Sustainable and Productive Relationship. Effective communication should be the focus in businesses as it becomes largely difficult to properly construct and foster productive relationship without it.

Give space to Innovations

Effective communication facilitates innovations in a business organizationby allowing employees and management to come up with innovative ideasthat might further help in the overall development of the organization.

Help Build an Effective Team

A work environment enriched with effective or open communication helps build a cohesive team.
Effective communication always boosts the morale of employees. It brings in the zeal in employees to work towards achieving the common objectives of the organization. Regular internal communication can also lead to an improved work ethic if the staff are reminded of achievements and feel that they are working towards a common goal.

Effective Management

When there is hassle-free and open communication between the management and the employees, it leads to a steady rise in the pace of progress of the organization. Effective communication, therefore, yields effective management. Managers come to know the attitude and grievances of the employees and the latter gets to know the managers' attitudes towards them and also the policies of the organization.

Contributes to the Overall Growth of the Organization

Effective communication builds desired interpersonal, interdepartmental and management-employee relationship which in turn are essential preconditions for realizing the vision of the organization. In other words, effective communication contributes to the overall growth of the business.

At the professional level, it is essential to know how to deal

adequately with peers, make good decisions even in stressful situations. This is one of the reasons why effective communication skills are increasingly valued.

Effective communication in the organization enables the employees to deepen their connection with others and improve teamwork, decision-making, and problem-solving capacity.

Characteristics of Effective Communication

The characteristics or principles of effective communication are pivotal for ensuring a productive communication. The major characteristics are as follows −

Completeness of the Message

Communication must be complete so as not to baffle the recipient. Better communication helps in better decision-making by the latter. It develops and enhances the reputation of an organization.

Clearness and Integrity of the Message

The message to be conveyed or sent must have clarity and integrity for better understanding. Clarity of thoughts and ideas enhances the meaning of the message. The pith and substance of the message should be based on honesty and accuracy.

Conciseness of the Message

The intended message must be free from verbosity and should be so written that it is intelligible at the first sight. Short and intelligible message sent to the receiver is ever appealing and comprehensible. It saves time and cost as it is understood at the first instance.

Consideration of Physical Setting and the Recipient

To make communication more effective, the overall physical setting, i.e., the communication media and the work environment, must be considered. The content of the message must take into account the recipient's attitude, knowledge, and position.

Clarity of the Message

The message should have clarity of thoughts and ideas to be understood clearly. Clear message makes use of exact, appropriate and concrete words and symbols.

Courtesy to be Maintained

The sender's message should be so drafted or prepared that it should be polite, reflective, and enthusiastic. It must show the sender's respect forthe receiver and be positive and focused at the receiver.

Correctness of the Message

The drafting of the message should be done in such a manner that the final message doesn't have any grammatical errors and repetitions of sentences. The message should be exact, correct and well-timed.

Effective Business Communication

Successful business largely flourishes on effective business communication. Effective communication skills are vital for building active and effective interactions among the colleagues, clients, bosses, andmedia.

It is of foremost importance for all personnel in all phases of business life in any organization.
Although everyone employed in an organization boasts of having acquiredthe skills of effective business communication, there is a need ever felt for improving these skills.

Methods of Effective Business Communication

We will now see the different methods of effective business communication in brief

- **Web-based communication :** For better and improved communication,anytime and anywhere.
- **Video conferencing** : This allows people in different locations to hold interactive meetings.
- **Reports** : This is important in documenting the activities of any department.
- **Presentations** : This is a popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash.
- **Telephone meetings** : This allows speech over long distance.
- **Forum boards** : This allows people to instantly post information at a centralized location.
- **Face-to-face meetings** : The nature of such meetings is personal and should be succeeded by a written follow-up.
Effective Business communication can further be categorized into

- Effective oral business communication
- Effective written business communication

Effective Oral Business Communication

Effective business communication mostly involves listening and speaking. Both the speaker and the listener share responsibility of making the message clear and understood. Besides, body language, tone of voice, choice of words and phrases, message clarification and communication style also play a role and impact the effectiveness of interpersonal transaction and interactions.

Techniques of Effective Oral Business Communication

In this section, we will discuss the different techniques of effective oral business communication. The techniques are described below
- Speakers should know how to articulate their message so as to enable the listener to understand it well and deliver it in a manner that is consistent with the message itself.
- The speech or spoken words should be properly worded and concise.
- The speech should be contextual like serious issues are best delivered in a serious tone.
- Knowing the listener(s) and how they react is instrumental in conceiving the subject matter of the speech.
- For effective business communication, quiet location counts much. If one party is distracted by both external and internal distractors like sound, communication fails to yield desired result.
- Involvement of all the concerned is of vital importance to make communication effective. Involvement means complete attention and dedication to discussion or analysis.
- Effective or active listening is essential for participants in a communication. It is practiced by both the speaker and the listener in effective communication.
- In order to become a better listener there is a need to eliminate all distractions during the conversations.
- Active listening involves eye contact, nods, gestures and brief comments to show understanding. On the basis of these gestures and comments, the listener's comprehension and reaction can be assessed. In case the listener seems confused, the speaker needs to re-assess the wording or delivery of the message.
- The listener may ask questions, validate what is being said and provide input if necessary.
- While speaking or interacting with someone, don't just listen to whatever they are saying- rather be attentive and make mental notes.
- Asking questions during discussion or an important conversation adds weightage to communication. It also helps the participants to learn everything they need to know. It shows that they are listening and

- confirming understanding and giving respect.
- Questions are powerful instruments to make communication effective. Itenables the persons concerned to get required feedbacks.
- There are usually two types of questions to be asked during a communicationprocess.
- **Close-ended questions**, which are often answered with ‗yes‘ or ‗no‘ are essential when the communicators want to gather basic information quickly or want to obtain an answer without a long or drawn-out explanation.
- **Open-ended questions** provide a broader and more comprehensive answer.

Feedback is a crucial part of communication and is vitally required by all concerned in a communication process. It marks the end of a communication process. The communicator on one side should convey his/her information in such a way that his/her targets can offer feedback orcriticism on the information given.

During a particular conversation, a discussion or meeting proper and relevant communication types and the mediums should be put in place. Visuals should be shown to present information in a pleasant and palatablemanner.

Reinforcing a positive and supportive culture will develop a clear understanding between employees. One of the very effective ways of communicating company‘s culture is by taking help of the culture deck.

It is hard to have open communication if both sides fold their arms, clench their jaws and refuse to look each other in the eye. Nonverbal communications like gesture, tone of voice, eye contact are more meaningful than spoken words. If nonverbal messages are overwhelming the conversation, it might be better to wait until things settle. Nod your head and maintain an open posture to show you're absorbing what the other person is saying.

Effective Written Business Communication

Effective written business communication is an integral part of communication system in a business organization. Not all the communications can be oral. There has to be a number of mediums through which an organization can communicate in the written form.

E-mails, brochures, reports, letters, ads, speeches, articles, PowerPoint presentations are instances of business written communication.

Despite the fact that an overwhelming percentage of written communication is now produced online the need to write well has not diminished. Organizations produce ever increasing volumes of written communication in the form of emails, social media posts, guides, brochures, manuals, reports, and proposals.

Pros of Written Business Communication

Following are the pros of written business communication −
- Written business communications can be edited and revised.
- They provide a permanent record of the messages and can be used as precedents.
- Enable the recipients to review the message and provide appropriate feedback
- They are considered more effective for complex business communicationthat include facts and figures
- They improve inter-organizational efficiency and enhance the image of the organization
- They can be preserved as precedents in hard copy.

Cons of Written Business Communication

Following are the cons of written business communication −
- Delay in getting feedbacks unlike in face-to-face communication; it leads to frustration and uncertainty in business situations where a quick response is desired.
- Time consuming when it comes to composing the message

1.4   TYPES OF COMMUNICATION

In this section, we will discuss the different types of communication. The different types are as follows −
- Verbal and Non-Verbal Communication
- Formal and Informal Communication
- Downward and Upward Communication
   Communication is pivotal for any business to be successful. Depending upon the circumstances and business needs, the type of communication varies.

   Communication is usually based on the nature and characteristics of the message and its context in which it is being sent. The choice of communication channel and the style of communicating affect communication.

Verbal Communication

Verbal communication refers to the form of communication in which message is transmitted verbally; where communication is carried out either by word of mouth or by writing.

Components of Verbal Communication

Following are the different components of verbal communication −
- Understandable Language
- Word choice
- Inflection (pattern of stress in oral speech)
- Tone
- Body language
- Eye behavior (oculesics)
- Visuals (pictures, maps, charts, graphs, colors, signs, etc.)
- Auditory elements (sounds, tunes, whistles, etc.)

Nonverbal Communication

Nonverbal Communication refers to communications made through various wordless or unspoken mediums.

Formal and Informal Communication

There are two channels of communication that exist in an organization formal and informal.

Formal communications are those that are formal or ‗official'. These are a part of the recognized communication system which is engaged in the operation of the organization.

Informal communications grow out of social interactions among the people who work together within an organization. These are based upon conventions, customs and culture prevalent therein.

The following table shows the difference between **formal and informal communication**.

Bases	Formal communication	Informal communication
Definitions	In formal communication, the interchange of information is carried out by means of pre-defined and formal channels of the organizational structure along the lines of authority.	In informal communication, information spreads through informal channels i.e. in the form of grapevine (informal person to person communication; gossip). It is built around the social relationships of members of the organization. Doesn't follow authority lines.
Also Known as	Official Communication	**Grapevine** Communication
Dependability	More and well-acknowledged	Comparatively less and tend to be inaccurate
Speed	Time-taking; hence, slow	Faster
Authenticity	As this type of communication is mostly carried out in written orders and documents evidence and authenticity is present.	Lack of documentary evidence makes it distorted and hence, inaccurate and unreliable.
Advantages	It is more likely to be need in businesses as it is more evidential and dependable. It helps in the fixation of responsibility and maintaining of the authority relationship in an organization. No scope for creating and spreading rumors.	It acts as an efficient medium of expressing certain information that cannot be channeled via official channel. It is implicit, spontaneous, multidimensional and diverse. It satisfies the people desires to identify what is happening in the organization and offers an opportunity to express dreads, worries and complaints. It is highly flexible and flows freely to all directions.
Disadvantages	Generally time consuming, cumbersome and sometimes leads to good deal of distortion. It is expensive and less flexible. It can flow only upward and downward direction. It is obligatory to follow.	Not officially recognized channels of communication. It has no role in delegating authority. Greater scope of creating and spreading rumors. Message is often distorted. May create indiscipline in the organization. Is no evidential authenticity.

What is Grapevine?

Grapevine refers to an informal communication method in an organization. It is a person-to-person method of disseminating information by informal conversion or gossip. It is found to be more efficient than the formal one.

1.5 TYPES OF INFORMAL COMMUNICATION

In this section, we will discuss the different types of informal communication.

Single-stranded Chain

In a single-stranded chain, information is passed by one person to another, who in turn passes it to some other and the process continues.
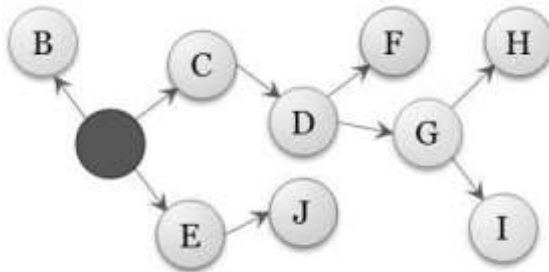

Cluster Chain

In a cluster chain, information is passed by one person to his/her reliable ones, and the latter passes it to their reliable friends and the communication continues.
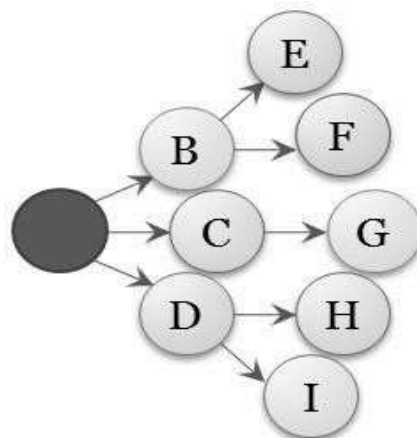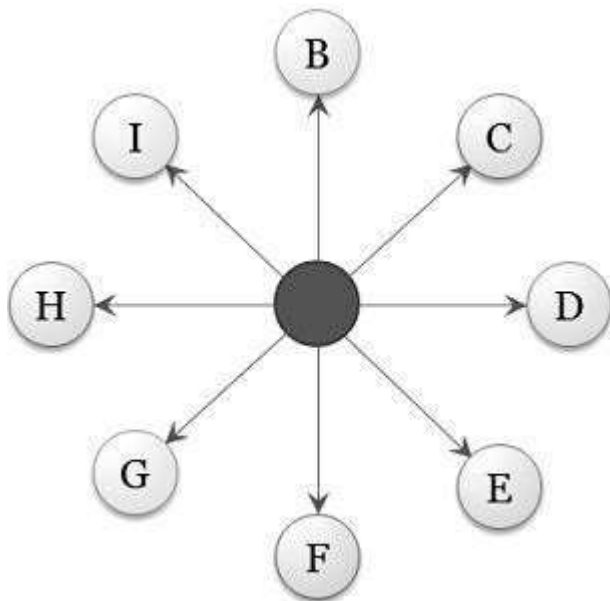
Probability Chain

In a probability chain, a person passes the information to a randomly chosen person and the communication goes on.

Gossip Chain

In a gossip chain, a person passes the information to a group of people and the members of the group passes it to some more people and the information spreads.

Downward and Upward Communication
Communication passes on in different directions – downward, upward, or lateral in any organization. In this section, we will discuss the downward and upward communication directions and the basic differences that exist between them.

Downward Communication
- When communication flows or starts from people at higher levels to those at lower levels in the organizational hierarchy.
- Downward communication can be both oral and written.

- The oral downward communication media are, for example, instructions, speeches, meetings, telephonic talks, louder-speakers and also the grapevine.
- The written downward communication media are, for example, memoranda, letters, emails, handbooks, pamphlets, policy statement, procedures, notices, and electronic news display.
- Higher authority or Top level of organization takes the initiative to start such communication.
- Downward communication flows from the superior authority downward to subordinates till the bottom level in the hierarchy. Responses to downward communications move up along the same path.
- Downward communication is called as instruction type communication system.
- It is suitable in an authoritarian environment exists in an organization.

Upward Communication

- Upward communication flows from subordinates to superiors and continues up the organizational hierarchy.
- It is known as subordinate-initiated communication as the process of upward communication starts with the personnel at the bottom level of the organization.
- Unlike the downward communication, upward communication is non-directive in nature.
- It establishes a participatory work culture in the organization as under this communication process employees feel free to communicate their grievancesand reservations upward.
- It enables the top level management to get feedback from lower level employees and thereby improve organizational progress and prosperity.
- It yields mutual trust among the management and the employees and bodes well for the growth of a strong interpersonal relationship in the organization leading to overall organizational development.
- With this communication process, employees can be instrumental in forming new policies or changing those that are outdated.
- Typical means of upward communication besides the chain of command are suggestions, appeal and grievance procedures, complaint systems, counselling sessions, the grapevine, group meetings etc.
- Upward communication is also called consultative management.

1.6   PROCESS OF COMMUNICATION

The process of communication refers to the transmission or passage of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace.

The process of communication is a cyclic one as it begins with the sender and ends with the sender in the form of feedback. It takes place upward, downward and laterally throughout the organization.

The process of communication as such must be a continuous and dynamic interaction, both affecting and being affected by many variables.

Communication process consists of certain steps where each step constitutes the essential of an effective communication.

The following is a brief analysis of the important steps of the process of communication.

The Different Elements in The Process of Communication

We will now learn about the different elements in the process of communication.

Sender

The very foundation of communication process is laid by the person who transmits or sends the message. He is the sender of the message which may be a thought, idea, a picture, symbol, report or an order and postures and gestures, even a momentary smile. The sender is therefore the initiator of the message that need to be transmitted. After having generated the idea, information etc. the sender encodes it in such a manner that can be well-understood by the receiver.

Message
Message is referred to as the information conveyed by words as in speech and write-ups, signs, pictures or symbols depending upon the situation and the nature and importance of information desired to be sent. Message is the heart of communication. It is the content the sender wants to covey to the receiver. It can be verbal both written and spoken; or non-verbal i.e. pictorial or symbolic, etc.

Encoding
Encoding is putting the targeted message into appropriate medium which may be verbal or non-verbal depending upon the situation, time, space and nature of the message to be sent. The sender puts the

message into a series of symbols, pictures or words which will be communicated to the intended receiver. Encoding is an important step in the communication process as wrong and inappropriate encoding may defeat the true intent of the communication process.

Channel

Channel(s) refers to the way or mode the message flows or is transmitted through. The message is transmitted over a channel that links the sender with the receiver. The message may be oral or written and it may be transmitted through a memorandum, a computer, telephone, cell phone, apps or televisions.

Since each channel has its advantages and disadvantages, the choice of proper selection of the channel is paramount for effective communication.

Receiver

Receiver is the person or group who the message is meant for. He may be a listener, a reader or a viewer. Any negligence on the part of the receiver may make the communication ineffective. The receiver needs to comprehend the message sent in the best possible manner such that the true intent of the communication is attained. The extent to which the receiver decodes the message depends on his/her knowledge of the subject matter of the message, experience, trust and relationship with the sender.

The receiver is as significant a factor in communication process as the sender is. It is the other end of the process. The receiver should be in fit condition to receive the message, that is, he/she should have channel of communication active and should not be preoccupied with other thoughts that might cause him/her to pay insufficient attention to the message.

Decoding

Decoding refers to interpreting or converting the sent message into intelligible language. It simply means comprehending the message. The receiver after receiving the message interprets it and tries to understand it in the best possible manner.

Feedback

Feedback is the ultimate aspect of communication process. It refers to the response of the receiver as to the message sent to him/her by the sender. Feedback is necessary to ensure that the message has been effectively encoded, sent, decoded and comprehended.

It is the final step of the communication process and establishes that the receiver has received the message in its letter and spirit. In other words, the receiver has correctly interpreted the message as it was intended by the sender. It is instrumental to make communication effective and purposeful.

Consider the following points related to the feedback involved in the process of communication −

- It enhances the effectiveness of the communication as it permits the sender toknow the efficacy of his message.
- It enables the sender to know if his/her message has been properly comprehended.
- The analysis of feedbacks helps improve future messages. Feedback, like the message, can be verbal or nonverbal and transmitted through carefully chosen channel of communication.
- We can represent the above steps in a model as the model of communication process.

Types of Feedback

Kevin Eujeberry, the world famous leadership exponent mentioned thefour types of feedback. The types are as follows :

- Negative Feedback or corrective comments about past behaviour
- Positive Feedback or affirming comments about future behaviour
- Negative *feedforward* or corrective comments about future behaviour
- Positive *feedforward* or affirming comments about future behaviour

The Model of Communication Process
Let us now see the model of communication process −
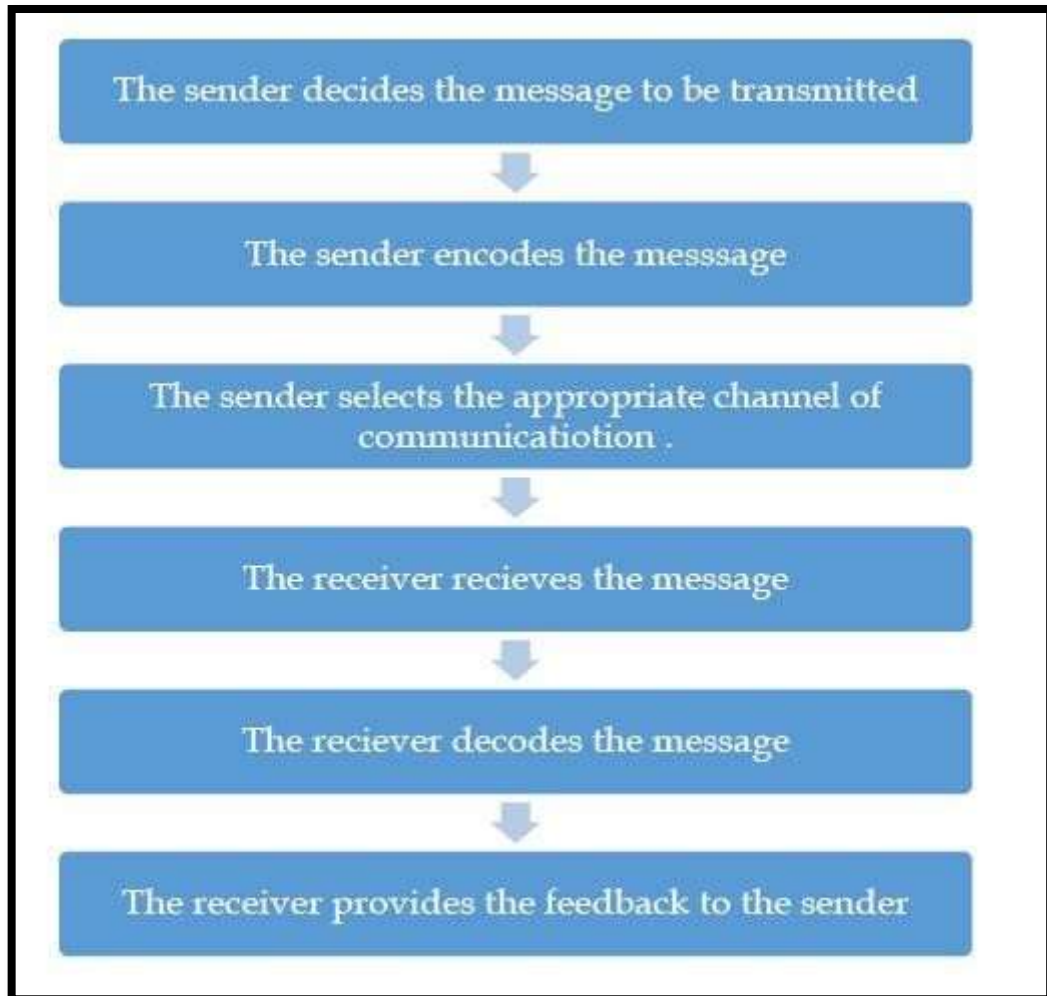
The process of communication, however, is not as smooth or barrier-free as it seems. From its transmission to receipt, the message may get interfered or disturbed with at any stage by many factors which are known as barriers to effective communication. One of the factors is poor choice of communication method. In addition to a poor choice of communication method, other barriers to effective communication include noise and other physical distractions, language problems, and failure to recognize nonverbal signals. We will discuss these barriers of communication in a subsequent chapter.

1.7 KEYWORDS

- **Communication –** The exchange of message. Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs, symbols, and semiotic rules.
- **Effective Communication –** communication is said to be effective when all the parties (sender and receiver) in the communication, assign similar meanings to the message and listen carefully to what all have been said and make the sender feel heard and understood.
- **Verbal Communication –** Verbal communication refers to the form of communication in which message is transmitted verbally; where communication is carried out either by word of mouth or by writing.
- **Non-Verbal –** Nonverbal Communication refers to communications made through various wordless or unspoken mediums.

1.8   CHECK YOUR PROGRESS

1. What is Communication?

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2. Discuss significance and importance of communication.

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3. Discuss types of communication.

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4. Explain the process of communication.

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| UNIT : 2 | BASICS OF DIGITAL DEVICES |

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STRUCTURE
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2.0   **Objective**

2.1   **Basics of Computer**

2.2   **Definitions**

2.3   **Significance and characteristics of communication**

2.4   **Types of Communication**

2.5   **Types of Informal Communication**

2.6   **Process of Communication**

2.7   **Check your progress**

2.8   **References**

2.0   OBJECTIVES

This unit briefly discuss –
- Understanding the meaning of communication.
- Nature and characterics of communication.
- Elements of communication

2.1   BASIC OF COMPUTERABOUT COMPUTER

A computer is an electronic device that manipulates information or data. It can store, retrieve, and process data. You may already know that you can use a computer to type documents, send an email, play games, and browse the   Web.   You can also use it to edit or create spreadsheets, presentations, and even videos.

Hardware and Software
Before we talk about different types of computers, let's talk about two things all computers have in common: hardware and software.
- Hardware refers to the physical components of a computer. Computer Hardware is any part of the computer that we can touch these parts. These are the primary electronic devices used to build

up the computer. Examples of hardware in a computer are the Processor, Memory Devices, Monitor, Printer, Keyboard, Mouse, and the Central Processing Unit.

- Software is a collection of instructions, procedures, documentation that performs different tasks on a computer system. we can say also Computer Software is a programming code executed on a computer processor. The code can be machine-level code or the code written for an operating system. Examples of software are Ms Word, Excel, Power Point, Google Chrome, Photoshop etc. Everything you do on your computer will rely on both hardware and software. For example, right now you may be viewing this lesson in a web browser (software) and using your mouse (hardware) to click from page to page. As you learn about different types of computers, ask yourself about the differences in their hardware. As you progress through this tutorial, you'll see that different types of computers also often use different types of software.

Different types of computers

When most people hear the word computer, they think of a personal computer such as a desktop or laptop. However, computers come in many shapes and sizes, and they perform many different functions in our daily lives. When you withdraw cash from an ATM, scan groceries at the store, or use a calculator, you're using a type of computer.

Desktop computers - Many people use desktop computers at work, home, and school. Desktop computers are designed to be placed on a desk, and they're typically made up of a few different parts, including the computer case, monitor, keyboard, and mouse.

Laptop computers -The second type of computer you may be familiar with is a laptop computer, commonly called a laptop. Laptops are battery-powered computers that are more portable than desktops, allowing you to use them almost anywhere.

Tablet computers or tablets -   are handheld computers that are even more portable than laptops. Instead of a keyboard and mouse, tablets use a touch-sensitive screen for typing and navigation. The iPad is an example of a tablet.

Servers - A server is a computer that serves up information to other computers on a network. For example, whenever you use the Internet, you're looking at something that's stored on a server. Many businesses also use local file servers to store and share files internally.

Other types of computers

Many of today's electronics are basically specialized computers, though we don't always think of them that way. Here are a few common examples.

Smartphones: Many cell phones can do a lot of things computers can do, including browsing the Internet and playing games. They are often called smartphones.

Wearables: Wearable technology is a general term for a group of devices—including fitness trackers and smartwatches—that are designed to be worn throughout the day. These devices are often called wearables for short.

Game consoles: A game console is a specialized type of computer that is used for playing video games on your TV.

TVs: Many TVs now include applications—or apps—that let you access various types of online content. For example, you can stream video from the Internet directly onto your TV.

Peripheral Devices of Computers
The most basic computer setup usually includes the computer case, monitor, keyboard, and mouse, but you can plug many different types of devices into the extra ports on your computer. These devices are called peripherals. Let's take a look at some of the most common ones.

Printers: A printer is used to print documents, photos, and anything else that appears on your screen.

There are many types of printers
- ❖ Inkjet- Inkjet printing is a type of computer printing that recreates a digital image by propelling droplets of ink onto paper and plastic substrates. Inkjet printers are the most commonly used type of printer, and range from small inexpensive consumer models to expensive professional machines.
- ❖ Laser - The laser printer was developed in the 1960s when the idea of using a laser to draw images onto a copier drum was first considered. Laser printers are still widely used in large offices as they are traditionally more efficient than inkjet printers.
- ❖ Photo printers - A printer designed to print on extremely white photo paper that is coated to keep the ink from smearing. Photo printers are available that support all sizes of photo paper; however, some are dedicated to only wallet-sized 3x5" or 4x6" prints.

❖ All-in-one printers- An all-in-one printer is a device made up of multiple peripheral functionalities and capabilities, including printing, copying and scanning.
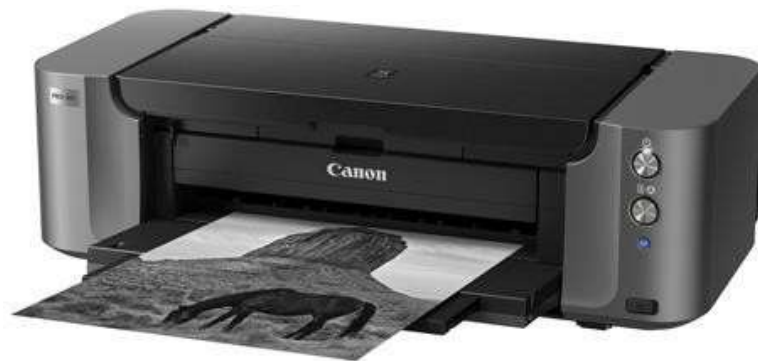
Scanners: A scanner allows you to copy a physical image or document and save it to your computer as a digital (computer-readable) image. Many scanners are included as part of an all-in-one printer, although you can also buy a separate flatbed or handheld scanner.

Speakers/headphones: Speakers and headphones are output devices, which means they send information from the computer to the user—in this case, they allow you to hear sound and music. Depending on the model, they may connect to the audio port or the USB port. Some monitors also have built-in speakers.

Microphones: A microphone is a type of input device, or a device that receives information from a user. You can connect a microphone to record sound or talk with someone else over the Internet. Many laptop computers come with built-in microphones.

Web cameras: A web camera—or webcam—is a type of input device that can record videos and take pictures. It can also transmit video over theInternet in real time, which allows for video chat or video conferencing with someone else. Many webcams also include a microphone for this reason.

Game controllers and joysticks: A game controller is used to control computer games. There are many other types of controllers you can use, including joysticks, although you can also use your mouse and keyboard to control most games.

Digital cameras: A digital camera lets you capture pictures and videos in a digital format. By connecting the camera to your computer's USB port, you can transfer the images from the camera to the computer.

Mobile phones, MP3 players, tablet computers, and other devices: Whenever you buy an electronic device, such as a mobile phoneor MP3 player, check to see if it comes with a USB cable. If it does, this means you can most likely connect it to your computer.

2.2   BASIC UNDERSTANDING OF MOBILE DEVICE

A mobile device is a general term for any type of handheld computer. These devices are designed to be extremely portable, and they can often fit in your hand. Some mobile devices—like tablets, e-readers, and smartphones—are powerful enough to do many of the same things you can do with a desktop or laptop computer.

Tablet computers - Like laptops, tablet computers are designed to be portable. However, they provide a different computing experience. The most obvious difference is that tablet computers don't have keyboards or touchpads. Instead, the entire screen is touch-**sensitive**, allowing you to type on a virtual keyboard and use your finger as a mouse pointer.

Tablet computers can't necessarily do everything traditional computers can do. For many people, a traditional computer like a desktop or laptop is still needed in order to use some programs. However, the convenience of a tablet computer means it may be ideal as a second computer.

E-readers - are similar to tablet computers, except they are mainly designed for reading e-books (digital, downloadable books). Notable examples include the Amazon Kindle, Barnes & Noble Nook, and Kobo. Most e-readers use an e-ink display, which is easier to read than a traditional computer display. You can even read in bright sunlight, just like if you were reading a regular book.

You don't need an e-reader to read e-books. They can also be readon tablets, smartphones, laptops, and desktops.

Smartphones - A smartphone is a more powerful version of a traditional cell phone. In addition to the same basic features—phone calls, voicemail, text messaging—smartphones can connect to the Internet over Wi-Fi or a cellular network (which requires purchasing a monthly data plan). Thismeans you can use a smartphone for the same things you would normally do on a computer, such as checking your email, browsing the Web, or shopping online.

Most smartphones use a touch-sensitive screen, meaning there isn't a physical keyboard on the device. Instead, you'll type on a virtual keyboard and use your fingers to interact with the display. Other standard features include a high-quality digital camera and the ability to play digital music and video files. For many people, a smartphone can actually replace electronics like an old laptop, digital music player, and digital camera in thesame device.

2.3   ABOUT AN APPLICATION

You may have heard people talking about using a program, an application, or an app. But what exactly does that mean? Simply put, an app is a type of software that allows you to perform specific tasks. Applications for desktop or laptop computers are sometimes called desktop applications, while those for mobile devices are called mobile apps.

When you open an application, it runs inside the operating system until you close it. Most of the time, you will have more than one application open at the same time, which is known as multi-tasking.

Desktop applications
There are countless desktop applications, and they fall into several categories. Some are more full featured (like Microsoft Word), while others may only do one or two things (like a clock or calendar app).

Below arejust a few types of applications you might use.

Word processors: A word processor is a software or a device that allows users to create, edit, and print documents. It enables you to write text, store it electronically, display it on a screen, modify it by entering commands and characters from the keyboard, and print it. Of all computer applications, word processing is the most common. Today, most word processors are delivered either as a cloud service or as software that users can install on a PC or mobile device. A word processor allows you to write a letter, design a flyer, and create many other documents. The most well-known word processor is Microsoft Word.
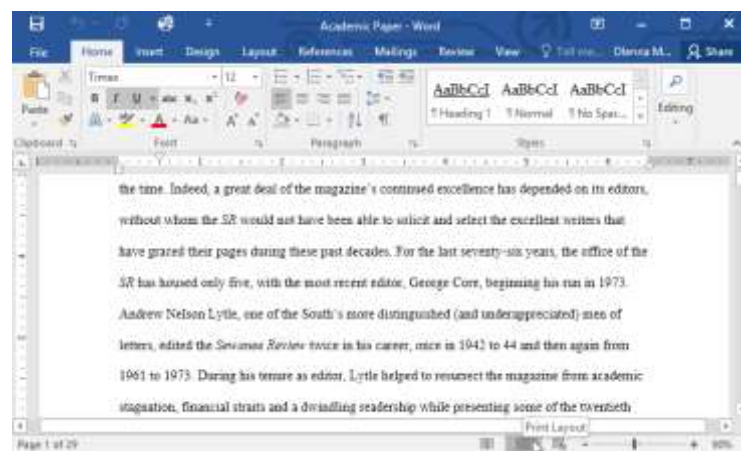
Web browsers: A web browser is a software program that allows a user to locate, access, and display web pages. In common usage, a web browser is usually shortened to "browser." Browsers are used primarily for displaying and accessing websites on the internet, as well as other content created using languages such as Hypertext Markup Language (HTML) and Extensible Markup Language (XML). Web browsers date back to the late 1980s first ideas was developed that led to the World Wide Web (WWW). This consisted of a series of pages created using the HTML language and joined or linked together with pointers called hyperlinks. Following this was the need for a program that could access and display the HTML pages correctly – the browser. For many years, especially in the early 2000s, there was one browser that almost everyone used: Microsoft's Internet Explorer. Examples of browsers include Internet Explorer, Mozilla Firefox, Google Chrome, and Safari.

Media players: If you want to listen to MP3s or watch movies you've downloaded, you'll need to use a media player. Windows Media Player and iTunes are popular media players.

Games: The term ‒computer games‖ is usually identified with the term of video game, only while playing computer games children are using only by computer. Computer games are more widespread because they can be used for fun and for learning. Usually, they have been categorized as: Shooting games, Fighting games, Strategies, Role-playing game or RPGand Massively multiplayer online role-playing game (MMORPG). There are many types of games you can play on your computer. They range from card games like Solitaire to action games like Halo. Many action games require a lot of computing power, so they may not work unless you have a newer computer.

Mobile apps - Desktop and laptop computers aren't the only devices that can run applications. You can also download apps for mobile devices like smartphones and tablets. Here are a few examples of mobile apps.

Gmail: Gmail is a free, search-based email (Webmail) service, which is accessible from a Web browser anywhere in the world so long as an Internet connection is present. Gmail was first introduced by Google in 2004 and limited test accounts were made available in 2005. It's available for Android and iOS devices.
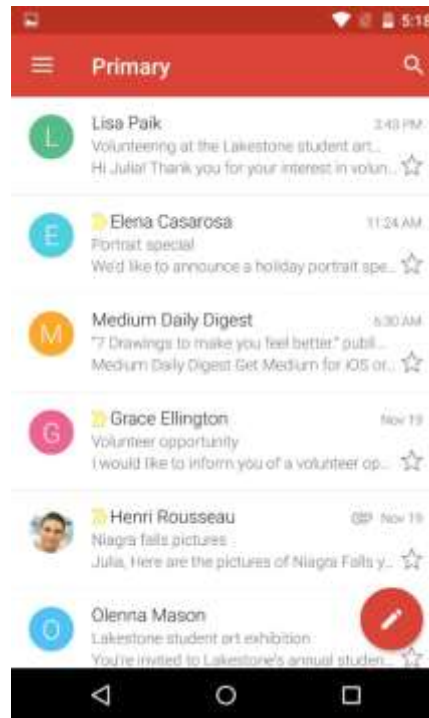
Instagram: Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts. It's availablefor Android and iOS.

Installing new applications - Every computer and mobile device will come with some applications already built in, such as a web browser and media player. However, you can also purchase and install new apps to add more functionality. You can review our lessons on Installing Software on Your Windows PC, Installing Software on Your Mac, and Free Software tolearn more.

2.4   CHECK YOUR PROGRESS

1. What is Computer?

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2. Explain the types of computers.

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3. Discuss peripheral devices.

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4. What is an application? Explain its advantages in modern digitalcommunication.

    _____
    _____
    _____
    _____
    _____

2.5   REFERENCES

1. Wempen. Faithe & Hattersley Rosie: *Computer Fundamentals: Introduction to Computers*, John Wiley & Sons, Indianapolis, 2015
2. Yadav Anshul: *Fundamentals of Computer*, India Binding House,Noida, 2011.
3. Maluth John Monyjok: *Basic Computer Knowledge*, IndependentlyPublished, 2016.
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UNIT : 3	INTERNET BASICS

STRUCTURE

3.0   OBJECTIVES

This unit briefly discuss –

- Understanding Internet Basics and types of Internet.
- Hardware requirements for internet connection.
- Understanding Cloud.
- Understanding Web Applications

3.1   INTERNET BASICS

About Internet
The Internet is an increasingly important part of everyday life for people around the world. But if you've never used the Internet before, all of this new information might feel a bit confusing at first.

What is the Internet?

The Internet is a global network of billions of computers and other electronic devices. With the Internet, it's possible to access almost any information, communicate with anyone else in the world, and do much more.

You can do all of this by connecting a computer to the Internet, which is also called going online. When someone says a computer is online, it's just another way of saying it's connected to the Internet.

3.2 WHAT IS THE WEB?

The World Wide Web—usually called the Web for short—is a collection of different websites you can access through the Internet. A website is made up of related text, images, and other resources. Websites can resemble other forms of media—like newspaper articles or television programs—or they can be interactive in a way that's unique to computers.

Once you are connected to the Internet, you can access and view websites using a type of application called a web browser. Just keep in mind that the web browser itself is not the Internet; it only displays websites that are stored on the Internet.

How does the Internet work?

At this point, you may wonder, how does the Internet work? The exact answer is complicated and would take a while to explain. Instead, look at some of the most important things you should know.

It's important to realize that the Internet is a global network of physical cables, including copper telephone wires, TV cables, and fibre optic cables. Even wireless connections like Wi-Fi and 3G/4G rely on these physical cables to access the Internet.

When you visit a website, your computer sends a request over these wires to a server. A server is where websites are stored, and it works a lot like your computer's hard drive. Once the request arrives, the server retrieves the website and sends the correct data back to your computer. What's amazing is that this all happens in just a few seconds!

3.3 OTHER THINGS YOU CAN DO ON THE INTERNET

One of the best features of the Internet is the ability to communicate almost instantly with anyone in the world. Email is one of the oldest and most universal ways to communicate and share information on the Internet, and billions of people use it. Social media allows people to connect in a variety of ways and build communities online.
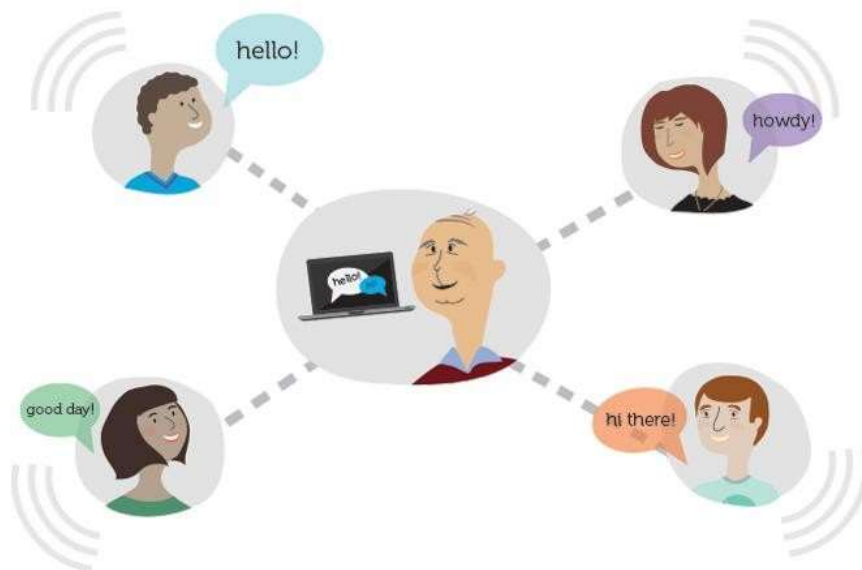
There are many other things you can do on the Internet. There are thousands of ways to keep up with news or shop for anything online. You can pay your bills, manage your bank accounts, meet new people, watch TV, or learn new skills. You can learn or do almost anything online.

3.4   FINDING INFORMATION ONLINE

With billions of websites online today, there is a lot of information on the Internet. Search engines make this information easier to find. All you have to do is type one or more keywords, and the search engine will look for relevant websites.

For example, let's say you're looking for a new pair of shoes. You could use a search engine to learn about different types of shoes, get directions to a nearby shoe store, or even find out where to buy them online!
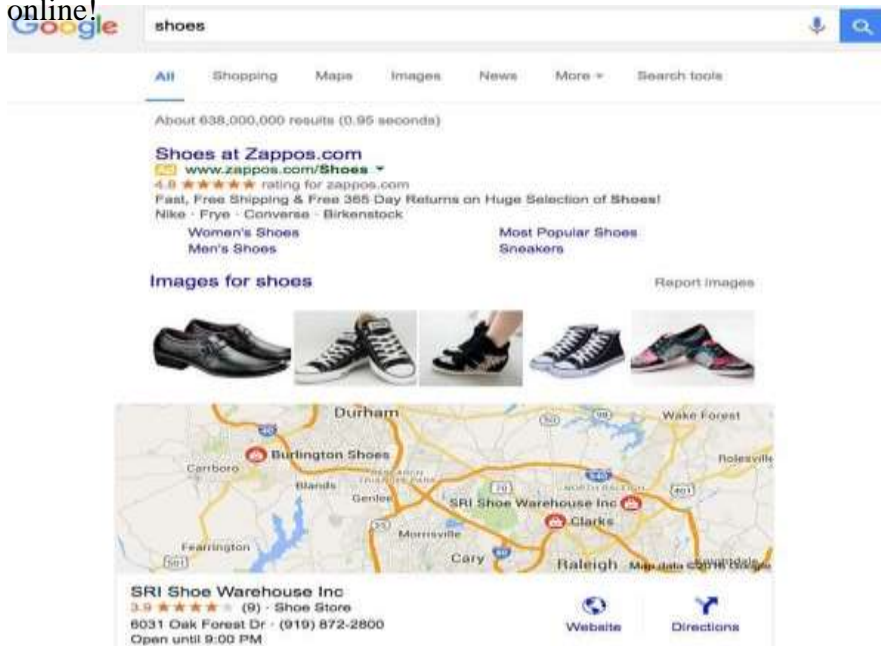
There are many different search engines you can use, but some of the most popular include Google, Yahoo!, and Bing.

Email

Short for electronic mail, email is a way   to send   and   receive messages across the Internet. Almost everyone who uses the Internet has their own email account, usually called an email address. This is because you'll need an email address to do just about anything online, from online banking to creating a Facebook account.
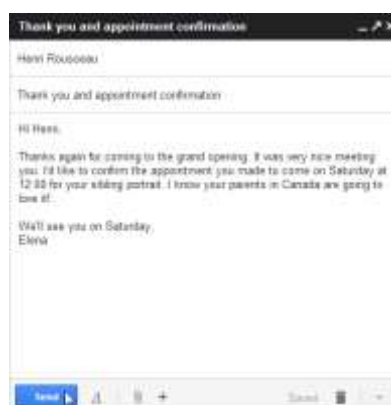
Social networking

Social networking websites are another way to connect and share with your family and friends online. Rather than sharing with just a few people over email, social networks make it easier to connect and share with many people at the same time. Facebook is the world's largest social networking site, with more than 1 billion users worldwide.

Chat and instant messaging

Chat and instant messaging (IM) are short messages sent and read in real time, allowing you to converse more quickly and easily than email. These are generally used when both (or all) people are online, so your message can be read immediately. By comparison, emails won't be seen until recipients check their inboxes.
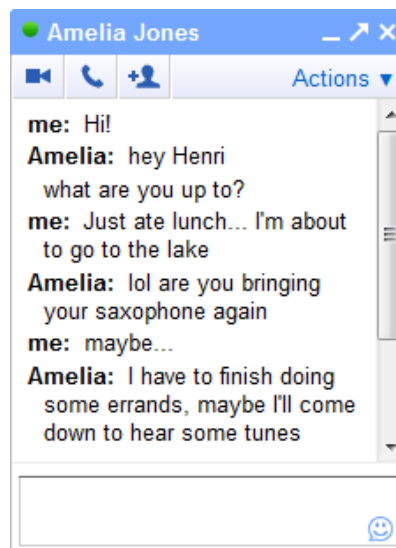
Examples of instant messaging applications include Yahoo Messenger and Google Hangouts. Some sites, like Gmail and Facebook, even allow you to chat within your web browser.

Online media

There are many sites that allow you to watch videos and listen to music. For example, you can watch millions of videos on YouTube or listen to Internet radio on Pandora. Other services, like Netflix and Hulu, allow you to watch movies and TV shows. And if have a set-top streaming box, you can even watch them directly on your television instead of a computer screen.

Everyday tasks

You can also use the Internet to complete many everyday tasks and errands. For example, you can manage your bank account, pay your bills, and shop for just about anything. The main advantage here is convenience. Rather than going from place to place, you can do all these tasks at home!

3.5   CONNECTING INTERNET

Once you've set up your computer, you may want to purchase home Internet access so you can send and receive email, browse the Web, stream videos, and more. You may even want to set up a home wireless network, commonly known as Wi-Fi, so you can connect multiple devices to the Internet at the same time.

Types of Internet service

The type of Internet service you choose will largely depend on which Internet service providers (ISPs) serve your area, along with the types of service they offer. Here are some common types of Internet service.

- **Dial-up:** This is generally the slowest type of Internet connection, and you should probably avoid it unless it is the only service available in your area. Dial-up Internet uses your phone line, so unless you have multiple phone lines you will not be able to use your landline and the Internet at the same time.
- **DSL:** DSL service uses a broadband connection, which makes it much faster than dial-up. DSL connects to the Internet via a phone line but does not require you to have a landline at home. And unlike dial-up, you'll be able to use the Internet and your phone line at the same time.
- **Cable:** Cable service connects to the Internet via cable TV, although you do not necessarily need to have cable TV in order to get it. It uses a broadband connection and can be faster than both dial-up and DSL service; however, it is only available where cable TV is available.
- **Satellite:** A satellite connection uses broadband but does not require cable or phone lines; it connects to the Internet through satellites orbiting the Earth. As a result, it can be used almost anywhere in the world, but the connection may be affected by weather patterns. Satellite connections are also usually slower than DSL or cable.

    3G and 4G: 3G and 4G services are most commonly used with mobile phones, connecting wirelessly through your ISP's network. However, these connections are sometimes slower than DSL or cable. They will also limit the amount of data you can use each month, which is different from most broadband plans.

Choosing an Internet Service Provider

Now that you know about the different types of Internet service, you can do some research to find out what ISPs are available in your area. If you're having trouble getting started, we recommend talking to friends, family members, and neighbours about the ISPs they use. This will usually give you a good idea of the types of Internet service available in your area.

Most ISPs offer several tiers of service with different Internet speeds, usually measured in Mbps (short for megabits per second). If you mainly want to use the Internet for email and social networking, a slower connection (around 2 to 5 Mbps) might be all you need. However, if you want to download music or stream videos, you'll want a faster connection (at least 5 Mbps or higher).

You'll also want to consider the cost of the service, including installation charges and monthly fees. Generally speaking, the faster the connection, the more expensive it will be per month.

3.6 HARDWARE NEEDED FOR INTERNET CONNECTION

Modem

Once you have your computer, you really don't need much additional hardware to connect to the Internet. The primary piece of hardware you need is a modem.

The type of Internet access you choose will determine the type of modem you need. Dial-up access uses a telephone modem, DSL service uses a DSL modem, cable access uses a cable modem, and satellite service uses a satellite adapter. Your ISP may give you a modem often for a fee when you sign a contract, which helps ensure that you have the right type of modem. However, if you would prefer to shop for a better or less expensive modem, you can choose to buy one separately.

Router

A router is a hardware device that allows you to connect several computers and other devices to a single Internet connection, which is known as a home network. Many routers are wireless, which allows you to create a home wireless network, commonly known as a Wi-Fi network.

You don't necessarily need to buy a router to connect to the Internet. It's possible to connect your computer directly to your modem using an Ethernet cable. Also, many modems include a built-in router, so you have the option of creating a Wi-Fi network without buying extra hardware.

Setting up your Internet connection
Once you've chosen an ISP, most providers will send a technician to your house to turn on the connection. If not, you should be able to use the instructions provided by your ISP—or included with the modem—to set up your Internet connection.

After you have everything set up, you can open your web browser and begin using the Internet. If you have any problems with your Internet connection, you can call your ISP's technical support number.

Home networking
If you have multiple computers at home and want to use all of them to access the Internet, you may want to create a home network, also known as a Wi-Fi network. In a home network, all of your devices connect to your router, which is connected to the modem. This means everyone in your family can use the Internet at the same time.

Your ISP technician may be able to set up a home Wi-Fi network when installing your Internet service.

3.7   WHAT IS THE CLOUD?

You may have heard people using terms like the cloud, cloud computing,or cloud storage. But what exactly is the cloud?

Simply put, the cloud is the Internet—more specifically, it's all of the things you can access remotely over the Internet. When something is in the cloud, it means it's stored on Internet servers instead of your computer's hard drive.
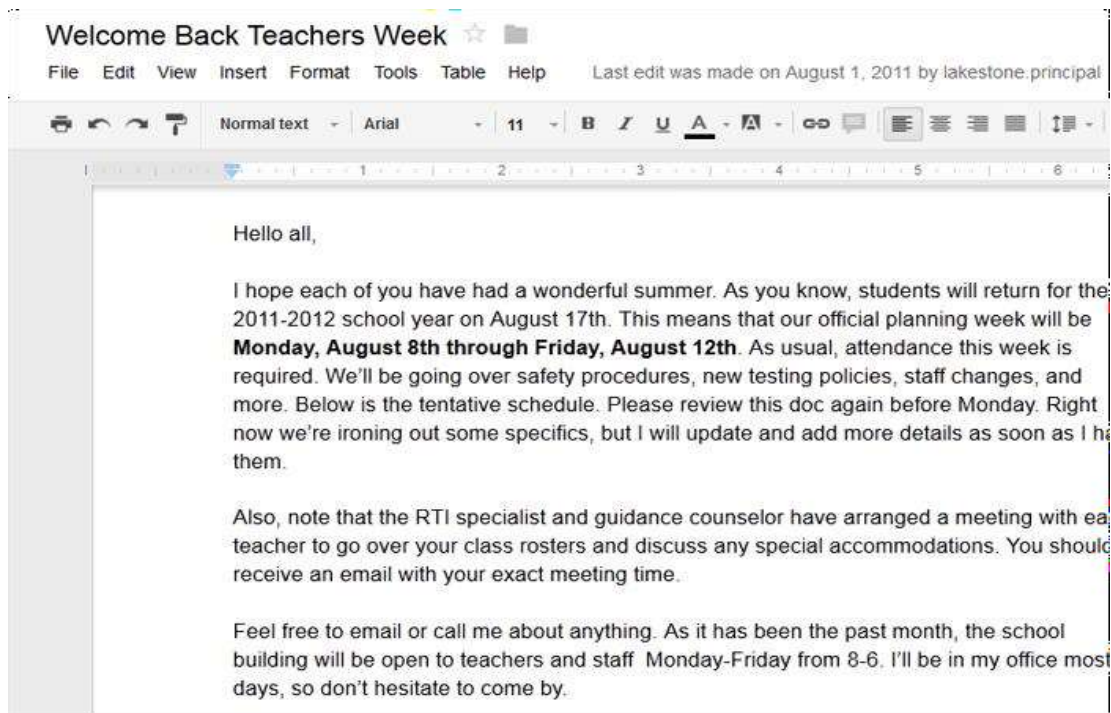
Why use the cloud?

Some of the main reasons to use the cloud are convenience and reliability. For example, if you've ever used a web-based email service, such as Gmail or Yahoo! Mail, you've already used the cloud. All of the emails in a web-based service are stored on servers rather than on your computer's hard drive. This means you can access your email from any computer with an Internet connection. It also means you'll be able to recover your emails if something happens to your computer.
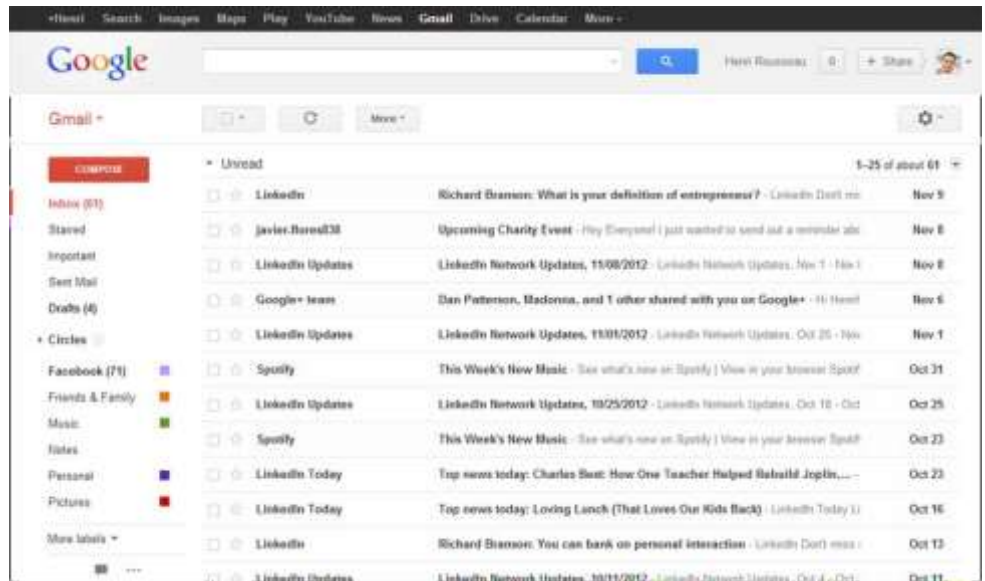
Let's look at some of the most common reasons to use the cloud.

- **File storage:** You can store all types of information in the cloud, including files and email. This means you can access these things from any computer or mobile device with an Internet connection, not just your home computer. Dropbox and Google Drive are some of the most popular cloud-based storage services.

- **File sharing:** The cloud makes it easy to share files with several people at the same time. For example, you could upload several photos to a cloud-based photo service like Flickr or iCloud Photos, then quickly share them with friends and family.

- **Backing up data:** You can also use the cloud to protect your files. Apps like Mozy and Carbonite automatically back up your data to the cloud. This way, if your computer ever is lost, stolen, or damaged, you'll still be able to recover these files from the cloud.

3.8   WHAT IS A WEB APP?

Previously, we discussed how desktop applications allow you to perform tasks on your computer. But there are also web applications—or web apps—that run in the cloud and do not need to be installed on your computer. Many of the most popular sites on the Internet are web apps. You may have even used a web app without realizing it! Let's take a look at some popular web apps.

- **Facebook:** Facebook lets you create an online profile and interact with your friends. Profiles and conversations can be updated at any time, so Facebook uses web app technologies to keep the information up to date.
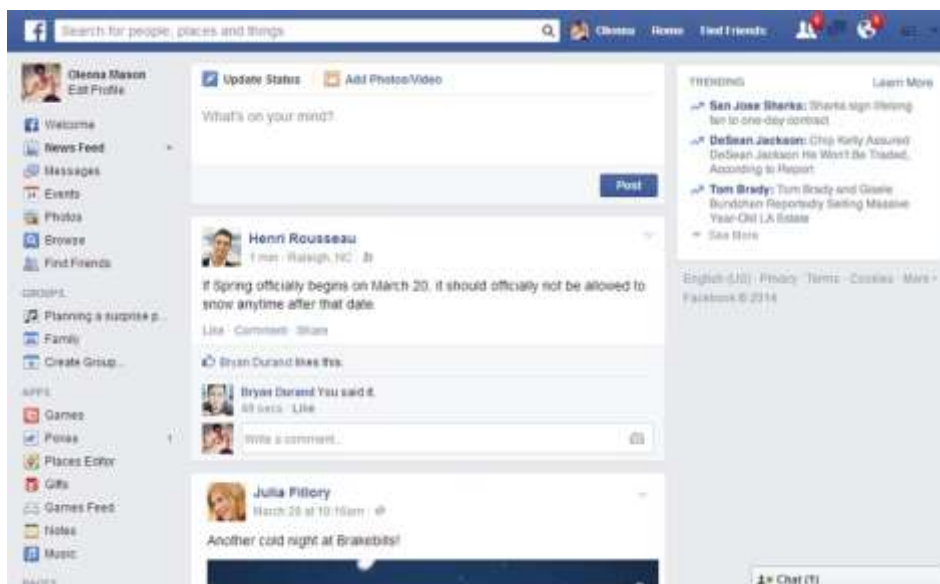
- **Pixlr:** Pixlr is an image editing application that runs in your web browser. Much like Adobe Photoshop, it includes many advanced features, like color correction and sharpening tools.

- **Google Docs:** Google Docs is an office suite that runs in your browser. Much like Microsoft Office, you can use it to create documents, spreadsheets, presentations, and more. And because the files are stored in the cloud, it's easy to share them with others.
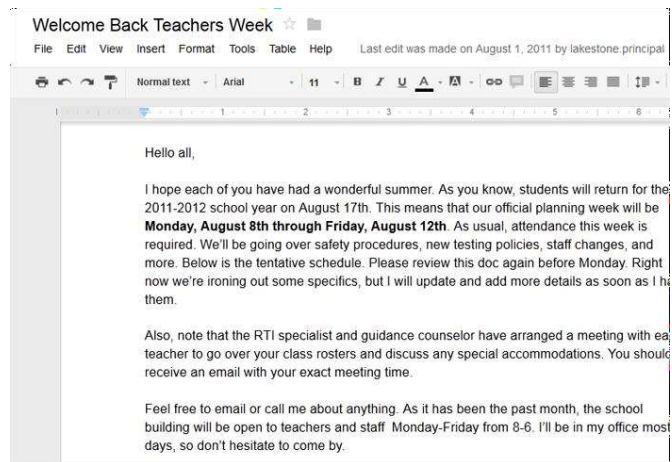
Using a web browser

A web browser is a type of software that allows you to find and view websites on the Internet. Even if you didn't know it, you're using a web browser right now to read this page! There are many different web browsers, but some of the most common ones include Google Chrome, Internet Explorer, Safari, Microsoft Edge, and Mozilla Firefox.

No matter which web browser you use, you'll want to learn the basics of browsing the Web. In this lesson, we'll talk about navigating to different websites, using tabbed browsing, creating bookmarks, and more.

URLs and the address bar

Each website has a unique address, called a URL (short for Uniform Resource Locator). It's like a street address that tells your browser where to go on the Internet. When you type a URL into the browser's address bar and press Enter on your keyboard, the browser will load the page associated with that URL.

In the example below, we've typed www.bbc.com/travel into the address bar.

Links

Whenever you see a word or phrase on a website that's blue or underlined in blue, it's probably a hyperlink, or link for short. You might already know how links work, even if you've never thought about them much before. For example, try clicking the link below.

Links are used to navigate the Web. When you click a link, it will usually take you to a different webpage. You may also notice that your cursor changes into a hand icon whenever you hover over a link.
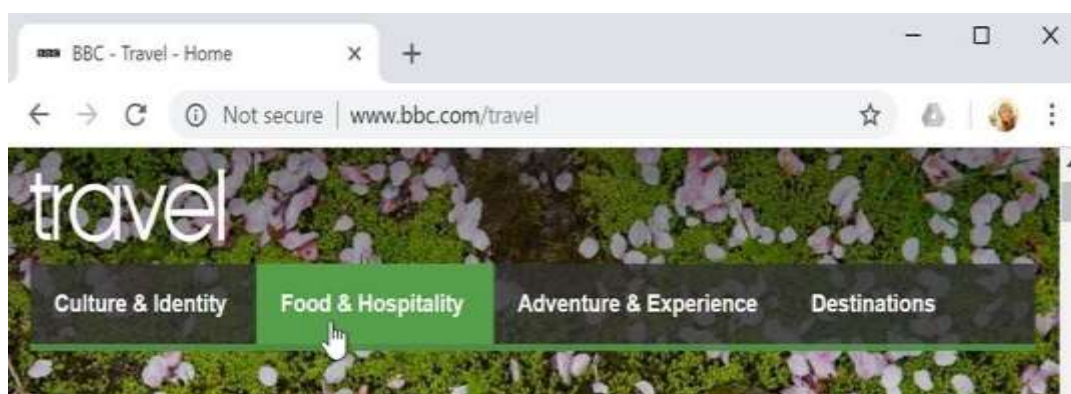
If you see this icon, it means you've found a link. You'll find other types of links this way too. For example, many websites actually use images as links, so you can just click the image to navigate to another page.

Navigation buttons

The Back and Forward buttons allow you to move through websites you've recently viewed. You can also click and hold either button to see your recent history.

The Refresh button will reload the current page. If a website stops working, try using the Refresh button.

Tabbed browsing

Many browsers allow you to open links in a new tab. You can open as many links as you want, and they'll stay in the same browser window instead of cluttering your screen with multiple windows.

To open a link in a new tab, right-click the link and select Open link in newtab (the exact wording may vary from browser to browser).
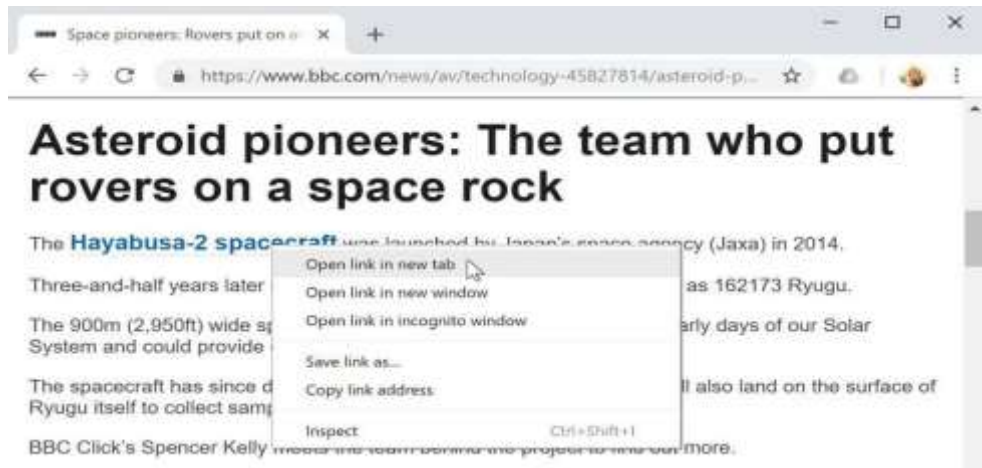
To close a tab, click the X.

To create a new blank tab, click the button to the right of any open tabs.

Bookmarks and history

If you find a website you want to view later, it can be hard to memorize the exact web address. Bookmarks, also known as favourites, are a great way to save and organize specific websites so you can revisit them again and again. Simply locate and select the Star icon to bookmark the current website.
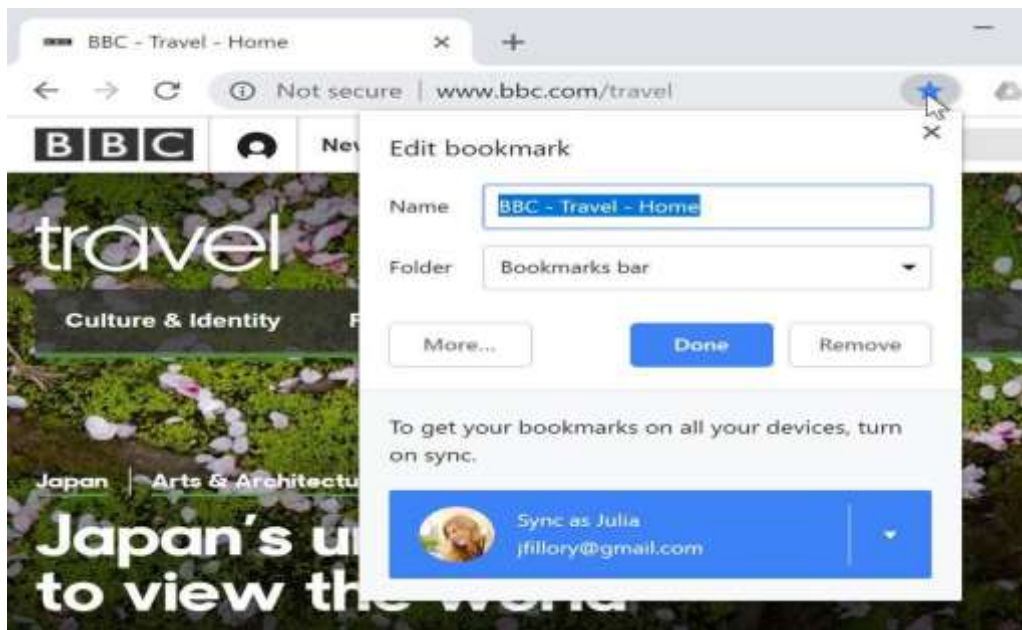
Your browser will also keep a history of every site you visit. This is
another good way to find a site you visited previously. To view your
history, open your browser settings—usually by clicking the icon in
the upper-right corner—and select History.
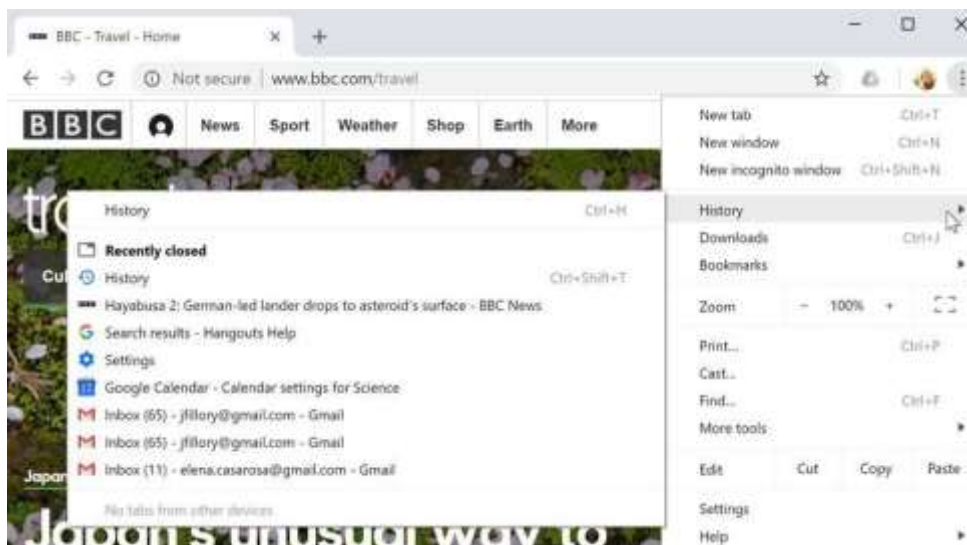
Downloading files

Links don't always go to another website. In some cases, they
point toa file that can be downloaded, or saved, to your computer.

If you click a link to a file, it may download automatically, but
sometimes it just opens within your browser instead of downloading.
To prevent it from opening in the browser, you can right-click the
link and select Save

link as (different browsers may use slightly different wording, like Save target as).

Saving images

Sometimes you may want to save an image from a website to your computer. To do this, right-click the image and select Save imageas (or Save picture as).
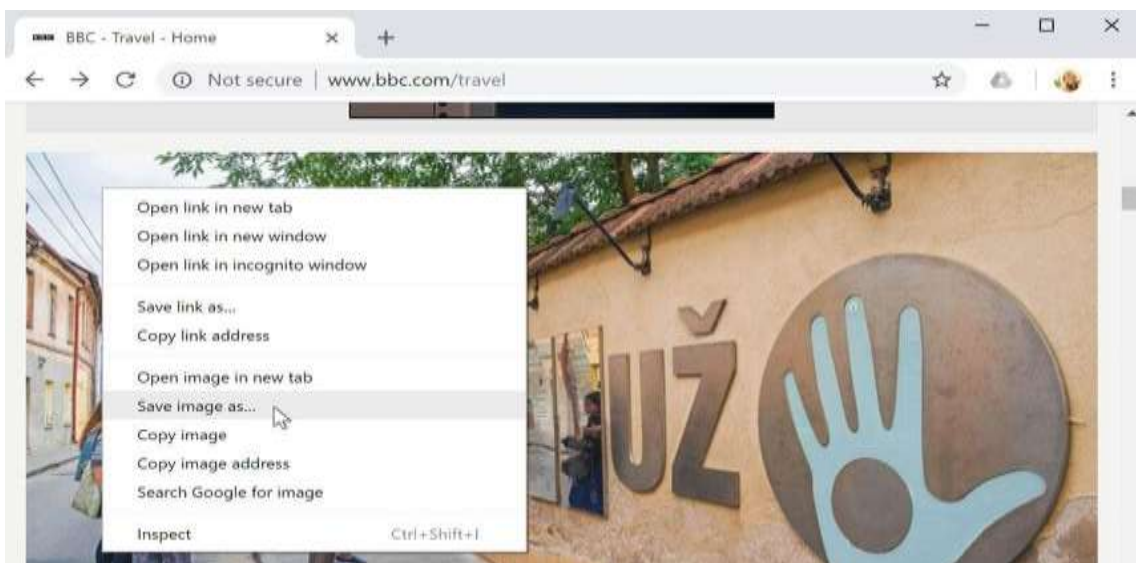
Plug-ins

Plug-ins are small applications that allow you to view certain types of content within your web browser. For example, Adobe Flash and MicrosoftSilverlight are sometimes used to play videos, while Adobe Reader is used to view PDF files.

If you don't have the correct plug-in for a website, your browser will usually provide a link to download it. There may also be times when you

need to update your plug-ins. Review our lesson on Installing and UpdatingPlug-ins to learn more.

3.9 KEYWORDS

- **Internet:** The Internet is a global network of billions of computers and other electronic devices.
- **www:** The World Wide Web—usually called the Web for short—is a collection of different websites you can access through the Internet.
- **Email:** Short for electronic mail, email is a way to send and receive messages across the Internet.
- **URLs and the address bar:** Each website has a unique address, calleda URL (short for Uniform Resource Locator). It's like a street address that tells your browser where to go on the Internet.

3.10 CHECK YOUR PROGRESS

1. What is an Internet? Explain its types?

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2. What is web? Differentiate Internet vs www

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3. Discuss the hardware requirements for internet connection.

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4. Explain the importance of cloud computing.

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3.11   REFERENCES

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| UNIT : 4 | UNDERSTANDING WEB SEARCH |

STRUCTURE
- - - - - - - - -

4.0   **Objective**

4.1   **Search Engines**

4.2   **Refining Your Search**

4.3   **Content-Specific Search**

4.4   **Understanding URLs**

4.5   **Understanding Web Browser**

4.6   **Keywords**

4.7   **Check Your Progress**

4.8   **Suggested Books**

4.0   OBJECTIVES

This unit briefly discuss –
- Understanding Internet Basics and types of Internet.
- Hardware requirements for internet connection.
- Understanding Cloud.
- Understanding Web Applications

4.1   SEARCH ENGINES

Search Engines

With billions of websites online today, there is a lot of information on the Internet. A search engine is software, usually accessed on the Internet, that searches a database of information according to the user's query. The engine provides a list of results that best match what the user is trying to find. Today, there are many different search engines available on the Internet, each with their own abilities and features. Search engines make this information easier to find. For users, a search engine is accessed through a browser on their computer, smartphone, tablet, or another device. Let's look at the

basics of using a search engine, as well as some techniques you can use to get better search results.

How to search the Web?

There are many different search engines you can use, but some of the most popular include Google, Yahoo!, and Bing. To perform a search, you'll need to navigate to a search engine in your web browser, type one or more keywords—also known as search terms—then press Enter on your keyboard. In this example, we'll search for recipes.

After you run a search, you'll see a list of relevant websites that match your search terms. These are commonly known as search results. If you see a site that looks interesting, you can click a link to open it. If the site doesn't have what you need, you can simply return to the results page to look for more options.
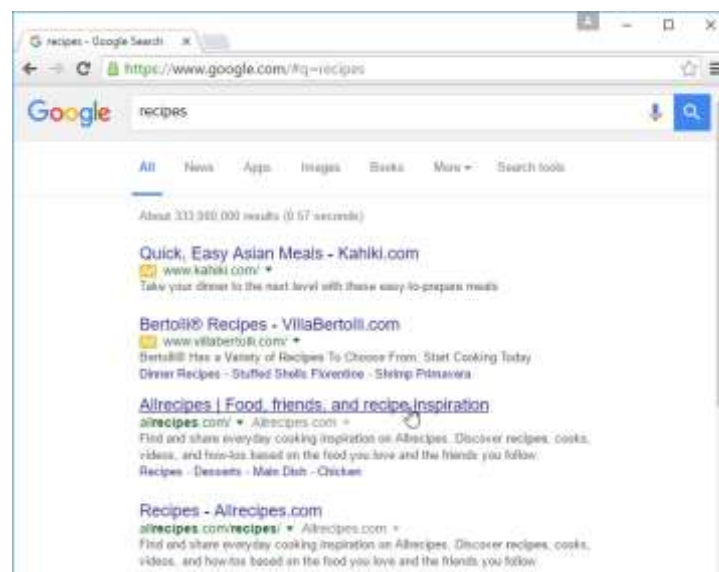
Most browsers also allow you to perform a web search directly from your address bar, although some have a separate search bar next to the address bar. Simply type your search terms and press Enter to run the search.
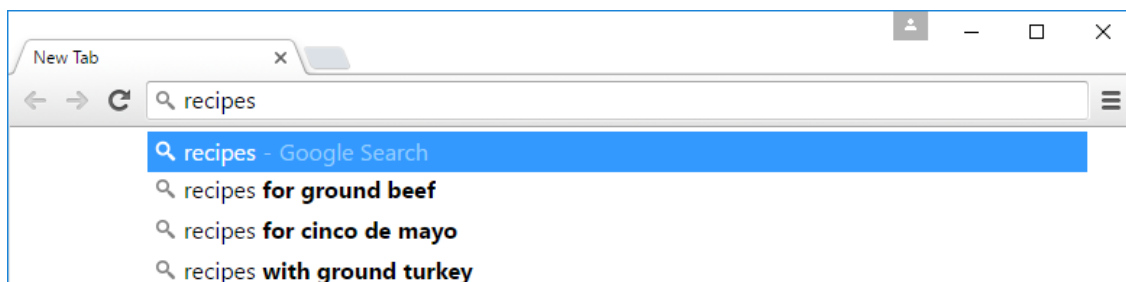
Search suggestions

If you don't find what you're looking for on the first try, don't worry! Search engines are good at finding things online, but they're not perfect. You'll often need to try different search terms to find what you're looking for.

If you're having trouble thinking of new search terms, you can use search suggestions instead. These will usually appear as you're typing, and they're a great way to find new keywords you might not have tried otherwise. To use a search suggestion, you can click it with your mouse, or select it with the arrow keys on your keyboard.

4.2   REFINING YOUR SEARCH

If you're still having trouble finding exactly what you need, you can use some special characters to help refine your search. For example, if you want to exclude a word from a search, you can type a hyphen (-) at the beginning of a word. So if you wanted to find cookie recipes that don't include chocolate, you could search for recipes cookies - chocolate.
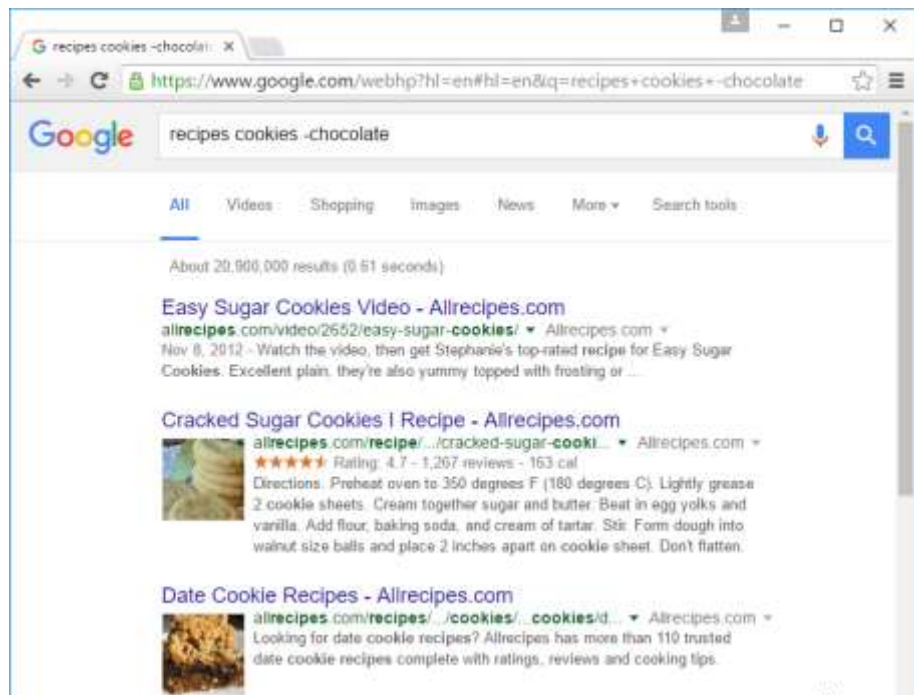
You can also search for exact words or phrases to narrow down your results even more. All you need to do is place quotation marks (" ") around the desired search terms. For example, if you search for recipes "sugar cookies", your search results will only include recipes for sugar cookies, instead of any cookies that happen to use sugar as an ingredient.
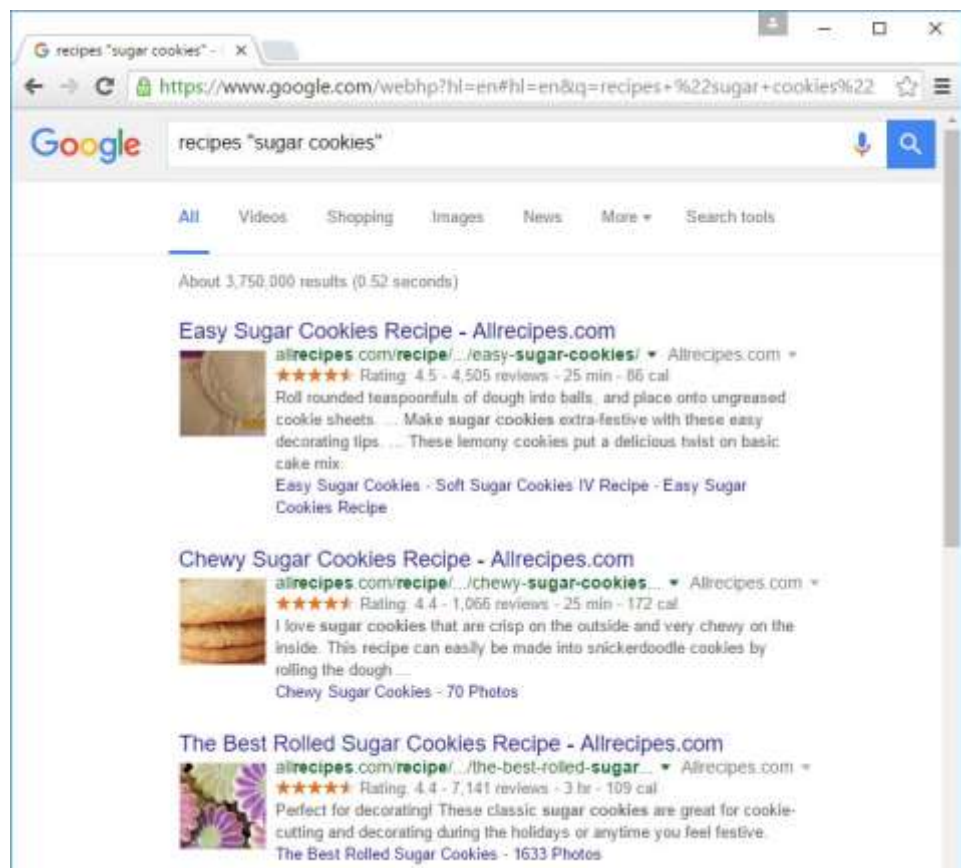
These techniques may come in handy in certain cases, but you probably won't need to use them with most searches. Search engines can usually figure out what you're looking for without these extra characters. We recommend trying a few different search suggestions before using this method.

4.3   CONTENT-SPECIFIC SEARCHES

There may be times when you're looking for something more specific, like a news article, picture, or video. Most search engines have links at the top of the page that allow you to perform these unique searches.
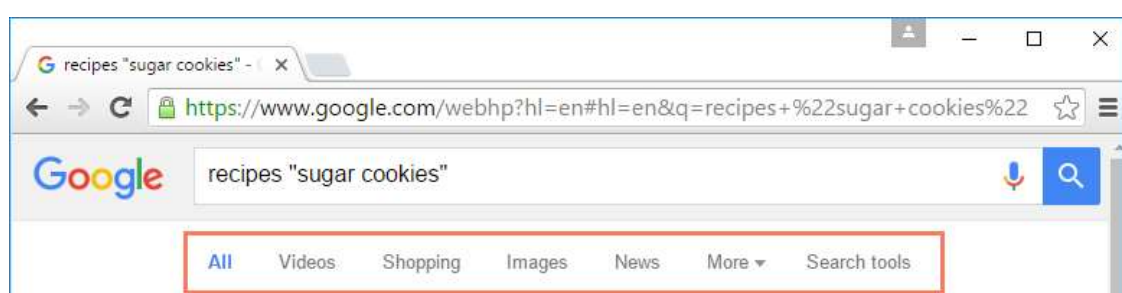
In the example below, we've used the same search terms to look for **images** instead of websites. If you see an image you like, you can click to visit the website it originally came from.
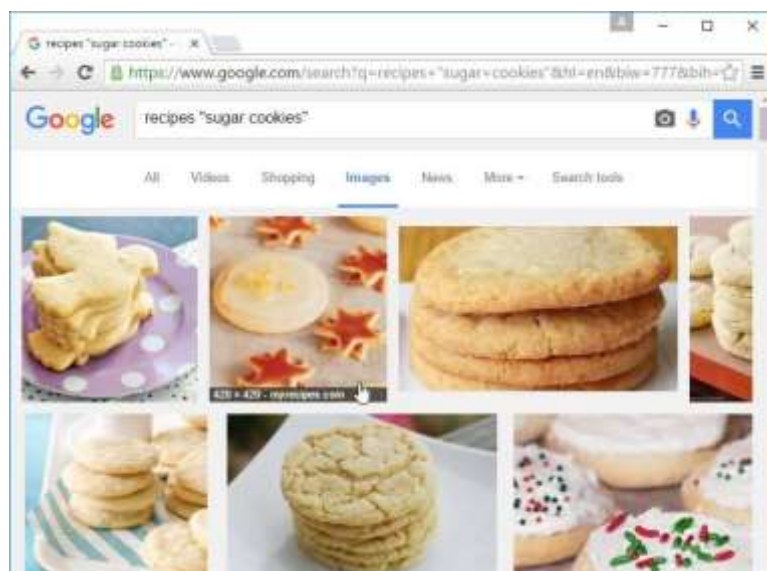

You can use the extra search tools to narrow down your results even more. These tools will change based on the type of content you're looking for, but in this example we can filter our images by size, colour, image type, and more. So if you wanted to find cookies with pink frosting, you could search for images that are mostly pink.
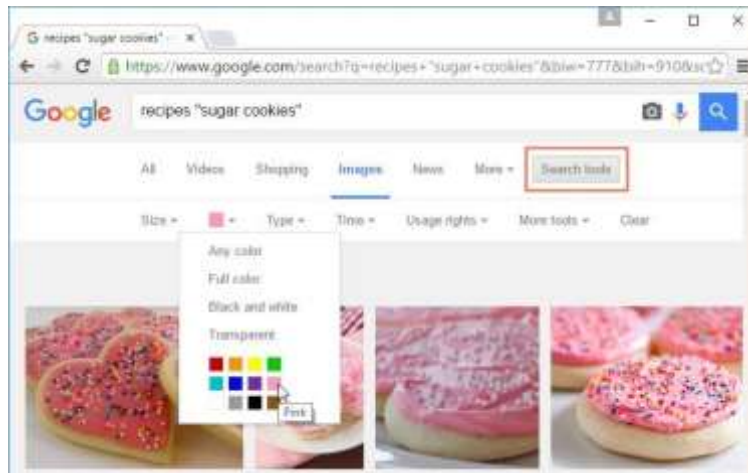
Advertisements

One final thing to note: Most search engines include advertisements with search results. This includes online ads that appear alongside the search engine result page when users search a keyword query on Google. These ads are PPC, or pay-per-click ads, in which advertisers pay for each ad click. For example, you can see advertisements at the top of the search results below.
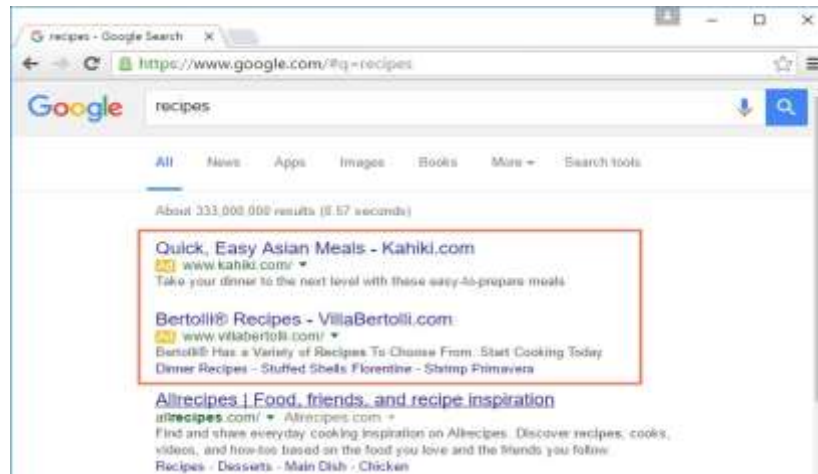
These ads are based on your search terms, and they often look similar to other search results. While they may be useful in some cases, it's usually more helpful to focus on the actual search results.

4.4   UNDERSTANDING URLS
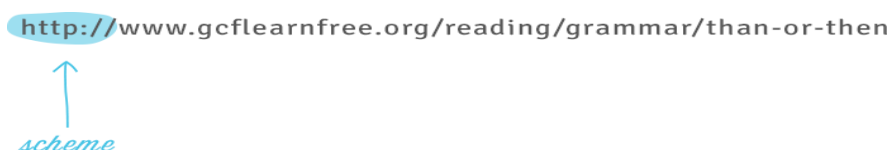
Every time you click a link on a website or type a web address into your browser, it's a URL. URL stands for Uniform Resource Locator. Think of it like a street address, with each portion of the URL as different parts of the address, and each giving you different information. With Hypertext and HTTP, URL is one of the key concepts of the Web. It

is the mechanism used by browsers to retrieve any published resource on the web. In theory, each valid URL points to a unique resource. Such resources can be an HTML page, a CSS document, an image, etc. In practice, there are some exceptions, the most common being a URL pointing to a resource that no longer exists or that has moved. As the resource represented by the URL and the URL itself are handled by the Web server, it is up to the owner of the web server to carefully manage that resource and its associated URL.

Let's examine each component of a URL and what we can learn from it.

Scheme

Every URL begins with the scheme. This tells your browser what type of address it is so the browser connects to it correctly. There are many types of schemes, but for typical web browsing you will mostly see http and https. Your browser usually won't show the scheme in the address bar, and usually you don't need to type the scheme when typing a web address; instead, you can just begin with the domain name. The scheme is still always part of the URL; it just isn't being displayed.

`http://www.gcflearnfree.org/reading/grammar/than-or-then`

scheme

Domain name

A domain name is a unique name that identifies a website. For example, the domain name of the Tech Terms Computer Dictionary is "techterms.com." Each website has a domain name that serves as an address, which is used to access the website.

Whenever you visit a website, the domain name appears in the address bar of the web browser. Some domain names are preceded by "www" (which is not part of the domain name), while others omit the "www" prefix. All domain names have a domain suffix, such as .com, .net, or .org. The domain suffix helps identify the type of website the domain name represents. For example, ".com" domain names are typically used by commercial website, while ".org" websites are often used by non-profit organizations. Some domain names end with a country code, such as ".dk" (Denmark) or ".se" (Sweden), which helps identify the location and audience of the website. Typically, different pages on the same site will continue to use the same domain name. For example, all pages on this site share the GCFLearnFree.org domain name.

http://www.gcflearnfree.org/reading/grammar/than-or-then

↑

domain name

Each segment of the domain name separated by a period is called a domain. The domain on the right is called a top-level domain, with the domain to the left of it called the second-level domain, then third-level domain, and soon.

www.GCFLearnfree.org

↑   ↑   ↑

second level

sub-domain   *top level*

You can often learn something about the site from the domains. One of the domains usually identifies the organization, while the top-level domain may give you more general information on what kind of site it is.

In most   URLs, the www domain   can   be   omitted. Google.com and www.google.com lead to the same page. However, other subdomains cannot be omitted. For example, all pages under news.google.com require the news subdomain in the URL.

File path

The file path—often just called the path—tells your browser to load a specific page. If you don't specify a path and only enter a domain name, your browser is still loading a specific page; it's just loading a default page, which usually will help you navigate to other pages.

http://www.gcflearnfree.org/reading/grammar/than-or-then

↑

file path

URLs that end with the domain name without a file path usually will load a homepage or an index page that's designed to help you navigate to specific pages on the site. Often, if you can't remember the file path for a specific page, you can go to the homepage and search for it.

Parameters

Some URLs include a string of characters after the path—beginning with a question mark—called the parameter string. You have probably noticed thispart of a URL appear in your address bar after performing a search on Google or YouTube. The parameter string can be clear or confusing to a human user, but it is critical information for the server.

www.youtube.com/watch?v=dQw4w9WgXcQ

↑

parameters

Anchor

Also appearing after the path, the anchor tells your browser to scroll to or load a specific part of the page. Usually the anchor begins with a hashtag and is used to direct your browser to a specific part of a very long page, much like a bookmark. Different anchors don't load different pages; they simply tell the browser to display different parts of the page.

tolkiengateway.net/wiki/J.R.R._Tolkien#Writing

↑

anchor

A whole URL

When combined, these elements make up a URL, although not all URLs will have all five parts.

http://en.wikipedia.org/w/index.php?title=Burrito#Breakfast_burrito

↑   ↑   ↑   ↑   ↑

scheme   *domain name*   *file path*   *parameters*   *anchor*

Keep in mind that these are the most common components of a URL. There are many other parts, but these are the five you will see most often and that can usually give you the most information.

4.5 UNDERSTANDING WEB BROWSER

A web browser is a software program that allows a user to locate, access, and display web pages. In common usage, a web browser is usually shortened to "browser." Browsers are used primarily for displaying and accessing websites on the internet, as well as other content created using languages such as Hypertext Markup Language (HTML) and Extensible Markup Language (XML). Web browsers date back to the late 1980s first ideas was developed that led to the World Wide Web (WWW). This consisted of a series of pages created using the HTML language and joined or linked together with pointers called hyperlinks. Following this was the need for a program that could access and display the HTML pages correctly
the browser.

For many years, especially in the early 2000s, there was one browser that almost everyone used: Microsoft's Internet Explorer

But starting in the mid-2000s, other software companies introduced new browsers, including Mozilla Firefox and Google Chrome. At the time, these browsers allowed for more experimental features. Because of this, web developers began creating websites with browsers like Chrome and Firefox in mind, which meant they didn't always work as well in Internet Explorer.

It's always a good idea to keep at least two web browsers on your computer or mobile device. This way, if a website isn't working correctly you can try opening the page in a different web browser. More often than not, this trick can solve a lot of problems you might encounter online.

Using a PC or Android? Try Google Chrome

Google Chrome is a cross-platform web browser developed by Google. It was first released in 2008 for Microsoft Windows, and was later ported to Linux, macOS, iOS, and Android. The browser is also the main component of Chrome OS, where it. serves as the platform for web apps. Google Chrome features a minimalistic user interface, with its user- interface principles later being implemented into other browsers. For example, the merging of the address bar and search bar into

the omnibox. Chrome also performance has a reputation for strong browser.

Using an iPhone, iPad, or Mac? Try Safari.

Safari is the default web browser for Mac computers and iOS devices, including the iPhone and iPad. Aside from being fast and secure, Safari has a lot of unique features. Safari is a graphical web browser developedby Apple, based on the WebKit engine. First released on desktop in 2003 with Mac OS X Panther, a mobile version has been bundled with iOS devices since the iPhone's introduction in 2007. Safari is the default browser on Apple devices. A Windows version was available from 2007 to 2012 For example, Reader view allows you to see a simplified version of a webpage that's optimized for reading.

Other recommended web browsers
Mozilla Firefox, or simply Firefox, is a free and open-source web browser developed by the Mozilla Foundation and its subsidiary, Mozilla Corporation . It works on Windows, Mac, and Android. Firefox was created in 2002 under the codename "Phoenix and it will usually support even the most experimental web features. Like Chrome, it will be updated automatically, so you'll be protected from viruses and other threats online.

Opera: Originally released in 1994, the Opera web browser has been around much longer than Firefox and Chrome. It's also available for all major operating systems (Windows, Mac, Android, and iOS). It is a freeware web browser. Developed by Opera Software. Opera is a Chromium-based browser using the Blink layout engine. It differentiates itself because of a distinct user interface and other features. It was conceived at Telenor as a research project in 1994 and was bought by Opera Software in 1995. It was commercial software for the first ten years and had its own proprietary Presto layout engine.

4.6 KEYWORDS

- **Search Engines -** With billions of websites online today, there is a lot of information on the Internet. Search engines make this information easier to find.
- **Firefox:** This free web browser from Mozilla works on Windows, Mac,and Android.
- **Opera:** Originally released in 1994, the Opera web browser has beenaround much longer than Firefox and Chrome.

- **Safari** is the default web browser for Mac computers and iOS devices,including the iPhone and iPad.
- **Scheme -** Every URL begins with the scheme. This tells your browser what type of address it is so the browser connects to it correctly.

4.7   CHECK YOUR PROGRESS

1. What is Web Search?

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2. Discuss the various techniques of search using different browser.

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3. What is URL? Explain its address elements.

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4. What do you understand by a domain name?

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5. How can you obtain a refine search?

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4.8   REFERENCES

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UNIT : 5	SEARCH ENGINE OPTIMIZATION (SEO)

STRUCTURE

5.0   OBJECTIVES

This unit briefly discuss –

- Understanding Internet Basics and types of Internet.
- Hardware requirements for internet connection.
- Understanding Cloud.
- Understanding Web Applications

5.1   SEARCH ENGINE OPTIMIZATION

SEO stands for ‒search engine optimization.‖ It is the process of getting traffic from the ‒free,‖ ‒organic,‖ ‒editorial‖ or ‒natural‖ search results on search   engines.   All   major   search engines   such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users.

The first step in search engine optimization is really to determine what it is you're actually optimizing for. This means identifying the terms people are searching for (also known as ‒keywords‖) that you want your website to rank for in search engines like Google.

For generating traffic via keywords, we will have to understand:

- What types of things are they interested in?
- How many people are searching for it?
- In what format do they want that information?

- What problems do they have?
- What type of language do they use to describe the things that they do, the tools that they use, etc.?
- Who else are they buying things from (this means your competitors, but also could mean tangential, related tools – for the email marketing company, think other enterprise marketing tools)?

Once you've answered these questions, you'll have an initial ―seed list‖ of possible keywords and domains to help you get additional keyword ideas and to put some search volume and competition metrics around.

Search engine optimization (SEO) seems like alchemy to the uninitiated. But there's a science to it. The original Periodic Table of SEO Ranking Factors was released in 2011 by Search Engine Land and updated in 2013, 2015 and 2017. The Periodic Table of SEO Ranking factors has become a globally recognized tool that search professionals rely heavily on as the guideline for an effective SEO strategy. It mainly focused on elements dubbed ―success factors,‖ with a positive and negative scoring system based on each element. The positive ranking elements included Content, HTML, Architecture, Links, Social, Trust and Personal, while the harmful elements focused on Violations and Blocking.

There are three major groups covered by Search Engine Land's Periodic Table Of SEO Success Factors:

1. On-the-page SEO
2. Off-the-page SEO
3. Violations

➢ **On-the-page success factors**
On-the-page search ranking factors are those that are almost entirely within the publisher's own control.

What type of content do you publish? Are you providing important HTML clues that help search engines (and users) determine relevancy? How does your site architecture help or hinder search engines? Are some of the factors that effects on-the-page success.

➢ **Off-the-page success factors**
Off-the-page ranking factors are those that publishers do not directly control. Search engines use these because they learned early on that relying on publisher-controlled signals alone didn't always yield the best results. For instance, some publishers may try to make themselves seem more relevant than they are in reality.

With billions of web pages to sort through, looking only at ‒on-the-page‖ clues isn't enough. More signals are needed to return the best pages for any particular search.

➢   **SEO violations & ranking penalties**

Search engines want people to perform SEO because it can help improve their search results. Search engines provide help in the form of guidelines, blog posts and videos to encourage specific SEO techniques.

However, there are some techniques that search engines deem spam which could result in your pages receiving a ranking penalty, or worse, being banned from the search engines entirely. Violations are generally tactics meant to deceive or manipulate a search engine's understanding of asite's true relevancy and authority.

SEO violations can damage your website's organic visibility and make it harder for you to appear in search results. What harmful SEO tactics should you stay away from and what should you do instead? Here are four SEO violations that can kill your website in search and a few basics to keep in mind when determining your SEO tactics.

1. **Black Hat SEO**

Search quality updates, like Panda and Penguin in Google's search algorithm, help ensure that searchers receive the most relevant and highest quality results for their queries. These algorithm updates work by penalizing websites that use black hat SEO techniques like keyword stuffing, link farming, and low-quality content, in an attempt to game the search results.

2. **Low-Quality Content**

Having low quality content on your site can damage your SEO because Google and other search engines are looking for pages that present searchers with relevant information. Low quality content on your site can mean thin content, duplicate content from another site or webpage, or content that's auto- or mass- generated. Because this content isn't valuable to searchers, this SEO violation won't help you rank well in SERPs.

3. **Cloaking**

According to Barry Schwartz, Search Engine Land's news editor, cloaking is the worst thing you do for your SEO. Cloaking means

you're showing search engines a different page or different content than what the human searcher sees. For example, search engines may see a page with text content that matches its URL while searchers see a page of images or videos. So, basically, cloaking is trying to trick Google and other search engines to think that there is content is on the page that really isn't there – and search engines don't like that. Don't try to trick Google.

4. Keyword Stuffing

Keyword stuffing is a black hat SEO tactic that used to improve search results, so some websites still rely on this practice. But, Google's Penguin update ruled keyword stuffing ineffective, and now it can damage your SEO. Keywords are still an important component of an effective SEO strategy, but they need to be used naturally. Instead, you should identify a main topic or theme for each page of your website and build relevant, readable content around that topic.

First of all, the only true penalty, according to Google, is what's known asa manual action.

This means that a human reviewer has looked over your website and issued a penalty for violating some aspect of the Webmaster Quality Guidelines.

Google penalties vary from site to site and differ based on the severity of the violation. If you receive one, you'll need to take action and submit a reconsideration request to get back in the search engine's good graces.

It's important to note that a loss of traffic caused by an algorithm update isn't the same thing as a penalty, though for site owners reeling from huge hits to organic traffic, the word penalty seems to fit just fine.

That said, the key difference between an algorithmic devaluation and a penalty is that the penalty requires a reconsideration request. Coming back from an algorithmic downgrade does not require any communication with awebmaster.

5.2 STEPS FOR CREATING SEO STRATEGY

As users' behaviours and search engines' capabilities develop over time, standards come and go in the blink of an eye.

It's not just the online marketing industry that's evolving; your business's industry is also maturing. So when it comes to SEO, you really can't ‒set it and forget it.‖ You need to be monitoring and tracking how well everything is working so you're always one step ahead of the competition.

Here are the steps to create an SEO strategy in 2020:

- Step #1: Create a List of Keywords - Everything in search engine optimization revolves around keywords. Which is why keyword research is usually the first step of any legit SEO strategy. You can easily find keywords that your target customer searches for using Google Suggest. Start typing a keyword into Google's search field, and it will populate a list of suggestions.
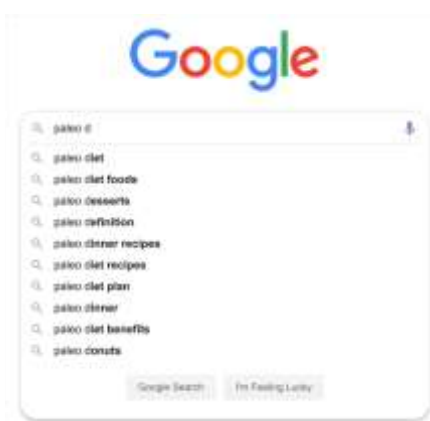
- Step #2: Analyse Google's First Page – Firstly scan the top 10 results and jot down any patterns that you notice. For example,the SERPs for ‒SEO Tools‖ is PACKED with lists of tools. So if you wanted to cover that topic on your site, you'd want to note that the first page results are made up mostly of list posts. And you'd probably want to publish a list post on your blog.
- Step #3: Add a Hook - If you want to improve your search engine rankings in 2020, you need to get backlinks.In fact, according to a recent study by Stone Temple Consulting that was published on the Moz blog, links are still strongly correlated with first page Google rankings.

Which means they're still a key Google ranking factor. The question is: how do you do it?

Well, you need to figure out why people link to specific pieces of content in your industry. (―The Hook‖) Then, include that ―Hook‖ in your content. Data is just one type of ―Hook‖ that you can use to build links to your content. Another Hook that's working well right now is **Ultimate Guides**. When you publish an ultimate guide, your guide itself is The Hook.

- Step #4: Optimize For On-Page SEO - This step is all about keyword-optimizing your content for SEO.

- Step #5: Make Your Content Look Awesome - Design might be the most underrated part of content marketing. You can have the best content ever written. Great content design doesn't have to break the bank.
  In fact, here are 4 types of visual content that are super easy to pull off.

  - ❖ Graphs and Charts
  - ❖ Screenshots and Pictures
  - ❖ Blog Post Banners
  - ❖ Graphics and Visualizations

- Step #6: Improve and Update Your Content – It is very important to update and add new content in your website regularly according to your audience.

  Here are a few points you need to consider when working out an SEO strategy:

  - **WHO IS IN YOUR TARGET MARKET? -** SEO today is not about just grabbing as much traffic as possible, but instead attracting high- value visitors interested in what you offer. In terms of demographics, what is your market searching for? How are they performing web searches? Where are they located? The more specific your answers, the more valuable your investments in SEO become. Google Analytics is a good place to start your investigations!

  - **MOST PEOPLE SEARCH ON MOBILE DEVICES -** In the past few years the online mobile market has exploded, overtaking desktops years ago. Optimizing websites for mobile browsers is critical if you want to rank well in search engine results pages. If you're unsure how your website measures up, enter your site's URL in Google's Mobile- Friendly Test.

- **SEARCH ENGINES ARE EXPANDING -** When someone mentions search engines; do you automatically assume they're talking about Google? The tech giant has such a big share of the market that 'Googling' has become a verb. However, a significant portion of searches take place on alternative sites, such as Microsoft 's Bing. Make a point to search for your site on Google alternatives to see where you rank. Just improving social media engagement and adding meta tags might be all it takes to boost you a couple ranks on Bing.

- **WHAT'S YOUR AUDIENCE SEARCHING FOR? –** Just a few years ago, the average user didn't trust search engines to understand conversational questions. They were searching with clunky phrases like flower delivery New York.‖ Now people feel comfortable typing in things like –who delivers roses near me?‖ Changes in searcher habits are usually subtle, but will affect which keywords will be most valuable for your site. Instead of focusing on keywords that get you more traffic, focus on those that translate into conversions, revenue and profits.

5.3 SEARCH ENGINE MARKETING (SEM)

Search engine marketing is the practice of marketing a business and gaining website traffic using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

Related SEM Synonyms & Acronyms

Search Engine Marketing‖ was once used as an umbrella term to encompass both SEO (search engine optimization) and paid search activities. Over time, the industry has adopted the SEM acronym to refer solely to paid search.

At Search Engine Land, we generally use **SEM** and/or –**Paid Search**‖ to refer to paid listings, with the longer term of search marketing used to encompass both SEO and SEM.

Below are some of the most common terms also used to refer to SEM activities:

- Paid search ads – Paid search ads are the ads for which an advertiserpays to gain traffic.
- Paid search advertising - Paid search advertising is a form of digital marketing where search engines such as Google and Bing allow advertisers to show ads on their search engine results pages.
- PPC (pay-per-click) - PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to ‒earn‖ those visits organically.
- CPC (cost-per-click) - Cost Per Click (CPC) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaigns.
- CPM (cost-per-thousand impressions) - Cost per thousand, also called cost per mille, is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage.

Note-
- ❖ Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a CPM basis.
- ❖ Pay-Per-Call is also called PPC i.e some ads, particularly those served to mobile search users, may be charged by the number of clicks that resulted in a direct call from a smartphone.

5.4 KEYWORDS

- **SEM (Search Engine Marketing)** is the process of gaining website traffic by purchasing ads on search engines.
- **On-the-page success factors -** On-the-page search ranking factors are those that are almost entirely within the publisher's own control.
- **Off-the-page success factors -** Off-the-page ranking factors are those that publishers do not directly control.
- **SEO** stands for ‒search engine optimization. It is the process of getting traffic from the ‒free, ‒organic, editorial‖ or natural‖ search results on search engines.

5.5   CHECK YOUR PROGRESS

1.   What is SEO?

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2.   What is Search Engine Marketing (SEM)?

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3.   Discuss Types of SEO.

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4.   Discuss SEO violations & ranking penalties.

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5.6   REFERENCES

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| UNIT : 6 | BLOG |

6.0   OBJECTIVES

This unit briefly discuss –
- Understanding about Blog
- Designing and creating your blog
- Improving your blog's readability
- Copyrighting material

6.1   ABOUT BLOG

WHAT IS A BLOG?
A blog is a type of website that is updated regularly with new content. Most blogs contain short, informal articles called blog posts. These posts usually contain some combination of text, photos, videos, and other media. At its core, a blog is just a space on the Web that you can create to record and express your opinions, experiences, and interests.

If you spend much time browsing the Web, you've probably read a blog post before, even if you didn't realize it at the time. Some of the most-read blogs are a bit like online magazines because they're written by a team of people who are paid to update the blog with new posts several times a day.

However, a majority of blogs are written by one person. As a result, the average blog is fairly personal, reflecting the interests and personality of the person who writes it. This is the type of blog we'll focus on in this tutorial.

WHO BLOGS?

The people who write blogs are called bloggers. From what you hear on the news, you might think bloggers are all a certain type of people—young, politically inclined, and tech-savvy. Or maybe you've heard about bloggers who've written about amazing experiences or ambitious projects, then turned their blogs into bestselling books. While some bloggers do fit these descriptions, most bloggers don't. In fact, there's no "average" blogger—blogs are written by people of all ages and backgrounds and from all walks of life.

WHY BLOG?

It can be a time-consuming hobby, as many bloggers spend several hours each week writing blog posts, replying to comments, and more. So why do they do it?

There are many reasons why people blog, but here are some of the most common reasons:

- To share your experiences and expertise
- To speak up about an issue you care about
- To become more involved with hobbies and passions
- To be part of a community
- To advance your career or start a career in writing
- To keep family and friends updated about your life

No matter what their main reason for blogging is, most bloggers have at least one thing in common: They're passionate enough about a topic to write about it over and over again, usually for free. If there's a subject you care deeply about, you might enjoy blogging about it. When you have your own blog, you have unlimited space and freedom to express your opinions and discuss the things you care about with others.

6.2 BLOGGING FOR MONEY

Another reason some people blog is to earn money. People earn moneyfrom their blogs by hosting advertisements, selling products, or publishing their blog posts in the form of a book or printed articles.

The media often reports on bloggers who have done this successfully, turning their blogs into careers and even a book and movie deals. While it's fine to try to earn money from blogging, you should be aware that these success stories are very rare.

You may see advertisements for services that promise to help you make your blog profitable with little effort. However, making money this wayis not as easy as it may seem. Many bloggers write for years without ever earning a cent from their blogs. Keep this in mind as you begin blogging.

WHAT DO PEOPLE BLOG ABOUT?
A blog can be about literally anything. There are people blogging about every topic imaginable, from their political views to their pets. Think of any interest or hobby, no matter how unusual or specialized—there's bound to be an entire community of blogs devoted to discussing it. Although it's impossible to list all of the subjects people blog about, there are certain topics that are commonly covered.

6.3 ALL ABOUT SUBSCRIBING TO BLOGS

When you subscribe to a blog, you get all its new posts and updates delivered to you. You subscribe to blogs using an RSS reader, which is a tool that lets you read posts from multiple blogs on one page.

There are many advantages to subscribing to your favourite blogs:

- It saves time. You won't have to check multiple blogs each day to see if they've added new posts.
- You won't miss any updates. It's easy to miss some posts if you don't visit a particular blog very often. When you subscribe to a blog, every single one of its posts is sent to your RSS reader. Even if you don't check your reader for a week, the posts you haven't read will still be there waiting for you.
- It creates a feed of stories interesting to you. You'll be able to read posts on many topics and from various blogs, all in one place. It's like having a newspaper written just for you. Many RSS readers even recommend blogs similar to theones you subscribe to so you'll always have something to read.

Starting a new blog might seem a little overwhelming at first, but planning some things ahead of time can make the entire process a lot easier. In this lesson, you'll learn how to develop a new blog. You'll make decisions about:
- Your blogging goals
- The topic you want to blog about

- How much time you want to spend blogging
- How much personal information you wish to share on yourblog
- Your blog's design.

As you read through this lesson, you may want to refer to our Developing Your Blog worksheet. It will help you keep track of yourblogging goals and decisions.

IDENTIFYING YOUR BLOGGING GOALS
The first step toward developing your blog is to know your blogging goals. The two main questions to consider to understand your goals are:
- What's the main reason you want to start a blog?
- Who do you want to read your blog?

Review the graphic below to get an example of how a few typical bloggers might answer.

The main reason you want to start blogging is your primary goal. However,most people have more than one reason for blogging. These extra reasons are your secondary goals. Examining your primary goal and your desired audience can help you identify your secondary goals. For example, as you can see from the image above, Jessie's primary goal is to keep her friends and family updated about her kids. However, the blog is not just for those people—she says she'd also like for other moms to read her blog. So one of her secondary goals might be to:

- Meet new people and be part of a community of moms whoblog
  If she's interested in having a lot of people read her writing, she might also have this common secondary goal:

- **To become a better writer**
  In short, anything that motivates you to blog, no matter how minor, can be one of your blogging goals. As you develop your blog, keeping your goals in mind will help you decide exactly what you want your blog to be like.

DEFINING YOUR BLOG'S TOPIC

One of the biggest factors in your blog's success is having a topic you find interesting. After all, blogging is something you'll be doing in your spare time, so how much you write will largely depend on how much you enjoy it. Having a topic you like will make keeping up with your blog easier and more rewarding.

One way to test whether you've chosen a good topic is to thinkof potential posts that fit that topic. You may even want to make a list, like the one seen below.

Elena
Blogs about her photography business

Ideas for Posts

- Descriptions and photos of events I've photographed
- Explanations of photography techniques
- Collections of all-time favorite photos, grouped by theme (kids' photos, summer photos, etc.)
- The story of how I became a photographer

Remember, you don't have to commit to writing any of the posts that you come up with. You're just exploring your topic to see if you're interested in it enough to blog about it over the long term. If you have trouble coming upwith ideas for posts, you may want to reconsider or adjust your topic.

NARROWING DOWN YOUR TOPIC

If you chose to write about a broad topic, you might consider narrowing it down to a smaller one. This can help you keep focused on the topics you're most interested in. It may also make your blog stand out from other, more general blogs.

One way to narrow down your blog's focus is to think of subjects that fall within the scope of your overall topic. These subjects are potential subtopics. Are there any that particularly interest you or seem like they'd be easy to write about? You might consider focusing mainly on one or two of those subtopics.

Review the image below to see how Craig narrowed down the focus of his cooking and food blog to two narrow subtopics: recipes and cooking tips.

6.4 WRITING ABOUT MULTIPLE TOPICS

Some people prefer to blog without limiting themselves to a few related topics. Instead, they write "lifestyle" blogs that cover a range of subjects that interest them, including their own lives. A lifestyle blogger might write about a personal experience in one post, then review products in the next.

For instance, Jessie, who started a blog about her kids, could later decide to expand her blog's focus to include other topics. She might write about her personal life, as well as her hobbies and other things she's interested in, like fashion, crafts, and community issues. She could sort her posts on various subjects into categories so readers could easily find the posts that interest them.

Blogging this way can be fun because you can regularly write about anything that comes to your mind. That said, it does have a few drawbacks. It may be more difficult for you to attract readers who don't personally know you. Also, not all of your readers will be interested in all of the subjects you write about. This can be especially true if you mix personal posts with more polarizing, controversial ones. For example, readers who enjoy Jessie's posts about her kids may be turned off or even offended by some of her posts on sensitive subjects like politics.

DECIDING HOW MUCH TIME TO COMMIT

It's difficult to get people to read your blog if you don't update it regularly. While it's easy to be enthusiastic about your blog and post frequently when you first get started, you may find it more challenging to keep up with posting as time goes on.

Having a posting schedule can make it easier to find time for your blog. How you create your schedule is up to you. Some people work best witha strict schedule and may prefer to set aside a little bit

of time every day to work on their blogs. Others might be happier choosing a loose schedule. With this type of schedule, they might post twice a week but not always on the same day or at the same time.

When you're deciding how much time you want to commit to your blog, make sure to consider all of your other commitments, and be realistic about the amount of time you actually want to spend writing. Remember, blogging is a hobby. If you treat it too much like a chore, it may become less enjoyable.

Using drafts and scheduling posts

You can also manage your time by writing drafts of your blog posts ahead of time, then posting them at a later date. Most blog services even include a feature that lets you schedule saved posts. Once you've scheduled a post, it will automatically be published at the time you specified. Scheduling posts can be a good way to guarantee that you post about the same number of updates each week.
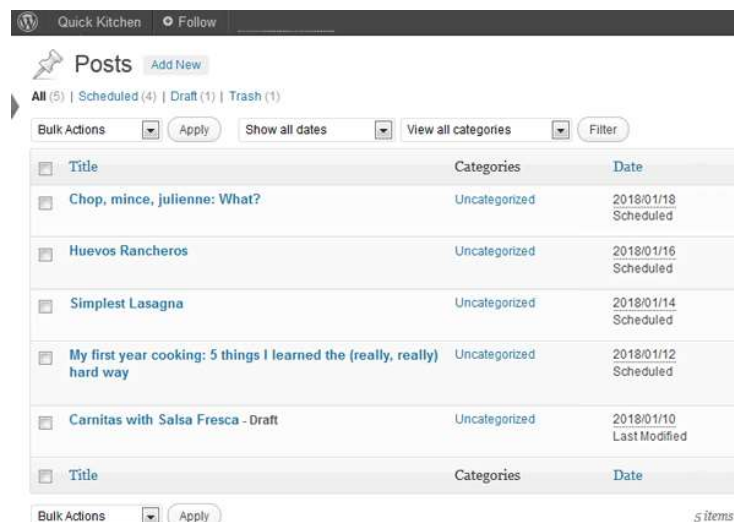
These drafts and scheduling tools can be especially useful if you find it difficult to set aside a particular time of day for writing. You can create drafts when you have a lot to write about and post them later, when you're feeling too busy or uninspired to write.

Deciding how much personal information to share

Before you write your first blog post, you should know how personal you want your blog to be. Some bloggers choose to blog with their real names and include personal details about their lives. Others blog with a pseudonym or fake name. Whether you're a private or open person, deciding whether to reveal personal information on your blog seems pretty straightforward. However, everyone should consider a few things when deciding how much to share.

Review the graphic to learn about the pros and cons of sharing personal details on your blog.

WHAT'S THE BEST CHOICE FOR YOU?

Now that you understand the pros and cons of sharing personal information on your blog, look back at your blogging goals and the audience you decided to write for. Depending on how you're going to use your blog, you might have to share at least a little information in order to reach your goals.

BLOGGING OPENLY

For example, if you're like Elena and want to use your blog to promote yourself or build a career, you'll need to include at least some personal information. You don't have to include many personal details—just enough that someone looking to learn about your work would be able to find your blog and get in touch with you if necessary.

"I blog to show off my photography and attract new clients, so it's essential that I use my real name. I need to include my contact info, too. If I don't, how will people find me?" —Elena

Elena
Photographer

BLOGGING ANONYMOUSLY

On the other hand, if you have a more personal blog you may not want to link real-life information like your full name and location to the things you write. In Jessie's case, there's no real need to share identifying information on her blog. Her main audience is her family and friends, who already know who she is.

"Since I'm posting pictures of my kids, I don't feel comfortable sharing our last name, the city where we live, or anything else that would let strangers find us." —Jessie

Jessie
Mother of three

BLOGGING CAUTIOUSLY

Whether you choose to make your identity public or be completely anonymous, you should be cautious about sharing personal details online. As you decide how much you feel comfortable sharing, keep this in mind: Once you post information about yourself online, it's almost impossible to be totally anonymous later, even if you remove the information you shared.

Unless you're like Elena and have a real need to share personal details, we recommend starting out by sharing a minimal amount of information about yourself. As you get more comfortable blogging, you may choose to share more about yourself with your readers.

6.5   DESIGNING YOUR BLOG

Much of your blog's design will depend on the blog service you choose to host it. It's difficult to plan the appearance of your blog in too much detail before you've actually signed up with a blog service. However, there are a few components of your blog's design that you can decide on ahead of time.

BLOG NAME

Your blog name is important because it's the first thing people will see about your blog. There's no single rule or formula for coming up with a good blog name, but these tips can help:

- Make it relate to your topic. This can help you attract readers who are looking to read about a specific subject.
- Make it interesting."Craig's Cooking Blog" is a descriptive title, but it doesn't really make you want to read it. Think of the blogs you read. Which ones have names that sound interesting to you? What do these names have in common?
- Make it easy to remember. The best way to do this is to make it short—three or four words at the most. If you choose to use a made-up word for your blog's title, make it even shorter, and be sure it resembles or contains a real word. Engadget and Gizmodo are two examples of blogs with made-up but memorable titles.
- Make it something that can work as a logo. One way to test this is to visit Wordmark.it, a site that lets you preview any word in every font you have installed on your computer. While you'll probably want your final logo to include some colour or other graphic design elements, this can be a good way to test out your title.
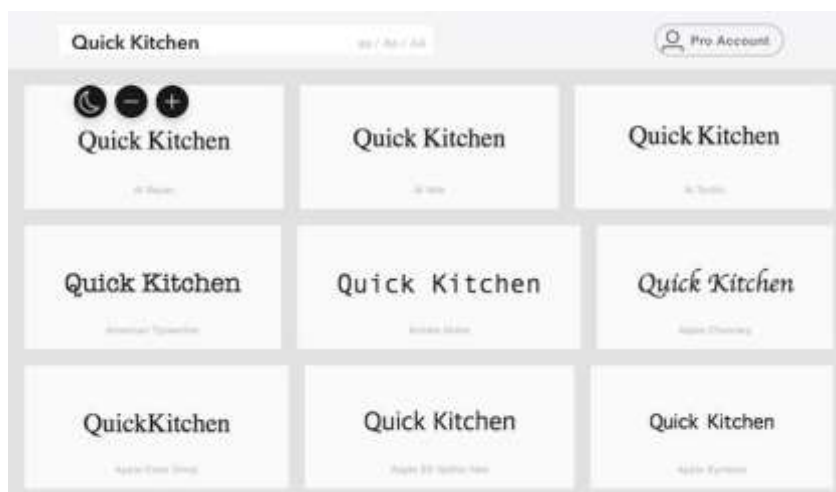
DESIGN ELEMENTS

As mentioned above, you'll get to customize the appearance of your blog when you create it with a blog service. Most major blog services offer various themes, or templates, you can use to select the layout of your blog. Once you choose a template, you can further customize its appearance by choosing a new color scheme and organizing your posts into categories.

Making choices about your blog's appearance will be easier if you already have an idea about how you want your blog to look. Look at blogs that you find visually appealing. Ideally, these blogs should also have similar subject matter to your own—after all, a design that works for a political blog may look strange on a photoblog. However, this isn't essential. You can use any blogs you like as design inspiration.

Once you've found blogs whose design you like, the next step is to figure out what they have in common. You can then use those design elements in your own blog.

For an example of this process, review Elena's design inspirations in the graphic below.

6.6   WHAT IS A BLOG SERVICE?

A blog service is a website that lets you create and maintain a blog. It hosts your blog, which means it gives your blog its own web address, or URL. Your blog service also stores your blog's data. Each blog service has different features, but they all let you share your opinions, interests, photos, and more.

There are two basic types of blog services:

Traditional blog services

Traditional blog services let you create a website for your blog. Blogs created with these services can include sections, categories, and other features that let you organize your blog posts. These services also include features that let you permit and manage comments, as well as tools to customize the appearance of your blog.

- Traditional blog services are best for creating text-heavy blogs, although you can use them for any type of content you want. It's likely that the blogs you're most familiar withuse traditional blog services.

6.7   MICROBLOGGING SERVICES

Microblogging services let you create concise blog posts, often consisting of only a line of text, an image, or a link. Most microblogging services are designed to be used in a certain way. For example, Twitter places a 140-character limit on the length of posts. Users can write whatever they want, but they must do so in under 140 characters. Social networking sites that allow sharing, like Facebook, can also be considered microblogging services.

Traditional Blog Services

The two biggest traditional blog services are WordPress and Blogger. Both allow you to create and customize your own blog, and both offer good options for creating all types of posts. The main difference between the twois the options they offer and their ease of use.

WordPress

WordPress is the most popular traditional blog service. It offers advanced blog customization features that let you control your blog's appearance and manage comments, blog post drafts, and more. Some of its advanced tools are designed for people who are familiar with HTML, which is a special computer language used for formatting websites. Even if you know nothing about HTML, you can still customize your WordPress blog's appearance with templates, or themes.

The downside to these options is that WordPress's blog management interface, called the Dashboard, can be a little confusing to navigate at first.However, WordPress has extensive support tools to help you get started.

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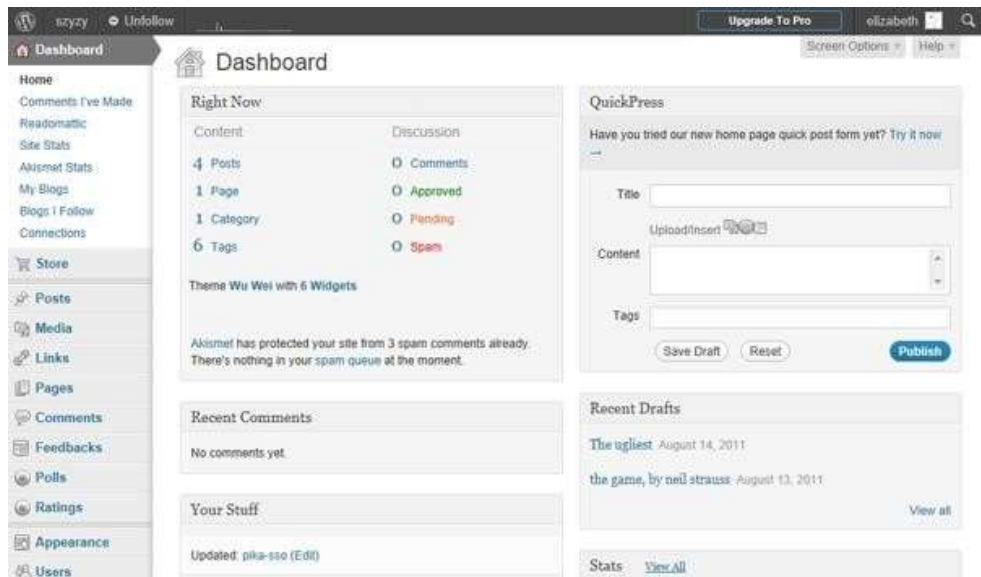
For more information about WordPress, review the videos and lessons inthe Learn WordPress section of the site or go to the official WordPress Support page.

Blogger

Blogger is the second most popular traditional blog service. It offers slightly fewer blog customization and management features than WordPress, but it still includes plenty of ways to control your blog's appearance, including a large selection of themes. Because it includes fewer options, Blogger's interface is simpler than WordPress', so you may find it easier to use.

Blogger is a Google product, so if you already have a Google account getting started with Blogger will be especially easy.
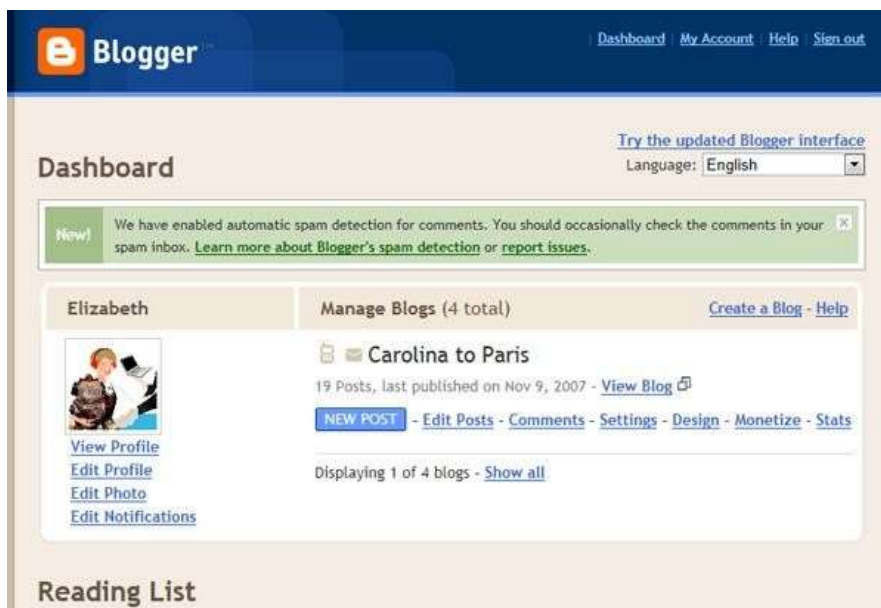
Microblogging Services

Tumblr, Twitter, and Pinterest are three of the most popular microblogging sites. Facebook, a social network, can also be used for sharing.

Tumblr

Tumblr is a microblogging service that lets you create and update your own blog. People use Tumblr to share images, videos, links, and short text posts. Tumblr's simple posting tools and visually appealing layouts make it ideal for photoblogs, humor blogs, and other blogs that are updated frequently with short posts.

Like traditional blogging services, Tumblr offers options to customize the appearance of your blog, including a variety of visual themes. In other ways, Tumblr is different from traditional blogging services. For instance, Tumblr doesn't include an option to leave comments on blog posts, which means it's not an ideal tool for having a discussion. Instead, readers can like a post or reblog it, which shares the post on their own Tumblr blogs.

Pinterest

Pinterest is a microblogging tool that lets you create and share collections of interesting links, images, and more. These collections are called pinboards. The items you share on your pinboards are then shared with others on Pinterest, who can then add your posts to their own pinboards. Pinterest can be a good tool if you're interested in sharing the things you enjoy with a wide audience but don't necessarily care about writing and managing your own blog.
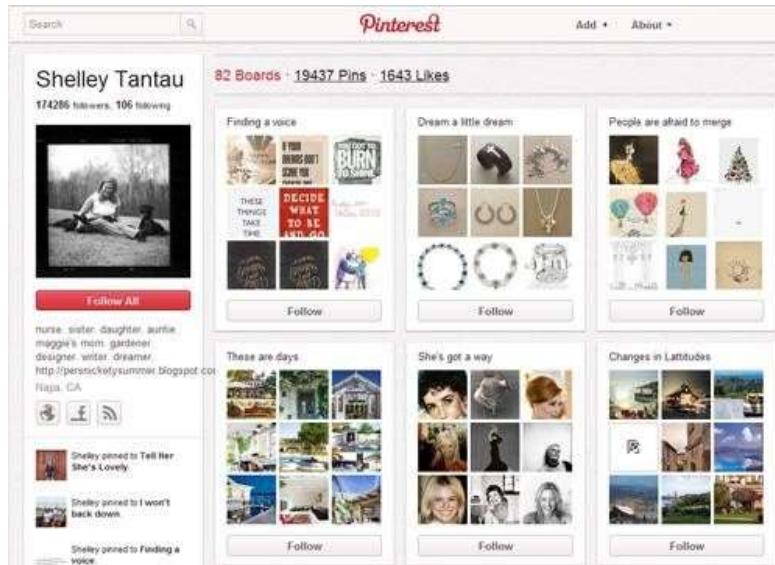
Twitter

Twitter is a tool that lets you post short text updates of 140 characters or less. Unlike Tumblr or traditional blogging services, you can't use Twitter to create your own blog. Instead, your updates appear on your Twitter profile, in a feed that people can view or subscribe to. People use Twitter for many reasons, including sharing news and events, keeping up with friends, and engaging in discussions. If you have a traditional blog, Twitter can be a good way to promote your blog by connecting with other bloggers and linking to your own blog posts.
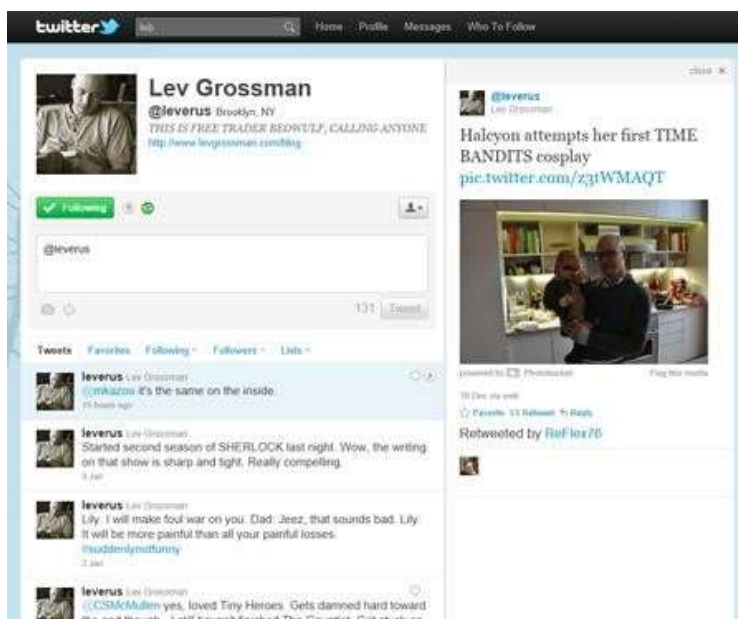
To learn more about Twitter, visit our Twitter tutorial. There, you'll learn how to set up an account, start posting, subscribe to others' posts, and more.

Facebook

Facebook is the world's largest social networking site. The main reason people use Facebook is to stay connected with friends and family. However, sharing is also a large part of the Facebook experience. You can post links, photos, and videos to your profile and share longer, blog-like posts with the Notes tool. If you decide that you don't need your own blog and just want to share occasionally, Facebook can be a good way to do that.
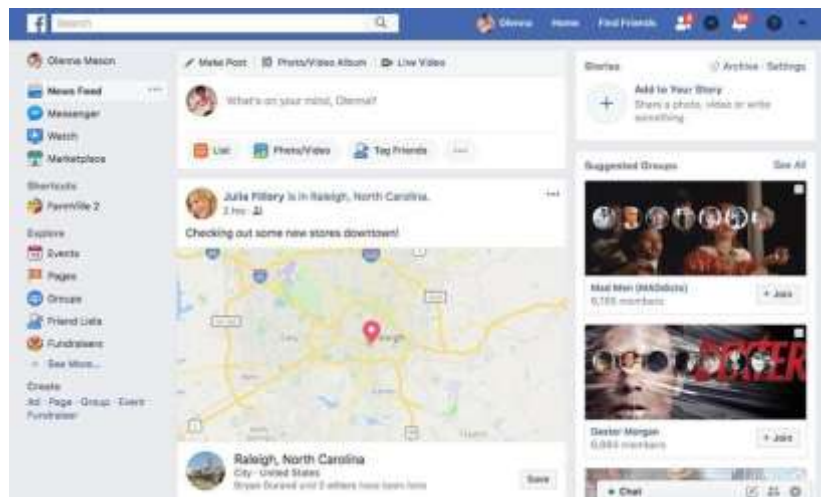
Most people use Facebook just for sharing with people they know. However, you can also use Facebook to reach a wider audience by allowing others to subscribe to things you've shared publicly, or by setting up a Facebook Fan Page.

Even if you choose to use a traditional blog platform to create your blog, you   can enhance your   blog   with   microblogging. Many bloggers promote their blogs by maintaining Facebook, Twitter, and Pinterest accounts for their blogs and posting links to their blog posts.

WHICH BLOG SERVICE IS RIGHT FOR YOU?

Choosing the right blog service is important. Your blog service will affect your blog's appearance, as well as what you're able to do with it. Every blog service has some limitations, and some services are better than others for certain purposes.

Now that you know about various blog services, you can think about the features you want for your blog and decide which service is best for you. For instance, if you want a blog that's more like a website with different categories and sections, you should probably choose a traditional blog service.

Remember that more features sometimes mean a better blogging experience. The more options your blog service has, the more complicated blogging can become. If you don't plan on using the advanced features traditional blog services like WordPress and Blogger have to offer, you'll find a more straightforward service like Tumblr better suited to your needs.

Use the flowchart infographic below to help determine which blog service you should use.

6.8 IMPROVING YOUR BLOG'S READABILITY

The most essential step you can take to get more people to read your blog is to improve your writing. The best blogs feature writing that is engaging, distinctive, and easy to follow—in short, writing that is entertaining and highly readable.

Having a well-written readable blog doesn't require that each post be a masterpiece—it just means you should think before you post. There are a few simple things anyone can do to improve their blog writing, regardless of their skill level or past experience as a writer.

Keep Posts Fairly Short

As a general rule, your blog posts should be fairly short. This doesn't mean that long posts are necessarily bad posts. After all, sometimes you need more space to tell a story or argue a point. Still, you shouldn't make your posts longer than they have to be.

If you find yourself writing a long post, take a moment to examine what you're writing and see if there's anything that you can cut. Not only will this help you make your posts shorter and easier to read, it can help you polish your writing by removing parts that don't add anything to your overall message.

Another way to cut the length of a post is to break it up into multiple posts. Writing a series of posts can be a good way to tell a complex story or address a topic at length.

Use Paragraphs And Images To Break Up Text

Dividing your text into many paragraphs is one way to make your posts easier to read and follow. Readers who are put off or intimidated by a screen full of text are more likely to read posts when you use paragraph breaks. Adding images to your posts is another way to make them more appealing.

Consider Using A Conversational Tone

Using a casual, conversational writing style can be a easy way to let your personality shine through. Casual writing isn't just for personal or funny blogs; blogs on serious subjects can be written in this tone, too.

Whatever style you use for your blog, make sure it's consistent. Your writing style includes things like your vocabulary, the type of humor you include, and typical sentence length. If these things change drastically from post to post, your readers may be confused.

Proofread and Edit Your Posts

Sloppy writing and obvious errors can undermine your credibility and distract readers from what you have to say. Before you publish any post, you should check it for spelling and grammar errors. All blog services include a spell check feature. You should use it every time you post.

You should also reread posts before you publish them. Once you've finished writing a post, take a break, then return to it later with fresh eyes. When you reread a post, check your writing to make sure it's clear and enjoyable to read.

Connecting With A Blogging Community

No matter what you write about in your blog, there's bound to be other people out there who are blogging about the same or similar subject. Becoming part of this community of bloggers is a good way to get more people to read your blog. People who know you and who share your interests are likely to read your blog posts and even recommend them to others.

Being part of a blogging community can also make writing your blog more enjoyable. When you're not sure who's reading your blog, writing can feel a little bit like shouting into a void. In contrast, when you're part of a community, you may feel like you're participating in an established discussion. Many bloggers like the feeling of writing for an audience of friends.

Find Similar Blogs

You probably already read at least one blog that discusses the same topic as yours. Many bloggers frequently post links to other blogs. Following these links can be a good way to find similar blogs with relevant, interesting content.

If you're not familiar with any other blogs on your topic, consider searching for blogs using a blog search service like Blog Catalog.

Comment On Other Blogs

Engaging in discussion with other bloggers is a great way to get them interested in what you have to say. The best way to start doing this is to leave comments on the blog posts you find notable.

Many sites require you to register and create a profile in order to comment. When signing up, look for a field that lets you enter a link to your website. If you enter your blog's URL, people will be able to navigate to your blog from any comments you make.

You can also include links to your blog within your comments. However, be careful not to post too many links. If it seems like you're more interested in promoting your own blog than responding to someone else's writing, you'll seem rude—not a great way to get other people to read your blog. Only share a link to your blog if it adds something to the discussion.

Reach Out With Twitter and Other Social Media

Consider using Twitter to keep up with people who are interested in the same subjects as you. By replying to their tweets and posting relevant updates of your own—including links to each of your posts—you can build up relationships with people and encourage them to read your blog. (If you're not familiar with Twitter, visit our Twitter tutorial to learn more.)

This sharing strategy isn't just for Twitter. You may also want to tryusing Pinterest, which lets you share links with a broad audience of people who have interests similar to your own. (Review our Pinterest tutorial to learn more.)

Promote Blogs You Like

When you find other blogs you like, consider including links to them on your own blog. You can do this either by referring and responding to other blogs in your own posts, or by setting up a blogroll.

A blogroll is simply a list of blogs that you want to recommend to your readers. People usually add blogrolls to a sidebar on their blog, or on a special "links" page. Most blog templates include a space for you to add favorite links. This is a easy place to put your blogroll.

When you link to someone's blog, they may choose to link back to yours. However, linking back isn't required, and it's considered very rude to ask someone to include you in their blogroll or confront them if they don't.

Making Your Blog Easy To Find

Even if you write the best blog posts on the Internet, you'll never get many readers unless people can easily find your blog. The internet is a big place, and making your blog stand out from millions of others is a challenge. Still, there are a few things you can do to make it more likely that new readers will visit your blog.

Help Search Engines Find Your Blog With SEO

Search Engine Optimization, or SEO, is a set of techniques you can use to make your blog more visible to people who are using search engines. The more visible your blog is, the more likely it will show up in search results.

Most SEO strategies are based on the way you write your blog. For example, including keywords in your posts can influence the search results your blog shows up in. For more information about SEO, review the SearchEngine Optimization Starter Guide from Google.

Link To Your Blog Elsewhere

A simple way to let people know about your blog is to link to it. For instance, you could send the link to your blog to people you think would enjoy it.

To reach more people, you can use social networking sites like Facebook and Twitter. You can post a link to your blog in your profile on these sites.

You can also use the networks' sharing tools to post links to individual blogentries which you think your online friends will find particularly interesting. You can create social networking accounts specifically for yourblog— your blog's own Facebook Fan Page or Twitter feed. For people who want to keep their personal life separate from their blog, this can be a better choice than using your own Facebook or Twitter account. You can learn more about the pros and cons of linking your blog to your social networks in our lesson on Deciding How Much Personal Information to Share.

Make Your Blog Easy To Navigate
When people visit your blog, they should be able to easily find the posts they're interested in. There are a few things you can do with your blog posts that will make them easier for visitors to find.

Give posts descriptive titles, so that people can skim your blog and find what they're looking for. Organize your posts by subject with tools like categories, tags, and labels.

Your blog's design will also influence how easy your blog is to navigate. Design elements like layout, color scheme, and text size will all affect your readers' experience, so you should consider these things carefully.

6.9   USING COPYRIGHTED MATERIAL

As you learned earlier, you generally need to license copyrighted material to use it, which often costs money. The exception to this is a rule called Fair Use. Fair Use means you can use copyrighted material without alicense only for certain purposes. These include:

CommentaryCriticism Reporting Teaching
For example, you can't just grab a copyrighted photo and use it on your blog because you think it's pretty. However, it probably would be considered Fair Use if you included that photo in a blog post that commented on and analyzed a photographer's work.

Guidelines For Fair Use

Most of the content you post must be your own. To return to the example above, it's probably Fair Use to include a few relevant photos in a long post. However, using those same photos in a post with only a few linesof commentary might not be Fair Use. For another example, let's imagine you found a useful tutorial you wanted to feature on your blog. Including one tip from the tutorial would be Fair Use. Including the entire tutorial would not be Fair Use, even if you linked to the original source.

Give credit to the copyright holder. For something to be Fair Use, you must give full credit to the person who created it. This includes the creator's name and other information that will help people find the original work or source. For example, if you're posting and commenting on an image published on a newspaper's website, you should include a link to the original story.

Don't make money off of the copyrighted work. In general, it's much easier to claim Fair Use when you're using the copyrighted material for noncommercial purposes. While posting images of your favorite TV shows and adding funny captions and commentary might be consideredFair Use, selling those images on T-shirts would not. Making money from ads on your blog can also limit your ability to claim Fair Use.

Misusing Copyrighted Material
Keep in mind that even if you post content in good faith, the copyright holder may not agree that it's Fair Use. If someone requests that you remove their work from your blog, you should do so immediately.Otherwise, you can suffer serious consequences:

The copyright holder may complain to your blog service and have your blog shut down. The copyright holder may sue you.

Licensing Copyrighted Content
If you want to use copyrighted content in a way that doesn't fall under Fair Use, you'll have to license it in order to get permission to post it. If you're interested in purchasing the rights to use images, video, and other media on your blog, you may want to visit a few of the following Stock Photo sites:

ISTOCKPHOTO

Photos.com

Fotolia

Sharing Copyrighted Videos

Video-sharing sites like YouTube and Vimeo offer the option to post videos to your blog by embedding them. When you embed a video, it automatically creates a link back to the place where it was originally posted. Because the original creator or poster is automatically credited, you don't have to worry about going through any extra steps to give credit.

Be aware that many videos on these sites—particularly videos of TV shows and movies—are in violation of copyright law and may be removed from YouTube at any time. If a video you've embedded is removed from YouTube, it will also be removed from your blog. You should never embeda video that you know is breaking copyright laws.

Protecting Your Intellectual Property

Copyright protects the things you create too. You own the original content you post on your blog. If people copy or steal your intellectual property, you have the right to try to stop them.

Guarding Your Content
The best way to protect your content is to keep an eye out for it elsewhere. These tips can help you tell if your content has shown up on another website or blog:

Use plagiarism search services. These services analyze your blog or site, then search for sites with identical content. Copyscape.com is a reputable site with a free plagiarism search.

Set up Google Alerts for excerpts of your posts. Google Alerts is a service you can use to automatically email you when sites post new information about a person, thing, or event. You can create alerts for individual posts by entering a few sentences from your post in the Search Query field. (Make sure to use quotation marks.) If that text shows up elsewhere on the Web, you'll receive an email. Creating a Google Alert for each of your posts can be time consuming, so you may want to limit your alerts to posts that people are likely to copy, like tutorials.

Add Watermarks to Your Images.

A watermark is something you add to an image to identify yourself as its creator—usually a symbol or some text. Watermarks make it easy for you and your readers to recognize images you created. They also can have the effect of discouraging others from taking your images in the first place. You can easily create watermarks in image editing programslike Picasa and Photoshop.

What To Do If You Find Your Content On Another Site
There are two things you can do if you find your images, text, or other media on another website or blog. First, contact the person who runs the blog or site that took your content. Most blogs list a contact email address, but if you can't find one you can always leave a comment on the offending

post. Ask them firmly but politely to remove your content (or give you credit, if you don't mind sharing it). This can work, especially in cases where the other person didn't realize any wrongdoing had occurred.

If contacting the blogger doesn't work, you may want to file a DMCA takedown request. DMCA refers to the Digital Millennium Copyright Act, a law designed to help copyright holders protect their content. Under this law, if a site steals your original content you can complain to that site's service provider. If the service provider finds your complaint valid, it will take down the content.

6.10 KEYWORDS

- **Blog:** A blog is a type of website that is updated regularly with new content. Most blogs contain short, informal articles called blog posts. **On- the-page success factors -** On-the-page search ranking factors are those that are almost entirely within the publisher's own control.
- **Blog name -** Your blog name is important because it's the first thing people will see about your blog.
- **Fair Use:** Fair Use means you can use copyrighted material without a license only for certain purposes.

6.11 CHECK YOUR PROGRESS

1. Discuss all about Blog?

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2. Describing the different blog elements.

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3. Differentiate between blog and microblogging.

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6.12   REFERENCES

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6. https://makeawebsitehub.com/what-is-a-blog/

UNIT : 7	FACEBOOK

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STRUCTURE
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7.0   OBJECTIVES

This unit briefly –
- Understanding all about Facebook.
- How to operate Facebook account?
- Features of Facebook

7.1   UNDERSTANDING ABOUT FACEBOOK

About Facebook

Facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with more than 1 billion users worldwide.

WHY USE FACEBOOK?

Have you ever wondered why people like using Facebook? After all, there are already a lot of other ways to communicate online, like through email, instant messaging, and so on. What makes Facebook unique is the ability to connect and share with the people you care about at the same time.

For many, having a Facebook account is now an expected part of being online, much like having your own email address. And because Facebook is so popular, other websites have worked to integrate Facebook. This means you can use a single Facebook account to sign in to different services across the Web.

7.2   HOW DOES FACEBOOK SHARING WORK?

Facebook allows you to send messages and post status updates to keep in touch with friends and family. You can also share different types   of   content, like photos and links. But sharing something on Facebook is a bit different from other types of online communication. Unlike email or instant messaging, which are relatively private, the things you share on Facebook are more public, which means they'll usually be seen by many other people.

While Facebook offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more open and social than traditional communication tools.

Introduction

If you're thinking about joining Facebook, this lesson will show you everything you need to get started. We'll explain some common Facebook terms and how to create a Facebook account. We'll also explore the Facebook homepage, Timeline, and Facebook for mobile devices.

Common Facebook Terms

Reviewing some of the most commonly used terms like Friends, Likes, Status updates will give us a better understanding of how Facebook works and what to expect as you get started.

Creating A Facebook Account

Before you can use Facebook, you must create an account. Creating a Facebook account is free. All you need to get started is an email address and a few minutesof your time.

To create a Facebook account:
1. Navigate to www.facebook.com in your web browser.
2. Under the words Sign Up, enter your personal information and desired password, then click Sign Up.

You can then follow the directions on the screen to find friends, uploada profile picture, learn about privacy settings, and more.

Before you can access all of Facebook's features, you'll need to confirm youremail address. To do this, sign in to your email account, open the confirmation message from Facebook, and click Confirm Your Account.
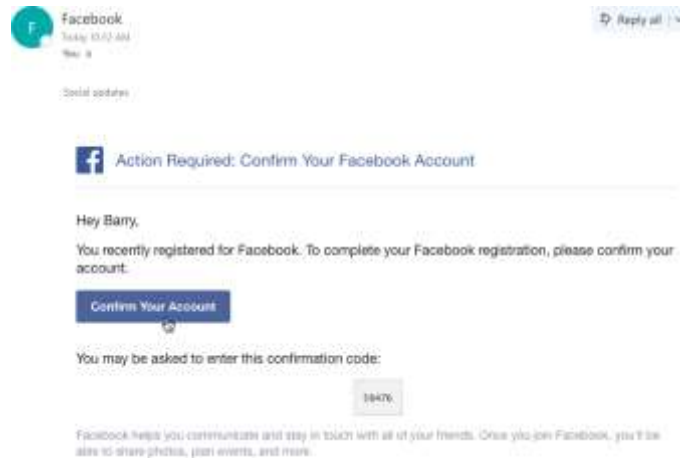
7.3   EXPLORING FACEBOOK

Once you create an account, you'll want to spend a little time becoming familiar with the different parts of Facebook, including the homepage and Timeline.

The homepage
The homepage appears whenever you sign in to Facebook. The homepage displays your News Feed, which shows the things your friends have shared on Facebook. The homepage also allows you to navigate to other parts of Facebook, such as your Timeline.
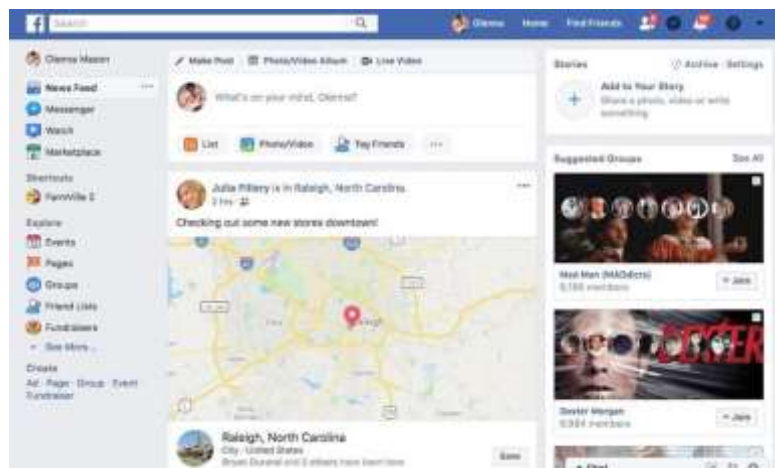
The Timeline

The Timeline (also called your profile page) is where you'll share information about yourself. Whenever you post an update, it appears on your Timeline. Your friends can also share posts on your Timeline. Click the buttons in the interactive below to become more familiar with your Timeline.

Facebook For Mobile Devices

Facebook makes it easy to connect on the go. In fact, most Facebook users primarily access the site from a mobile device. Facebook offers an official mobile app on a variety of smartphones and tablets, including iOS and Android.

You can use the mobile app to do just about everything you can do in the desktop version of Facebook: post status updates and pictures, read stories and updates, and chat with friends. We'd like to give you a quick overview of the two most popular versions of the Facebook app: Facebook for Android and Facebook for iPhone. While the interface for these apps is somewhat different, you'll notice that each app gives you access to the same basic features.

If you don't have a smartphone, you may be able to access a limited version of Facebook on your phone through the Facebook for Every Phone program or Facebook texts.

Facebook for iPhone	Fac...
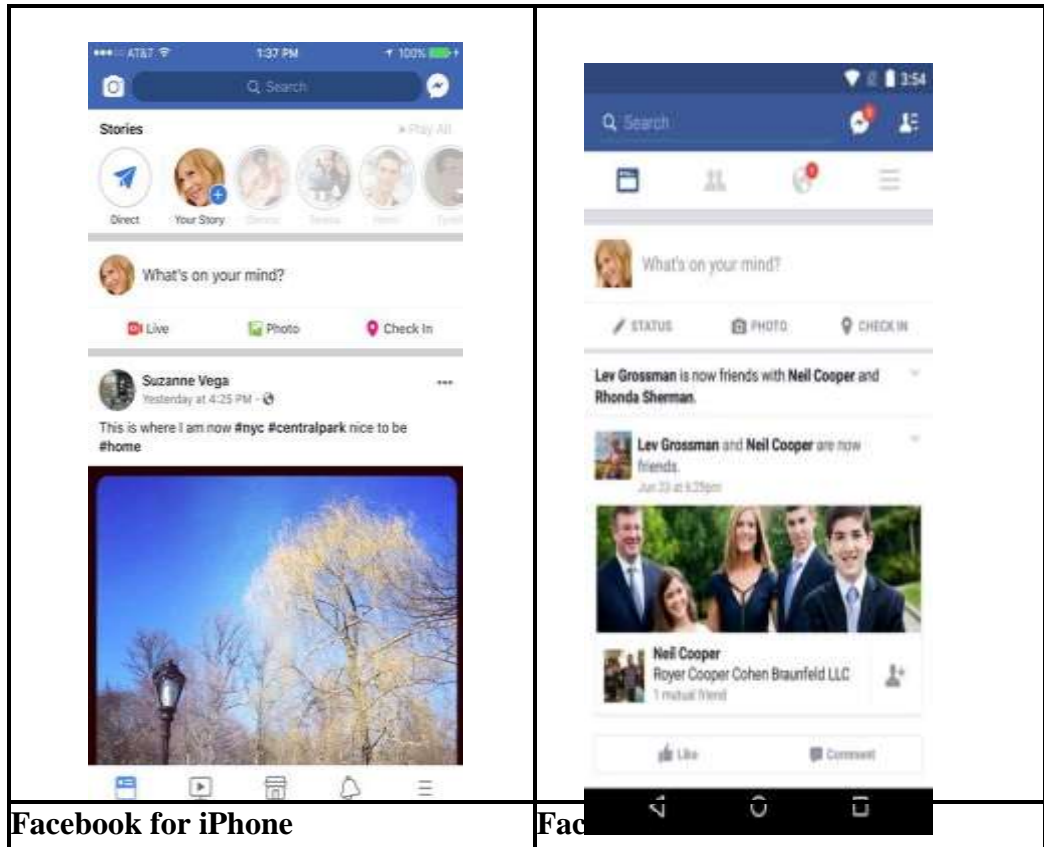
7.4 WHY IS FACEBOOK PRIVACY IMPORTANT?

If you choose to share things publicly on Facebook, anyone with an account will be able to find and view your Facebook information, posts, and activity. This could impact your privacy in a variety of ways. For example:

- You could be sharing personal information you'd rather keep private, like your birth date or address.
- Anything you post, such as photos, comments, and status updates, will be visible to people you don't know.
- Embarrassing or unflattering posts could negatively affect your personal and professional reputation.
- Third-party websites and applications can access and share information from your Facebook account.

Understanding Basic Privacy Settings

Whenever you share something on Facebook, you can choose who you'll share with. In the infographic below, you can see the most common sharing options, including Only me, Lists, Friends, and Public.
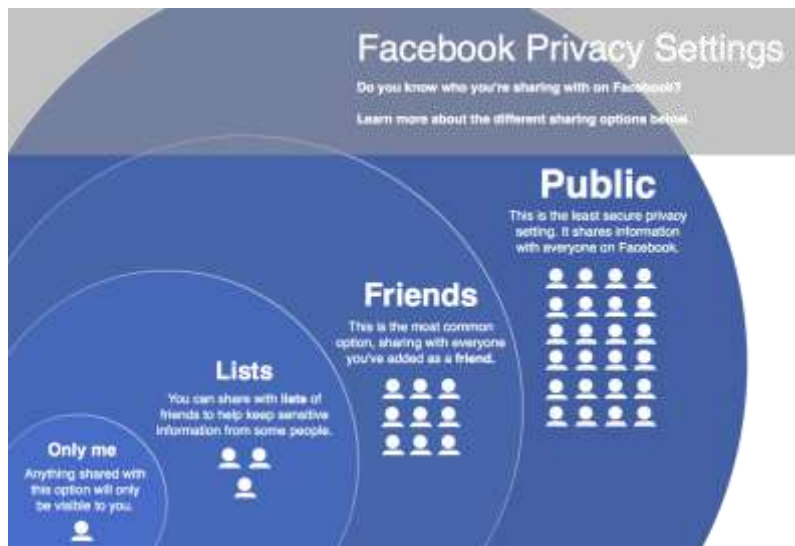
Let's take a look at these settings in action. For example, let's say you set all of the information on your Timeline to be visible only to Friends. In this case, this ishow your Timeline would appear to your friends:
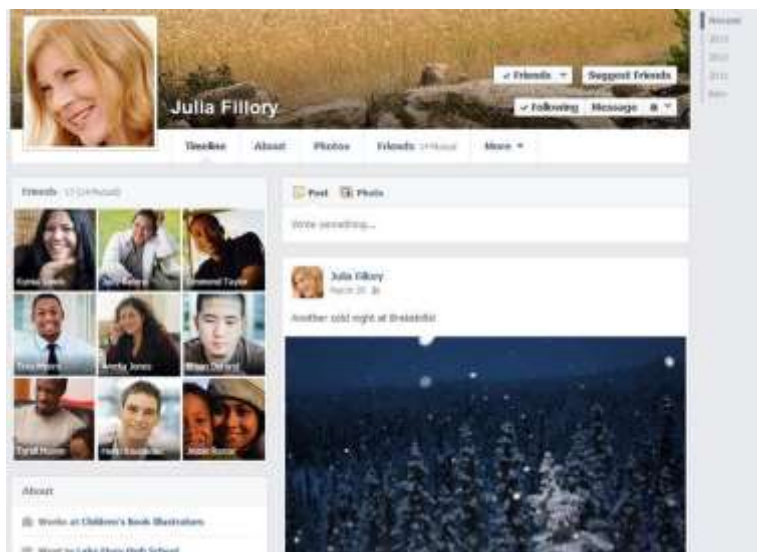
Sharing And Privacy

Even if you customize your privacy settings, it's important to understand that the things you share on Facebook are visible to a lot of other people. This is because Facebook is designed to be more open and social than traditional communication tools.

For example, let's say you post a photo on a friend's Timeline. By default, that photo will be visible to all of your friends on Facebook, not just the person you shared it with. The photo will also be visible to anyone who is friends with your

friend. This is one reason people enjoy using Facebook—it's easy to share with lots of people at the same time.

As long as you're somewhat careful about the things you share, Facebook doesn't pose a serious risk to your privacy. Before you share anything on Facebook, like a comment or status update, you'll need to consider how comfortable you are with many people seeing this information. If you wouldn't feel comfortable sharing something in a public place, you may not want to share it on Facebook either.

Facebook Privacy For Minors
Facebook has several policies in place to help protect minors. For example, children younger than 13 are not allowed to use Facebook. Facebook also offers extra privacy protections for users younger than 18. However, these protections aren't very strong. For example, minors do show up in public search results, and anyone can view their most basic information, including their names and profile pictures.

Unless minors set privacy controls, their other personal information—including contact information, photos, and updates—can be viewed by their friends and their friends' friends, which includes people the minor may not know or wouldn't otherwise want viewing their information. For a complete explanation of Facebook's privacy for minors, visit Facebook's Parents Portal. Also review Facebook's Data Policy for more detailed information on Facebook privacy. https://www.facebook.com/safety/parents

Using Facebook's Privacy Settings

However, you use Facebook, it's important to choose the privacy settings that will work best for you. Facebook offers two main ways to control your privacy:
- You can apply privacy settings that set general rules about whocan contact you and view your information.
- You can control who sees every individual thing you share.

Privacy Shortcuts

The fastest way to change your privacy settings is to use privacy shortcuts. To access privacy shortcuts, first click the Help Center button on the toolbar, then click Privacy Shortcuts.

From here, you can modify who sees your posts, block certain individuals, and perform a privacy checkup.
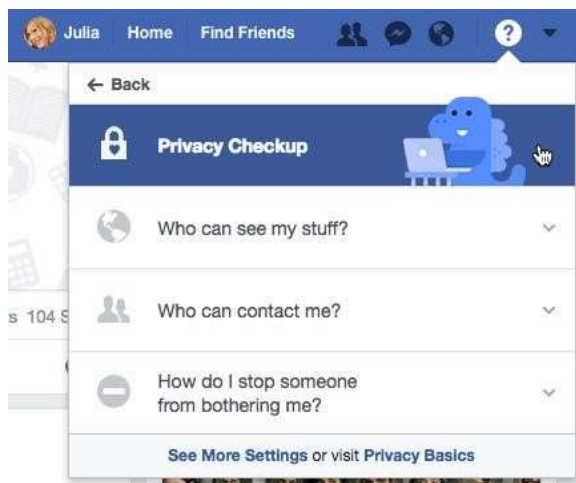
The Privacy Settings And Tools Page

Any changes you make from Privacy Shortcuts will be reflected on the Privacy Settings and Tools page. This is where you can control some of the most important privacy settings on Facebook.

To access the Privacy Settings and Tools page:
1. Click the drop-down arrow on the Toolbar, then select Settings.
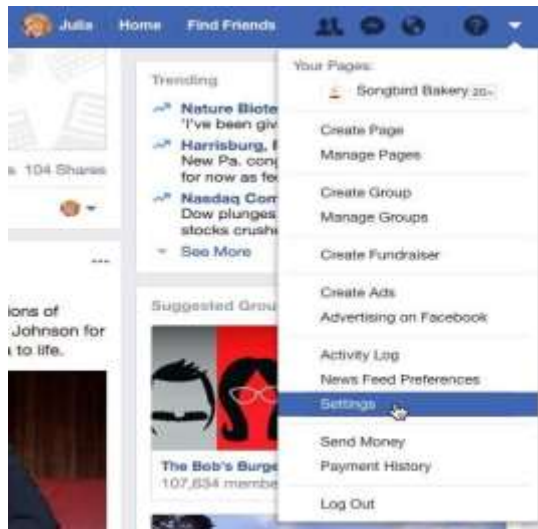
2. The Settings page will appear. Next, select Privacy. The Privacy Settings and Tools page will appear.

7.5 THE AUDIENCE SELECTOR

In addition to your overall privacy settings, you can control who sees everything you share with the audience selector. This allows you to change your default privacy settings and make things more private or less private. If you change your mind later, you can go back and change the privacy level for that post at any time.

To use the audience selector:

You'll see the audience selector across different parts of Facebook, including in the Publisher and Timeline. In this example, we'll use the audience selector on the Publisher to share a status update.

Choose the desired audience. In this example, we'll choose Public.
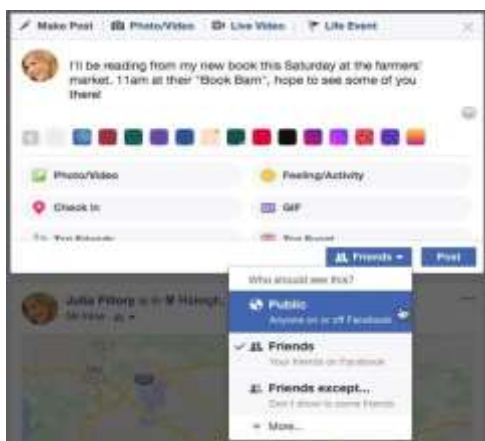
Click Post to share with the selected audience.

Timeline and Tagging Settings

A tag is a way to identify people on Facebook by posting their names and a link to their individual Timelines. Your friends can tag you in photos and in other posts, including status updates. Anyone who can see these posts will be able to click the tag and view your Timeline. The tagged post will also be visible on your Timeline, your News Feed, and your friends' feeds.

While tags make it easy to connect with your friends on Facebook, your friends may occasionally tag you in posts you don't want to share. One way to prevent yourself from being tagged in potentially embarrassing photos and posts is to manage your tagging settings.

To access these settings, navigate to theSettings page, then select Timeline and Tagging.

7.6   THE ACTIVITY LOG

If you ever need to review or modify what you've posted in the past, you can use the Activity Log. Every action you make on Facebook from posts to comments to likes—is recorded in the Activity Log. From here, it's easy to review your past activity. You'll also be able to manage posts your friends have shared on your Timeline, including the option to hide posts.

To access your Activity Log, navigate to your Timeline, then select

Activity Log.

You can also hide and delete posts directly from your Timeline. Simply click thedrop-down arrow, then select the desired option.

Apps and Games Privacy

The Apps settings page contains general settings that apply to the apps, games, and websites you've connected with Facebook. These include controls that let you:

- Prevent your friends from sharing information about you when they connect with an app.
- Turn off all platform apps and websites

You can also modify detailed settings for individual apps. While these settings do give you some control over your privacy, keep in mind that all apps require you to provide at least a few pieces of personal information. Many apps even require you to let them share updates about your app activity. Before continuing to use an app, we recommend reviewing the app settings carefully to decide if you're comfortable sharing the requested information. To access these settings, navigate to the Settings page, then select Apps.

Sharing On Facebook

Facebook is all about sharing with your friends. You can share a lot of things, such as status updates, photos, links, and even your location. You can also share something directly with your friends by posting on their Timelines. Before you share anything on Facebook, you'll need to think about who you're sharing with.

Sharing with the Publisher

You'll use the Publisher to share things with your friends. You can access the Publisher in two places:

- On your Timeline
- At the top of the News Feed on your homepage

7.6 TO POST A STATUS UPDATE

One of the most common things people share on Facebook is a status update a short text-based post your friends can read and comment on. When you post a status update, it will appear on your Timeline, as well as on your friends' News Feeds.Type your status update in the Publisher on the News Feed or your Timeline.

Check the audience selector to make sure you're sharing the post with the desired audience. In this example, we only want to share with our friends on Facebook, so we'll leave this unchanged.
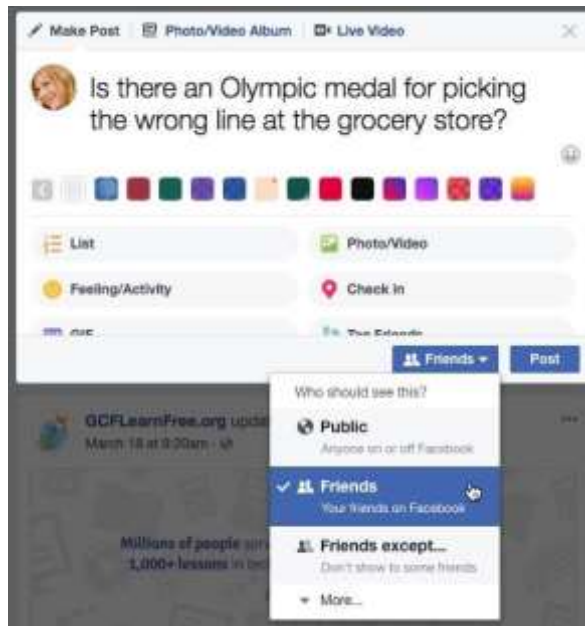
Click Post. The status update will appear on your Timeline, on your News Feed, and on your friends' News Feeds.
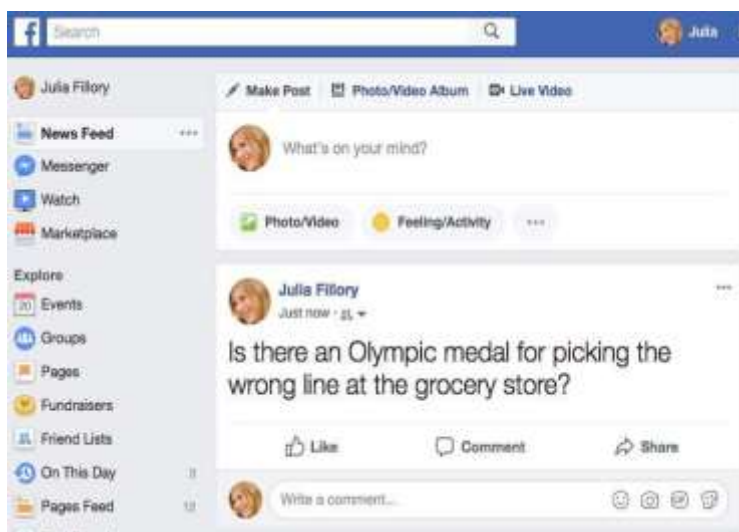
Posting on A Friend's Timeline

If you want to share something with a friend, you can post it directly on that friend's Timeline. To do this, simply use the Publisher located on your friend's Timeline.
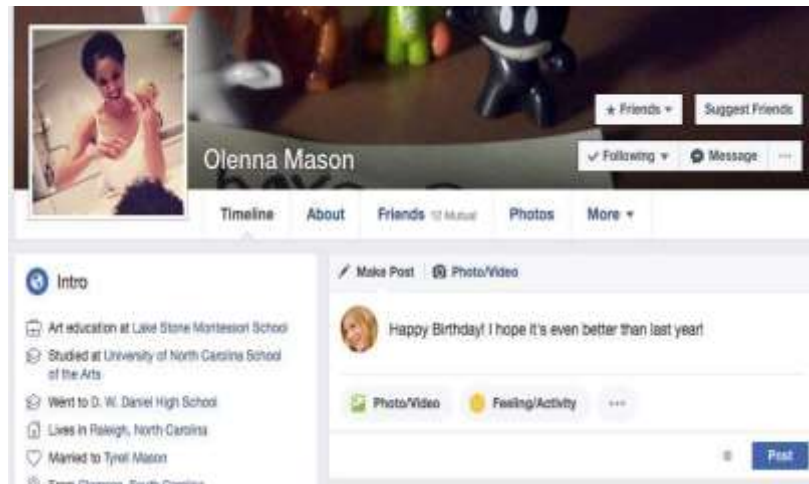
Note that you cannot control privacy settings for the things you share on your friends' Timelines. For this reason, you should think carefully before posting anything that might be considered inappropriate or embarrassing. If you don't want other people to see your post, you can send your friend a private message instead.

More types of sharing

Facebook allows you to share much more than just status updates. For example, you can share:

Photos: It's easy to share your photos on Facebook. Just click Photo/Video in the Publisher. You can then upload a photo from your computer, or upload several pictures at once to create a photo album.
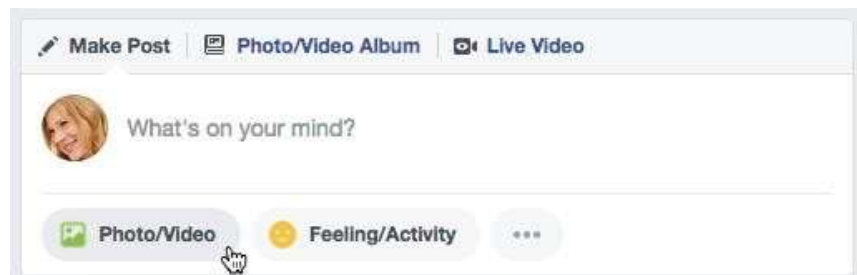
Links: You can share a link to an article on the Web by typing or pasting the link into the Publisher.
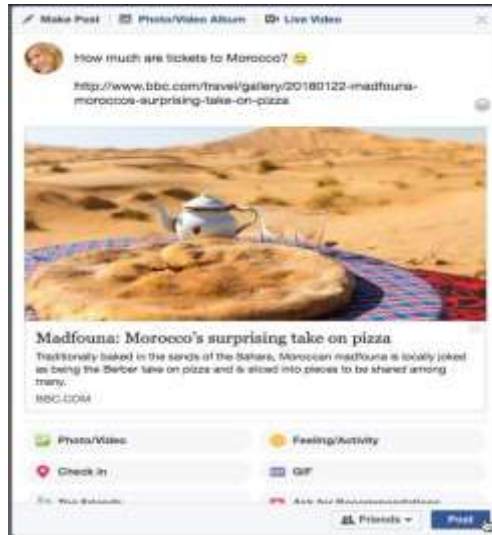
Feeling/Activity: You can share how you're feeling or what you're currently up to by clicking the Feeling/Activity button in the Publisher. You can then choose from a variety of options and fill in the details.

Location: You can share your physical location by clicking the More (...) button in the Publisher, then selecting Check In. You can then choose your current location from a list of nearby places.
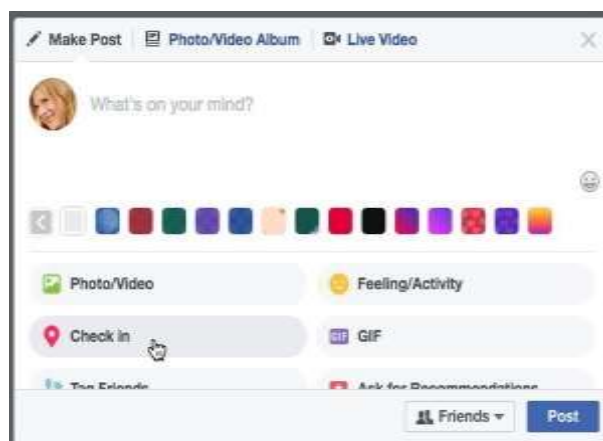
7.8   LIKES, COMMENTS, AND RESHARING

Sharing isn't limited to the things you post on Facebook. You   can also like, comment, and reshare the other posts and stories your friends share on Facebook.

Likes and reactions - Whenever your friends share something on Facebook, you can choose to like the post. This is just a simple way of showing your friends that you enjoyed what they shared. To like a post, simply click the Like button.

You can also like the Facebook page for businesses and organizations to receive updates about them in your News Feed.

Comments - Whenever your friends share on Facebook, you can leave a comment about their posts. Your friends will be able to see whenever you comment on something, as will the friends of the person who originally shared the post. To leave a comment, simply type it in the comment box below a post, then press Enter on your keyboard.

Resharing Friends' Posts

Facebook makes it easy to reshare the things your friends post. Just click Share at the bottom of a post to share it with your other friends.

7.9   FACEBOOK MESSENGER

Facebook chat and messages allow you to communicate privately with your friends on Facebook. Unlike the other things you share on Facebook, such as status updates or photos, chats and messages will not be shared with all of your friends or posted on your Timeline.

Facebook Chat

You can communicate in real time with your friends using Facebook chat. Also known as instant messaging, this is a popular way to communicate online.

Using The Facebook Chat

Locate and select the chat box in the bottom-right corner of the screen.

A list of friends who are currently available to chat will appear. Select an availablefriend.

A chat window will appear. Type your message, then press Enter. Yourconversation will appear in the chat window.
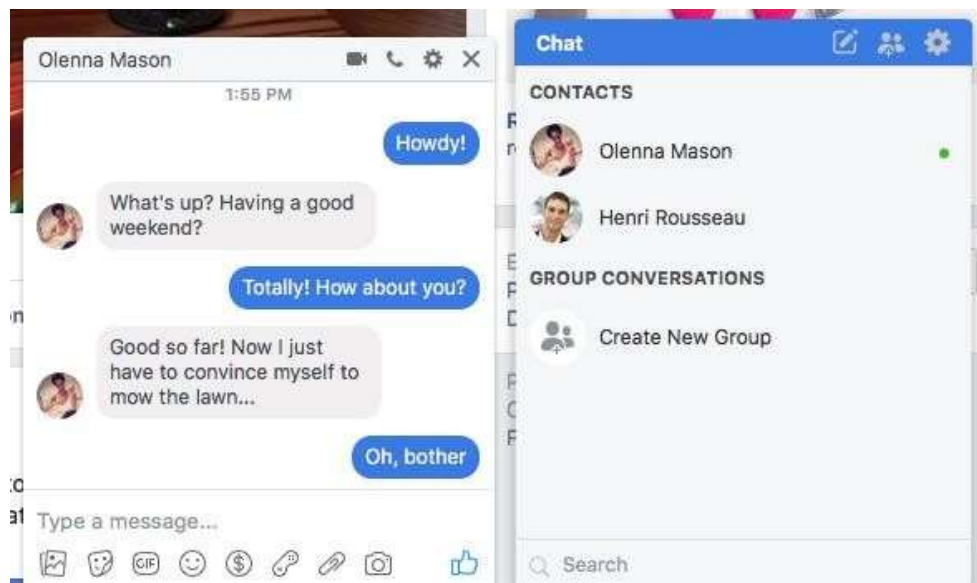
When you're finished, click X to close the chat window or press Esc on yourkeyboard.
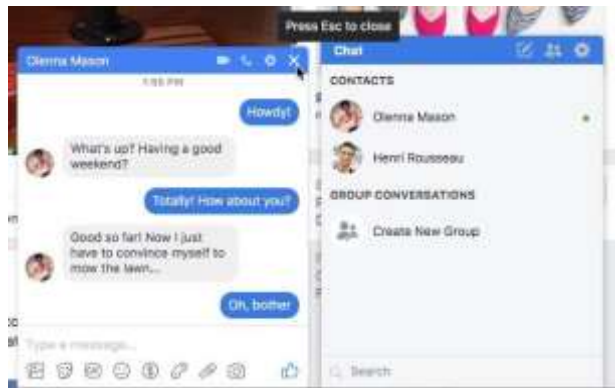
Sending Messages With The Messages Tab

You can also send messages to Facebook friends via the Messages menu. This can be an easier way to find people if they're offline or if you're having trouble finding them in the chat box.

To Send A Message - Locate and select the Messages icon at the top of the screen, then select New Message.
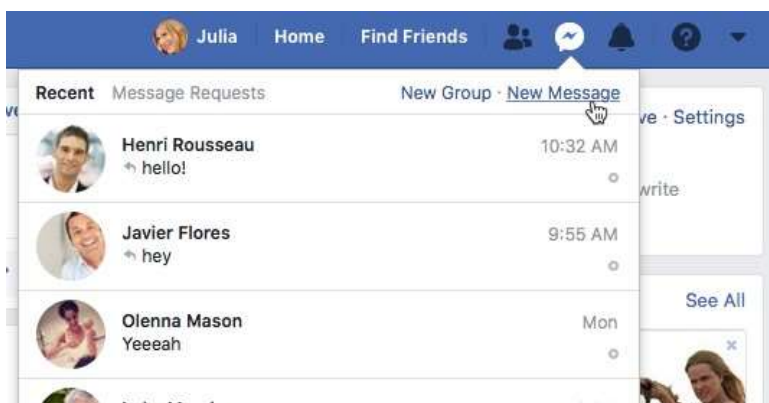
A message window will appear. Type the name of the person you want to message, and a list of suggested friends will appear as you type. You can click a suggestion to add a friend to the message.

Type your message. When you're done, press Enter to send it.
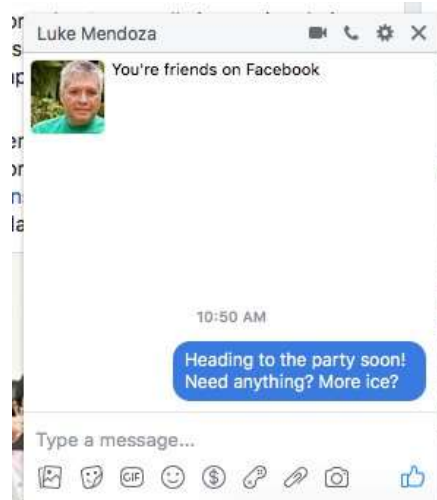
You can also send messages to your friends directly from their Timelines. Simply click the Message button on a friend's Timeline to start a new message.

To Go Offline Some people, do not want to be available for chat while on Facebook. You can hide your online status by going offline. In the chat box, click the gear icon, then select Turn Off Active Status.

1. A window will appear, allowing you to choose which of your contacts can see you as active. Select the option you'd like, then click Okay.

2. Your status will change to offline. Click Turn on Active Status to go online again.

The Messenger - The Messenger is where you'll read all of your private communication on Facebook, including your chat conversation history. Whenever you receive a new message or chat, it will appear in the Messenger. From here, it's easy to read, manage, and delete your chats. To access your inbox, click the Messages icon, then select See All in Messenger. The Messenger will appear.
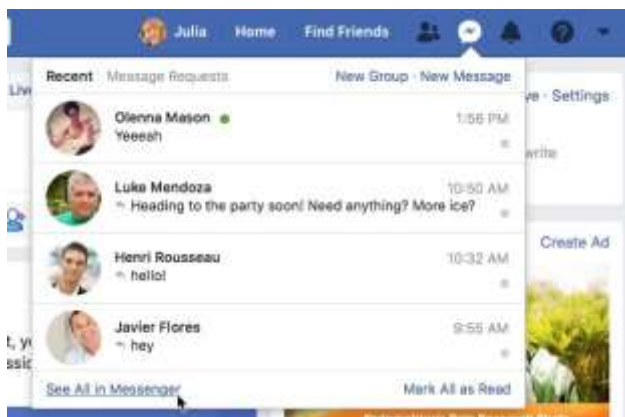
Click the buttons in the interactive below to learn more about using the Messenger.

The Messenger App - If you're using a mobile device, you won't be able to send or receive messages within the Facebook app. Instead, you'll need to download and install the Facebook Messenger app. Sending and receiving messages in this app works mostly the same way as it does on the desktop: You can use it for instant messaging and for sending messages to friends who are offline.

Account Settings - Once you start using Facebook, you may need to modify your account settings. These settings control things like your password and notifications. Changing these settings is optional, and you can modify them at any time. To modify your Account settings, click the drop-down arrow on the toolbar, then select Settings.
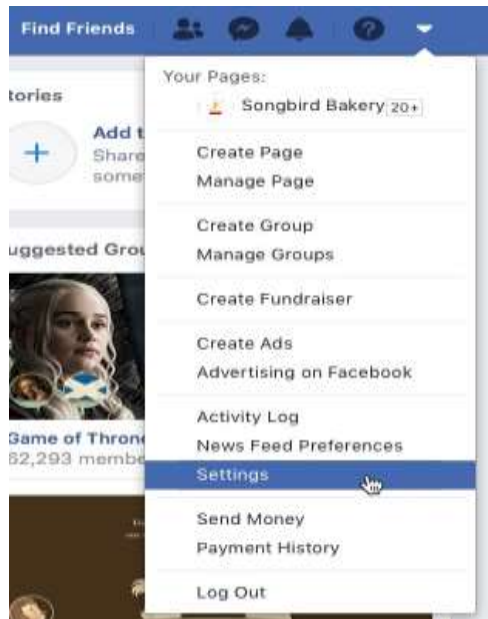
If you're using the mobile app, tap the Menu button and select Settings & Privacy.

Click the buttons in the interactive below to learn more about modifying your account settings.

7.10   DEACTIVATING YOUR FACEBOOK ACCOUNT

If you no longer want to use Facebook, it's easy to deactivate your account. When you deactivate your account, you hide all your information on Facebook. No one can contact you on Facebook or view the things you've shared, including your Timeline, status updates, and photos. If you decide that you'd like to return to Facebook, you'll still be able to reactivate your account and recover your old information.

To deactivate your account:

1. **Click the drop-down arrow on the toolbar, then select Settings.**
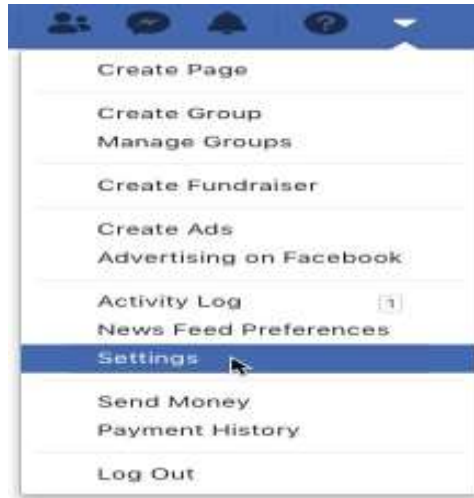
2. **The Settings page will appear. Click Manage Account.**
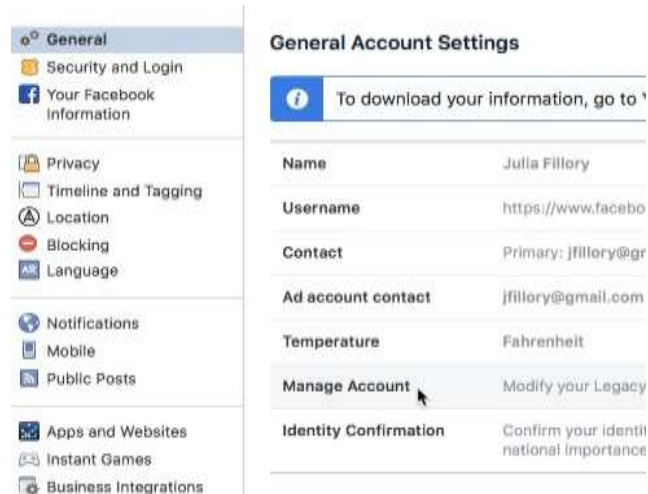
3. **Click Deactivate your account.**
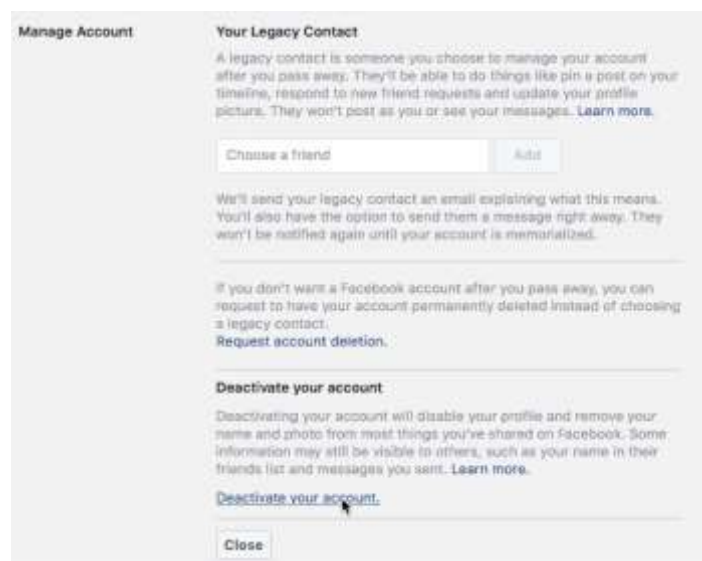
4. **Select a reason for deactivating the account. If you want, you can add more details in the text box below. When you're done, click Deactivate.**


5. **Select Deactivate Now.**
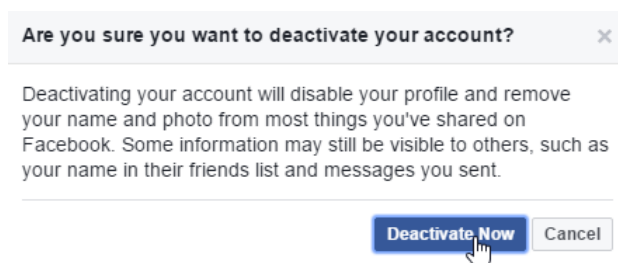
6. **Your account is now deactivated. You'll have the option to reactivate your account at any time by signing in to Facebook with your old account information.**
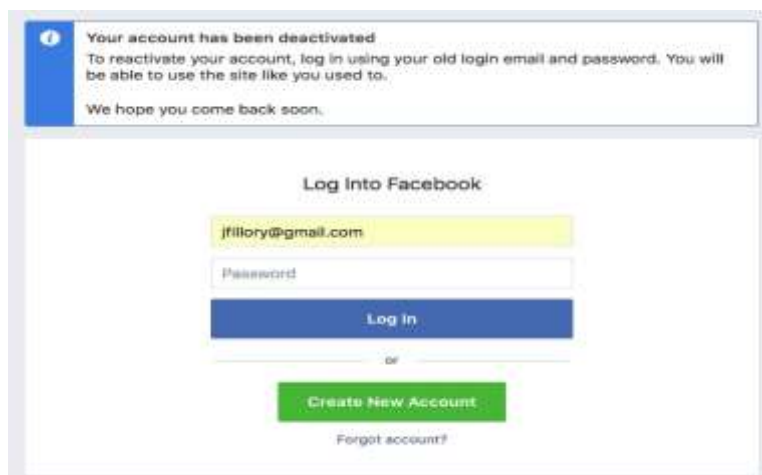
7.11   DELETING YOUR FACEBOOK ACCOUNT

Deactivating your account does not fully delete it. When you deactivate your account, Facebook saves all your settings, photos, and information in case you decide to reactivate your account. Your information isn't gone—it's just hidden. However, it is possible to delete your account permanently with no option for recovery.

You should only do this if you are sure you want to permanently delete your Facebook account. To delete your Facebook account, follow this link to the Delete My Account page. If you'd like to save photos and posts from your account, click Download Info. Then click Delete Account.
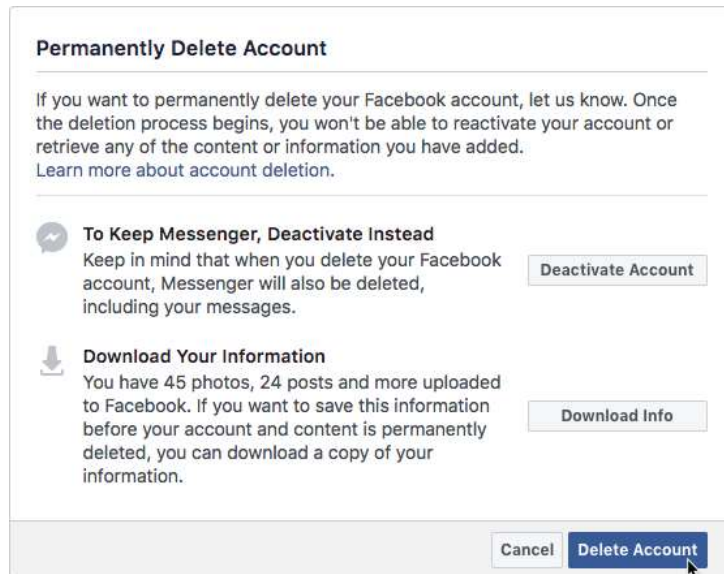
Managing Your News Feed

While Facebook doesn't allow you to customize what stories you'll see first in your News Feed, it does offer some tools to help control what posts and updates can appear in it.

Unfollowing and Unfriending

If you ever decide that you'd like to stop seeing updates from certain friends, you can unfollow their posts. To unfollow a friend's posts, locate and select the drop- down arrow on a post, then select Unfollow. Even though you're unfollowing a person, note that you're still friends on Facebook.

If you no longer want to be friends with someone on Facebook, you can go to that friend's Timeline and select Friends > Unfriend. This means you will no longer receive any updates from this person. It also means this person will no longer be able to see any of your non-public information.

7.12   ALL ABOUT LISTS

There may be times when you want to share with some—but not all—of your friends on Facebook. For example, you might want to share some photos from a recent party, but you don't want your grandparents to see them. Or maybe you'd like to connect with friends from your job, but you're concerned about mixing your social and professional life.

You can easily control who you share with by separating your friends into lists. Once you've created a list, you can choose to share certain things with only the people on that list. You can also share something with everyone except for a certain list of friends.
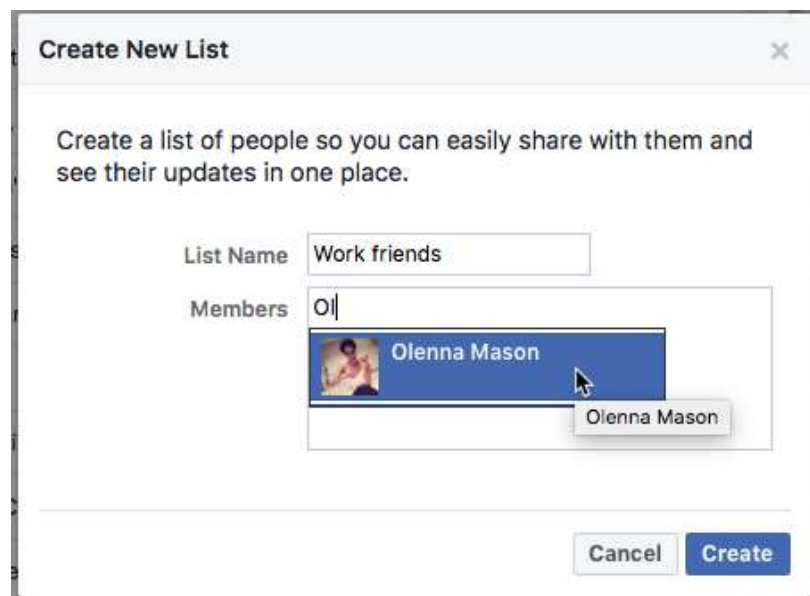
To create a list:

From the **homepage**, click the **Friend Lists** section on the left side of the screen.
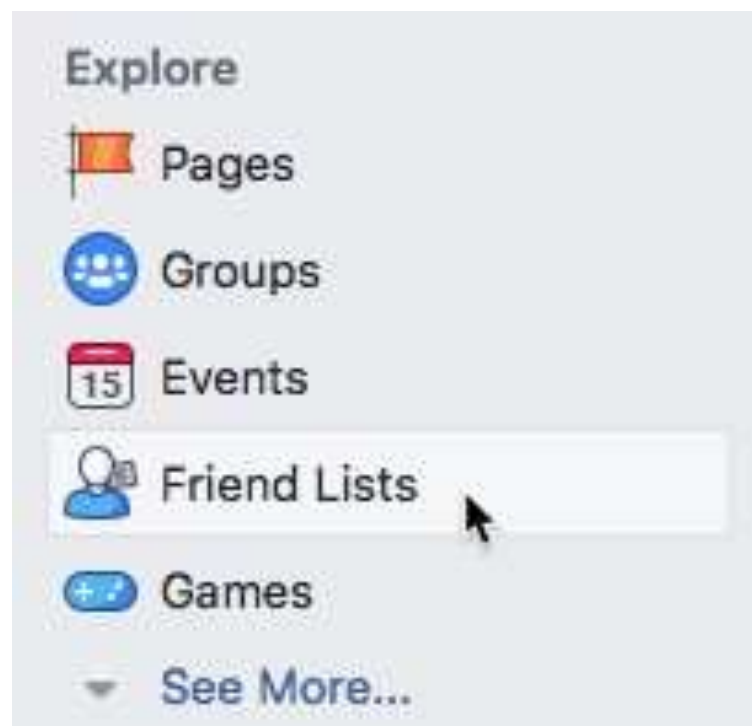
1. Click **Create List**.
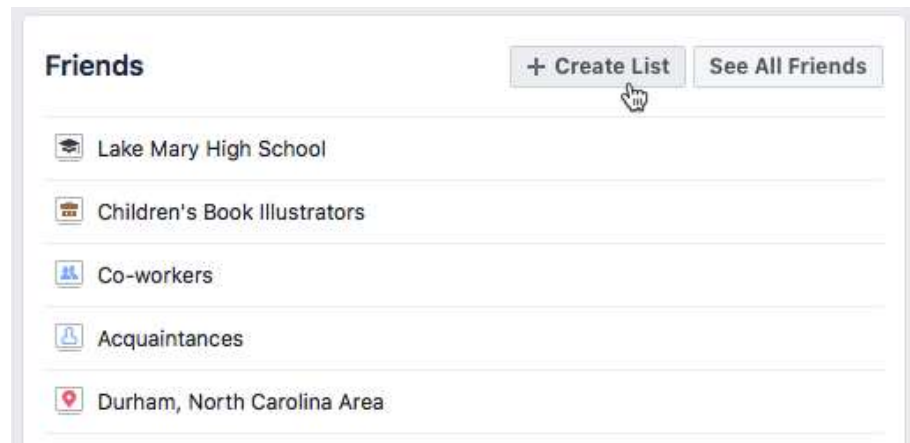
Type a name for the list, then type the names of friends you want to add to the list; suggested friends will appear as you type. You can click a suggestion to add that friend.


When you're done, click Create. Your list will be created.If you're using themobile app, you'll be able to use existing lists, but you won't be able to create a new list.

Using Lists

There are several ways to use lists to control who you share with.To share something with a list of friends, simply select the list from the audience selector. Note that you may need to select More Options before you can see all of yourlists.

132
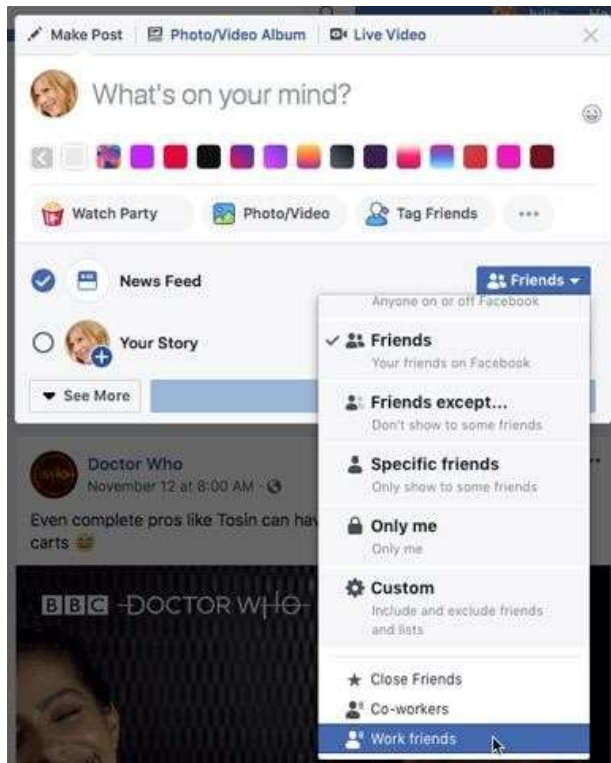
- To share something with everyone except for a list of friends, choose Custom in the audience selector, then type the name of the list in the These people or lists box.
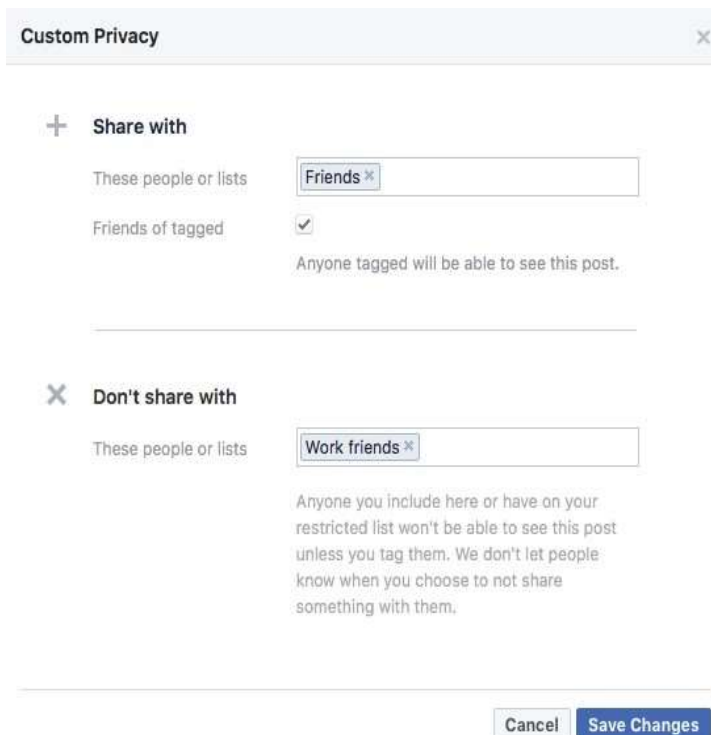
- You can also select a list in the Friend Lists section of the homepage to see a customized News Feed that only shows posts and updates from the people on that list. In the image below, the News Feed is only showing updates from the Close Friends list.

- Likes and your News Feed
- Whenever you like something on Facebook, you're also subscribing to a Facebook page.

This means updates and advertisements from anyone or anything you've liked including businesses, celebrities, bands, movies, and TV shows can appear in your News Feed. If you frequently like things on Facebook, your News Feed can easily become overwhelmed with

advertisements rather than updates from your friends. To unsubscribe from a Facebook page you've liked, locate and select the drop-down arrow on a post, then select Unfollow.

7.13   KEYWORDS

- **Facebook -**Facebook is a social networking site that makes it easy for youto connect and share with family and friends online. **Sampling -** A sign of a successful marketer is getting the product into the hands of the consumer.

- **The Timeline -** The Timeline (also called your profile page) is where you'll share information about yourself.

- **The Messenger** - The Messenger is where you'll read all of your private communication on Facebook, including your chat conversation history.

17.14 CHECK YOUR PROGRESS

Q.1   Why is Facebook privacy important?

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Q.2   Explain Timeline and Tagging settings

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Q.3   How can you hide your online status?

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Q.3 Describe the steps for deactivation of Facebook account.

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7.15   REFERENCES

1. Facebook Help Centre - https://www.facebook.com/help/
2. Schiffnam, Leon G and Kanuk, Lesslie Lazar. *Consumer Behaviour*. Sixth Edition. New Delhi: Prentice-Hall of India Private Limited, 1998.
3. Pride, William M and Ferrel, O C. Marketing: Concepts and Strategies. Tenth Edition. Chennai: All India Publishers and Distributors, 2000.
4. Skinner, Steven J. Marketing. Second Edition. Chennai: All India Publishers and Distributors, 1998.

UNIT : 8	INSTAGRAM

STRUCTURE

8.0   OBJECTIVES

This unit briefly –
- Understanding all about Instagram.
- How to operate Instagram account?
- Features of Instagram

8.1   UNDERSTANDING INSTAGRAM

About Instagram

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Each post by a user

appears on their followers' Instagram feeds and can also be viewed by the public when tagged using hashtags or geotags. Users also have the option of making their profile private so that only their followers can view their posts. It's availablefor Android and iOS.

Why use Instagram?

- One reason for Instagram's popularity is its simplicity. Rather than focusing on a lot of different features, Instagram has one core feature, which makes it especially easy to share photos and see photos from your friends.

- Filters are another reason people like using Instagram. Whenever you take a photo in Instagram, you can quickly apply a filter to give the photo a unique look. Filters can help transform an ordinary photo into something worth sharing without much effort.

Is Instagram Appropriate For Everyone?

Like most other social networking sites, you must be at least 13 years old to create an account on Instagram. While you may occasionally encounter some inappropriate content on Instagram, it does have strict rules banning nudity and other types of offensive posts.

Getting Started With Instagram

To use Instagram, you'll first need to download the Instagram app on your smartphone. It's available for both Android and iPhone, and it's completely free.

Simply visit Google Play or the App Store and download the app to get started!
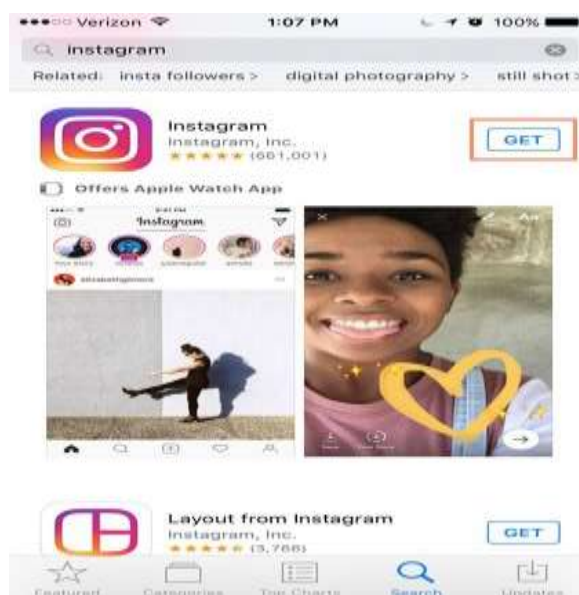
Creating An Account

After downloading the Instagram app, you'll need to create an account. You can use your email address, phone number, or an existing Facebook account to do so.
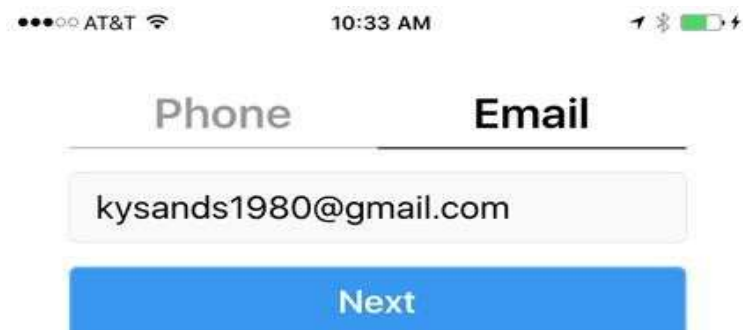
You then have the option of allowing the app to search your Facebook account or your phone's contacts to see if you have any friends on Instagram. This makes it easier to follow your friends and see their photos. If you'd rather not do this, you can always tap Skip at the bottom of your screen.


You'll also be prompted to add a profile a picture. You can choose one that's currently on your phone, import a profile picture from another social media app,or just take a new selfie instead.

Common Instagram Terms

Hashtags? Feed? Filters? If you're new to Instagram, there are a few terms thatmay seem a little confusing at first. Reviewing some of the most commonly used terms will give you a better understanding of how Instagram works and what to expect as you get started.
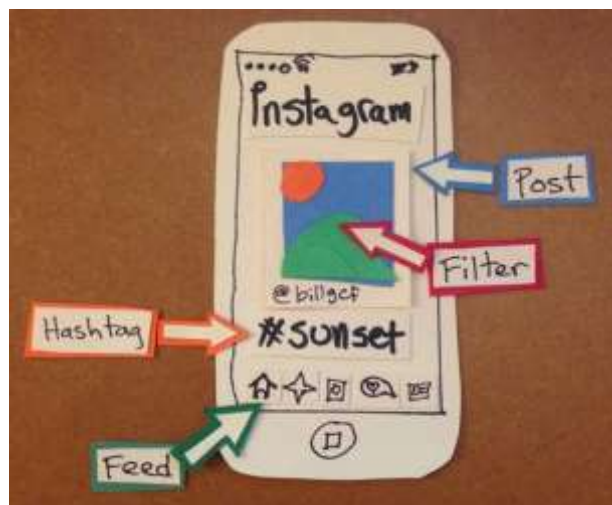

Hashtag

You can add text captions to any post you share on Instagram. A hashtag is any word in a post's caption that's preceded by a pound sign (#).

Navigating Instagram

Once you've downloaded the app and created an account, you're ready to start using Instagram. The first thing you'll see when you open the app is the Home screen. From here, you can see the latest posts and stories from the people you follow, create your own posts, and do

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more. You can also tap the different icons at the bottom of the screen to move between different parts of the app.
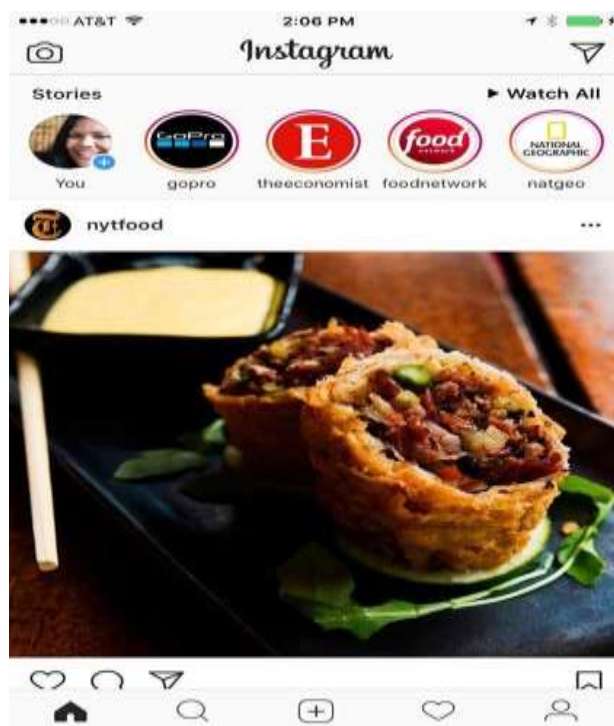
8.2   HOW DOES INSTAGRAM SHARING WORK?

Sharing photos on Instagram

Instagram makes it easy to create and share great-looking photos with your smartphone. To take a photo, tap the Camera button, make sure the Photo tab is selected, then tap the Shutter button (the circle near the bottom of the screen).
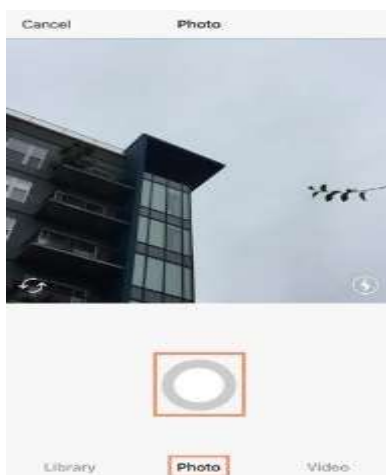
Applying A Filter

After you've taken a photo, you can apply a filter to give it a more interesting look and feel. A series of filters will appear after you take a photo. Simply tap a filter toapply it.

Note that not all filters will look good with every photo, so we recommend trying out several filters until you find one you like. And remember, filters are optional—if you're happy with the original picture, you aren't required to add afilter.

If you want to compare the original with the applied filter, tap the photo.

Sharing the photo

When you're done, tap Next. You can then add a caption, choose to share with other social networks, and do more (we'll talk about these options in detail in the next lesson). When you're ready, tap Share to post the photo.

Photo Sharing Tips : Whenever you post a photo on Instagram, you'll have many different sharing options.

Captions And Hashtags : You can add a caption to any post you share on Instagram. You can also include a hashtag in your caption. A hashtag is any word in a caption that's preceded by a pound sign (#). For example, we've added hashtags like #howto #instagram to a lot of our posts. To do this, tap the caption box, type your caption, then tap OK.
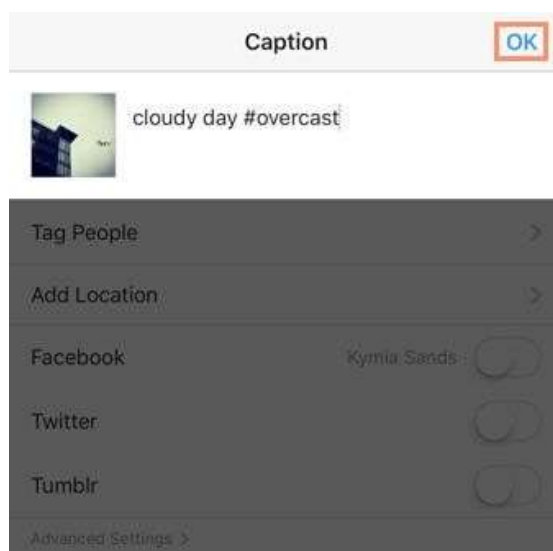
Tagging Other People

If you're posting a photo of someone you follow on Instagram, you can tag that person in the photo. To do this, select Tag People.
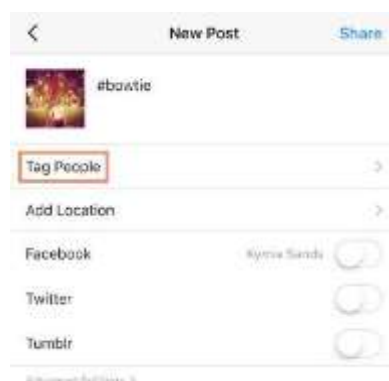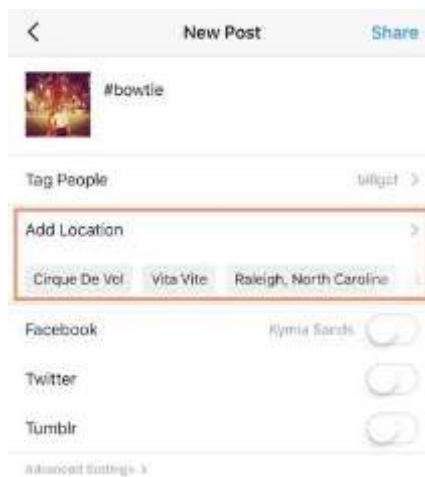
Then tap the person in the photo, and start typing that person's user name. When you're finished, tap Done.

Tap photo to tag people. Tap again to remove.

Press and drag to move.

Adding A Location

If you want, you can also include the location where your photo was taken. Whenever you do this, your photo will be added to your Photo Map, which youcan access from your Profile.

Sharing To Other Social Networks

If you want, you can also share your post to other social networks, like Facebook or Twitter. Just select the desired accounts from the Share page and sign in with your user name and password.
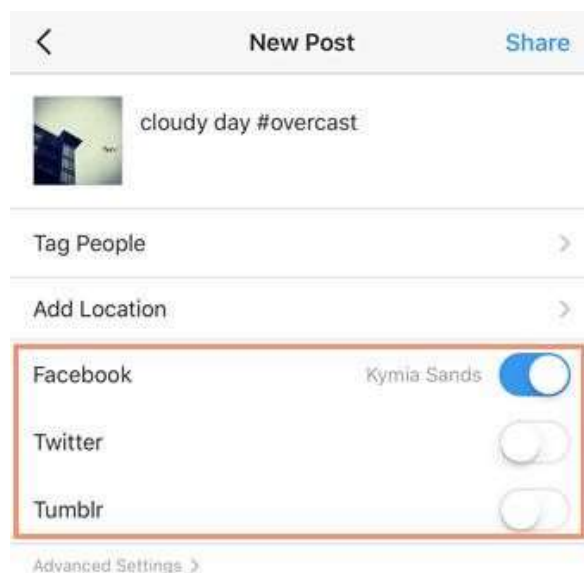
Deleting Photos

If you share a photo by mistake, or if you just want to remove a photo you've shared, you can delete it. To do this, tap the More button above a post, thenchoose Delete.
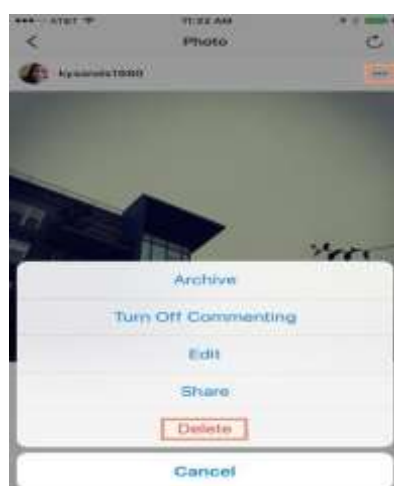
Photo Editing Tips

Instagram has many advanced photo-editing tools you can use to make your photos look even better.

Importing Photos

If you've taken a photo with your phone's default camera app or another app, you can still share it through Instagram. To do this, tap the Camera button, then tap the Library tab. This will give you access to your phone's camera roll or gallery. You can then tap any photo to import it to Instagram.
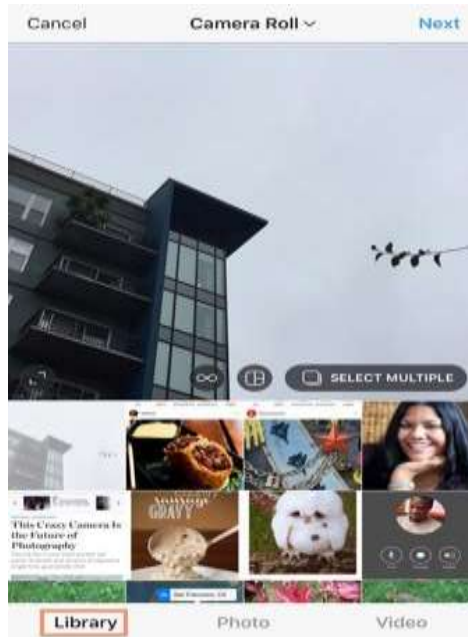
Cropping

You can also crop any photo you import. To do this, pinch the screen with two fingers to zoom in or out.

You can also slide with one finger to select a different part of the photo.

Sharing Videos on Instagram

In addition to photos, you can record and share short videos with Instagram. These videos can be anywhere from 3 to 60 seconds long. To record a video, first tap the Camera button at the bottom of the screen.

Make sure the Video tab is selected, then press and hold the Record button (the circle near the bottom of the screen).
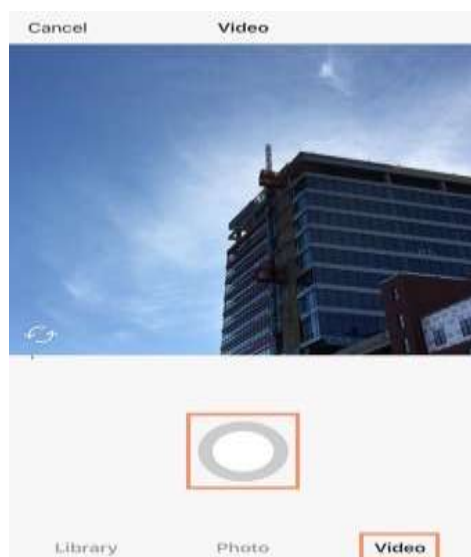
When you're done, you can apply a filter to the video and share it with your friends, just like a regular photo. You can also choose to import videos you've taken with the default camera app on your phone by selecting the Library tab.
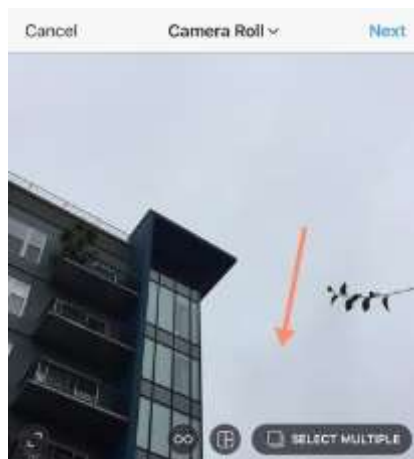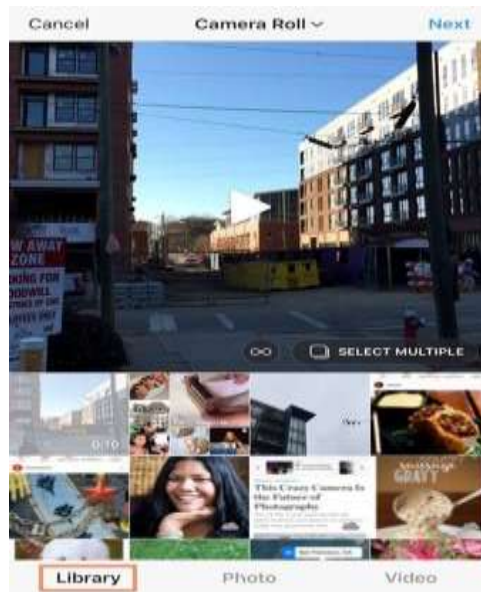
Advanced Editing Tools

If you want even more control over your photos, you can use Instagram's advanced editing tools. These allow you to manually adjust settings like brightness, contrast, sharpness, and saturation. Tap the Edit icon, select the desired setting, then drag the slider.

8.3   EXPLORING INSTAGRAM

There are tons of beautiful and interesting photos to discover on Instagram, and there are many different ways to find them!

Using The Explore Tab

If you want to see all of the different types of posts that are shared on Instagram, you can go to the Explore tab. Here, you'll find recent and popular posts from different Instagram users.

8.4   FOLLOWING PEOPLE ON INSTAGRAM

Whenever you see a photo you like, you can choose to follow the user who createdit. Whenever that user posts a new photo, it will appear in the feed on your Home screen. To follow a user, select a user name, then choose Follow.

Some users may choose to make their posts private so only their approved followers can see them. In this case, you'll need to send a follow request that they can either accept or deny.

Browsing by hashtag

A hashtag is any word in an Instagram's caption that's preceded by a pound sign (#). For example, if you post a photo of someone wearing a bow tie, you could include a #bowtie hashtag. Whenever you see a hashtag, you can tap it to see other posts with the same hashtag.
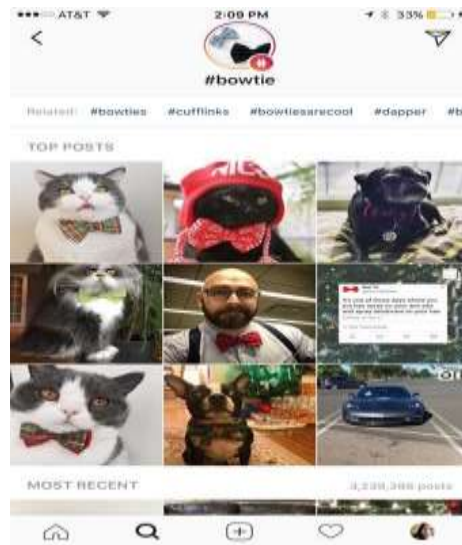
Searching Instagram

If you're looking for a specific Instagram user or hashtag, you can search for it. Just go to the Explore tab and type what you're looking for in the search box.

8.5   LIKING, COMMENTING, AND SHARING

You can interact with any post you find on Instagram. This includes **liking** a post, leaving a **comment**, and **sharing** it with your friends.

Liking

To like a post, simply double-tap **the post or tap the** Heart **below it. If you accidentally like a post and want to unlike it, simply perform the** same action **again.**

Commenting

Comments are a great way to let the creator know how you feel about a photo orto interact with your friends' posts. To leave a   comment,   first   tapthe **Comment** icon below a post.

Type your comment, then tap **Post**.

Sharing

If you come across a post and find it interesting or funny, you can share it with your Instagram friends. First, tap the **Share** icon.

Select a friend you'd like to share the post with, then tap **Send**. You can also include a message with the post if you want.
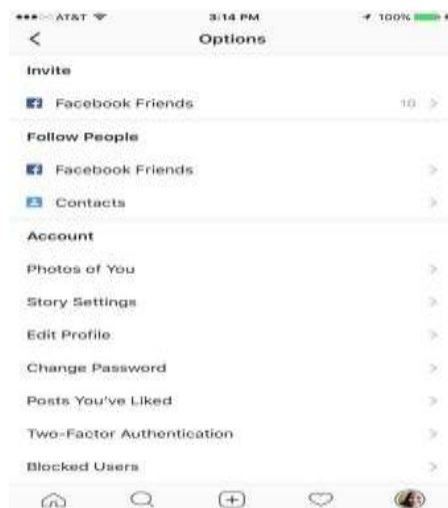
8.6   ADJUSTING YOUR INSTAGRAM SETTINGS

There are many settings you can change in Instagram. To access your accountoptions, go to your **Profile**, then tap the **Gear** icon.


From here, you   can   access **account** options,   change   your **settings**,   submita **support** request, and do more.

Privacy Settings

By default, the photos and videos you share on Instagram are completely **public**. This means anyone can access whatever you share—even people who don't have an account on Instagram. If you're uncomfortable with the idea of people you don't know viewing your posts, you can **make them private**. This way, only people you approve will be able to see your posts. To do this, go to your **Profile**, tap the **Gear** icon, scroll down to the **Account** section, then tap the **Private Account** switch.
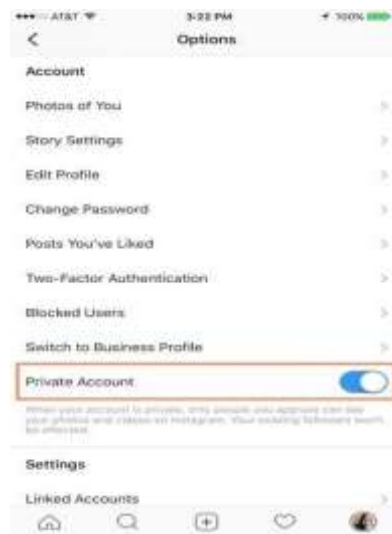
8.7   THE DRAWBACKS OF INSTAGRAM

- Limitations to its availability- Instagram was specially designed to work only on android and ios systems. Although many techs in the industry have tried to create an online version or online access, the experience of the original cannot be compared.
- Loss of Copyright to your pictures.- Copyright infringement is an avenue most people can use when they feel that someone else is taking credit for their work. When you post a picture on Instagram, everyone that follows you and who searches your hashtag has access to your pictures and videos. This is a good thing when it comes to reaching prospective clients, however, this can also pose as a disadvantage. Anyone with access to your work can copy it and present it as their own with little or no consequences.
- Deceptive users and con artists- When you decide to use Instagram to market your goods and services, one thing that you should be weary of is the presence of con artists and liars. As any online profile, anonymity is both an evil and a good thing. It

sometimes works to your advantage. But there are times when it poses a great disadvantage to you. A picture can be so altered that a product you intend to market can completely change in appearance. One might even be conned by a thief posing as a buyer who ends up acquiring your products without pay.

- Consumes too much of one's time. – Every Instagram user will admit that they have somehow developed a kind of addiction to it. With the emergence of sites such as instamacro.com, the ability to increase your follower count on the site is limitless. This can have you spending long hours that would have otherwise been used differently from constantly scrolling through pictures and videos.

- Provides for a Pseudo reality where likes and followers present self-esteem- Instagram can be a self-esteem boost for the lucky ones. I have heard of dozens of success stories that have originated from the social site, for example, there was a little-known photographer in New York City who had been struggling to get recognized. He was living from hand to mouth due to lack of employment, after he downloaded the Instagram app and uploaded his pictures on it he instantly got an enormous following and later grew to be very popular. If the opposite had happened, he would have lost his self-esteem and ultimately his career. It is a double-edged sword. Although Instagram has its cons, one should never overlook the strides it has made in both the marketing sector and as a social tool. As it is with most parts of life, you cannot have the good without the bad

8.8   KEYWORDS

- **Instagram** is a social media app that allows users to share photos and videos from their lives, add captions, edit filters, tweak settings, engage with others.
- **Hashtag** - A hashtag is any word in a caption that's preceded by a pound sign (#).
- **Tag-** Simply put, tagging identifies someone else in a post, photo or status update that you share. A tag may also notify that person that you have mentioned them or referred to them in a post or a photo, and provide a link back to their profile. You can tag someone in a photo that you share to identify them in the photo. You can tag someone in a status update to make sure that they see that post.

8.9   CHECK YOUR PROGRESS

Q.1.   Explain the process of posting a video.

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Q.2.   Define the steps for adding filter.

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Q.3   How can you search for a specific person on Instagram.

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8.10 REFERENCES

Instagram's Official Blog: Here, you'll find the latest updates from Instagram, as well as tips on creating awesome Instagram posts. https://about.instagram.com/en_US/blog/

Instagram Help Center: Here, you'll find solutions to common problems youmay encounter on Instagram.
https://help.instagram.com/

Instagram for Business: A special subsection of the Instagram Help Center, this resource has a lot of great information on using Instagram as part of your company's social media approach. We also recommend checking out the official **Instagram for Business Blog**.
Mashable: The Beginner's Guide to Instagram
https://business.instagram.com/?locale=en_GB

UNIT : 9	TWITTER

STRUCTURE

9.0   OBJECTIVES

This unit briefly –
- Understanding all about Twitter.
- How to operate Twitter account?
- Features of Twitter

9.1   UNDERSTANDING TWITTER

About Twitter

Twitter is a social networking website that's designed for finding and sharing **short update**s. In fact, each post—or **tweet** as they're called on Twitter is limited to just 280 individual characters (letters, spaces, and punctuation marks).

Tweets are so short that you might wonder why people bother posting them in the first place. But that's a big part of what makes Twitter so popular: It's easy to quickly share what's happening in your world or follow along with a popular topic in real time.

Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams, launched in July of that year. The service rapidly gained worldwide popularity. In 2012, more than 100 million users posted 340 million tweets a day. And the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of 2018, Twitter had more than 321 million monthly active users.

Logo and Font

Twitter has become internationally identifiable by its signature bird logo, or the Twitter Bird. The original logo, which was simply the word "Twitter", was in use from its launch in March 2006. It was accompanied by an image of a bird which was later discovered to be a piece of clip art created by the British graphic designer Simon Oxley. A new logo had to be redesigned by founder Biz Stone with help from designer Philip Pascuzzo, which resulted in a more cartoon-like bird in 2009. This version had been dubbed "Larry the Bird" specifically named after Larry Bird of the NBA's Boston Celtics fame. Within a year, the Larry the Bird logo underwent a redesign by Stone and Pascuzzo to eliminate the cartoon features, leaving a solid silhouette of Larry the Bird that was used from 2010 through 2012. In 2012, Douglas Bowman created a further simplified version of Larry the Bird, keeping the solid silhouette but making it more similar to a mountain bluebird. This new logo was called simply the "Twitter Bird," and has been used as the company's branding since.

9.2   CREATING A TWITTER ACCOUNT

If you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this:

- If you're using a desktop or laptop computer, goto **www.twitter.com** in your web browser.
- If you're using a mobile device, like a smartphone or tablet, download the **Twitter app**.

Whichever option you choose, you'll want to select **Sign up** and follow the instructions on the screen. The account creation process is straightforward enough, but here are some things you'll want to consider when signing up.

Choose A Unique User Name

Your **user name**, also known as your **Twitter handle**, is an important part of youridentity on Twitter. This is how people will recognize and connect with you, so it's important to choose something unique. And if the user name you want is already taken, Twitter can usually suggest an alternative that's pretty close.

Add A Profile And Header Photo

Like your user name, it's a good idea to add a profile photo when creating your account. This will make it easier for people to recognize you on Twitter. You can also add a header image to give your profile a more distinct look. But if you choose to skip this step during the sign up process, don't worry—you can always add these later.
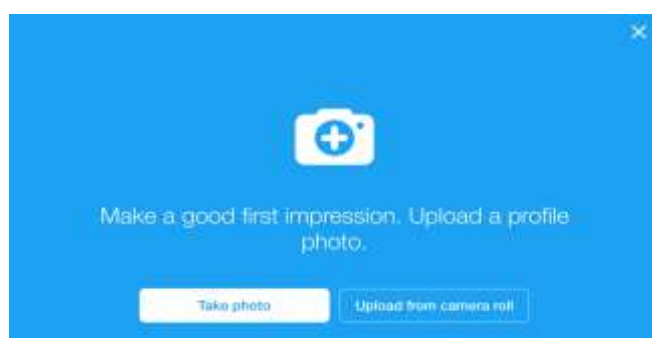
Pick People To Follow (Optional)

During the account sign-up process, Twitter will prompt you to start following different accounts based on your interests. Many of the suggested use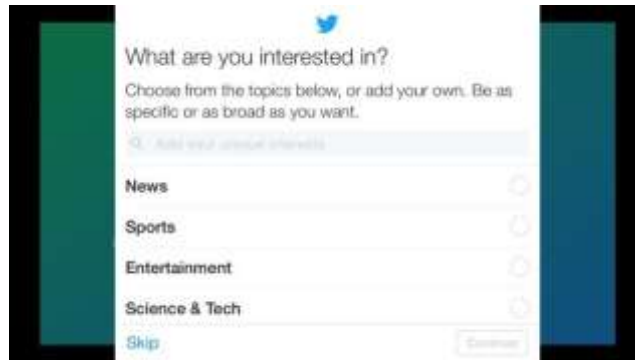rs will be among Twitter's most popular, such as celebrities, politicians, and news organizations. But if you're not really sure how you'll use Twitter, you may want to skip this step for now.

That's it!

You've just created your very own account. You're ready to start using Twitter!

9.3 POSTING A TWEETHOW TO TWEET

There are many ways to use Twitter. Some users might never post their own updates (which are called **tweets**), choosing instead to follow updates from other users. But many people do enjoy tweeting about what's going on in their world and joining a bigger conversation.

Posting A Tweet

1. To post a tweet, select the **new tweet** button near the top of the screen.

2. The tweet box will appear. You can type what you want to post, then select **Tweet**. Keep in mind that posts on Twitter are limited to 140 characters. The counter will tell you how many characters you have left as you type.

3. The tweet will be shared publicly, along with anyone who follows you on Twitter. It'll also appear at the top of your timeline.

Posting other stuff to Twitter

Tweets aren't limited to text. For example, you can include a **photo** with your tweet. To do this, select the New Tweet button, then choose the **camera icon**. Youcan post a photo you already have or take a new one with your device's camera.

You can also use Twitter to **share links** to different websites. To do this, you'll copy and paste the link (also known as a URL) into your tweet. Anyone who follows you on Twitter can then select the link to open that page. And because links are usually pretty long, Twitter will automatically shorten the number of characters a link uses, so you can still include your own comments with the post.

Retweeting Other Posts

If you want to share a tweet from someone else, select the **Retweet** button below any tweet. The post will be shared with everyone who follows you on Twitter, even if they don't follow the original user who posted it.

9.4 BASICS ON HASHTAG

WHAT IS A HASHTAG?

Hashtags are an important part of Twitter. But what exactly is a hashtag? Simply put, a hashtag is any word or phrase included in a tweet that starts with a **hashtag symbol (#)**, which you may also known as the pound sign or number symbol.

So why do people do this? When you include a hashtag in a tweet, you're basically categorizing **that post. And if you select a hashtag, you'll see other** posts that **have used it. This is an easy way to see what's happening on Twitter and follow along with popular topics.**

USING HASHTAGS
1. To use a hashtag, simply insert the hashtag symbol (#) before any word or phrase when writing a tweet. In the example below, we're using the **#sunset** hashtag.

2. **After you've posted the tweet, you can select the hashtag to see other posts that use it.**

3. **Tweets that use the same hashtag will appear.**

If you want to use multiple words in a hashtag, do not include any spaces. For example, if you wrote **#beach sunrise**, only **#beach** would be counted as a hashtag. Instead, you'll want to format it like this: **#beachsunrise**.

9.5   THE AUDIENCE SELECTION

BROWSING POPULAR HASHTAGS

Hashtags are also an easy way to see what's popular or **trending** on Twitter, and to keep up with news and events in real time.

1. If you're using the Twitter app, you can select the **search bar** to see trending topics. If you're using a desktop web browser, you'll see these under the **Trends** section.

2. **Select any hashtag to see more tweets about it.**
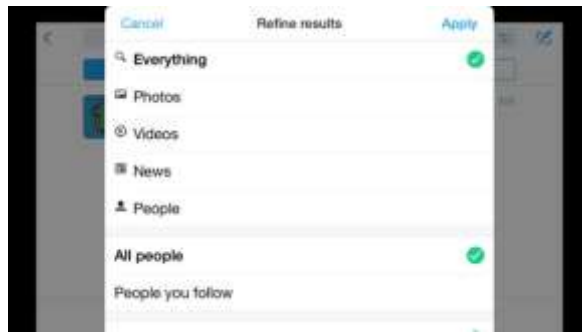

3. Tweets that include the hashtag will appear. You can also use the **search filters** to narrow down your results. Just select the **search bar** or **filter icon** to access these options.

4. The filter settings will appear. From here, you can apply any specific filters you want. For example, you could apply a filter to see only tweets from people you follow.

FOLLOWING AND CONNECTING ON TWITTER

Twitter is about more than just sharing your own updates. It also allows you to follow tweets from other users so you can see what's happening right now and connect with people who are important to you.

Finding People To Follow

When you start following someone, that person's tweets will appear in your timeline. This is a great way to get updates about things as they happen.

1. If you're using Twitter on a mobile device, select the **Follow** button. If you're using Twitter on a desktop web browser, locate and select **View All**.

2. A list of suggested accounts to follow will appear. Just select the **Follow** button to start following an account. If you change your mind, select it again to **unfollow** that user.
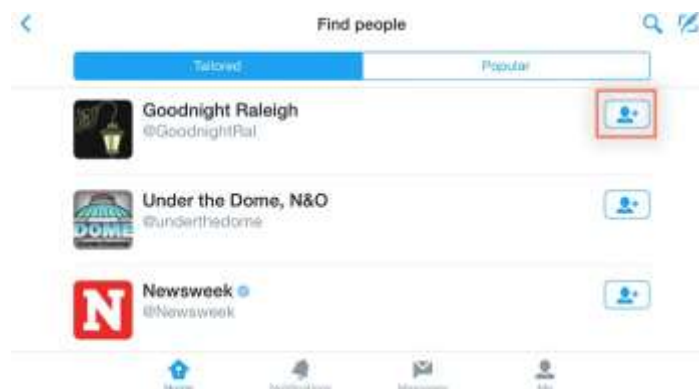
STARTING A CONVERSATION

If you want to connect with other people more directly, you can **mention them** ina tweet. This is also referred to as **starting a conversation** or **tweeting at** someone.

1. Select the **New Tweet** button.

2. The tweet box will appear. Type the **at symbol** (@), followed by the **user name** of the person you want to mention in your tweet. In our example, we'll type **@AliaJones**.

3. Type the rest of your post and select **Tweet**.

4. When you tweet at someone like this, that person will receive a notification and can choose to respond. By the same token, you can select the **Reply** button to respond whenever someone tweetsat you.

Because conversations can span several tweets, they don't appear on your public timeline by default. This is so your followers won't have to keep up with a conversation you're sharing with a specific user. However, if you do want to share a conversation with your followers, just insert a period in front of the **at symbol** (like this **.@**) to make the tweet appear on your timeline.

9.6   TWITTER MESSENGER

Private Messages

If you don't want to have a public conversation on Twitter, you can send a **private message** to anyone who follows you. Unlike regular tweets, private messages aren't limited to 140 characters. To send a message, select the **Messages** icon, choose the person you want to contact, and type your message.

Customizing your profile and privacy settings

Looking to make your Twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing your account.

Editing your Twitter profile

1. Navigate to your **profile page**. If you're using the Twitter mobile app, select the **Me** button. If you're on a desktop web browser, select the **Profile** icon near the upper-right corner, then choose **View profile**.

2. Locate and select **Edit Profile**.

3. Your profile settings will appear. From here, you can **upload a new profile picture** and **header image**, add details to your **Bio** section, and more.
4. When you're done, select **Save** to save your changes.

9.7   WHY TWITTER PRIVACY IMPORTANT?

Adjusting your privacy settings

By default, everything you share on Twitter is **public**. This means anyone can see the things you tweet, even if they don't follow you on Twitter. However, if you want to control who can see your tweets, there's an easy option.

1. Navigate to your profile page. If you're using the mobile app, locate and select the **Gear** icon. If you're using a desktop web browser, select the **Profile** icon near the upper-right corner, then choose **Settings**.

2. If you're using a mobile device, you'll need to confirm which account you want to modify.
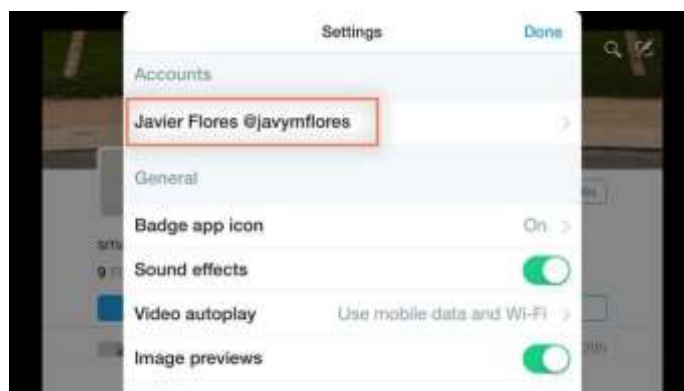
3. The settings will appear. From here, locate and enable the option to **Protect my Tweets.** This will allow you to approve who can see your posts.

4. Select **Done** or **Save** to save your changes.
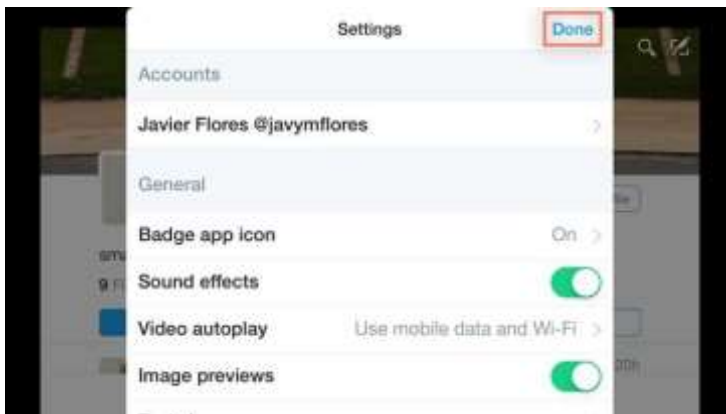

TWITTER BOTS

A Twitter bot is a computer program that automatically posts on Twitter, they are programmed to tweet, retweet, and follow other accounts. According to a recent report, there were 20 million, fewer than 5%, of accounts on Twitter that were fraudulent in 2013. These fake accounts are often used to build large follower populations quickly for advertisers, while others respond to tweets that include a certain word or phrase. Twitter's wide-open application programming interface and cloud servers make it possible for twitter bots' existence within the social networking site.
Effects

Twitterbots can influence public opinion about culture, products and political agendas by automatically generating mass amounts of tweets through imitating human communication. The New York Times states, "They have sleep-wake cycles, so their fakery is more

convincing, making them less prone to repetitive patterns that flag them as mere programs." The tweets generated vary anywhere from a simple automated response to content creation and information sharing, all of which depend on the intention of the person purchasing or creating the bot. According to a study published by the Science Direct Journal, the social implications these Twitterbots potentially have on human perception are sizeable.

In addition to content-generating bots, users can purchase followers, favourites, retweets and comments on various websites that cater to expanding a user's image through accumulating followers. With more followers, users' profiles gain more attention, thus increasing their popularity. With Twitterbots, users can create the illusion of "buzz" on their site by obtaining followers from services.

Such as Swanzy and underground suppliers who operate bot farms or click farms. The companies that facilitate this service create fake Twitter accounts that follow several people; some of these Twitter accounts may even post fake tweets to make it seem like they are real. This practice of obtaining mass amounts of Twitterbots as followers is not permitted on Twitter. The emphasis on followers and likes as a measure of social capital has urged people to extend their circle to weak and latent ties to promote the idea of popularity for celebrities, politicians, musicians, public figures, and companies alike.

9.8   KEYWORDS

- **Twitter- Twitter** is a social networking website that's designed for finding and sharing **short update**s. Each post—or **tweet** as they're called on Twitter—is limited to just 280 individual characters (letters, spaces, and punctuation marks).
- **Twitter handle** - Your **user name**, also known as your **Twitter handle**, is an important part of your identity on Twitter.
- **Hashtag-** A hashtag is any word or phrase included in a tweet that starts with a **hashtag symbol (#)**, which you may also know as the pound sign or number symbol.
- **Twitter bot -** A Twitter bot is a computer program that automatically posts on Twitter, they are programmed to tweet, retweet, and follow other accounts.

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9.9 CHECK YOUR PROGRESS

Q.1   How does hashtag work?

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Q.2   What do you mean by a tweet?

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Q.3   Explain the process of retweeting.

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Q.4   Explain the effects of Twitter Bot.

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9.10 REFERENCES

If you want to do even more with Twitter, there are several resources that can help you create better posts, gain followers, and more. Check out some of our favourites below:

- **Twitter's Official Blog**: Here, you'll find the latest news and updates from Twitter. https://blog.twitter.com/
- **Twitter Help Center**: Here, you'll find solutions to common problems you may encounter on Twitter. https://help.twitter.com/en
- **Twitter for Business**: This resource has a lot of great information about using Twitter as part of your company's social media approach. https://business.twitter.com/
- **Mashable: The Beginner's Guide to Twitter**
- **Twitter.com   Traffic,   Demographics   and Competitors"**. *www.alexa.com*. Retrieved January 11, 2020.

YOUTUBE

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STRUCTURE
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10.0   OBJECTIVES

This unit briefly –
- Understanding all about YouTube.
- How to operate Twitter YouTube?
- Features of YouTube

10.1   WHAT IS YOUTUBE?

YouTube is a free **video sharing website** that makes it easy to watch online videos. You can even create and upload your own videos to share with others. YouTube is now one of the most popular sites on

the Web, with visitors watching around **6 billion hours** of video every month.

10.2   EXPLORING YOU TUBE?

With so much content on YouTube, it's important to note that **not all YouTube videos are appropriate for everyone**, especially children under the age of 13. However, there are tools you can use, such as **Safety Mode**, to restrict the types of videos you can view.

Why use YouTube?

One reason YouTube is so popular is the sheer number of videos you can find. On average, 100 hours of video are uploaded to YouTube **every minute**, so there's always something new to watch. Another reason YouTube is so popular: It's all about **user-generated content**. Instead of videos from major TV networks and movie studios, you'll find amazing and creative videos made by people just like you. And YouTube isn't a one-way street—you can jump in, record and share your own videos, and become a part of the community.

10.3   WATCHING YOUTUBE VIDEOS

Whenever you're watching a video, you'll find some **controls** at the bottom of the video player (and if you don't see them, just hover your mouse over the video). These allow you to adjust the **volume**, make the video **full- screen**, turn on **captions**, and more.

Understanding Embedded Videos

There are two basic ways to view a YouTube video: directly on the YouTube website, or as an **embedded video** on another site. The video above is hosted (or stored) by YouTube, but it's been embedded on our website. This means you can view it here without navigating to YouTube. If you prefer, however, you can click the

small YouTube button near the bottom-right corner of the video player to watch the video directly on the YouTube website.

10.4 YOUTUBE ADVERTISEMENTS

YouTube videos are **free to watch**, but many now include some form of **third-party advertisements**, much like commercials on TV. Ads may appear before a video begins, although most can be skipped after a few seconds.

One other thing we'd like to talk about is **cards**, which are like **pop-up notifications** that can appear on any YouTube video. Creators add these to videos for a variety of reasons. For example, some people use end screens and annotations to link to other videos. We even use end screens on our YouTube channel to provide a link back to our tutorials.


10.5 SIGNING IN TO YOUTUBE

While it's not necessarily required, we do recommend signing into YouTube. Signing in allows you to like and comment on the videos you find, share videos more easily, and even upload and edit your own videos. You'll need a Google account to sign in to YouTube. If you don't have a Google account, just follow these instructions from our Google Account tutorial to learn how to create one.

Navigating YouTube

Once you have a Google account, you're ready to sign in and start watchingvideos. Simply go to www.youtube.com, click **Sign In** in the upper-right corner and enter your Google account information.

YouTube homepage

Once you've signed in, the **YouTube homepage** will appear, and you'll see trending and popular videos, videos recommend for you, and more. If you see a video you want to watch, just click it to start playing.
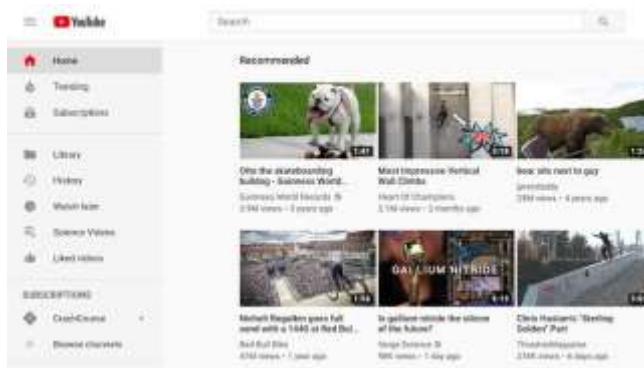
The Guide

No matter where you are on YouTube, you can use the **Guide** on the left to quickly navigate the site. Watch this video from the YouTube Help channelto learn the basics of using the Guide.

Simply click the **menu** button in the upper-left corner of any YouTubepage to open the Guide at any time.

From here, you can navigate to your playlists, channels, view history, and more.
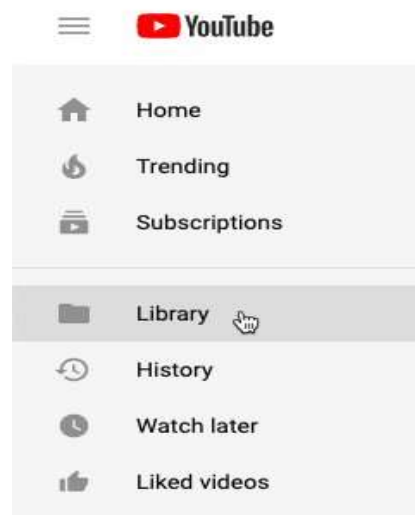
YOUTUBE FOR MOBILE DEVICES

More than 40 percent of YouTube's traffic comes from mobile devices, including smartphones and tablets. And because the free YouTube app for Android and iOS devices is designed to be **very similar** to the desktop version of the site, you'll find it especially easy

to use if you're already familiar with the YouTube interface.

YouTube for TVs

If you have Wi-Fi or an Internet-streaming device connected your TV— such as a Roku, Chromecast, or modern gaming console—you may be able to watch YouTube videos directly on your TV with the YouTube app

10.6   SEARCHING FOR RELEVANT CONTENT

To search for videos, simply type what you're looking for in the **search bar** and click the **Search** button. Results will appear below, just like aGoogle search.

If you want to get really detailed, click the **Filter** button below the search box. Then you can **refine your results** to search for videos by quality, length, or other criteria.

Related videos

Whenever you finish a video, **related videos** will appear in the video player (if auto play is turned off). These videos might be from the same creator or may feature similar content other people have viewed after watching the same video.

Ultimate Skateboarding Dog Compilation

10.7   LIKES, COMMENTS AND RESHARING

Sharing is probably one of our favourite things to do on YouTube. To sharea video, simply click the **Share** button below the video player.

Skateboarding Dog - HD Redux
5,199,162 views

This will bring up a menu with a variety of sharing options. Some of the simplest options allow you to share the video with **social networks** like Facebook and Twitter, or to **copy and paste a link** to a video.

Other sharing options allow you **embed the video** in a website or quickly **email** the video to a friend.
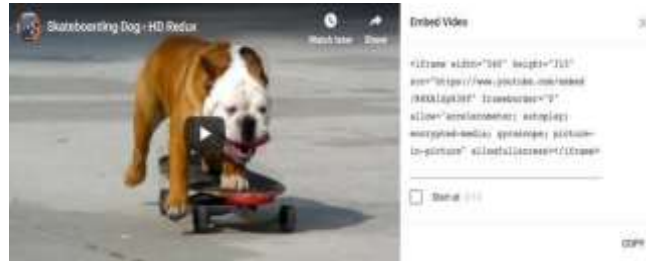
Liking and disliking videos

Whenever you're viewing a video, you can click the **like** or **dislike** button below the video. This tells the video creator whether you enjoyed their video, and it also lets other users see how popular the video is.
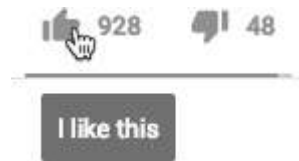
Any video you like will also appear on your **Liked videos** playlist, which you can access from the **Guide**.

Commenting on videos

After you watch a video, you can leave a comment in the box below it. Note that you must have an active **Google account** to leave comments on YouTube videos.
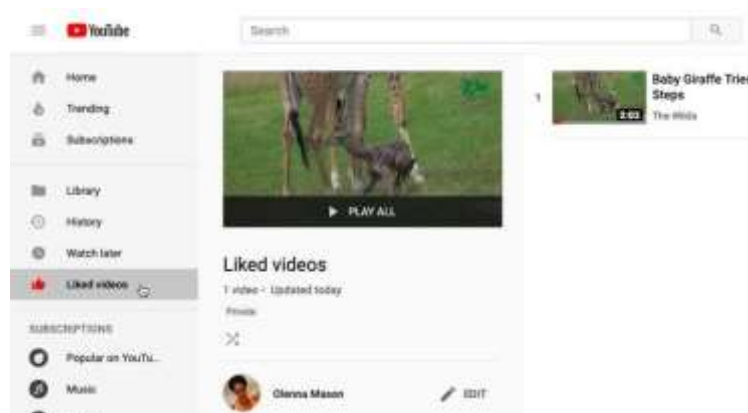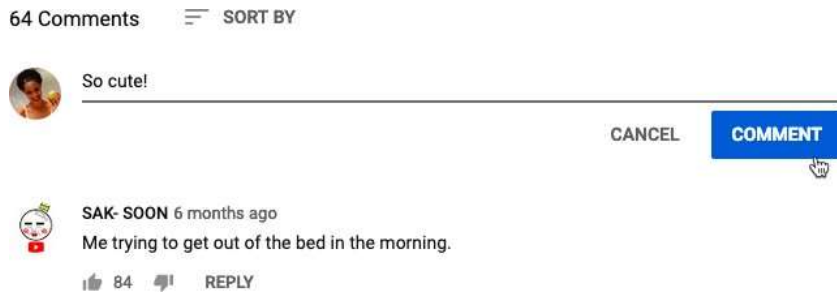
To leave a comment, type it into the box below the video, then select Comment.

A Note About Youtube Comments

To be perfectly frank, a lot of comments on YouTube are mean, sarcastic, and offensive. This is just something to be aware of as you dive in to the world of YouTube.

The good news is that you can turn on **Restricted Mode** to disable comments by default, if you prefer.

Creating and Sharing Playlists

Playlists are a great way to organize and share the stuff you find on YouTube.

To Create a Playlist:

Locate and select the **Save to** button below the video player. A menu will appear. From here, you can choose to add the video to an existing playlist or create a new one. In our example, we'll choose **Create new playlist**.
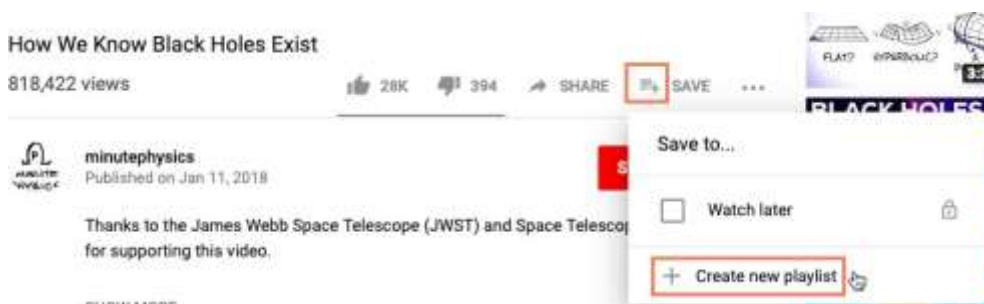
1. Type the playlist name, choose the desired privacy level for the playlist, and choose **Create**.
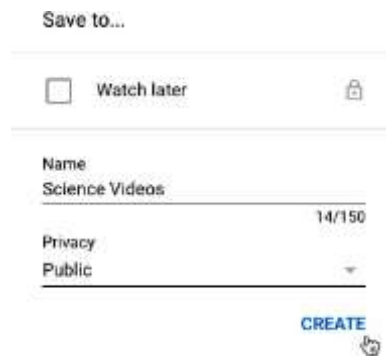
2. The playlist will be created. You can now add videos to the playlist at any time. To view or manage the playlist, you can select it from the Guide.
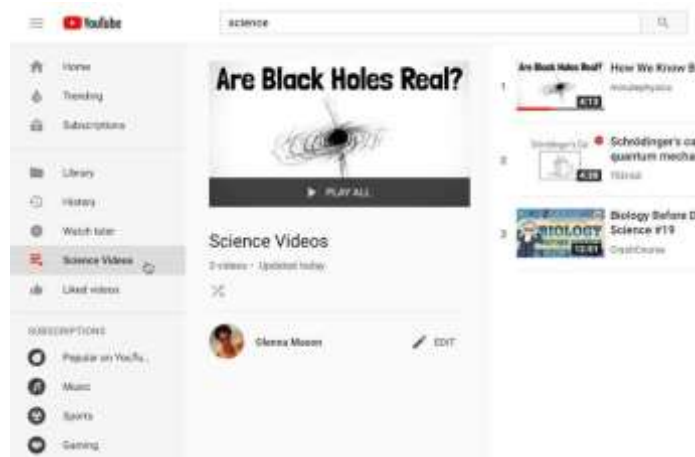
10.8   SUBSCRIBING TO YOUTUBE CHANNELS

Channels are one of the coolest parts of YouTube, providing quick access to all of the videos from the same creator. Subscribing to channels is a bit like creating your own TV network, but with just the videos you want to watch.

Whenever you see the **Subscribe** button, simply click it to subscribe to thatchannel.

Once you've subscribed to a channel, you can select **Subscriptions** in the **Guide** to view recent videos from the channels you've added. You can even select individual channels from the **Subscriptions** section of the Guide to see more videos from a particular channel.
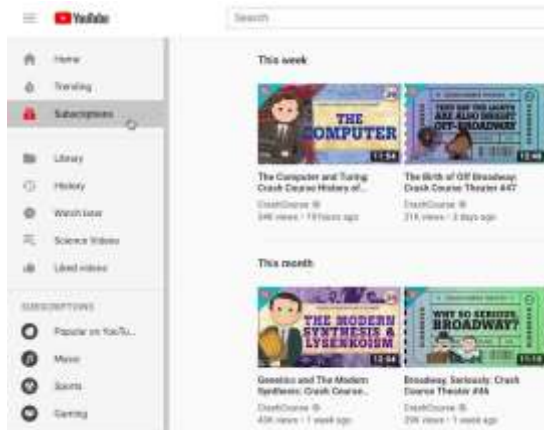
If you're looking for new channels to add, you can select **Browse channels** near the bottom of the Guide to see popular YouTube channels sorted by category.
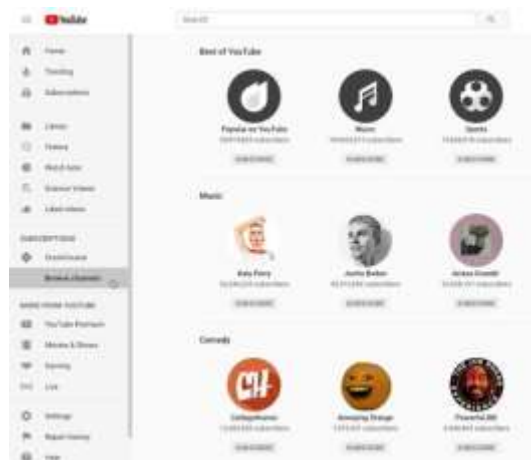
General Settings

There are many settings you can change on YouTube. If you select your **profile picture** in the top-right corner of any YouTube page and select **Settings**, you'll get to the account settings page.
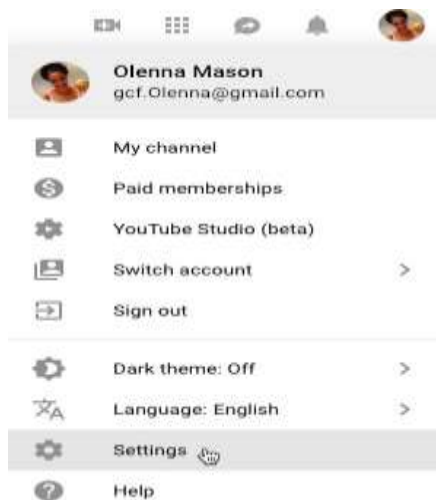
From here, you can change general settings, like your password and email preferences—basically how often YouTube sends you email updates. You'll also find more specific options for playback and privacy settings.
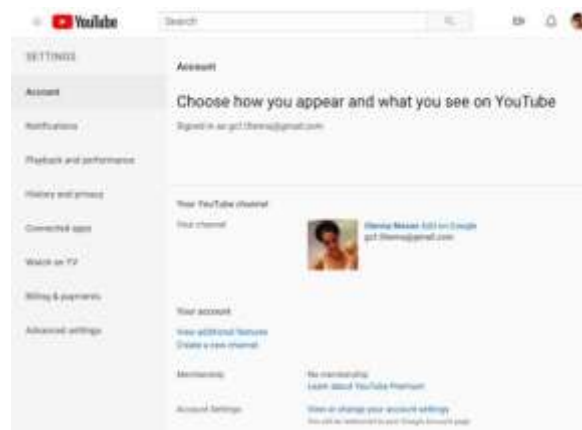
Playback Settings

One of the easiest ways to customize your YouTube experience is to choose **custom playback controls**. These settings will apply to **every video** you watch on YouTube in the future, as long as you're signed in to your account.

For example, if you prefer to always view videos in the highest quality possible, there's a setting you can save. By the same token, if you don't have a very fast Internet connection, you might prefer to view lower-quality videos by default to make streaming easier. If you're hearing impaired, you may want to have the **captions** appear for every video. If you find video **annotations** annoying or distracting, you can turn them off for all vieos.

10.9   YOUTUBE PRIVACYPRIVACY SETTINGS

YouTube is operated by Google. And like Google, YouTube will keep a record of **everything you search for and view on YouTube**. The main reason for this is to provide you with better search results and video recommendations. So if you've looked for a lot of cooking tutorials or cute animals, YouTube will know that you're interested in these types of videos. Still, if you'd prefer to get rid of this information, it's easy to clear it.

Other Privacy Settings

By default, any videos you like and the playlists you create will be visible to everyone on YouTube. If you'd prefer to keep this information private,go to the **History and privacy** settings, check the boxes next to theseoptions, and select **Save**.
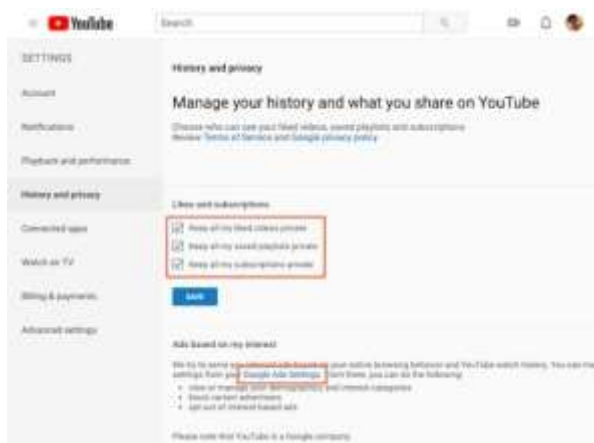
If you click the **Google Ads Settings** link under **Ads based on my interest**, you'll be able to customize your Google ads settings.

Parental Controls And Restricted Mode

While there's a lot of great, creative, and educational content on YouTube, there's also plenty of adult content, crude humour, violence, and otherwise **inappropriate videos** you may not want your children to see. Fortunately, you can turn on YouTube's **Restricted Mode** to automatically **filter and restrict inappropriate videos**. The other main feature of Restricted Mode is that it automatically **hides the comments** below videos.

To Turn on Restricted Mode:

1. Select your Profile Picture in the top-right corner of anyYouTube Page, then click **Restricted Mode: Off**.
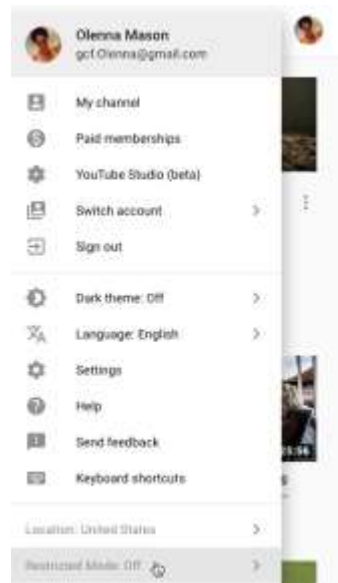
2. Click **Activate Restricted Mode** to turn it on for your current browser. If you're using YouTube on another browser or device, you'll need to do this again to turn onRestricted Mode for them.
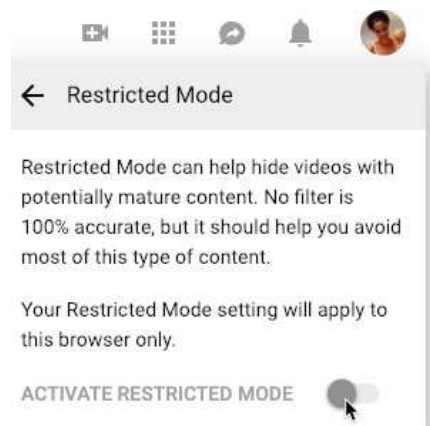
3. Restricted Mode will be enabled and locked in your web browser. You'll need to unlock Restricted Mode if you wantto turn it off.

How effective is Restricted Mode?
In our experience, we've found that Restricted Mode does a good job of blocking a majority of **obviously inappropriate** videos. However, it's important to realize that there's a lot that Restricted Mode can't do.

For example, Restricted Mode won't be able to understand the context of a video and recognize why something might be offensive to you.

Getting started with your channel

YouTube isn't just about viewing and commenting on other people's videos; it's about sharing and expressing your own creativity.

You can share videos from your very own **YouTube channel**. And even if you've never uploaded a video to YouTube, you already have a channel. Just select your **profile picture** in the top-right corner of any YouTube page, then select **My channel**.
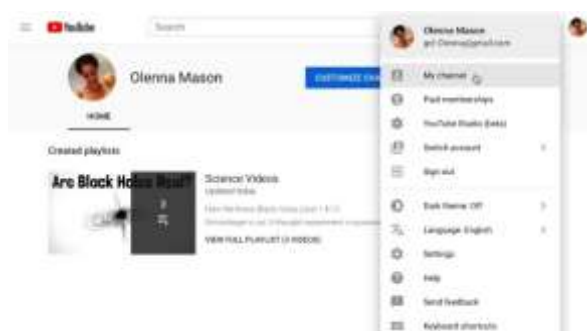
You can think of your channel a bit like a **profile page** on another social networking site. By default, it will show the videos you've **liked** and any **playlists** you've created. And once you record and upload your own videos, it's where others can find and view your content.

Before you begin uploading videos, there are a few things you may want to customize about your channel. For example, you might want to customize your **channel art**, which is a large image that will appear behind your avatar whenever someone visits your channel page. Watch this video from the YouTube Help channel to learn more about customizing your channel art.

If you'd prefer not to share videos from your personal account, you can create a channel that's separate from your personal user name. Let's say you're planning to start your own channel about [insert your own cool channel idea here]. You could create a separate channel to upload and share your videos while still using your personal account to view and comment on videos. Go to this support page to learn how to create an additional channel.

10.10 UPLOAD A VIDEO RECORDING YOUR OWN VIDEOS

There are several ways to create videos for YouTube—the method you choose depends on what kind of videos you want to make.

Webcam

A lot of videos on YouTube including the ones we've shown you throughout this tutorial—are recorded with a **webcam**. Webcams are best for recording yourself, which allows for a very personal, informal style. Once your webcam is set up, you'll have a few recording options. The simplest is probably just to use YouTube's **webcam capture** feature to record a video directly to YouTube. To do this, locate and select the **Upload** button near the top-right corner of any YouTube page, locate **Webcam capture**, and select **Record**.

When you're done, you can use YouTube's built-in editing features to make your video look more polished and professional. We'll show you how to do this in our lesson on editing your own YouTube videos.

Mobile Device

Another great way to record content for YouTube is with a **smartphone** or other mobile device. Because you'll probably have these devices with you at all times, they're especially convenient for capturing a video right in the moment.

While you can record videos with your device's camera, the free YouTube mobile app makes it especially easy to record, edit, and upload videos to YouTube straight from your smartphone or tablet. There are also third- party video capture and editing apps you can download.

Professional Recording Equipment

If you want to create a more professional-looking video, you'll need to make a larger investment in your recording equipment. Along with a **high- quality video camera**, you'll want to consider purchasing items like **additional lighting**, **microphones**, and **tripods**. You may also want to purchase **separate video editing software**. Built-in software like iMovie and the Windows Photos app should be able to handle basic editing tasks, but if you want that extra level of polish, professional software like Adobe Premiere Pro CC or Final Cut Pro may be a better option for you.

YouTube Creator Academy

Whichever method you choose for recording your videos, tutorials from YouTube Creator Academy can help you learn more about the technical aspects of video production. YouTube Creator Academy is also a great resource if you're just starting your channel. There, you'll find a series of high-quality video tutorials from established YouTube creators on how best to create new videos, engage your audience, and become a better video creator.

Uploading Your Own Videos

Once you've recorded your video (and perhaps made some edits in a video editing application), you're ready to **upload** it to YouTube. The process is simple. Just select the **Upload** button near the top-right corner of any YouTube page (it looks like a video camera with a plus sign in it), then choose your video.

While the video is uploading, you'll be able to add a video description, choose the visibility settings (which we'll talk about below), and more. The upload time will depend on a few factors, including the length of the video and your Internet connection speed. Watch this video from the YouTube Help channel to learn how to upload your own videos.

You'll also need to make sure your video is in a supported file format, such as **.mpeg4**, **.avi**, or **.wmv**. You can check out this page from YouTube Helpto see a full list of supported file formats.

Video Privacy

As we mentioned above, you'll be able to choose from a few visibility options for any video you upload:

- **Public**: This is visible to all YouTube users and othersonline.
- **Unlisted**: This is visible only to people who have the URL address for the video.
- **Private**: This is visible only to you and the people you choose to share it with (these users will be required to sign in with a Google account to view the video).

Understanding Copyright on Youtube

Over the years, there have been several copyright concerns with YouTube. For example, many people have uploaded movies, TV shows, and music that did not belong to them. The simplest way to

avoid a copyright dispute is to only upload videos you've created. This is because you own the copyright to any video you make. If you're unsure whether a video violates copyright, the YouTube Copyright Centre and its Frequently asked copyright questions page may be able to help.

YouTube Studio

The **YouTube Studio** is where you'll go to manage your YouTube channel. From here, you can see statistics on how many people have viewed your videos, respond to any comments you've received, and more. You'll also be able to access the **Video Manager**, which allows you to edit your videos, add captions and annotations, and perform similar functions.

To access the YouTube Studio, select your **Profile picture** in the top-right corner of any YouTube page, then select **YouTube Studio**.
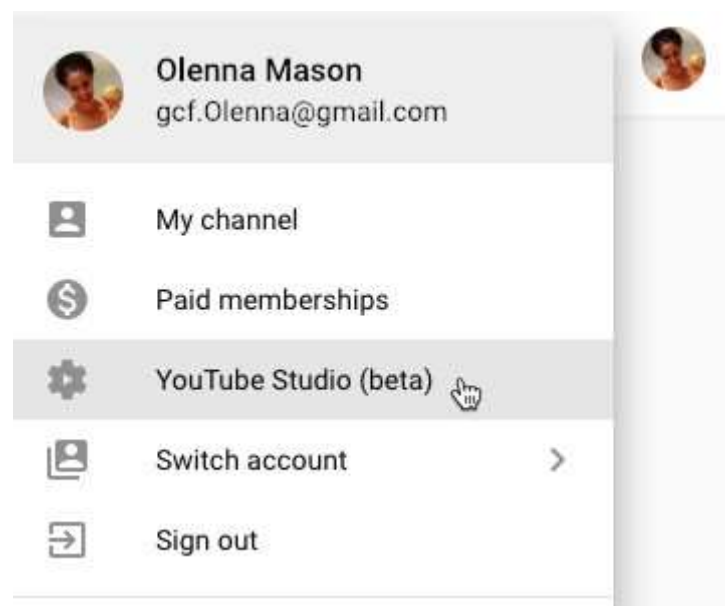
The YouTube Studio is currently in Beta mode, so the interface may change at some point in the future.

The YouTube Studio may feel a little overwhelming at first. There are many options here, and you'll need to take some time to explore each category. But don't worry, you're not going to break anything by trying out different options. The interactive below will also help you get an overview of the YouTube Studio.
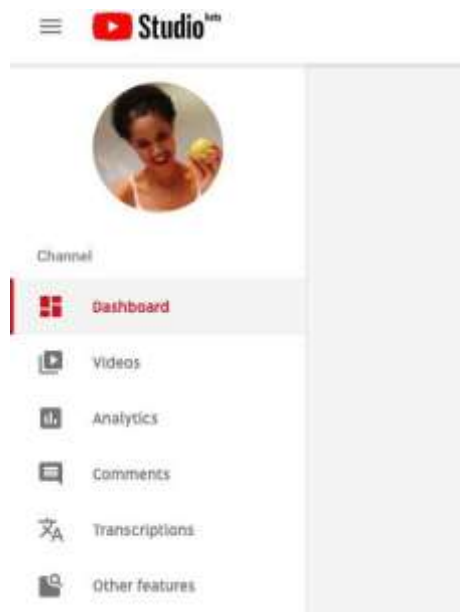
If you have a mobile device like a smartphone or tablet, you can also use the free YouTube Studio app for iOS and Android. This app makes it easy to manage your channel on the go. Visit this support page to learn the basics of using the YouTube Studio app.

Troubleshooting Common Problems

Do you know what to do if the YouTube video player is blank? What if you can't hear the audio? If you're having problems like these, there are several **basic troubleshooting techniques** you can use.

Problem: Video will not play/playback is slow or choppy/error messageappears

- **Solution 1**: Wait 30 minutes and try again. Sometimes YouTube videos may not load correctly because of high traffic. The issue may resolve itself after 30 minutes.
- **Solution 2**: Update your web browser. Make sure you're using the latest version available.
- **Solution 3**: Update Adobe Flash Player. If you're watching YouTube videos on your computer, you will need the latest version of Adobe Flash Player for videos to work correctly. You can download it **here** for free.
- **Solution 4**: Ensure you have access to YouTube on your network. If you're using a computer at school, a library, or another public computer lab, your access to YouTube may be blocked or limited.
- **Solution 5**: Choose a lower-quality setting. If you don'thave a very fast Internet connection, YouTube may struggle to play videos in higher quality. To change the video quality, click the **Gear** icon near

the bottom-right corner of the video player, then select a lower quality setting, suchas **360p** or **240p**.

- **Solution 6**: Disable hardware acceleration. To do this, right-click the video and select **Settings > Disable HardwareAcceleration**.

Problem: No Sound From Video

- **Solution 1**: Check the video player controls. The audiocontrols can be found near the lower-left corner of the videoplayer.

- Solution 2**: Check the volume level on your device to make sure the sound is turned up.**

- **Solution 3**: Check the cables. If you're using a desktop computer, make sure external speakers are plugged in, turned on, and connected to the correct audio port or a USB port. If your computer has **color-coded** ports, the audio output port will usually be **green**.

- Solution 4**: Connect your headphones and see if you can hear the sound from them.**

  More troubleshooting tips

  If you're still having trouble viewing YouTube videos, review these YouTube support pages. The answers there should be able to help you solve most playback problems.

- **Problems Playing Videos**

- **Troubleshoot Video Streaming Videos**

  Editing Your Videos on Youtube

  Editing can make your videos look a lot more polished and professional. YouTube actually has built-in editing tools you can use for free, and you don't need a lot of experience with complicated editing software to be able to use them.

  To access the editor, go to your **YouTube Studio** and click the
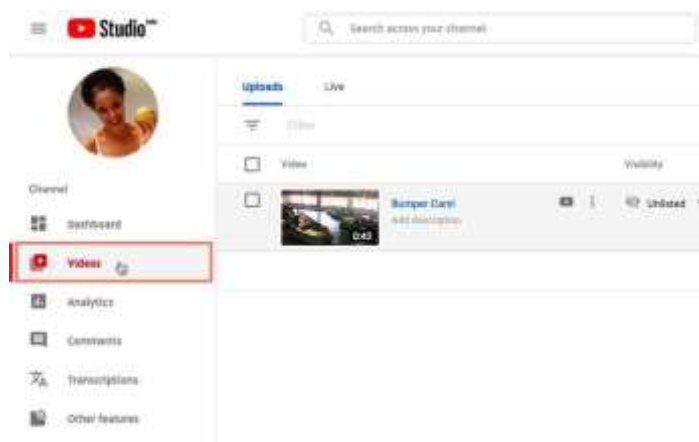
  Videos Tab.

  Click the video you'd like to edit, then click the **Editor** tab.

The YouTube Video Editor allows you to **trim a video**—or basically remove any unnecessary content from the beginning and end. You can also **add cards** or an **end screen** to link to other videos, channels, playlists,and more.

If you don't like how the changes turn out, you can always revert back to the original video. Note that it will take a while for your changes to appear on the published version of the video—up to a few hours in some cases. It just depends on the types of edits you're making and the overall length of the video. Still, for simple edits it's difficult to beat the convenience of YouTube's built-in editing tools.

10.11 KEYWORDS

- YouTube- YouTube is a free **video sharing website** that makes it easy to watch online videos.
- YouTube Homepage- The YouTube homepage is your entry point to the site. By personalizing your YouTube homepage you'll get updates on your video subscriptions as well as what your friends arewatching.
- Cards - are like pop-up notifications that can appear on any YouTube video.
- Embed video - To embed video is to add video capabilities and player on your websites with using resources of the video hosting service (for example youtube) and without needing to add specific resources on your side.
- Video Manager- It allows you to edit your videos, add captions and annotations, and perform similar functions.

10.12 CHECK YOUR PROGRESS

Q.1. Why is YouTube the most popular among views?

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Q.2. Mention the troubleshoot solutions for ‗No sound from video'

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Q.3   What is YouTube Creator Academy?

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Q.4.   What does Restricted Mode do?

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Q.5.   How can you customize your Google ads settings?

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Q.6.   Describe the methods of sharing a YouTube video.

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10.13   RESOURCES

- **YouTube Help Channel**
  https://support.google.com/youtube/?hl=en#topic=9257498
- **YouTube Creator Academy**
  https://creatoracademy.youtube.com/page/home
- **Video Production Tutorials** (curated by YouTube Creator Academy)   https://youtube.com/intl/en/ads/running-a-video-ad/?subid=in-en-ha-yt-bk-c-wwe!o3~EAIaIQobChMIz_WCqomJ6QIV1RqPCh19wwoDE AAYASAAEgKSz_D_BwE~%7badgroup%7d~kwd-308667944544~1979115818~352587741272&gclid=EAIaIQo bChMIz_WCqomJ6QIV1RqPCh19wwoDEAAYASAAEgKSz _D_BwE&gclsrc=aw.ds
- **YouTube   Copyright   Centre**
  https://www.youtube.com/about/copyright/#support-and-troubleshooting.

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STRUCTURE
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11.0   OBJECTIVES

This unit briefly –
- Understanding all about LinkedIn.
- How to operate LinkedIn account?
- Features of LinkedIn

11.1   UNDERSTANDING LINKEDINWHAT IS LINKEDIN?

LinkedIn is a popular social network with a specific purpose. It is an American business and employment-oriented service that operates via websites and mobile apps. Founded on December 28, 2002, and launched on May 5, 2003, While other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all about **professional networking**—that is, building a group of contacts to help advance your career. Since December 2016 it has been a wholly owned subsidiary of Microsoft. As of June 2019, LinkedIn had 630 million registered members in 150 countries.

11.2 EXPLORING LINKEDINWHY USE LINKEDIN?

More and more businesses use LinkedIn to screen and recruit potential employees. This is why creating a LinkedIn account can make a difference when searching for your next job. Once you've signed up, you can add information to your profile page, which is a brief summary of your skills and employment history that effectively serves as an online resume.
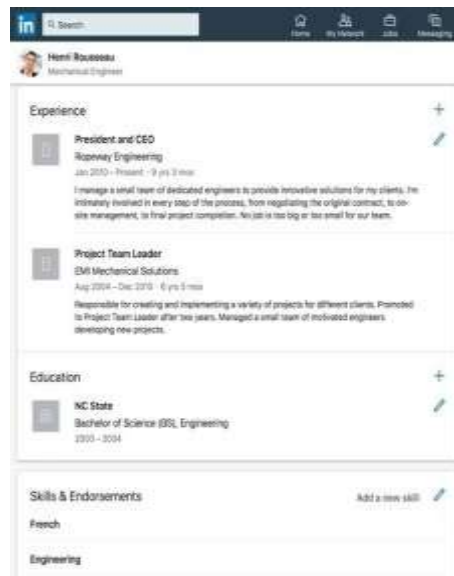
To build your network, you can add contacts (also known as connections) with other LinkedIn users. As you make connections, you'll be able to get skill endorsements, ask for recommendations, and find new job opportunities

You can also join **groups** focused on various companies, industries, and occupations. Groups can keep you up to date on the latest news in your field, as well as help you find others who share your professional interests.

Personal branding

LinkedIn is particularly well-suited for personal branding which, according to Sandra Long, entails "actively managing one's image and unique value" to position oneself for career opportunities. LinkedIn

has evolved from being a mere platform for job searchers into a social network which allows users a chance to create a personal brand.

LinkedIn allows professionals to build exposure for their personal brand within the site itself as well as in the World Wide Web as a whole. With a tool that LinkedIn dubs a *Profile Strength Meter*, the site encourages users to offer enough information in their profile to optimize visibility by search engines. A basic profile should include a person's industry and location, an up-to-date job description, two past positions, education, at least three skills, a profile picture, and at least fifty connections. Web activity such as liking and commenting on content, as well as publishing LinkedIn blog articles and being involved in LinkedIn groups can increase views of one's profile, according to Long. Profiles should be written in first person and have well-chosen keywords and list relevant skills, according to Long.

JOB SEARCH TOOL

LinkedIn combines job listings, candidate search, trusted referrals and the power of networks to give you results. By posting a job directly on LinkedIn, you can attract the right candidates, as the site will present qualified job seekers with your posting. You can post your name and your own profile to the listing. LinkedIn has a powerful job search tool that can find openings around the world. You can then filter these results by company, experience level, and more. Some openings also have an Easy Apply option, which allows you to apply to a job with only a few clicks by submitting the information in your LinkedIn profile.
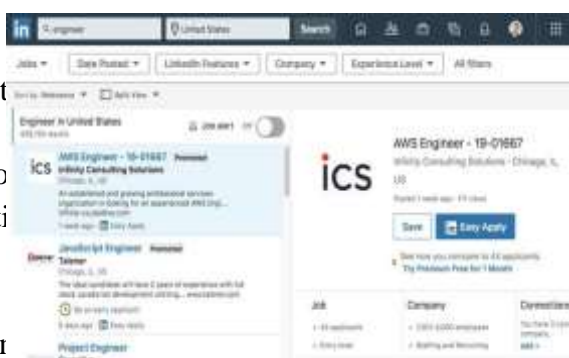
From making first

communicating

career too

Fortunately, creati   es your email address.

If you take the tir   ke a big impact on your professional life.

11.3   CREATING A LINKEDIN ACCOUNT

Creating a LinkedIn account is simple. All you need is an email address and a few minutes of your time.

Getting Started

To get started, go to linkedin.com in your web browser. Enter your information, choose a password, then click the Join button. LinkedIn will guide you through the steps of adding more detail to your profile.

Next, you'll need to **verify your email address**. Go to your email inbox, look for a message from LinkedIn, then click the confirmation button or type the PIN into LinkedIn. It may also ask for your **phone number** to send you another verification code, so you may want to have your phone nearby just in case.
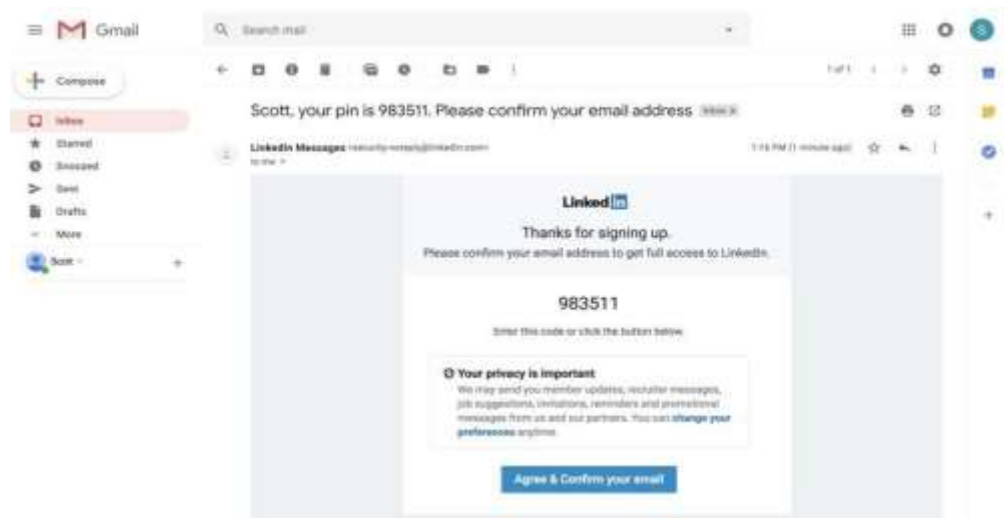
Syncing Email Contacts And Other Information

You can also choose to **sync the contacts list** from your email account. This will make it easier for you to find people you already know on LinkedIn, so we recommend taking eventually. However, you can always click **Skip** if you'd rather do this later.

LinkedIn will also ask for **information about yourself**, such as your most recent job title, location, and profile photo. Like with email contacts, you can skip some of these steps if you'd rather deal with them later. However, we recommend exploring everything LinkedIn has to offer to ensure you're getting the most out of it.

Choosing A Basic Or Premium Account

Finally, you may be asked to choose between a **Basic** account (which is free) and a **Premium** account (which has a monthly subscription fee). Because you're getting started with LinkedIn, we recommend using the Basic account for now. While a Premium account provides additional features like additional messaging options and job opening details, we've found that you can get quite a lot from LinkedIn using just the Basic account. You can always upgrade to a Premium account later if you want.

11.4   LINKEDIN COMPANY PAGE

The Benefits of Having an Outstanding LinkedIn Company Page

As a social media platform designed to help people build their professional networks, LinkedIn is a crucial resource for any business that's hoping to grow and expand. It can help you get plugged into industry-related news and even share valuable content that promotes your company.

Compared with individual employee profiles, a LinkedIn company page can be much more effective at showcasing your business. Of course, your employees' profiles are still helpful as well. They can act as indirect company ambassadors and help build your connections organically.

On the other hand, a company page is a valuable outlet for showing off your business's latest news, along with your specialized products or services. LinkedIn will help deliver this content to other professionals in your industry to generate buzz and business.

Another handy feature of the platform is that you can easily monitor the impact of your page. Notifications and visual analytics reports will keep you apprised of how often your company is mentioned on LinkedIn so that you can see the effects of your presence there.

Plus, this will help you create effective promotional content for your page. You can keep track of trending content to see what's working, and use custom Call to Action (CTA) buttons to send traffic towards your website. In other words, a LinkedIn company page offers a lot of potential advantages.

To create a LinkedIn Page:
1. Click the Work icon in the top right corner of your LinkedIn homepage.
2. Click Create a Company Page. You'll also select this option to create aPage for a school.
3. Select the Page type you'd like to create from the following options:
- Small business
- Medium to large business
- Showcase page
- Educational institution (high school or university/college)
4. Enter your Page identity, Company or Institution details, and Profile details information.
5. Check the verification box to confirm you have the right to act on behalfof that company or school in the creation of the page.
6. Click Create page.
7. A red error message may appear if your LinkedIn account has recentlybeen created.
8. Click Start building your page! to build out your Page.

11.5 LINKEDIN GROUP

LinkedIn Groups are hubs on LinkedIn which provide a ‒place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.‖

How do I find and join the right Group?

LinkedIn makes it easy to find Groups that are relevant to your business, or the audience you're trying to reach. Within LinkedIn, you can perform a search in the search feature based on keywords and filter to find the right Group.

For each Group found in your search, you have the option to view who in your network belongs to those Groups. Joining Groups that your connections are already members of can help you nurture the connections you've made on LinkedIn.

Take it one step further and reach out to your network to ask them what they think about the Groups they belong to. This can help to continue building the relationships you already have, while starting to understand what Groups may be right for you.

On LinkedIn there are both public and private Groups. If they're public, all you need is to hit the —Ask to Join‖ button when you find a Group you're interested in and you'll gain access instantly. Private groups on the other hand, require you to request an invitation from the manager of the group to get access.

You can join up to 100 Groups, but be aware that many groups aren't actively managed. Make sure to spend the majority of your time on the key Groups you find that *are* managed well and have constant interactions.

How do I participate in a Group?

When you join a Group, take the time to familiarize yourself with the content people are sharing, and types of questions that are being asked.

Relevant content is the only way to take full advantage of a LinkedIn Group. When you share content that others are interested in, your chance of ‒connecting‖ with that person is much higher than if you just hit ‒connect.‖ Use groups to strengthen relationships, with your ultimate goal of connecting on and offline withGroup members.

Here are a few tips to remember when participating in a LinkedIn Group:

1. **Show off your expertise by answering questions that others have asked,** and don't forget to ask some questions of your own! Groups are meant to be a forum for like-minded people, so make sure you're asking *and* answering.

2. **Post articles and ask questions.** Share articles or blog posts you've found and ask the Group members a question related to the article.

3. **Don't over-promote!** Your goal when posting articles or answering questions is not to promote yourself or what you're doing, but to build relationships. When you use the words ‒me‖, ‒I‖ or ‒my‖, your content will more than likely get sent directly to the ‒promotions‖ tab of the Group.

4. **Make that connection.** Once you've been interacting with someone in your Group, and you've built up some familiarity, send them an invitation to connect on LinkedIn. Make sure to let them know why you want to connect, and remind them of your interaction in the Group.

5. **Don't forget other networks.** If you have been interacting with someone on numerous occasions in a Group, connect with them on Twitter or find their business page on Facebook. Most people are participating in a Group for the same reason you are, so they will be happy to connect with you and extend your relationship!

11.6   LINKEDIN LEARNING

LinkedIn Learning is an online educational platform that helps you discover and develop business, technology-related, and creative skills through expert-led course videos. With more than 5,000 courses and personalized recommendations, you can discover, complete, and track courses related to your field and interests. You can also choose to add these courses and related skills to your LinkedIn profile once you've completed them.

If you subscribe to LinkedIn Learning, you can access the entire Learning library of content, post the completed courses to your LinkedIn profile, and get recommendations based on the skills you're interested in.

To further enhance your learning experience, many of our courses come equipped with exercise files and assessments, and transcripts for the video. You can also use LinkedIn Learning to provide feedback to courses, and view and download videos offline.

11.7   KEYWORDS PROFILE

Your profile is what other people see when they find you on LinkedIn. You can think of your profile as a resume, where you can add information about your employment history, education, and skills. You can also add things you might not include on a traditional resume, like a profile picture and personal summary.
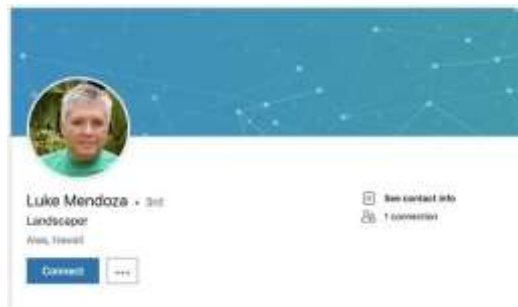
Recruiter

A recruiter is someone who works for a company to **find new employees**. On LinkedIn, recruiters will post job openings and search for new candidates. They may even contact users directly if their profile looks suitable for an opening.

Connection

A connection is a **person you've added to your LinkedIn network**, similar to having a friend on Facebook. Connecting with people lets you send them messages, see their profile updates, and ask for

Recommendations.
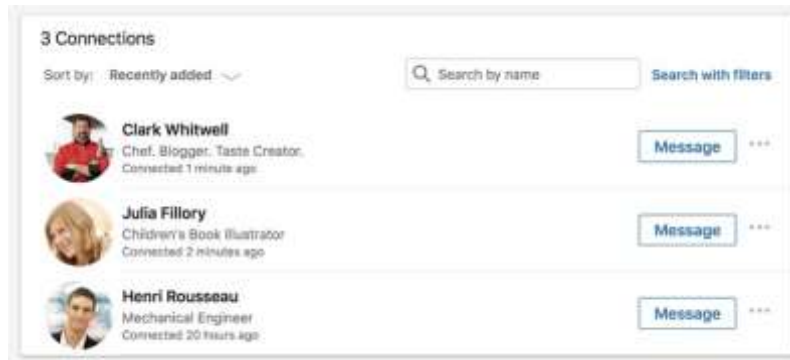
Recommendation

A recommendation is a **short paragraph about your professional strengths and skills** that's found on your profile. Recommendations are written by your connections, and you can ask them to write a recommendation if you want. Of course, you can also return the favor and write a recommendation for them too!

Endorsement

An endorsement is when your connections **vouch for the skills** on your LinkedIn profile. Having others endorse your skills adds credibility to your profile, which could make a good impression on potential employers.

If you've never used an online networking site, LinkedIn can seem a little intimidating at first. Even if you're already familiar with social media sites like Facebook and Twitter, you'll still want to take some time to learn your way aroundLinkedIn.

Watch the video below to learn more about navigating LinkedIn.

When you sign in, you'll see several options near the top of the homepage. These allow you to navigate your homepage, profile, job search tool, and more.

Profile

Your **profile** page is effectively a digital resume, and it's what other people see when they find you on LinkedIn. After clicking your photo, you can add your profile information, edit a photo, and change your career interests, among other things. Whenever someone views your profile, you'll be notified of who viewed it and what company they work for.

Search

You can use the **search box** to look for just about anything on LinkedIn, including people, job openings, and company pages. Simply type your search term, then click the magnifying glass or press Enter on your keyboard. LinkedIn will also suggest jobs, people, and groups to you based on your search term.

Home

Your **homepage** will appear whenever you sign in to LinkedIn. From here, you can see recent posts and updates from your connections, as well as icons that let you quickly navigate LinkedIn. You can also post status updates, find trending news, and access the LinkedIn Help Center.

My Network

From here, you can look for **people you know** on LinkedIn and add them as connections. You can also find groups to follow, trending

hashtags, and any pending invitations from other LinkedIn users. If you want to sync your email contacts to LinkedIn, you can also do this in the **Add personal contacts** box.

Jobs

By clicking the Jobs icon, you can use LinkedIn's **job search tool** to look for openings that have been posted on the site. This tool allows you to sort your search results by location, experience level, and other types of filters. It also lets you track positions you've applied to, browse job recommendations, and review recent searches.
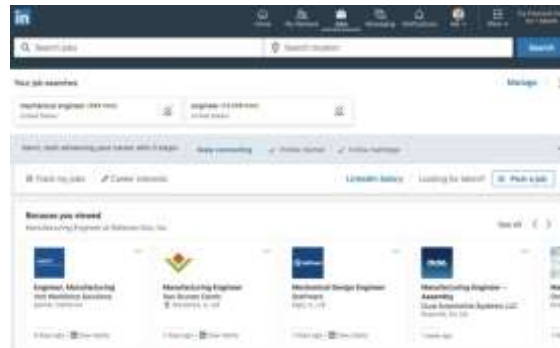
Messaging

This lets you review all your LinkedIn **messages**. LinkedIn automatically sorts your messages into categories, like connection status, InMail, and spam. This can be helpful if you regularly receive a lot of messages. The Messaging page also lets you compose messages and send files to your connections.

Notifications

This icon shows your recent **notifications**. For example, if someone views your profile, you'll see who viewed it and when they viewed it. Whenever you get a new notification, this icon will show a red dot, which will remain until you review your notifications.

Me icon

Through the **Me icon**, you can quickly change your basic settings, privacy preferences, and more advanced account options. You can also manage your post history, change your preferred language on LinkedIn, and sign out of your account.

11.8   CHECK YOUR PROGRESS

Q.1. What do you mean by Job search tool?

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Q.2. Define Profile Strength Meter.

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Q.3. What are the additional features of a Premium LinkedIn account?

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Q.4. What is LinkedIn Learning?

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11.9   REFERENCES

LinkedIn   Help   -   https://www.linkedin.com/help/linkedin?lang=en
LinkedIn Premium - https://premium.linkedin.com/

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STRUCTURE
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12.0 OBJECTIVES

This unit briefly –
- Understanding all about Pinterest.
- How to operate Pinterest account?
- Features of Pinterest

12.1 UNDERSTANDING PINTEREST

What is Pinterest?
Pinterest is a popular **social network**. While other social networks like Facebook and Twitter focus on personal sharing and status

updates, Pinterest is all about **collecting and sharing** the things you find online. Co-founded by Ben Silbermann, the site's tag line is "Organize and share the things you love." Pinterest was launched as a closed site in March 2010 and later made invitation only. Members post images, called "pins," onto their boards for any purpose, including planning a wedding, saving recipes and redecorating a home.

Repin and Pin It Members can "repin" images from other boards onto theirs, and all boards are identified by one of several categories, which are posted on the Pinterest menu. A "Pin It" button on the user's bookmark bar (the "pinmarklet") displays all the images on a Web page for ease of selection for pinning. Videos can also be uploaded to the site.

12.2 HOW DOES PINTEREST SHARING WORK?

Why use Pinterest?

We use the Internet to search for all kinds of information, but it can be difficult to keep everything we find organized. Think of Pinterest as a sort of digital **bulletin board** or **scrapbook** for collecting the things you find online.

For example, let's say you like using the Internet to discover new recipes. Whenever you find a recipe you like, you could **save that recipe to a board**. When you click a pin, it will link you back to the original website, turning your board into a collection of **visual bookmarks**.

Pinterest isn't just about creating your own boards. It also allows you to **follow** the pins created by your friends and other users, or **pinners** as they're called on Pinterest. Whenever you're browsing Pinterest, you can easily save pins you discover to your own boards.

12.3 EXPLORING PINTEREST

Getting started with Pinterest
To get started with Pinterest, you'll need to create an account. To do this, go to **www.pinterest.com**, fill out the necessary information, and click **Sign up**. You can sign up for Pinterest with your email address or with an existing Facebook account.

Setting up your profile

After you enter your information, you'll have the option to start following some popular users and categories on Pinterest. However, the first thing you'll want to do is set up your **profile**. Click the **Profile** button in the top-right corner of the screen, then click the hexagon-shaped gear icon.

Next, scroll down to the **Profile** section. From here, you'll be able to **add more information** to your profile page and **upload a profile picture**.

Navigating Pinterest

When you sign in to Pinterest, the first thing you'll see is the **homepage**. From here, you can see recent pins from the people you follow, search for pins, browse categories, and do more.
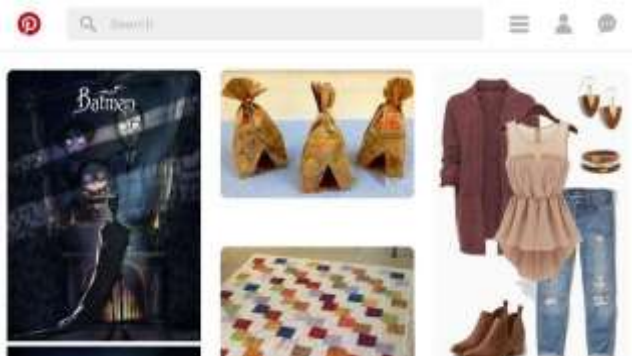
Searching Pinterest

If you're looking for something specific, you can **search** for it. Just type what you're looking for in the search box and press **Enter**.
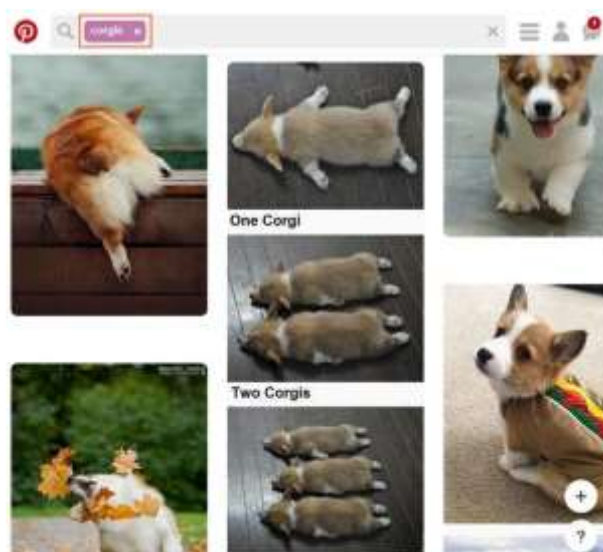
Browsing Pinterest

You can also browse recent pins by **category**. To do this, click the menu button to the right of the search box, then select a category. Popular pins that fall under that category will appear.
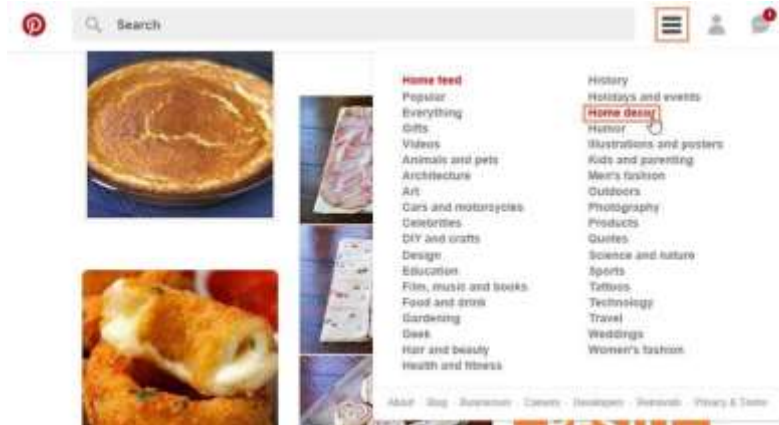
Following people on Pinterest

Whenever you see a pin you like, you can choose to **follow** the user who added it. Whenever that user adds a new pin, it will appear in the feed on your homepage. To do this, select the user and click **Follow All**. You can also choose to follow individual boards if you don't want to see all of a user's pins.

Following source links

If you want to visit the **original website** where a pin comes from, you can select it to see a larger version, then click the **image**. The source website should appear in a new browser tab or window.

12.4   SAVING, COMMENTING, AND MESSAGING

You can interact with any pin you find on Pinterest. For example, you can save a pin, leave a comment, or share the pin with others.

Saving

Whenever you find a pin that you want to save for later or share with all of your followers, you can **save** it to one of your boards. To do this, hover the mouse over the pin and select **Save**.

Pinterest used to feature a **Like** button that had a very similar function to the Save button. It has since been retired and you can now use the Save button instead.

Commenting

Comments are a great way to let a pinner know how you feel about a pin or to start a discussion with others. To access the Comments section, select a pin, scroll down, and click the **Comments** button.

Then enter your text in the box and click **Comment**.

The 27 Most Exciting Books Coming In 2016 (=)

March 15, 2016

Comments ^

Kymia

these look great! definitely want to check these out

Comment

Sending Direct Messages

If you just want to share a pin with select Pinterest users, hover the mouse over the pin and select the **arrow** button in the top-left corner. You can then search for and select a user to send it to.

Save

Q   julia fillory

Julia Fillory

Email julia fillory
Keep typing!

Find people you know

Share this Pin

Viewing Notifications

Whenever someone saves or comments on one of your pins, you'll receive a **notification**. To see your recent notifications, as well as your direct messages, click the **notifications** button in the top-right corner of the Pinterest page.
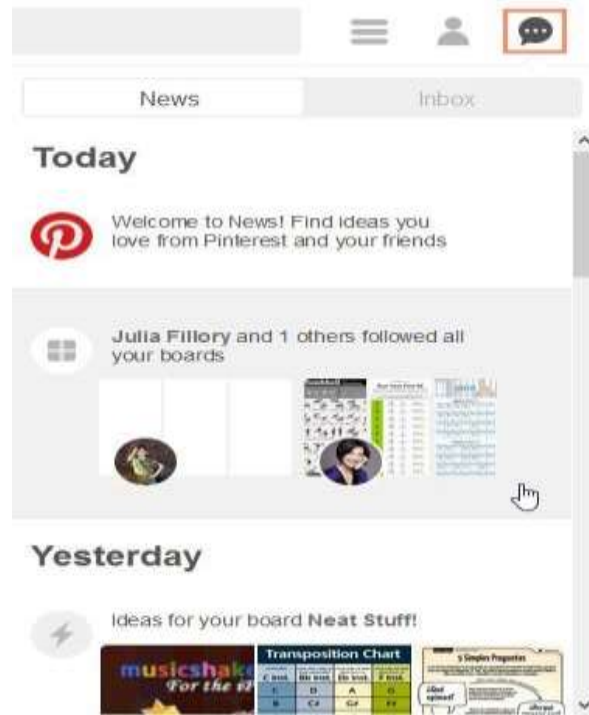
12.5   CREATING A PINTEREST BOARD

Making your own board is probably one of the first things you'll do on Pinterest. Whether you're using Pinterest to **organize** the things you find online or **share** some of your favourite stuff with other people, Pinterest makes it easy to start pinning.

To create a new board, go to your profile page, then select **Create Board**.
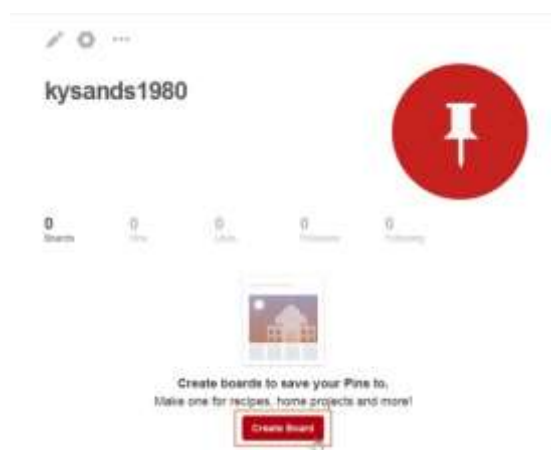
A window will appear. Enter the necessary information for your board, then click **Create**.

12.6 ADDING PINS TO BOARDS

Once you've created a board, you're ready to start adding pins! There are several ways to add a pin to a board. In our opinion, the easiest method is the **Pin It** button. This is a special button you can add to your web browser.

Using the Pin It button

As you saw in the video above, installing the Pin It button is pretty simple. Just goto **this page** and click **Get our browser button**.
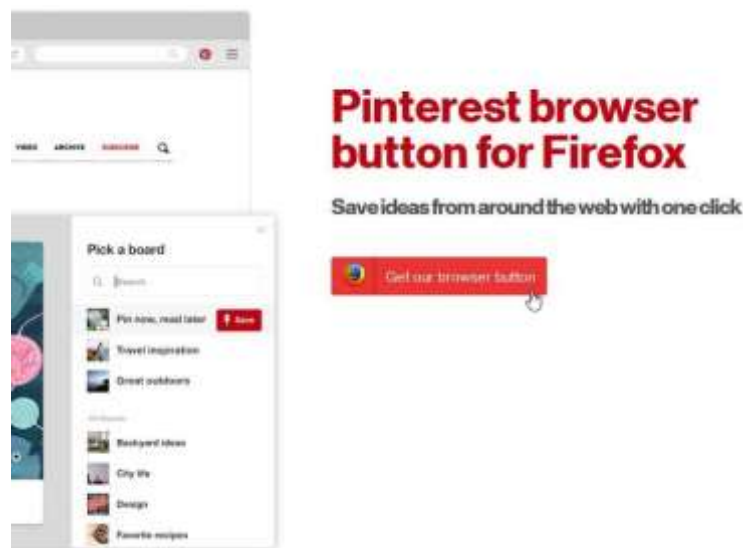
Whenever you see something new that you want to pin, click the **Pin It** button, which is located in the toolbar of your browser.
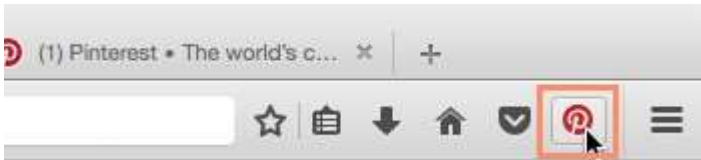
Then select the image you'd like to use for the pin by clicking the **Save** button.

A new window will appear. Select the desired board, then click **Save**.
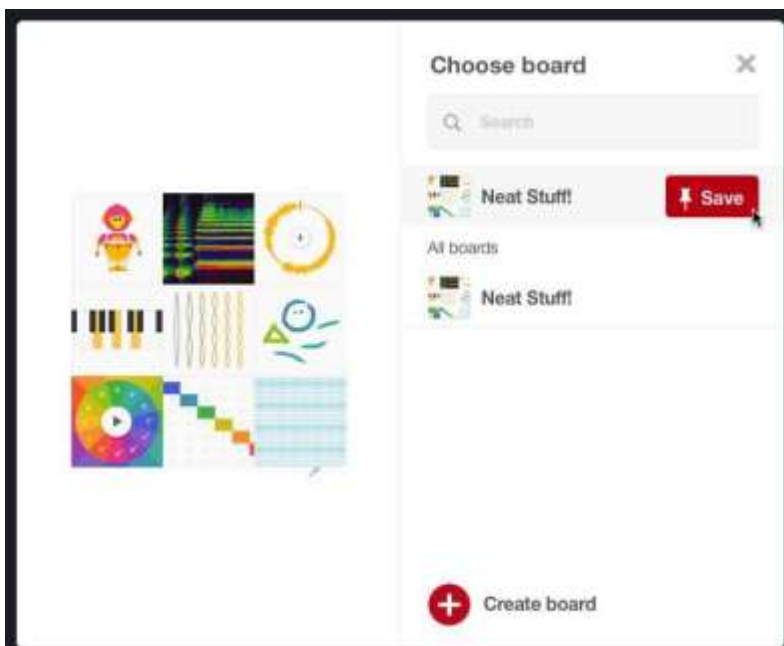
That's it! The pin will be added to your board, and the people who are following you on Pinterest will see the pin on their homepages.

Other ways to add pins

As we mentioned above, there are a few other ways to add pins to your boards. To get started, select the desired board, then choose **Add a Pin**.

Using a website's URL

If you want to pin something from a specific webpage, go to the board you'd like to add the pin to and click **Save Pin**. A **Save from** dialog box will appear. Click **The web**.
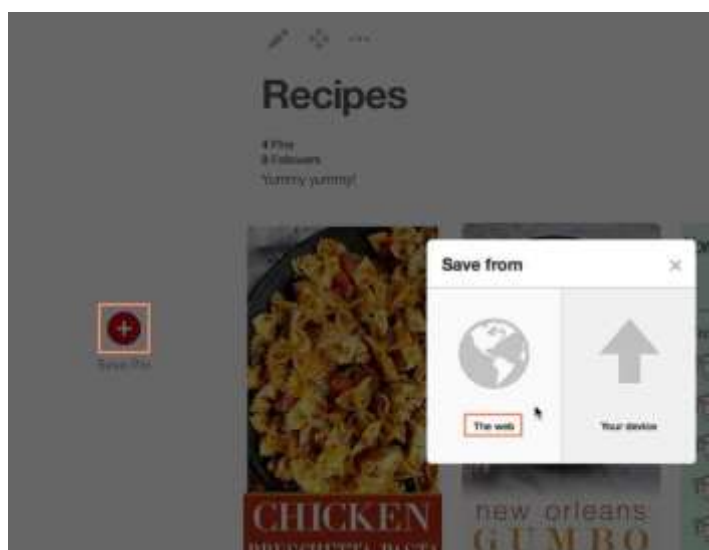
Then you'll need to **copy and paste the website's URL** and select **Next**.

Finally, select the photo you'd like to use for the pin and click **Save**. Your pin will be created and added to your board.

Choose an image to create a Pin

Uploading an Image

If you want to pin a picture from your computer, click the **Save Pin** button, thenselect **Your device**.
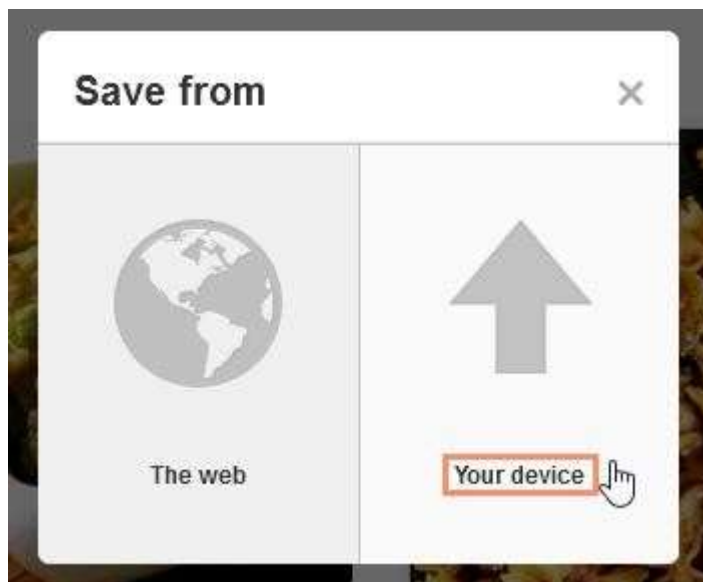
You can then **locate and select the file** to upload it to Pinterest.
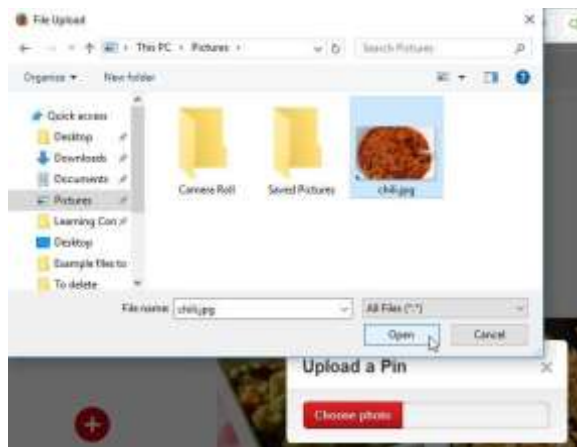
Keep in mind that an uploaded pin won't automatically include a link to another website, although you can choose to add one manually.

12.7 MANAGING YOUR PINS AND BOARDS

After you've been using Pinterest for a while, you may want to organize and edit your boards. You can do this from your **profile page**. Just select the **profile** icon in the top-right corner to access your profile page at any time.
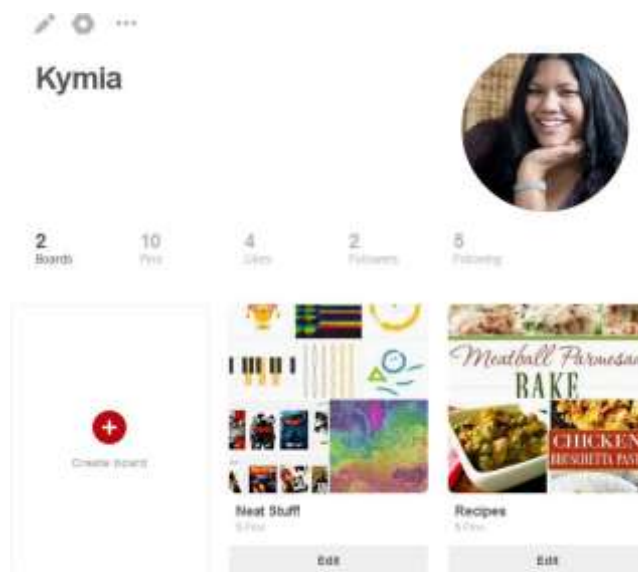
Editing Boards

There are several ways to edit your boards. For example, if you want to change a board's details, like its name or description, click **Edit** underneath the board.

A menu page will appear where you can make changes to the board's **name**, **description**, **cover**, and more. Once you're done making changes, click **Save**.
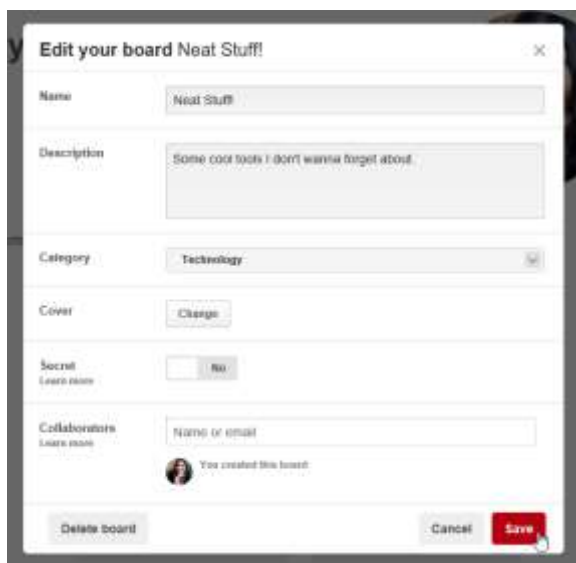
Rearranging Boards

Whenever you create a new board, it will automatically become the top-most board on your profile page. To **rearrange** your boards, simply click and drag them to their desired locations.

Sharing Boards

You can give other users permission to add pins to your boards. This is a great way to collaborate and share ideas with friends on Pinterest. To share a board, select **Edit**, then type a user's name or email address in the **Collaborators** box andclick **Save**.
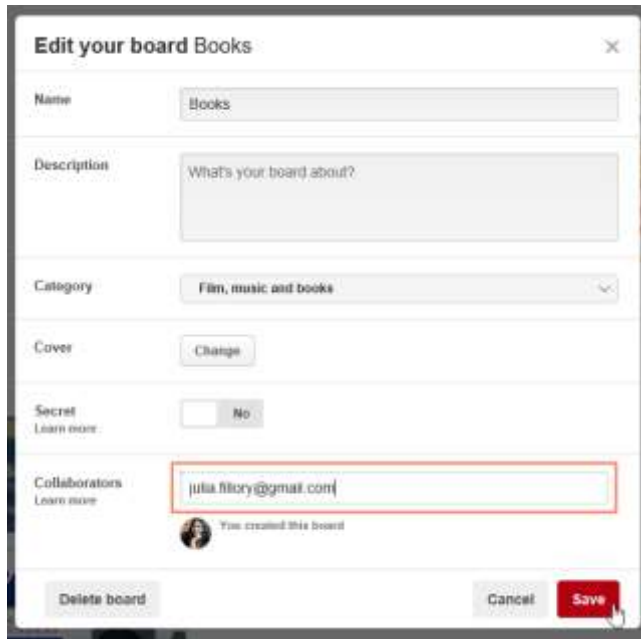
Editing Pins

If you want to edit a pin's caption or source link, hover the mouse over the pin andselect the **edit pencil**.
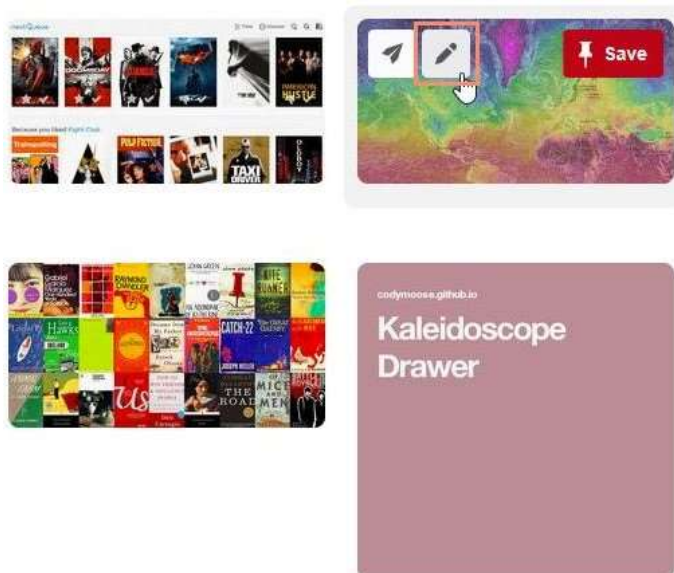
From here, you can change the description, source link, and the board it's pinned to. You can also choose to **delete the pin** if you want.

Creating a Secret Board

If you don't want anyone to see the things you're pinning, you can create a **secret board**. To do this, simply create a board as you normally would, but make sure to toggle the **Secret** option from **No** to **Yes**.
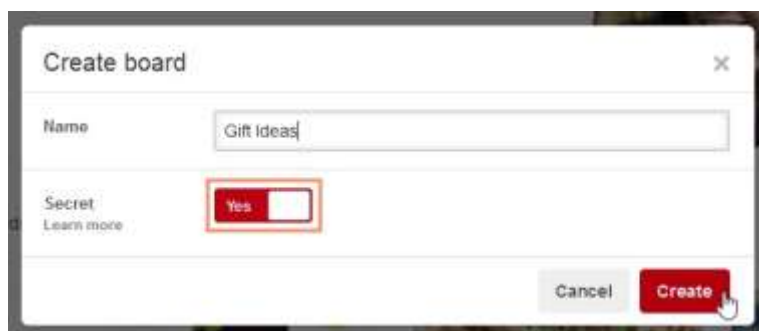
Pinterest for Mobile Devices

It's easy to access Pinterest on the go with the **Pinterest app**. Available for **iOS** and **Android**, the Pinterest app allows you to explore recent pins, create new boards, and more. You can also pin things directly from the web using your device's built-in browser.
Navigating the app

The Pinterest app offers most of the same features you'll find on the desktop version of Pinterest, but you'll still need to become familiar with the mobile interface.
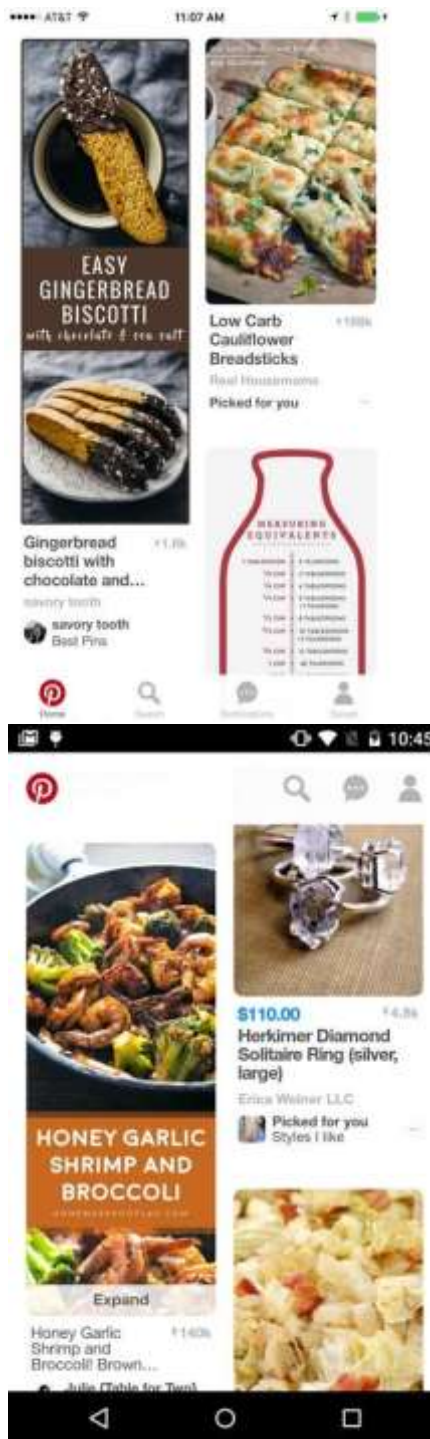
Following Source Links

The procedure for following a pin's source link is the same for both the iOS and Android versions of the app. You'll first need to **tap the pin**.
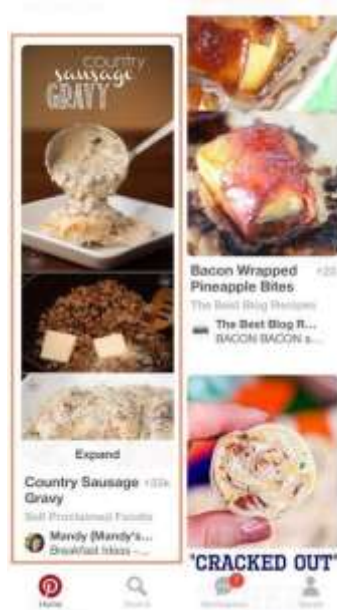
The app will zoom in on the pin, giving you various possible actions, including liking, sharing, and commenting. To view the source link, simply tap **the image for the pin**.

This will bring up the webpage within the Pinterest app, allowing you to view the full content of the source link.

Adding Pins From The App

There are several ways to add a pin from your mobile device. For example, you can add a pin within the app, from the web, or by using your device's camera. In our experience, though, it's especially easy to **save** things you find while browsingthe app.

Once you've found a pin you'd like to add, tap it to open it. Then tapthe **Save** button.

Then tap the **board** you'd like to save it to, and it will be added.
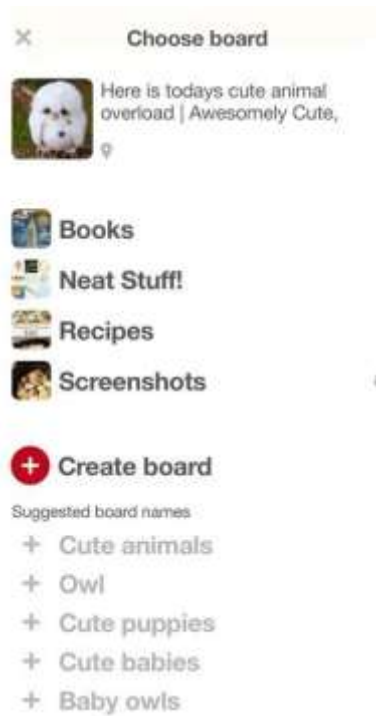
Adding Pins From The Web

You can pin things you find online from your device's web browser. Note that you must have the Pinterest app installed on your device to use this feature.

Enabling Pinterest Saving in Ios:

If you're using a device with iOS, you'll need to enable Pinterest as a sharingoption in Safari before you can save pins from the web.

First, you'll need to open **Safari** and tap the **Share** button.

Scroll right and tap **More**.

Locate **Pinterest** and toggle the switch so it's turned on, then tap **Done**.

The **Pinterest** button will now be available in the Share menu.
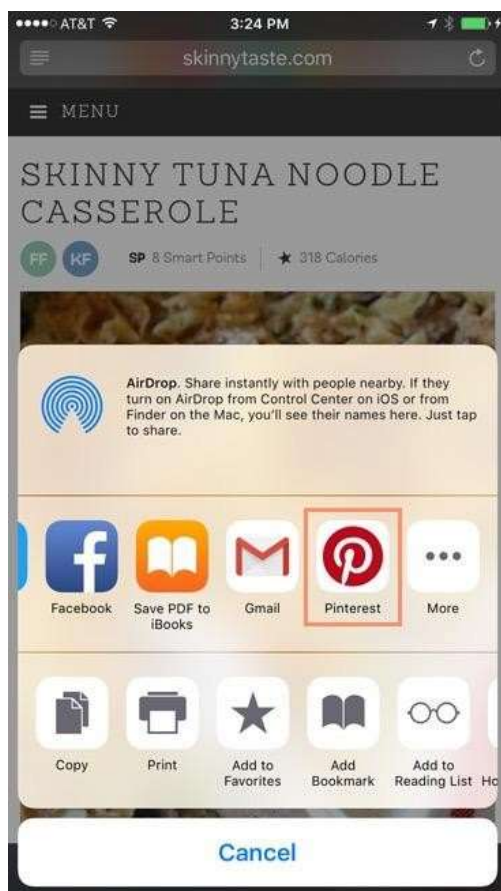
Adding a pin with iOS:

Once you've enabled Pinterest in the share menu, navigate to the webpage you'dlike to save and tap the **Share** button.

Then you'll need to select the **Pinterest** button.

A new screen will appear with various photos from the webpage. Select the oneyou'd like to use as the image for your pin.
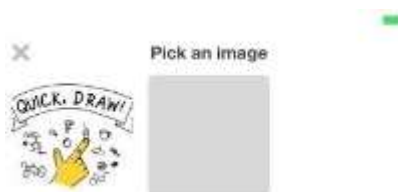
Finally, choose the board you'd like to save the webpage to, and your pin will beadded.
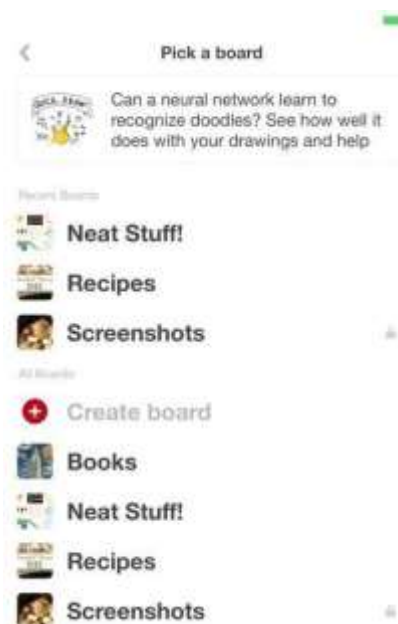
ADDING A PIN WITH ANDROID:

Navigate to the webpage you'd like to save, then tap the **Menu** button.

In the menu that appears, tap **Share**...
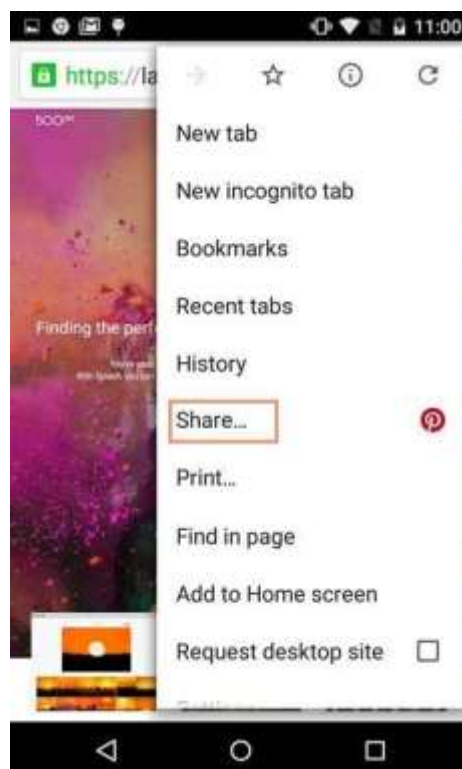
Next, locate and tap **Create a Pin**.
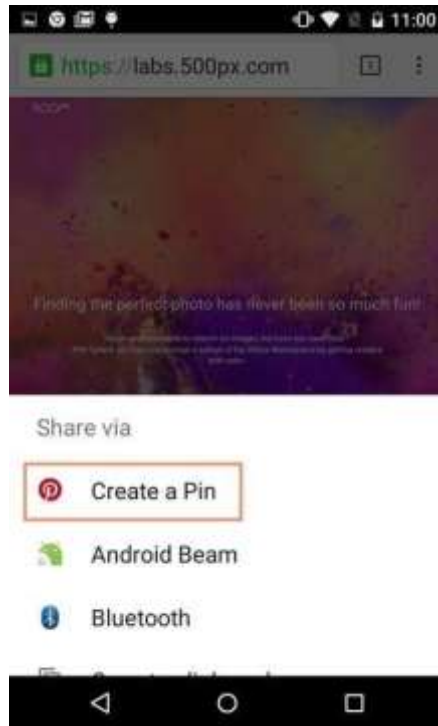
A new screen will appear with various photos from the webpage. Select the oneyou'd like to use as the image for your pin.

Finally, choose the board you'd like to save the webpage to, and your pin will beadded.
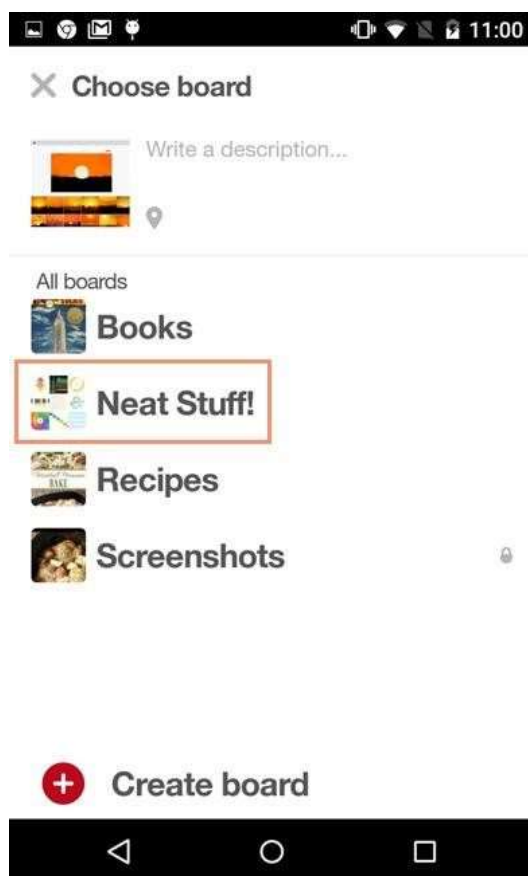
12.8   PINTEREST SETTINGS

There are several **settings** you can change on Pinterest. To access your account options, go to your profile, then select the hexagon-shaped gear icon to get to **Account Basics**.

From here, you can update your password, change your email notification settings, and more.

12.9   COPYRIGHT AND PIN ETIQUETTE

Pinterest has faced some serious criticism with respect to **copyright law**. The issue lies in the fact that many pins are not accurately linked to their original sources. You can prevent this by making sure your pins **always link** to their sources, which gives credit to the original content creator. If you're posting your own original content, keep in mind that it is especially easy for people to copy and repost images on Pinterest. We recommend including a link to your personal website when posting original content.

12.10 WHY PINTEREST PRIVACY IMPORTANT?

It's important to realize that with the exception of your secret boards, anything you pin on Pinterest is completely **public**. This is why we recommend always using your best judgment when pinning things to Pinterest. Also note that pinning something obscene or overtly offensive can result in the termination of your Pinterest account.

12.11 KEYWORDS

- **<u>Pinterest</u>** is a popular **social network**. It is all about **collecting and sharing** the things you find online.
- **Boards** are where you save, collect, and organize your Pins. You can create new **boards** from your profile or as you create a new a Pin.
- **Pin** means any image added to **Pinterest**, while the word board means a set of **pins**

- **Pinner** It is a user on the social bookmarking platform **Pinterest**; the term describes someone who saves, or pins, a page or image from the internet.

12.12 CHECK YOUR PROGRESS

Q.1.   What do you mean by Pinterest?

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Q.2.   Who can repin images on Pinterest?

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Q.3.   How can you share your Pinterest board? Q.4.How can you avoid Copyright Issues on Pinterest?

_____
_____
_____
_____
_____

12.13 REFERENCES

Pinterest's official blog: Here, you'll find the latest updates from Pinterest.https://business.pinterest.com/en/blog
Pinterest Help Centre: Here, you'll find solutions to common problems you mayexperience on Pinterest.
https://help.pinterest.com/en
Pinterest for Business: If you want to share pins as a business or organization,this resource will show you how to join Pinterest as a business, how to access
important analytics, and more.
https://business.pinterest.com/en

GOOGLE ANALYTICS

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STRUCTURE
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13.0   OBJECTIVES

This unit briefly –
- Understanding all about Google Analytics
- Benefits Google Analytics
- Features of Google Analytics

13.1   UNDERSTANDING GOOGLE ANALYTICS

Google Analytics is a <u>web analytics</u> service offered by <u>Google</u> that tracks and reports website traffic, currently as a platform inside the <u>Google</u> <u>Marketing Platform</u> brand. Google launched the service in November 2005.

13.2   EXPLORING GOOGLE ANALYTICS

Google Analytics is the most widely used web analytics service on the web.Google analytics is used to <u>track</u> website activity such as <u>session</u> duration, pages per session, <u>bounce rate</u> etc. of individuals using the site, along with the information on the source of the traffic. It

can be integrated with Google Ads, with which users can create and review online campaigns by tracking landing page quality and conversions (goals). Goals might include sales, lead generation, viewing a specific page, or downloading a particular file.

Google Analytics can identify poorly performing pages with techniques such as funnel visualization, where visitors came from (referrers), how longthey stayed on the website and their geographical position. It also provides more advanced features, including custom visitor segmentation. Google Analytics ecommerce reporting can track sales activity and performance. The e-commerce reports show a site's transactions, revenue, and many other commerce-related metrics.

13.3   BENEFITS

Analytics helps you get a deeper understanding of your customers so you can deliver better experiences and drive results.

- **Build a complete picture.**

Analytics makes it easy to understand how your site and app users are engaging with your content, so you know what's working and what's not. See how people are interacting with your sites and apps and the role that different channels play by viewing robust reports and dashboards. You can even connect systems used to measure CRM, points of sale, and other touchpoints with your customers for a more complete view.

- **Get insights only Google can give.**
Use Google's unique machine learning capabilities to discover new insights from your data — such as which users are likely to convert or which customers have high revenue potential.

- **Connect your insights to results.**
Analytics is built to work with Google's advertising and publisher products so you can use your insights from Analytics to help you reach the right customers. Connect Analytics with Display & Video 360, Google Ads, AdSense, AdMob, and Ad Manager. Create remarketing lists using your Analytics data and then easily access them in Display &Video 360 and Google Ads.

- **Make your data work for you.**
Analyse data quickly and encourage collaboration with an easy-to-use interface and shareable reports. Process and share huge amounts of data in a snap, while using google analytics' configuration APIs to keep things flexible and fully programmatic. Analytics also offers

built-in technical support and a global infrastructure that delivers secure, accurate data across your sites and apps while staying fully under yourcontrol.

13.4   FEATURES

Analytics helps you understand how people use your sites and apps, so you can take action to improve their experience. Discover what Google Analytics can do by checking out the features list below:

- **ANALYTICS INTELLIGENCE**

Get fast answers to questions about your analytics data, uncover insights about how your business is performing, and tap into sophisticated modelling capabilities.

➢ **Answers to Your Questions**

Anyone on the team can ask questions about business metrics directly in-product, freeing analysts to spend their time on deeper research and discovery.

➢ **Proactive Insights**

Analytics will automatically surface insights from your data on key changes, new trends and other opportunities you should be aware of.

➢ **User and Conversion Modeling**

Access <u>Smart Goals</u>, <u>Smart Lists</u>, and <u>Session Quality</u> data, which use machine learning to help drive more conversions.

- **Reporting**

Understand how customers are interacting with your site and apps, and easily share insights across your organization with a variety of reporting tools.

➢ **Audience Reports**

Access a wide range of <u>audience report </u>types to learn about your users:

1) **<u>Active Users</u>**

Measure active users based on their interactions with your site orapp in the last 1, 7, 14, or 30 days.

2) **<u>Lifetime Value</u>**

Understand how much value different users create for your business based on activity across multiple sessions.

3) **<u>Audiences</u>**
See a cross-channel view of the audiences you've created in Analytics.

4) **<u>User Explorer</u>**

Understand individual, rather than aggregate, user behaviour.

➤ **Advertising Reports**

Analytics offers <u>many reports</u> that can help you analyse, understand,and improve your online advertising efforts.

1) **<u>Google Ads</u>**

Get post-click performance metrics for users who clicked on your Ads campaigns and then came through to your website or used your mobile app.

2) **<u>Display & Video 360</u> (Analytics 360 only)**

View and analyse Display & Video 360 campaign data in Analytics.

3) **<u>Search Ads 360</u> (Analytics 360 only)**

View and analyse Search Ads 360 data in Analytics 360.

➤ **Acquisition Reports**
See how you acquire users, their behaviour on your site after acquisition, and their conversion patterns.

1) **<u>Search Console</u>**

See how pre-click data, like queries and impressions, correlate withpost-click data, like bounce rate and transactions

2) <u>Social</u>

Understand how your social efforts impact engagement on your siteand apps

3) <u>Campaigns</u>

See how ad campaigns, search engines, social networks, and moreare impacting site engagement.

➢ **Behaviour Reports**

Better understand how your users are interacting with your site.

1) <u>Behaviour Flow Report</u>

This report visualizes the path users travelled from one page or Event to the next. Discover what content keeps users engaged with your site or identify potential content issues.

2) <u>Site Search</u>

Understand which of your users used your site's search function, which search terms they entered, and how effectively the search results created deeper engagement with your site.

3) <u>Site Speed</u>

See how quickly users are able to see and interact with your content. You can identify areas that need improvement and then evaluate those improvements.

➢ **Conversion Reports**

See how all your channels are working together to drive conversions onyour site and apps.

1) <u>Goal Flow</u>

See the path your users travelled towards a Goal conversion. This report can help you see if users are navigating your content as expected or identify problems, such as high drop-off rates or unexpected loops.

2) <u>Ecommerce</u>

Analyse purchase activity on your site or app. You can see product and transaction information, average order value, ecommerce conversion rate, time to purchase, and other data.

3) __Multi-Channel Funnels__

What role did prior website referrals, searches, and ads play in driving conversions on your site? See how your marketing channels (i.e., sources of traffic to your website) work together to create sales and conversions.

➢ **Real-Time Reporting**

Understand what's happening on your site in the moment with <u>real-time reporting</u>. Audiences created for remarketing and experimentation are also available and processed in real time.

➢ **User Flow Reporting**

See how visitors move through your websites with <u>flow visualization reporting</u>. <u>Content groupings</u> analyse groups of pages, while <u>user explorer</u> analyses the actions of a specific user.

➢ **Data Freshness (Analytics 360 Only)**

With Analytics 360, get updated insights as quickly as every 10 minutes, so you can evaluate your performance in near real-time. Understand what your users are doing right now and how changes to your site or new content affects their experience. <u>Learn more.</u>

➢ **Unsampled Reports (Analytics 360 Only)**

With Analytics 360, you get the ability to create <u>unsampled reports</u>, giving you access to more data and more insights.

➢ **Roll-Up Reporting (Analytics 360 Only)**

With <u>Roll-Up Reporting</u> in Analytics 360, get an aggregated view of all data from your Analytics properties to see global metrics or isolate individual brand performance across countries.

• **Data Analysis and Visualization**

Analytics provides many ways to access, organize, and visualize your data to suit your business needs.

➢ **Data Access**

Access your data anywhere. In addition to our web application, we provide an official mobile app (<u>Android</u> and <u>iOS</u>), email alerts, an

external reporting API, and integrations to multiple Google products.

➤ **Filtering and Manipulation**

Customize your data to meet your needs with advanced filters, custom channel groupings, content groupings, and calculated metrics.

Analytics 360 users, and those with Firebase-connected apps, can get even more detailed filtering with the built-in connection to BigQuery, Google Cloud's enterprise data warehouse.

➤ **Funnel Analysis**

Analytics offers tools for insightful funnel analysis on your sites and apps.

1) **Shopping and Checkout Funnels**

Analyze the customer path to purchase and determine where customers drop off at each stage in the funnel.

2) **Custom Funnel** (Analytics 360 only)

Configure these funnels at any time (not just during implementation) to customize your funnel analysis to your business.

3) **Multi-Channel Funnels**

Visualize and report on the multiple campaign touchpoints that users engage in across sessions along the path to conversion.

4) **App Event Funnels**

Configure visualization of in-app events into logical sequences to better understand how one action relates to another.

➤ **Segmentation**

In addition to built-in segments, you can create custom segments at thesession or user ~~level whi~~ch are compatible with supporting Google products like Google Ads.

- ➢ **Visualization and Monitoring**

  Our built-in reports offer a variety of ways to visualize your unique data. Customers can also create customizable dashboards with a variety of widgets.

- ➢ **Custom Funnels (Analytics 360 Only)**

  Visualize the steps your users take to complete an event. You can use this to improve your site and reduce inefficiencies in your user flows. You can also create an audience list to re-engage users who drop out ofthe funnels. Learn more.

- ➢ **Advanced Analysis (Analytics 360 Only)**

  Dive into all your data to find important insights about your customers with sophisticated analysis capabilities.

- • **Data Collection and Management**

  Analytics helps your organize and manage your data.

- ➢ **Collection APIs**

  Analytics supports Javascript libraries, mobile app SDKs, and an open measurement protocol that allows you to import interaction data from any internet-connected third-party system.

- ➢ **Tag Management Support**

  Analytics is supported by all leading tag management systems and works seamlessly with Google Tag Manager and Tag Manager 360.

- ➢ **Configuration APIs**

  Explore a variety of ways to manage your Analytics account with our configuration APIs.

- ➢ **Custom Variables**
  Import customized data easily. Custom variables, including custom dimensions, custom metrics, and calculated metrics, can monitor a variety of structured or unstructured text or metrics.

- ➢ **Data Import**
  Import data from external sources and combine it with data collected via Analytics for a more complete view.

➢ **User Access Controls**

User access controls let you control access for different users of your Analytics account.

With Analytics 360, you can manage access with the highest level of control.

➢ **Custom Tables (Analytics 360 Only)**

Get fast, unsampled data for your most important data sets. With Custom Tables, you specify a combination of metrics or dimensions that you want Analytics to process unsampled on a daily basis.

➢ **Google BigQuery Export (Analytics 360 Only)**

Get access to raw data that refreshes every 10 minutes. BigQuery enables interactive analysis of up to trillions of rows of data, the joining of multiple data sources, advanced predictive modeling, natural language processing, machine-learning capabilities, and more.

• **Data Activation**

Make smarter marketing decisions informed by your data.

➢ **Intelligence and Anomaly Detection**

Analytics offers a diagnostics tool to alert users to unexpected events ormetrics.

The Analytics Assistant tool surfaces relevant business insights and, over time, customizes which insights are relevant for which user.

➢ **Predictive Analysis**

Analytics can help you predict valuable users and actions. Smart Lists identifies which users to re-engage with ads, while Smart Goals predicts which on-site actions are most valuable.

➢ **App Notifications and Remote Configs**
Create audiences for your mobile app users with Firebase and use them to send push notifications and remote configurations across otherapp developer features.

➢ **Audience Demographics**

Demographic and interest data detail the age, gender, and interests of users.

- **Integrations**

Analytics is designed to work seamlessly with other Google solutions and partner products, saving your time and increasing efficiency.

➢ **Google Ads**
See your ads and website performance data together in the Google Ads reports in Analytics 360. You can also import your Analytics goals, e- commerce transactions and metrics into your Ads account. Learn more.

➢ **Display & Video 360 (Analytics 360 Only)**
View and analyze Display & Video 360 data in Analytics 360 with anew set of dedicated reports. The integration also enables you to create audiences in Analytics 360 and use those audiences for remarketing in Display & Video 360.

➢ **Search Ads 360 (Analytics 360 Only)**
See and analyze your Search Ads 360 data in Analytics 360. You'll seea new set of dedicated reports with detailed metrics. Learn more.

➢ **Surveys 360**

Get real feedback to drive smarter decisions. Create an audience ofusers in Analytics, and then send surveys to them in Surveys 360.

➢ **Optimize 360**

Create custom site experiences using the audiences you've already created in Analytics.

➢ **Google AdSense**

Connect your Google AdSense account to Analytics for greater insightsinto your AdSense data and performance.

➢ **Google Cloud (Analytics 360 Only)**

With a built-in connection to BigQuery, Google Cloud's enterprise data warehouse, you can easily join Analytics 360 data with other datasets and unlock BigQuery's powerful tools for identifying insights.

➢ **Salesforce Sales Cloud Integration (Analytics 360 Only)**

Import your offline conversions into Analytics 360 faster. Easily import sales pipeline events directly from Salesforce Sales Cloud and combine with Analytics 360 data for reporting, segmentation, and more.

➢ **Salesforce Marketing Cloud Integration (Analytics 360 Only)**

Audiences created in Analytics 360 are available in Salesforce Marketing Cloud for direct marketing, including email and SMS.

Data from Analytics 360 is visible in the Marketing Cloud reporting UIfor a more complete understanding of campaign performance.

Marketing Cloud engagement data is available in Analytics 360 to helpyou understand your marketing effectiveness.

➢ **Data Studio**

Apply Analytics segments to your Data Studio reports, and see how your data is being sampled.

➢ **Google Ad Manager (Analytics 360 Only)**

Apply your Analytics 360 insights to Ad Manager to optimize your own sites and apps for user experience and earn more.

➢ **Google Search Console**

Associate your Analytics account with a site in your Search Console account to see Search Console data in your Analytics reports. You'll also be able to access Analytics reports directly from the Links to your site, and Sitelinks pages in Search Console.

13.5 LIMITATIONS

In addition, Google Analytics for Mobile Package allows Google Analytics to be applied to mobile websites. The Mobile Package contains server-side tracking codes that use PHP, JavaServer Pages, ASP.NET, or Perl for its server-side language. However, many ad filtering programs and extensions, such as Firefox's Enhanced Tracking Protection, No Script browser extension, and the mobile phone app Disconnect Mobile, can block the Google Analytics Tracking Code. This prevents some traffic and users from being tracked and leads to holes in the collected data. Also, privacy

networks like Tor will mask the user's location and present inaccurate geographical data. Fewer users must have JavaScript-enabled/capable browsers or turn this feature off. These limitations, mainly ad filtering programs, can allow many visitors to avoid the tracker, sometimes more than the majority.

One potential impact on data accuracy comes from users deleting or blocking Google Analytics cookies. Without cookies being set, Google Analytics cannot collect data. Any individual web user can block or delete cookies resulting in the data loss of those visits for Google Analytics users. Website owners can encourage users not to disable cookies; for example, by making visitors more comfortable using the site through posting a privacy policy. These limitations affect the majority of web analytics tools which use page tags (usually JavaScript programs) embedded in web pages to collect visitordata, store it in cookies on the visitor's computer, and transmit it to a remote database by pretending to load a tiny graphic "beacon".

Another limitation of Google Analytics for large websites is the useof sampling in the generation of many of its reports. To reduce the load on their servers and to provide users with a relatively quick response to their query, Google Analytics limits reports to 500,000 randomly sampled sessions at the profile level for its calculations. While margins of error are indicated for the visits metric, margins of error are not provided for any other metrics in the Google Analytics reports. For small segments of data, the margin of error can be very large.

13.6   KEYWORDS

- **Google Analytics** - A <u>web analytics</u> service offered by <u>Google</u> that tracks and reports website traffic, currently as a platform inside the <u>Google</u> <u>Marketing Platform</u> brand.

- **Google Ads** It is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website.

- **Campaign**: A set of ad groups (ads, keywords, and bids) that share abudget, location targeting, and other settings. **Campaigns** are often used to organize categories of products or services that you offer. Your **Google** Ads account can have one or many ad **campaigns** running.

- **AdSense** (**Google AdSense**) is an advertising placement serviceby **Google**. The program is designed for website publishers who want to display targeted text, video or image

advertisements on website pages and earn money when site visitors view or click the ads.

1. **AdSense for content:** display ads on a website
2. **AdSense for domains:** display ads on unused ...
3. **AdSense for feeds:** display ads in RSS feeds

13.7   CHECK YOUR PROGRESS

Q.1   Describe Google Analytics

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Q.2   Name some Google Analytics techniques to identify poorly performing pages.

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Q.3   What are the major benefits of Google Analytics?

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Q.4   Describe the Reporting feature

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Q.5   What is Funnel Analysis?

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13.8 REFERENCES

https://marketingplatform.google.com/about/

UNIT : 14	INFLUENCER MARKETING

STRUCTURE

14.0 OBJECTIVES

This unit briefly:
- Understanding the influencer marketing
- Advantages of influencer marketing
- Techniques of influencer marketing

14.1 UNDERSTANDING INFLUENCER MARKETING

Influencer Marketing is a hybrid of old and new marketing tools. At a fundamental level, influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers.

But influencer marketing doesn't just involve celebrities. Instead, it revolves around influencers, many of whom would never consider themselves famous in an offline setting.

Influencer marketing works because of the high amount of trust that influencers have built up with their following, and recommendations from them serve as a form of social proof to your brand's potential customers.

Influencer marketing isn't just about finding someone with an audience and offering them money or exposure so they can say good things about you. That's what viral celebrities are for. Influencers are people who've spent time building their own brand and cultivating their audience; they will be naturally protective of their reputation and the people who trust them. They're people who had the patience and focus to succeed in social media, one organic follower at a time— people like this aren't interested in doing influencer marketing solely for the money.

Influencer Marketing is also not about quick results. It's the same kind of slow-and-steady approach as Social Media and Content Marketing, where your campaign isn't about directly selling your wares. It's about demonstrating your authority, credibility, and thought leadership within your industry. It's about becoming synonymous with whatever it is that you offer, like when people say they're going to Xerox a document instead of photocopying it, or to Hoover the floor, rather than vacuuming it.

With Social Media Marketing, it's a slow game of acquiring the kind of followers who are going to be loyal and engaged. It's tempting to think that joining forces with an influencer is going to be an easy way into the hearts and minds of his or her followers—it's not that simple, though. Because to ally yourself with influencers, you've got to earn their trust and respect.

14.2 WHAT ARE INFLUENCERS?

An influencer as being someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience. A following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

One of the biggest mistakes that traditional media makes is a failure to see the difference between celebrities and online influencers. It is also important to realize that it is the influencers who have built a keen and enthusiastic audience. It is not accidental that these people follow influencers, not the brand. In reality, the audience doesn't care less about your brand. They only care about the opinions of the influencers. Don't try and foist rules and business practices onto an influencer. The audience is there's and they can simply walk away, taking their followers with them.

14.3   WHAT WORKS IN INFLUENCER MARKETING

- Carefully consider your approach to influencer marketing
- Be organized, put together a strategy, plan, and budget, spend timeon research
- Decide on your approach to finding influencers – find them organically, subscribe to a platform, or work through an agency
- Be patient and be human – people talking to people, not companiestalking to companies
- Integrate with your PR schedule, product release schedule, etc.
- Send emails on behalf of key executives. Plan travel schedules forexecutives and arrange face-to-face meetings.

14.4   WHAT INFLUENCER MARKETING IS NOT

Generalizing your approach to finding and making use of different influencers. One size doesn't fit all influencers: tailor your approach tothe specific influencer

Influence does not only mean popularity. Remember that your goal is to elicit a particular action from your customers. Don't automatically assume that the people with the most followers are the influencers of a niche.

- **One Simple Rule: Influencer Marketing is Marketing to Influencers**

With traditional social media marketing, a brand can set up its identity on whatever platform it chooses and, as time passes and its follower bases grow, they can see who their brand champions are. These are thecustomers who like and share content, or mention the brand itself in a post. Followers like these can be further nurtured through personal attention and as part of a highly segmented group of all the brand champions. Efforts to market to this group focus on ways to keep them spreading the word.

One problem with this approach is that some of a brand's followers just don't have enough followers themselves to make much impact. In fact, most ordinary people on social networks don't. Most people have a small network of maybe a few hundred friends and associates representing all kinds of tastes and preferences. Meanwhile, brands struggle to curate and create content that they hope will resonate with their followers in some meaningful way, all while staying engaged with the day-to-day interactions.

This scattershot approach to social marketing yields predictably erratic results. Instead of blindly trying to grab likes and followers, or throwing various bits of content out to see what sticks, influencer marketing tells us that our time is better spent in marketing directly to influential people whose likes and dislikes we already know — they align well with our own. This means engaging with these people across social accounts—not just following and liking, but commenting and demonstrating knowledge and a personality. It can also mean curating or creating content that's hand-picked to get the attention of influencers. While it's the influencer's audience that's the ultimate prize, the target market for brands includes the influencers themselves.

By laying this groundwork, you can achieve two things as a brand:
1. By merely interacting in positive and constructive ways on influencers' social pages, you gain early access to their followers. You're not promoting anything to them; you're showing your face as a member of their community, adding to your credibility down the line.

2. Eventually, when you do propose some kind of influencer marketing collaboration, they'll already know you. Influencers aren't celebrities, per se, but their online life can look a lot like a famous person's real-world one: lots of interruptions from people they don't know, wanting a piece of their time, either to praise them or to pitch them. You need to be able to stand out from the noise of attention they get in the form of emails and tweets. This means that when you finally reach out to them, they'll already know what you're about, and they'll know whether you're a good fit for their audience.

14.5 THE VALUE OF INFLUENCER MARKETING

While Instagram influencer marketing is a well-known strategy, there are many other networks that are growing for influencers. According to Adweek, the industry is set to reach $10 billion in worth by 2020. Other networks like Snapchat, YouTube and TikTok have their own set of influencers with different demographics.

Influencer marketing agency Mediakix surveyed marketers at the end of 2018 to see what their feelings on influencers were for the new year.
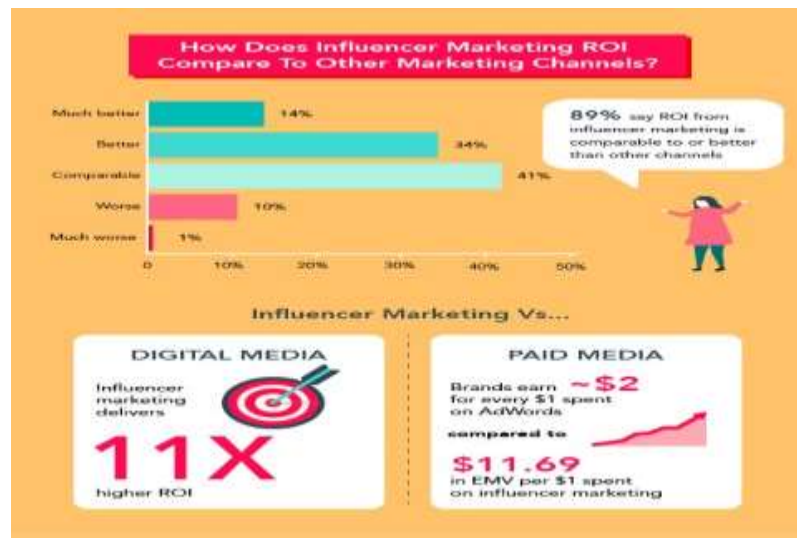
Of those surveyed, 89% said ROI from influencer marketing was comparable to or better than other networks. The same survey noted that 65% of marketers plan on increasing their budgets for 2019.

14.6 HOW TO CREATE AN INFLUENCER MARKETING STRATEGY

Like any marketing tactic, an influencer program takes deliberate targeting and planning. You won't find strategic success just by sending free things out to everyone who asks or to your existing friends and acquaintances

1. How to find and pay social media influencers

Much like any strategy, research is the first step. Choose the network you want to focus on first. You can always expand to other networks later but if you're just starting out, stick with one. Ideally, your brand should already have a presence on this network or be looking to expand into it. Demographics vary on each network. If you're unsure of where to begin, our article on social media demographics is a good starting point.

The industry you're in also matters when you're planning to implement an influencer marketing strategy. Beauty and fashion brands shine on Instagram and YouTube. The video game industry dominates on Twitch.

During your research phase, look into the type of influencers your interested in. Are you going for celebrities with massive followings? Or micro influencers with less than 2000 followers? Perhaps something in between in the 5–10k follower range is more your preference. Whateveryou decide to focus on will determine your budget.

Compensation varies wildly, too, so be sure to look at common rates for those influencer types. Micro influencers tend to be focused on a few topics and accept products. Some micro influencers work independently while others may be represented by an agency or network. Whereas, larger accounts and celebrities will need compensation and might even go througha talent agency.

You'll need to think about the expected ROI of your influencer marketing campaign: how will you gauge the contributions of influencer posts to your overall marketing goals? One approach might be to compare your expectations for influencers to other firms – look at how you might gauge the budget for a video production firm's work in creating an ad for you versus an influencer creating a video. It may initially seem like judging the value of influencers is unpredictable, but this type of approach will giveyou a familiar point of comparison and contrast.

In 2017, Influence.co published the results of their research into Instagram influencer payment. They looked at the average cost per Instagram post andfound:

- The overall average price was $271 per post.
- The average price for micro-influencers with fewer than 1,000 followers was $83 per post.
- The average price for influencers with more than 100,000 followerswas $763 per post.

Research is key and you'll find yourself returning to this step often in the process.

2. Set a budget and management strategy

Now that you have some idea of what to pay influencers, you need to create your budget. Be sure to also factor in time for planning, executing and reviewing your strategy. Running a successful influencer marketing campaign is not a set-it-and-go type of strategy. It'll involve careful monitoring and follow up.

Unlike a more automated ad strategy, influencers are human and frequently balancing multiple partnerships, so some may fall behind in their commitments to post on time or make errors in your requested tags or calls to action. You'll need to have the time to be more hands-on with these relationships to cultivate them, and refine your approach through experience about what works and what doesn't in your niche.

If you have the time and money, consider setting up a formal ambassador program. Fujifilm utilizes its ambassadors in new product launches and in supplementing their content. With a variety of photographers and videographers at their disposal, the company's able to diversify their feedto showcase what their equipment can do.

If you have the time and money, consider setting up a formal ambassador program. Fujifilm utilizes its ambassadors in new product launches and in supplementing their content. With a variety of photographers and videographers at their disposal, the company's able to diversify their feedto showcase what their equipment can do.

For brands that need a wider pool of influencers, hiring an influencer marketing agency who will do the research and coordination for you is a good bet.

3. Decide on goals and message

The two most common reasons for using influencer marketing are to elevate brand awareness and increase sales. However, instead of setting these broad targets as your two goals, it will be more effective to kick off on your strategy by honing in on what your brand's needs are. Perhaps you want to increase your customer base in a younger demographic. Or you want to expand into a new user group with a new product. Or you want to skip trends and utilize influencers to talk about your brand values.

Influencers have the ability to reach very specific audiences. Instead of you relying on thousands of followers, influencers will help you ensure a very targeted audience who is likely to be interested in your product reads and engages with your content.

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In the above influencer example, the conversational tone and personal narrative that tie into Kimberly's other recent posts and stories help differentiate this from the type of features- or sales-driven post a brand might do for the same product on their own feed.

Your message is just as important as your goal. While you don't want to stifle an influencer's creativity and uniqueness, you also don't want them to post about something unrelated to your campaign. Determine how you want to structure your influencer marketing campaign and message so you can stick to it later on.

4. Find your influencers and contact them

Back to step one: research. With a plan set around your network, goals and what types of influencers you want to target, we go back to researching to actually find the right influencers to work with.

During this research, keep in mind the below:

- Does the influencer already post about similar things to your service? For example, if you're a restaurant and you want to promote a new menu, you should be looking for influencers who regularly post about dining out and the food they eat.
- Are they legit? This means scrolling through their feed and clicking through on posts. A poor engagement ratio to follower count and spam-like comments are signs of a fraudulent account.
- Have they worked with similar brands before? Depending on what type of influencer you're looking for, a seasoned one will be able to show you a press kit that contains a portfolio of their work. The more you invest in an influencer, the more you'll want to vet them.
  You can also use Twitter analytics tools to identify potential influencersthat will fit your campaigns.

Next, determine how you'll be reaching out to them. For micro-influencers, you could reach out directly in a private message on the same platform. For more established ones, click around their profile, and they may list contact information for business inquiries in their bio. They may also link a website that denotes brand partnerships.

Summer Rayne Oakes has a multi-channel presence, a perk for her brand partners. In this video, she partnered with Gardener's Supply Company to give away a product. The brand gets increased visibility with Summer's followers, and she gets to keep them engaged with an exciting product. They've been exposed to a new product even if they don't win.

5.   Review and change your strategy

Even if your influencer marketing campaign is ongoing, you should still have pre-determined dates where you'll measure its progress. The next part of this guide will go into how to track your results. Not all campaigns are successful but hopefully, you'll learn with each one you create.

14.7 HOW TO TRACK YOUR INFLUENCER MARKETING CAMPAIGN

There are a few ways of measuring the success of your campaign. You can create a specific hashtag, like #SproutPartner, to track what your influencers are doing. The Sprout Smart Inbox makes it easy to see what's being talked about with specific hashtags, or to watch for mentions of specific Twitter keywords.

If you're aiming for more sales, giving out affiliate codes or tracking links is an easy way of seeing how much is being generated from influencers.

14.8   IMPORTANCE OF INFLUENCER MARKETING

Because influencer marketing is generally more authentic than corporate advertising:

- 63% of consumers trust influencers' opinions of products much more than what brands say about themselves

- 58% of people have bought a new product in the past six months because of an influencer's recommendation For this reason, Iceland, a popular British supermarket chain, switched from ads with celebrities to a campaign that features real-life moms. Teaming up with YouTube community Channel Mum, it now works with a number of vloggers to promote its products in a more ‒authentic‖ fashion. And research shows that 35% of moms trust online videos like the one below more than traditional ads:



Influencer marketing is not just a trend: A mediakix study predicts that the ad spend for influencer marketing could reach $10 billion by next year:

Influencer marketing is also going to be affected by artificial

intelligence. With each year, AI is making the process of finding the right influencers to partner with easier and faster. It's helping identify those with better engagement, fewer fake followers, and a higher chance of generating a positive return on investment (ROI). In addition, artificial intelligence is transforming influencer marketing in the following ways:

- Image recognition with ANN (Artificial Neural Networks)
- Determining   influencer   performance   with   NLP (Natural   LanguageProcessing)
- Predicting incentives with ANN
- Determining an influencer's influence
- Flagging posts that don't follow disclosure guidelines
- Elimination of fake engagements and spam bots

WAYS IN WHICH AI IS TRANSFORMING INFLUENCER MARKETING
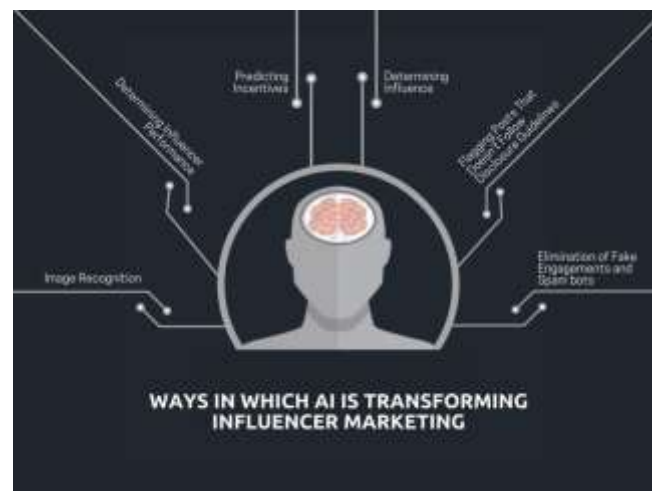
14.9   KEYWORDS

- **Influencer Marketing** - Influencer marketing is a type of word-of-mouth marketing that focuses on using key leaders to amplify your brand message to a larger market. Influencers can be well-known celebrities, but more often they are Instagram or YouTube personalities with a huge niche following who can help spread the word about your business or product through their social channels.
- **Followers** - a set of persons who supports and admires a particular person or set of ideas

- **Micro Influencer** - Micro-influencers are individuals that have between 1,000 to 1,000,000 follower's/audience members and are considered experts in their respective niche. They could be a food blogger, traveller, a local fashionista, or a fitness guru - just to name a few.

14.9 CHECK YOUR PROGRESS

Q.1. What is Influencer Marketing?

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Q.2. State the difference between a Celebrity and an Influencer.

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Q.3. How does Influencer marketing differ from traditional methods?

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Q.4. How does Influencer marketing help in generating Artificial Intelligence?

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યુનિવર્સિટી ગીત

સ્વાધ્યાયઃ પરમં તપઃ
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સ્વાધ્યાયઃ પરમં તપઃ

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેંકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેંકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ