

[MODULE 3. SOCIAL MOBILE AND DIGITAL MEDIA]

⇒ 3.1. Emails and their Importance: ⇒

⇒ Email is a communication system that internet users can employ to convey information and learn more about things in which they're interested. There are some reasons email is important: Widespread usage: Email is important because many people may use it daily to communicate with others and learn more about businesses.

⇒ 3.2. Create Email ID: →

- ⇒ 1. Go to the Google Account Creation page.
2. Follow the steps on the screen to set up
3. Use the Account you created to sign in to Gmail.

⇒ 3.3. Instant Messaging - WhatsApp, Skype, Hangout: →

⇒ When we had only a handful of messengers for online communication. With growing number of users, the number of messaging platforms has also increased rapidly.

It is probable that you are using almost every popular messenger out there, including WhatsApp; Skype; Facebook, Messenger, Hangout and others. It can be a hassle to access these platforms with so many windows opened on your desktop or app on your phone; well that's about to change with All-in-one and others.

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=> 3.4. Social Media and their Benefits :-

=> Social media allows individuals to keep in touch with friends and extended family.

Benefits :- 1. You reach large audiences.

2. You have a direct connection with your audience.

3. You can create organic content.

4. You have access to paid advertising services.

5. You build your brand.

=> 3.5. Risk of Social Media :-

=> Which is the most common risk in social media?
Security Risks.

- Imposter accounts.
- Phishing attacks and scams.
- Privacy settings.
- Malware attacks and hacks.

=> 3.6. Learning Channels :-

=> The three basic types of learning styles or Visual, auditory, and Kinesthetic, Crash Courses etc.

=> 3.7. Google Drive and Google Cloud :-

=> Google Drive is not a platform; and it does not have the same features as Google Cloud.

Google Drive is a cloud storage option with a strong connection to their Google Apps platform (i.e. Docs, Sheets, etc.) If you own a G Suite license or purchase one for each of your employees, their cloud storage tool will primarily be Google Drive.

⇒ 3.8. Google Images : →

⇒ Drag & Drop an Image :-

1. On your computer, go to a web browser.
2. Go to Google Images.
3. On your computer, find the file with the image you want to search with.
4. Click the image.
5. Hold down the mouse; drag the image, and then drop it into the search box.

⇒ 3.9. Legal Issue of Social Media : →

⇒ Five issues of using social media:-

Cons: Why is social media bad →

1. Online vs Reality. Social media itself is not the problem...
2. Increased usage. The more time spent on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate.
3. Social media is addicting.
4. Fear of missing out...
5. Self-image issues.