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Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

Computer Literacy for Tourism Promoters

Session 1

[name of presenter]

[Position and Organisation]

[Email address]



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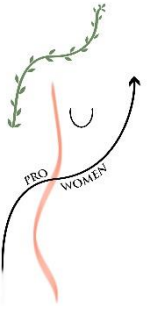
Goals for today:

- **Researching online:** We will train how you determine the information you need, find it online, and can assess the material for quality and reliability.
- **Netiquette, privacy, copyright:** We will make you aware of the legal framework as well as the social conventions on the internet, make you aware of the difference between professional and private use of social media, and talk about copyright.



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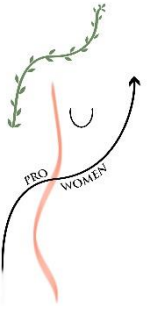
Ready?





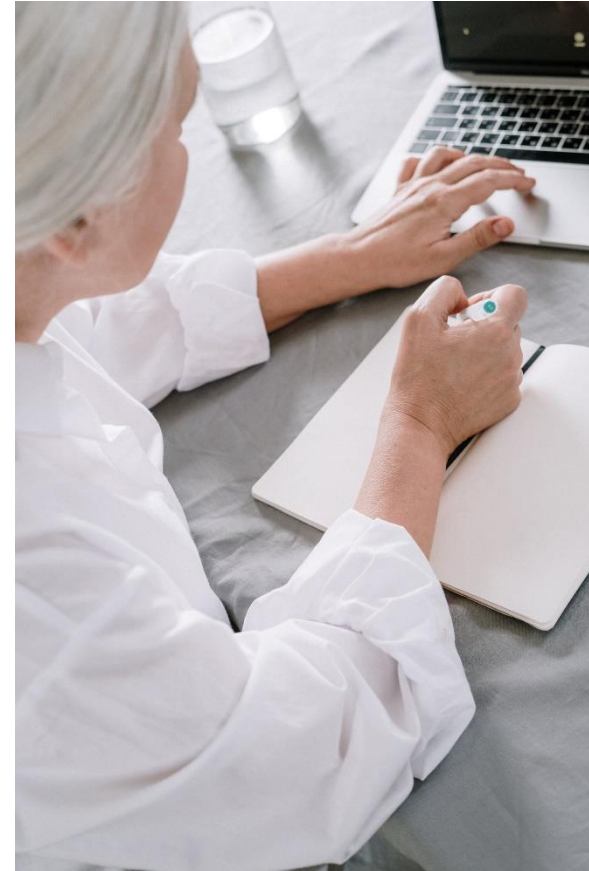
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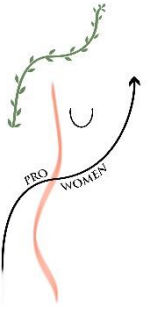
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Researching online

- What information do you need?
- How can you find it online?
- How can you assess the reliability and the quality of the information online?





Researching online

What information do you need? Have a question in mind!

- Ask yourself: What am I looking for? Information on history? Architecture? Infrastructure? Opening hours and tours?
- Formulating the question helps you narrow down the search results and to determine whether a source is useful or not.
- Write down the question as a reminder in case you get lost in your research (it happens...).

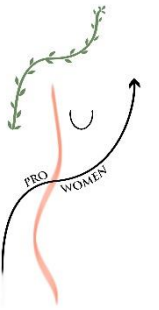


Researching online

How to find the information you need

- With your specific question in mind, you can start your search!
- Use key words and phrases for your search engine, and use operators to limit the results.
- Don't limit yourself to certain sources!

While academic papers and well-known newspapers are good sources, you might find useful information in podcasts, YouTube videos, or on Social Media. Just make sure you evaluate the information properly! Also remember 'old school' sources like libraries: Usually they have an online catalogue and plenty of online sources as well.

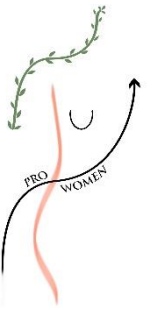


Researching online

How to assess your sources

How can you evaluate the reliability and the quality of the information online?

- Try to get a general overview of your topic first reading a variety of sources. That will make it easier to determine whether certain information is accurate.
- What kind of source are you reading? Do you know the publication, e.g. a well-known newspaper? What reputation does it have? Is it an academic website, a personal blog, a company? Is it well maintained and up-to-date?
- Who is writing, why, and for whom? Always question the agenda of the author, it might influence the way information is presented or used!



Researching online

Checklist:

- Can you determine who the author is? Do they have credibility?
- The source is up-to-date and the information is relevant.
- The content is accurate, well-written, and without spelling or grammar errors.
- The given information is verifiable elsewhere.
- Can you determine the perspective and/or objectivity of the author?
- Links are related to the content and working.
- The address of the website/the Top Level domain gives it authority.
- How to determine fake news in 10 Steps: <https://blogs.proquest.com/wp-content/uploads/2017/01/Fake-News1.pdf>



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Researching online

Organizing your information

The LATCH-system

- Location (geographical or spatial reference)
- Alphabetical order
- Time (chronological sequence)
- Category (similarity relatedness)
- Hierarchy (e.g. largest to smallest, cheapest to most expensive, ...)



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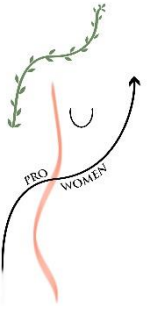
Organizing your information

The organization of the information might depend on your research topic, but most importantly: Your system must work for YOU. Everyone works a little differently, and so you will have to find your own way of organizing that allows you to record your research



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Researching online

Exercise

Pick a local monument, event, personality, etc. and a specific topic (history, modern tourism, infrastructure, ...) and conduct a brief research.

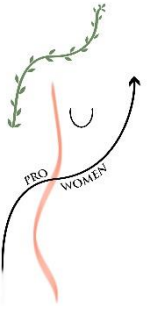
Present your findings to your peers – what did you find? What was surprising? Which information was hard/easy to find?





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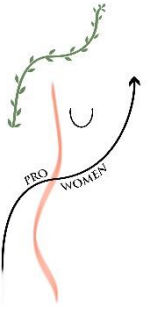
Take a break!





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Netiquette, privacy, and copyright

Social conventions also apply online! To build a professional online presence, you need to be aware of how to communicate and what (not) to share.

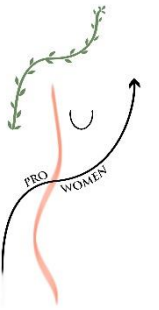




Netiquette

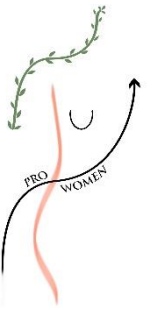
Especially on Social Media, where communication is fast and informal, it is important to remember that certain courtesy rules apply! Good netiquette includes:

- Read thoroughly, think about it, and only then write your post.
- Remember you are communicating with actual human beings!
- Double-check everything you post – for typing errors, correct content, and misplaced emotions. Is there any way your message could be misunderstood?
- Use emoticons or disclaimers to indicate irony, humor, etc. which otherwise would be conveyed by your voice or facial expression. Don't overdo it, though.



Netiquette

- Accept other opinions! Other people are entitled to expressing their views – if you find that a reasonable discussion is escalating into a fight, move on and let it go.
- DON'T SHOUT.
- Don't spam.
- Respect privacy. Remember: What's on the internet, stays on the internet. You never know who sees what you post. Never share personal information, phone numbers, etc.!
- If you are re-posting something (pictures, text, data, ...) always include the original source. Not citing correctly can lead to serious legal repercussions due to copyright infringement.



Privacy

Maintaining your own and others' privacy is paramount!

- Make sure you use appropriate privacy settings for your Social Media accounts.
- Do not share private information. Use contact information that is used for professional purposes only.
- Do not share information, stories, pictures, etc. of other people without their explicit consent.
- If you are active on Social Media for professional purposes, make sure you don't accidentally share more than you want.
- Inform yourself about data protection online (VPN, browser settings, multiple email addresses, etc.).



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Privacy

General Data Protection Regulation

The GDPR is an EU regulation that came into force in 2018. It requires companies to responsibly process personal data of customers and document their use.

You will need to declare how you will process your clients data and they need to give consent to the use of their data and picture.

<https://gdpr.eu/>

<https://gdpr.eu/checklist/>

<https://gdpr.eu/faq/>

<https://gdpr.eu/what-is-gdpr/>



Copyright

Generally: Do not use what isn't yours without the owner's consent and/or without providing a source.

- Copyright issues did not arise with the internet—the Berne Convention for the Protection of Literary and Artistic Works from 1886 set the international basis for copyright protection: Works are automatically protected for the duration of the author's life plus 50 years.
- Today's virtual world makes it particularly easy to copy works and reuse them, though. With that the danger of involuntarily committing copyright infringement is high. When in doubt, don't use or share the work in question.
- Make sure you are aware of international and national copyright laws! This will also help you to protect your own work!



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Copyright: National Context

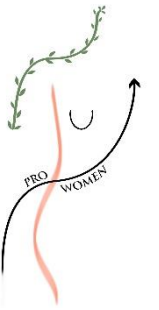
Copyright regulations may vary depending on your country—or a work's or author's country of origin.

[trainers insert country specific copyright regulations]



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Copyright

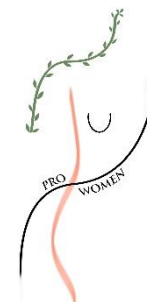
Copyright is a complex field. As you are building your professional profile of a tourism promoter online, it is important that you are aware of its pitfalls.

As a rule of thumb: Try to use as much original material of your own as possible!



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Feedback round!

Are there questions? What did you learn? What do you need to work on?





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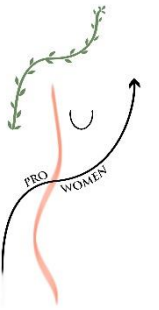
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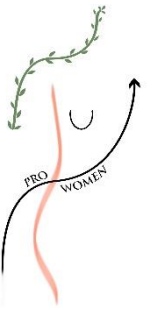
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