

Project IDCAP: Improve Digital Competence in Adult People

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# How to share on the Internet

Sharing through digital technologies





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# 1. Introduction

Communication is an essential element of human behavior and thanks to the Internet, new forms of communication have emerged that were unthinkable some years ago, especially for allowing real-time communication regardless of place or distance, as well as the amount of information in different formats that they can share, such as texts, videos, photos, articles ...

For this reason, throughout this module some of the most popular forms of communication on the Internet to share all kinds of information, knowledge, experiences, opinions, feelings, etc. are explained.

The objectives to be achieved in this module are:

- Know the different means or services to share on the Internet.
- Recognize the characteristics of each medium or service to share on the Internet.
- Identify instant messaging applications.

# 2. Share on the Internet

In today's society, the Internet is of great importance in people's lives, since it allows all users to create and share content, as well as to comment and comment on these and any other information we find on the network.

Thanks to this, what is commonly known as the close circle of a person, those individuals with whom the person has more relationship and with whom he interacts daily, has changed, leaving behind the conception that this circle was mainly formed by the family and coworkers, to include in this idea all those with



whom interests are shared through the internet, whether on hobbies, work, tastes or experiences, creating communities within the web.

As a source of these communities, from the emergence of the Internet, various services and applications appeared that allow users to share information on common interests, experiences or create new information using the web as a connecting medium.

Therefore, the most common and used services and platforms will be discussed below, as well as their characteristics and typologies, to share information through the Internet, whether documents, photos, videos....

### 3. Social networks

When talking about sharing information on the Internet, it is essential to talk about social networks, since they represent the clearest example of what this activity represents and how the Internet has evolved over the years, that is, to use the internet only as a means of consultation to be an inherent part of people and their way of communicating.

A social network is a website where it allows real-time communication between different users in the same virtual space, sharing information, photos, videos or music while engaging in a conversation or debate on a topic.

Thanks to this, social networks have a high level of interactivity, giving rise to an ability to contact others virtually unlimited and in real time, which has allowed certain content to spread throughout the world with an unthinkable speed a few years ago, reaching all kinds of people, not only academics, but also the people on the street.

The latter is one of the keys to social networks, since social networks fulfill various functions:



- **Communication:** this allows you to communicate with other users or companies immediately and in both directions, leading to a fluid dialogue.
- **Share information:** it is a basic function in any social network is perfectly fulfilled, allowing to exchange information immediately, as well as discuss and update it in real time.
- **Marketing:** social networks have led to an evolution in how companies relate to their customers, current and future, given that it gives them the opportunity to make their target audience known in an economic and massive way, as well as to establish a relationship closer with them.
- **Entertainment:** of course, one of the functions of social networks is entertainment, and not only for users who update information on a topic for fun, but directly many social networks have games in which the collaboration of others is necessary. People to move forward.

On the other hand, when thinking about classifying social networks, it is necessary to take into account that there are different factors from which social networks can be classified, but in general, social networks can be classified into two types:

- **Horizontal social networks:** which are those that bring together users with multiple interests in common, with the intention of engaging in dialogue about them in a generalized way. The most commons are:
  - **Facebook:** It is a social network created in 2004 with the purpose of connecting people, both close and located anywhere in the world, and share with them any type of information, be it a document, opinion, experiences, photos or videos, among others, privately or publicly.
  - **Twitter:** This social network, developed in 2006, focuses on short and direct messages, since it has a limit of words per message, to which links, photos and videos can be added, which favors the

publication of facts and news in The moment they occur. Therefore, this social network focuses on keeping users informed of the most important events in the day-to-day life of society or of a person.

- **Instagram:** This is the fastest growing social network, so it is estimated that in the near future, it will be the main social network worldwide. Its success consists in being able to publish, both in this social network and in others, photos and videos with a wide variety of filters.
- **Vertical social networks:** these are opposite to the horizontal ones, since they concentrate on a focus of interest for all users, engaging in conversations to deepen the topic. A clear example of these social networks is:
  - **LinkedIn:** a social network focused on the world of work, where the information that is shared is related to work. In this social network you can contact those people and companies related to your job, share experiences and opinions, as well as published your curriculum and look for a job.

## 4. Blogs

A blog refers to a personal diary, written by one or several authors, which is constantly updated through entries or posts sorted chronologically, so that the last entry is the first to appear, the one at the top.

The term "blog" is the contraction of the word "web-log", a word coined by Jorn Barger in 1997, which was compressed in "weblog" and finally in the word we all know today. But this is not just there, since this word has evolved to define certain features of the blog, such as "Blogging", which refers to the act of writing in a blog, or "Blogger", which is The person who writes the blog.



But what really makes the blog interesting is its ability to interact with users, since in each blog post or post it allows users to comment on their opinions and exchange ideas with the blogger, resulting in a fluid communication between them. This creates a community of users with the same interests and opinions.

In addition, the blog allows you to interconnect content, since each entry or post is tagged with one, two or more keywords related to the content in question, thus allowing you to categorize the contents and organize them by theme; as well as link to other blogs, whether related to the theme of the blog or simply to be liked by the blogger. And it is that one of the great advantages of the blog is that the blogger can do this for fun, to publicize his personal brand or, at the corporate level, his corporate brand, or even to make a living.

Thanks to all this, the blog gives the sensation of human warmth in a world as cold as the web can be, and that is why it has so many followers and followers.

The different types of blogs that we can find are:

- **Personal blog:** is one in which an author tells his experiences, experiences, stories and thoughts, usually in the first person, as a newspaper. This type of blog is the ideal to begin to enter this world, since you only have to tell what happens to you in your day to day, yes, in a way that attracts attention to others. On the contrary, if your goal is to make a living in this way, this is not your blog, since you will hardly be able to earn money and there are few blogs of this type that have triumphed in this way.

It may be the most known and recognizable type of blog, since it is thanks to this typology that the blogs appeared and expanded on the web.

- **Professional blog:** we could say that it is the maturation of our personal blog, since with this blog we intend to make ourselves known in the work

world, so our entries and post will be oriented to the sector in which we move, as well as to develop Our curriculum and experiences.

In short, the goal of this blog is to promote our personal brand, after all we are all products in the workplace, and sells it to future customers and companies.

In contrast, it is important to maintain a higher rate of publications than in a personal blog, as well as offer a quality service to your customers.

- **Corporate blog:** this is a blog created by a company, whereby, that company wants to take advantage of that sense of human warmth that blogs offer, allowing them to create a closer relationship with their customers, so that they become faithful to the brand and attract new customers.

To do this, these blogs offer information about the company, its advances, offer advice related to its products or its sector, etc.

In contrast, these blogs are currently not very widespread and the subject of their entries does not usually give much space for customers to give their opinion.

- **DIY Blog (Do It Yourself):** This is a type of blog that has become fashionable in recent years, as people use it to show how to do some type of crafts online, such as learning sewing, Cook or paint among others.

In this case, the issue of monetization is more related to the sale of the products needed to make the crafts, but being fashionable, there is also a great competition to win followers.

Creating a blog today is not complicated, since on the internet you can find a lot of information and guides on how to build your blog.





But the most important thing in the process is to know what type of blog you want to develop and what your goals are with it, since this will condition how the blog will be.

The other fundamental step in the creation of a blog is to choose which platform is going to be used, since there is a great diversity of them, with different characteristics and functionalities. Of these we can highlight:

- **Wordpress:** Currently it is the blog platform par excellence, given its ease of management, its good search engine positioning, good customer service and adapts to mobile devices. This platform is free on wordpress.com, while it is paid on wordpress.org, so be careful.
- **Blogger:** It is a platform created by Google to create blogs and store them in the cloud, so you do not have to pay for hosting. It does not have as many features as Wordpress, but it is completely free, easy to use, no previous knowledge is needed and you have access to other Google services.
- **Wix:** This platform was originally created for the creation of web pages in the cloud, but it also allows you to create blogs, in a simple way, with many templates to choose from, adapts to mobile devices and you can choose between a free or paid option.

## 4.1 Elements of a blog

Blogs share a series of elements that differentiate them from other web services, as well as making them something special and striking for users, and that is what allows them to be grouped into a commonwealth, such as the blogosphere.

These elements can be classified, in a general way, in two levels: superficial, where those elements related to the structure of a blog and its organization are collected, in short, as is the image of the blog that is shown to users; and deep,



focused on the different types of content we can find in a blog, how it relates to others...

On a superficial level, we are:

- **Header:** this is where the blog title appears.
- **Main body:** it is located under the header and is the most important part of the blog, since it is where the entries and comments appear chronologically.
- **Side menu:** this is located on the side of the blog and allows us to move quickly between the blog posts, as well as thematic and publication dates.
- **Foot of the blog:** it is where the information about the server and the template used is collected, as well as other data that the author wants to provide.

Deep level:

- **Contents:** they are the purpose of the author of the blog and can be presented in various ways, either as text, photos or videos. The addition of new content is called posts or posts, which are always accompanied by their publication date, title and content.
- **Comments:** it is an inherent element of blogs and what made them popular, since it allows the participation of users other than the author of the blog, exposing their opinions, adding information and initiating debates, enriching the experience of both.
- **Links:** allows you to create links aimed at specific entries to know when they have referred to it, while allowing you to connect your blog with that of others, which gives rise to the blogosphere.

## 5. Wiki



The term "Wiki" comes from the Hawaiian and means "fast", and was used by Ward Cunningham for the first time in 1995 to refer to web pages whose contents can be edited by multiple users from anywhere. More specifically, it is a collaborative construction website, where different users can add, edit and even delete content.

The clearest example of this service is "Wikipedia", a website that includes a free and open encyclopedia, created by Jimmy Wales and Larry Sanger in 2001, where users create and update the content.

This service is widely used at the educational level, since it allows the construction of content between teachers and students, as well as the creation of glossaries, sharing opinions and experiences, and the development of educational resources and written texts. In this way students and teachers can share the responsibility in the realization of projects.

Although they may seem the same, blogs and wikis are different, since while the blog usually has only one author and users's comment, in wikis all users are authors who have the same level of authority. In addition, in wikis the entries are not sorted chronologically and can be linked both internally and externally.

The characteristics of a wiki are:

- Immediate publication of information using only the web browser.
- Access control and editing permissions.
- Registration of users who modify the information on the wiki.
- Access to versions prior to the last modification as well as their restoration.
- Upload and store documents and all types of files.
- Link to external pages.

## 6. Forum

The forum concept comes from ancient Rome, where people gathered in a specific place, outside the walls, to talk and discuss a specific topic.

This idea of meeting to talk about a topic is still valid today, both in person, to meet a group of people in a building, as well as virtual, where people connect to a website to discuss a topic. Normally the forums are directed by a moderator, both face-to-face, where he focuses on respecting speech turns, and virtually, where he is able to erase interventions or veto participants.

Unlike face-to-face forums, in which people can physically see you, your expressions and tones, in internet forums it is important to have your profile well defined, since it is the image that others will see of you, what which can give you various benefits like:

- Build trust towards others.
- Become known as a brand in your sector.
- Listen to the opinions of users related to your sector.
- Know the competition.
- Keep up to date with the news.
- Contact influential people.

Three types of forums can be distinguished:

- **Public forum:** all users can participate without registering, that is, everyone can read and send messages.
- **Protected forum:** only registered users can send messages, so it is necessary to register to participate in the debate.



- **Private forum:** it is created by an administrator, so it is he who has the authority to accept the participants of the debate, that is, without the administrator's permission you cannot enter the forum.

## 7. Instant messaging applications

Internet messaging, normally referred to as instant messaging, is, as its name implies, the ability of two or more people to communicate in real time through new technologies.

One of the most representative examples of this real-time communication is email, which as seen in the previous unit, has enjoyed great popularity for many years, and has become an indispensable tool for work and daily life of people.

However, email is not the only means of messaging on the Internet, but there are many other applications and programs that fulfill this function. Moreover, some of these applications have reached such a degree of acceptance in society in recent years that it is unthinkable today that a person does not use these programs in their daily work.

- **WhatsApp:** This application was developed in 2009 with the aim of allowing the user to send messages and share statuses. In addition, over time, the application improved to share images, videos, contacts and even the location of the person or a place.

Given its great popularity and dissemination in society, as a result of being one of the first mobile applications for instant messaging, in 2014 it was bought by Facebook.

Main features of WhatsApp:

- WhatsApp is free and available in the PlayStore of Smartphones with Android operating system.
- It has no advertising, that is, it does not show any kind of ad.



- By not having advertising, the application is faster than others by not having to load this content.
- Encode messages so that they can only be read by the recipient phone number.
- It allows to know the status of the message, that is, if it has been sent, if it has reached its destination or if it has been read.
- **Hangouts:** Hangouts is a cross-platform messaging tool offered by Google and one of its main advantages is that it allows you to make both individual and group videoconferences. In broad strokes we can classify two different kinds of Hangouts:
  - **Private videoconferences**, which support a maximum number of 10 participants.
  - **Live videoconferencing** through YouTube that allows us to reach an unlimited number of people.

In February 2019, Google announced a new tool that tries to make things easier for companies. This tool is Hangouts Chat, it is an instant messaging tool that tries to help large groups of people to finish their projects.

The main features of Hangouts Chats are:

- Offers virtual rooms with capacity for 8,000 people.
- Not all participants are human, but there are chatbots.
- The bots can obey orders we give them.
- Only available for G Suite users.
- **Telegram:** It is an instant messaging application developed in 2013 that seeks to take WhatsApp from its domain over this market. Although the number of WhatsApp users overwhelms Telegram, the latter is gradually

gaining popularity by offering services and features very similar to WhatsApp, as well as expanding some of these capabilities.

Since Telegram shares almost the same features that WhatsApp has, we are going to name some of its differences in favor of Telegram:

- **Devices:** Telegram is able to work on any device, be it Smartphone, tablet or computer, while WhatsApp has not been developed to work on computers. Consequently, WhatsApp has created a web version to work on your computer, however you need to have an active account on your mobile to be able to use this service.
- **Internet consumption:** although both applications consume little Internet, an almost negligible amount, Telegram consumption is almost half that of WhatsApp.
- **Groups:** Both applications offer the option of creating groups within the application, however the limit of these groups varies significantly between them. WhatsApp allows groups of up to about 250 people, while Telegram takes this limit much further, up to 200,000 people.
- **Security:** We have talked about the great coding of WhatsApp before, but Telegram has the ability to automatically delete conversations or secret chats.

## 7.1 Registration in instant messaging applications

In a simple way, you can establish that instant messaging programs work as follows:

- First, log in to the instant messaging application you are going to use, for this you will enter your username and password. Normally, in the

Smartphone, the session will remain open at all times, so you will not have to enter your password every time you enter the application.

- The program will connect to a server through the Internet and using a specific protocol of the application itself.
- Said server identifies your identity.
- Create a record with your connection and your contact list.
- Through this registration, the server can know when your contacts are using the application and report this situation to the program, which will pass this information to you, usually through the expression "online".
- Similarly, your contacts will know when you are connected to the application and when you are not.
- In addition, this record allows the server to know the IP address of you and your contacts, so when you write a message to one of your contacts, the application knows where to send that message.

## 8. Summary

Throughout this module we have talked about the different media or services to share on the Internet, among which social networks stand out, which are defined as a website where it allows real-time communication between different users in the same virtual space, sharing information, photos, videos or music while engaging in a conversation or debate on a topic.

On the other hand, there are blogs, personal diaries on the Internet, where you can share all the related information on a specific topic, such as personal life, work, food, art, recycling, etc.

Below are wikis and forums, where wikis are websites where a large number of people can upload content, their best example is Wikipedia, while forums are websites focused on discussing and sharing opinions.





Finally, there are instant messaging applications, which allow two or more people to communicate in real time through their Smartphones and new technologies in general, regardless of the distance that separates both people. The most popular are WhatsApp, Telegram, Google Hangouts ...

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