Digital Skills

ECONEETS@WORK

Module no. 2

REVISION HISTORY

Version	Date	Author	Description	Action	Pages
1.0	31/03/2023	KEY INNOVATIONS	Creation	C	8

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

REFERENCED DOCUMENTS

ID	Reference		Title
1	2022-1-CY02-KA210-YOU-000083292		EcoNEETs@Work Proposal
2			

APPLICABLE DOCUMENTS

ID	Reference		Title
1			
2			

Contents

Executive summary

This module will provide basic knowledge on digital skills and organisation and encourage young people to further build on their own digital skills so that they can participate more actively in organizations utilizing digital skills. The objective of this module is to train young people in specific, useful applicable skills, which their can use as a starting point in their own life-journey. This module opts to raise awareness among young people regarding the importance of digital skills in eco-preneurship. The readers of this module will get an idea of the benefits of digital skills and competencies in our every-day lives and gain some basic knowledge on how to use digital skills in their everyday and working lives. After having read this module readers will have an overview of fundamental elements in using productivity software such as word processing or spreadsheets, navigating social media and online communication tools, conducting online research, and understanding digital privacy and security best practices.

1. Introduction

Digital skills refer to the ability to find, evaluate, use, share, and create content using digital devices. In recent years digitalization and economic growth has been a main topic of discussion and research in the European Union and the world. While young people are often seen as "digital natives", the research presented within the EU has determined that a large majority of these young people (95%), do not inherently possess the skills needed for "safe and effective" use of technology. This module will focus on the skills needed to be safe and effective: using productivity software, navigating social media, conducting online research, and digital privacy. Some basic concepts for business and needed digital skills are going to be presented, along with tips on how to use digital skills most effectively. Resources on EU initiatives for young people will also be presented, that will help you get started on your own research regarding digital skills.

1.1 Learning objectives

After reading this module, you will be able to:

- LO1 Understanding how productivity software can be used in eco-preneurship.
- LO2 Navigate and using social media to your advantage.
- LO3 Discovering and evaluating research to further your digital skills.
- LO4 Understanding digital privacy and security and its importance.

1.2 Skills to be acquired

The current module is focused on the development of your digital skills, and particularly on:

- Skill 1- Using productivity software such as Microsoft tools.
- Skill 2- Social media skills.
- Skill 3- Research skills
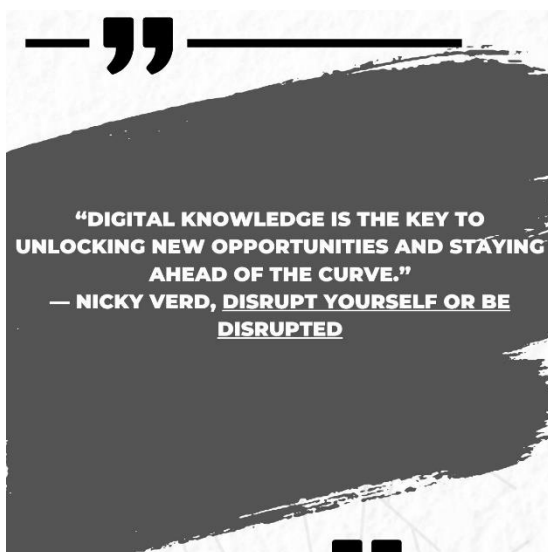- Skill 4- Digital privacy

1.3 Diving into Digital Skills

The module consists of 5 topics. Each topic aims to increase your knowledge and skills in the area of interest.

1. Digital Skills Overview
2. Using productivity software
3. Social media skills.
4. Research skills
5. Digital privacy and security

1.3.1 Digital Skills Overview

"DIGITAL KNOWLEDGE IS THE KEY TO UNLOCKING NEW OPPORTUNITIES AND STAYING AHEAD OF THE CURVE."
— NICKY VERD, DISRUPT YOURSELF OR BE DISRUPTED

1.3.1.1   Digital Skills

Digital skills refer to a set of abilities and competencies that enable individuals to effectively use and navigate digital technologies, such as computers, smartphones, tablets, and the internet. These skills encompass various aspects, including basic digital literacy, proficiency in using software applications and digital tools, understanding online communication and collaboration platforms, data literacy, and knowledge of online safety and cybersecurity practices. Digital skills are crucial in the modern world, as they empower individuals to engage with the digital realm, access information, communicate, learn, work, and participate in the digital society with confidence and ability.

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1.3.1.2 Why are Digital Skills Important

Digital skills are very important in the modern world due to their significant impact on various aspects of life.

Education:

Digital skills play an important role in improving learning experiences and expanding educational opportunities. According to a report by the World Bank (2019), digital skills enable students to access a vast array of online resources, educational platforms, and interactive learning tools, promoting personalized and self-paced learning. Additionally, digital literacy fosters critical thinking and information evaluation, empowering students to become active learners and knowledge creators (Hobbs, 2010). As technology continues to reshape the education landscape, digital skills have become essential for preparing students to thrive in an increasingly digitalized and knowledge-driven society.

Job Market:

Digital skills have become a prerequisite for employability and career success. A study conducted by Burning Glass Technologies (2019) found that digital skills are in high demand across various industries, with a significant percentage of job openings requiring proficiency in digital tools, data analysis, and online collaboration. Possessing digital skills enables individuals to adapt to changing job roles and industry demands, providing them with a competitive edge in the labour market. Also, digital skills are significant to entrepreneurship and innovation. The European Commission (2020) emphasizes that digital literacy is essential for start-ups and small businesses, as it enables them to use digital marketing, e-commerce platforms, and data analytics to expand their market reach and enhance customer experiences. These skills foster a culture of innovation, allowing entrepreneurs to explore new possibilities and transform ideas into successful ventures.

Society:

Beyond education and the job market, digital skills have broader societal implications. Digital skills play a crucial role in fostering active citizenship and democratic participation. As highlighted by the Pew Research Center (2019), individuals with digital skills are more likely to engage in online civic activities, access government information, and participate in public discussions. Digital skills empowers citizens to stay informed, voice their opinions, and influence public policies, thereby strengthening democratic processes. Moreover, digital skills contribute to bridging the digital divide, as individuals equipped with these competencies can benefit from the opportunities offered by the digital age. The United Nations Educational, Scientific and Cultural Organization (UNESCO) recognizes digital skills as a critical component of digital inclusion efforts, promoting equal access to education, information, and socio-economic opportunities for all (UNESCO, 2018).

1.3.1.3   The Significance of Digital Skills in Different Sectors

Technology Sector:

In the technology sector, digital skills are at the forefront of every role. Software developers and engineers require proficiency in programming languages such as Python, Java, or C++, along with knowledge of data structures and algorithms. Cybersecurity professionals must possess expertise in securing networks, identifying vulnerabilities, and responding to potential threats. Data analysts and scientists rely on their ability to use tools like SQL, R, or Python to extract valuable insights from large datasets. Additionally, proficiency in cloud computing platforms, artificial intelligence, and machine learning are increasingly sought after across various technology-focused job roles.

Marketing and Advertising Sector:

In the marketing and advertising industry, digital skills play a vital role in reaching target audiences effectively. Digital marketers need to be good at using social media platforms, content management systems, and email marketing tools to create compelling campaigns. Search Engine Optimization (SEO) knowledge helps businesses rank higher in search engine results, while proficiency in analytics tools like Google Analytics aids in tracking campaign performance and user behaviour. Graphic designers and multimedia specialists require expertise in various design software like Adobe Photoshop, Illustrator, or InDesign to create visually engaging content.

Healthcare Sector:

Digital skills have transformed the healthcare sector, enhancing patient care and medical practices. Electronic Health Record (EHR) systems require healthcare professionals to be skilled in using digital platforms for accurate record-keeping and efficient data management. Medical imaging technicians must be proficient in operating advanced imaging equipment and analysing digital scans. Telemedicine and remote patient monitoring have surged, making digital literacy essential for doctors, nurses, and caregivers to effectively communicate and monitor patients through digital platforms. Additionally, data analysis skills are crucial for healthcare researchers to interpret and draw meaningful conclusions from large datasets.

Finance Sector:

In the finance sector, digital skills are integral to streamlining financial processes and staying ahead in a rapidly evolving industry. Financial analysts utilize spreadsheet software like Microsoft Excel to analyse data, create financial models, and generate reports. Skills in data visualization and data analysis help finance professionals present complex information in a more understandable and actionable manner. Furthermore, expertise in financial software and platforms like Bloomberg Terminal or various trading platforms is crucial for investment professionals and traders to make informed decisions in the stock market and other financial markets.

1.3.1.4   How to increase your digital Skills: Tips & tricks

Improving your digital skills is a valuable investment in today's digital world. Here are a few tips and tricks to help you enhance your digital proficiency:

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- **Identify Your Goals:** Determine what specific digital skills you want to improve. Whether it's coding, data analysis, graphic design, or digital marketing, having a clear goal will guide your learning journey.

- **Online Courses and Tutorials:** There are countless online platforms offering courses and tutorials on various digital skills. Websites like Coursera, Udemy, edX, and Khan Academy provide comprehensive lessons taught by experts. Find courses that match your interests and skill level.

- **Practice Regularly:** Consistent practice is key to mastering digital skills. Set aside time each day or week to practice what you've learned. Whether it's coding exercises, design projects, or data analysis on sample datasets, hands-on practice will reinforce your knowledge.

- **Join Online Communities:** Engage with online communities and forums dedicated to the digital skills you're learning. Platforms like Stack Overflow, GitHub, and Reddit have vibrant communities where you can ask questions, share knowledge, and learn from others' experiences.

- **Personal Projects:** Undertake personal projects related to your interests and chosen digital skills. Building websites, creating apps, or developing a personal blog will not only help you apply your knowledge but also showcase your abilities to potential employers.

- **Follow Industry Trends:** Stay updated with the latest trends and advancements in the digital field. Subscribe to relevant newsletters, follow influential figures on social media, and read tech blogs to be aware of emerging technologies and best practices.

- **Network and Collaborate:** Connect with individuals in your field of interest. Attend digital conferences, webinars, and workshops to network with professionals and potential mentors. Collaborating with others on projects can provide valuable insights and foster a sense of community.

- **Explore Online Tools:** Familiarize yourself with digital tools and software relevant to your area of interest. Experiment with different software applications to find the ones that suit your preferences and needs.

- **Stay Curious and Experiment:** Embrace a curious mindset and don't be afraid to experiment. Digital skills evolve rapidly, so be open to trying new things and learning from failures.

- **Teach Others:** Teaching is a powerful way to reinforce your own knowledge. Share what you've learned with friends, family, or through creating educational content online. Explaining concepts to others will deepen your understanding and build confidence.

Remember, improving digital skills is a continuous process. Embrace challenges, stay persistent, and celebrate your progress along the way. With dedication and a growth mindset, you'll steadily enhance your digital proficiency and unlock exciting opportunities in the digital world.

1.3.2 Using Productivity Software

1.3.2.1   What is Productivity Software

Productivity software, also known as office productivity software or office suites, refers to a category of applications designed to enhance and streamline various tasks commonly performed in an office or professional setting. These software tools are meant to increase efficiency, organization, and collaboration in the workplace. Productivity software typically includes a combination of word processing, spreadsheet, presentation, and email management applications, among other tools. For the purpose of this module, we will look at **five** types of productivity software:

Word Processing Software: This application allows users to create, edit, and format text-based documents. Users can write letters, reports, memos, and other textual content using features like formatting, spell checking, and grammar correction. Popular word processing software includes Microsoft Word, Google Docs, and Apache OpenOffice Writer.

Spreadsheet Software: Spreadsheet applications enable users to organize, manipulate, and analyse data in tabular form. Users can perform complex calculations, create graphs and charts, and use various formulas and functions to process numerical data. Microsoft Excel, Google Sheets, and LibreOffice Calc are common examples of spreadsheet software.

Presentation Software: Presentation applications allow users to create visual presentations with slides, graphics, text, and multimedia elements. These tools are used for presenting information in a structured and visually appealing manner. Microsoft PowerPoint, Google Slides, and Apple Keynote are widely used presentation software.

Note-taking and Collaboration Tools: Some productivity software includes note-taking applications and collaborative features that facilitate teamwork and real-time editing. Examples include Microsoft OneNote, Evernote, and Google Workspace (formerly G Suite) tools like Google Docs, Google Sheets, and Google Slides.

Productivity software has become an integral part of modern work environments, providing essential tools for professionals to create, manage, and communicate effectively. These applications are versatile and cater to a

wide range of industries and job roles, helping individuals and teams work more efficiently and collaboratively in both traditional office settings and remote work scenarios.
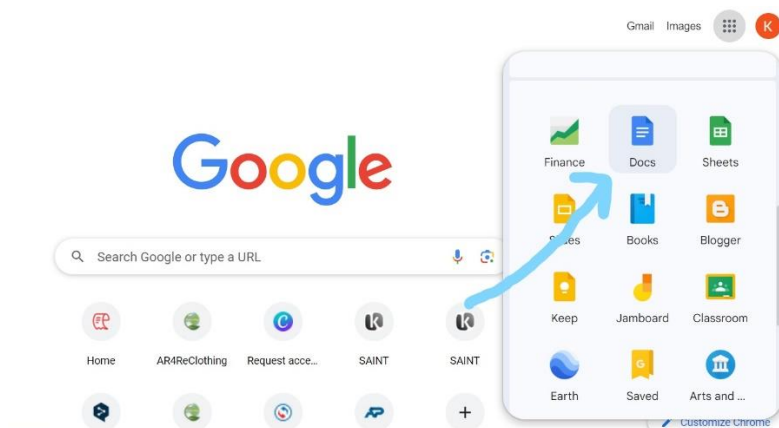
1.3.2.2 Word Processing Software

Let's look at the two most popular word processing software: Google Docs and Microsoft word.

1. **How to create a document:**

<u>Google Docs:</u>

Start by opening the browser to google and clicking on the dots. After you have done this click on the "docs" icon (you may need to scroll down):

Next, click on the type of document you want to create or create a blank document:
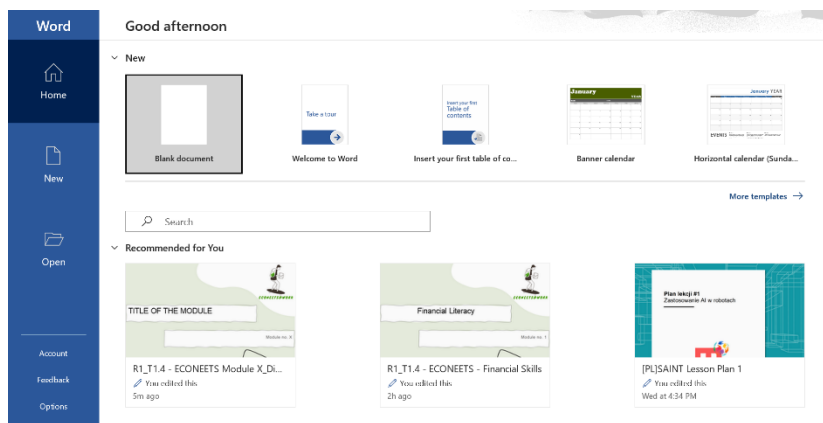
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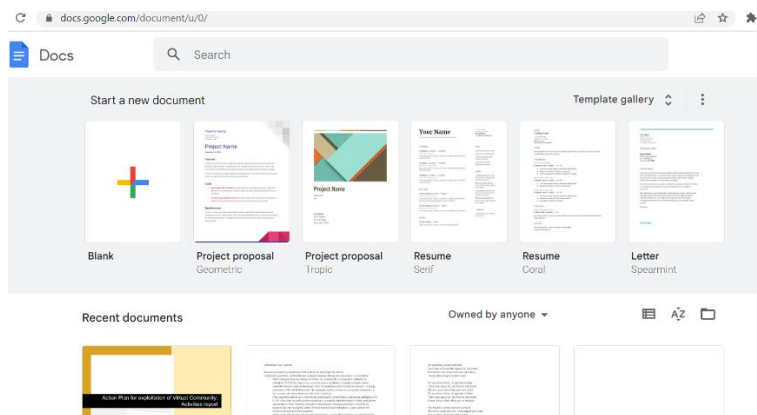
Microsoft word:

Microsoft word is just as simple. To create a document, go to your desktop or search panel and search for "word":
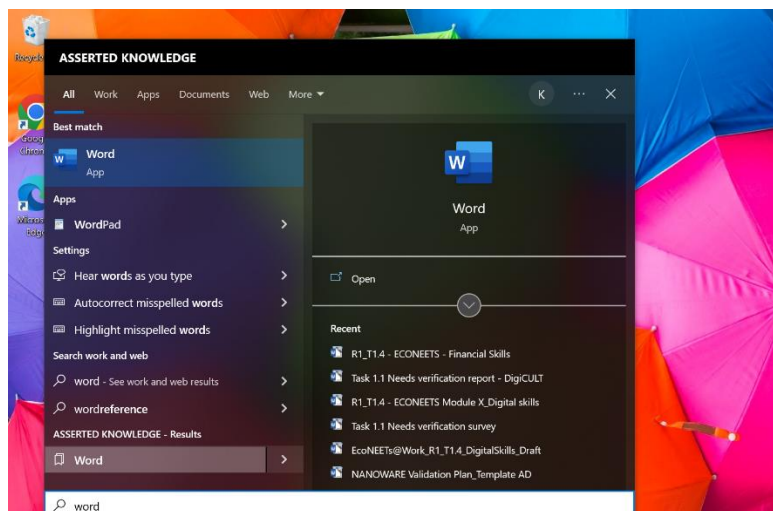
When you open it, create a "blank document" or choose from a number of different pre-made templates:

2. The features:

Microsoft word and Google docs each have various tools to help you create documents:

1. **Formatting Tools:** Understanding how to format text is essential in creating professional-looking documents. Mastering features like font styles, sizes, colors, bold, italics, underline, and alignment helps improve document readability and visual appeal.

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2. **Page Layout and Margins:** Adjusting page orientation (portrait or landscape) and setting margins is crucial to control how your content appears on the page. Proper page layout ensures your documents look polished and well-organized.

3. **Paragraph and Line Spacing:** Managing paragraph spacing and line spacing allows you to create clear distinctions between different sections and paragraphs, making the document easier to read.

4. **Bullets and Numbering:** Using bullet points and numbered lists is vital for creating structured and easy-to-follow content, particularly for lists, steps, or summaries.

5. **Headers and Footers:** Headers and footers enable you to add consistent information (like page numbers, document title, or author's name) to the top and bottom of each page, maintaining professionalism and organization.

6. **Tables:** Tables are excellent for organizing information in rows and columns. Understanding how to create, format, and modify tables is essential for displaying data neatly.

7. **Images and Graphics:** Inserting images, shapes, and other graphics can enhance the visual appeal of your documents. Learning how to position and resize these elements effectively is valuable.

8. **Hyperlinks:** Adding hyperlinks within your document or to external web pages is a valuable skill, as it allows readers to access related resources easily.

9. **Styles and Themes:** Applying styles and themes consistently throughout your document ensures a cohesive and professional appearance. Styles can be used to quickly format headings, subheadings, and body text.

10. **Page Breaks:** Knowing how to insert page breaks helps control where a new page starts, ensuring your document flows logically and avoids awkward page breaks within paragraphs.

11. **Track Changes and Comments:** Collaborating on documents becomes more manageable with track changes and comments. Track changes records edits, while comments allow users to leave notes or feedback for others.

12. **Find and Replace:** This feature saves time by helping you quickly locate specific words or phrases and replace them throughout the document.

13. **Spell Check and Grammar Check:** Utilizing the built-in spell check and grammar check tools ensures your document is free from spelling errors and basic grammar mistakes.

Understanding and utilizing these features in Microsoft Word or Google Docs can significantly improve your document creation process, making your work more efficient, professional, and polished. As you become familiar with these essential features, you'll find that Microsoft Word and Google Docs become versatile tools for various writing and document-related tasks. The best way to master them is to practice, practice, practice.
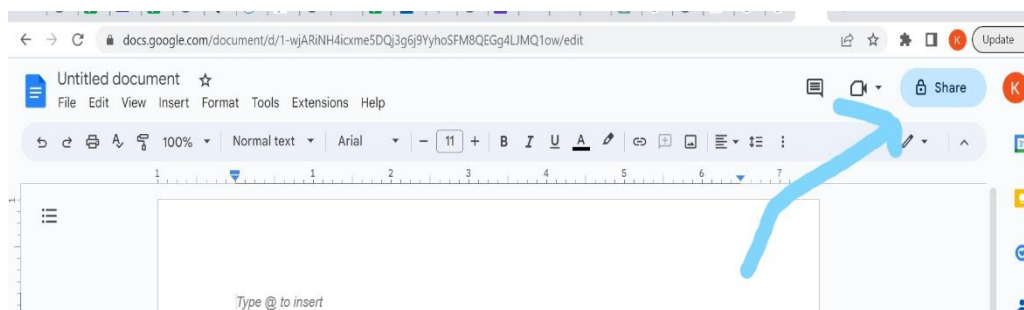
3. Sharing a document:

Sharing a document can be done in different ways. The simplest way is to do it via the "share" function:
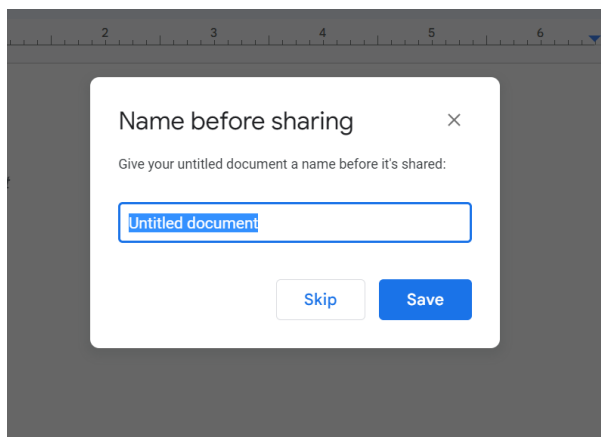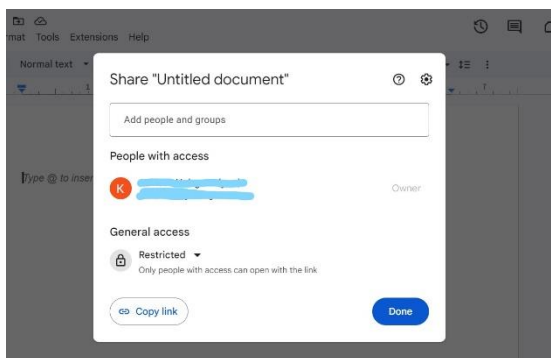
<u>Google Docs:</u>

1.

Click on the "share" icon.

2.

Name the document and click "save".

3.

From here, you can "invite" people. You can also change the access from "restricted" to everyone with the link. When you are finished, click "done"
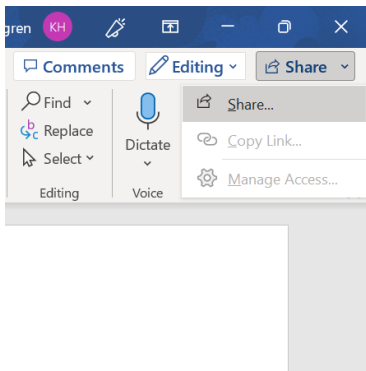
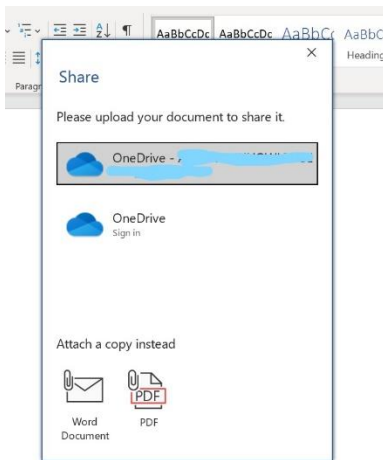## Microsoft Word:

1.

Click on the "share" icon.
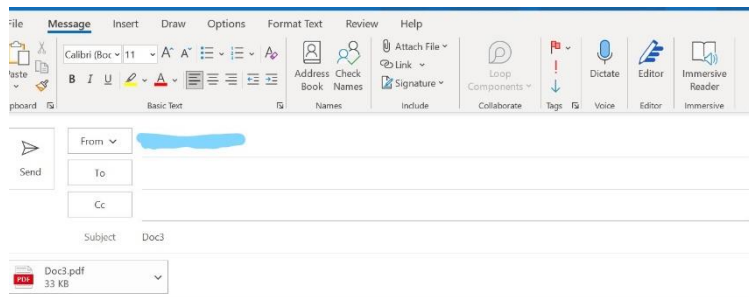
2.

Click on "share".

3.

You can choose to attach a copy and email it manually or click on the email options.

4.

If you choose the "share via email" option, you will see the document automatically attached. From there, just send the email.

1.3.2.3 Spreadsheet Software

Beyond the standard creation of excel and Google sheets creation, spreadsheets can do some really useful and interesting things.

1. A General List and Resources:

Both Google Sheets and Microsoft Excel are powerful spreadsheet applications that offer a wide range of cool features. Here are some interesting things you can do with them, along with resources to learn how to use them simply:

1. Data Visualization and Charts: You can create visually appealing charts and graphs to represent data trends and patterns. Both Google Sheets and Excel offer various chart types like bar charts, pie charts, line graphs, and more.

Resources:

- Google Sheets: Google Sheets Charts

- Excel: Create a chart from start to finish

2. Conditional Formatting: Apply formatting rules based on specific conditions to highlight data that meets certain criteria, making it easier to analyze trends and patterns.

Resources:

- Google Sheets: Conditional formatting in Google Sheets

- Excel: Use conditional formatting to highlight information

3. Data Analysis with Pivot Tables: Use pivot tables to summarize and analyze large datasets quickly. They allow you to arrange and calculate data dynamically.

Resources:

- Google Sheets: Create and use pivot tables

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- Excel: [Create a PivotTable to analyze worksheet data](#)

4. Collaborative Editing: Both Google Sheets and Excel Online offer real-time collaborative editing, allowing multiple users to work on the same spreadsheet simultaneously.

Resources:

- Google Sheets: [Work in Google Sheets simultaneously with others](#)

- Excel Online: [Collaborate on Excel workbooks at the same time with co-authoring](#)

5. Formulas and Functions: Harness the power of formulas and functions to perform calculations, manipulate data, and automate tasks.

Resources:

- Google Sheets: [Google Sheets Functions](#)

- Excel: [Excel formulas and functions](#)

6. Data Validation: Use data validation to create drop-down lists and limit the type of data users can enter, ensuring data consistency and accuracy.

Resources:

- Google Sheets: [Data validation in Google Sheets](#)

- Excel: [Apply data validation to cells](#)

7. Macros (Excel Only): For advanced users, you can automate repetitive tasks in Excel using macros, saving time and effort.

Resources:

- Excel: [Create or run a macro](#)

8. Integrations: Both Google Sheets and Excel can integrate with other tools and services, allowing you to pull data from external sources or automate workflows.

Resources:

- Google Sheets: [Google Workspace Marketplace](#)

- Excel: [Get data from external data sources (Power Query)](#)

For learning more about these features and many others, you can find step-by-step tutorials and guides on the official support pages of Google Sheets and Microsoft Excel, as well as through online courses on platforms like Udemy, LinkedIn Learning, and YouTube tutorials. These resources cater to various skill levels, from beginners to advanced users, and offer explanations in simple and easy-to-understand language.
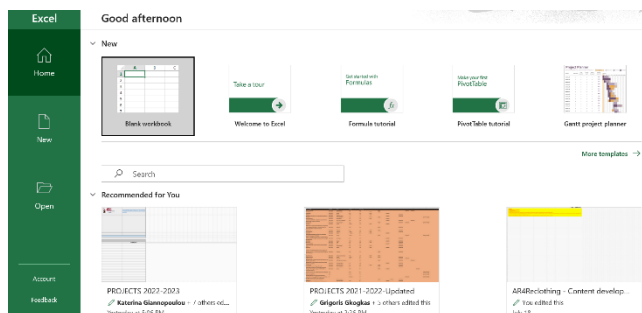
2. Easy Translations:

While many of the tools explained in this module are interesting, the one that could unexpectedly come in handy is the ability to translate whole columns of data from one language to another.
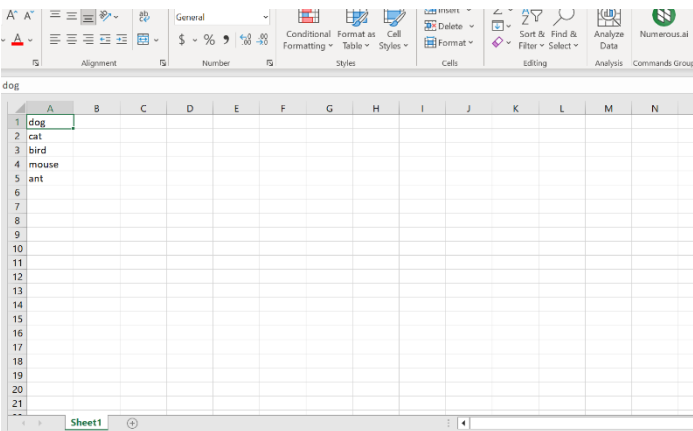
<u>Microsoft excel:</u>

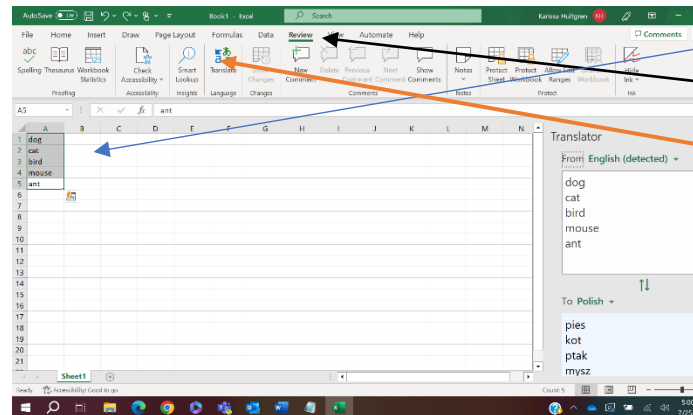Now, this will take some work, so practice a few times.

1.

Open a new Excel sheet
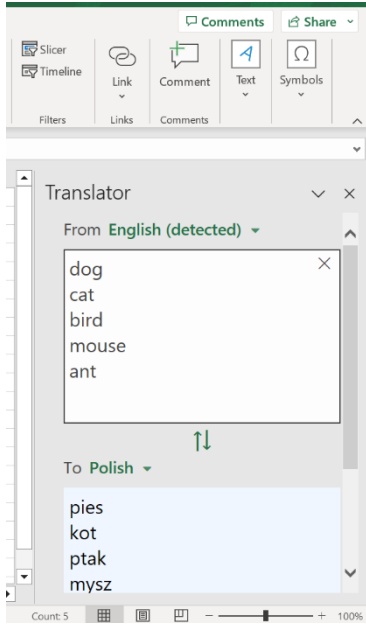
2.

Start typing in information.

3.

Select a group of cells.

Next, go to the "review" tab

Click on translate. You will see a translator appear.

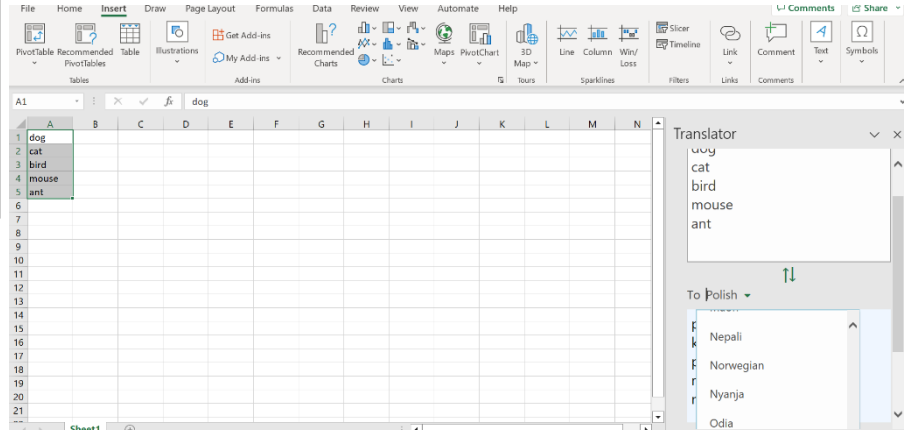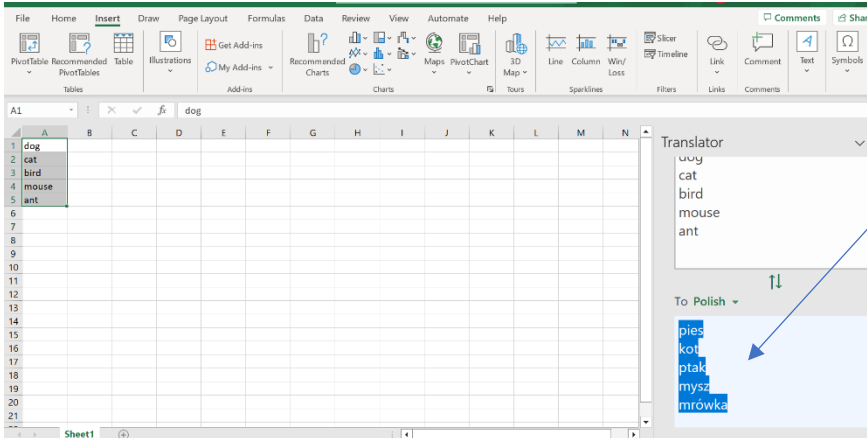Co-funded by
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4.

From here, you can choose the language.

5.

6.

Highlight the translated text.

On your keyboard, select **CTRL C**

7.
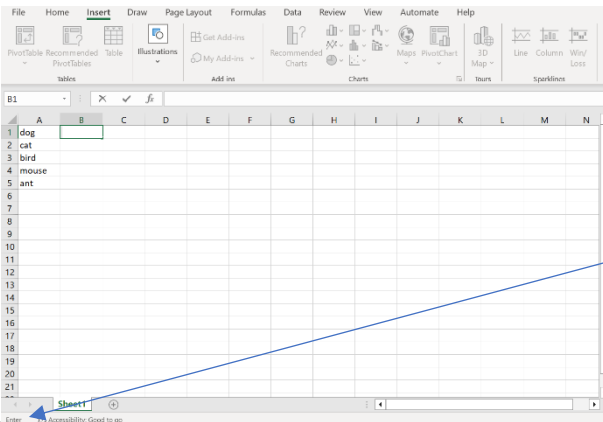
DOUBLE click on the open cell, where you want the text to go. In the bottom corner, you will see the word "enter".

8.
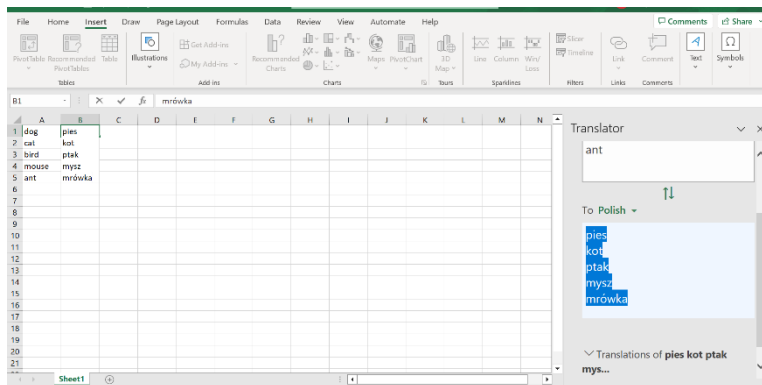
Press **CTRL V** to paste

Then **CTRL A** to select it

Then **CTRL X** (the text will disappear, but don't panic)

Then click outside the cell, click back in the cell and then **Ctrl V**

9.
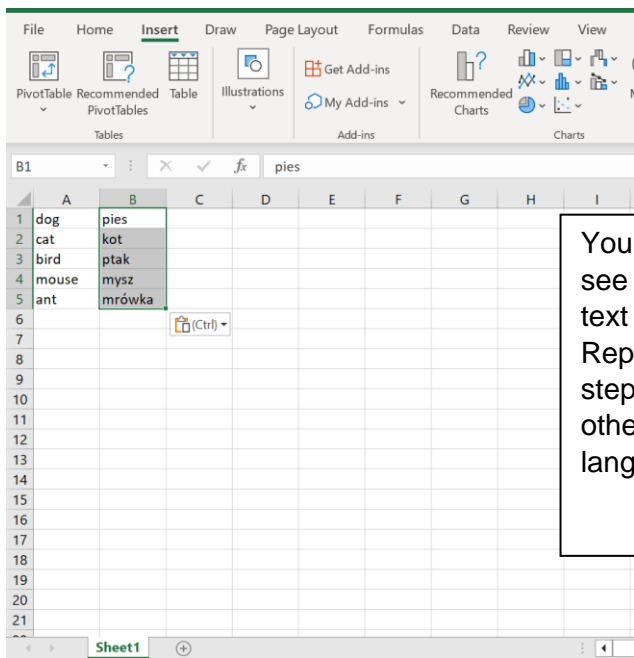
You will see your text appear. Repeat the steps in other languages,

10.
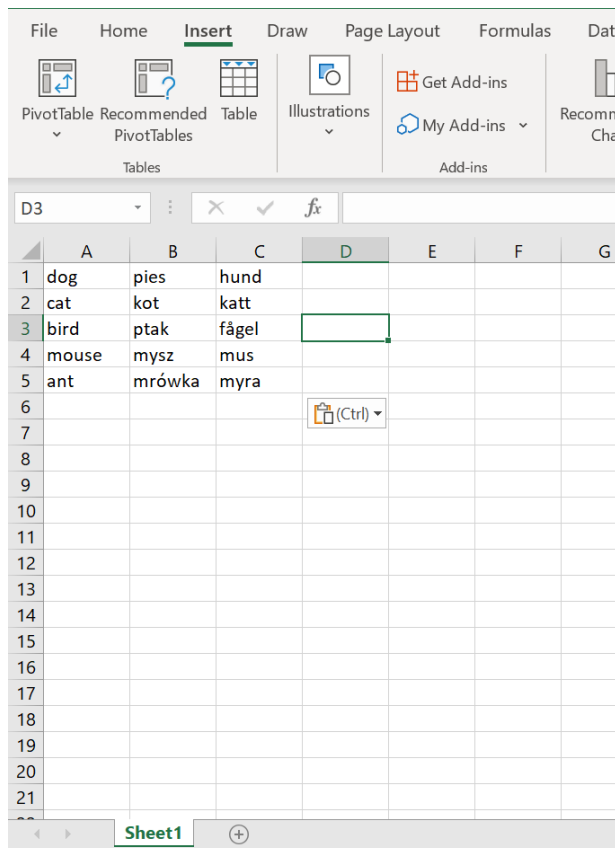
Google Docs:

Google Docs makes translating significantly easier. For this we will use the formula

=googletranslate(Cellnumber, "Language1","language2)

1.
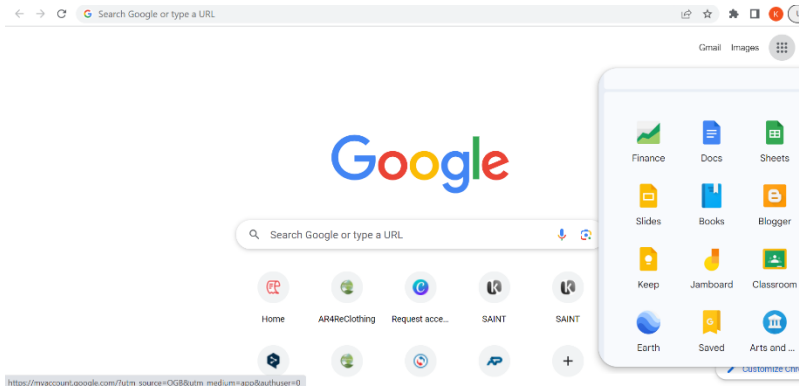
Open a Google Sheet using the same way you open a Google Doc.

2.
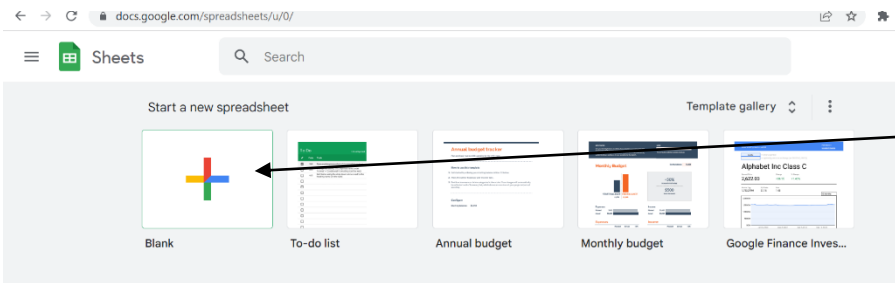
Click "Blank"

3.
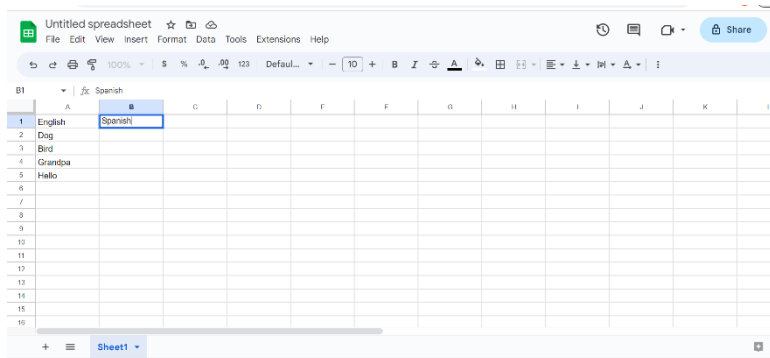
Start typing in your information. Here, I have chosen English and Spanish.

5.
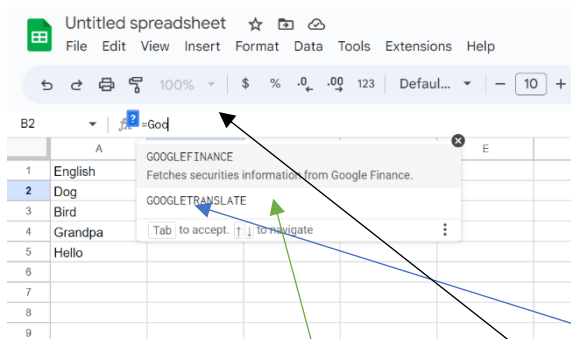
6.
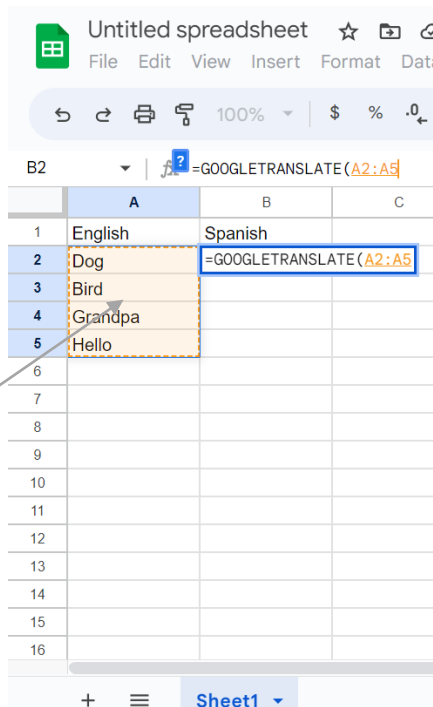
Go to the open cell where the translation will start.

In the "fx" toolbar, start typing =Googletranslate

Your option should pop up.

Highlight the words you want to translate.

Add in the language you want translated and the one you want to translate to.

7.
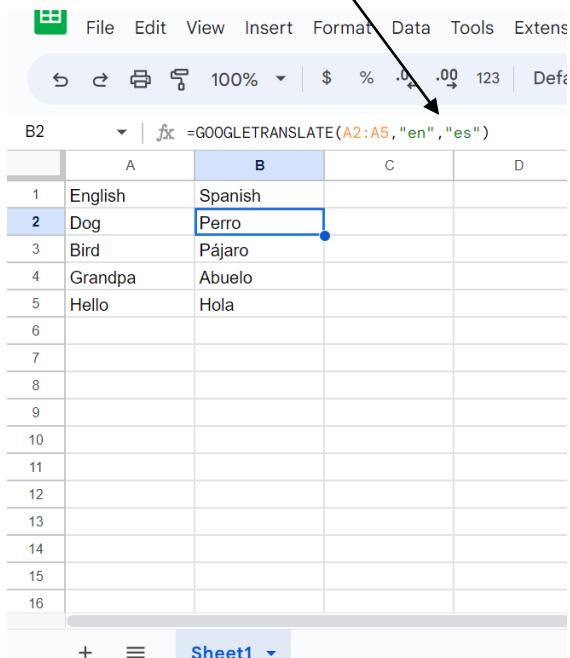
For a list of country codes:

https://www.loc.gov/standards/iso639-2/php/code_list.php
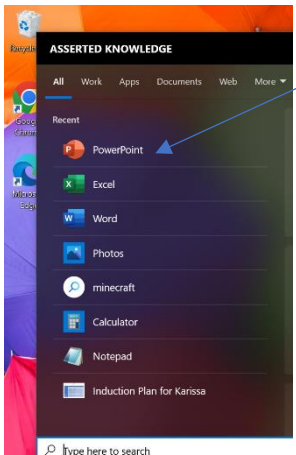
1.3.2.4 Spreadsheet Software

Presentation software such as Google Slides and Microsoft PowerPoint can be really significant when you are trying to communicate your point to a large group of people. For this module, we will look briefly at three types of presentation software: Microsoft PowerPoint, Google Slides and Prezi.
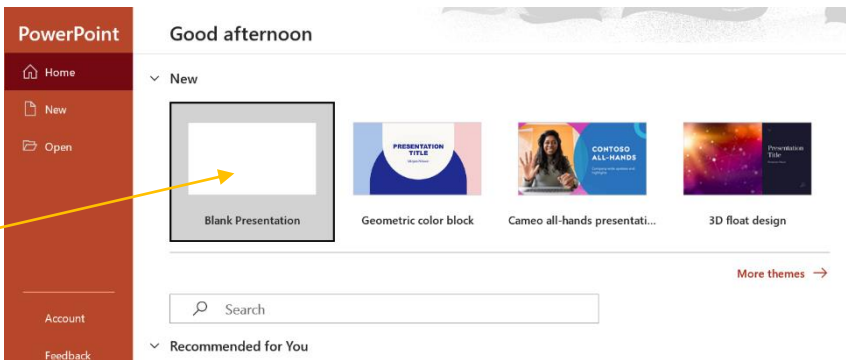
1. Creating a presentation:

Microsoft PowerPoint:

1.   2.
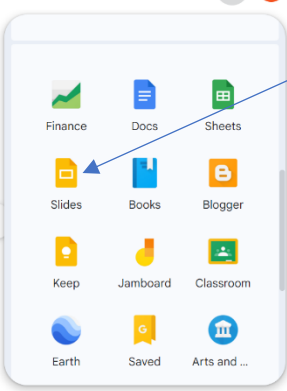
Open Microsoft PowerPoint on your computer.
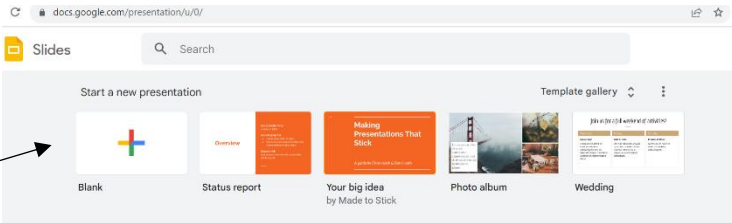
Select from a blank presentation or from a selection of templates.

Google Slides:

1.   2.

From Google, select "Slides".

As with PowerPoint, select a "blank" or premade template.

Prezi:

1.
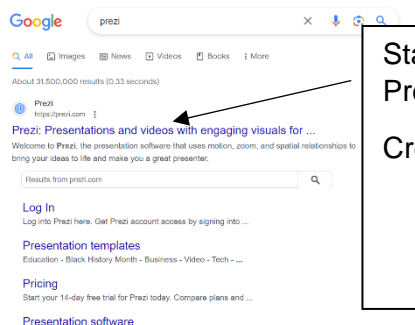
Start by going to Prezi.com

Create an account.

2.
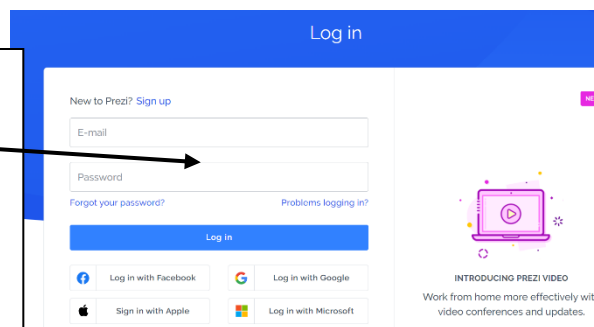
3.
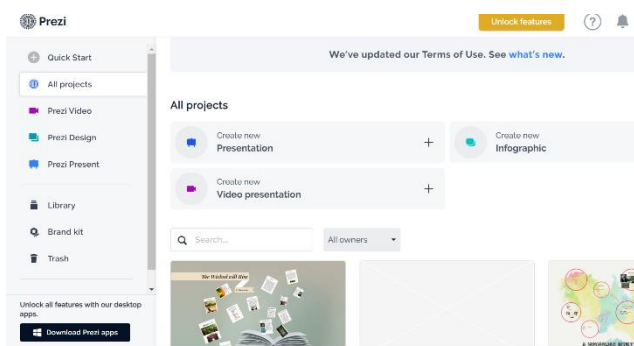
Select from various different types of presentations.

2. Features:

Microsoft PowerPoint, Google Slides, and Prezi are popular presentation software that offer various features to create engaging and professional presentations. Here are some key features of each:

Microsoft PowerPoint:

- Slide Design and Themes: PowerPoint provides a wide range of pre-designed templates and themes to give your presentation a professional and polished look.
- Animations and Transitions: Add visual appeal to your slides with a variety of animations and slide transitions to create smooth and eye-catching transitions between slides.
- SmartArt Graphics: PowerPoint offers SmartArt, which allows you to create visually appealing diagrams and charts to represent complex information.

- Presenter View: While presenting, use the Presenter View to see your slide notes, upcoming slides, and control the presentation flow seamlessly.
- Collaboration: PowerPoint offers real-time collaboration, allowing multiple users to work on the same presentation simultaneously using PowerPoint Online.
- Audio and Video Integration: Embed audio and video files directly into your slides to create more interactive and engaging presentations.
- Embedding and Hyperlinks: Insert external content, like web pages, PDFs, or Excel charts, into your presentation or add hyperlinks to navigate to external resources.

Google Slides:

- Real-time Collaboration: Similar to other Google Workspace apps, Google Slides allows multiple users to collaborate on the same presentation simultaneously.
- Auto-save and Version History: Google Slides automatically saves your work, and you can access version history to revert to previous versions if needed.
- Easy Sharing and Publishing: Sharing your presentations with others is straightforward, and you can publish your slides online for easy access and sharing.
- Google Drive Integration: Slides are stored in Google Drive, making it easy to organize and access your presentations from any device.
- Add-ons and Extensions: Google Slides supports various add-ons and extensions, allowing you to enhance functionality and integrate with other tools.
- Explore Feature: Use the Explore feature to access suggested layouts and design options based on the content of your slides.
- Q&A and Audience Interaction: Use Slides Q&A to engage with your audience and gather questions during presentations.

Prezi:

- Zooming User Interface: Prezi is known for its unique zooming presentation style, allowing you to create dynamic and visually engaging presentations.
- Path Animation: Prezi enables you to create custom paths and animations for presenting your content in a non-linear, cinematic manner.
- Collaboration: Prezi supports real-time collaboration, making it easy to work on presentations with team members.

- Templates and Themes: Prezi offers a selection of templates and themes to help you get started with your presentation design.
- Multimedia Integration: Embed images, videos, and audio to create interactive and multimedia-rich presentations.
- Analytics: Prezi provides analytics to track how your audience interacts with your presentation during and after the presentation.
- Offline Access: With Prezi Desktop, you can access and present your presentations without an internet connection.

Each of these presentation software tools offers a unique set of features, allowing users to create visually appealing and interactive presentations suited to their individual preferences and needs. In order to effectively use presentation software, it takes practice and patience.

3. Other presentation resources:

1. **Keynote:** Apple's presentation software, available exclusively for macOS and iOS devices, offers sleek and visually appealing templates with seamless integration with other Apple products.

2. **SlideShare:** A web-based platform owned by LinkedIn that allows users to upload and share presentations publicly or privately, making it a great option for online sharing and discovery.

3. **Canva:** While primarily known for its graphic design capabilities, Canva also offers presentation templates and tools to create visually stunning slideshows.

4. **Haiku Deck:** A simple and intuitive presentation tool that focuses on visual storytelling, offering beautiful image-centric slides.

5. **Powtoon:** Specializing in animated presentations, Powtoon allows users to create dynamic and engaging animated videos and slides.

6. **Emaze:** A web-based presentation tool that provides a variety of templates and 3D effects to create captivating presentations.

7. **Zoho Show:** Part of the Zoho suite of productivity tools, Zoho Show offers collaborative online presentation creation and editing.

8. **Visme:** A versatile platform that not only allows users to create presentations but also infographics, reports, and interactive content.

9. **Slidebean:** Designed to streamline the presentation creation process, Slidebean provides AI-powered templates and easy content insertion.

10. **Focusky:** An animated presentation software that allows users to create zooming presentations with a dynamic visual experience.

11. **Google Workspace (formerly G Suite) Alternatives:** While Google Slides is part of Google Workspace, there are other alternatives within the suite, such as Google Drawings or Google Jamboard, which offer unique presentation capabilities.

12. **SlideDog:** A multimedia presentation software that lets you combine various media types like PowerPoint, PDF, videos, and web pages into a seamless presentation.

13. **SlideCamp:** A presentation management tool that enables teams to collaborate, share, and manage presentation assets efficiently.

14. **Presefy:** A platform that allows presenters to engage audiences by letting them follow along and interact with the presentation on their own devices.

Each of these presentation software options offers different features and capabilities, catering to various presentation styles and preferences. You may find one that aligns perfectly with your specific needs and design preferences.

4. Presentation tips:

Creating great presentations involves a combination of effective content, compelling design, and engaging delivery. Here are some tips and tricks to help you craft outstanding presentations, along with additional resources for further learning:

1. Know Your Audience: Understand who your audience is, what they know about the topic, and what they expect from the presentation. Tailor your content and delivery to meet their needs and interests.

Resource: How to Know Your Audience in 5 Steps

2. Plan and Structure Your Content: Organize your presentation with a clear introduction, main points, and a compelling conclusion. Use a logical flow to guide your audience through the content.

Resource: 5 Tips for Structuring a Presentation

3. Use Visuals Wisely: Incorporate relevant images, charts, and infographics to support your message visually. Avoid clutter and ensure your visuals enhance understanding.

Resource: 10 Tips for Effective Visual Communication in Your Presentation

4. Keep Text Concise: Use short, impactful phrases instead of long sentences. Limit the amount of text on each slide to avoid overwhelming your audience.

Resource: 6 Tips for Writing Clear, Concise Sentences

5. Use Storytelling Techniques: Craft a compelling narrative to keep your audience engaged. Stories are powerful tools for conveying information and creating emotional connections.

Resource: The Power of Storytelling in Presentations

6. Emphasize Key Points: Use emphasis techniques like bolding, italics, or color to highlight essential information. This makes it easier for the audience to grasp key takeaways.

Resource: Using Emphasis in Presentations

7. Interact with Your Audience: Engage the audience by asking questions, using polls, or encouraging participation. Interaction keeps the audience attentive and involved.

Resource: The Complete Guide to Audience Interaction

8. Use Presentation Software Effectively: Learn how to use presentation software like PowerPoint, Google Slides, or Prezi to maximize their features and create engaging presentations.

Resource: Beginner's Guide to PowerPoint

These tips, along with the provided resources, will help you create presentations that captivate your audience and effectively convey your message. Remember that continuous learning and practice are the keys to honing your presentation skills.

1.3.2.5 Note-taking and Collaboration Tools

Note-taking and collaboration tools are software applications that help you capture and organize your ideas, information, and thoughts digitally. They make it easier to jot down important points, create to-do lists, and keep track of tasks, all in one place. These tools also allow you to work with others, making collaboration seamless, whether you're in the same room or miles apart.

Examples of Note-taking and Collaboration Tools:

1. **Microsoft OneNote:** A digital notebook that lets you create multiple sections and pages to organize your notes. You can add text, images, links, and even record audio notes.

2. **Evernote:** Similar to OneNote, Evernote allows you to create digital notebooks and save notes with various multimedia elements. It syncs across devices for easy access.

3. **Google Keep:** A simple and user-friendly tool that lets you create color-coded notes, checklists, and reminders. It syncs with your Google account.

4. **Notion:** A versatile tool that combines note-taking, project management, and wiki-style knowledge base features, allowing you to organize various types of content.

5. **Trello:** Primarily a project management tool, Trello uses boards, lists, and cards to help you organize tasks and collaborate with team members.

How Note-taking and Collaboration Tools Work:

1. **Create and Organize Notes:** You can create new notes by typing text, pasting information, or adding images. These notes can be organized into categories, folders, or tags for easy retrieval.

2. **Access Across Devices:** Most tools offer cloud storage, ensuring your notes are accessible on your computer, tablet, or smartphone.

3. **Collaboration:** These tools allow you to invite others to view, edit, or comment on your notes. This makes it easy to collaborate on projects or share ideas with teammates in real-time.

4. **Search and Sync:** Powerful search features help you find specific notes quickly. Additionally, any changes you make to your notes are automatically synced across all your devices.

Resources for Learning:

- [Microsoft OneNote Guide](#)

- [Evernote Help & Learning](#)

- [Google Keep Support](#)

- [Notion Guides & Tutorials](#)

- [Trello Getting Started Guide](#)

Note-taking and collaboration tools are versatile and valuable companions in both personal and professional settings. They help you stay organized, collaborate efficiently, and keep all your important information in one convenient place. Whether you're a student, professional, or just someone who loves staying organized, these tools make capturing and sharing ideas a breeze.

1.3.3 Social Media Skills

1.3.3.1 The impact of social media

Social media can be a powerful tool for eco-preneurs. A few of the ways social media can benefit you are:

- Visibility and Reach: Social media platforms have billions of users, offering eco-preneurs a vast audience to showcase their eco-friendly products or services. By sharing their mission and values, eco-preneurs can reach potential customers worldwide and build a community of like-minded individuals.
- Engagement and Education: Social media allows eco-preneurs to engage with their audience directly. They can use posts, stories, and videos to educate followers about the importance of sustainability, eco-friendly practices, and the positive impact of their products on the environment.
- Building Brand Loyalty: Social media fosters a sense of connection between eco-preneurs and their customers. By sharing behind-the-scenes content, customer testimonials, and updates on sustainable initiatives, they can build trust and loyalty with their audience.

- Market Research and Feedback: Eco-preneurs can use social media to gather valuable feedback from their customers. They can conduct polls, surveys, and ask for opinions on new product ideas or eco-friendly initiatives, helping them tailor their offerings to meet customer needs.
- Partnerships and Collaborations: Social media provides a platform for eco-preneurs to connect with other eco-conscious businesses, organizations, and influencers. Collaborating with like-minded partners can amplify their message and expand their reach even further.
- Cost-Effective Marketing: Social media offers cost-effective marketing solutions compared to traditional advertising. Eco-preneurs can leverage various platforms' targeting tools to reach their ideal audience without significant advertising expenses.
- Crisis Management and Transparency: In the event of a sustainability-related issue or crisis, social media enables eco-preneurs to respond quickly and transparently. Addressing concerns openly can help maintain their reputation and demonstrate their commitment to sustainability.
- Monitoring Trends and Competitors: Social media allows eco-preneurs to keep an eye on industry trends, competitors, and consumer preferences. This knowledge can help them stay innovative and responsive to evolving market demands.

By harnessing the potential of social media, eco-preneurs can build a robust online presence, engage with their community, and promote their environmentally responsible business practices effectively. This, in turn, can lead to increased brand awareness, customer loyalty, and a positive impact on the environment.

1.3.3.2 Examples of Social media

The world of social media is huge. Social media platforms can be broadly categorized based on their primary functions and purposes. Here are some examples divided by type, along with explanations of their benefits:

1. **Social Networking Platforms:**

    - **Facebook:** As one of the largest social networking sites, Facebook connects people worldwide, making it an excellent platform for eco-preneurs to reach a diverse audience. It allows them to build brand awareness, engage with followers, share eco-friendly content, and foster a sense of community around their sustainable initiatives.

    - **LinkedIn:** A professional networking site, LinkedIn is beneficial for eco-preneurs seeking to connect with other sustainable businesses, potential partners, or investors. It allows them to showcase their expertise, join industry groups, and network with like-minded professionals.

2. **Microblogging Platforms:**

    - **Twitter:** With its concise format, Twitter is ideal for eco-preneurs to share quick updates, sustainability tips, and news about their eco-friendly products or events. It helps in maintaining real-time engagement with their audience and staying connected with the latest trends.

- **Instagram:** Focused on visual content, Instagram is perfect for eco-preneurs to showcase their sustainable products, initiatives, and behind-the-scenes glimpses. Its visual appeal can attract environmentally conscious users and increase brand recognition.

3. **Image and Video Sharing Platforms:**

- **YouTube:** YouTube is a powerful platform for eco-preneurs to create video content about sustainable practices, product reviews, or educational content. It allows them to reach a broad audience and monetize their content through partnerships and advertisements.

- **Pinterest:** As a visual discovery platform, Pinterest is beneficial for eco-preneurs to share visually appealing pins of their eco-friendly products, DIY projects, or sustainability tips. It drives traffic to their website and increases brand visibility.

4. **Blogging and Content Sharing Platforms:**

- **Medium:** Medium is a platform for long-form content, making it suitable for eco-preneurs to share in-depth articles, thought leadership pieces, and insights on sustainability. It helps establish them as authoritative voices in the eco-friendly industry.

- **Tumblr:** Tumblr combines elements of blogging and social media, allowing eco-preneurs to share multimedia content, interact with followers, and join niche communities. It is a creative space to express their brand identity and values.

5. **Community and Forum Platforms:**

- **Reddit:** With various eco-conscious subreddits, Reddit offers eco-preneurs a chance to engage with communities interested in sustainable living. Participating in discussions and sharing valuable content can boost their credibility and attract potential customers.

- **Quora:** A question-and-answer platform, Quora enables eco-preneurs to provide valuable insights into sustainability-related queries. By showcasing their expertise, they can attract a dedicated following and establish themselves as thought leaders.

By strategically using different types of social media platforms, eco-preneurs can maximize their online presence, connect with their target audience, and raise awareness about their environmentally responsible initiatives. Each platform offers unique benefits that can support their sustainability goals and foster meaningful engagement with their community.

1.3.4 Research Skills

1.3.4.1 The importance of research skills

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Research skills are important in the working world because they help us find valuable information and make well-informed decisions. Just like detectives gather clues to solve mysteries, employees use research skills to gather facts and data about their work, customers, and industry.

Research skills can help you with:

➢ Making Better Decisions: Research helps us gather facts and understand situations before making decisions. It ensures that our choices are based on evidence, not guesses.

➢ Problem-Solving: When we face challenges at work, research helps us find solutions. It gives us insights into how others have tackled similar issues in the past.

➢ Understanding Customers: Researching customers' needs and preferences helps businesses create products and services that people really want.

➢ Staying Updated: In a fast-changing world, research keeps us updated with the latest trends and developments in our industry.

➢ Evaluating Options: Whether it's choosing the best supplier or deciding on a marketing strategy, research helps us compare options and choose wisely.

➢ Building Knowledge: Continuous research expands our knowledge and expertise, making us more valuable to employers.

➢ Finding Opportunities: Research uncovers new opportunities for growth and innovation, giving businesses a competitive edge.

➢ Avoiding Mistakes: Research can reveal potential risks and pitfalls, helping us avoid costly mistakes.

➢ Supporting Ideas: When presenting ideas at work, research provides evidence and credibility, making our proposals more persuasive.

➢ Adapting to Change: Research helps businesses adapt to changes in the market, technology, and customer preferences.

Overall, research skills are like a superpower that empowers employees and businesses to thrive, adapt, and succeed in the dynamic and competitive working world.

1.3.4.2 Tools and resources

Using digital tools for research can greatly enhance your ability to gather valuable information, stay updated on sustainability trends, and make informed decisions for your environmentally conscious business. Here are some examples of digital tools that can aid your research efforts as an eco-preneur:

1. **Google Scholar:** An academic search engine that allows you to find scholarly articles, research papers, and studies related to environmental sustainability, renewable energy, and other eco-friendly topics.

2. **GreenBiz:** A website and digital media company that offers news, insights, and research reports on sustainable business practices and environmental topics.

3. **Environmental News Network (ENN):** A platform providing the latest news and analysis on environmental issues, innovations, and sustainable solutions.

4. **Sustainable Brands:** An online community and resource platform focused on sustainable business strategies, case studies, and industry trends.

5. **World Resources Institute (WRI):** A research organization offering data, reports, and insights on global environmental challenges and sustainable development.

6. **Carbon Footprint Calculators:** Various online calculators like "Carbon Footprint" or "EcoPassenger" can help you measure the environmental impact of your products, services, or operations.

7. **Sustainable Product Databases:** Platforms like "The Good Trade" or "Good On You" provide information on eco-friendly products, sustainable brands, and ethical practices.

8. **Environmental Protection Agency (EPA):** The EPA website offers valuable data, research, and resources related to environmental regulations, sustainability, and eco-friendly initiatives.

9. **Renewable Energy Maps:** Online tools like "Global Wind Atlas" or "PVWatts" can help you assess the renewable energy potential in specific regions for eco-friendly projects.

10. **Life Cycle Assessment (LCA) Software:** LCA software like "SimaPro" or "GaBi" can assist in conducting detailed environmental assessments of products or processes.

11. **Social Media Listening Tools:** Platforms like "Hootsuite" or "Sprout Social" can help you monitor discussions, trends, and sentiments related to sustainability and your eco-friendly brand.

12. **Data Visualization Tools:** Tools like "Tableau" or "Infogram" enable you to create compelling visualizations of environmental data, making it easier to communicate your findings.

Using these digital tools, you can access research, data, and insights to support your eco-preneurial initiatives, make data-driven decisions, and demonstrate the environmental impact and benefits of your sustainable business practices. Remember to verify the credibility of the sources and stay up-to-date with the latest research to ensure the accuracy of your findings.

1.3.4.3 Digital Research tips

Here are ten digital research tips to help you conduct effective and efficient research online:

1. **Define Your Research Objectives:** Clearly outline what you want to achieve with your research. Having specific goals will help you focus your efforts and find relevant information.

2. **Use Advanced Search Techniques:** Learn to use search operators, quotes for exact phrases, and minus signs to exclude certain words. This refines your search results and saves time.

3. **Evaluate Sources:** Check the credibility and reliability of the sources you find. Stick to reputable websites, academic journals, and government publications for trustworthy information.

4. **Utilize Google Scholar:** When looking for scholarly articles and academic research, use Google Scholar, which specializes in academic content.

5. **Explore Databases:** Many universities and institutions provide online databases with a wealth of research articles and publications. Accessing these databases can enrich your research.

6. **Stay Organized:** Use digital tools like note-taking apps or bookmarking extensions to keep track of your findings, citations, and sources. This ensures you can easily reference them later.

7. **Verify Information:** Cross-reference information from multiple sources to verify its accuracy and avoid misinformation.

8. **Be Specific in Queries:** Use precise keywords related to your research topic to get more relevant results. Avoid generic or broad search terms.

9. **Use Citations and References:** Whenever you use information from other sources, properly cite and reference them following the appropriate citation style.

10. **Set Up Alerts:** Set up email alerts or RSS feeds for specific keywords related to your research. This way, you'll receive updates on new research and articles in your field of interest.

Following these digital research tips will improve the quality and efficiency of your research, helping you find reliable information to support your work or academic pursuits.

1.3.5 Digital Privacy and Security

1.3.5.1 Digital Privacy and Security

Digital privacy and security are essential for protecting your personal information and ensuring your online safety. Let's simplify the concepts:

Digital Privacy: Digital privacy means keeping your personal information, like your name, address, and private messages, safe from being seen or used by others without your permission. It's like closing the curtains in your house so people outside can't look inside. You should be careful about what you share online and who you share it with, just like you wouldn't give your private information to strangers.

Digital Security: Digital security is about protecting yourself and your devices from online dangers, like hackers or viruses. It's like locking the doors of your house to keep intruders out. You need strong passwords, update your software regularly, and be cautious about clicking on unknown links or emails to stay safe online.

In summary, digital privacy is about keeping your personal information private, while digital security is about protecting yourself and your devices from online threats. By practicing both, you can enjoy a safer and more secure online experience.

1.3.5.2 How to be digitally safe online

Being digitally safe and secure online is crucial to protect your personal information and data from online threats. Here are some practical tips, tools, and resources to help you stay safe and secure in the digital world:

1. Strong Passwords:

- Use unique and strong passwords for all your online accounts.
- Consider using a password manager to generate and store complex passwords securely.

2. Two-Factor Authentication (2FA):

- Enable 2FA wherever possible to add an extra layer of security to your accounts.
- It typically requires a code sent to your phone or email when logging in from a new device.

3. Keep Software Updated:

- Regularly update your operating system, web browsers, and apps to patch security vulnerabilities.

4. Avoid Phishing Scams:

- Be cautious of emails, messages, or websites that ask for personal information or login credentials.
- Use browser extensions or tools to detect and block phishing attempts.

5. Secure Wi-Fi Connections:

- Avoid using public Wi-Fi for sensitive transactions or access sensitive accounts.

- Use a virtual private network (VPN) to encrypt your internet connection when using public Wi-Fi.

6. Be Cautious with Links and Downloads:

- Avoid clicking on suspicious links or downloading files from unknown sources.

- Use an antivirus program to scan downloads for malware.

7. Privacy Settings:

- Review and adjust privacy settings on social media platforms and other online accounts.

- Limit the amount of personal information you share publicly.

8. Secure Online Shopping:

- Shop only on reputable websites with secure checkout processes (look for "https" in the URL).

- Use virtual credit cards or secure payment platforms for additional protection.

9. Regular Backups:

- Back up your important data regularly to an external hard drive or cloud storage service.

10. Educate Yourself:

- Stay informed about the latest online threats and security best practices.

- Use reputable sources and security blogs for updates and insights.

Resources:

- StaySafeOnline.org: Provides resources and tips for staying safe online.

- National Cyber Security Alliance (NCSA): Offers various resources for online safety and cybersecurity.

- Google Safety Center: Provides tips and tools for staying safe online while using Google products.

- Have I Been Pwned: A website to check if your email or accounts have been compromised in data breaches.

By implementing these tips and utilizing reliable resources, you can enhance your digital safety and security, protecting yourself from cyber threats and maintaining control over your personal information online.

1.4 Assessment

1.4.1 Knowledge assessment

Question 1(multiple choice): text

What role do digital skills play in society?

A) Digital skills are only relevant for advancing one's career in the job market.

B) Digital skills foster active citizenship and democratic participation.

C) Digital skills primarily help individuals access entertainment and leisure activities online.

Question 2 (true/false): True or False: Productivity software includes gaming and entertainment applications to boost workplace morale and creativity.

[False] True

Question 3 (multiple choice) text: How can eco-preneurs benefit from using different social media platforms?

A) Maximize their online presence, connect with their target audience, and raise awareness about their environmentally responsible initiatives.

B) Generate more profits for their businesses and increase sales.

C) Reduce their carbon footprint and energy consumption.

D) All of the above

Question 4 (multiple answers correct): Question: Which of the following are benefits of research skills?

A) Making Better Decisions and Understanding Customers.

B) Staying Updated and Building Knowledge.

C) Evaluating Options and Finding Opportunities.

D) Supporting Ideas and Adapting to Change.

Question 5 (multiple answers correct): text: Practicing digital safety skills can help you with:

A) Understanding the importance of digital privacy and how to keep personal information safe online.

B) Learning to create complex passwords for your online accounts.

C) Improving your physical security at home.

D) Learning about digital security measures and how to protect yourself from online dangers.

1.4.2 Skills assessment

Digital skills scavenger hunt

In this digital skills scavenger hunt, you'll embark on a solo adventure through the virtual world to complete five tasks related to different digital skills. Use your computer, laptop, or smartphone to accomplish each task. Take your time and have fun exploring the digital landscape!

Task 1: Online Research Wizard

Objective: Improve your online research skills.

Instructions: Find a reliable source online that provides interesting facts about your favorite animal. Copy the link to the webpage and paste it into a document or note for later use.

Task 2: Cybersecurity Sherlock

Objective: Test your knowledge of cybersecurity and internet safety.

Instructions: Identify three potential online scams or phishing emails in your inbox or spam folder. Take screenshots or describe the warning signs of each suspicious email to raise awareness.

Task 3: Social Media Guru

Objective: Enhance your understanding of social media platforms.

Instructions: Create a post (text or image) on your preferred social media platform (e.g., Facebook, Twitter, Instagram) about an inspiring quote or a fun fact. Use relevant hashtags and make the post public or private, depending on your platform's privacy settings.

Task 4: Password Protector

Objective: Strengthen your password management skills.

Instructions: Identify three online accounts (e.g., email, social media, online shopping) that you use frequently. Change the passwords of these accounts to strong and unique combinations. Make sure to store the new passwords securely, such as using a password manager or writing them down in a safe place.

Task 5: Digital Explorer

Objective: Discover a new digital tool or platform.

Instructions: Explore an online platform or app that you haven't used before (e.g., a productivity tool, creative software, language learning app). Write a brief description of what the platform offers and how it might be useful to you in the future.

Completion:

Once you've completed all five tasks, take a moment to reflect on what you've learned and achieved during the scavenger hunt. Celebrate your digital skills growth and newfound knowledge!

Note: Remember to be cautious and mindful while engaging in online activities and avoid sharing personal information or clicking on suspicious links during the scavenger hunt. Happy digital skills hunting!

Assessment criteria:

1. complete all the tasks

2. Be able to explain the skills you utilized.

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