OPPORTUNITIES AND CHALLENGES IN MEDIA AND INFORMATION
OBJECTIVES:

• Analyze the opportunities of the internet in the fields of citizen journalism and tourism support.
• Examine the possible threats of the internet to banking through phishing and human trafficking.
ONLINE SHOPPING MIND MAP

Online Shop

Transportation
- Mail
- Courier
- Freight

Payment
- Credit Card
- On Delivery
- Invoice

Goods

Customer
- Address
- Name

Support
- Service
- Help Desk

Guarantee


ONLINE SHOPPING:

• What forms of payment are accepted in online shopping?
• If customers have concerns or inquiries about the product, what support mechanisms are provided?
• How will the customers receive the purchased product?
INSTRUCTIONS:

• Create a mind map on a specific MIL opportunity or threat.

• Assign the following roles: leader, secretary, reporter/s, mind map designers
Team 1 and 5: Citizen Journalism

Read: “On the rise of citizen journalism: Power to The People?”

Answer the following questions:

• What is Citizen Journalism? What are the advantages of Citizen Journalism? Cite some examples.

• How does the Internet change the way news is reported? Do media companies limit their stories to their journalists only? Why/why not?

• What are the issues of Citizen Journalism? What mechanisms do they have to prove the accuracy of their stories?

• Do you think making ordinary citizens news reporters on TV or online develops more awareness on news content and mass media literacy?
Team 2 and 6: The Internet as Tourism Support


Answer the following questions:
• How did the Internet help in promoting tourism in Aloguinsan, Cebu?
• How did it improve the lives of the local community?
• If you could apply the Aloguinsan digital experience to your community, what local tourist spots, culture, or practices would you promote? Why?
Team 3 and 7: Phishing


Answer the following questions:

- How can you tell if someone is phishing on your account?
- How did Mr. Malibiran lose his money in the bank? Narrate the incident.
- Do you think online banking is still safe? How can you avoid becoming a victim of phishing?
Team 4 and 8: Human Trafficking

Read: Human trafficking in Asia going online. Retrieved
http://www.eastasiaforum.org/2014/05/03/human-trafficking-in-asia-going-online/

Answer the following questions:

• Was there progress in the fight to stop human trafficking after ASEAN signed the Declaration Against Trafficking in Persons, Particularly Women and Children?
• What is the percentage of child victims of human trafficking in the ASEAN Region?
• How does the Internet contribute to the increased number of human trafficking cases? Do you think that the Internet can be used as a tool to victimize people? Explain your answer.
• Suggest at least 3 ways to help stop human trafficking.
## Oral Presentation Sample Rubric

<table>
<thead>
<tr>
<th>Criteria</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
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</thead>
<tbody>
<tr>
<td><strong>Subject Knowledge during the Oral Presentation</strong></td>
<td>Student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.</td>
<td>Student is at ease with expected answers to all questions, but fails to elaborate.</td>
<td>Student is uncomfortable with information and is able to answer only rudimentary questions.</td>
<td>Student does not have grasp of information; student cannot answer questions about subject.</td>
</tr>
<tr>
<td><strong>Elocution</strong></td>
<td>Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation.</td>
<td>Student’s voice is clear. Student pronounces most words correctly. Most audience members can hear presentation.</td>
<td>Student’s voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation.</td>
<td>Student mumbles, incorrectly pronounces terms, and speaks too quietly for students in the back of class to hear.</td>
</tr>
</tbody>
</table>

Adapted from Evaluating student’s presentation. Retrieved from https://www.ncsu.edu/midlink/rub.pres.html