Collaborative Development of ICT Content

Since you have already gained fundamental knowledge in web page creation and you have created several outputs from the previous lessons, it is your time to synthesize what you have learned. You will also turn your materials into more exciting ICT content and showcase them into higher and specific audiences.

Sharing and showing your content can be done alone, but it will be more convenient, more profitable, and exciting if you create your ICT content collaboratively with your peers or your team.

What's In

Revisit your output (e-portfolio or photo gallery) from the previous lesson (Web Page Design Using Templates). Answer the questions below.

1. Are you satisfied with your output? Why or Why not?
   _____

2. If you will be given a chance to enhance your output, what enhancement will you do?
   _____

3. Have you encountered difficulties in creating it? What are the issues that you can share while doing your output?
   _____

4. If you have somebody to work with your output, do you think that you would have a better output? Why or Why Not?

   _____

What's New

Analyze the pictures shown and answer the items below. Write your answers on a separate sheet.

GROUP   VS.   **TEAM**
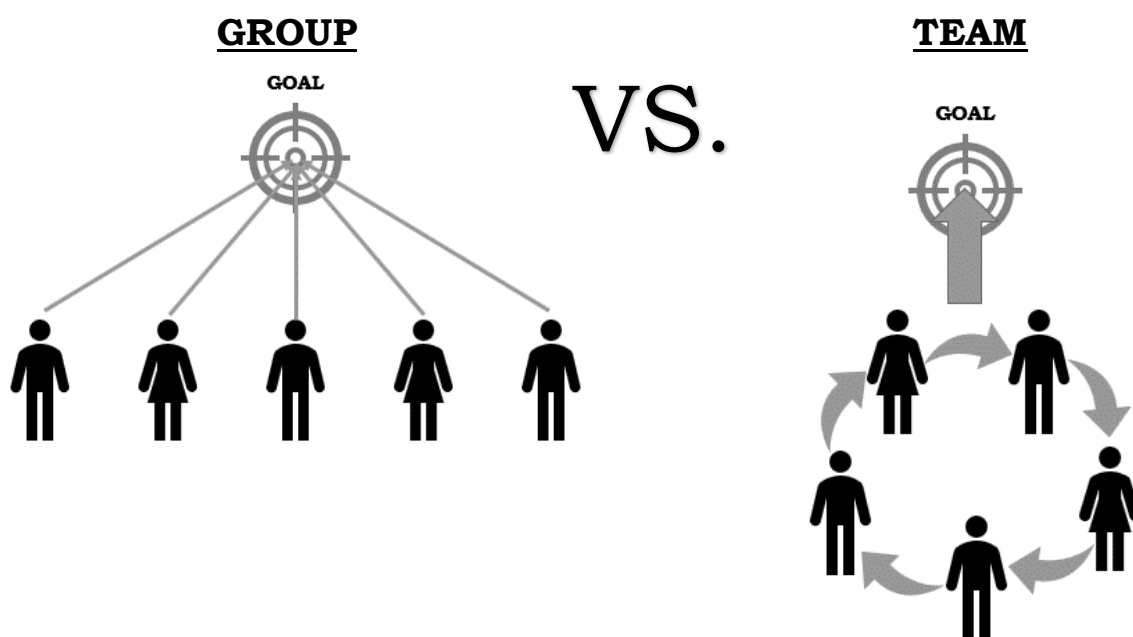
1. Describe each picture.
_____
_____
_____

2. Analyze the pictures presented above and differentiate a Group from a Team.
_____
_____
_____

3. If these people will create their web page, which would be more likely to develop more interesting and better-quality content: Group or Team? Justify your answer.
_____
_____
_____

What is It

A. Team Structure and Dynamics for ICT Content

In the previous activity, you discovered the difference between a Group and a Team. A **Group** involves people who work independently to achieve its goal, while a **Team** works interdependently where each member has a specific role or function. Thus, the team interacts dynamically and adoptively to reach its common goal.
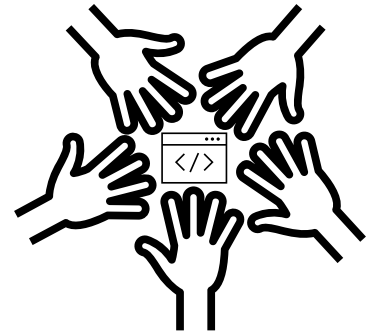
When creating interesting ICT content to be published, it is not enough to have the skills and knowledge about it, for it would be difficult to maintain and monitor it alone. It is also not enough that your group works independently because it might lead to inefficiency due to miscommunication. What you need is to create a "Team Structure."

Team Structure

Team Structure refers to the creation of an individual team or the creation of a multi-system. It is an essential component of the teamwork process.

A well-structured team is an enabler for and the result of effective communication, leadership, situation monitoring, and support.

An effective team structure works collaboratively. It is the key to the success of the ICT project. **Collaboration** means individuals work together to produce/ create a well-defined content to achieve a common business purpose.

In creating ICT content, most teams work collaboratively online. **Online collaboration** is a work process where people are interacting in real-time over the internet. It provides a smooth process in the development of ICT content even without working together physically.

A team must consider these Four (4) Parts of Collaboration in a Flow Process while interacting with team members:

- **S**haring: documenting explicit knowledge
- **U**nderstanding: adopting the process knowledge
- **R**eflection: analyzing or interpreting shared information
- **E**xpression: the process of making known ones thought or feelings

Team Members

An effective team structure is composed of efficient team members who have specific roles and responsibilities. These team members include:

Project Manager: An individual who has general accountability for the successful initiation, planning, design, execution, monitoring, controlling, and closure of a project.

Data Analyst: Someone who gathers, processes, and performs statistical analyses of Data. A person who is accountable in collecting the data for ICT content.

Content Writer and Editor: A person responsible for reviewing the data and finalizes a complete of information.

The Web Designer – A person responsible for creating the appearance, layout, and elements of a website. The job involves understanding both graphic design and computer programming.

The Web Developer – The person technically develops the overall functionalities of a web page.

Facebook page has similar team members except for web designers and web developers because Facebook already provides it. Instead, the FB page includes other roles like Moderator, Advertiser, and Jobs Manager. To know more about FB Page Role, visit https://web.facebook.com/help/289207354498410?_rdc=1&_rdr.

B. Online Collaborative Tools and Processes

There are plenty of tools and platforms that are available online, making online collaboration possible and convenient.

Online Collaborative Tools for Creation and Co-creation of ICT Contents

Online collaborative tools for ICT content development that may be used currently include the following:

- Facebook Groups
- G Suite
- Google Chat/ Hangouts
- Google Docs, Sheets, and Slides
- Google Drive
- Microsoft Teams

- Microsoft's Yammer
- MS Office 365
- Prezi
- Trello
- Zoom
- Skype/ Viber/ Kakao Talk/ WeChat/ Line

Using Google Drive for Collaboration

In creating and co-creating ICT content, storage, and organization of files is necessary. It will be safe and convenient if the content will be stored on clouds and available for the members to edit and organize anytime, anywhere. However, each member should be responsible in keeping the files.

Google Drive provides a service for file storage on clouds and collaboration for online sharing, editing, and organizing through "Shared Folders."
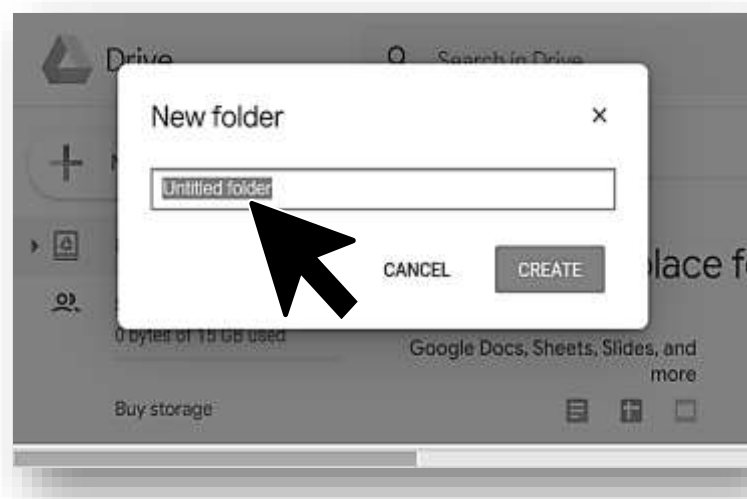
A. Steps in Creating Folder/s in Google Drive

1. Make sure that each member has a Google account.

2. Sign-in to your Google Drive account.

CO_Q1_Empowerment Technologies SHS Module 11
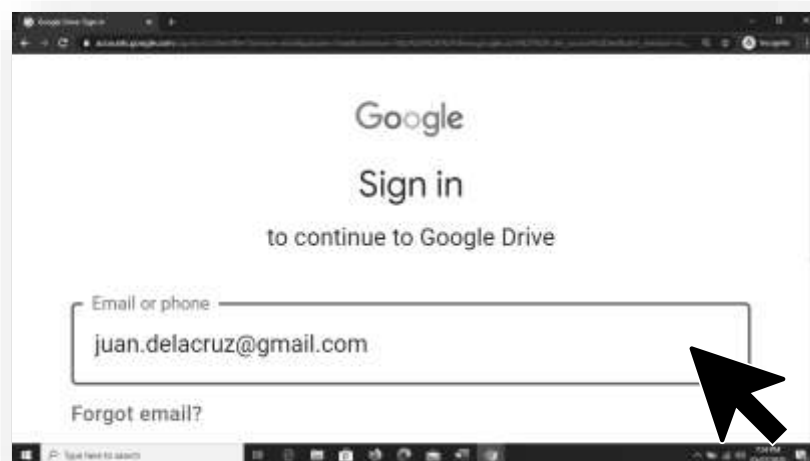
3. Create a folder by clicking "New." Then a pop-up window will appear then, click "Folder."
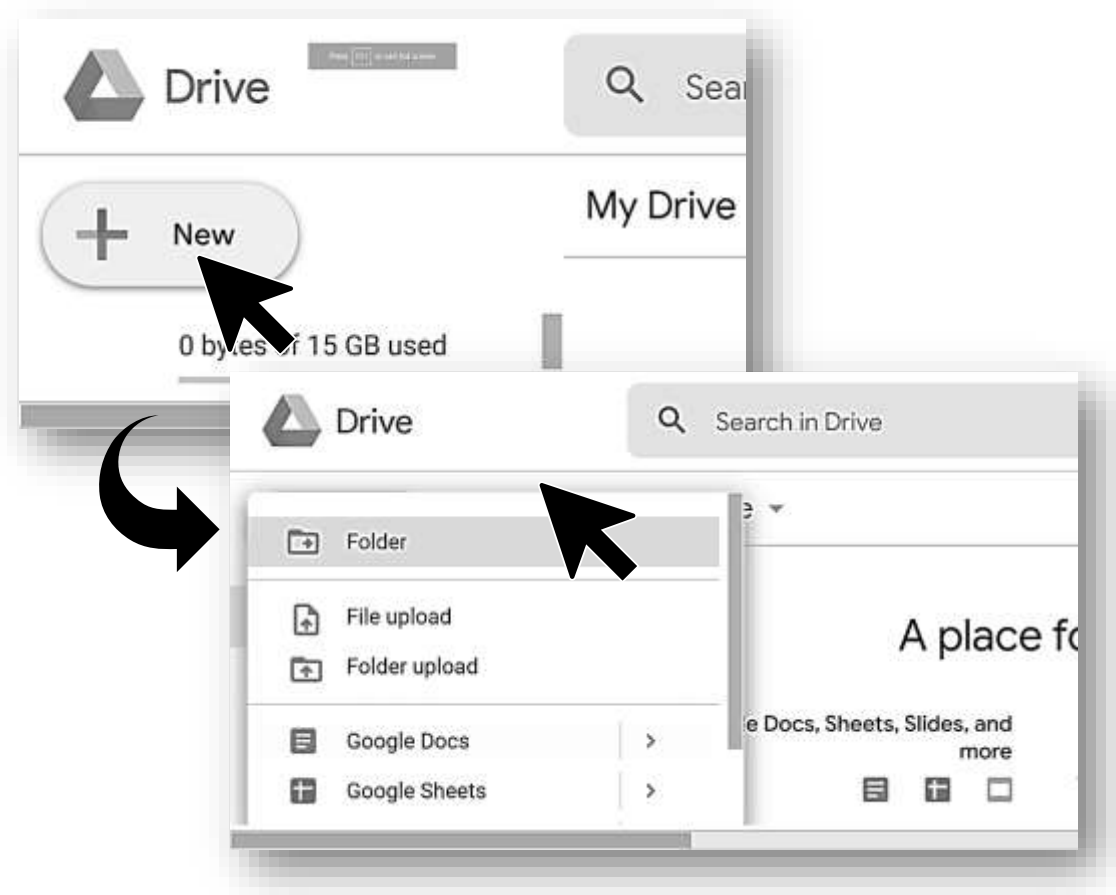
4. Another pop-up window will appear. Type a Name for the new folder then, click "CREATE." A folder will be created.
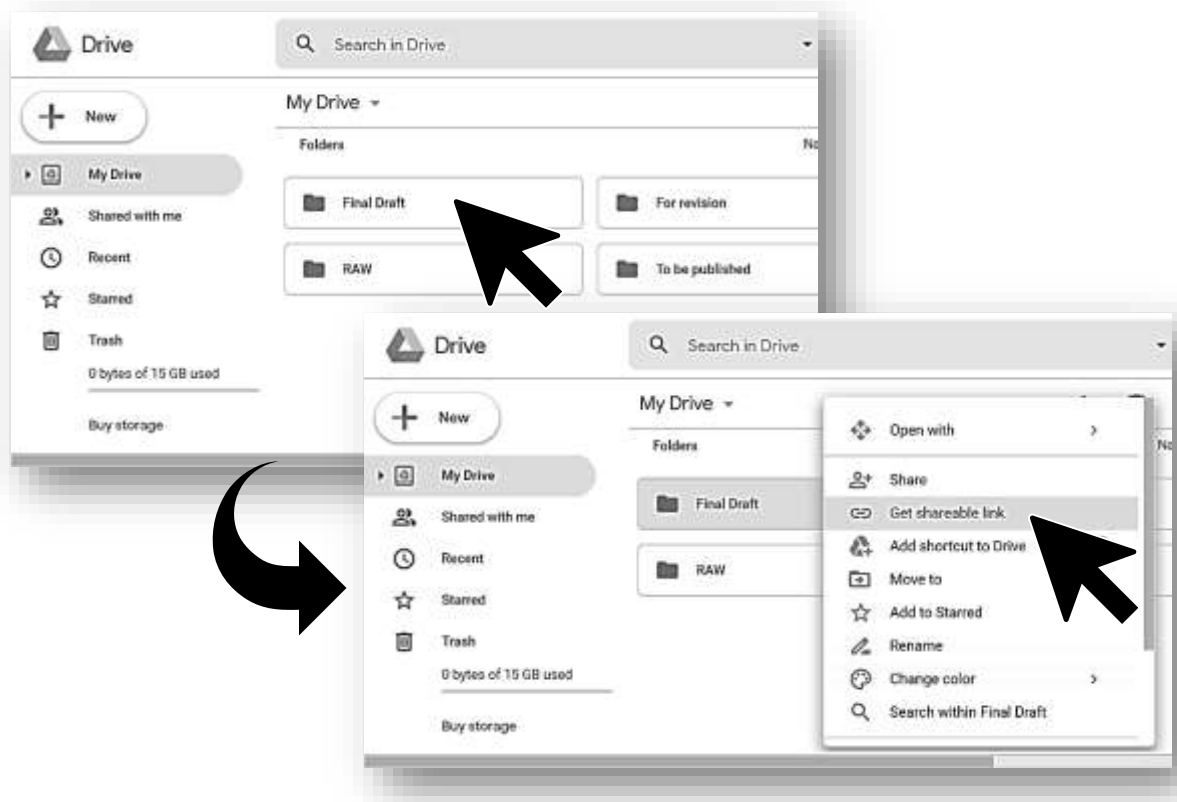

5. You can create as many folders as necessary for the project by repeating step 3 to 4.

CO_Q1_Empowerment Technologies SHS Module 11
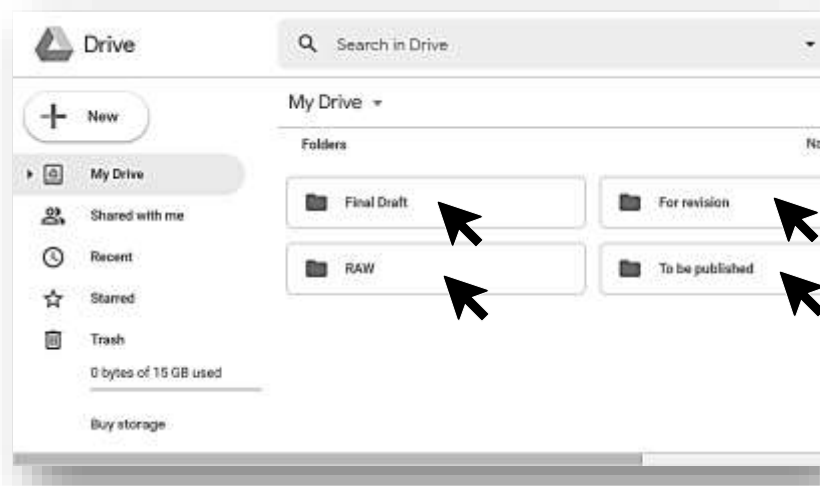
B. Steps in Sharing Folder in Google Drive

1. To share the folder with the team members, right-click the folder to be shared and a pop-up window will appear, then, click "Get shareable link."


2. A pop–up window will appear. You have two options on how you will share a folder. It can be "Restricted" or "Anyone with the link." Click the drop-down list button below the text input box of "Get link" and a pop-up window will appear. Then, click your chosen mode of folder sharing.
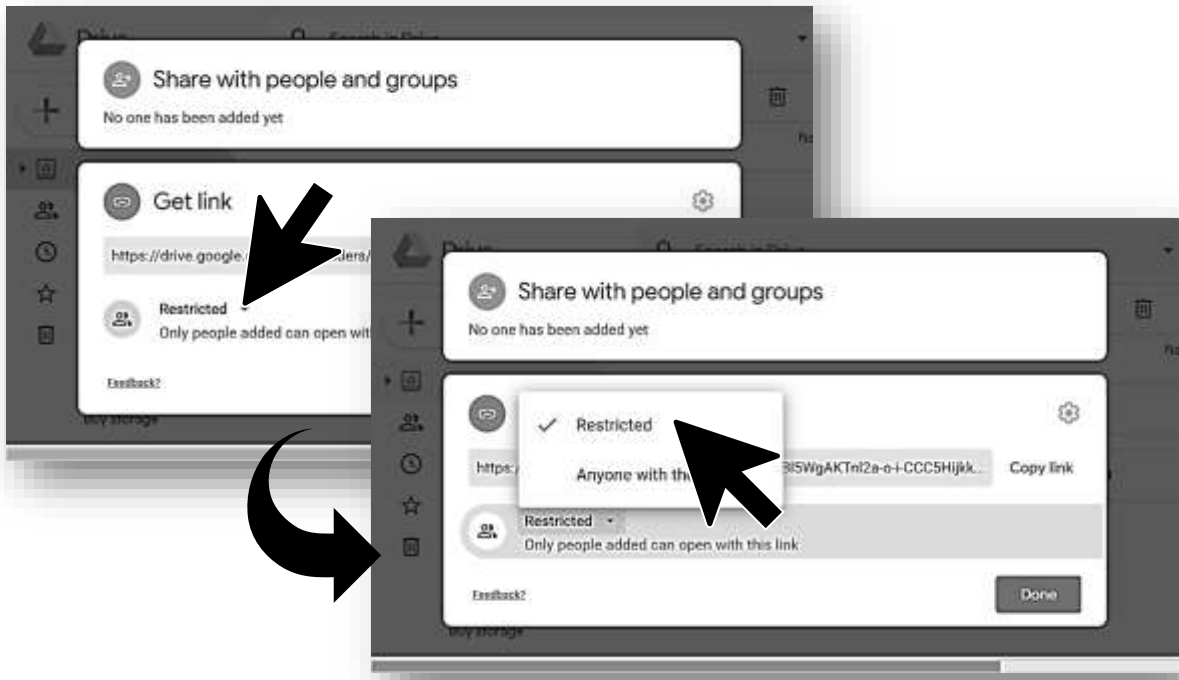
2.1. If you choose "Restricted" Mode.

2.1.A. Choosing "Restricted" in sharing a folder means that the folder will only be accessible to the people that has been added by the creator. Anyone who has the link but has not been added by the creator, he or she will not be able to access it without the creator's permission. This mode of sharing is more secure because of the restriction. Once you click the "Restricted," click the "Share with people and groups" located at the upper box then, encode the e-mails of your team members. You can also include message for further instructions or reminders. Make sure that the recipients have been assigned as editor.
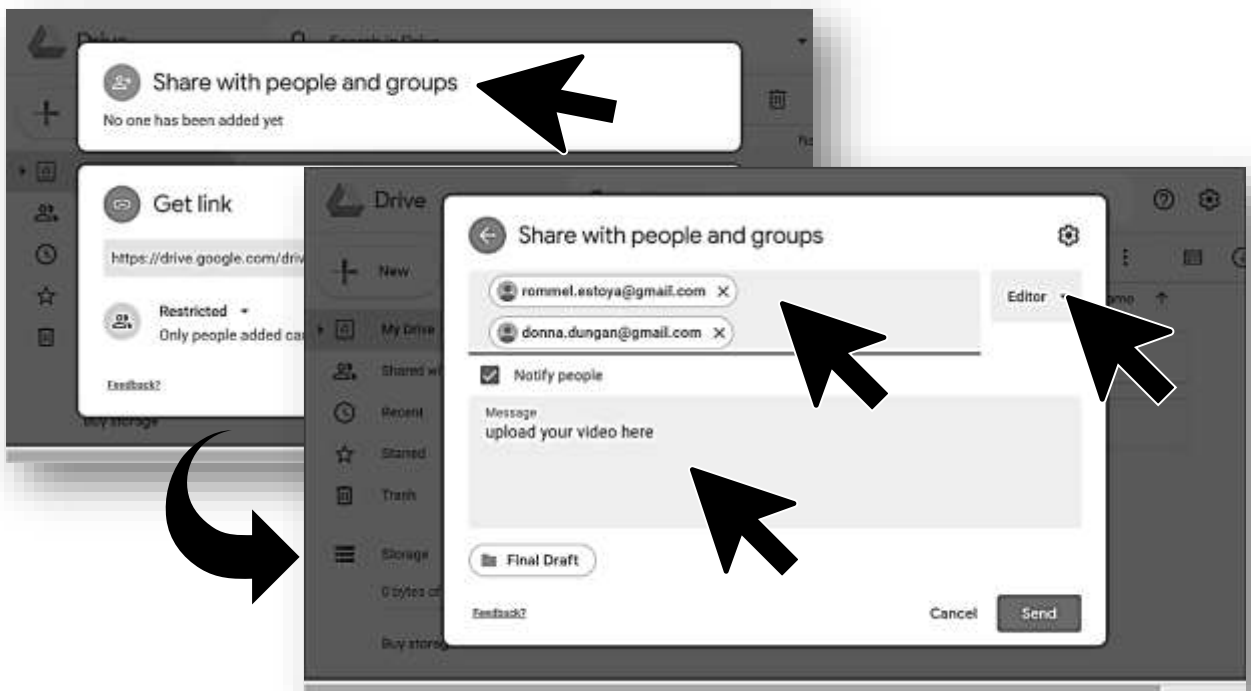
2.1.B. Click "Send." An email is sent to people you shared with.
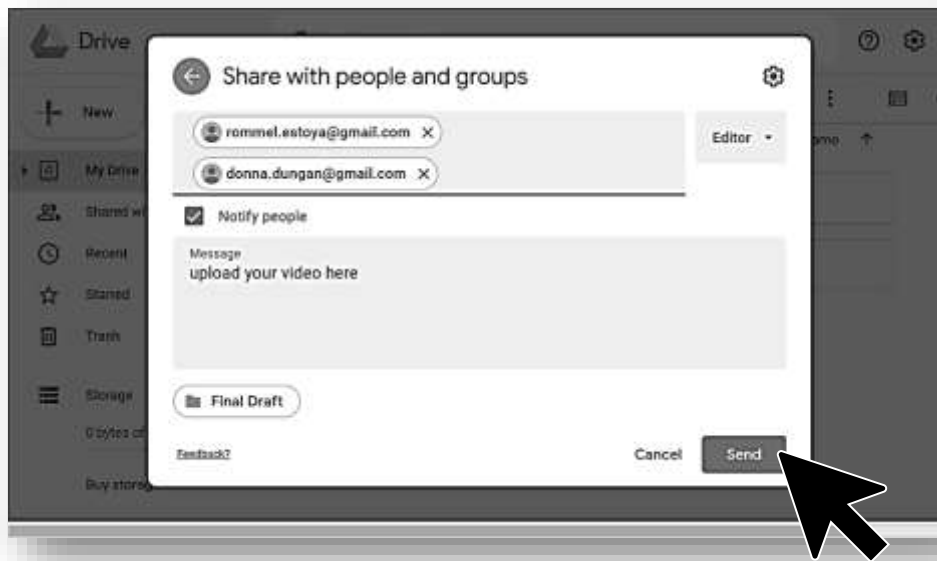
2.2. If you choose the "Anyone with the link" mode

2.2.A. If you choose "Anyone with the link" it means that you can give other people a link to your folder so that you don't have to add e-amil addresses when you share folder. This mode of sharing is more convenient if you have a large of number of team members. Once you click the "Anyone with the link," click the drop-down list button located at the right side and a pop-up window will appear. Click "Editor" so that the receiver of the link will be able to organize, add or edit files to the shared folder.
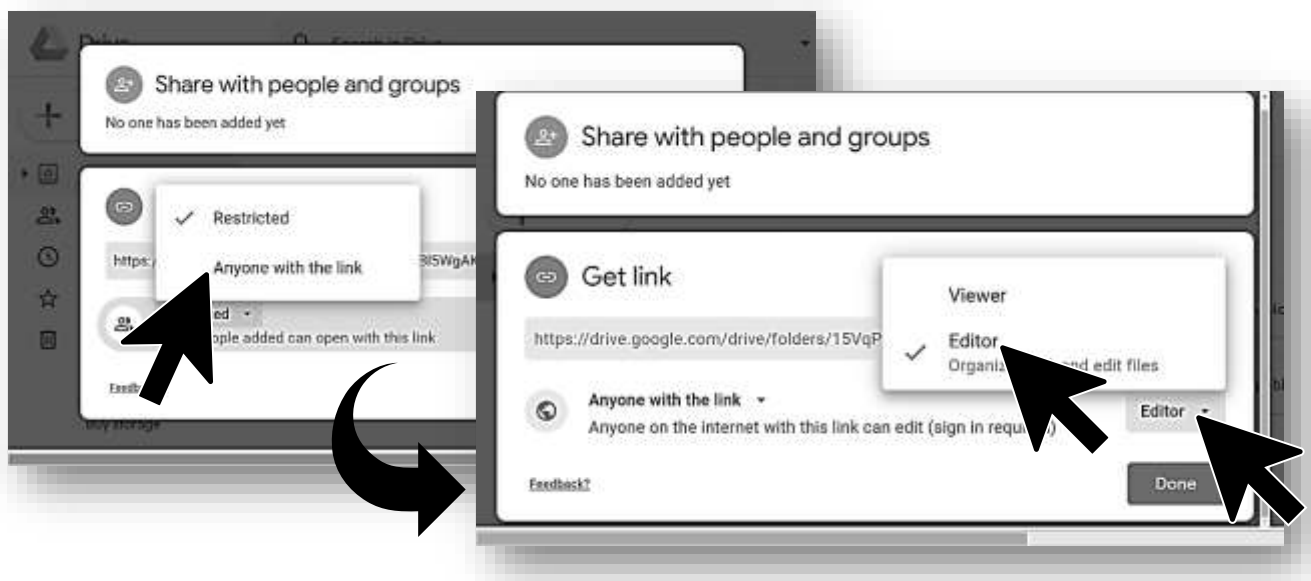
2.2.B. Click "Copy link" and paste the link in an email or any place you want to share it like private message, chat group, or group page.
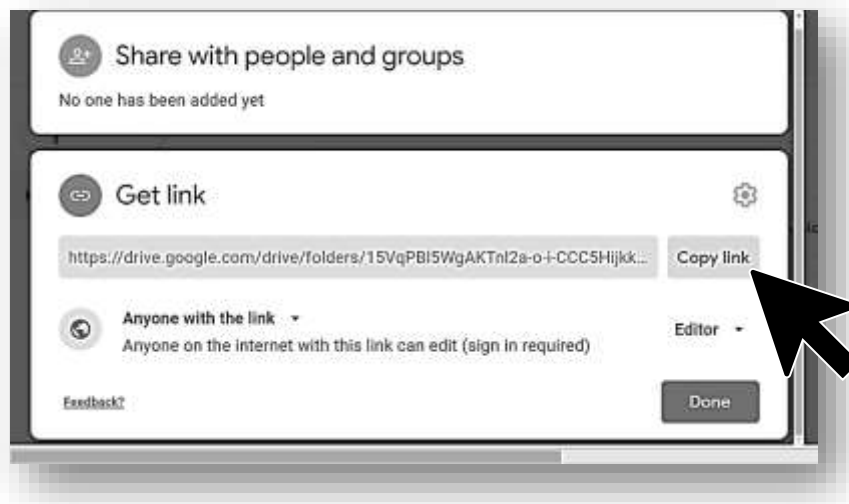
4. Once the team members received the link, they may now access the folder by clicking it. They can now upload, organize, and edit file on the shared folder.

Online Platforms for Hosting ICT Content

After creating and finalizing your content, it is now ready to be published online. Platforms that may be currently used to host newsletters and similar ICT content include the following:

- Presentation/ visualization (Prezi, Soho, Slideshare, Mindmeister)
- Cloud computing (Google Apps)
- Social Media (Facebook Pages, Tumblr)
- Web Page Creation (Wix, Weebly)
- Blog sites (Blogger, Wordpress, Livejournal, Issuu)

Characteristics of Good Collaborative Tools and Platforms

Always remember that there are no superior tools. The productivity of a tool is dependent on the intended purpose of the team. Hence, in choosing an appropriate tool, the team must consider the following:

- The tool must be user friendly.
- The tool has elements that are appropriate for the team's goal.
- The tool prioritizes security and privacy.

C. Project Management for ICT Content

The application of knowledge, skills, tools, and techniques to project activities is called Project Management. It is needed to achieve project requirements, usually to time and budget.

It includes overseeing projects for software development, hardware installations, network upgrades, cloud computing and virtualization rollouts, business analytics, and data management projects and implementing IT services.

Project Management is done by applying and integrating project management processes which are organized in five distinct phases:
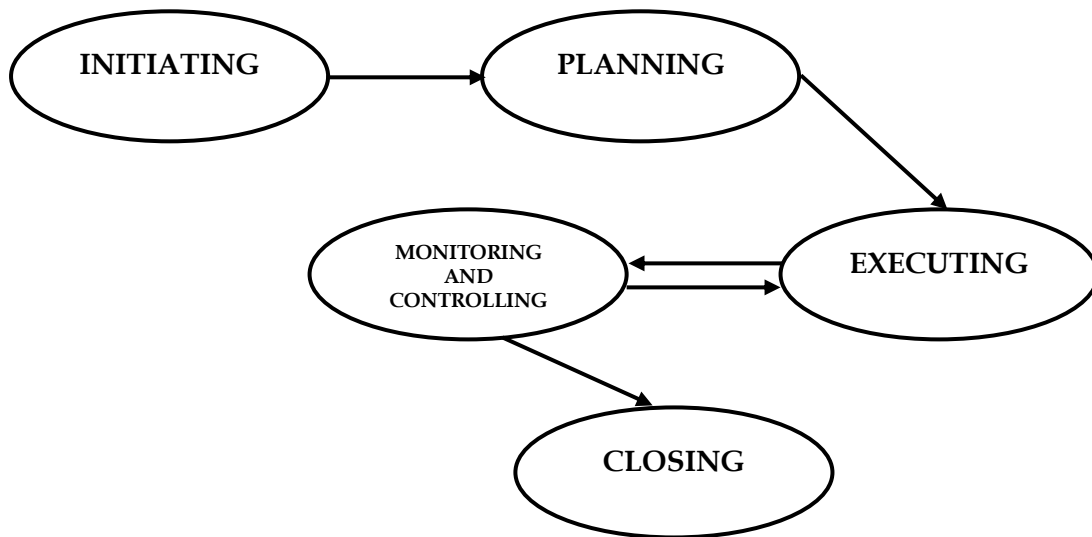
Five Phases of Project Management
(Adapted from the ICT Project Management by Institutional and Sector Modernization Facility)

- **Initiating** - An overview of the objectives of the project, needs, and the problem is identified. It is where you create the project charter with the Project Manager assigned to the project.

- **Planning** - This is where a successful project conclusion is worked out by the project manager and the project team. The team brainstorms the ICT theme to be published, together with the collaborative tools and online platforms to be used.

- **Executing** - This is where the project team goes about executing the project plan once the project plan has been constructed. The curation of ICT content may occur in this phase for quality assurance. Content writers and editors are essential in this phase. After all the preparation has been done, publishing the ICT content online may now take place.

- **Monitoring and Controlling** - This is where the project manager monitors and controls the work for a time, cost, scope, quality, risk, and other factors while the project is being executed. It is also an ongoing process that ensures that the project meets its focus for each project objective. Other members, primarily the web developer, may work in this phase collaboratively with the project manager.

- **Closing**- This happens when each phase is ended and when each entire project is concluded. It happens to ensure that all the work has been finished, completed, and approved.

D. Curating Existing Content for Use on the Web

Content curation is the process of publicly gathering, organizing, adding value, and openly sharing digital information artifacts on a specific topic or area of audience interest.

It intends to add your personal touch, as the creator, to a handpicked collection of content. They are gathered from a variety of sources, in a specific topic, that you publish and share with your audience wherever they may be.

Creating and Choosing Valuable ICT Content

The success of an online portal, page, or website is dependent upon its content. The content must be exciting and worthy of the time of the specific audience. Thus, in developing ICT content, the team must consider the following steps in creating and choosing valuable ICT content.

1. **Define your objectives**: specify the main goal that needs to be promoted in your content.
2. **Research and analyze**: extract information from different resources regarding the topic you want to write.
3. **Organize the structure of your article**: give an overview of your topic to help readers understand what your topic is.
4. **Summarize and proofread**: create a summary of the information you have gathered and analyzed to make sure your article is free of graphical errors.

Three (3) Rules in Creating Quality Content

- **Informative** – it should provide valuable and useful information to the reader.
- **Interesting** - it should catch the readers' attention from the title to the last part of your content.
- **Relevant** – it should reflect how much you know the subject of your content enough and who it is being written to make it relevant to both.