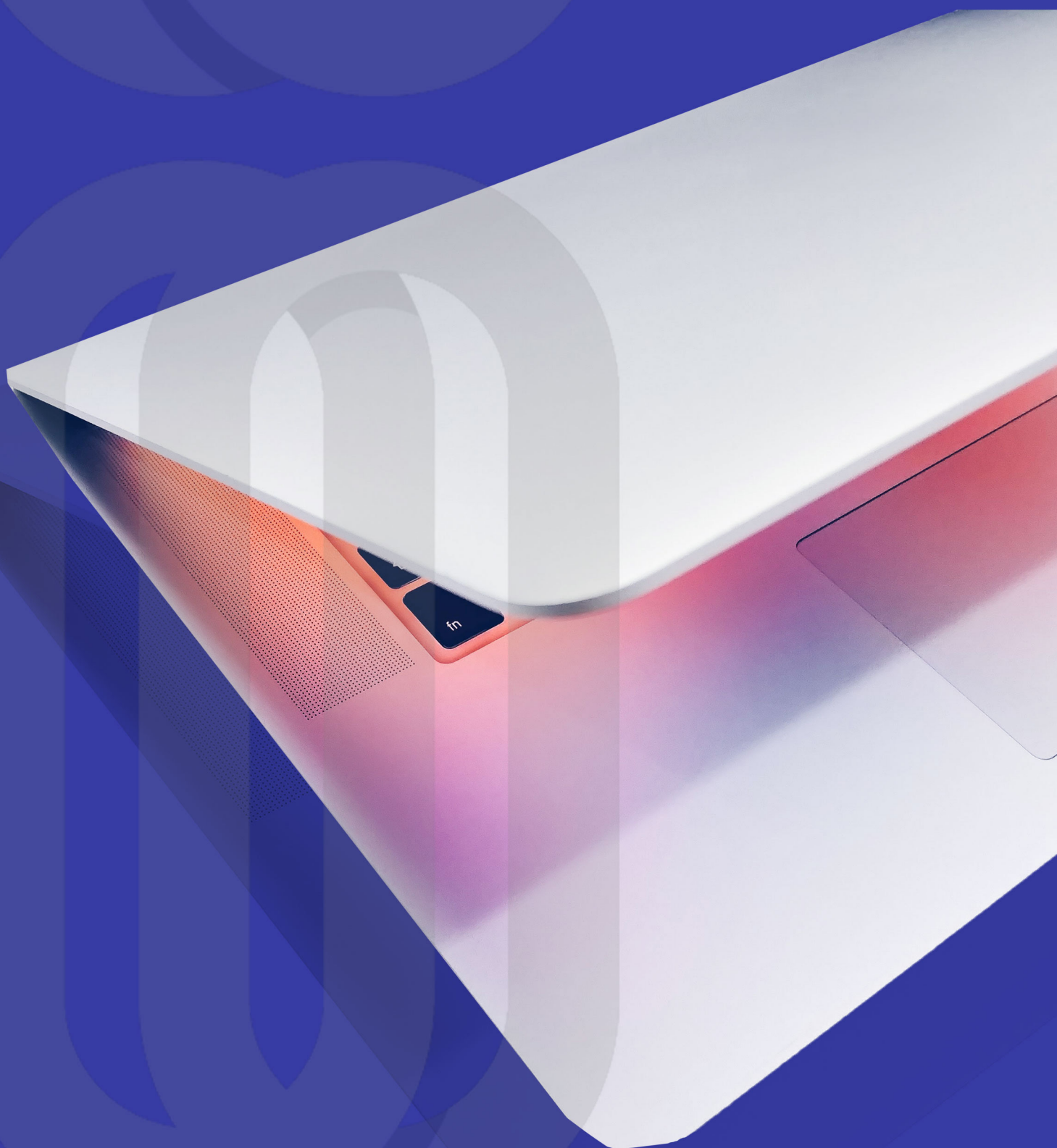


**DIGITAL LITERACY**

**EXPERT**

**MY DIGITAL EXPERIENCE**



**SKILL ADDRESSED:**

Digital Literacy

**LEVEL OF CHALLENGE:**

Expert

**TITLE OF ACTIVITY:**

My Digital Experience



## INTRODUCTION TO THE SKILL

Hello and welcome to the Expert Level INTERFACE Digital Literacy WebQuest! We are glad you are here!

In this WebQuest we will mainly focus on developing and addressing the topics of Intellectual Property in online spaces , and engaging in responsible digital communication. These are particularly important topics for anyone who wants to develop their digital literacy, because by building on these foundations we can safely use the internet, technology and, under certain rules, the creations of others, which is a very useful skill in these times. The following sample scenario and the accompanying steps are designed to help you better understand and develop these topics and skills.

So let's get to work!

## THE CHALLENGE

Imagine that you are creating an eco-product brand. Your products are already finished, tested and, in theory, ready to be sold. All you need to do is to launch the product, show it to the world and acquire customers. In addition to this, you would also like to include an advice, inspiration and statistics section on healthy food and a healthy lifestyle on your website, where, in addition to writing your own articles, you would also like to refer to the work of well-known nutritionists, and specialists. Go through the steps below to learn the relevant knowledge!

## STRUCTURE

### STEP 1: UNDERSTANDING THE CONCEPTS

Firstly, we will focus on having a good understanding of certain concepts and terms that are very useful in this scenario (and also in life!).

Your task is to describe the concepts given below based on your own online research.

**Remember!** Focus on not rewriting them word for word, but describing them in your own way, and make sure to get your knowledge from reliable, well-researched websites or online dictionaries!

<b>Intellectual Property</b> 1. 2. 3.	<b>Copyright</b> 1. 2. 3.
<b>Trademark</b> 1. 2. 3.	<b>Patents</b> 1. 2. 3.
<b>Copyright Infringement</b> 1. 2. 3.	

Useful and verified dictionaries:

- <https://www.investopedia.com/>
- <https://dictionary.cambridge.org/dictionary>

## **STEP 2: HOW DO YOU SECURE A BRAND? FINDING TIPS AND GOOD PRACTICES**

In the second step, you are also to use the online research or resources listed below and describe at least five tips you would apply in securing your brand and ideas against potential theft.

Useful resources:

- <https://www.legalzoom.com/articles/how-to-protect-your-intellectual-property>
- <https://techvera.com/10-ways-to-protect-the-intellectual-property-of-your-business/>

## **STEP 3: CHOOSING THE RIGHT TYPES FOR MY BRAND**

Now that you know what intellectual property is and what types of intellectual property exist, choose which types of protection for your intellectual property that would be beneficial and provide reasons why.

Write down which option you would choose and for what purpose. An additional space has been left blank for you to put down any other options you would choose.





Type of Protection	Yes/No	Purpose
Copyright		
Trademark		
Patents		
Trade Secrets		

#### STEP 4: ADVICE SECTION - HOW TO QUOTE APPROPRIATELY?

As you want to create guidance sections and articles in which you intend to refer to experts, nutritionists and statistics - consider how to do this legally. Using the videos below, describe how you should quote the works of others.

Links to resources:

- <https://www.youtube.com/watch?v=hhD4xaGAcRs>
- <https://www.youtube.com/watch?v=nwk7jf2l1t0>

Answer the following question: *What tips will you follow when citing other people's work on your website?*



## **STEP 5: UNDERSTANDING TERMS – DIGITAL COMMUNICATION**

In this step, your task is to familiarise yourself with the term digital communication and answer the question why it is important.

Link to resources:

- <https://www.northeastern.edu/bachelors-completion/news/what-is-digital-communication/>
- <https://www.epitech-it.es/noticias-eventos/digital-communication-what-is-it/>

*How do you understand the term digital communication and why is responsible digital communication important? Please write down at least 2 reasons.*

## **STEP 6: CUSTOMER ACQUISITION – COMMUNICATION STRATEGIES**

As you already know exactly, communication is extremely important in the digital realm. In this step, however, we will focus on communication strategies that will help you to effectively gain and retain customers. This is a particular type of communication that can make a huge difference to the success of your business.

Take some time to do some research about communication strategies and make a list of the 5 strategies that you believe are most relevant to online customer acquisition and retention.

## **STEP 7 – RESPONSIBLE ONLINE COMMUNICATION – EXAMPLE CUSTOMER MESSAGES**

This step is designed to put into practice the knowledge you have acquired regarding online communication. Imagine that your website has taken off and your products are eagerly bought by consumers. This also combines with getting different messages, on different grounds. Try to answer the following 3 examples using the strategies from the previous step.



Sample Customer Comment	Your response
<i>Hi. I bought your product and it sucks. Zero effects after 3 days of using.. Waste of money!</i>	
<i>Hello. I've been reading about your supplements and was thinking about buying one of them, but I'm not sure which one will be best for me. Can you tell me where I can find more information on recommendations, contraindications and advice on choosing the right product?</i>	
<i>Your products are great! I bought 2 supplements for me and my mom, and we're both happy with the results after only one month of testing! Would love to get more information on your about your new products to be in sale! Could we get some samples?</i>	

## STEP 8 – PRESENTATION OF YOUR FINDINGS!

This is the final straight! In this final step, summarise the most relevant lessons you have deduced in this WebQuest. Describe your experience, and what you learned.

- *Did anything surprise you?*
- *Did anything make it difficult for you?*

Don't hesitate to write it all down.

In this step, you can show off your creativity and your thoughts. To do this, you can make a mind map using the free resources below:

- <https://www.mindmeister.com/>
- <https://miro.com/concept-map/>

## DEMONSTRATION AND EVALUATION

Congratulations! You have successfully completed the Digital Literacy WebQuest at the highest level of expert! You should now feel comfortable using digital technologies and should be able to stick to the moral rules of the virtual space without any problems. The exercises were structured in such a way that you can experience and learn these important concepts yourself and search for hints and knowledge on your own on the Internet with the help of free search engines, which is also a great kind of learning. As a reflection, answer the following questions for yourself now:

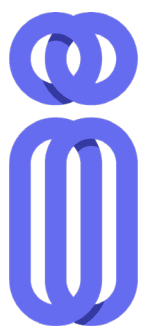
- *Do you feel you are a good digital citizen? How can you improve yourself?*
- *How will I go about protecting my intellectual property?*
- *What will I pay special attention to now when communicating with others online?*

Answer these questions, and stick to them! And to test your knowledge, it's time for one last validation quiz in this area – you are sure to do great!

We also invite you to the rest of the INTERFACE topics and infographics, through which you will gain valuable knowledge and skills on a variety of topics.







# INTERFACE



Co-funded by  
the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2021-1-DE02-KA220-000034783