

TEXT 1**5 Ways Twitter is changing the world (despite what the critics say)**

- 1 I was recently interviewed by CNN about how Twitter is shaping the world. Of course the newscast was only able to use a small portion of the entire interview but the topic is interesting enough that I thought I would share my thoughts on this important subject. What follows are a few insights that may interest you, or not ...
- 2 Despite the gloomy projections of analysts and the cries of the purists who long for the 'old days' on Twitter, this is a media channel that has profoundly changed our world ... and continues to do so on a daily basis. In terms of Twitter's impact we should also note with some admiration that the first Tweet was only sent by Twitter co-founder, Jack Dorsey, on 21 March 2006.
- 3 Largely due to the public, real-time nature of Twitter, the news cycle is no longer a day or even an hour. It's immediate. Today, news breaks on Twitter. As a result Twitter has re-defined what it means to be a journalist. Who can ever forget the first images that emerged from the Hudson River plane crash or any number of natural disasters around the world. Most of the time, even mainstream news channels are carrying photos posted on Twitter as the news is happening. Today a journalist is anybody who is capturing an event when you are not ... even from the surface of Mars.
- 4 I continue to be astounded when I read news accounts like this: 'Today, the Ukrainian government announced on Twitter that new military conflicts ...'; 'Through a tweet, ISIS claimed responsibility for the latest bombing in ...'; 'His candidacy for president of the United States was announced today through his Twitter account ...'
- 5 Why do powerful people, celebrities, and even governments turn to Twitter at these critical events? Because there is no media channel on earth with the reach and opportunity for a viral response than Twitter. It is public, unfiltered, intimate, real-time, and rapid ... the perfect channel for provocative news. And, of course, sometimes even a casual tweet has unintended consequences. In fact, a viral tweet can ruin your life.
- 6 One of the most remarkable things about Twitter is that its greatest power comes from the people, rather than the company itself. While the functionality of other platforms like Facebook and LinkedIn are tightly controlled by the executive office, the most popular use cases for Twitter never came from Twitter at all.
- 7 Twitter chats, the ubiquitous hashtag, and even the ability to shorten links to promote content were all user-generated ideas. The most creative and useful applications for Twitter will probably always come from the very people using the platform. One of the reasons Twitter has had some difficulty monetising its service is that they really don't own a lot of the value that has been created.
- 8 Twitter has the unique ability to rapidly unify a group of people, usually through an idea or cause expressed in a hashtag. There is no question that the Arab Spring movement was organised through hashtags. It unified a disparate group of strangers and propelled revolutionary activities that always seemed to be one step ahead of the government.
- 9 The ALS ice bucket challenge¹ could have only happened through the free and public power of Twitter hashtags. A chilling New York Times article recently recounted how ISIS is using Twitter as a primary recruiting tool.

- 10 Twitter has become a powerful channel for authority, digital diplomacy, statecraft ... and scandal. It has become a new global engine for how we connect, discover, and learn. Politicians have always been criticised when their opinions seem to shift with the wind. In some respects, Twitter is now the wind.
- 11 Pollsters and strategists have become obsessed with real-time opinions and sentiment on Twitter. Twitter reactions are being used to create platforms, policies and products. Twitter reinforces groupthink — since everyone in the Washington D.C. bubble is following everyone else on Twitter; it's an electronic echo chamber.
- 12 Sentiment analysis on Twitter has even determined what will happen next to characters on television shows.
- 13 Twitter, the hashtag, and tweets have become part of our culture, a thread that binds people in many places around the globe. Twitter is changing the world.

[Source adapted from *Twitter is Changing the World* by Mark Schaefer at <www.businessesgrow.com>]

Glossary:

¹ALS ice bucket challenge: the ALS Ice Bucket Challenge is an activity involving pouring a bucket of ice and water over your head to raise awareness of the disease Amyotrophic Lateral Sclerosis, also known as ALS.

TEXT 2**Dangers of the Social Web**

In the offline world, communities are typically responsible for enforcing norms of privacy and general etiquette. In the online world, new etiquette challenges abound. In order to reap the benefits of socialising and making new friends, teens often disclose information about themselves that would typically be part of an acceptable 'getting-to-know-you' process offline (name, school, personal interests, etc.). On social network sites, this kind of information is now posted online—sometimes in full public view. In some cases, this information is innocuous or fake. But in other cases, disclosure reaches a level that is troubling for parents and those concerned about the safety of online teens, and once children put this information online, they will never get it back.

Teens are posting a tremendous amount of information on their online profiles, so it is vitally important that teens use strict privacy settings and are savvy about the individuals they allow to view their social networking profile. Since kids are often trying to catch the attention of and gain approval from their peers, some teens tend to post content to appear popular or to gain a response from others in their online community; teens jockey for status, post risqué pictures, brag about the previous weekend's adventures, and can easily use this digital space to humiliate others or post inappropriate content. No information is truly private in the online world; an online 'friend' can forward any information posted on your child's site in a moment.

Here are some facts that parents may not be aware of, that illustrate the magnitude of the problem. 71% of teenagers have established online profiles, with or without their parents' knowing, on social networking sites. Nearly half of these online profiles do not have adequate security settings in place and are therefore viewable by anyone in the world. There is strong evidence which suggests that teens with public profiles are more likely to receive messages from strangers and possibly even end up as the victims of bullying.

Parents the world over are encouraged to play an active role in their children's digital education and well-being.

[Article adapted from: <<https://internetsafety101.org>>]

TEXT 3

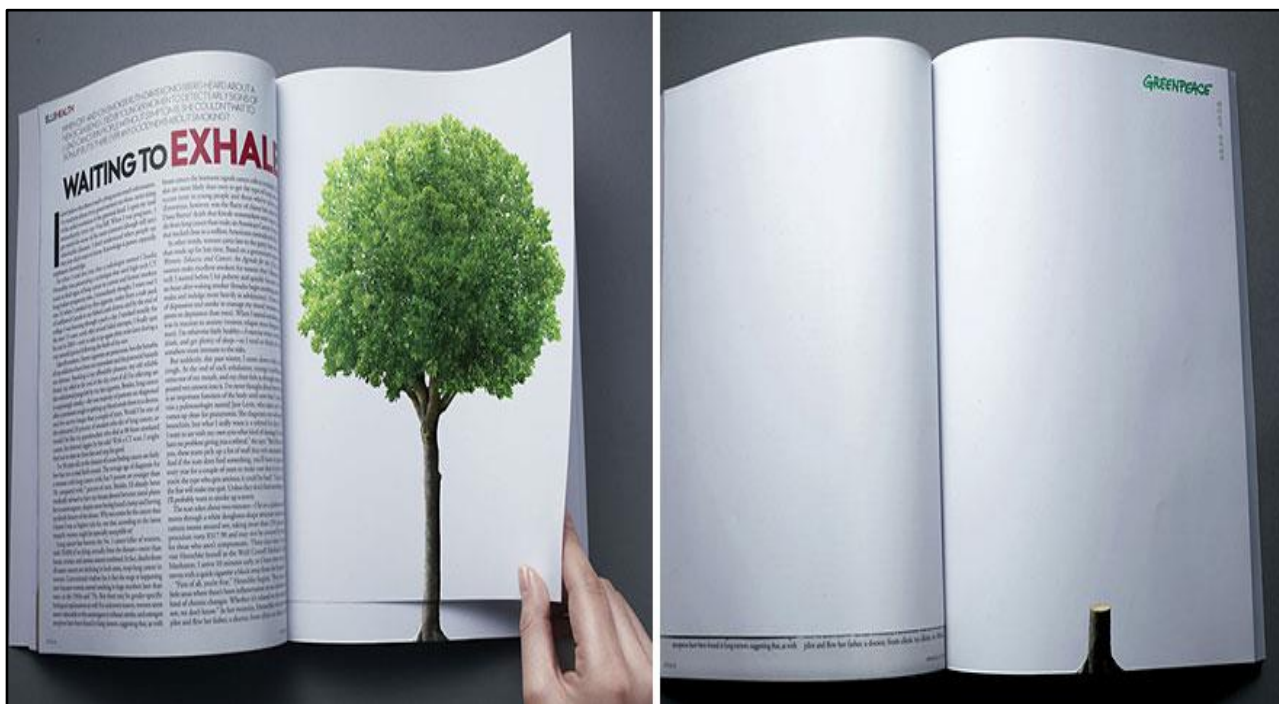
● THE END ●

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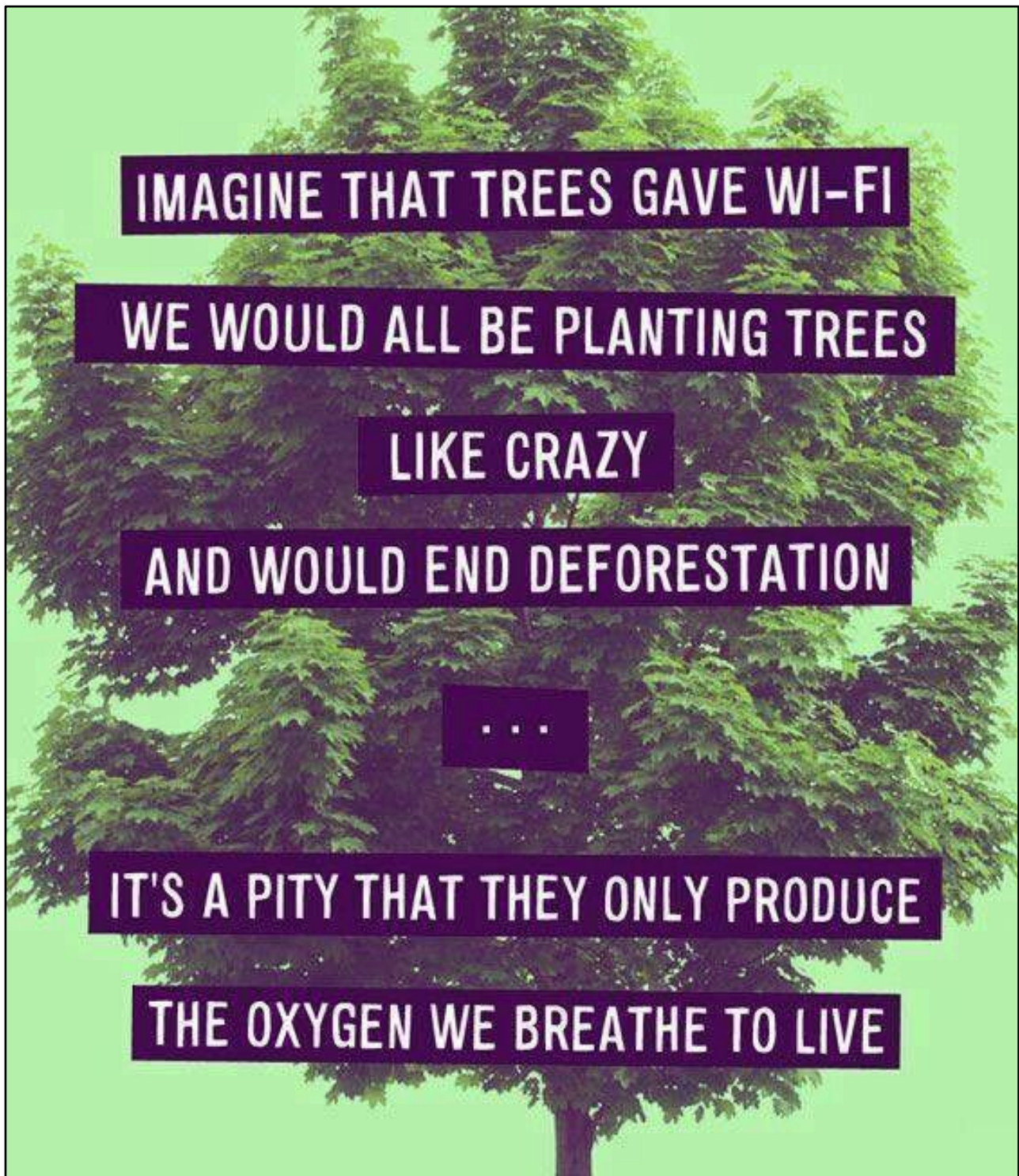
[Source: <www.boredpanda.com>]

TEXT 4**Deforestation Continues With the Turn of a Page**

[Source: <www.boredpanda.com>]

TEXT 5**Save Paper – Save The Planet**

[Source: <www.boredpanda.com>]

TEXT 6

[Source: <<https://za.pinterest.com>>]

TEXT 7.1



[Source: <www.theguardian.com/uk/immigration>]

TEXT 7.2

'Gravely concerned' Red Cross calls for refugees and asylum seekers to get 'fair press'

[Source: <www.pressgazette.co.uk>]