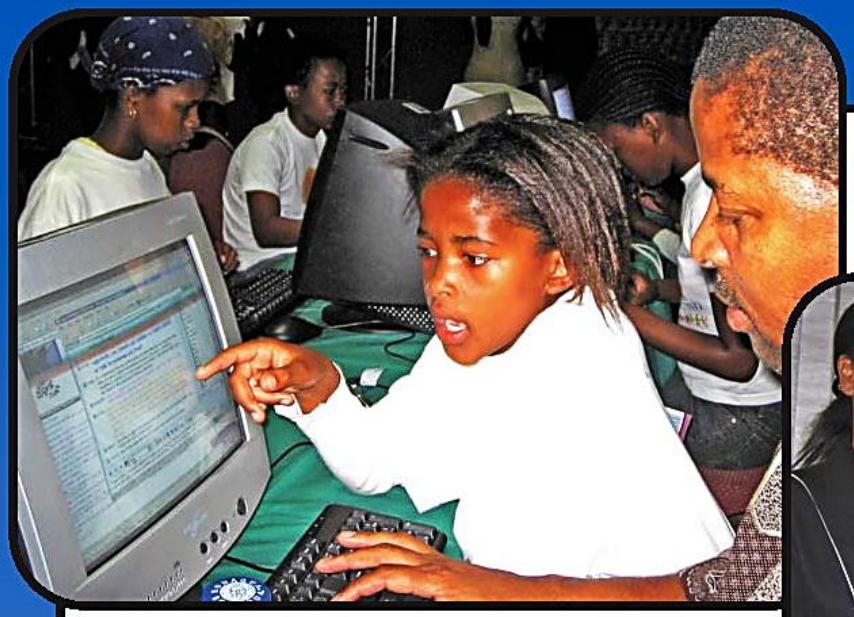





# IT FOR ADVOCACY

## MANUAL





gender links

GEMSA
Gender and Media Southern Africa

# IT FOR ADVOCACY TRAINING MANUAL



Making IT work for gender justice

# ACKNOWLEDGEMENTS


## ACKNOWLEDGEMENTS

This manual is a partnership between Gender Links and the Gender and Media Southern Africa Network (GEMSA) with the support of the Netherlands Institute of Southern Africa (NIZA). Tendai Ncube of Content Africa drafted the manual. GEMSA country representatives participated in a workshop to test the manual that will be used in workshops in each Southern African country. GEMSA country representatives and their contact information are given below. GEMSA Chair and GL Executive Director Colleen Lowe Morna edited the manual.


## GEMSA COUNTRY REPRESENTATIVES


**Angola**
Anacleta Pereira
MISA
Phone: 244 2 444 813
nani@netangola.com

**Botswana**
Pamela Dube
Mokgosi
Phone: 267 3936 867/8
dube@mmegi.bw

**Lesotho**
Fanyane Mathabang
Public Eye
Phone: 266 630 35669
mathabangfanyane@yahoo.co.uk

**Malawi**
Stella Mhura
Phone: 265 9 922 2862
mamwa@yahoo.com

**Mauritius**
Loga Virahsawmy
Mauritius Media Watch
Phone: 230 454 2327
gonaz@intnet.mu

**Mozambique**
Jose Mubai Marciano
Televisão de Moçambique
Phone: 258 1 308 117
Vermoc@tvm.co.mz

**Namibia**
Sarry Xoagus- Eises
The Namibia Media Women's Association
Phone: 246 1 023 1334
sxoagus@hotmail.com

**Seychelles**
Jean Claude Mantombe
GEM Plus
Phone: 248 224 390
nccadmin@seychelles.net

**South Africa**
Kubi Rama
Gender Links
Phone: 27 11 622 2877
kubi@genderlinks.org.za

**Swaziland**
Phumelele Dlamini
MISA
Phone: 268 404 6677
phumied@yahoo.com

**Tanzania**
Rose Haji
MISA
Phone: 255 22 213 7547/8
misatan@africaonline.co.tz

**Zambia**
Emmanuel Kasongo
ZAMCOM
Phone: 260 1 254 826
ekasongo@coppernet.zm

**Zimbabwe**
Loveness Kuda Jambaya
Media Monitoring Project
Phone: 263 4 703 702
Loveness@mmpz.org.zw

# ACRONYMS



**ACRONYMS**

| | |
|---|---|
| ADSL | Asymetric Digital Subscriber Line |
| FTP | File Transfer Protocol |
| HTML | Hypertext Markup Language is the set of codes inserted in a file so that it can be viewed as a World Wide Web page. The markup tells the Web browser how to display a Web page's words and images for the user |
| ISDN | Integrated Services Digital Network |
| ISP | Internet Service Provider |
| LAN | Local Area Network is a group of computers that are linked together and share resources. They are usually linked to a single computer, a server, which allows sharing of files, printers, and allows information exchange. A local area network may serve as few as two or three users or many as thousands of users. |
| OS | An operating system is the program that manages all the other programs in a computer. The other programs are called applications. The applications request services from the operating system. |
| PDF | Portable Document Format is a file format that has captured all the elements of a printed document as an electronic image that you can view, print, or forward to someone else. To view and use the files, you need the free Acrobat Reader, which you can easily download. |
| TCP/IP | Transmission Control Protocol/Internet Protocol is the basic communication language of the Internet. It can also be used as a communications language (protocol) in a private network such as an Intranet. When you are set up with direct access to the Internet, your computer is provided with a copy of the TCP/IP program just as every other computer that you may send messages to or get information from also has a copy of TCP/IP. |
| VoIP | Voice over Internet Protocol |
| WWW | World Wide Web |

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# 1 INTRODUCTION

**Why this manual**

The ***IT for advocacy*** training manual and workshops are a joint initiative of Gender Links (GL) and the Gender and Media Southern Africa (GEMSA) Network with support from the Netherlands Institute of Southern Africa (NIZA).

**GL** is a Southern African NGO that promotes gender equality in and through the media. GL has been at the forefront of research, training and policy development on gender and the media, and in gender justice campaigns using ICTs.

**GEMSA** is an association of gender and media activists that includes institutional partners such as Gender Links, the Gender and Media (GEM) Networks, MISA and its national offices, the Federation of African Media Women Southern Africa (FAMSA), editors forums, media monitoring projects and gender NGOs, as well as individual members. Launched at the historic Gender and Media (GEM) Summit in September 2004, the GEMSA network is fast growing and is a key mobilising force for progressive gender practices in the Southern African media.

The main aim of the workshops is to build the capacity of members and partner institutions to use IT effectively for advocacy, networking and training. As one of the first major training activities of GEMSA the workshops will also serve to share information about the network at country level; recruit members; grow and strengthen the institutional base of GEMSA. The initiative is also a contribution to bridging the digital divide – and especially the gender dimensions of it.

**Africa and the digital divide**

The raw facts include:

- Africa has two percent of the world's phone lines and 12 percent of the population. Fifty percent (and in some cases as high as 80 to 95 percent) of the phone lines are in capital cities, where only ten percent of the population lives.
- Teledensity (telephone lines per 100 inhabitants) is 0.5 in sub Saharan African countries (excluding South Africa), compared to 4.5 in emerging economies and 52.6 percent in industrialized countries.
- The cost of renting a phone connection in Africa averages 20 percent of income per capita, compared to a world average of nine percent; and only one percent in high- income countries.
- Line growth is about 8 percent a year, half that of other developing counties.
- Cellular telephone services now comprise about 20 percent of the phones on the continent (outside South Africa) and are available in 42 countries. In South Africa cellular phones have outstripped all predictions; covering 70 percent of the population. Most of these can also be used for access to Internet, but at high cost.
- Estimates of the number of African Internet users range from 800 000 to one million (out of a total population of some 800 million.) About 700 000 of these are in South Africa, leaving 100 000 among the 750 million people outside South Africa. This works out at one African Internet user for every 5000 people, compared to the world average of one user for every 40 people, and one in every 4-6 people in North America and Europe.
- Because most Internet Service Providers (ISP's) are concentrated in capital cities, it is a long distance call to the Internet for most of the (predominantly rural) public. There are a few exceptions, such as Malawi, Mauritius and Zimbabwe, which provide local access across the whole country as a result of conscious government policy.
- Internet costs in many countries are high.

# 1. INTRODUCTION

On the other hand:

- The climate of democracy, change and liberalisation in many African countries is providing a more conducive environment for rapid advances in the information and communications revolution on the continent.
- Internet connectivity in Africa has increased by leaps and bounds.
- A number of telecommunication initiatives have been announced that are likely to substantially improve the Internet infrastructure.
- Because of the high cost and low international bandwidth available in many African countries, increasing attention has been drawn to the possibility of using satellites for Internet services using very small-aperture terminals (VSATs). Within the decade, other satellite-based communications are being planned and these are expected to radically improve access to the most remote parts of the sub continent.
- Private sector growth in Internet service provision is growing rapidly. SITA, the airline co-operative, has by far the largest network in Africa. Africa Online is a close second, with operations in Zimbabwe, Tanzania, Ghana, Kenya, Senegal, Mali and Cote d'Ivoire. Other international Internet suppliers include AT and T; BT; Global One/Sprint; UUNET/AlterNet, MCI, NSN, BBN, Teleglobe, Verio and France Telecom/FCR.
- The bulk of service providers are small businesses, often started by technicians who learned their skills at universities.
- Privately run public access points such as kiosks and cyber cafes are mushrooming in Africa. schools; police stations and clinics that can share the cost of equipment access with a larger number of users.

**Gender and information technology**

"In ICTs all the gender inequalities are confronted in microcosm- women's higher level of illiteracy, their socialisation, their lack of exposure to and fears of technology."
- **Mercy Wambui, Communications Team, Economic Commission for Africa.**

The gender dimensions of ICTs may be summarised as follows:

- ***The invisibility of women's contribution:*** As in so many other fields, the contribution of women to ICTs is hidden. The task of feminist scholars has therefore been to "uncover and recover the women hidden from history" in this area.
- ***Illiteracy and schools enrolment:*** 63.9 percent of women in developing countries are illiterate - far higher than the percentage for men. Only 39 percent of girls are enrolled in schools in these countries; compared to 50.4 percent of boys.
- ***The absence of women from science and technology:*** The world over, females are under-represented in the scientific, mathematical, engineering, computing and information technology fields of study. Many women are found working in libraries. But the technology components of libraries are dominated by men. Even in the USA, women comprise 7.8 percent of science and computer engineering faculties.
- ***Attitudes:*** As a result of their socialisation, women and girls tend to find technology intimidating and alienating and therefore to suffer from "technophobia".
- ***Training:*** This is often alienating and not customised to women's needs. Studies suggest that

women prefer to learn through an orderly routine in which they understand the reason for each step, whereas men have been encouraged to learn through experimentation, trial and error. Men are socialised to tinker whereas women are socialized to avoid taking risks.

- ***Access:*** Women's use of ICTs is not equal to their share of the population as illustrated in the following figures on use by women of ICT goods and services: 38 % in the USA; 25 % in Brazil; 17 % in Japan and South Africa; 16 % in Russia; 7 % in China and 4 % in the Arab states.
- ***Decision-making:*** Women are under-represented in all these decision making structures in the ICT sector.
- ***Content:*** Only a tiny fraction of the content on the Internet is generated by women in developing countries.
- ***Negative portrayal of women:*** Cyber sex, which feeds on the objectification of women's bodies, pornography and child pornography are among the fastest growing and most lucrative dimensions on the Internet. Much as ICTs have the potential to be put to use in advancing gender equality they also have the capacity to destroy many of the fragile gains.

**How to use this manual**

This manual covers the full range of information from basic computer technology and software to the various applications. It is designed in such a way that users can skip sections familiar to them, or start from the beginning, depending on their comfort level. The manual has been designed for use as part of workshops in which there will be a facilitator and peer support. These workshops will have a focus on developing specific campaigns, e.g. around the Sixteen Days of Activism on Gender Violence, using ICTs.

It will not be possible to work through all of the exercises in the training. The value of the manual is that users can refer back to the instructions and follow them through on their own. Remember, it is only through tinkering that you will be more comfortable with IT. And the more comfortable you are with IT, the more you can "make IT work for gender justice"!

**Symbols used in this manual**

💻 **All practical exercises are located on their own pages in boxes like this one**

💣 Tips and shortcuts will be indicated by this symbol and will be placed in a box to separate them from the rest of the text.





# 2 COMPUTER AND INTERNET BASICS

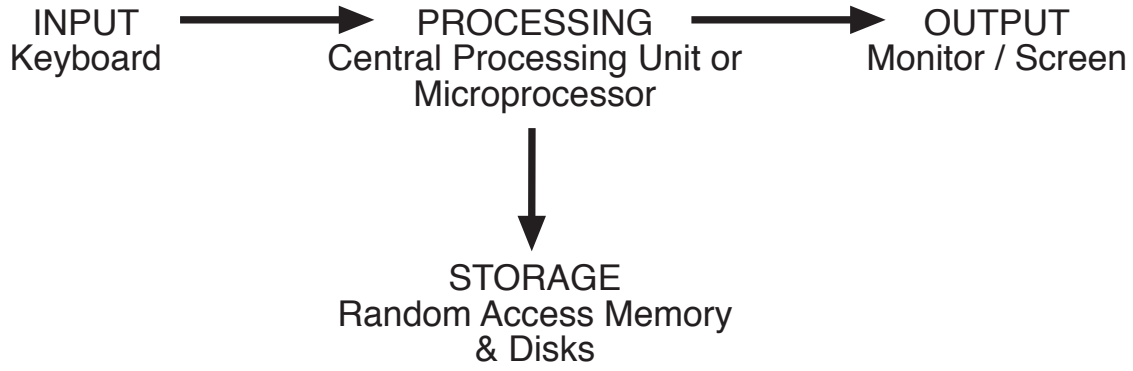
## Objectives

The objectives of this session are to:

- Gain a brief and thorough overview of computers and computer networks.
- Understand the difference between hardware and software.
- Learn the uses of operating system software like Windows.
- Learn to work in the Windows environment.
- Understand the importance of file sizes.
- Know how to deal with computer viruses.
- Know how to search for files and folders on your computer.
- Learn how to search for files on a local area network.
- Provide a basic introduction to the Internet and how to get connected.

## What is a personal computer (PC)?

A PC is a machine which is used to perform tasks like math calculations and document formatting, which would take a lot of human thinking time if they had to be done manually (by hand). In other words a PC is an electronic machine for inputting, processing, storing and displaying information. We can graphically display a personal computer as follows:




### Input

Firstly, some data is required before the PC can do anything with it. This can be entered using a keyboard, scanner, mouse, touch screen, camera or microphone.

### Processing

Secondly, the computer must process this data in order to turn it into useful information for humans – it uses memory and the CPU to do this.

### Output

Thirdly, this information must be made available to the person using the PC – printed as hard copy, displayed on a screen, as sound through speakers, etc.

# 2. COMPUTER AND INTERNET BASICS

PC's can be used for many things, but the following are the most common:

- Financial and maths calculations.
- Typing letters and documents, including books and manuals like this one.
- Playing games.
- Creating websites.
- Sending and receiving information using the Internet.
- Creating databases of searchable information, such as a library catalogue system.
- Storing and retrieving information.
- Managing projects and businesses.
- Doing graphic presentations like slideshows.
- Using sound and video (you can even turn your PC into a mini-TV if you have the right equipment).
- Creating your own computer programmes.

**The Parts of a Personal Computer - Hardware**

The parts of a PC are generally referred to as Hardware. Hardware is those parts that you can see and touch. A PC consists of the following hardware parts:



**Monitor**

A monitor is a lot like a high-quality television set. As you work, the monitor lets you see what you are doing. Just as you get colour and black and whiter television sets, you also get colour and black and white colour monitors. Black and white monitors are generally referred to as monochrome monitors.



**Keyboard**

The keyboard contains the keys you use to type data into the computer and enter commands. Although the locations of the keys on your keyboard may differ your keyboard should contain the same keys. A typical keyboard contains the following main areas:

**Alphanumeric keys –** these are keys that act like typewriter keys
**Function keys –** the way the function keys work depend on the program
**Numeric keypad –** works like a calculator
**Computer keys –** the way the computer keys work depends on the program
**Ctrl & Alt keys –** these keys work in combination with other keys to give program command
**Arrow keys –** they are used to move the cursor around.

# 2. COMPUTER AND INTERNET BASICS



**System unit/box**
The System Unit is a box that holds the following parts:

**Central Processing Unit (CPU)**
The CPU is the “brain” of the computer. The CPU interprets the program instructions and processes the data you enter. The speed and power of a PC is largely determined by the type of microprocessor that is used by its CPU.

**Random Access Memory (RAM)**
RAM is temporary memory which contains information only when the computer is on. When you load a program onto the computer and create a document, both program and document are temporarily stored in RAM.

All computers need memory in order to store instructions and data in an electronic form that the computer can read and process quickly. All computers come with memory, but the amount of memory can vary from one computer to another.



**Disks and disk drives**
Disks are used to store information permanently in the form of files. We can distinguish between four disk types namely, stiffy/floppy disks, hard disks, CD-ROM disks and Flash disks.

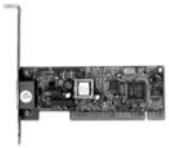


**Flash disk**
This acts like a hard disk and one can save data on it. Flash disks come in different sizes and plug into the back of your computer. The word "flash" comes from the fact that data can be copied or erased quickly, in blocks instead of one byte at a time.

# 2. COMPUTER AND INTERNET BASICS



External Modem



Internal Modem

**Modems**

Modem is an acronym for Modulator Demodulator. A modem is a device that converts data from digital computer signals to analog signals that can be sent over a phone line. This is called modulation. The analog signals are then converted back into digital data by the receiving modem. This is called demodulation. Modems are used to connect to the Internet.

**External or Internal?**

An external modem goes outside your PC, easily plugs into a jack on the back of your PC through a cable, and has useful status lights. An internal modem plugs into a PCI or ISA slot inside your PC, is harder to install, but usually costs less.

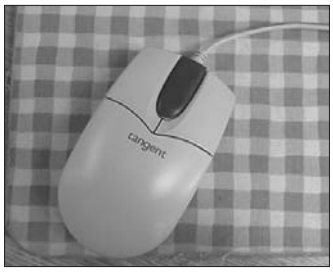
**Lightning Protection?**

Lightning is the number one cause of modem failure. To protect your modem you should select a modem which incorporates patented circuitry for lightning protection.



**Scanner**

A scanner is a device, usually attached to a PC, which will convert a page of text and/or images (pictures) into a word processing file and/or image file. The quality of the conversion depends on the quality of the input, the resolution of the scanner and the capabilities of the program used.



**The mouse**

A mouse is a pointing device that enables you to quickly move around the screen and to select commands from menus, rather than typing the commands.

*Working with a mouse*

Your mouse has 2 buttons at each side at the top. It may have a 3rd button in the middle. Throughout this manual, whenever the instruction to 'click' appears, it means click once with the left button – unless there is a different instruction, such as 'double-click' or 'right click'.

*Left-clicking*

The left button is the one you will use the most often. You will either click it once or twice. Once is to select something on the screen. Move your mouse around on the table – notice how the pointer on the screen moves around as you do so. When you click with your mouse, your computer will try to select or open something at the point where that arrow is.

# 2. COMPUTER AND INTERNET BASICS

**Double-clicking**
Clicking twice on the left button will usually open a program or file.

**Right-clicking**
Clicking once on the right button will usually cause a mini-menu to 'pop up' on your screen. You can then select a choice from the menu by clicking once with the left button.

**Highlighting, dragging and dropping**
You will occasionally need to select a section of text so that you can work with it directly. This will be especially useful when you are doing word processing.

1. Click at the beginning of the text you wish to select.
2. Hold down the left mouse button and drag the mouse slowly across and down until you have selected the entire section you need.
3. It should be highlighted in blue.
4. Let go of the mouse button.

You can hold down the left button and drag an object (like a shortcut icon) from one place to another on your desktop. Release the button when you have dragged the icon to the new location. This is called ***dragging and dropping***.

**The middle button or scroller**
This is used to scroll up or down documents you have open, or web pages you are looking at on the Internet.

**EXERCISE**

**Examine your mouse**
1. Unplug your mouse from the back of your computer.
2. Take your mouse apart (slide the round panel at the back out and remove the ball).
3. Put it back together again.
4. Plug it back into the computer.

**Use your mouse**
1. Move your mouse around on the mouse pad and watch how the pointer on your screen moves.
2. Left-click on the **Start** button.
3. Scroll up (move the pointer up the menu list) to **Programmes.**
4. Hold the mouse still when the pointer reaches **Programmes.**
5. Watch how the Programmes menu appears to the right.
6. Move the mouse so that you can scroll up the menu and click once to select Microsoft Word (MS Word).
7. In the top right corner you will see a small **x** – click on it and the programme will close.
8. Now move your mouse pointer over the screen until it rests on the **My Computer** icon. Double click on this icon and it will open the program which allows you to view all the files on your computer. Close this window in the same way as you closed the Word window in step 7 above.

# 2. COMPUTER AND INTERNET BASICS

## The Keyboard




### The Shift Key

The shift key is used to change case and allows you to use symbols such as @#$%.For example, to obtain the character @

1. Hold down the **Shift** key
2. Press the **2** key at the top of your keyboard
3. Release both keys




### The Alt Key

This key is usually used together with another key or two. When you push this key together with the **f** key, the cursor moves to the menu bar at the top of the screen. It's the same as clicking your mouse on the **File** menu. From there you can use the arrow keys to select menu options. This is useful if you don't like switching between your mouse and keyboard often. Press Alt again to move the cursor back off the menu bar.

> To restart your computer (reboot) press **Alt-Ctrl-Delete**. This is for emergencies only!



### The Windows Key

This key opens the **Start** menu at the lower left corner of your screen. It has the same effect as you clicking the **Start** button with your mouse.




### The Ctrl Key

The **Ctrl** key stands for Control. This key is used in combination with other keys to perform specific tasks, often called shortcuts. One example is **Ctrl-p**. Often programmes automatically print the document you are using if you push the **Ctrl** button and the **p** key at the same time.




### The Delete Key

This key erases the character directly to the right of your cursor. If you have text or graphics that are highlighted, those are erased by pushing this key as well.



### The Backspace Key

This key erases the character directly to the left of your cursor. If you have text or graphics that are highlighted, those are erased by pushing this key as well.




### Enter

The **Enter** key works very much like the Return key on a typewriter. However, do not press enter after every line when you are typing a document. Windows knows when you are reaching the end of a line, and will automatically go to the next line. If you do press **Enter** after each line, and then attempt to change the font or size of the document, you'll see some strange results!

Pressing **Enter** also usually agrees to a question that Windows asks you, similar to clicking on **OK** or **Yes** in a window called a **dialog box**.




**Tab**

Again, as with a typewriter, the **Tab** key will insert indentation (a space before you type) into a document. It also makes the cursor move from box to box when entering information into the fields of an online form or a Windows dialog box.




**Insert**

Pressing the **Insert** key toggles (switches) between Insert Mode and Overwrite Mode. Insert Mode will insert text where the cursor is when you type. However, Overwrite Mode simply writes over anything that is to the right of the cursor.




**Num Lock**

If you look at your Numeric Keypad (the group of keys to the right with all the numbers on it), you'll see that there are arrows and words under most of the numbers. When **Num Lock** is turned on, you can use those keys to enter numbers (instead of using the row right above the keyboard letters). When **Num Lock** is turned off, you can use the arrows and commands printed below the numbers.




**Caps Lock**

Pressing the **Caps Lock** key toggles between typing in UPPER CASE and lower case.







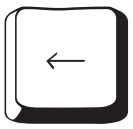






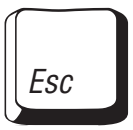
**Home** / **End** / **Pg Up** / **Pg Down**

Often the Home key is used to move your cursor to the beginning of a line, and the End key is used to move it to the end of a line. Page Up and Page Down are slightly misleading. Often, the Page Down key won't move your cursor from Page 2 to Page 3. Instead, it may move the cursor up/down one "screen-length", meaning that if you push the Page Down key, the top of the screen becomes what was just after the bottom of the screen before you pressed the key. Use these four keys to navigate quickly around a document. You will see this practically when you use a word processing program.




**Arrow keys**

Use these to move the cursor in your document.




**Esc**

Press this button to interrupt a process on your computer. It is like clicking on **cancel**.

# 2. COMPUTER AND INTERNET BASICS

## Windows

### What is an operating system?

This is the software used to manage the entire PC, or system. It ensures that everything works together properly. All data on PC's is saved in the form of files and the operating system creates a file structure on the hard drive, where all the information is stored. This means that there is a logical filing system for all the work you do on your PC. It is similar to filing all the documents you work on in folders in the drawers of an office filing cabinet. In a way, it can be said that the operating system builds a virtual filing cabinet on your computer. You can create your own folders (sometimes called directories) and also delete old ones that you do not need anymore.







Files have names and extensions, for example **letter.doc** ('doc' files are opened using the MS Word program). Files are stored in folders.

The reason why filenames and extensions are used is so that you can:

- Easily locate information you have saved on the computer.
- The operating system knows which programme (or application) to use to open the file.

Operating systems also enable users to share information, devices and software with other computer users over a network. In addition, they manage and control the resources used by the PC – this includes memory and the CPU. This manual focuses on the use of the **Windows** operating system, but there are other popular and reliable systems for PC's, such as **Linux**.

An operating system should be the first software that you load onto your PC – it will help you setup any other software which you install after that. Normally when you buy a computer it comes loaded with an operating system. Once the operating system is installed, you can load or **install** other software like word processor and database programs. These programs are called **applications**. There are other programs which perform tasks to keep your PC in good working order, such as anti-virus programs. These applications are called **utilities** as they perform tasks that maintain your system. Sometimes they are called **system tools**.

### Starting and logging on

If your computer is part of a computer network, Windows will usually present a dialogue box on the screen asking you to 'log on' using a name and password. It is called a dialog box because the computer is asking you to enter information before it continues the task it is busy with.

Once you type in this data, press enter or click 'ok' with the left mouse button. You should log on to the network. This means that you can use the resources on the network where you have permissions to do so. You can access information on another PC on the network, but only if that information has been made shareable and the other PC is switched on.

# 2. COMPUTER AND INTERNET BASICS

**The Desktop**

The desktop is the virtual desktop on your PC screen. It contains shortcuts in the form of icons, and provides a user-friendly way to work with your computers programs, files and parts. Pictures of the desktop are called 'screenshots'.

**Icons**

These are the small pictures on your screen (the desktop and the Start menu, as well as other places on your computer) which represent different parts of your system. Some of them will refer to files you have created and some will refer to programs. They are shortcuts to opening the programs and files you use most often. You can double-click with your mouse on the icons and the file you have selected will open on your computer. You can also create and delete shortcuts as you wish.




*My Computer*
The My Computer icon provides access to the resources on your computer. You can access your drives (and therefore all the files and programs on these drives) and other peripherals (like the printer) by double clicking on the My Computer icon. You can also access the Control Panel, where all your system preferences are set up, through My Computer.

*My Documents*
This is a shortcut to all the files and sub-folders that you have saved in this folder.

*Recycle Bin*
Windows will send all the files that you delete to the Recycle Bin. If you need to recover a deleted file, you can open the Recycle Bin and restore the document. If you are sure you no longer need deleted files, you can empty the Recycle Bin.

*Network Neighborhood*
Opening this icon will display all the computers on your network. If you are trying to access files on another computer on the network, you can double click on it in this window and all the shareable files will be made available to you.

**The Taskbar**

This is the thin grey bar at the bottom of your desktop. Usually, any programs you have open will have an icon in the taskbar. It also contains the start menu and the system tray, as well as the clock.




*Clock*
This is displayed on the far right and gives the time. You can adjust these settings by double clicking on this icon. If you hold your mouse pointer over the clock, the date should be displayed.

*System tray*

This is the section of the taskbar on the right hand side. It contain small icons of programs running in the background (you don't work on them directly – an example is virus protection software). There are sometimes small quick-start icons in the taskbar next to the start button. One click on these icons will start a program running.

*Open Programs*

If you have Programs open, they will be represented in the Taskbar as well. If you look at illustration above, you will notice that there are 3 applications (programs) running at the time the picture was taken.

> In Windows, you can switch between applications by holding down the **Alt** key and pressing **Tab**

*Start menu*

This is the button on the far left, at the bottom. If you click here the screen will display a menu which you can use to open programs and perform tasks (see 'launching programs' below).

1. To open a program, click on **Start**
2. Click on **Programs**
3. Click on **Word**, or on **Office** and then on **Word**, depending on how your menu is setup
4. The program should open

**Wallpaper and Screensaver**

Wallpaper is the image which forms the background picture or colour on your desktop. This can be modified by right clicking anywhere on the desktop background (but not on an icon) and selecting **Properties** from the popup menu. This will open the Display Properties window.

1. Click on the tab labeled **Background**
2. Under the heading **Wallpaper** is a list of options. Click on each one to preview how your desktop will appear if you select that image as your wallpaper
3. Under **Display** is a box with a drop-down menu. Click on the down arrow to show display options
4. Click on the option you want
5. Click on **Apply** to set this as your background
6. Now click on the tab next to **Background**

**Looking at a Window**

Open the Windows Explorer program and take a look at the Window which opens on your screen.

1. Click on **Start**
2. Click on **Programs**
3. Click on **Windows Explorer**

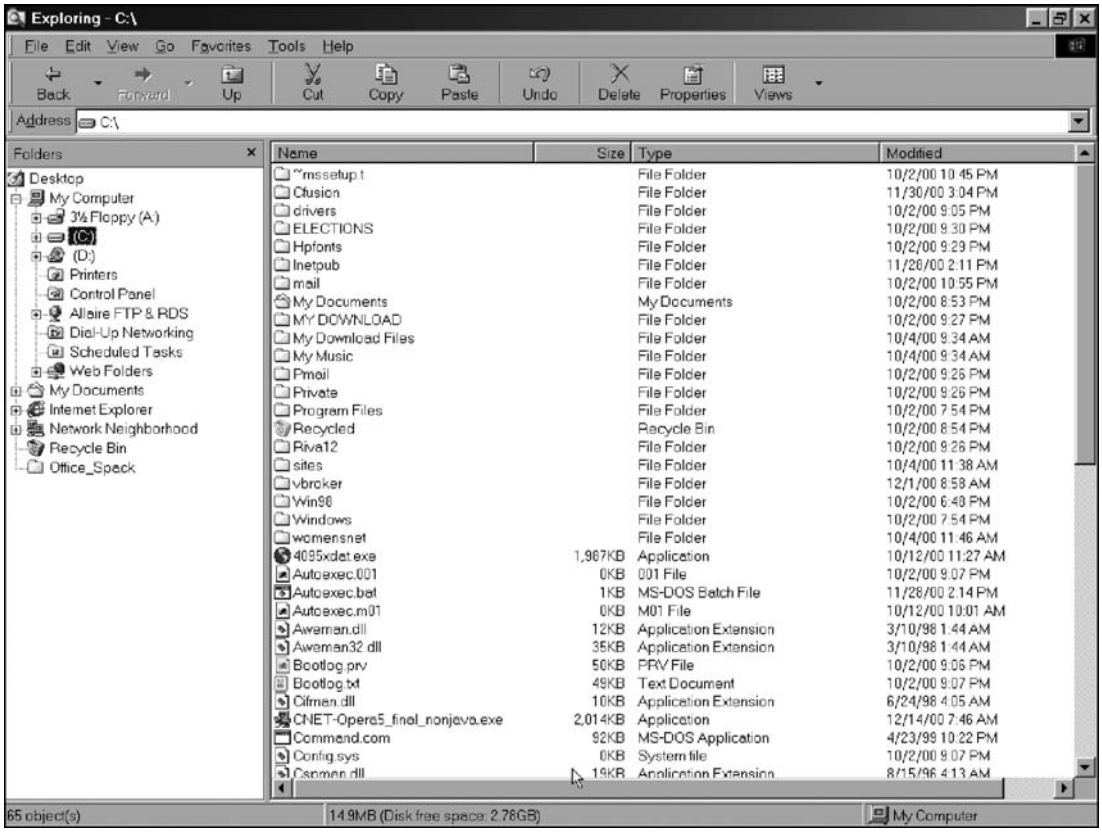
# 2. COMPUTER AND INTERNET BASICS

**The Title Bar**

At the top you will see the Title bar, which is usually in blue. The white writing tells you the name of the program and document. Almost all programs which open in the Windows system have this feature. At the top right corner, you will see 3 blocks. The first is a flat line – this is the minimise icon. Click here and your window will 'collapse' into the taskbar at the bottom of the screen. Clicking on the correct item in the taskbar will open the window again.

The next icon is for changing the size of the window – either making it smaller or **maximising** the size of the window to fill your screen.

At the far right is the **x** for exiting the program – to shut the window completely, click on the **x**.




**The Scroll Bars**

On the right of the window is the vertical scroll bar. You can click in this 'bar' with your mouse and the document will 'scroll down' so that the section you cannot see which is below the present image will be displayed. Click on the arrows at the top and bottom of the bar to move up and down in the document. Near the bottom of the screen is the horizontal scroll bar. This works in the same way as the vertical bar, but will move your view to the right or the left. Not all windows have scroll bars.

# 2. COMPUTER AND INTERNET BASICS

**The Menu Bar**

The Menu bar is directly below the Title bar and it displays the menu. The menu begins with the word File and continues with Edit, View, Tools, Window, Help, etc. You use the menu to give instructions to the software. Point with your mouse to a menu option and click the left mouse button to open a drop-down menu. You can now use the left and right arrow keys on your keyboard to move left and right across the Menu bar items. You can use the up and down arrow keys to move up and down the drop-down menu. To select an item, highlight the item on the drop-down menu and press Enter. An ellipsis (3 dots …) after a menu item signifies additional options; if you select that option, a dialog box will appear.

**The Toolbar**

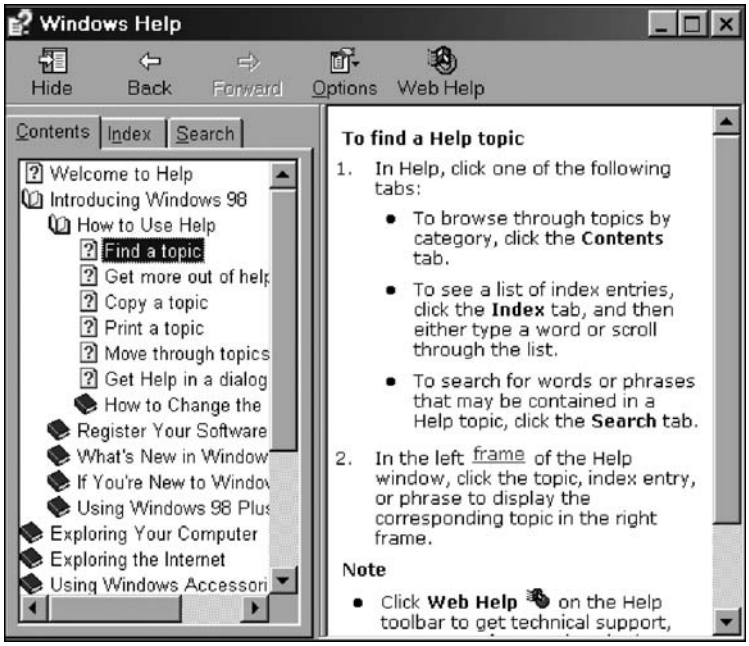
As a new user it is important for you to learn about toolbar. These are found below the Menu Bar on your screen. The toolbar is located at the top of the screen with icons on it. To become familiar with the function each icon represents, move your mouse pointer over each of the buttons on the toolbar. A description will pop up on your screen. Many programs have more than 1 toolbar.

**Using Windows help**

1. Click on **Start**
2. Click on **Help**
3. The Help window should open

> Pressing the F1 function key at the top of your keyboard will automatically open help in most Windows programs

There are 3 sections to the Help: Contents, Index and Search.



**Contents**
This lists the help items available. By clicking on different topics, shown on the left, you will have access to information that is displayed on the right (see picture above).

**Index**
Clicking on the **Index** tab will take you to another option. You can scroll down through an alphabetical listing of all help keywords below the keyword entry box. If you know what you want help on, type a keyword (for example 'internet') into the keyword box and then press **Enter**. A display will appear on the right, or a list of topics will appear. Double-click on the topic you want to view, and the information will be displayed on the right of the Help window.

**Search**
1. Enter a keyword
2. Click **List topics** to search the help files for information about a certain topic.
3. Select a topic with your mouse – it will be displayed on the right.

**Logging off and shutting down Windows**

**To shut down or restart**

1. Click on **Start**
2. Click on **Shut Down**
3. Select **Shut Down** or **Restart**, depending on whether you want to switch off or restart your computer
4. Click on **OK**
5. If you have selected **Shut down**, wait for the computer to tell you that it is safe to switch off before doing so

## Filing

**Creating a folder**

A **folder** is a place to store various **files** which are related – for example, you may wish to store all the Word files which are faxes and letters in one place in a Folder named Correspondence.

You would make a folder called Letters, and save all the relevant files there. Compare this to storing books and documents under different sections in a library catalogue. It is a way of helping you know where your information is.

Open Windows Explorer. The screen is split into 2 – on the left is a list of all the drives and folders. This list can be expanded or collapsed by clicking on the plus or minus signs next to the folders. Clicking on a folder will select it – and the contents of that folder, which could be other folders and/or files, will be displayed on the right hand side of the window. New folders can be created. This can be within other folders or directly on the hard drive.

To create a new folder on the hard drive, click on the symbol for your hard drive (usually C). To create a folder somewhere else, click on the folder where you want it to be stored.

To create a folder for faxes and letters in the My Documents folder

1. Click on My Documents
2. Click on File and then New
3. Type the name of the new folder, Communications and press Enter

**EXERCISE**

1. Open **Windows Explorer**
2. Create a new folder in **My Documents**

**Name it by using your first name or last name**

**Managing files**

Use Windows Explorer to manage and organise the files on your computer. The Windows Explorer Program is useful for this – alternatively, double-click on the My Computer icon on the desktop.

You can drag and drop files and folders within Windows Explorer.

In your Windows folder is a folder named Temp, and all your documents are saved in here occasionally. You should delete these files now and again, depending upon how many files you work on during the week.

Another folder that is good to empty every now and again is Temporary Internet Files. This folder stores all the images and files that you view if you are using the World Wide Web.

**Searching in Windows**

Windows has a search facility which makes it easy to search for files and folders, people, and other computers on your network; and it's a convenient starting point for searching for information on the Internet. Windows Search also has an indexing service that maintains an index of all the files on your computer, making searches faster.

When you use Windows Search, you can specify several search criteria. For example, you can search for files and folders by name, type, or size. You can find a file based on when you last worked on it or search for files containing specific text.

You may use Windows Search if you are looking for common file types, if you remember all or part of the name of the file or folder you want to find, or if you know when you last changed a file. If you know only part of the name, you can use wildcard characters to locate all files or folders that include that part in the name. For example, *letter.* will find Holiday letter.doc, Special letter.doc, and Special letter.txt.

The Windows Search also allows you to search for all types of objects, from pictures, music, and documents, to printers, computers, and people. You can search your own computer, other computers (if you are connected to a network or workgroup), and the Internet.

**Using wildcard characters**

A wildcard character is a keyboard character such as an asterisk (*) or a question mark (?) that is used to represent one or more characters when you are searching for files, folders, printers, computers, or people. Wildcard characters are often used in place of one or more characters when you do not know what the real character is or you do not want to type the entire name.

| Wildcard character | Uses |
|---|---|
| Asterisk (*) | Use the asterisk as a substitute for zero or more characters. If you are looking for a file that you know starts with "gloss" but you cannot remember the rest of the file name, type the following:<br><br>**gloss***<br>This locates all files of any file type that begin with "gloss" including Glossary.txt, Glossary.doc, and Glossy.doc. To narrow the search to a specific type of file, type:<br><br>**gloss*.doc**<br>This locates all files that begin with "gloss" but have the file name extension .doc, such as Glossary.doc and Glossy.doc. |
| Question mark (?) | Use the question mark as a substitute for a single character in a name. For example, if you type **gloss?.doc**, you will locate the file Glossy.doc or Gloss1.doc but not Glossary.doc. |

The Windows Search also allows you to search for all types of objects, from pictures, music, and documents, to printers, computers, and people. You can search your own computer, other computers (if you are connected to a network or workgroup), and the Internet.

**Searching for files and folders in Windows**

Below are the steps in searching for files and folders:

1. Click **Start**, point to **Search**, and then click **For Files or Folders**.
2. Click **All files and folders**.
3. Type part or the full name of the file or folder, or type a word or phrase that is in the file.
4. If you do not know either piece of information or want to narrow your search further, select one or more of the remaining options:
   - In **Look in**, click the drive, folder, or network you want to search.
   - Click **When was it modified?** to look for files that were created or modified on or between specific dates.

- Click **What size is it?** to look for files of a specific size.
- Click **More advanced options** to specify additional search criteria.

5. Click **Search**.

If you do not see **All files and folders**, for any reason, you have probably changed your default search behavior.

- Click **Change preferences**.
- Click **Change files and folders search behavior**.
- Click **Standard**, and then click **OK**.
- Click **All files and folders**.

If you get too many results, try using additional search criteria to make your search more specific.



**To search for a specific type of file**

When you know the type of file you are looking for, such as a picture file, you can quickly search for all files of that type by using Windows Search.

1. Click **Start**, point to **Search**, and then click **For Files or Folders**.
2. Click **Pictures, music, or video** or **Documents (word processing, spreadsheet, etc.)**, depending on the type of file you want to find.
3. Click the appropriate search criteria, type all or part of the name of the file (if you know it), and then click **Search**.

**To search for a computer on the network**

1. Click **Start**, point to **Search**, and then click **For Files or Folders**.
2. Click **Computers or people**.
3. Click **A computer on the network**.
4. In **Computer name**, type the name of the computer you want to find.
5. Click **Search**.

**To search for people and groups in the Address Book**

1. Click **Start**, point to **Search**, and then click **For Files or Folders**.
2. Click **Computers or people**.
3. Click **People in your address book**.
4. In **Look in**, click **Address Book**.
5. On the **People** or **Advanced** tab, type your search criteria, and then click **Find Now**.

**Sharing files and devices over a network**

It is often useful to have access to information that others are working on. This is especially true if you are working on a project in a team.

*Enabling sharing*

1. Click on **Start**
2. Click on Settings and then Control Panel
3. Double-click on the icon labeled **Network**
4. In the window which opens next, click on the button labeled **File and Printer sharing**
5. A dialog box will open
6. Click next to the option to give others access to your files (a tick shows it is selected)
7. If you have the printer connected to your computer, and other users on the network need access to it to print documents, click next to the option to grant this access
8. Click **OK**
9. Other people on your network are now able to access files and devices which you make shareable

*Making a file or device shareable*

1. Right-click on the file/folder/device in Windows Explorer
2. Select **Sharing** from the popup menu
3. Click on the Sharing tab
4. Click on **Shared as** to enable sharing
5. Choose whether you want other users to have full, read-only, or password access (read-only means they can access the file but cannot modify it)
6. Click on **Apply**
7. Click **Ok**

*Accessing shared file***s**

1. Double-click on My Computer
2. Select the icon for the computer which has the information you need
3. Double-click on it
4. Locate the file and double-click it to open it

# 2. COMPUTER AND INTERNET BASICS

**File Sizes**

***Why is file size important?***

If you are saving documents, graphics, or any other file on your PC and you do not need to share this information with colleagues outside of your office then the size of your files is not a major concern. However, if you are sharing information over the Internet or emailing information, then file size becomes very important. The bigger the file, the longer it takes to send or download.

***How do I find out the size of my file?***

To find out the size of your file or document, you will use the program WINDOWS EXPLORER which comes with your operating system. WINDOWS EXPLORER allows you to view your folders and files on your PC.

1. Right click on **Start**
2. Click on **Explore**

A window will appear which show the structure of your computer. Click on C: to show all the folders on your hard disk. A list of folders appears in the right block of the window. Click on the folder that contains your file. A list of files appears in the right block.

To find the file size of a particular file, right click on the file name and click on **Properties**.

The size of the file will be listed in kilobytes, e.g. 22.0 (KB)

***Bytes, Kilobytes, Megabytes and Gigabytes***

The standard measurement units for file sizes are bytes, kilobytes megabytes and gigabytes. A byte is calculated as one character of the keyboard.

| Largest | Larger | Large | Basic Unit |
|---|---|---|---|
| Gigabyte (GB) | Megabyte (MB) | Kilobyte (KB) | Byte |

Exact Conversion
1,024 Byte = 1 Kilobyte (KB)
1,024 Kilobyte (KB) = 1 Megabyte (MB)
1,024 Megabyte (MB) = 1 Gigabyte (GB)

However we can estimate sizes by rounding to 1000.

The basic unit is a byte. If you have 1000 bytes, you can then call it 1 kilobyte. If you have 1000 kilobytes, you can then call it 1 megabyte. The same happens when you go up from megabytes to gigabytes. Each chart below shows equivalent amounts.

| Gigabyte (GB) | Megabyte (MB) | Kilobyte (KB) | Byte |
|---|---|---|---|
| 1 | 1,000 | 1,000,000 | 1,000,000,000 |

| Gigabyte (GB) | Megabyte (MB) | Kilobyte (KB) | Byte |
|---|---|---|---|
| .001 | 1 | 1,000 | 1,000,000 |

| Gigabyte (GB) | Megabyte (MB) | Kilobyte (KB) | Byte |
|---|---|---|---|
| .000001 | .001 | 1 | 1,000 |

| Gigabyte (GB) | Megabyte (MB) | Kilobyte (KB) | Byte |
|---|---|---|---|
| .000000001 | .000001 | .001 | 1 |

When you see 1.2 megabytes that means that there is 1 megabyte and 2/10 of a megabyte or 1 megabyte and 200 kilobytes.

**Important points on file size**

- If you are using a modem to dial up to the Internet, it will take approximately 20 minutes to download a 1MB file.
- Sending and receiving large files will increase your telephone costs, as you will need to connect for longer periods of time.
- Often your Internet Service Provider (ISP) limits the size of mailboxes. A large file will block or fill up your mailbox, stopping you from receiving other email.
- Images or graphics usually have the extension jpg, gif, bmp or tif. A tif file can be very large (usually larger than 1 MB) and can cause problems with your email. File sizes are very important for websites. Websites need to have very small graphic files so that it does not take a long time for a webpage to download.
- A WORD document which has a number of graphics inserted into it, as well as a graphic letterhead, can become a very large file.

*How to make files smaller*

You can compress your documents and files so that the file size is decreased. Avery common program that is used to compress files is WINZIP. The WINZIP program can be downloaded from the Internet. Zipping a file usually reduces the file size by almost two thirds of the original size. If the size of a file or a number of files that you want to send using email is larger than 1 MB, it is a good idea to zip the files into one zipped file. You can then email the zipped file as an attachment.

To compress a graphic, you will need to use specific image editing software program, for example, Photoshop, Paintshop Pro or Irfanview. There are many image editing programs available for free on the Internet.

*How do I zip a file*

1. Go to Windows Explorer.
2. Find the file that you want to zip or compress.
3. Right click on the file name.
4. Click on ADD TO ZIP.
5. The WINZIP program opens.
6. Click on NEW to create a new zip file.
7. Choose the folder where you want to save the zip file and give it a name e.g.. conference documents.
8. Click on OK.
9. You will see the WINZIP window showing you the file you have added in the zip file and the reduced file size.
10. If you want to add another document to the zip archive, click on ADD and choose the next file to zip.
11. To save the zip file, click on FILE and CLOSE.
12. The zip file is save with a .zip extension.

*How do I unzip a file*

If you have received a zip file as an email attachment:

1. Save the file in a folder on your hard disk.
2. Open WINDOWS EXPLORER.
3. Find the folder where you save the zip file.
4. Right click on the zip file and choose OPEN WITH WINZIP.
5. The WINZIP program open showing you all the files in the zip file that have been compressed.
6. Click on EXTRACT on the WINZIP toolbar to extract or uncompress the files that you require.
7. Choose the folder where you want to save the unzipped file by clicking through the file structure.
8. Click on OK.

The files will be extracted or uncompressed and saved normally onto the hard disk.

**PDF Files**

A PDF (Portable Document Format) is a file that has captured all the elements of a printed document as an electronic image that you can view, navigate, print, or forward to someone else. PDF files are created using Adobe Acrobat, Acrobat Capture, or similar products. PDF files are especially useful for documents

such as magazine articles, brochures, or flyers in which you want to keep the original graphic appearance online. A PDF file contains one or more page images, each of which you can zoom in on or out from. You can page forward and backward.

PDF files are useful when:

- You want to keep the formatting, graphics and style of a document.
- You need to compress the size of a file.
- You don't want the file to be edited.

To view and use the files, you need the free Acrobat Reader, which you can easily download. Once you've downloaded the Reader, it will start automatically whenever you want to look at a PDF file. The Acrobat product that lets you create PDF files, is Adobe Acrobat Writer and costs about $200-300. To download Adobe Acrobat Reader, go to http://www.adobe.com/products/acrobat/readstep2.html

**Viruses and virus checks**

A virus is a program that attaches itself to a file or a program in your computer and can cause information to become corrupt (damaged). Viruses can also corrupt your programs and affect your email. Some viruses can wreck your entire computer. Most viruses are transmitted via stiffy disk, over networks, or are received in email messages.

**Ways to avoid virus infection on your PC**

- Install a good virus protection program such as McAfee, Vshield or Norton's Anti-virus from Symantec. It is worth buying a good virus protection program. You will need to install the program on your computer and download the update files regularly. You can download the update files from the Internet. New viruses are released all the time and you will need to keep your anti-virus program up to date. You can set up the virus protection program to scan your computer on a regular basis.
- Do not install files from a stiffy disk without running a virus check (using your antivirus program) first.
- Do not open attachments that you receive via email – especially if they have extensions like exe. An exe file is a program or executable file and is the most common file to be affected by a virus.
- Only open files you receive via email if you are expecting them and you know and can trust the sender.
- Do not download files from the Internet unless you are using a trusted and recommended download site.

**If you find a virus**

If a virus infects your computer, and you are running an anti-virus program, you will usually be able to clean the virus fairly quickly. The anti-virus program will pick up the virus, and then quarantine the file it is attached to, in a safe area on your computer. You will be asked if you want to repair or delete the file.

Sometimes a virus will corrupt your entire computer and the hard disk will have to be formatted (everything will be cleaned off your hard disk drive and re-installed). This is an exhausting task that you want to avoid. You can also lose important files that way, and hours and hours of work. If this happens you will need to call in IT support or an IT specialist to help clean up your computer.

# 2. COMPUTER AND INTERNET BASICS

Make regular backups of important information every week so that you can avoid losing all your information if a virus infects your computer. A backup means copying your important files to a flash disk, a CD or to a computer on your network that is used for this purpose, and keeping it in a safe place until you no longer need it.

## Backing up

It is very important to save your data as you make changes to it, but most important of it all is backing up your data daily. Computers can lose all the data that you stored in them and never recover your information again. **Backup** is the activity of copying files so that they will be preserved in case of equipment failure or other catastrophe such power failures or viruses.

Tips for keeping data updated, backed-up, and stored appropriately:

- Save files and e-mails frequently while writing them, so unnecessary data isn't lost in the event of a system failure or disaster.
- Make copies of all critical files or data onto CDs or other removable media.
- Take the removable media to a different location for storage.
- Check that the copies can be restored properly on your computer by retrieving them from the external location and re-entering them into your computer. Do this periodically to verify your back-up methodology is correct.

The Backup utility in Windows® XP Professional helps you protect your files and information if your computer fails. For example, you can use Backup to copy the data on your hard drive and archive it on another hard drive, a disk, a CD, a DVD, or another computer. If your hard drive is erased or damaged, you can easily restore the data from the archived copy.

**To start the Backup Utility in Windows XP Professional:**

1. Open Backup. (Click **Start**, point to **All Programs**, point to **Accessories**, point to **System Tools**, and then click **Backup**.)
2. The Backup or Restore Wizard starts by default, unless you disabled it. If the Backup or Restore Wizard does not start by default, you can still use it to back up files by clicking the **Tools** menu, and then clicking **Backup Wizard**.
3. Click the **Next**.
4. In the Window that asks **What do you want to do?** click the circle next to **Back up files and settings**. Then click **Next**.

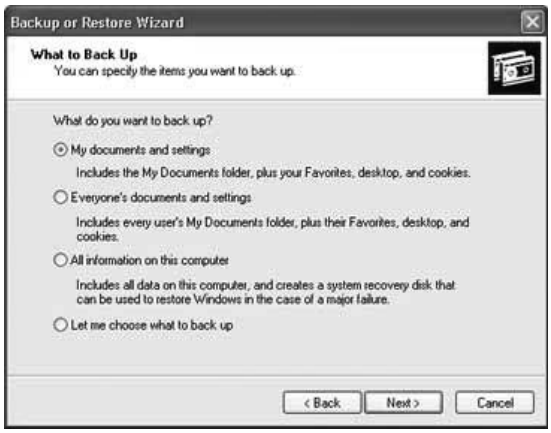
**Choosing what to back up**

As you can see in Figure 1 below, the Backup Utility lets you decide how much information on your computer that you'd like to back up.

Depending on how much software you have installed, you may not have room to back up all the information on your computer. For most people, the **My documents and settings** option is a better choice. This selection preserves your data files (including e-mail messages and address books) and your personal settings.

If several people use your computer—as might be the case on a shared PC —select **Everyone's documents and settings**. This option backs up personal files and preferences for every user with an account on the computer.

If you know that you have data files stored outside your profile, click **Let me choose what to back up**. This option takes you to the **Items to Back Up**.




Choose which files to back up

**Choose where to store your backup**

In the next Window you'll select the type of backup, the place you want to save your backed up files, and what you'd like to name them. Unless you have access to backup tape (most people don't), the first option will default to **File**.

Under **Choose a place to save your backup** click **Browse** and choose the backup storage device you are using.

After you've chosen a backup location, enter a descriptive name for the file, click Next to display the wizard's final page, as shown below, and then click Finish to begin backing up immediately.




Review your back up settings.

# 2. COMPUTER AND INTERNET BASICS

## Networks

In the world of computers, networking is the practice of linking two or more computing devices together for the purpose of sharing data and resources. Networks are built with a mix of computer hardware and computer software.
Networks can be categorised in several different ways. One approach defines the type of network according to the geographic area it spans. , for example, typically reach across a single physical location, whereas, reach across cities or even across the world. The  is the world's largest public WAN. Networks typically consist of the following components:

- Servers
- Workstations or Client Computers
- Network hardware such as hubs, switches, network cards
- Network Operating System
- Cabling

Clients and servers are devices that perform specific functions on a network. A server hosts files, databases, Web sites, or other applications. Servers often feature higher-powered processors, more memory, and larger disk drives than clients.  Servers are also used for backup purposes. Client computers normally request and receive information over the network. Laptops, notebooks and most desktop PCs operate as clients. Using your desktop PC with a network card, you can access software, share files and use a single printer via the server.

The main alternative to client/server networking is peer-to-peer networking, where network devices all perform equivalent functions. This is a useful option to connect 2 or three computers together in a small organisation allowing you to share files and a printer.  You will still need a network card in each PC and cabling to connect the PCs together.



Peer-to-peer networking is most common on small LANs.



**What is an intranet and how does it differ from the Internet?**



An intranet is a private  designed for use by everyone within an organization. A very simple intranet might consist of an internal email system or a message board. More sophisticated intranets include one or more Web site  that contain organisational news, forms, and personnel information. The essential idea of an intranet is that it uses LAN (and WAN) technologies to facilitate communication between people and improves the knowledge base of an organization's employees.

**What is wireless computer networking?**

**Wireless networks** utilize radio waves and/or microwaves to maintain communication channels between computers. Wireless networking is a more modern alternative to wired networking that relies on cabling between network devices.

Advantages of wireless networks include mobility and elimination of unsightly cables. Disadvantages of wireless include the potential for radio interference due to weather, other wireless devices, or obstructions like walls.

# 2. COMPUTER AND INTERNET BASICS

Wireless is rapidly gaining in popularity for both home and business networking. Wireless technology continues to improve, and the cost of wireless products continues to decrease. You need a wireless card and a transmitter to set up a wireless network.
If your organisation needs to set up a network, you will need to call in an IT company to help set up the computer network cards and cabling.

**The Internet**

The Internet is a world-wide system of computer networks that enables people all over the world to communicate electronically. Access to the Internet is access to a wealth of information. The Internet publishes a variety of information - news, products, software, hardware, games, music...

There are many tools which enable people to use the Internet for finding and exchanging information. The most commonly used tools are email and the World Wide Web.

**Internet tools**
There are a number of ways to use the Internet to access and exchange information.

- **Electronic mail (e-mail)**
  Sending information from one person to another, which could be a few lines of text, a document, a spreadsheet file or a sound file.

- **The World Wide Web (WWW)**
  A linked network of pages of information which anyone can access. Each page consists of text, often graphics and may contain sound and video files.

- **Mailing lists**
  Sending specific information on a topic to a large group of people. The information can be one-way or can allow the group to participate in electronic discussions.
- **Interactive spaces**
  Gives the user the ability to interact with information on a website, either by commenting on an issue or completing a feedback form.

- **Discussion groups**
  Public electronic discussions on the World Wide Web on specific topics.

- **File Transfer protocol (FTP)**
  The ability to download information from the Internet onto your own computer or upload files onto the Internet, mostly onto websites.

# 2. COMPUTER AND INTERNET BASICS

## Getting connected

In order to get online or connected to the Internet, you will need the following:

- A computer.
- A telephone line/ cell phone connection/ wireless or satellite connection
- Modem.
- An account with an Internet Service Provider.
- A computer program (software) to make all these things work together.

There are different ways of connecting to the Internet:

**Modem:** Most people use a modem to connect. This is the cheapest but slowest way of connecting. A modem works at a maximum speed of 56 Kbps. A modem is a device that enables a computer to send data over telephone lines. Computer information is stored digitally. A telephone line transmits data in an analogue form. A modem converts between digital and analogue signals.

**ISDN**: This is a bit more expensive but faster way of connecting to the Internet. ISDN (Integrated Services Digital Network) is a standard for sending voice, video and data over telephone lines. ISDN requires specific modems so you will need to buy a special ISDN modem. ISDN transmits data at 64 or 128 Kbps.

**ADSL:** This is a much faster way of connecting to the Internet. Unlike the regular dialup phone service through a modem, ADSL (Asymmetric Digital Subscriber Line) provides continuous “always online" connection. There are different packages available for private homes or business. ADSL transmits data at 192, 385 and 512 Kbps and charges vary according to data transmission speeds.

To get more information contact an Internet Service Provider.

# 3 PROCESSING AND PRESENTING INFORMATION

## Objectives

The objectives of this section are to:

- Introduce the software that comes with most computers for performing different functions.
- Give pointers on useful applications for word processing, creating lists and budgets, as well as presentations.

## Microsoft Office

Microsoft Office is a suite or collection of "office suite" programmes that are widely used in offices, organisations and individuals.

There are different editions of Microsoft Office (see table below). The Standard Edition of Office includes the well known programs Word , Excel, PowerPoint and Outlook. The benefit of using office suites such as Microsoft Office is that the individual programs all work together – for example, you can create a spreadsheet in Excel and then paste it into Word. Or you can create a chart in PowerPoint and paste into Word, and so on.

**Open Office – a free alternative**

Microsoft is very widely used and it is no doubt a very good suite of programs. The only problem is that it is quite expensive to buy.

There is an alternative to consider – an open source office suite which you can download and use for free. It is called OpenOffice and can be downloaded from the internet at www.openoffice.org.

The OpenOffice suite is a set of office tools similar to those in Microsoft Office. The suite consists of a word processor, spreadsheet application, presentation package, formula editor, drawing program, data charting application, HTML editor, and file filters that enable the importing and exporting of various formats. OpenOffice contains everything you'd expect in an office suite. And, importantly, OpenOffice can read documents that have been created in Microsoft Office.

**Programmes in the Microsoft Office Suite**

**Word** is a word processing programme and is used for writing documents, reports, and other publications It has powerful features – you can format documents (changing things like fonts, letter and paragraph spacing, making text bold or italic and so on.) You can make tables, create indexes and make hyperlinks which allow you to link to other sections in the document, or to other documents, and even to link to websites on the internet. The programme contains a spell and grammar checker, as well as a Thesaurus. These are just some of the features of Word– there are many, many more.

**Excel** is a spreadsheet program. A spreadsheet is a program which allows you to prepare lists – such as budgets – which require calculations. It is very useful when you have a calculation and want to change an amount – the spreadsheet simply recalculates the total at the press of a button. Excels allows you to sort information and to make graphs or charts. It is a very powerful program, and like Word, has many, may features.

# 3. PROCESSING AND PRESENTING INFORMATION

**PowerPoint** is a program usually used to prepare presentations. Each page is like a slide which you can add text, pictures, graphs and even sound and video clips. Once again, it is a very powerful program with many powerful features.

**Outlook** is an email and contact manager. It allows you to send and receive emails, create email address books and keep a contact list of the names, phone number, and other details of your contacts. Once again, it is a powerful program with many features.

**Access** is a data base program which is found in the more expensive editions of Microsoft Office (Microsoft Office Professional). Access is a powerful tool which allows you collect, collate and manipulate data in a variety of ways.

**Microsoft Publisher** is a program which allows you to design and layout publications, such as invitations, newsletters, booklets and so on. It comes with many sample templates and allows you to create professional looking publications.

**DIFFERENT EDITIONS OF MICROSOFT OFFICE**
**(Based on the latest Microsoft Office 2003)**

| **Microsoft Office Professional Edition 2003** | **Microsoft Office Small Business Edition 2003** | **Microsoft Office Standard Student and Teacher Edition 2003** | **Microsoft Office Edition 2003** |
|---|---|---|---|
| Access 2003 | - | - | - |
| Excel 2003 | Excel 2003 | Excel 2003 | Excel 2003 |
| Outlook 2003 | Outlook 2003 | Outlook 2003 | Outlook 2003 |
| Outlook 2003 with Business Contact Manager | Outlook 2003 with Business Contact Manager | - | - |
| PowerPoint 2003 | PowerPoint 2003 | PowerPoint 2003 | PowerPoint 2003 |
| Publisher 2003 | Publisher 2003 | - | - |
| Word 2003 | Word 2003 | Word 2003 | Word 2003<br>**Note:** This edition is for non commercial use only |

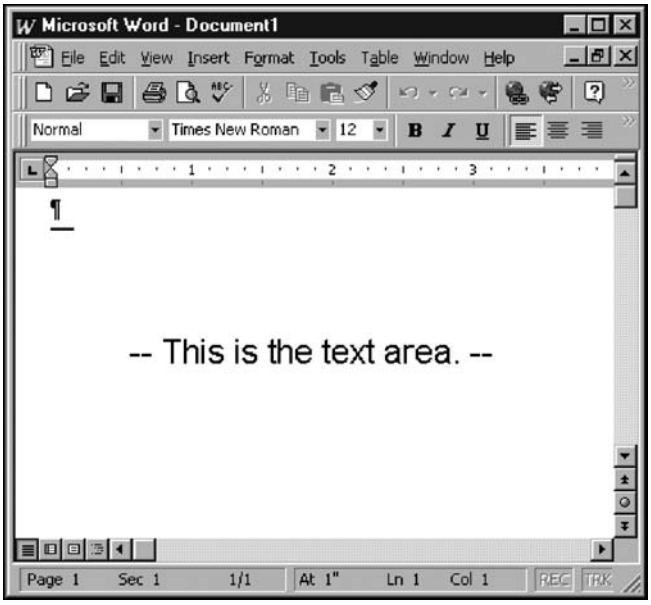
# 3. PROCESSING AND PRESENTING INFORMATION

## Microsoft word

Microsoft Word is a Word Processor. This means that you can create, edit and print documents like letters and faxes, books, etc using this program.

### Creating a document

1. Open the Word program by clicking on **Start**, then **Programs**, then **Word.**
2. You may have to click on **Office** and then on **Word**, depending upon how the program was installed on your computer.
3. The Word window should display on your screen.
4. Sometimes it will open with a new document automatically.
5. If it doesn't, it will open a small window that asks you to select a document type. Choose the document type you want – such as 'Blank Document' – by clicking on it once. Make sure that **Document** is selected under the **Create New** heading at the bottom right of the screen, and then click on **OK.**




### The Word Window

Similarly to all Windows applications, there is a Title Bar, a Menu Bar and a couple of Toolbars. In this program, there is also a text area.

*Which toolbars do you need?*

Toolbars provide shortcuts to menu commands. Word has many such commands, and there are a number of toolbars which can be displayed on your screen. Ensure that the **Standard** and **Formatting** Toolbars are available, as these provide icons for the most frequently used functions in Word.

# 3. PROCESSING AND PRESENTING INFORMATION

*The Ruler*

The ruler is generally found below the main toolbars. It is used to change the format of your document quickly. You can turn the ruler displayed or not, as you wish. Most people work with it on, so that they can view it as they work.

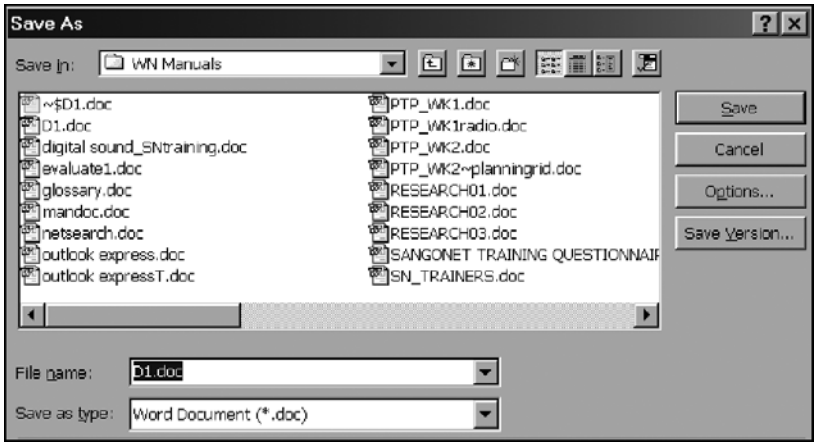
*Text Area*

Just below the ruler is a large area called the "text area." You type your document in this space. The blinking vertical line in the upper left corner of the text area is the cursor. It marks the insertion point. As you type, your work will show at the cursor location.

**Saving a document**

To save a document for the first time

1. Click on **File**.
2. Click on **Save As**.
3. A Dialog box will open asking you to enter certain the filename, etc.
4. In the **Save in** field, select the folder in which you want to save the document.
5. Type the name you want to give it in the **File name** field.
6. Click on **OK**.




You should continue to save your document as you work on it – if you do not and your computer loses power, you will lose the information you have been working on. Press **Ctrl-s** to save your document every 15 minutes or so. You can also Click on **File** and Click on **Save**. To save with a different name, or on a different drive, use **Save as** from the **File** menu.

# 3. PROCESSING AND PRESENTING INFORMATION

**Opening documents**

1. Open MS Word.
2. Click on **File**.
3. Click on **Open**.
4. Select the folder where your file is saved.
5. Select the filename.
6. Click **OK**.

**Closing documents**

1. Click on **File**.
2. Click on **Close**.

**EXERCISE**

Set up your Toolbars

1. Click **View** on the Menu bar.
2. Click on **Toolbars**.
3. If **Standard** and **Formatting** have a tick (a checkmark ) next to them, press the **Esc** key until the menu has closed.
4. If one or both do not have a tick, click on **Customize**.
5. Point to the box next to the unchecked word with you mouse and click once.
6. A tick should appear.
7. Click on **Close**.

Display the Ruler

1. Click on **View** on the Menu bar.
2. If the **Ruler** option has a tick next to it, press **Esc** to close the menu.
3. If it does not have the tick, click on **Ruler**.
4. The ruler should now display below the Toolbars.

# 3. PROCESSING AND PRESENTING INFORMATION

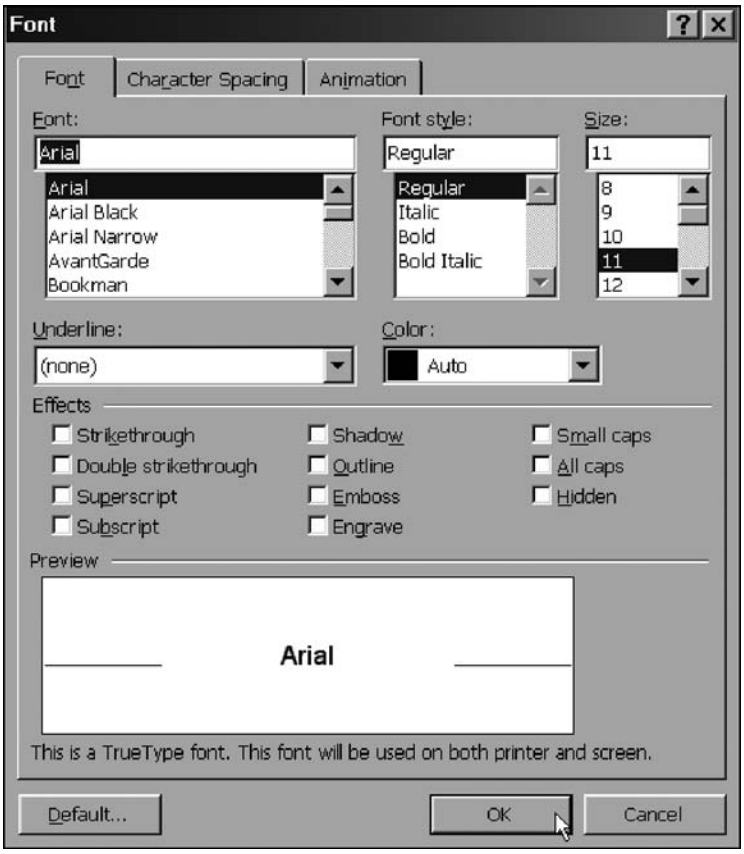
**Basic formatting**

*Text formatting and alignment*

You can select which font you want to use. The font is the style of text that appears on your document. This is one font, and this is another. You can also change the size and manner in which your text is formatted – it can be typed in **bold**, italics or can be underlined. All of these options are available using the **Format** menu from the Menu Bar.

1. Click on **Format**.
2. Click on **Font**.
3. Select your preferences – use the Preview in the window to check how it will appear before clicking on **OK**.
4. Select which alignment you wish to use – click on the relevant icon. If you have already typed text and you wish to change the alignment, highlight the text with your mouse and click on the relevant icon.



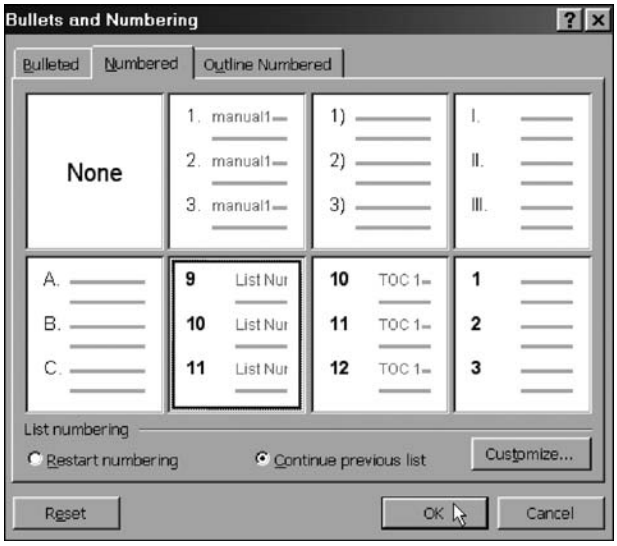


# 3. PROCESSING AND PRESENTING INFORMATION

*Numbering and bullets*



1. Click at the place where you want a bulleted or numbered list to begin.
2. Click on the bullet or number icon on the toolbar.
3. As you start typing, a bullet or number will automatically appear at the beginning of the line
4. Each time you press **Enter**, a new bullet, or the next number in the sequence will appear on the new line.
5. This list of steps is an example of a numbered list created in this way.
6. To format your list in detail – for example, select which bullet image you want – Click **Format** and then Click **Bullets and Numbering**.
7. A window will pop up and you can enter or select the options you wish.
8. Click **OK**.




*Page numbering*

It is possible to automatically number the pages of your document.

1. Click on **Insert** in the menu bar.
2. Click on **Page Numbers**.
3. A window will appear.
4. Click on the arrow to view the drop down menu in the **Position** field and select where on the page you want the number to appear.
5. Repeat for the **Alignment** field.
6. Click on **OK**.



# 3. PROCESSING AND PRESENTING INFORMATION

**Printing**

To preview the document before you print it, click on the print preview icon on the toolbar. Click on Close to close the preview screen.



To print

1. Click **File**.
2. Click **Print**.
3. A window with different printing options will appear.
4. Select the options you want.
5. Click on **OK**.

**Scanning a photograph & saving it as a jpeg file**

Ensure that the scanner is connected to your computer and that it is correctly setup.

1. Place the document that you wish to scan face-down on the scanner window, as you would with a photocopying computer.
2. Open the scanning software on your PC.
3. Click on capture image.
4. Click on jpeg for filetype.
5. Your document will be scanned and saved on to your hard disk.

**EXERCISE**

1, Open MsWord and Create a new, blank document.
2. Save this document in the folder you created earlier.
3. Copy the text from the top of section headed ‘basic formatting’ until the section headed ‘numbering and bullets’ (back 2 pages in the manual).
4. Use font type Arial, size 14 for headings and size 12 for text, and use font type Courier for any sections using a different font.
5. Use bold, underline, etc where necessary.
6. Align all text using the ‘fully justified’ option.
7. Insert page numbers.
8. Save your document.
9. Print your document.
10. Close MSWord.

# 3. PROCESSING AND PRESENTING INFORMATION

**Tables**

A table can be created in two ways, either:

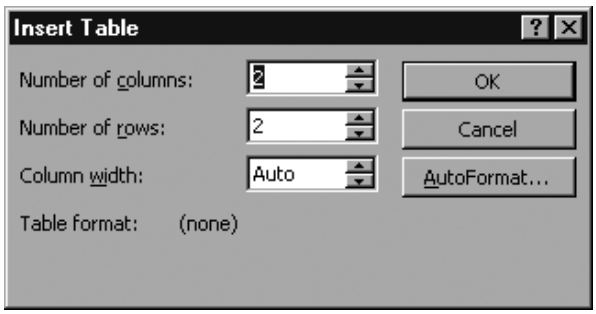


Click on the "**Tables**" icon on the standard toolbar, a sample table will appear.

| | | | |
|---|---|---|---|
| | | | |
| | | | |

Initially, this table will be 2 rows by 5 columns wide, you can click and **drag over the grid** to select a smaller area or drag and pull the grid from left to right to expand it to the **size you require** to a maximum of 18 rows by 13 columns, e.g. 3 rows by 2 columns, 2 rows by 8 columns.
Or for larger tables you can use the Table menu.

Click on "**Table**" then click on "**Insert Table**", a dialogue box will appear:




Select the **number of rows** - unlimited - and the **number of columns** - a maximum of 31 by clicking on the small arrows.

Set the **column width** to a reasonable size - if you leave it on auto it will fit them automatically to the page margins. Now click on "**OK**".

Once you have selected your rows and columns, a grid of lines - cells - will appear on the screen and the ruler at the top will show the column margins. Your cursor will be in the top left corner cell. You can now start entering your text.

*Moving around the table*

Use the [**Tab**] key to move from one cell to the next along the grid or use the cursor keys to go in any direction you wish.

# 3. PROCESSING AND PRESENTING INFORMATION

*Selecting text in tables*

| | |
|---|---|
| To select a **Cell** | Click on the **left** of the **cell** |
| To select a **Row** | Click to the **left** of the **row** |
| To select a **Column** | **Click** on the **column,** then click on **"Table"** in the **menu** bar and **"Select Column"**. Alternatively move the **cursor over** the **top** of the **column,** till it turns into **a black arrow and** click**.** |
| To select the **Whole Table** | Click on **"Table"** in the **menu** bar and **"Select Table"**. |
| To select **any area** | Click and **drag over the area** you want |

*Adjusting the widths of columns*

As you create the Table a Ruler will appear. It will show the left and right margin markers and the individual column markers.



Click on the **marker for the column** to be adjusted **and drag** to a new location

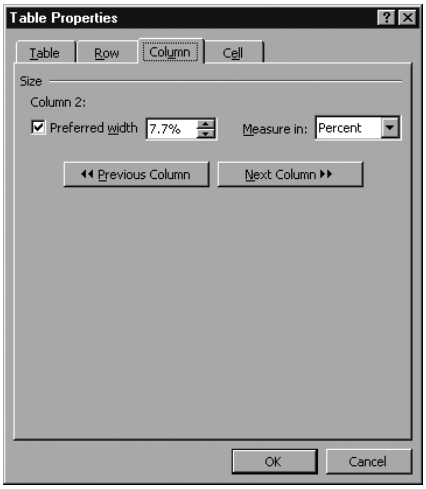
You can also click on and drag the column grid markers to the required width in the table itself.

Alternatively you can set width of column and row height in the Table menu. This is particularly useful if you wish to set standard widths for columns

Select the table - or columns - where standard widths apply.

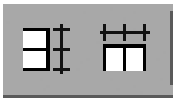
1. Click on "**Table**" then click on "**Table Properties**"
2. The screen shown adjacent will appear:
3. Click on the tab "**Column**".
4. Set the desired width required at "Preferred Width".
5. Make the Columns or Rows the same size with The Tables and Borders toolbar.
6. Click on the Tables and Borders icon to view the toolbar.









Click on the Distribute Rows or columns evenly 

# 3. PROCESSING AND PRESENTING INFORMATION

*Inserting or adding another row*



1. Position the cursor on the row **BELOW** where you want the new row to appear
2. Click on the **insert row icon**, a new row will appear.
3. To add another row to the **bottom** of the table
4. Position the cursor on the **bottom right cell**
5. Press the [**Tab**] key

*Inserting or adding another column*



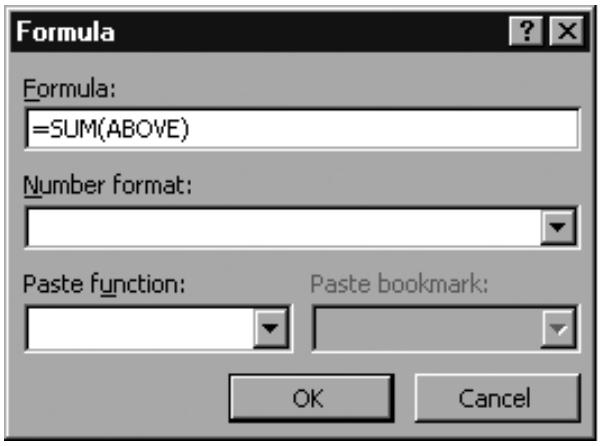
1. Position the cursor on the column to the **RIGHT** of where you want the new column to appear.
2. Press [**Alt**] and **click** to select the whole column.
3. Click on the **insert column icon**, a new column will appear

*To delete rows or columns*

1. Select the **Row(s)** or **Column(s)** to be deleted
2. Click on "**Table**" then click on "**Delete Rows**" or "**Delete Columns**"

*Adding up totals*

There is the facility to add up the totals of the entries in a column.
Click on the **area** (Cell) to contain the **total**
Click on "**Table**" then click on "**Formula**": A dialogue box will appear.




Select the presentation by using the down arrow next to "**Number Format**" then click on "**OK**", the total will appear in the cell.

Alternatively click on the autisum button  on the Tables and Borders Toolbar

*Creating headings and titles*

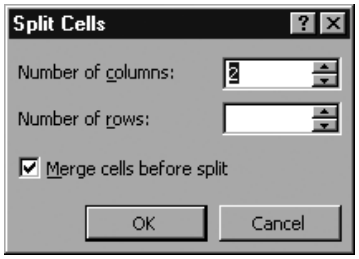
1. Headings and titles can be created at any point in the table.
2. Select the cells across which the heading is to go.
3. Click on "**Table**" then click on "**Merge Cells**".

# 3. PROCESSING AND PRESENTING INFORMATION

*To reset heading cells as table cells*

To reset heading cells as table cells or to split cells into a number of sub columns:

1. Select the **cells.**
2. Click on "**Table**" then click on "**Split Cell**", a dialogue box will appear.




3. Select the **number of columns** you want.

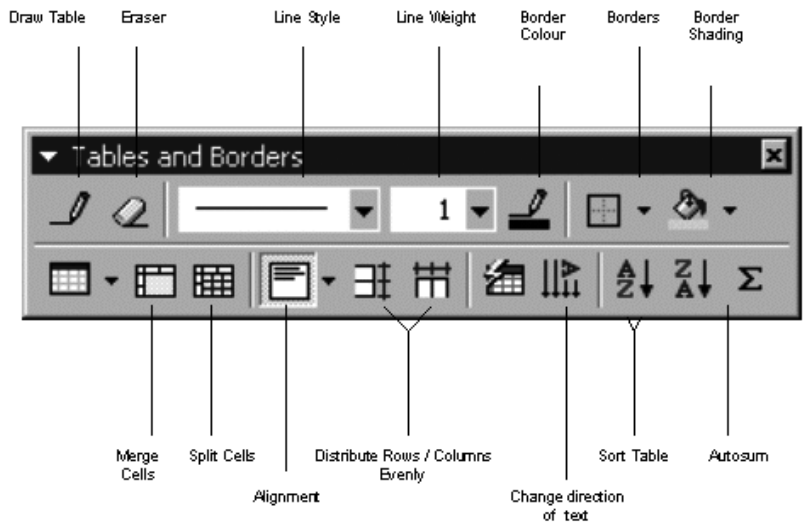
*To repeat the headline on each page of the table*

1. Put your cursor in the heading on the first page.
2. Click table.
3. Click "Heading rows repeat".
4. The heading will be repeated on each row of the table.

*Lines, borders and shading*

You can add lines, borders and shading to text by using the "Borders" icon.


lick on the "**Tables and Borders**" icon. The "Borders" toolbar will appear.




1. Select the **text** you wish to add the presentation to.
2. Click on the down arrows to select a "**Style of Line**" and "**Type of Shading**"
3. Use the drop down arrow beside the **Borders** icon to select the table lines you require.

*To clear borders or lines*

1. Select the paragraph you wish to remove the presentation from.
2. Click on the drop down arrow beside the Borders icon to select the table lines you require to delete.

*To close the borders toolbar*

Click on the "**Tables and Borders**" icon again. The Toolbar will disappear.

**Templates**

A template is a blueprint document. It is used as a master copy from which you can create other documents in the same format and style.

For example, our standard documents, Letter, Memo etc are produced by templates. The macros access the relevant template, take a copy and put it on the screen.

Templates are protected from accidental change, but they are **not fixed**. You can open them and edit or make changes to the format as you would normal documents. In addition, you can **create your own templates**, personal to your own work, to that of your department or the whole organisation. The templates are held on the "C" drive in the "Templates" directory, the path name is found as follows:

1. Click on **Tools; Options; File Locations**
2. Highlight **User Templates** and click on **Modify** to change the location
3. All template formats end with the suffix "**.DOT**".

*Modifying current macro templates to your requirements*

You may wish to make changes to the current templates, making them more appropriate to your needs. You may want to add different formatting or your organisation's letterhead.

- Click on "**File**" then "**Open**"
- On the "**C**" drive, go to the "**Templates**" directory to view the contents.
  A list of (.dot) template files will appear.
- Click on the **name** of the **template**, then click on "**OK**".

*Do NOT change Normal.dot*

The template is fully open, make the required amendments just as for a normal document then, **without renaming**, **close** it and save the changes.

Because the name is the same, the macros will still run the template, therefore all standard documents subsequently produced will show the customised changes.

*Creating new templates*

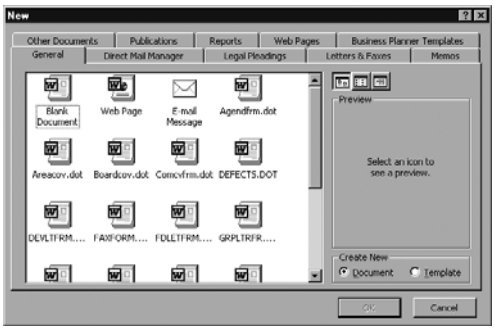
You may wish to create your own templates, master copies of forms that are specific to your work

or that of your department. Alternatively, you may want to create a standard document that the whole organisation can use. You can create new templates using the current ones as a foundation. You can create entirely new templates of your own.

*Making new versions of current templates*

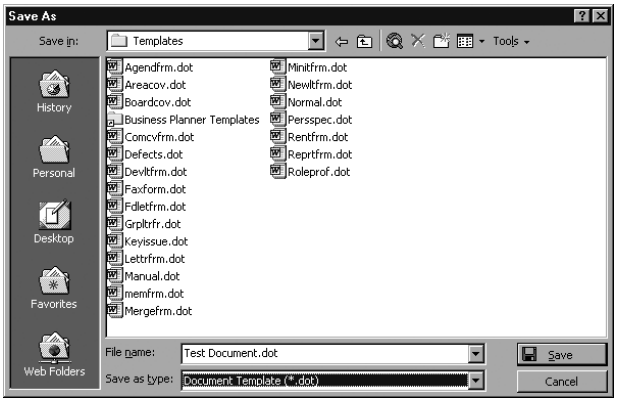
Using the current templates as a base you can create your own templates, e.g. letters with standard text set up for specific purposes.

- Click on "**File**" then "**New**", the list of templates will appear.




- Click on the **name** of the **template** you wish to use as a foundation
  Now select "**Template**" in the "**Create New**" area on the bottom right hand side.
- Click on "**OK**".

1. A copy of the template will appear on screen. It will be headed "Template 1". Make the changes required.
2. When you start to name and save the document, the save screen will automatically start in the "**Template**" directory and will automatically save the file as a "Document Template" with the suffix ".dot".
3. You will not be able to change this; the selection box will be "greyed out". The only area that can be changed is the "Filename" box. Enter the new template name at "Filename".



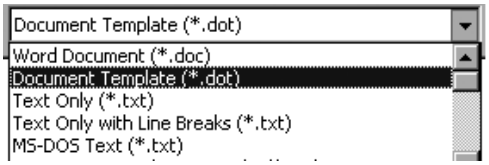

4. Click on "**OK**".

The new template now appears on the list of templates inside the "File" "New" screen, it can be used as a base to create new documents.

# 3. PROCESSING AND PRESENTING INFORMATION

*Creating totally new templates*

1. Create the **document** to be used as a template, then go into "**File**", "**Save**" Type in the "**FileName**"
2. In the "**Save File as Type**" box select "**Document Template**"
3. Click on "**OK**"



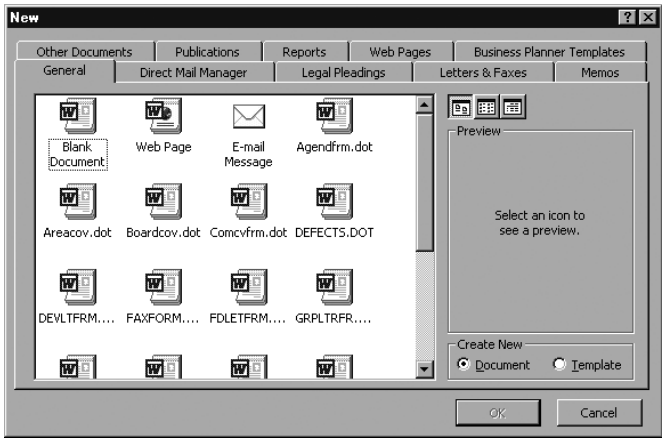

As soon as you select "Document Template", the drives and directories will change to "**Template**" directory and the text will become greyed out. The file will be saved as a template with the suffix ".dot".

The new template name now appears on the list of templates inside the "File" "New" screen, it can be used as a base to create new documents.

*Accessing and using templates*

Once created, templates can be accessed as many times as you wish, each time a new blank copy of the document will appear on screen for you to complete. Templates cannot be changed by accident, only by deliberately accessing the foundation document.

1. Click on "**File**" then "**New**", the list of templates will appear.
2. Click on the **name of the template** you want to use.
3. Ensure "**Document**" is selected in the "**New**" area on the bottom left hand side.
4. Click on "**OK**".




A of the template will appear on the screen as a normal document, you can change the copy in any way you wish, then save it either as a normal document or as a different template.

# 3. PROCESSING AND PRESENTING INFORMATION

## Excel

### What is a spreadsheet?

A spreadsheet is a table of data, often number data that is used to represent, for example, a financial statement or budget. Microsoft Excel spreadsheet files consist of worksheets. Each worksheet contains columns and rows. The columns are lettered A, B, C, etc and the rows are numbered 1, 2, 3, etc.

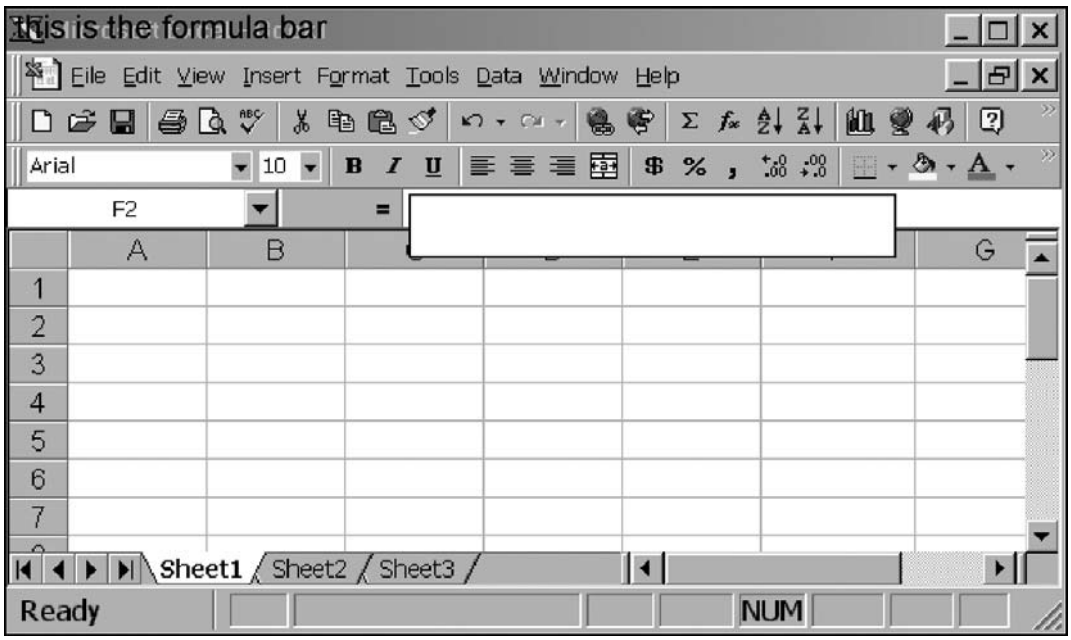
### Creating a basic spreadsheet

1. Open MS Excel.
2. There may be a new spreadsheet already opened for you. If not, go to step 3.
3. Click on **File** and **New**.
4. Click on **OK**.

### The Excel window

As with Word, there is a title and menu bar as well as scroll bars, but you will notice that the menu options are slightly different. There are also different Toolbars.

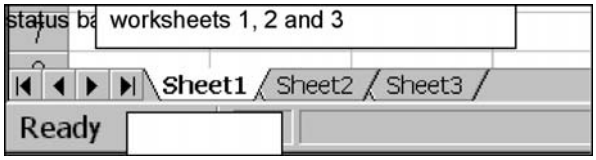
Below the Toolbar is the Worksheet – this is the space that is divided up into cells by the labeled rows and columns of the sheet. You enter your data into the cells on the worksheet. There are usually 3 Worksheets in 1 spreadsheet, but you can add more if you wish to. The numbers and letters of the rows and columns form cell addresses.
For example, the cell located in the upper left corner of the worksheet is cell A1,




meaning column A, row 1.

# 3. PROCESSING AND PRESENTING INFORMATION

At the bottom of the window is a status bar – you will notice that the wording in the status bar changes as you enter data, for example from **Ready** to **Enter**. Just above the status bar are the tabs for the different worksheets in your spreadsheet. You can access other worksheets by clicking on these tabs which are labeled **Sheet1**, **Sheet2**, etc.




**Entering and editing data**

Place the cursor in the cell in which you would like to enter data by clicking in it with the mouse, or by moving there with your arrow keys, type the data, and then press **Enter**.
After you enter data into a cell, you can edit it by pressing **F2** while you are in the cell you wish to edit. You can also edit the cell by clicking in the **Formula** bar and typing there.

In Microsoft Excel, you can specify which direction the cursor moves when you press the **Enter** key. You can have the cursor move up, down, left, right, or not at all. The following example shows how to ensure that the cursor is set to move down when you press **Enter**.

1. Click on **Tools**, which is located on the Menu bar.
2. Click on **Options.**
3. Click on the **Edit** tab, if it is not in the front.
4. Make sure there is a checkmark in the **Move Selection after Enter** box.
5. Click on the arrow to see the drop-down menu.
6. Select **Down** if it is not already selected.
7. Click on **OK.**

**Saving an Excel file**

Follow the same procedure as saving a file in Word

1. Click on **File.**
2. Click on **Save As** and enter the relevant information.
3. Click on **OK.**

# 3. PROCESSING AND PRESENTING INFORMATION

**EXERCISE**

**Moving around in your worksheet**

1. Open a spreadsheet in Excel and save it in your folder.
2. Press the down arrow key several times. Note that the cursor moves downward one cell at a time.
3. Press the up arrow key several times. Note that the cursor moves upward one cell at a time.
4. Press the right arrow key several times. Note that the cursor moves to the right. Press the left arrow key several times. Note that the cursor moves to the left.
5. Press the **Page Down** key. Note that the cursor moves down one page. Press the **Page Up** key. Note that the cursor moves up one page.
6. Press the **End** key. Note that "END" appears on the Status bar in the lower right corner of the screen.
7. Press the right arrow key. Note that the cursor moves to the farthest right area of the screen.
8. Press the **End** key again. Press the down arrow key. Note that the cursor moves to the bottom of the screen.
9. Press the **End** key again. Press the left arrow key. Note that the cursor moves to the farthest left area of the screen.
10. Press the **End** key again. Press the up arrow key. Note that the cursor moves to the top of the screen (if you have entered data into the worksheet, the **End** key moves you to the end of the data area).
11. The **Home** key, used in conjunction with the **End** key, moves you to cell A1 (or to the beginning of the data area if you have entered data).
12. If you press the **F5** function key while in the Ready mode (see status bar, below), you will be prompted for the cell you wish to go to.
13. Press **F5** and The **Go To** dialog box will appear.
14. Type J3.
15. Press **Enter** and the cursor should move to cell J3.

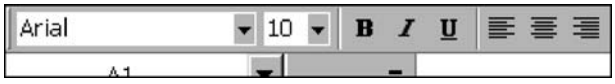
**Entering data**

1. Place the cursor in cell A1.
2. Type “Electronic Library”.
3. The Backspace key erases one character at a time.
4. Erase "Electronic" by pressing the backspace key.
5. Press Enter.
6. The word "Library" should appear in cell A1.

**Basic formatting**

*Formatting text*

This is similar to the way text is formatted Word. The options are more limited in Excel, but you can still align text, make it **bold**, italic or underlined, etc.




You can use the icons on the toolbars or you can use the Format option on the menu bar.

# 3. PROCESSING AND PRESENTING INFORMATION

Using the Format option on the menu bar

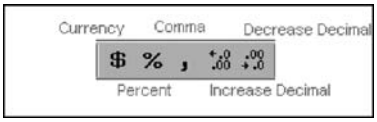
1. Click on **Format**.
2. Click on **Cells**.
3. Click on the **Font** tab if it is not in the front.
4. Select the settings you want.
5. Click on **OK.**

*Formatting numbers*

You can format the numbers you enter into Microsoft Excel. You can specify the number of decimal places, place a Rand or dollar sign in front of the number, or display the number as a percentage in addition to several other options.

1. Move the cursor to cell A5 and type 1234567.
2. Press **Enter**.
3. Move the cursor back to cell A5.
4. Click on **Format** on the Menu bar.
5. Click on **Cells**.
6. Click on the **Number** tab, if it is not in the front.
7. Click on **Number** in the **Category** box.
8. Type 2 in the **Decimal Places** box. This will cause the number to display with two decimal places, for example 2.00 instead of 2.
9. Click on **OK**.

You can also use the icons on the Toolbar to format numbers. Take a look at the icons and compare them to the picture on the right. Clicking on an icon will automatically insert formatting in the cells you have highlighted. Use the method which is easiest and quickest for you.




*Automatic Calculation*

If you have automatic calculation turned on, Microsoft Excel recalculates the worksheet as you change cell entries.

Setting Automatic Calculation

1. Click on **Tools** on the Menu bar.
2. Click on **Options.**
3. Click on the **Calculation** tab if it is not in the front.
4. Select **Automatic**, if it is not already selected.
5. Click on **OK.**

# 3. PROCESSING AND PRESENTING INFORMATION

**Formatting cells**

When you enter Microsoft Excel, the width of each cell is set to a default width. This width is called the standard column width. To change the standard column width, follow these steps

1. Click on **Format** in the Menu bar.
2. Click on **Column.**
3. Click on **Standard Width.**
4. Type 25 in the **Standard Column Width** field.
5. Click on **OK.**
6. The width of every cell on the worksheet should now be set to 25.




Another way to adjust column width is to click on the letter at the top of the column. This will highlight the entire column. Now move your mouse pointer over the top of the column until a double arrow appears (see illustration). Hold down your left mouse button and drag the pointer to the right or left – this will 'stretch' or 'shrink' the column width. When you have the desired width, let go of your mouse button.

You can change the height of the rows in the spreadsheet in a similar way by clicking on the number of the row you wish to format, and stretching it with your mouse when the double arrowed pointer appears.

**Calculations & formulae**

In Microsoft Excel, you can enter numbers and mathematical formulas into cells. For example, you can quickly add up long columns of numbers. When a number is entered into a cell, you can perform mathematical calculations such as addition, subtraction, multiplication, and division. An example of a formula is

=a1+3

- When entering a mathematical formula, place and equals sign (=) before your formula.
- Use the following to indicate the type of calculation you wish to perform:
- + (Addition), - (Subtraction), * (Multiplication) and / (Division)

*Addition*

1. Move the cursor to cell A1 and type 1.
2. Press **Enter**.
3. Type 1 in cell A2 and press **Enter**.
4. Type =A1+A2 in cell A3 and press **Enter**.
5. Cell A1 has been added to cell A2 and the result is shown in cell A3.

*Subtraction*

1. Press F5 and Type B1, then **Enter**.
2. Type 5 in cell B1 and press **Enter**.
3. Type 3 in cell B2 and press **Enter**.
4. Type =+B1-B2 in cell B3 and press **Enter**.
5. Cell B1 has been subtracted from B2 and the result is shown in cell B3.

*Multiplication*

1. Press the **F5** function key and type C1
2. Press Enter
3. Type 2 in cell C1 and press **Enter**
4. Type 3 in cell C2 and press **Enter**
5. Type =C1*C2 in cell C3 and press **Enter**
6. C1 is multiplied by C2 and the answer is displayed in C3

*Division*

1. Press the **F5** function key and type D1
2. Press **Enter**
3. Type 6 in cell D1 and press **Enter**
4. Type 3 in cell D2 press **Enter**
5. Type =D1/D2 in cell D3 and press **Enter**
6. D1 is divided by D2 and the answer is displayed in cell D3

Calculations are performed from left to right, with multiplication and division performed before addition and subtraction

**Functions**

Microsoft Excel has a set of prewritten formulas called functions. Functions differ from regular formulas in that you supply the value but not the operators, such as +, -, *, or /. For example, the **SUM** function is used to calculate sums. When using a function, remember the following:

- Use an equals sign to begin a formula
- Specify the function name
- Enclose arguments within parentheses
- Use a comma to separate arguments

Here is an example of a function

= SUM(2,13,10,67)

| | |
|---|---|
| **=** | begins the function |
| **SUM** | name of the function |
| **2**, **13**, **10** and **67** | arguments |
| **Parentheses** (brackets '**()**') | enclose the arguments |
| **comma** '**,**' | separates each of the arguments |

The SUM function adds the arguments together.
Functions and calculations can be copied and pasted from one cell to another.

# 3. PROCESSING AND PRESENTING INFORMATION

**EXERCISE**

**Entering a formula**

1. Open the spreadsheet you created earlier if you have closed it.
2. Move to a new worksheet by clicking on Sheet2, which is located in the lower left corner of the screen.
3. Go to cell A1.
4. Type =3+3+12/2*4.
5. Press **Enter**.

**Editing a formula**

1. Double-click in cell A1.
2. Edit the cell to read =(3+3+12)/2*4.
3. Press **Enter**.

**Typing a Function**

**Adding (SUM)**

1. Click on Sheet3 located at the bottom of your window to move to a new worksheet.
2. Type 12 in cell B1 and press **Enter**.
3. Type 27 in cell B2 and press **Enter**.
4. Type 24 in cell B3 and press **Enter**.
5. Type =SUM(B1:B3) in cell A4.
6. Microsoft Excel 'sums' (adds) cells B1 to B3.

**Calculate an average from a series of numbers (AVERAGE)**

1. Move the cursor to cell A5.
2. Type Average.
3. Press the right arrow key.
4. Type =AVERAGE(B1:B3) and press **Enter**.
5. The average should appear.
6. Save your file.

# 3. PROCESSING AND PRESENTING INFORMATION

**Sorting data**

You can sort entries in a worksheet into order – for example, alphabetical order, or from lowest to highest numbers.




1. Click on **Data** on the Menu bar.
2. Click on **Sort**.
3. Under **Sort by** select whether you want **Ascending** or **Descending** (**Ascending** is from lowest to highest, or a-z, and **Descending** is the opposite).
4. Under **My list has**, select whether you want to keep the top row as a **Header**(title) **row** – and not sorted – or, if you have no titles, select **No header row**.
5. Click **OK**.

**Inserting / Deleting Rows and Columns**

To insert / delete a row

1. Click on the number of the row where you want a new row to appear.
2. Right-click.
3. Select **Insert** or **Delete** from the popup menu.
4. If you chose **Insert**, a row will be inserted.
5. If you chose **Delete**, the row you selected will disappear.

To insert / delete a column

1. Click on the letter of the column where you want a new one to appear.
2. Right-click.
3. Select **Insert** or **Delete** from the popup menu.
4. If you chose **Insert**, a new column will appear.
5. If you chose **Delete**, the row you had selected will disappear.

**Creating charts and linking chart data to worksheets**

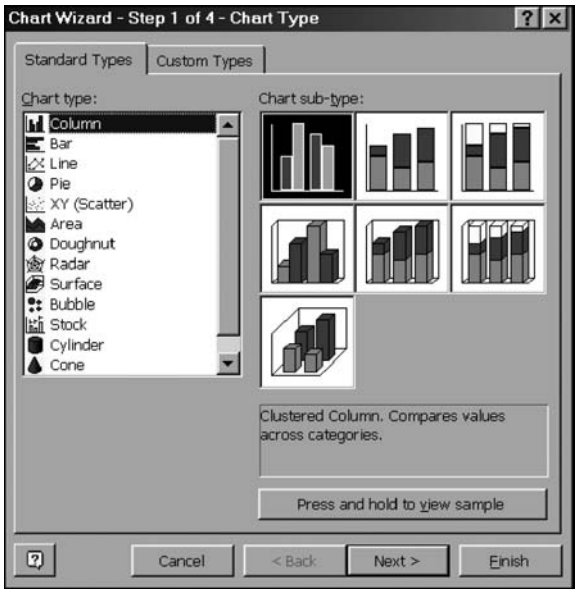
You can create a chart, or picture, of your data using Excel. This can be useful because it gives a graphic idea of what the numbers are saying.

To create a chart

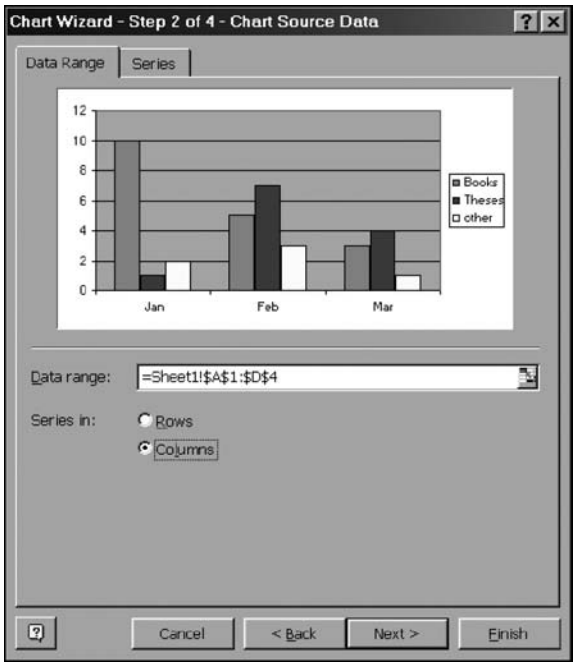
1. Highlight the section of data that you wish to turn into a chart.
2. Include the headings – they will be built into your chart.
3. Do not worry about your original data – it will remain on the worksheet unless you delete it.
4. Click on the chart wizard icon on the Toolbar.
5. The first part of the 4-step chart wizard will begin.



# 3. PROCESSING AND PRESENTING INFORMATION




6. Select which **Chart type** you want from the list on the left. If you select a type, a preview will display on the right.
7. From the preview, click the **Chart sub-type** which you want.
8. Click on Next.




9. Under **Series in**, select whether you want the data to be in **Rows** or **Columns**.
10. Click on **Next**.
11. Fill out the chart labels in Step 3 and click on **Next**.
12. Choose whether you want the chart to be displayed in your current worksheet, or in a new one Click on **Finish**.

# 3. PROCESSING AND PRESENTING INFORMATION

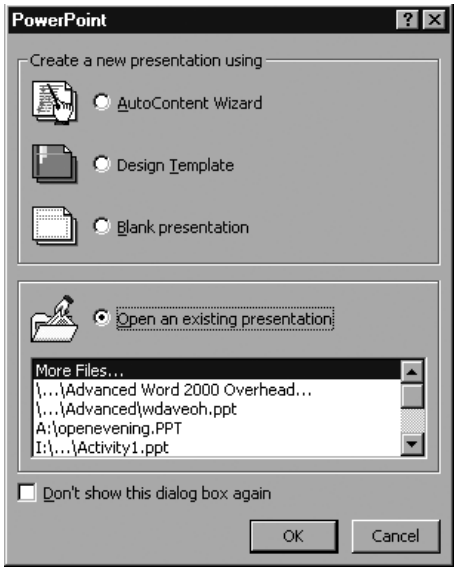
**Power point**

Microsoft PowerPoint is presentation program that is used to create slide presentations, transparencies, slides shows, etc.

Before you create a presentation, you need to have some idea of the slides you will require to get your idea across. If you are unsure, create a basic set of slides. They can be rearranged later and new slides inserted.

**PowerPoint Dialog Box**

When you start PowerPoint you get to the dialog below where you have to choose the type of presentation you wish to create.




These are the options:

| Option | Result |
|---|---|
| AutoContent Wizard | Starts a macro to guide you through the initial steps of choosing the contentof your new presentation, from a selection of suggested options. |
| Template | Brings up the Template dialog box in which you can choose from a large selection of colour or black & white templates. |
| Blank Presentation | Starts a new presentation with no template attached. |
| Open Existing Presentation | Brings up the Open dialog box in which you choose the directory and name of an existing PowerPoint presentation. |

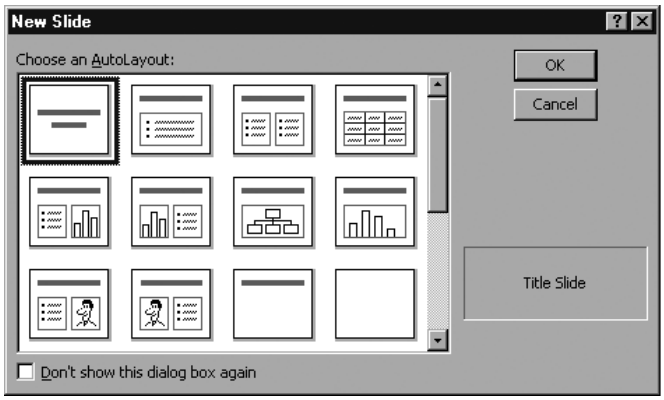
# 3. PROCESSING AND PRESENTING INFORMATION

To Choose The Type Of Presentation You Wish To Create.
Click on the relevant option, to place a black dot in the white circle

- Click on the "**OK**" button
- At this point - choose the Blank Presentation option

**New Slide Dialogue Box**

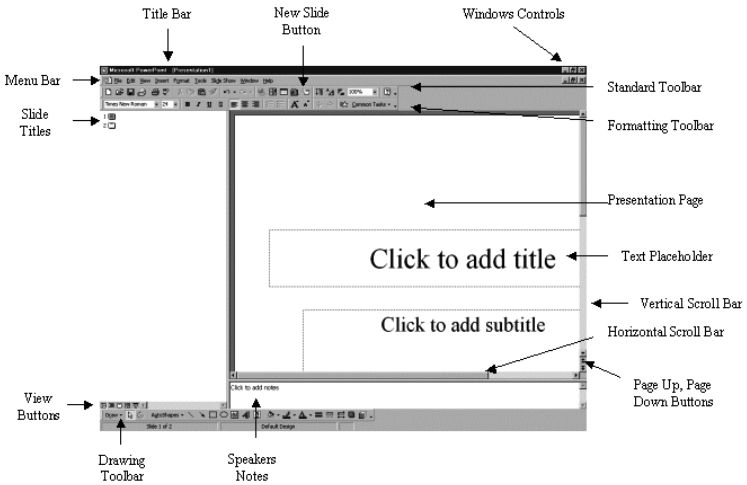
When selecting the Blank Presentation option, you will have to choose an AutoLayout for the first page of your presentation, in the New Slide dialog box.
The AutoLayouts are pre-designed page layouts, shown as 'thumbnail' pictures, offering a choice of commonly used presentation layouts, such as a Title Slide or Bullet List.




**To Choose an AutoLayout**
Click on the appropriate AutoLayout thumbnail. (Use the scroll bar to see the full selection)
Click "**OK**"

**Overview of PowerPoint screen**

The following section describes the features showing on screen once you have opened PowerPoint and chosen an AutoLayout for the first page of your presentation.
The AutoLayout shown here is a Title slide.



# 3. PROCESSING AND PRESENTING INFORMATION

**Title Bar**

The blue Title Bar at the top of the screen shows the name of the application currently running and the name of the current presentation being worked on.
By default the first file is called 'Presentation', then 'Presentation2', 'Presentation3', etc., until each file is saved and given its own name.

**Menu Bar**

Underneath the Title Bar is the Menu Bar containing a list of 'drop down' menus. Menus are accessed by clicking on them.

Some menu commands have been assigned keyboard shortcuts which are shown in the menu, to the right of the menu command. For example in the File menu, the Save command is [**Ctrl**]**+**[**S**].

Any menu options shown in grey are not available at your current position in PowerPoint.

**Toolbars**

Toolbars contain buttons that enable the user to access menu commands in one easy action. The upper **Standard Toolbar** contains buttons for opening, saving and printing presentations, undoing mistakes, and inserting objects such as charts and Word tables.

The lower **Formatting Toolbar** contains buttons for formatting text.

At the bottom of the screen you will see the **Drawing Toolbar,** which contains buttons for creating, selecting and manipulating graphics objects such as rectangles and lines.

**Scroll Bars**

Scroll bars are used to move around the pages in your presentation.

At the bottom of the screen is the **Horizontal Scroll Bar**. This is used to move left and right across the page.

The **Vertical Scroll Bar**, on the right hand side of the screen, is used to move up and down a page, and also to move through all the pages of the presentation.

To use a scroll bar, click on one of the **single arrows** at the end of the bar to move through your presentation in the direction of the arrow.
or
Click on the **scroll box** and **drag** across the scroll bar.

# 3. PROCESSING AND PRESENTING INFORMATION

**Next Page, Previous Page**

At the bottom of the Vertical Scroll Bar there are two buttons with double arrows on them. These can be used to move to the next page (down arrows) or previous page (up arrows) in the presentation.

**View Buttons**



The five View Buttons are located at the bottom left hand side of the screen. These buttons control the way in which you view your presentation. From left to right the buttons are: Normal View, Outline View, Slide View, Slide Sorter View, and Slide Show. (These views can also be accessed through the View menu).

**Normal view**

The presentation structure organiser on the left of the screen tells you which slide you are viewing and on the formatting toolbar there is a button. The common tasks are detailed below.

| Button | Function |
|---|---|
| New Slide | Creates a **new** slide. Brings up the AutoLayout dialog box allowing you to choose a layout for the new slide. |
| Layout | Brings up the AutoLayout dialog box allowing you to change the layout of the **current** slide. |
| Apply Design Template | Brings up the Presentation Template dialog box in which you can choose a new **template** for all the slides in your presentation. |

**Slide setup**

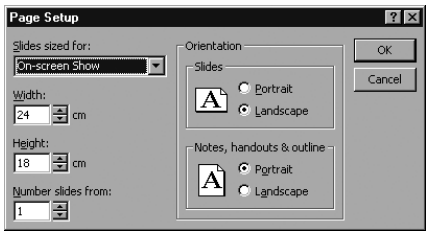
PowerPoint presentations can be produced as Overheads, 35mm Slides or printed out on A4 paper. Because each format is a slightly different size (in terms of height to width ratio) it is worth establishing the appropriate slide size at the beginning of your presentation.
The default orientation for all presentations is landscape. If you need to change the orientation to portrait, you can do so in the Slide Setup dialog box.

*To change the slide size*

- In the "**File**" menu choose "**Slide Setup**"
- In the **Slides Sized for** drop down list, choose the appropriate size

*To change the presentation to portrait*

- In the Orientation box for Slides choose Portrait
- Click on the "**OK**" button



# 3. PROCESSING AND PRESENTING INFORMATION

**Adding Text to your Slide**

Text can be added to a slide either by entering the text into a 'Text Placeholder', or by creating a text box on the slide and then adding text to it.

**Text Placeholders**

Placeholders are text boxes created in the presentation template, that link through to each slide in the presentation. The format and location of the Placeholder text is established in the template and applies to each slide in the presentation.
Placeholders are characterised by the phrase 'Click to add xxxx'. (This phrase does not print out if no text is entered).

*To add text to a placeholder*

- Click in the **Placeholder**, to insert the text insertion point
- Start **typing**. The text automatically wraps when it comes to the end of the text box
- Press [**Return**] to create a new paragraph

*To move to the next placeholder*

- Click in the next **Placeholder**
  or
  Press [**Ctrl**]+[**Return**] to move automatically to the next Placeholder

**Adding ClipArt**

PowerPoint contains a large collection of ready made Clip Art pictures, including maps, flags and signs that can be added to any slide.

*To add a clip art picture to your slide*

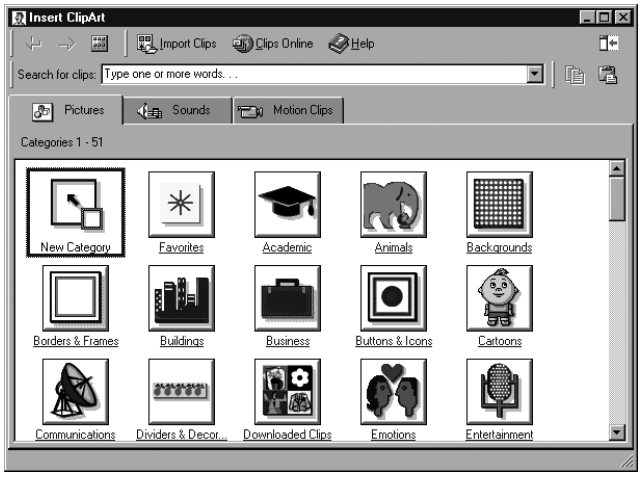
- Click on the **Insert Clip Art** button on the Drawing Toolbar, to open the Clip Art dialog box



The PowerPoint Clip Art library is divided into categories such as Animals, Buildings and People.

- Choose a **Category** by clicking on the category name
  Thumbnail pictures are shown of the existing clip art for that category.
- Click on the clip art **picture** you require, to select it
- Click on the "**insert clip**"  button from the pop up list

# 3. PROCESSING AND PRESENTING INFORMATION




Once the Clip Art is on the page it can be resized or moved to any position.

*To move clip art*

- Click on the **picture** and **drag** to a new position

*To resize clip art*

- Click on the **picture** to select it, bringing up the selection handles
- Click on a corner **handle** and **drag** to resize the picture while maintaining its proportions or
- Click on a side **handle** and **drag** to change its proportions

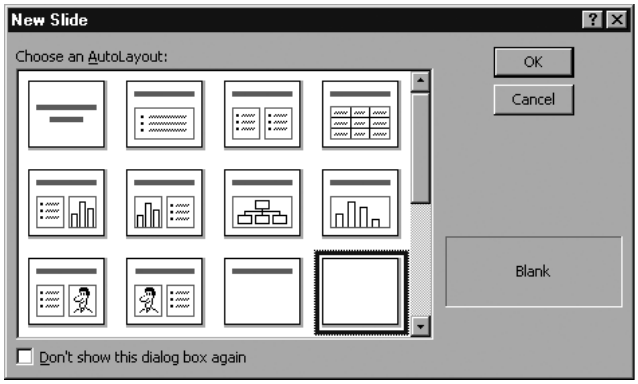
*To remove a clip art picture from your slide*

- Click on the **picture** to select it
- Press [**Delete**]

**Adding a new slide**

There are several ways to add a new slide to a presentation. The easiest way is to use the new slide icon on the Standard toolbar.

- Click on the "**New Slide**" icon on the Standard toolbar.
- Select the appropriate **AutoLayout** for your new slide in the New Slide dialog box.
- Click "**OK**".



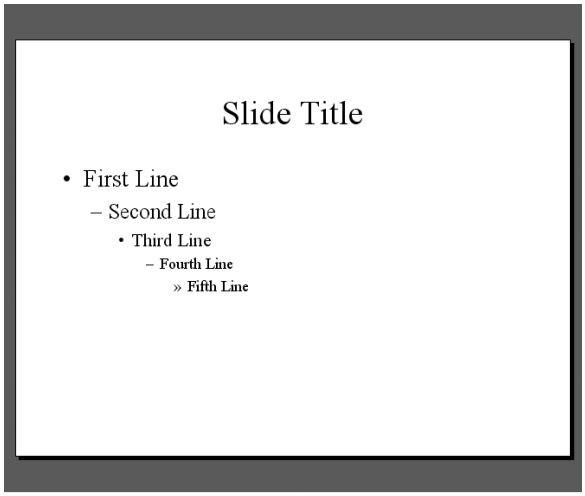
# 3. PROCESSING AND PRESENTING INFORMATION

**The bullet list slide**

Bulleted lists are a **common way** of displaying textual information in presentations. In PowerPoint the Bullet List AutoLayout provides a preformatted bullet list containing five levels of bullet points. Each level has a different bullet point such as dots or dashes, and each successive level has a smaller font size than the previous. These styles can all be changed to suit your needs.

*To create a bulleted list slide*

- Click on the "**New Slide**" button.
- In the New Slide dialog box choose the **Bullet List AutoLayout.**
- Start typing in the 'Click to add text' **placeholder**, pressing [**Return**] to create the next bullet point.
- To move to the next bullet level down use the [**Tab**] key (demotes - to the right)
  or
- To move to the next bullet level up press [**Shift**]+[**Tab**] (promotes - to the left)
- Use [**Shift**]+[**Return**] (a soft return) to create a new line without a bullet point.

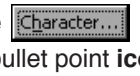



**Changing the style of a bullet point**

Bullet point styles can be changed individually using the **Bullet** command in the **Format** menu. But to create a new bullet point style that can be used consistently throughout your presentation you should change the bullet list styles on the **Slide Master** template.

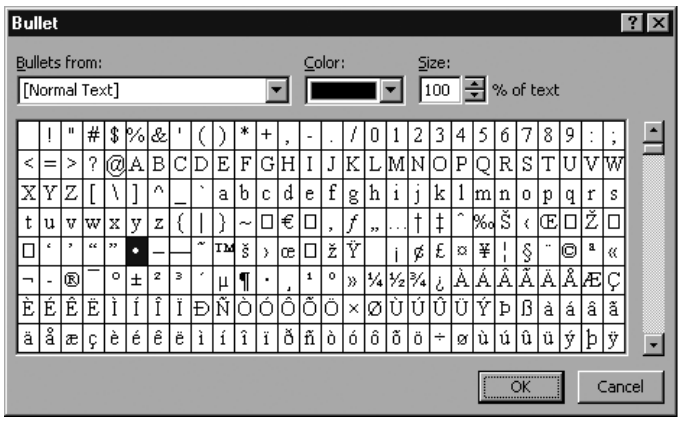
*To change an individual bullet point*

- Click in the line of **text** associated with the bullet point to change.
- In the "**Format**" menu choose "**Bullets and numbering**" to bring up the Bullet dialog box (see next page).
- In the '**Bullets tab dialog** box click on 

- Click on the 

icon.
- Click on a bullet point **icon** to select it.
- To make the bullet point a different size from the bullet list text, increase or decrease the '**Size**' (as a percentage of the text size).

- Click "**OK**" to okay the changes and return to your presentation.




*To change the bullet styles for the whole document*

- In the "**View**" menu choose "**Master**", then "**Slide Master**".
- The five bullet levels are displayed in the bullet text placeholder on the Slide Master.
- To change a bullet style for a particular level click in the line of text associated with it
- In the "**Format**" menu choose "**Bullet**".
- As described in the previous section - choose a bullet font in the Bullets From box and select a bullet style.
- Click on "**OK**" to return to the Slide Master.
- Repeat these actions for each bullet point level you wish to change.
- To return to your presentation select the "**View**" menu and choose "**Slide**" or
  Click on the "**Slide View**" button at the bottom of the screen.

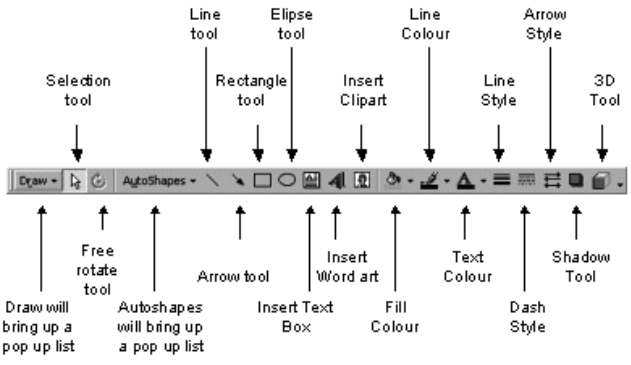
The changes you make to the bullet points on the Slide Master will affect every existing and new Bullet Slide in your presentation, except for slides where you have changed the bullet styles on the slide itself, as this overrides the Slide Master.

**The Drawing Tools**

*Adding rectangles, ovals and lines*

Graphics objects, such as rectangles, elipses and lines, are all added to the page using buttons found on the Drawing Toolbar.

Each object created on the page exists in its own layer. The last object to be drawn is in the top most layer and will hide any object underneath it. To find out how to move an object up or down a layer.



# 3. PROCESSING AND PRESENTING INFORMATION

*To add rectangles and ovals to your page:*

- Click on the Drawing Toolbar **button** for the object you want to create.
- Click on the **page** to establish the starting point of the shape and **drag** down and across the page. **Release** the **mouse** to finish creating the shape.

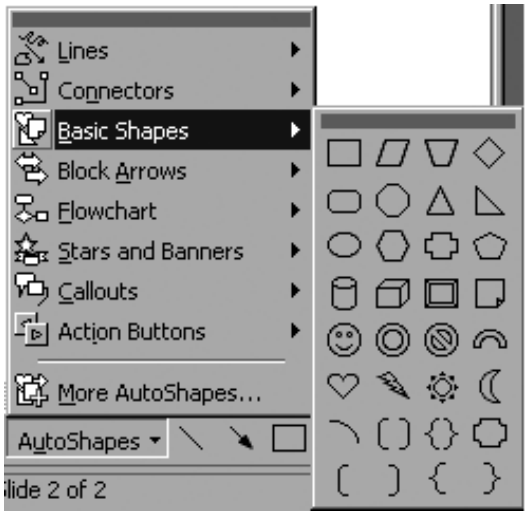
*To add a line to your page:*

- Click on the **Line Tool** button.
- Click on the **page** to establish the starting point of the line and **drag** across the page. **Release** the **mouse** to finish creating the line.

*AutoShapes*

The AutoShapes Toolbar contains buttons for creating a whole array of interesting and useful shapes.

To bring up the AutoShapes Toolbar click on the AutoShapes button on the Drawing Toolbar Then select the type of shape required




*To create an autoshape shape:*

- Click on the **AutoShape** button for the shape you wish to create.
- Click on the **page** and **drag** down and across.
- **Release** the **mouse** to finish creating the shape.

**Moving and Resizing Objects**

All the objects that you create on your page can easily be moved into a new position.

*To move any graphics object:*

- Just click on the object and drag it across the page.

*To resize a graphics object*

- Click on the **object** to select it. This will bring up its selection handles.
- Click on a **handle** and **drag** to resize.

# 3. PROCESSING AND PRESENTING INFORMATION

**Formatting Objects**

All graphics objects in PowerPoint can be formatted. The formatting options available for objects are fill colours, border lines styles, Text Colour shadows and 3D formatting.

In order to format any object you must select it first. You can select multiple objects together and apply the same formatting to all the objects in one go.

**Selecting Objects**

You can tell if an object is selected because its eight selection handles will be visible.

*To select an object:*

- Click on the **object**.

*To select multiple objects by clicking;*

- Click on the **first object** you wish to select.
- Hold down the [**Shift**] key and **click** on each **additional object**.

There is a faster method available for selecting a large number of different objects.

*To select multiple objects by dragging:*

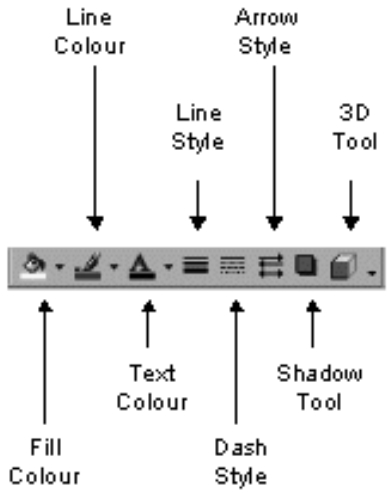
- Click on the "**Selection Tool**" on the Drawing Toolbar 
- **Click** on an **empty part** of the **page** and **drag** out a rectangular **box shape** that encompasses the objects you wish to select. Everything totally contained within the box, when you release the mouse, will be selected.

*To deselect an object you did not want included in the multiple selection:*

- Hold down the [**Shift**] key and click on that object.

**Formatting fills, borders, text, shadows**

There are buttons on the Drawing Toolbar that can be used to formatting objects




- Select the **object**
- Click on the relevant format **button**, These buttons will bring up a palette of options to select from. Click on the option of your choice to select it.

# 3. PROCESSING AND PRESENTING INFORMATION

**Creating Arrows**

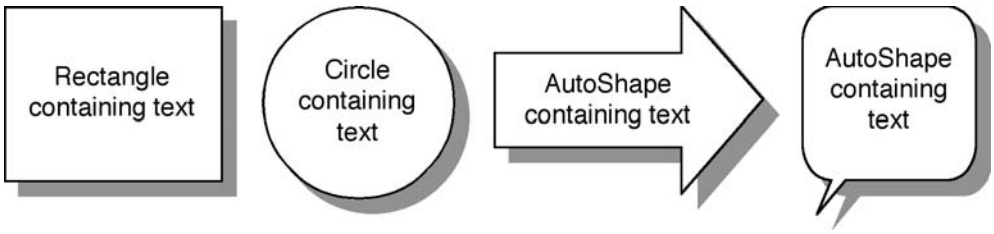
We have already seen that there are a number of fat arrow shapes available in the AutoShapes Toolbar. However, if you want to create a thin arrow in PowerPoint, you must create a line and then apply an arrow head to it, using the Arrowheads button.

*To create an arrow:*

- Use the **Line Tool** to draw a line on your page.
- Select the **line.**
- Click on the **Arrowheads** button.
- In the drop down menu select an arrowhead style.

**Adding text to graphics objects**

In some presentation programs, to create a shape that contains text, you have to create the shape and the text as two separate objects, and then lay the text over the top of the shape. In PowerPoint all graphics objects (rectangles, ovals and autoShapes, etc.) can have text inserted into them.




*To add text to a graphics object:*

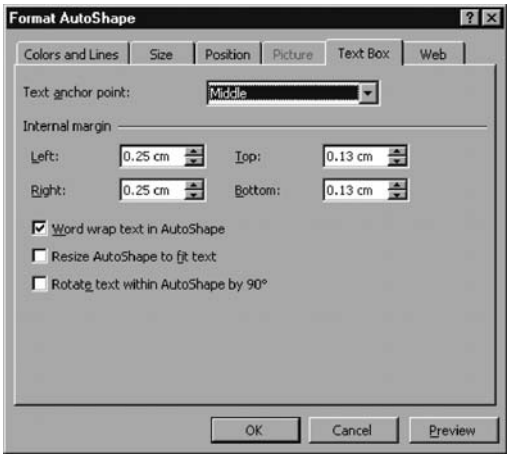
- Right click on the **shape** and select **Add Text**, this will insert the text cursor into the shape (if the shape has no fill you will have to double click on the shapes border).
- **Type** the **text** you wish to insert.

The text will be inserted in one long line which may stick out of the object. To remedy this you can either resize the object using a selection handle. Or you can make the text wrap around at the end of the object's borders using the Text Anchor command (see next).

**Text Anchor - Wrapping text in an object**

*To turn on word wrapping in an object:*

- Select the **object.**
- In the "**Format**" menu choose. "**Auotshape**".
- Click on the **Text Box** tab.
- Turn on "Word-wrap text in auotshape".
- Click "**OK**".



# 3. PROCESSING AND PRESENTING INFORMATION

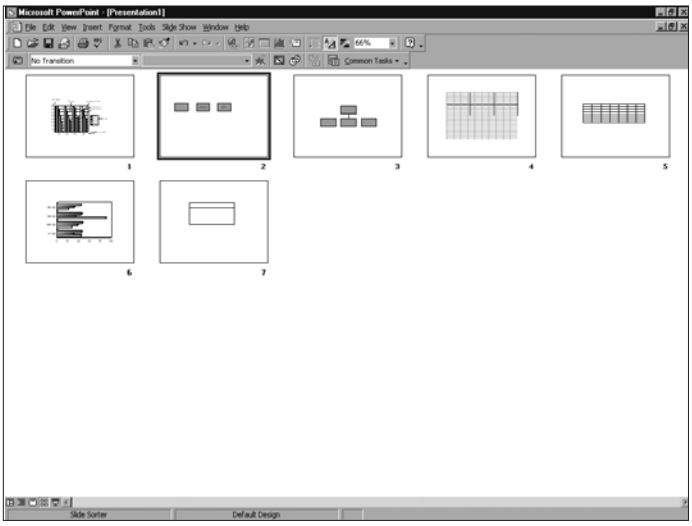
**Slide sorter view**

The Slide Sorter View can be used to get an overall view of your presentation and to reorder your slides. It can also be used to copy and paste slides, within the same presentation, or between different presentations.

*Viewing your presentation in slide sorter view:*

- Click on the **Slide Sorter** button at the bottom left of the screen 

This brings up small thumbnail sketches of all the slides in your presentation. You will be able to see about six slides at a time. Use the vertical scroll bar to scroll up and down through the rest of the slides in your presentation.



*Changing the order of slides:*

- Click on the **slide** you want to move and **drag** it between the slides you wish to place it between, then release the mouse.

*Copying slides:*

- Click on the **slide** you want to copy, this will select it and place a thick border around the slide.
- To copy multiple slides, hold down the [**Shift**] key and click on **each additional** slide.
- In the "**Edit**" menu choose "**Copy**".
- When you paste slides in, they are pasted after the selected slide. Click on a slide to establish the position the new slides will be pasted in. In the "**Edit**" menu choose "**Paste**".

*Copying slides to another presentation:*

- In Slide Sorter view, in the presentation you wish to copy slides FROM, select and **copy** the relevant **slides.**
- In Slide Sorter view, in the presentation you wish to copy SLIDES to, **select** a **slide** to establish the position that the copied slides will be pasted in, and in the "**Edit**" menu choose "**Paste**".

*To return to normal view:*

- Select the **slide** you wish to view, by clicking on it
- Click on the **Normal View button** at the bottom left of the screen 

# 3. PROCESSING AND PRESENTING INFORMATION

**Deleting slides**

The easiest place to delete a whole slide is in Slide Sorter View.

*To delete a slide:*

- **Select** the **slide** you wish to delete
- Press the [**Delete**] key on the keyboard

**Slide Shows**

Once you have created your presentation you can display all the slides as an on-screen slide show.

*Running a slide show:*

- Go to **slide** that you want to start viewing from
- Click on the "**Slide Show**" button at the bottom left of the screen, to start the slide show



*To move to the next slide in the show:*

- Click the **left mouse** button, or press the [**Page Down**] key, or the [**Return**] key

*To return to the previous slide:*

- Click the **right mouse** button or press the [**Page Up**] key

*To draw on a slide during the slide show:*

- Right click with the mouse
- Select Pointer Options and then pen
- You can now click and **drag** across the slide to draw a **temporary** line on it
- To turn off the draw feature Select **Pointer Options** and then **Automatic**

*To stop a slide show:*

The slide show will stop automatically when you try to move past the last slide in your presentation (unless you have set it to run in a continuous loop - see Automating a Slide Show)

- When you reach the last slide - **click** on the slide, or press [**Return**] or the [**Page Down**] key
- To stop the show at any point during the show, press the [**Esc**] key

**Slide show effects**

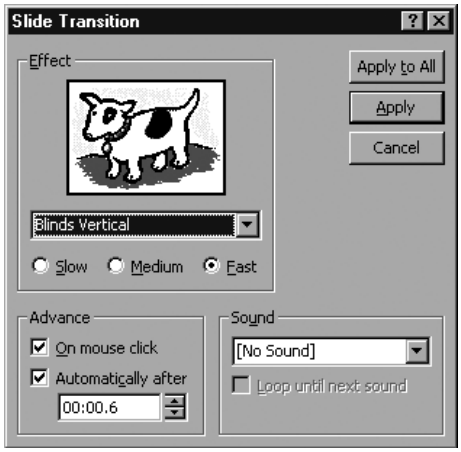
You can add special effects that make the transition from one slide to another more interesting during your slide show.

When you are in Slide Sorter View the Slide Show Toolbar is automatically displayed. This toolbar can be used to apply effects to slides.

*Applying an effect to a slide*

- In **Slide sorter** view, click on the **slide**(s) you want to apply the effect to

- Click on the "**Transition**" button on the Slide Show Toolbar to open up the Transition dialogue box




- In the **Effect** drop down list choose a transition effect.
- Choose a transition **Speed**.

You can also choose to advance automatically on to the next slide after a chosen number of seconds. But this will not actually work until you go into the **View** menu, choose **Slide Show** and turn on the **Use Slide Timings** feature for the whole slide show (see Automating A Slide Show).

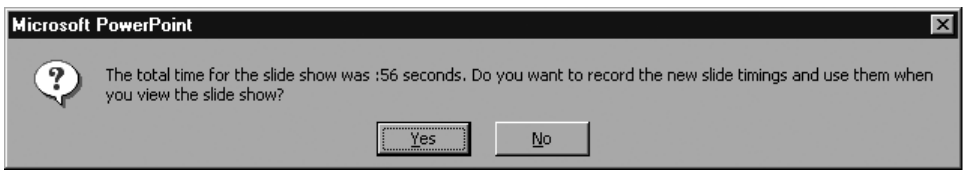
- Click "**OK**".

**Automating a slide show**

You can set up a slide show so that it runs by itself. You can choose how long, in seconds, each slide remains on the screen before changing to the next. If you are not sure how long you will need each slide to remain on screen, during a presentation, you can rehearse the timing of the presentation in order to find out.

*Rehearsing the timing of the presentation*

- In Slide Sorter View, click on the "**Rehearse Timings**" button. This starts running the slide show  A small clock appears in the bottom left of the screen, to time how long each slide remains on screen
- **Rehearse** the **talk** you will give while the slide is showing, then click on the slide or press [**Return**] to move to the next slide. When you reach the end of the presentation a dialog box will appear, telling you how long the total presentation will take, and asking you if you wish to record (save) the new slide timings.
- Click on "**Yes**"



# 3. PROCESSING AND PRESENTING INFORMATION

Once the slide timings have been set you will notice, in Slide Sorter View that the timings for each slide appear underneath the slide thumbnail on the left. Where, for example, 02:30 means 2 minutes 30 seconds.

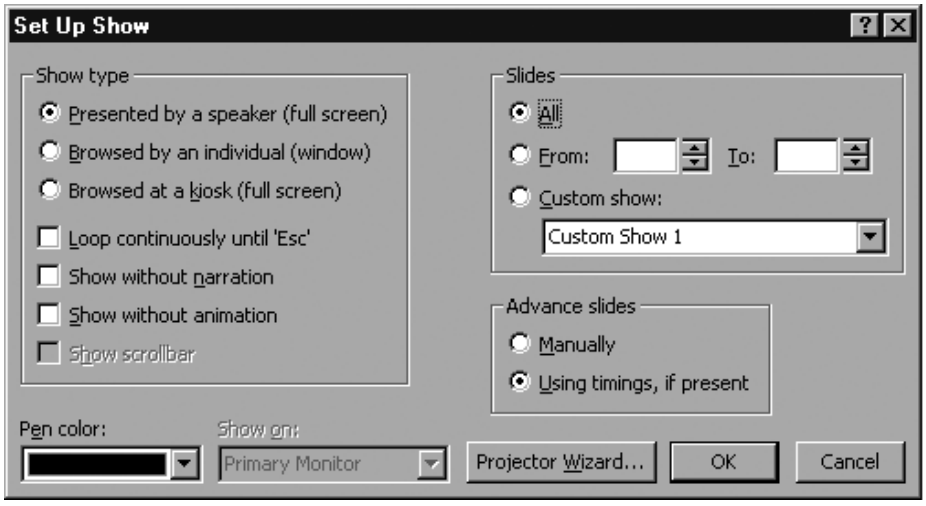
You can change the timing for a single slide without having to rehearse the whole presentation again

*To change the timing for one slide:*

- In **Slide Sorter View**, click on the **slide** you wish to change.
- Click on the "**Transition**" button on the Slide Show Toolbar to open up the Transition dialog box.
- In the **Advance** area, replace the existing number with a **new time** (**in seconds**).
- Click "**OK**".

*To run an automatic slide show:*

- In the "**Slide Show**" menu choose "**Set up Show**", to bring up the Setup Show dialog box.




- In the Advance slides category choose "Use Timings if present"
- If want your slide show to run in a continuous loop, click in the "**Loop continuously until 'Esc'**" box.
- Click on the "**Show**" button to start the automatic slide show.

The slide show will run through by itself, using the slide timings that have been Rehearsed, or set in the Transitions dialog box.

You can press [**Esc**] to stop the show.

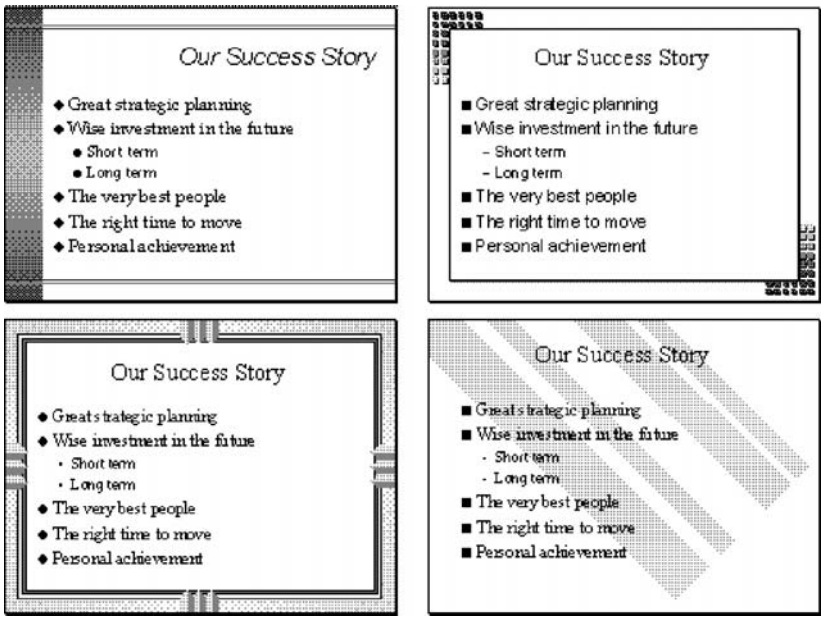
**Using templates**

A Template is a presentation in which certain key elements have been specially designed to create a particular 'look'. These elements are the background colour and design, and the size, style and position of the Placeholder text boxes (i.e. the main title and bullet list text).

Templates are useful for giving a presentation a professional look and for ensuring a consistent style throughout. They can also be customised to make sure an important element, such as a company logo or file reference, appears on every slide.

# 3. PROCESSING AND PRESENTING INFORMATION

Here is an example of the same text slide with four different Templates assigned to it.



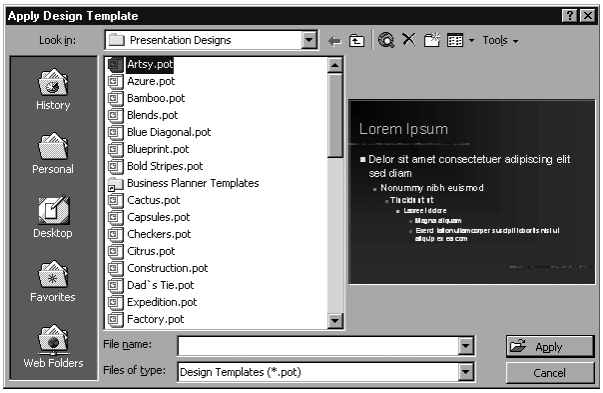

The information that creates the Template is stored in the Slide Master. There are actually four different Masters - Slide, Outline, Handout and Notes. Each Master relates to a different way in which you can print out your presentation. But the most important Master is the Slide Master. When you apply a new Template to your presentation you are actually changing the Slide Master. If you wish to edit a Template you need to edit the Slide Master.

**Changing templates**

You can change the Template of your presentation at any time.

***To change templates:***

- Click on the "Common Tasks" Apply Design Template. This will bring up the Apply Design Template dialog box.
- Select a template in the list. Once you select a template, a small preview of the template will appear in the right of the dialog box.
- Click on the Apply button to apply the template to your presentation.



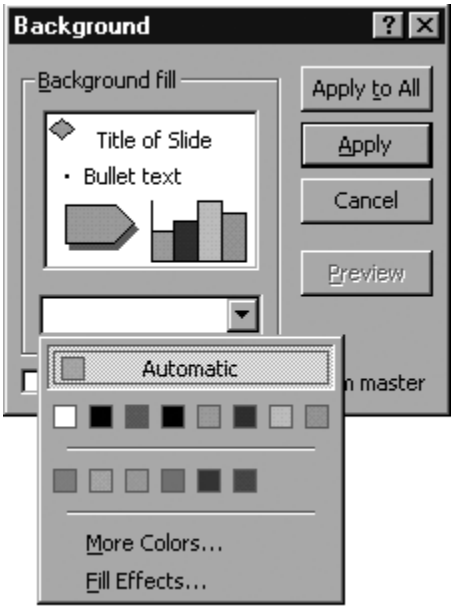
# 3. PROCESSING AND PRESENTING INFORMATION

**The slide background**

The underlying colour of a PowerPoint slide is the background colour. You can change the background colour of your presentation at any time. You can also change the background colour of just one slide in your presentation.

*To change the slide background:*

- Move to the **slide** you wish to edit.
- In the "**Format**" menu choose "**Background**".




- Click on the "**More Colours**" button to bring up a colour palette.
- **Select** a new background **colour** and click on the "**OK**" button.
- Select a **Fill Effect** if required.

Having chosen a new background colour you can now apply it to the slide you are currently working on, or to every slide in your presentation.

*To apply the background colour to the current slide only:*

- Click on the "**Apply**" button.

*To apply the background colour to every slide in the presentation:*

- Click on the "**Apply to all**" button.

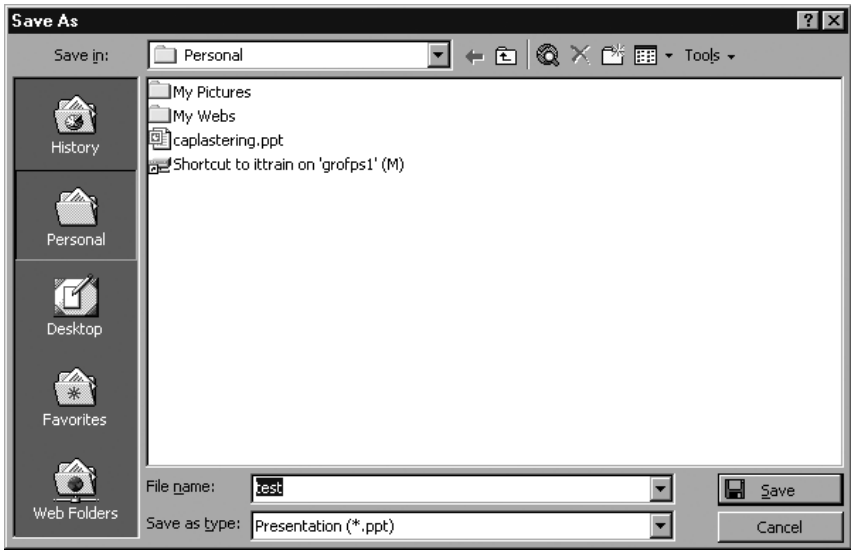
**Saving your presentation**

If you are saving a presentation for the first time you will need to choose a name to save it with, and a directory to save it into. Presentation file names cannot be longer than eight characters. PowerPoint files are given the three character extension 'ppt' (you do not need to type this in when you save the presentation).

# 3. PROCESSING AND PRESENTING INFORMATION

*Saving a new presentation:*

- In the "**File**" menu choose "**Save As**".
- In the **File Name** box type in a name for your file.




- Select the relevant drive by clicking the **Save in** drop down arrow.
- Select the relevant directory and sub-directories by double clicking on each. directory name in turn from the lists shown.
- Click on "**Save**" to save the presentation.

*Saving a presentation to include the latest changes:*

- Once you have saved and named your presentation for the first time you can save the presentation at any time, to include the latest changes, using the Save button.
- It is a good idea to save your work regularly, perhaps every 15 minutes, especially if you are working on a large presentation containing many charts or inserted Word or Excel tables, as your computer will be at greater risk of crashing.
- Click on the "**Save**" button on the Standard Toolbar.

**Closing a presentation**

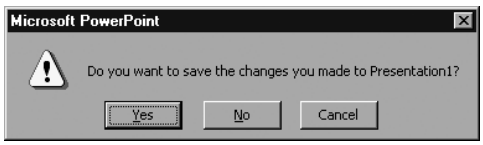
It is a good idea to save your presentation before you close it.

*To close a presentation:*

- In the "**File**" menu choose "**Close**".

If you try to close a presentation that contains unsaved changes, a dialog box will appear asking you if you wish to save your changes before closing down the presentation.

- Click "**Yes**" to save and close the presentation.
- Click "**No**" to close the presentation without saving the changes.
- Click "**Cancel**" to return to your presentation.



# 3. PROCESSING AND PRESENTING INFORMATION

**Opening an existing presentation**

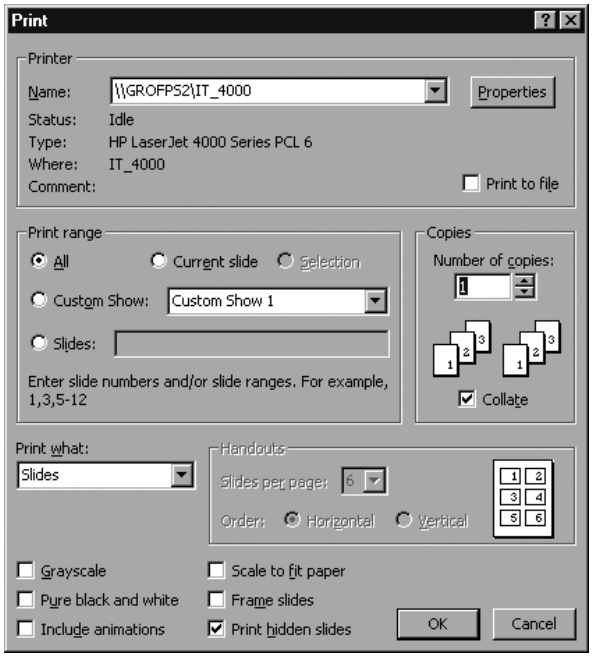
*To open an existing presentation:*

- In the "**File**" menu choose "**Open**".
- Select the relevant drive, by clicking on the **Look In** drop down arrow.
- Select the relevant directory and sub-directories by double clicking on each directory from the list.
- A list of the PowerPoint files in that directory will appear with a preview of the first slide on the right hand side of the Open dialog box. Click on the **file** you want.
- Click on the "**Open**" button.

**Printing**

PowerPoint presentations can be printed in several different formats. You can print out each slide on its own A4 page, you can print out Notes Pages, or you can print out Handouts where a number of slides are printed on one page to give you a condensed view of your presentation.

*To print your presentation:*




- In the "**File**" menu choose "**Print**", to bring up the Print dialog box.
- In the **Print What** drop down menu choose what you want to print, where:
- **Slides** prints out one slide to a landscape page (unless you have changed the presentation default to portrait).
- **Notes Pages** prints out the prompt notes pages you created using the Notes Pages View, on a portrait page.
- **Handouts (2 slides per page)** prints out two slides, scaled down, on a portrait page.
- **Handouts (3 slides per page)** prints out 3 slides, scaled down, on a portrait page.
- **Handouts (6 slides per page)** prints out 6 slides, scaled down, on a portrait page.
- Select the number of **Copies** to print (generally, if you want multiple copies of your slides you should print one copy and then use the photocopier).
- Select the **Print Range**, where:
- **All** - prints out all the presentation.
- **Current** - prints out the current slide you are working on.
- **Slides** - allows you to choose a range of slides (e.g. 3-6 to print out pages 3, 4, 5 and 6).
- Click on the "**OK**" button to send your slides to print.





# 4 MESSAGING

## Objectives

The objectives of this session are to:

- Gain a basic understanding of how messages can be created and sent using a computer and the Internet.
- Understand the difference between having an E Mail address using an e mail client and a web mail address; as well as the intersection between the two.

## Email basics

An email client is a program (software) which allows you to send and receive electronic mail. Examples of email clients are Eudora, Microsoft Outlook, Microsoft Outlook Express, Pegasus Mail, etc. You can also access your email using a web-based email system such as Hotmail, Yahoo, Webmail, etc. Often Internet Service Providers allow you to access email both ways.

In this manual, Outlook Express is used as the email client and Yahoo is used as an example for web-based email.

An e-mail address looks something like this:

tendai@pcliteracy.org.za

and each part of it means something different.

| | |
|---|---|
| **tendai** | The person who will receive the email message (username) |
| **@** | This symbol means 'at' and means that the user is at a certain internet address. In this case tendai (user) is @ pcliteracy.org.za (address) |
| **pcliteracy** | The organisation where the email is registered – often it will be the name of the ISP which provides the email account (e.g. Mweb and Iafrica) |
| **org** | This is a nom-profit organisation usually (but not always) – an extension like "co" means it is a company, "ac" is academic, "gov" is government, etc |
| **za** | The country where this organisation is located – za means South Africa, uk means Britain, zw means Zimbabwe, etc. The USA does not have country name extensions e.g. www.mail.com |

## MS Outlook Express

Outlook Express is a Microsoft product and can only be used with the Windows operating system.

**To open the program**

1. Click **Start** then **Programs** then Outlook Express to open the programme.
2. Alternatively, locate the shortcut icon (see picture below) on the desktop and double-click on it with your mouse.



# 4. MESSAGING

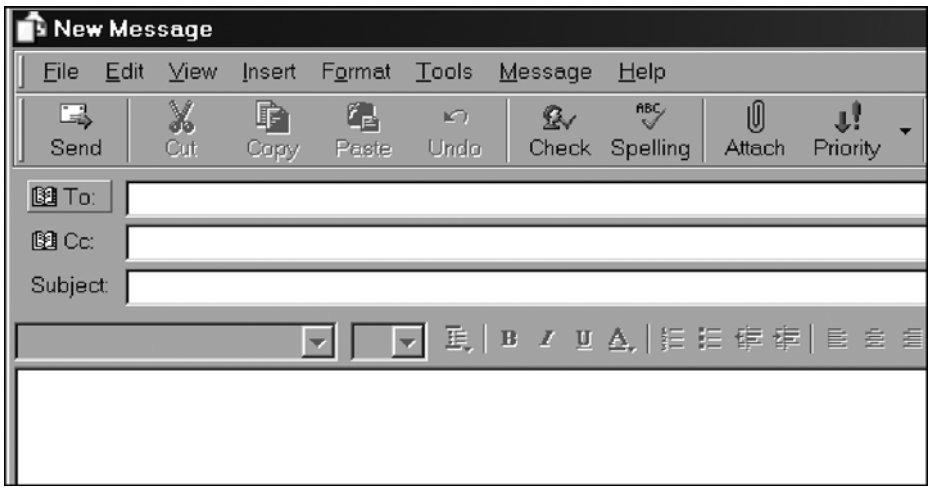
**Sending & receiving messages**

*Create a message*

You can set-up a new message area with a simple click of the Compose Message button. This is labeled **New Mail** in some versions of Outlook.




1. On the toolbar, click the **New Mail** button. A new message window will appear
2. In the **To** box, type the e-mail address of the person you are sending the message to. For example, **tendai@pcliteracy.org.za**.
3. In the **Subject** box, type the subject of the message. For example, if the message is about a request for ICT training for your community, type **Request for ICT Training**.
4. Type your message in the message area.




**Internet Etiquette, or Netiquette**

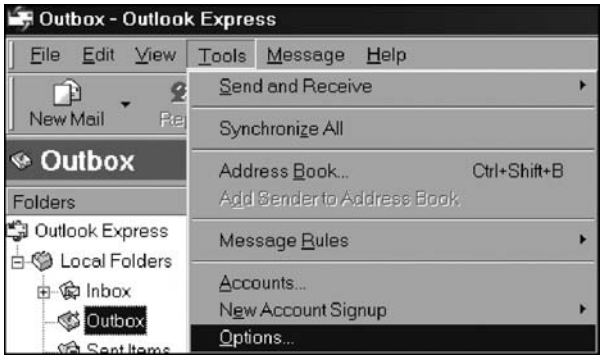
- Never type in CAPITAL LETTERS – it is like shouting.
- Avoid abusive language and angry emails – remember that you may regret them once they have been sent, and email is kept on record.
- Try to keep your email messages short.
- Try to avoid language that is culture-specific – someone in Japan may not understand you if you reply with a word or phrase that is only found in Southern Africa.
- Be gender sensitive – avoid sexist and labeling language.

*Send a message*

1. On the toolbar, click the **Send** button. Depending on the connection you have to the Internet, a message box may appear telling you that the e-mail message is being moved to the Outbox. If it does appear, simply click **OK**.

# 4. MESSAGING

2. You can set it up so that your messages are all sent later OR you send them straight after you type each one. To change this setting, click **Tools**…**Options**… **Send**.
3. Click the '**Send messages immediately**' option if you want them to be sent as you type them (a  in the box next to this option means it has been selected).
4. To send the message from the Outbox, click the **Send and Receive** button.




**Sending attachments**

Many types of files can be attached to e-mail messages: Word documents, PowerPoint presentations, graphics, sound clips...there's no limit. Just make sure you know where the file is located on your computer, and you're ready.

1. On the toolbar, click the **New Mail** button  to open a new message window and type your message
2. Click the **Insert** menu, then click **File Attachment** (Or, click the File Attachment icon on the toolbar). The **Insert Attachment** dialog box will open.




3. In the **Look in** box, find the location of the file. Is it on your hard drive or a floppy disk?
4. In the **File name** box, type or select the name of the file, then click the **Attach** button. A file attachment icon will appear beneath your message.
5. Click the **Send** button to move your message and attachment to the **Outbox**.

**Viewing an attachment in a message**

How do you know when someone has attached a file to a message? Look for the paper clip icon next to the message title in your message list.

1. In the **Message list**, double-click the message. The message window will open, and the attached file icon will appear beneath the message.
2. To open the file, double-click the file attachment icon.

**EXERCISE**

1. Give the person on your left your email address.
2. Follow these steps to find your email address if you don't know it.
   Click on **Tools** and then **Accounts**.
   Click on **Mail** and **Properties**.
   You will see the email address of the PC in the window which opens.
   Click on **Cancel** and then click on **Close**.
3. Now send an email message to the person who gave you his or her address
4. Now send an email message with an attachment of the Word document which you worked on earlier.
5. Open your new mail and open the attachment which has been sent to you.

# 4. MESSAGING

**Creating folders for storing email messages**

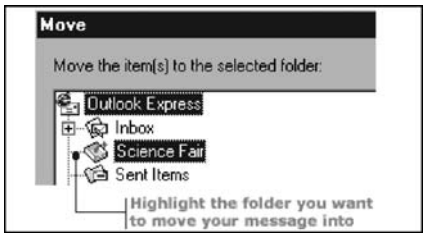
You may wish to keep messages around different projects or from different people in separate folders. This will stop your inbox from becoming too full and will help you to work with your mail in an organised way.

1. In the Outlook Express window, click the **File** menu, point to **Folder**.
2. Click **New Folder**. The **Create Folder** dialog box will open.
3. In the **Folder name** box, type a name for the folder. For example, **Library staff**.
4. In the **Folder List** box, select where you want to place your new folder.
5. Click **OK**.

**Moving messages to a folder**

When you have created your first folder, you can move or copy messages to it.

1. In the message list, select the message you want to move by clicking it.
2. With the message(s) selected, click the **Edit** menu, then click **Move to Folder**.
3. The **Move** dialog box will open.
4. In the Folder List box, click on the folder you want to move a message to and then click **OK** to close the Move dialog box. Your message will be stored in the specified folder.




**Directing incoming messages to specific folders**

Instead of moving messages to folders manually, you can tell Outlook Express to do it for you. Simply tell it which messages to look out for and what it should do with them.

Read through the following example, where messages written by **Tendai** are moved to a folder called **Community training.**

1. In the Outlook Express window, click the **Tools** menu, then click **Inbox Assistant**. The Inbox Assistant dialog box will appear.
2. Click the **Add** button to open the Properties dialog box.
3. In the Properties dialog box, type the criteria that will be used to filter messages. In this example, the filter is all messages from **Tendai.** In the **From** box, type Tendai's e-mail address.




4. In the **"Perform the following action"** area, click the **Move To** check box, then click the **Folder** button. The Move dialog box will appear.
5. In the **Move** dialog box, select the destination folder for the filtered messages.
6. Click **OK** to close the Move dialog box. The name of the destination folder will be displayed in the Properties dialog box, next to the **Folder** button.
7. Click **OK** to close the Properties dialogue box, then click **OK** to close the Inbox Assistant dialogue box.

# 4. MESSAGING

**EXERCISE**

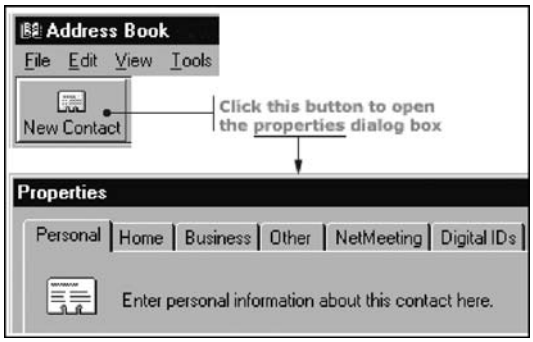
1. Create folders for all the people in the training room.
2. Set up mail direction rules which will automatically filter messages you receive from these people into their folders on your computer.

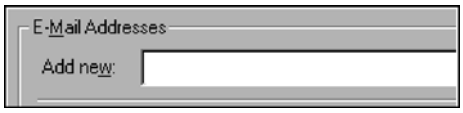
**Address Books**

The Address Book is a convenient place for you to store e-mail addresses. You can add new contacts to your Address Book by typing them in or by adding them directly from e-mail messages.

*Typing in contact information*

1. Click the **Address Book** button. The Address Book window will open.
2. On the Address Book toolbar, click the **New Contact** button. The Properties dialog box will open.
3. Click the **Personal** tab and type the contact's first and last name in the name boxes. The full name is automatically added to the **Display** box. If you want a different name to appear in the box, type it in.
4. In the **Add new** box, type the contact's e-mail address, then click **OK**. The contact is now saved in your Address Book.




**Deleting messages**

You will often need to delete messages as your mailbox will become too full. You can also delete messages that are not needed for documentation or record-keeping after you have read them.

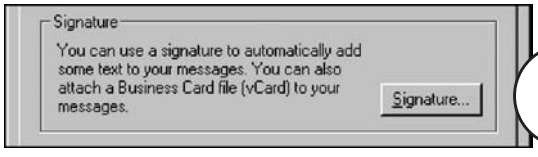
1. Click on the message you want to delete
2. Press the **Delete** button on your keyboard

**Adding a personal signature to your messages**

When sending e-mail messages, it is useful to attach a signature. A signature is a block of text at the end of a message which identifies you and tells the recipient how they can contact you.

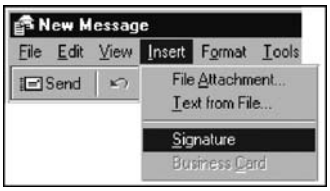
**Creating a signature**

1. In the Outlook Express window, click the **Tools** menu, then click **Stationery**. The Stationery dialogue box will open.
2. Click the **Mail** tab, then click the **Signature** button. The Signature dialogue box will open.



3. Select the option button next to **Text**, then type your signature in the text box provided.
4. After you've created your signature, click **OK** to close the Signature dialog box, then click **OK** to close the Stationery dialogue box.

**To add your signature to an individual message**




1. Type your message.
2. When you are finished, click the Insert menu, then click **Signature.**
3. Your signature will appear at the end of your message.

## Webmail

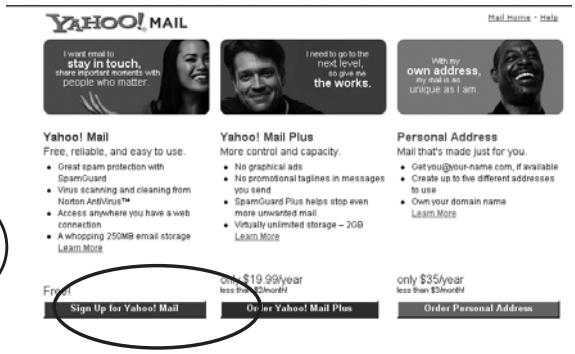
You can set up an email account which you can use with an Internet browser. You can setup your own email address for free at  or , or  or  and read your mail from anywhere in the world. You will still need an Internet connection (e.g. at an Internet café or on a friend's computer) to send and receive messages. To set up your E Mail account take the following steps:

**Step one: Go to www.yahoo.com**

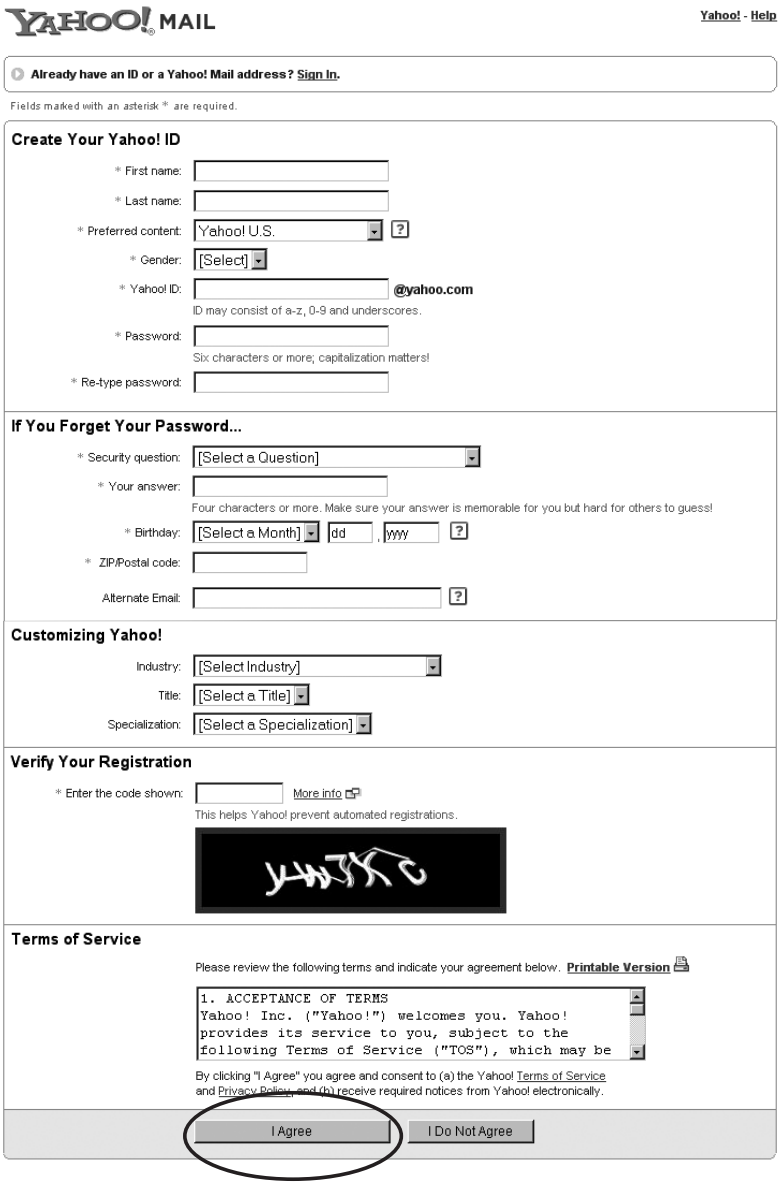



Click on Free mail: Sign up

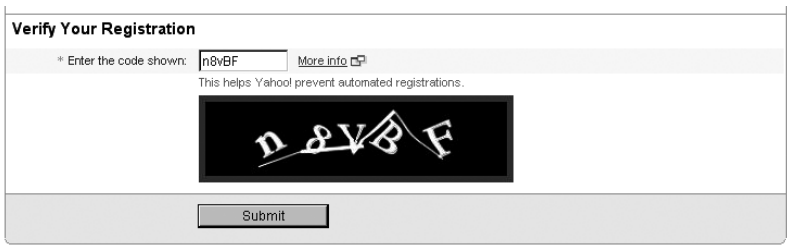
**Step two: Click on "Sign up for Yahoo Mail". Free mail is bottom left.**



### Step three: Fill in form and click on “I agree”



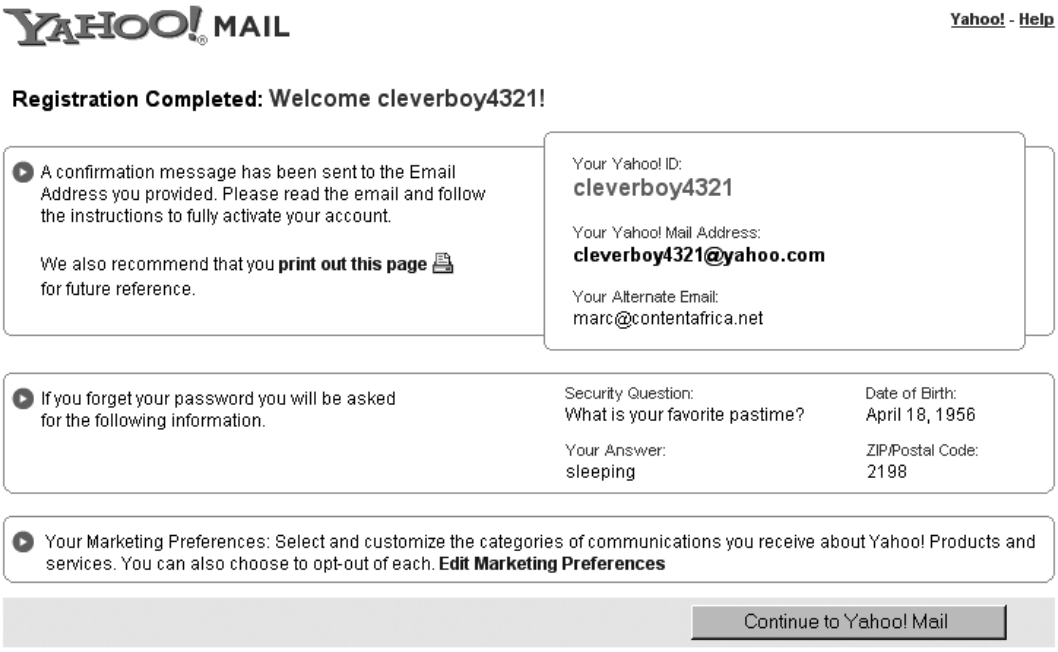

### Step four: Verify your registration.




Code verification technology developed in collaboration with the Captcha Project at Carnegie Mellon University.
Copyright © 2005 Yahoo! Inc. All rights reserved. Copyright Policy Terms of Service
NOTICE: We collect personal information on this site.
To learn more about how we use your information, see our Privacy Policy

# 4. MESSAGING

**Step five: You will see that your registration is completed.**

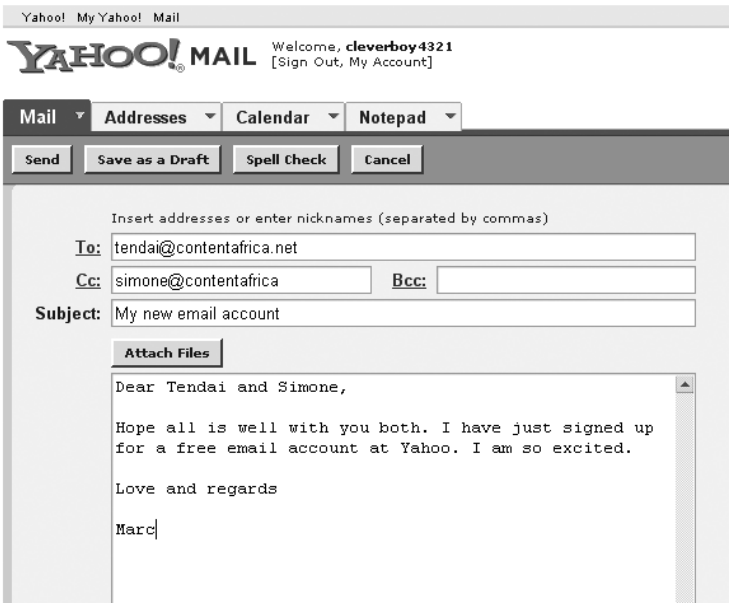



**Step six: You get a welcome message and are ready to send your first email. Click on "compose" message to create your first message.**

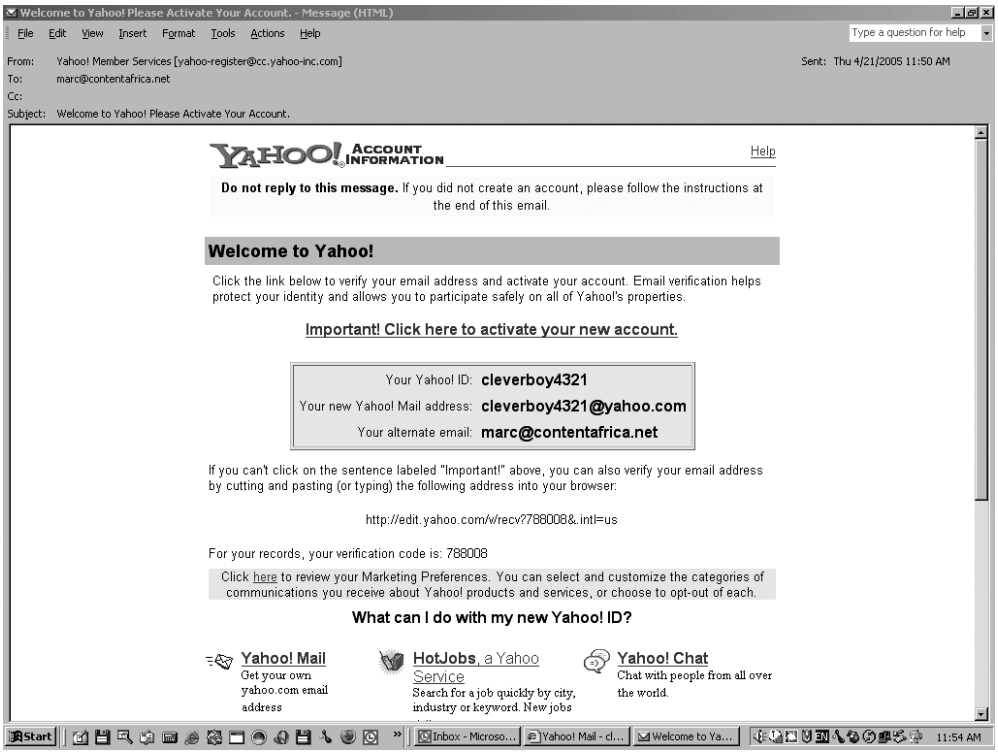


# 4. MESSAGING

**Step seven: Write your first email from your Yahoo address:**



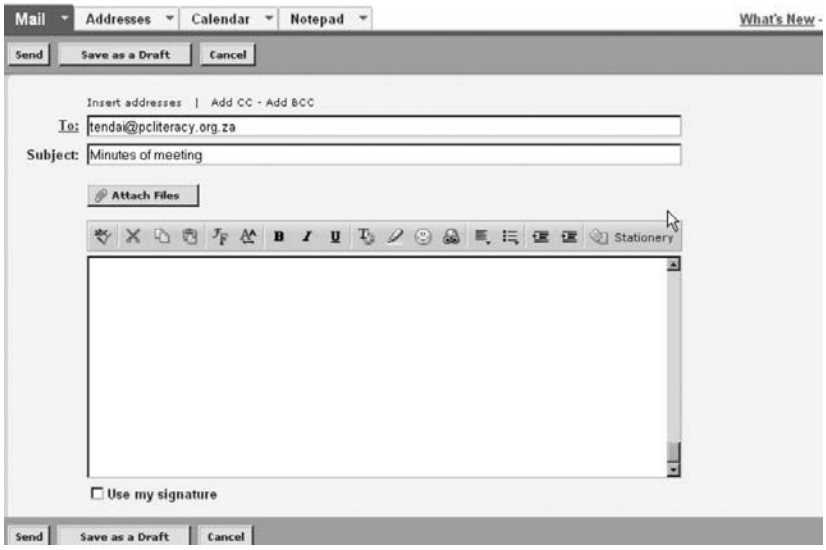

**Step eight: You will also get an email containing account verification with all details which you should keep for your records.**



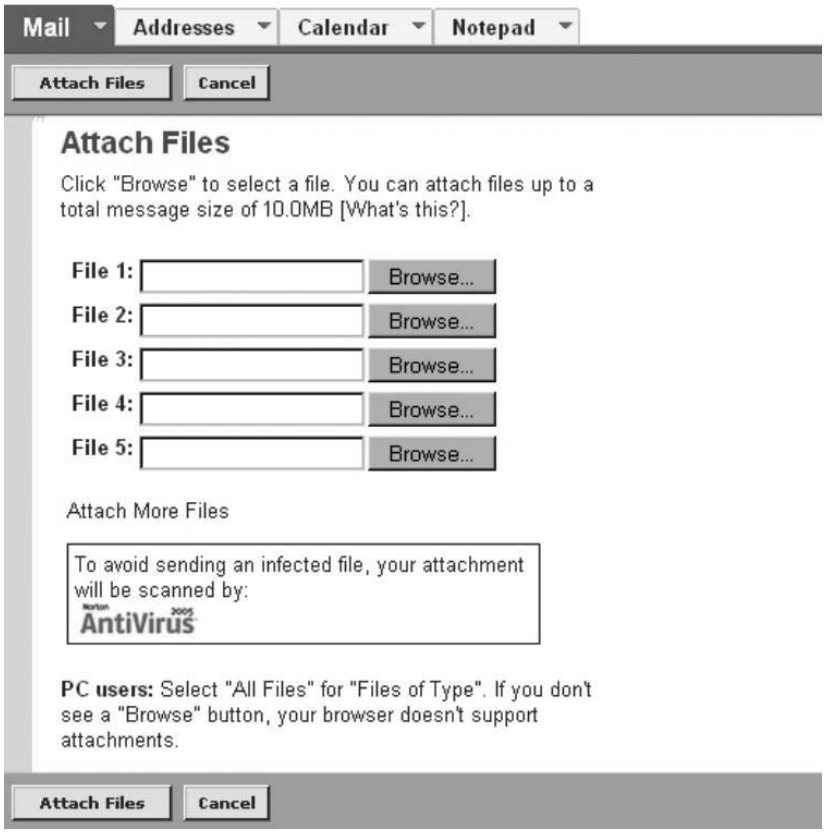
# 4. MESSAGING

**Adding an attachment to a web mail message (Yahoo mail)**

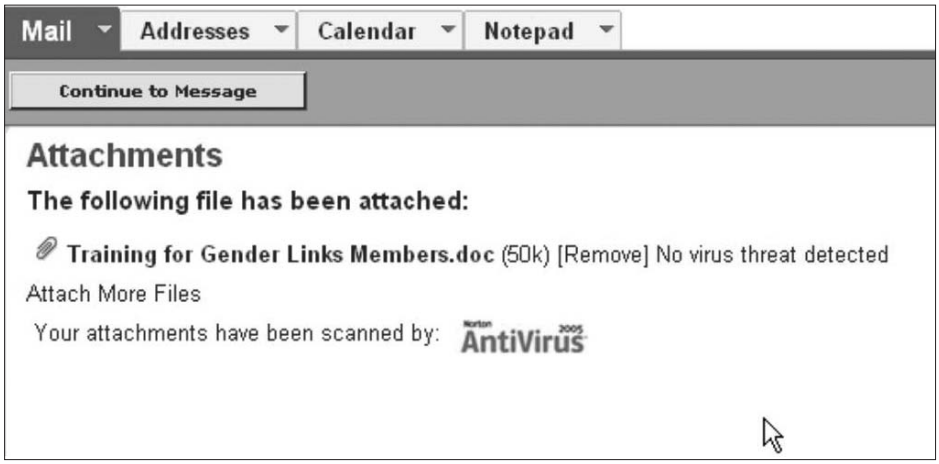
1. Login to your Yahoo mail account.
2. Click on **Compose** to prepare a message.
3. Fill in the To: box and the Subject: box.




4. Click on **Attach Files** to attach a document to the message



5. Click on **Browse** to search your hard disk for the document you want to attach.
6. Double click on the name of the file to attach.
7. Click on **Attach Files** at the bottom of the screen.
8. You will see a screen with the attached file name.




9. Click on **Continue to message.**
10. Click on **Send** to send the message.

# 4. MESSAGING

**Web mail versus Outlook Express**

| | Web Mail | Outlook |
|---|---|---|
| **What is the difference?** | Web Mail stores the messages on a mail server that you are connected to, for example, the Yahoo server. When you access your email, you are shown a list of headers of the messages including who sent the mail, the subject, the date, and the size. If you click on a particular message, the contents of the message are retrieved from the server and shown to you. If you delete the message, it is deleted from the server. If you simply view the message, it stays on the server and can be viewed again from any computer connected to the internet. This message stays on the server until you tell it to be deleted. | You access your email by connecting to your Internet Service Provider. When you download your email, the messages are transferred from the ISP's server to your own computer. When you have downloaded all your email, the messages are deleted from the server and the messages only exist on your computer. |
| **Advantages** | Email is stored on a server you can access your email from any computer with a connection to the internet. This is helpful if you want to check mail from more than one location, if for example you are traveling. | You are able to work offline, preparing many email messages to send, and then connecting once to the Internet saving costs. |
| | If there are people sharing a computer, each person has the ability to access their own email separately. | There are no limits to the number of messages and all your email messages are stored in one place. |
| | Messages do not take up space on your computer. | You have functions and features that may not be available via web mail and your email program integrates with your other computer software |
| | There is built in virus protection, usually a personal calendar and address book. | |
| **Disadvantages** | You need to be online (connected to the Internet), all the time while you are reading or preparing emails. This can be very costly. | Once you have downloaded the email to your computer, you must have access to that same computer to view the messages. |
| | There is usually a limit to the number of messages that can be stored on the server. This includes messages in the trash. If you receive many emails this can be problematic as your mail box will fill up very quickly | You are more prone to receiving viruses. |
| | There is also a time limit to how long you can be connected to the server without activity. If you take a long time to compose your message, then you may lose your web mail connection to the server. | |

# 5 THE WORLD WIDE WEB

## Objectives

This section aims to assist participants in:

- Becoming familiar with the different methods of retrieving information from the Web; including information on gender and the media.
- Evaluating information obtained from the Web.
- Learning how to save images and text from the Web.
- Understand the advantages and disadvantages of different search programmes.
- Understanding how software can be downloaded from the Internet free of charge.
- Understanding what is needed to create and market your own website.

The World Wide Web consists of all the files which make up web sites (called hypertext or HTML files, usually). These files are stored on host computers and linked in a “web” by the Internet. The Web has provided the Internet with a graphical interface. The web is a rich source of information. It is also a space that anyone or any organisation can use to create and post their own information.

## Getting information from the web

A browser is a computer program that lets you view WWW documents and access the Internet taking advantage of text formatting, hypertext links, images, sounds, motion, and other features. Netscape and Internet Explorer are currently the leading "graphical browsers". There are other browsers (e.g., Macweb, Opera, Mozilla).

### Adding sites to favourites/bookmarks

A bookmark or favourite saves a web browser, so that you can find it quickly and easily again. Go the page on the Web that you want to bookmark.

**In Explorer do the following:**

1. Click on Favorites
2. Select organize favorites
3. Click NEW and create a folder
4. Close the options box
5. Click on Favorites again
6. Select Add to Favorites
7. Double click on your folder and click on add

**In Netscape do the following:**

1. Click on Bookmark
2. Click on add to bookmark

# 5. THE WORLD WIDE WEB

**Some useful websites for gender and media activists**
Test the browser facility on your computer by going to the following websites:



BRIDGE:
http://www.ids.ac.uk

Feminists for Freedom of Expression:
http://www.ffeusa.org

Feminist Interactive Radio Endeavour (FIRE):
http://www.fore.or.cr

FEMNET:
http://www.femnet.africaonline.co.ke

Flamme:
http://www.flamme.org

Freedom Forum Online, Media Studies Journal:
http://www.mediastudies.org

Gender Links
www.genderlinks.org.za

International Journalists Network:
http://www.ijnet.org

Media Institute of Southern Africa:
http://www.misanet.org

Media Theory:
http://www.theory.org.uk

MediaWatch Canada:
http://www.mediawatch.org

UNDP, Gender in Development Programme:
http://www.undp.org/undp/gender

University of Iowa, Communication Studies: Gender, Race and Ethnicity in Media:
http://www.uiowa.edu

WomenAction:
http://www.womenaction.org

Women.Com:
http://www.women.com

Women's International News Gathering Service:
http://www.amazoncityradio.com

WomensNet:
http://www.womensnet.org.za

World Association for Christian Communication:
http://www.wacc.org.uk

# 5. THE WORLD WIDE WEB

**Saving information from the Web**

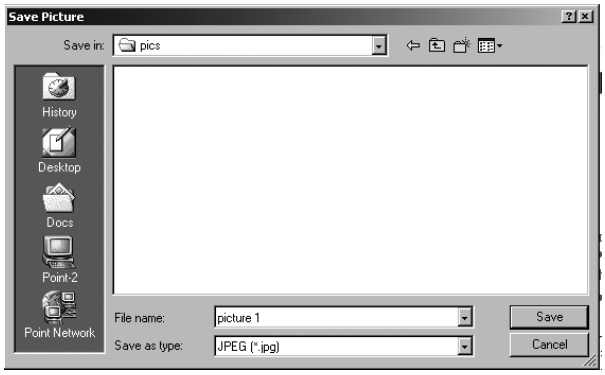
This section gives basic instructions for saving information which you locate on the Web. It also gives step by step instructions for downloading free software from the Internet. There is plenty of perfectly useable software available on the Net, and much of it is called **Freeware** - this means that you don't have to pay for it.

*To save an image or picture from the Web:*

1. Right-click on the image.
2. Click on **save as**




3. Save the picture in the folder you would like to store it in.




**To select text from a Web page:**

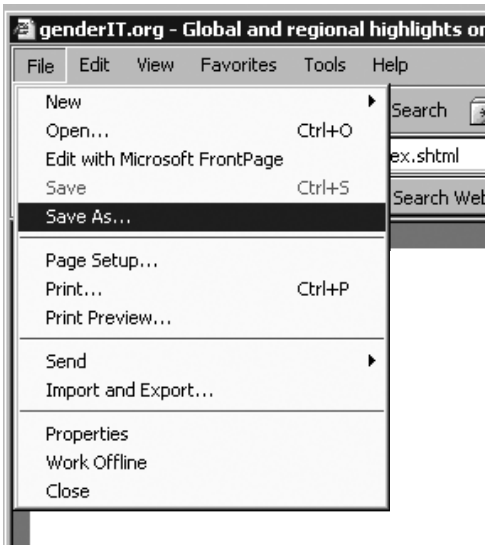
Save the text in text format as it will take up less space, especially if you are cutting and pasting for research, etc.

1. Highlight the text you wish to save.
2. Right click over the text.
3. Click on **copy**.
4. Open a text file (in a word processor or Notepad, for example).
5. Select edit and click on paste.
6. Now save the document.
7. Alternatively, just save the document as an html document.

# 5. THE WORLD WIDE WEB

**Saving complete pages from a website (all the text and all the graphics)**

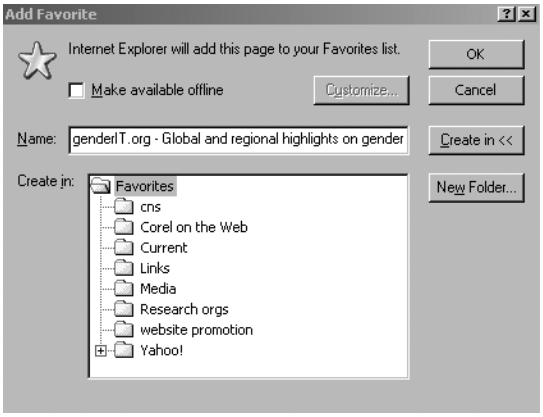
1. Go to **file**
2. Go to **save as**
3. Under “file type” choose “Web Page, complete (html, htm)
4. Save the picture in the folder you would like to store it in. It will save the page as an html document and put all the other files associated with the page in a separate folder.
5. Click on the html page to open the web page on your computer



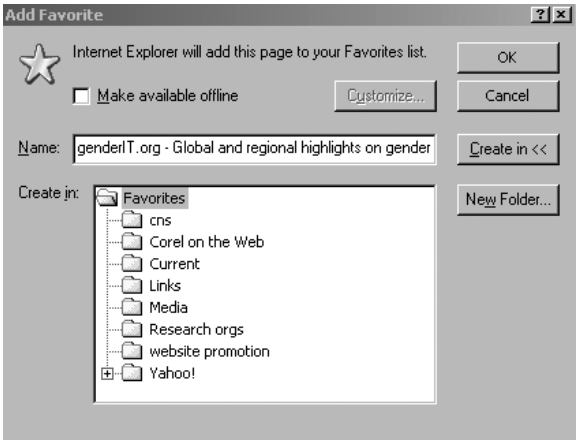

**Making pages available for offline viewing**

When you make a Web page available offline, you can read its content when your computer is not connected to the Internet. For example, you can view Web pages on your laptop computer when you don't have a network or Internet connection. Or you can read Web pages at home without connecting to the Internet.

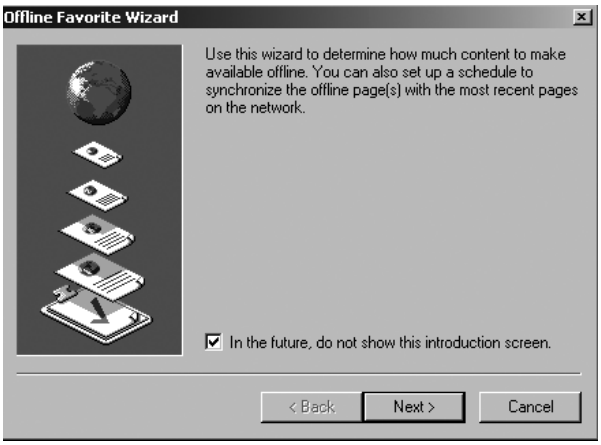
To view a website offline (using Internet Explorer) first add the website to Favorites. Go to favourites, click on **Add to Favourites** and you will get the following dialog box:



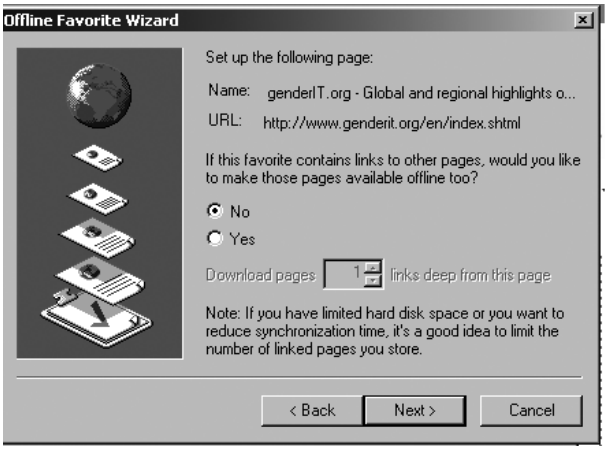
Then click in the check box "**Make available online**"




Now click on the customize button and you will get the following screen which is a wizard to take you through the step of how to save the website offline, and how much of the website you want to save.




Click on next and you get the following screen:




You now have a choice whether to save the one page you added to the Favorites, or more pages. If you want save only the one page click on No. If you want to save more than one page click on **Yes.**




You have now chosen to go 2 links deep into the website to save onto your hard drive.

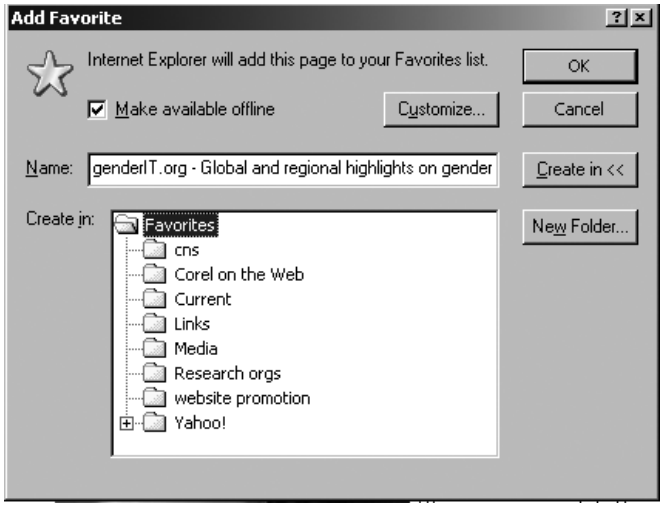



If you choose to update the pages you have downloaded in two ways: only when you choose Synchronize from the Tools menu or you can choose “new schedule” if you want the only update the information at a particular time.

Next you are asked if you want have a password. Press **finish.**



If you want to save it in a new folder, click on **New Folder**. Click OK to finish the task.




**Downloading software from the Internet – software sites**

To download programs from the Internet do the following:

1. Search for the software you need.
2. It will probably locate it – often freeware.
3. Click on **download.**
4. Save the program where you want it to be stored on your hard drive.

Some popular free download sites are:
http://www.download.com
http://www.tucows.com
http://shareware.com

**Searching the Web**

There are two different types of search sites available on the Web: **search engines** and **subject directories.** Today they look very similar and most people don't know the difference between them, but it's important to distinguish between them since they work in quite different ways.

*Search engines*

Search Engines are a quick way of searching for information on the Internet. Their database of websites is built by completely automatic programs (called worms, crawlers, spiders or robots) that roam the Web constantly, visiting websites, retrieving the pages and automatically indexing them. Usually they index the full text of the pages.

Google is a good example of a search engine and is one of the most widely used search engines available on the Internet. Go to www.google.com

# 5. THE WORLD WIDE WEB

**How to search using a search engine**

- Search engines are searched by entering a keyword or keywords into a search field (dialogue box). These are matched against the database - again, usually containing all meaningful words from the full text of the Web pages. A description (title + abstract or first few lines of the page) of pages containing the words you've searched for are returned.
- Most search engines use **implied Boolean searching**; an increasing number also offer **full Boolean searching**. See more information on Boolean searching below.
- The list of Web pages is arranged according to a relevance ranking algorithm that calculates how relevant to the search request each page is and presents them in descending order of relevance.
- Clicking on the title of a Web page takes you to it.

**Strong points of search engines**

- **Coverage**: They try to be comprehensive.
- **Full-text searching**: You'll find information that may be relevant to you even when it's only of peripheral interest to the main topic of the page.
- **Boolean search capability**: Not every search engine offers it but it's a growing trend. Read the help section to see exactly how it works in the search engine you're using.
- **Relevance ranking**: A lot of the time they don't do it very well, but it's still better than nothing. Imagine an alphabetical display of a list of 10,000 websites! Specialized sites, such as news engines, often let you choose other ranking criteria, such as reverse chronological (most recent first).

**Weak points of search engines**

- **Comprehensive coverage**: You get a lot of irrelevant information.
- **Learning the search language**: Implied Boolean is pretty standard, but engines differ about most other things. It's getting to be quite complicated to remember which engine does what and how.







**Directories**

A directory is a collection or database of websites classified in a meaningful way. Usually it's classified by subject, i.e. it's a subject tree or subject directory. The subjects are organized into categories, which are usually arranged hierarchically. For example, if you are looking for information on **Web graphics**, the hierarchy might look something like this:

Computers
Internet
Web Development
Web Graphics

Which could also be represented as:
Computers/Internet/Web Development/Web Graphics.

Each subject division is called a **category**; each category lists Web pages relevant to its subject plus sub-divisions of its subject.

When using subject directories, keep in mind that:

1. There are two basic types of directories: ***academic and professional directories*** often created and maintained by subject experts to support the needs of researchers, and commercial portals that cater to the general public and are competing for traffic. Be sure you use the directory that appropriately meets your needs.
2. Subject directories differ significantly in selectivity. Consider the policies of any directory that you visit. One challenge to this is the fact that not all directory services are willing to disclose either their policies or the names and qualifications of site reviewers. This is especially true of commercial portals.
3. Many people don't make enough use of subject directories, but instead go straight to search engines. Keep in mind that academic subject directories contain carefully chosen and annotated lists of quality Internet sites. Don't overlook subject directories when searching for quality on the Internet.

**INFOMINE (http://infomine.ucr.edu/)** is a good example of an academic subject directory. **Yahoo**! is a good example of a commercial portal.

The content in directories are chosen (and sometimes evaluated) by human beings. They're selective, and usually the sites included have significantly higher information content than the Web average.

**How to use a directory**

- Directories can be browsed: You can click on a subject to see pertinent links and subcategories on your topic.
- You can also search by keywords: These are matched against the database; you get a list of categories matching the keywords and a list (usually arranged alphabetically) of pages containing them.
- A few directories offer **implied Boolean searching** but none of them offer full Boolean searching. With the type of limited database they've got, it wouldn't make sense to do so.
- Once you've found the relevant subject, you click on it to get a list of Web pages. The list is usually arranged alphabetically and includes the title and an abstract or first few lines of the page. Clicking on the title of a Web page takes you to it.

**Implied Boolean Searching ("Sign Language")**

This search language, now the Web standard, has three main symbols, which are attached as the first letter of the word they refer to (no space between the sign and the word):

- A plus sign ( + ) means that this word must appear in order for the page to be retrieved. Example: +cats +dogs means that both words must appear in the page (not necessarily close together).
- A minus sign ( - ) means that this word must not appear in order for the page to be retrieved. Example: cats -dogs means that you want pages containing the word cats but not containing the word dogs.
- No sign at all ( - ) means that the word may or should appear in the page but is not obligatory. If it appears, the page is ranked as more relevant. If it doesn't, the page may still be retrieved if it meets the other criteria in your search.

Example: cats +dogs means that you want pages containing the word dogs; you prefer those that also contain the word cats and would like these to be ranked higher in the list than pages that don't.

- Double quotation marks: " " indicate phrases. If you write “computer programming” this will be treated as either:
  Computer AND programming or as
  Computer OR programming
  depending on the search engine you're using. (You can check out which does what from the list of search engines and directories). If you want adjacency, write "computer programming".
- Combining signs: pluses and minuses go in front of the first quotation marks: +"computer programming".
  If you put them inside the quotation marks, the search engine may understand this or it may search for the sign (which will reduce your recall rather more than you intended!)

**Strong points of directories**



- **They provide a "subject heading" classification scheme for the Web**. If there's a category in the directory for your topic, it can be the quickest way to find quality information.
- **They only include sites whose main topic is relevant to the category** they're classified under. If you look for “safari” and “Kenya” in a directory, you can expect to find the website of the Kenyan Safari Park Authority and not a personal account of someone’s holiday. A search engine will bring you both sites indiscriminately.
- **They have a policy and selection criteria**. People can submit their sites to the directory for possible inclusion, but whether or not a site is included is a function of how relevant it is to the subject matter of the directory, its scope, coverage and accuracy, in additional to other selection criteria such as audience.

**Weak points of directories**

- **It's difficult to combine facets**. Pages are classified by their main topic. Since the full text of the page is not indexed, you can only search on the page's title and the category they're classified by.
- **You can't search the full text of the pages**: It isn't indexed. As said, only the page title and the list of categories are indexed. If you're looking for side-information that might be included in the small print or a footnote, don't use a directory.
- **Directories are exclusive**. They intentionally only include a small proportion of what's on the Web. This is their strong point if you want "a few good sources on...". It's their weak point if you're doing a comprehensive search.

**When would you use a directory?**

- **To do preliminary research** on a subject you're not very familiar with: to get the basics.
- **When you're looking for "a few good sites on..."** (but this depends on the subject; and if you know how to search efficiently using a search engine you can also get a few really good sites in the top 10 or 20).
- **When your subject is one concept**: directories have very limited ability to combine facets of a search.
- **When you know the directory and trust** its compilers' ability to channel you to the most informative sites.

# 5. THE WORLD WIDE WEB

**EXERCISE**

**Searching for information using a search program.**

Search Engine

1. Open your Browser, IE or Netscape
2. Type this address http://www.google.com
3. Type **Gender issues**
4. Check the results: **Results** 1 **-** 10 **of about** 29,900,000 **for Gender issues.**
5. Type **Gender issues South Africa** (to narrow down your search and get more specific results.
6. Check the results: **Results** 1 **-** 10 **of about** 6,560,000 **for**

## Creating a web site

A website is a very easy and effective way of publishing information on your organisation. The information is publicly available on the Internet and anyone who has access to the Internet can obtain the information. You can publish any information that is relevant to your organisation, from publications that your organisation produces.

To publish a website you will need:

- An Internet Service Provider (ISP) who will host the site for you so that it is always available for public viewing.
- A structure for the site.
- Design of the site.
- Coding of web pages in HTML using a software package.

Web pages are written in a programming language called HTML (Hyper text markup language). HTML controls the look and feel of a web page, for example what will appear in a bigger font, what would be in colour, where a graphic should appear.

Web pages can be static – the pages do not change very often – they are almost like a brochure of your organisation.

Web pages can also be dynamic. They change frequently, can have interactive spaces inviting the public to respond or engage with the information on the site.

There are many programs that are used to develop web site and web pages. One of the most common programs is **Dreamweaver** which most professional designers and web developers use.

Another common program which is used is **Microsoft FrontPage.** This program comes standard with the Windows 2000 and XP Operating systems. It works very much like Microsoft Word and is very simple and easy to use. You can create your own website or you can make use of the services of a Website Designer who will work with you from planning your organisation site up until the site is published. Once your website has been developed, you will need to market it so that your target audience will be able to visit your organisation website.

**Post design website marketing**



A web site is a public representation of the organisation; it is a marketing tool; it a vehicle to communicate who you are, what you do and how interested people can communicate with you and vice versa. Thus it is crucial to profile and advertise your web site on an ongoing basis, not only with the public at large but also specifically to peoples constituting your target audience. Some of the ways you can do this are:



*Public launch*



It is highly advisable to organise a public function where you can engage in some 'networking' on behalf of your website. Create an event to launch the site and unashamedly promote the site at the event by taking the audience through the different sections of the site, explaining how the site can help them. Give the audience hand-outs of the website to market the site.

*Submission to a Web Directory or Search engine*

As according to web statistics, the majority of users find a website through a search engine. Therefore it is crucial to make sure the Search portals have listed your site. You may have to manually submit your site to web directories like Google (http://www.google.com) and other prominent Search engines.

The Open Directory is a project to which prominent web directories like Yahoo, Google and Lycos subscribe. If you submit your site to the Open Directory, it will be listed on these portals. Visit the Open Directory for more information: http://www.dmoz.org/

Some Web Resource sites offer to submit your website to a list of some 40 to 400 search engines. Some of them are free (Add Me -http://www.addme.com), others charge a small fee (Submit It -http://www.submit-it.com).

*Direct Email*

If you have been in business for a while, you probably have tried at least one conventional mass mail campaign to promote your business. Conventional mass mailing is probably the most-used selling technique. Even with a response rate of only about one percent, it can be effective and profitable. Mass mailings are also one of the more economical ways of advertising a business.

You can use the same concept for electronic mail. You send out a single message promoting your website to a many people by email, at a fraction of the cost and time it would take to otherwise promote the site. One way of doing this is to join a mailing list, which focuses on your target audience, and send all the users of the mailing list a message inviting them to visit your site. There are many service providers for mailing lists. One of them is http://www.egroups.com.

You can use the same approach to propagate your website at bulletin boards (message boards or discussion forums) aimed at your target audience and hosted on other websites.

*Press Release*

In the same way that you can send out press releases offline, you can do it online to the various e-zines and online newspapers. It is much cheaper and the chances are that people on email will be more receptive to online news.

*Offline Publicity*

As well as promoting your Website online, you can promote it off-line. Your first step is to display your URL prominently wherever you can: on your office stationary, on your publications, display posters, on any advertising you might produce etc.

*Being a Cool Site*

Many Web portals and other Websites run a "cool site of the day" or "cool site of the week" or even grant prestigious awards such as the **Webby Award** (http://www.webbies.com). If you are featured as one of these, you could experience a huge surge in traffic. Visit the Microsoft Network "Cool Site of the Day".

There are also lots of Websites and Web guides who select the best few hundred sites on the Web, or the best 10% of sites, and it is valuable to be listed by these sites.

To win an award or feature as a "cool site", you will obviously have to do some work on your Website, to get it looking as good as possible and working as well as possible. You could then submit your site for the award.

*Banner Advertising*

Banner Advertising is widespread on the Web. It works by placing your banner on someone else's website. Much depends on the quality of the banner itself, as click-through rates[1] tend to be very low. Space for banner ads is sold on a number of views or number of how many people click on the banner, or it can be exchanged via organisations like the **Link Exchange**.

You might want to consider joining the Link Exchange. You allow people to post banners on your site and in exchange get to place your banners (with links to your page) on other people's sites. Find out more from the Link Exchange: (http://adnetwork.bcentral.com).

*Reciprocal Links*

An excellent way to generate traffic to your Web site is to have reciprocal links. This means that you place a link on your website to another site, in return for a link to your website being placed on the other site.



[1] Clickthrough rates: The number of people who click on the banner in a specific period of time.

# 5. THE WORLD WIDE WEB

**EXERCISE**

**Registering your site with a search engine.**

1. Open your Browser, IE or Netscape.
2. Type this address http://www.google.com.
3. Click on Add a site to google.
4. Write your website address e.g. genderlinks.org.za.
5. Click on add.
6. You have successfully added your site on google.com. You site will only show after a week.





# 6 INTERNET EXCHANGES

## Objectives

The aim of this session is to:

- Take advantage of Internet Interactive features.
- Know how to join lists and discussion groups.
- Be familiar with unsubscribing from lists and discussion forums.
- Learn how to create electronic address groups for specific kinds of information.
- Learn to create E-Newsletters and how to disseminate these on the internet.

## Joining a listserv

### What is a listserv?

A listserv allows a group of people to work together online and to discuss, share, and produce information. On a more technical level, a listserv consists of email addresses of a group of people who are "members or subscribers" of that list. The list with addresses is based at a host computer connected to the Internet. This means that in order for your listserv to work you must have an ISP to host it. Fortunately enough these days one can setup a free mailing list on yahoo. You will find the steps of setting up a free yahoo mailing list at the end of this session. The list distributes each messages sent to it, to all the members on the list. The mailing list software offers several functions to manage the mailing list.

### Why a listserv

Mailing lists can be used for the following:

- Giving your opinions
- Share information and documents
- Making decisions
- Giving feedback
- Achieving common goals
- Implementing activities
- Writing documents together e.g. a training manual
- Convening online meetings
- Planning face-to-face meetings
- Starting a campaign
- Bringing together experts on a certain theme
- Disseminating your publications
- In-depth discussions

Electronic discussion lists (also known as mailing lists, listservs, newsgroups or electronic conferences) are forums for discussion or announcements on specific subjects. You initially subscribe to a list by sending an email message. Mailing lists can be a source of information about research, conferences and campaigns. Mailing lists can also be used to lobby support or advocate change.

Subscriptions to most lists are free and unrestricted. A moderator may control some lists. Some lists are more active than others, and the quality of discussion/messages may vary. If you join several very active lists, then you may find your email inbox being swamped with messages.

# 6. INTERNET EXCHANGES

**How a Listserv works**

Let's say you have 200 emails of people sharing a common goal. All these emails will be given one user name, e.g. a mailing list of **w**omen **a**gainst **c**hild **a**buse would call their mailing list WACA, and their group mailing list will be . A member sends a message to the list's email address. All the members or subscribers of the list automatically receive that email message. When one member on the list replies to the sent message, all the members of the list receive the reply. Let's say you want to send a message to certain members of the list maybe 20 out of 200. There is no way you can do that through the mailing list unless you pick up those 20 people's email addresses and then send the message to them, i.e. outside the mailing list.

**How to subscribe to a mailing list**

1 Send an e-mail to the site of the list.
2 Include as part of your message: SUBSCRIBE (LISTNAME) (E-MAIL ADDRESS).
3 E.g. SUBSCRIBE WNINFO would be the message text if Tendai wanted to subscribe to Women'sNet Info Mailing List.

**Netiquette**

Your first email to a mailing list must be about introducing yourself. Sign on and tell people about yourself, your work, your interests, and experiences. Keep your message short and concise.

**To post messages**

If you are responding to someone else's posting, make sure the Subject Heading is the same as the one you are replying to, to ensure coherency of the discussion

**Relevance of messages**

Messages must be relevant to the whole group not just one individual. It is advisable not to have personal discussions. There are times when 2 people on a list start arguing over an issue and sending their views to everybody on the list. In cases like these the 2 should send each other messages privately and then post the outcome of the discussion to the group if need be. A mailing list facilitator should handle those that do activities like these one.

Do not keep the body of the original text in your replies, except when you are responding to a message. Use a descriptive Subject header to identify message content

**To unsubscribe**

Do not send a message to the list but to the list facilitator. Each mailing list will provide information on how to unsubscribe from it.

# 6. INTERNET EXCHANGES

**Some useful listservs**

Here are some gender-related email lists that focus on activism. If the instructions say "send subscription message," the message to send is SUBSCRIBE (LISTNAME) (E-MAIL ADDRESS) The aim here is to give you ideas on mailing lists that you can start in your countries, mobilize people and start them talking.

**GL-generals:** This is a list serve moderated by Gender Links that provides information on gender and media activism in Southern Africa. To subscribe send an E Mail to admin@genderlinks.org.za

**BEIJING-CONF** is a moderated list supported by the United Nations Development Programme. It includes subscribers from 55 countries, including 28 developing countries. As a result, the list emphasizes discussion of the Beijing UN Women's Conference issues as they affect developing countries as well as industrialized ones. The list hopes to continue beyond the Conference, focusing on implementation of the Women's Conference and the Social Summit agreements. To subscribe, send the message subscribe beijing-conf to majordomo@confer.edc.org

**ECOFEM** focuses on women and the environment, from local to international. It offers opportunity for sharing information about grassroots activism, legislative action, treaties/conventions, publications, syllabi, upcoming events, and more. Send subscription message to listserv@csf.colorado.edu.

**FAVNET** (Feminists Against Violence Network) is a women-run, moderated list dedicated to ending domestic violence and violence against women through networking and direct action in a feminist environment. To subscribe, send a request to FAVNET-SUBSCRIBE@yahoogroups.com. More information is available at the FAVNET web page which can be found here http://groups.yahoo.com/group/favnet

**FGM-L** is dedicated to discussion and research about Female Genital Mutilation in the United States and internationally. To subscribe, send the message SUBSCRIBE FGM-L <your email address> to majordomo@hollyfeld.org

**RURALCONNECT** is open to members of rural sexual assault and domestic violence programs. It is a working list for sharing, networking, and problem solving around sexual and domestic violence. Related information is available at the Ruralconnect web page http://ruralwomyn.net/mailman/listinfo/ruralconnect_ruralwomyn.net

**RURALWOMYN** is an email discussion list focusing on all aspects of what it means to be a rural woman. The list overcomes the distance and other barriers that prevent many rural women from meeting face to face. "It allows us to write about our own experiences as rural women, 'hear' the experiences of others, and explore the concept of 'rural women' as a group." Topics range from aspects of daily living to substantive issues and how they impact women, and, more specifically. Members must currently live in a rural area and bring a rural perspective to discussions. For more information or to subscribe see the RURALWOMYN web page http://ruralwomyn.net/mailman/listinfo/ruralwomyn_ruralwomyn.net

# 6. INTERNET EXCHANGES

**EXERCISE**

**Joining a mailing list**

1. There are several types of mailing list. Can you give some examples?

2. Are you subscribed to mailing list? What is the mailing used for?

3. What do you like best about this mailing list and what changes would improve the mailing list?

4. Search for one mailing list of interest on the Internet. Join the mailing list and tell the class about the mailing list.

## Creating a listserv

**Key considerations**

When you plan to set up a mailing list there are certain things that have to be addressed:

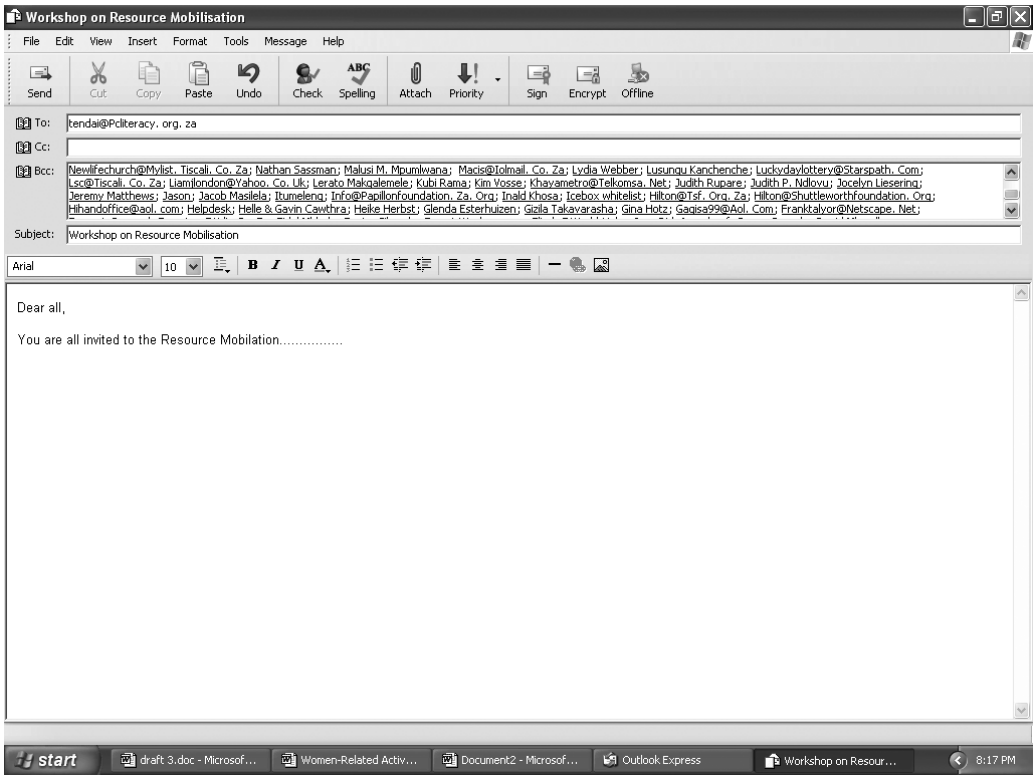
- **Purpose**: What is the aim of the listserv? You may set up a free mailing list on yahoo that will allow you to discuss and share information online.
- **Define your group of participants or audiences** of the list, i.e. who do you want to reach and what does the group share in common?
- **Rules and regulations** for working together on the list. Here you have to define list membership criteria and establish a "netiquette" for you list.
- **The type of list** you are going have, public with restricted access or private, whether it will be moderated or non-moderated.
- **Make sure that the list is accessible** for the people you want to reach. Do the participants of the list have access to the equipment and knowledge necessary for them to effectively participate on the list? Do the participants have unrestricted access to their computers and is their privacy ensured?

# 6. INTERNET EXCHANGES

**The most basic listserv**

You can create a list of e-mail addresses and put them in the To box, or in the BCC (Blind Copy Box) so that all the E Mail addresses cannot be seen. However, the only way for this to be a discussion group is if those responding click reply to all when they respond. There are also likely to be problems with sending large numbers of e mail addresses in this way. And this rudimentary option does not allow recipients to subscribe or unsubscribe.

Below is a screen shot on sending an email to a group of people using the BCC field:




**Working with groups in MS Outlook**

Creating a group in MS Outlook allows you to send emails to a group of people, rather than selecting individual names of the people you want to send a particular email to.

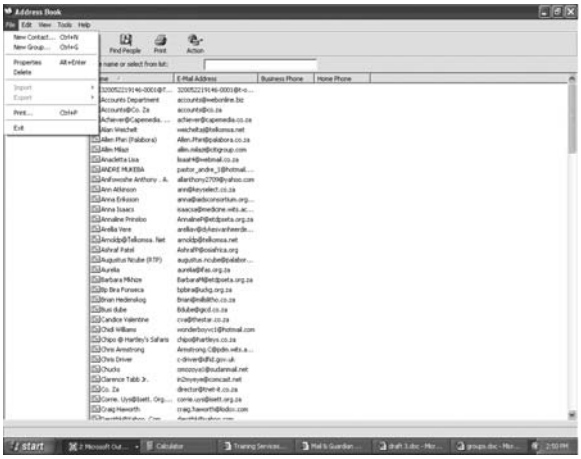
You can create a single group name to use when sending a message to several contacts at once. Simply create a group name and add individual contacts to the group. Then you only need to type the group name in the **To** window of the new email, or even more simply, choose the group name from the address book. Once you have set up a group, you can use it over and over again. You can add email addresses or delete them from an existing group.

For example, you may create a group for friends, family, or to you colleagues, and so on. In the exercise below, we will create a group called “Employees”.

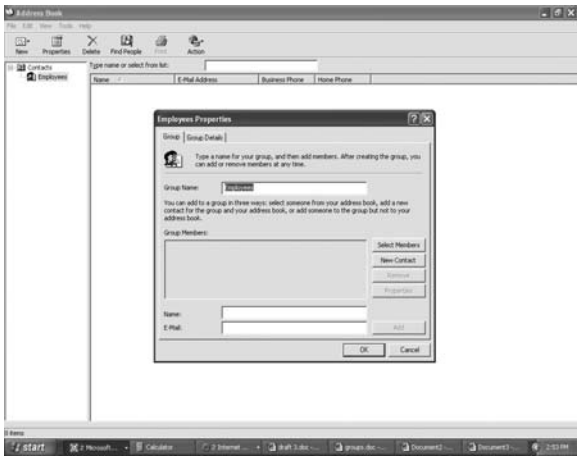
# 6. INTERNET EXCHANGES

*To create a group of contacts*

1. On the Menu bar click **Tools** and then select Address Book.
2. In Address book click on File and select New Group. The Properties dialog box opens.



3. Type a name for your group eg. ***Employees***



4. There are several ways to add people to the group:
   - To add a person from your Address Book list, click **Select Members**, and then click a name from the Address Book list.
   - To add a person directly to the group without adding the name to your Address Book, type the person's name and e-mail address in the lower half of the **Properties** dialog box, and then click **Add**.
   - To add a person to both the group and your Address Book, click **New Contact** and fill in the appropriate information.
   - To use a directory service, click **Select Members**, and then click **Find**. Select a directory service from the drop-down list at the end of the text box.
     After finding and selecting an address, it is automatically added to your Address Book.
   - Repeat for each addition until your group is defined.
5. To view a list of your groups separately from the Address Book listings, in the Address Book, on the **View** menu, make sure that **Folders and Groups** is selected.
6. You can create multiple groups, and contacts can belong to more than one group.

# 6. INTERNET EXCHANGES

*To add a contact to an existing group*

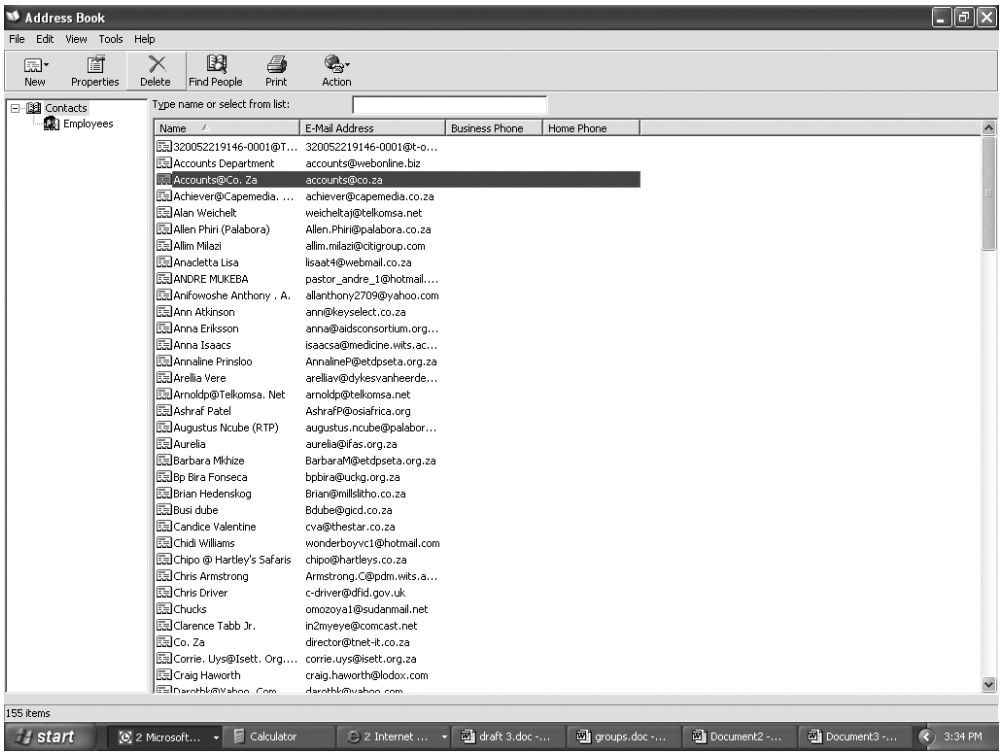
In the Address Book list, double-click the group you want. The group's **Properties** dialog box opens. You can add people to the group in several ways and in some cases you can add them to your Address Book as well.

1. To add a person from your Address Book list, click **Select Members**, and then click a name from the Address Book list. Click **Select**, and then click **OK**.
2. To add a person directly to the group without adding the name to your Address Book, type the person's name and e-mail address in the boxes provided in the lower half of the dialog box, and then click **Add**.
3. To add a person to both the group and your Address Book, click **New Contact**, fill in the appropriate information, and click **OK**

*Deleting contacts from your Address Book*

You can easily remove contacts and groups from your Address Book. When you delete a contact from a group, the name is removed from the group but the entries for both the group and the individual remain in your Address Book. Likewise, deleting an entire group does not remove the entries for the individual members who made up the group.

In the list of contacts, click the one you want to delete, and then click **Delete** on the toolbar. The contact name is also removed from any groups it is in.



*How to delete a contact from a group*

- In your Address Book, double-click the group name.
- In the **Group Members** list, click the name you want to delete, click **Remove**, and then click **OK**.
- The contact is removed from the group, but the individual entry for the contact remains in your
- Address Book.

*How to delete a group from the Address Book*

In your Address Book, click the group name in the list, and then click **Delete** on the toolbar. This deletes the group but leaves the entries for the individuals who made up the group.

*How to move a contact or a group*

- In the Address Book contact list, select the name of the contact or group that you want to move.
- Drag the contact or group from the list on the right to the group or folder you want it in on the left.

*How to organise names in your Address Book*

When you have a large Address Book, you can organise it in several ways to make it easy to retrieve contacts and groups.

- To sort contacts by name, e-mail address, or phone number, click the appropriate column heading above the name list.
- To switch columns between ascending and descending sort order, click the column heading.
- To change the order of the columns, point to a column heading (**Name**, **E-mail Address**, **Home Phone**, and so on), and then drag the column to the left or right until it's located where you want it.
- To view a list of your mailing groups, on the **View** menu, select **Folders and Groups**.

**Discussion list tools through your hosting company**

If you are hosting your website or email through a large shared hosting company you may already be paying for tools that can manage your list. Many hosting packages include the functionality to manage several mailing lists. Check your control panel to find out.

The tools typically available are useful but have limited functionality. Generally, people can subscribe and unsubscribe by sending an email to a particular address (i.e. “subscribe_shoestring@alderconsulting.com). The list administrator can subscribe people by hand through a web-based interface, and can view and monitor the addresses on the list. To send out an e-newsletter, the administrator sends an email (plain text or HTML) to a particular address; the email is then sent on to everyone on the list. The tool also manages bounced emails as needed.

# 6. INTERNET EXCHANGES

These tools tend to be focused on discussion lists, in which multiple people talk to each other via the list, rather than e-newsletters. The functionality they have works fine for e-newsletters (you can simply moderate out anyone who tries to post something else to the list), but they don't have much of the advanced functionality offered by e-news specific tools.

*Discussion list ASP tools*

If you can't get a discussion list tool through your hosting company, a number of services will let you use theirs – either free for qualified organisations, free with ads, or for a fee. These services generally work like those described above, except with someone else's email domain. On the upside, this means that that there is no danger of being blacklisted as a spammer. On the downside, subscribers will see the service as a key part of the “From” email address (i.e. shoestring@topica.com). Some of these services do not allow HTML e-newsletters.

Again, these are low-costs solutions for small organizations. They have a slight advantage over discussion tools with your own hosting company, as there is no danger of having your domain blacklisted. However, there are still many useful e-newsletter functionalities they don't offer.

Some tools of this type to consider:

- **Online Policy Group** (www.onlinepolicy.org/services.shtml): The OPG is a nonprofit organization which offers free lists to “"nonprofit organizations and individuals who are under-represented, underserved, or facing unfair bias, discrimination, or defamation".
- **Riseup** (http://lists.riseup.net): A “radical tech group” that offers free lists that “must be used for radical social change.”
- **Topica** (http://lists.topica.com): Discussion lists which are free to anyone, with small text ads shown at the top of each email.
- **Yahoo Groups** (www.yahoogroups.com): Similar to Topica, Yahoo offers free discussion lists to anyone, with ads in each email. We discuss Yahoo Groups below.
- **Electric Embers** (www.electricembers.org ): A nonprofit that offers affordable fee-based discussion lists. Fees are on a sliding scale, starting at about $5/ month. Electric Embers is one of the only tools in this article who will work with organizations to integrate the subscriber list with an existing database (for notable extra cost).

*How to get a listserv*

1. You need to check whether your ISP provides a mailing list or listserv option.
2. You then apply to run a listserv.
3. Your ISP will set up the listserv for you and the program will reside on the ISP’s server. The ISP will send you a login and password to access the administrative panel of the listserv. You will also get a name for your listserv.
4. You do not need any extra programs on your computer. You will access the listserv manager through your web browser.
5. Once you have access, you will need to add all the email addresses you want on your list.
6. Generally ISP’s charge for a once-off set up fee. You will then be charged a monthly amount depending on how many recipients you have in your list.

# 6. INTERNET EXCHANGES

We have taken an example of prices charged for listservs from Mweb (www.mwebbusiness.co.za)

| Mailing List Setup | Service size | Price |
|---|---|---|
| R250 | 1 - 500 | R90.00 pm / R990.00 annual |
| R250 | 501 - 1000 | R130.00 pm / R1430.00 annual |
| R250 | 1001 - 3000 | R200.00 pm / R2200 annual |
| R250 | 3001 - 5000 | R260.00 pm / R2860 annual |

**Yahoo! Groups**

Yahoo! Groups is a free service that allows you to bring together family, friends, and associates through a web site and email group. Yahoo! Groups offer a convenient way to connect with others who share the same interests and ideas.

There are millions of groups that you can join in an easy-to-use, privacy-protected, and spam-protected environment. You can also set up your own Yahoo group. You can use the Yahoo! Groups service at the Yahoo web site or through any email program.

*What are the features of Yahoo Groups?*

- *Message archive*
  Read and reply to group messages. Start a new discussion.
- *Photos*
  Share photos with group members in your own photo album.
- *Calendar*
  Coordinate events for your group with a shared calendar
- *Polls*
  Ask members how they feel about any topic.
- *Links*
  Store links to Web sites related to your group.

*How much does it cost to use Yahoo! Groups?*

Yahoo! Groups is free to both members and moderators. The service is advertiser-supported and is partially sponsored by advertisements inserted into the email messages you receive.

*How to join a Yahoo group*

Join via the group page:

1. Locate a group to join. On the front page of Yahoo! Groups, you can browse the Groups directory or search for a group by topic.
2. Click on the Join This Group button on front page of any group.
3. If you are not signed in, you will be asked to enter your Yahoo! ID. If you do not have a Yahoo! ID, you can click on the link New to Yahoo!? Sign up now.

4. Set your membership preferences. When you join, you can choose a profile you'd like to display to the group, select the email address at which you'd like to receive group messages, choose how you receive group messages, and more.

*Join the mailing list only:*
We highly recommend you join a group via the group page (above). However, if you are familiar with mailing lists, you may join only the mailing list for the group. If you choose this method, you will not have access to all of the group's web features (Photos, Files, Links, Polls, Calendar.) In addition you will not have access to the My Groups page, where you can easily manage all of your memberships and email messages.

To subscribe to a group's mailing list via email, send a blank email to:
groupname-subscribe@yahoogroups.com

Make sure to replace "groupname" with the actual name of the group
(e.g., pastry_chefs-subscribe@yahoogroups.com).

You will receive a confirmation message. Just reply to this message and your subscription will be complete.

*Respond to an invitation to join:*
If someone sent you an email invitation to join a group, click on the link provided to join via the Yahoo! Groups web site.

How do I leave a group or unsubscribe?

1. On the Web:
2. Sign in to Yahoo! Groups and go to the My Groups page.
3. Click on the **Edit My Groups** link at the top of the page.
4. Look for the group you wish to leave, and check the corresponding box on the right side of the page.
5. Click **Save Changes** at the bottom or top of the page.
6. The group will no longer be listed on the My Groups page, and you will no longer receive messages.
7. To leave/unsubscribe via email:
8. From your email program, send a blank message to:
9. groupname-unsubscribe@yahoogroups.com
10. Make sure to replace "groupname" with the actual name of the group (e.g., pastry_chefs-unsubscribe@yahoogroups.com).
11. Alternatively, you may wish to remain a member but reduce or eliminate group email by changing your message delivery option to No Mail/Web only, Daily Digest, or Special Announcement.

Note: If you own a group, you must first give up your ownership in the Members section of your group before you can leave on the My Groups page.

# 6. INTERNET EXCHANGES

**How do I start a new group?**

First, decide if you really need to start a new group. Yahoo! Groups has thousands of groups that you can join. Search through the directory to see if your interests are already discussed in one of the many groups.

If you've decided that you're ready to take on the responsibilities of a group moderator, then starting a group is really quite easy. Just click the **Start a Group** button on any Yahoo! Groups page. It will walk you through a simple set-up process. At the end of the process, you'll have created your very own group!

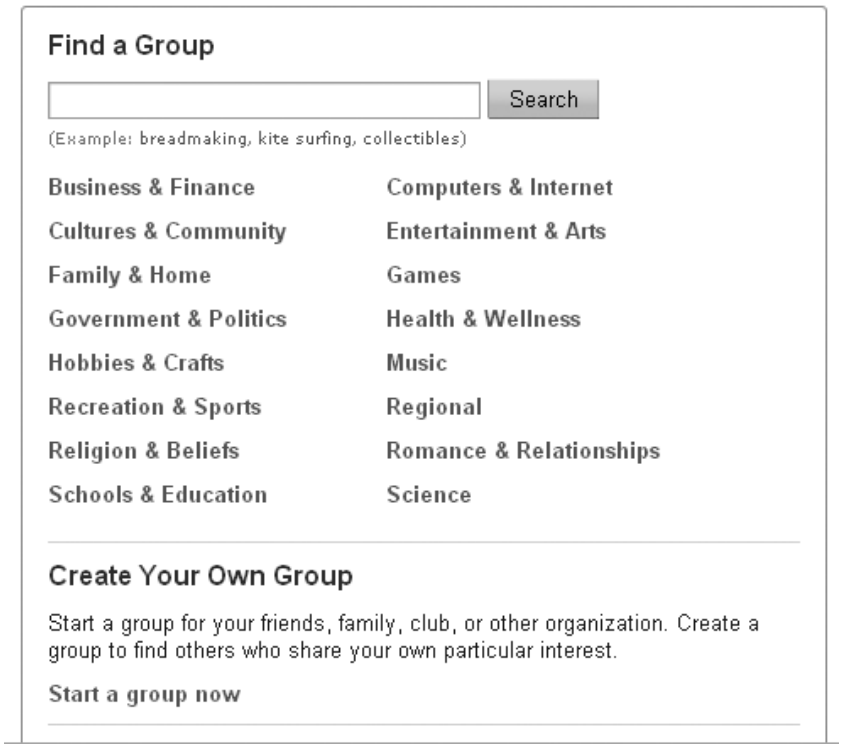
All groups must be properly categorized. To categorize your group, simply browse or search your way through the Yahoo! Groups directory looking for the appropriate category in which to place your group. Look for categories that list similar groups or are specifically related to your subject.

Your group will be listed in the Yahoo! Groups directory within a few days. Yahoo has a team of category editors, known as "surfers," that go through the Groups directory constantly. They may come across your group, and if they feel it was improperly categorized, they may move it to a more appropriate location.

There is a lot more help with joining and starting Groups in Yahoo. To find out more information go to http://help.yahoo.com/help/groups

**A step by step guide to joining or starting a Yahoo Group**

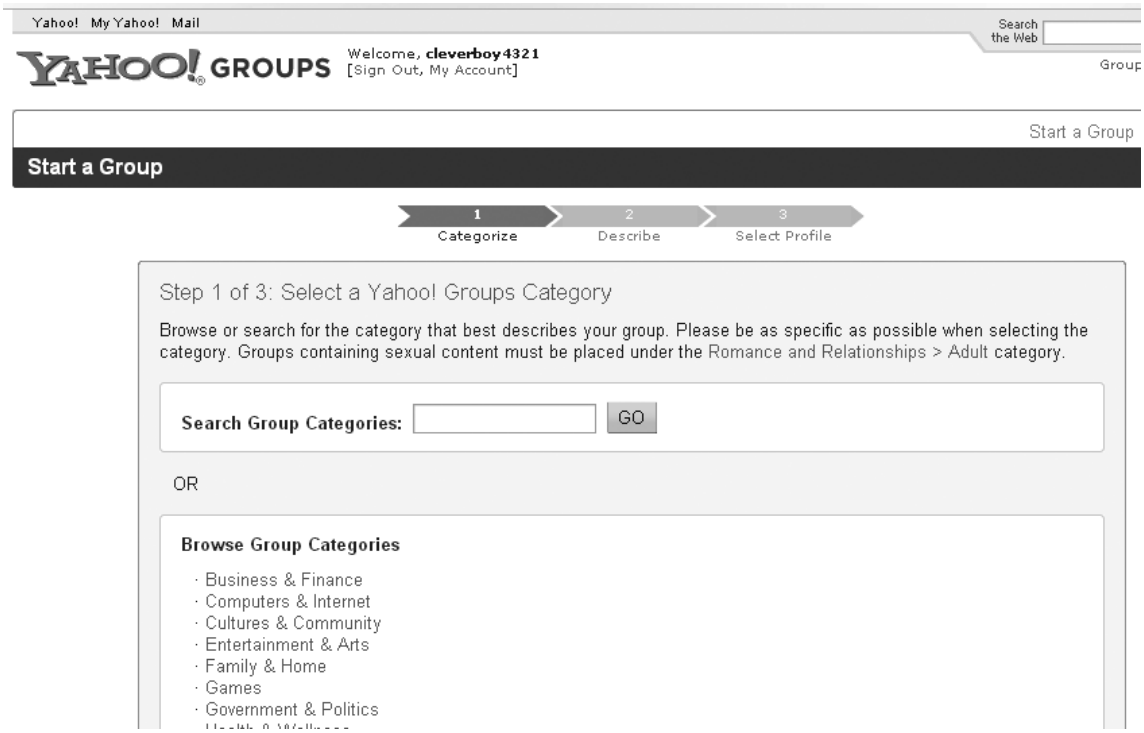
**Step one: Join an existing group or start a new group**
Either go to Yahoo's home page () and select groups or go straight to the Groups Page ()

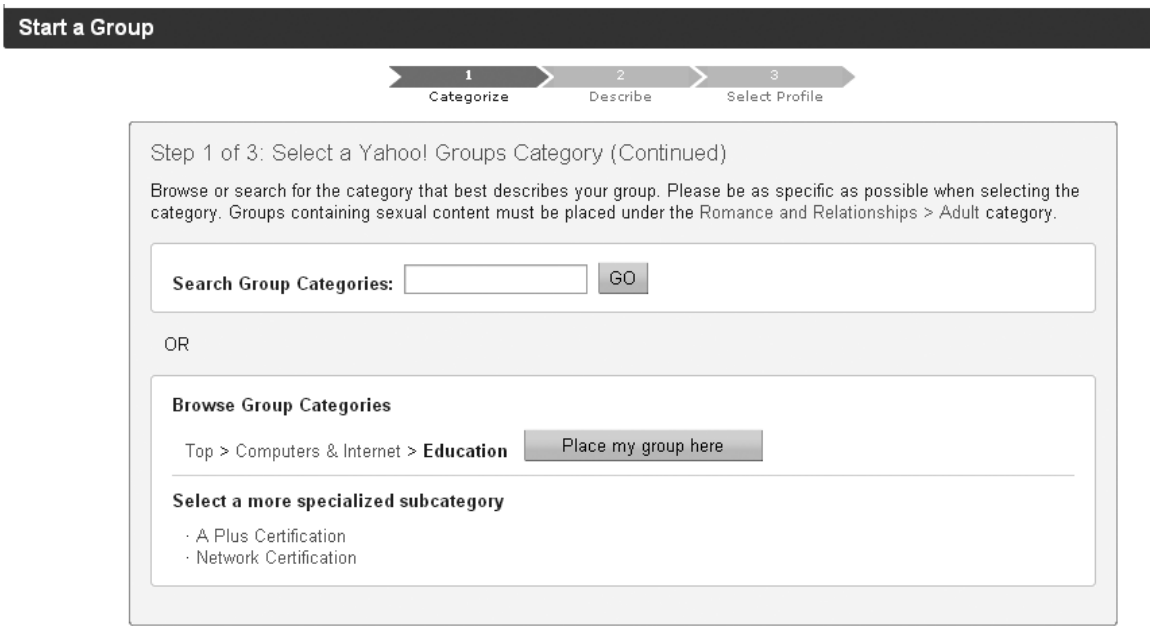


**Step two: Sign in with your Yahoo ID and Password.**
**If you have already created a Yahoo email account, your Yahoo ID or Password will be the same.**




**Step three: You need to put your new group into a category. You can use the search engine or browse group categories.**

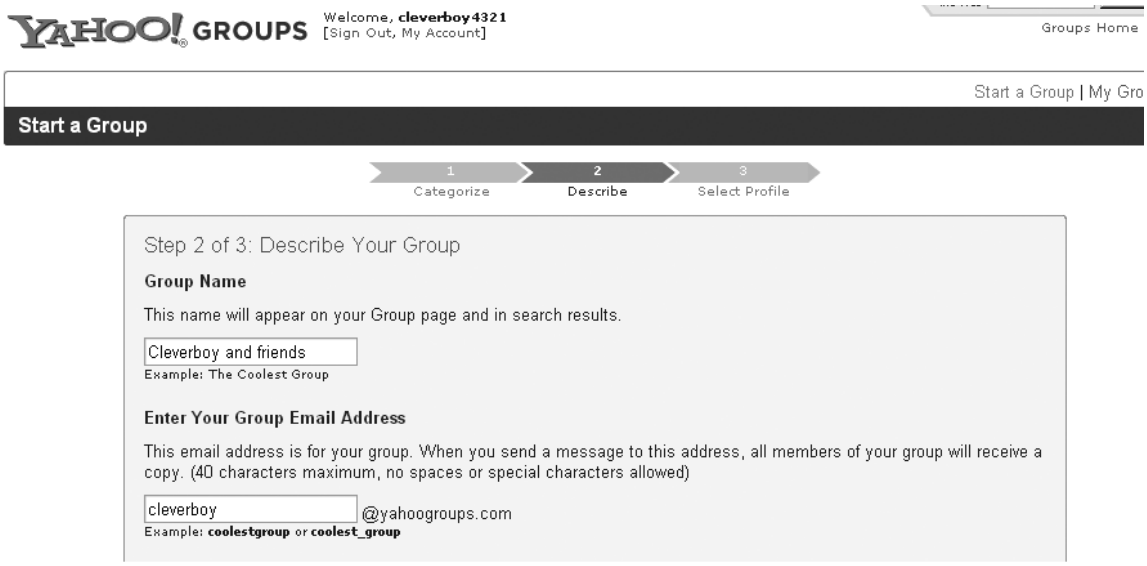




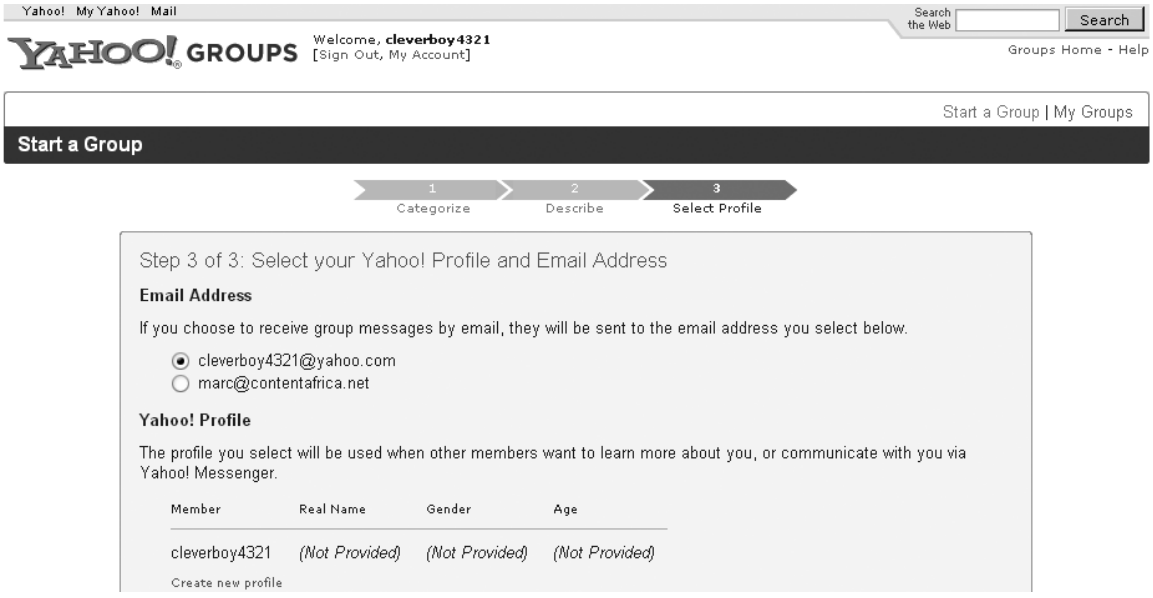

### Step four: Name and Describe your Group



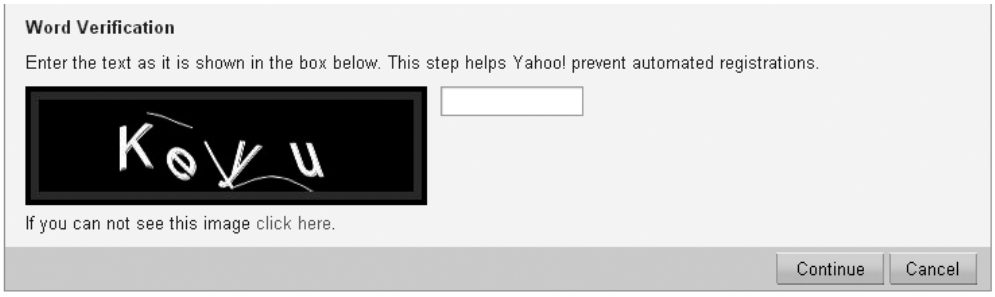
### Step five: Confirm name of Group and your email address



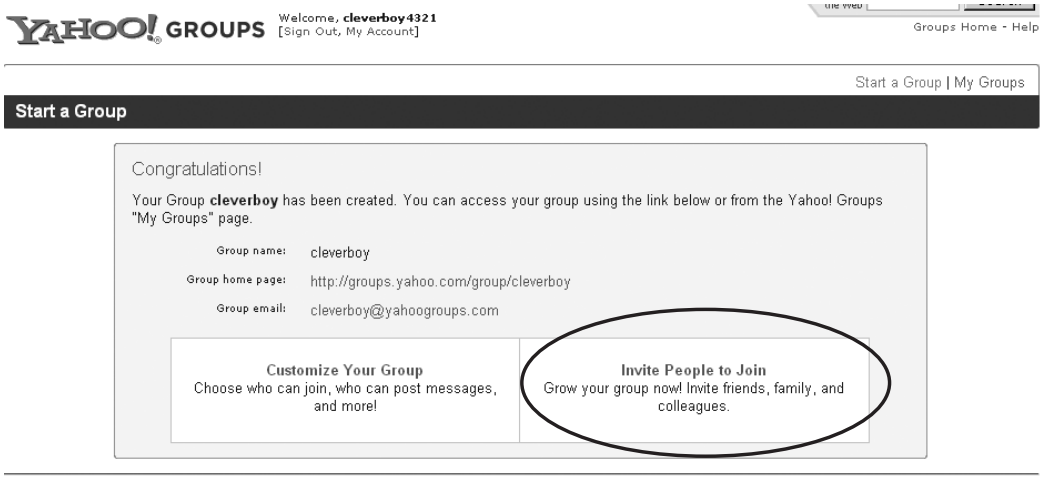

### Step six: Select your Yahoo Profile and Email address




### Step seven: Verification



**Step eight: Congratulations. You have started a Yahoo Group.**
You can now customize your group by deciding who can join, who can post messages and much more. You can also start inviting people and organisation to join your Group/




## Managing listservs

### Guidelines for working online on a listserv

- Stay involved – be active and contribute, speak your mind out.
- Share accountability.
- Group identity – always identify yourself with the group.
- Initiate and formulate activities.
- Respect one another's differences in experiences, country realities, etc

### Understanding group communication

We know that people with different gender, social and cultural backgrounds may have different ways of communicating. We may differ in how we choose our words, in our body language, in how we dress, in how we often we speak or don't speak in a group, in how we behave towards our fellow group members. We may also differ in our understanding of these differences. A participant's silence may be understood by one as shyness and by someone else as a sign of disapproval. A facilitator is attentive to the different ways people communicate, especially when differences may lead to miscommunication or even conflict.

**EXERCISE**

1) Have you experienced differences in how people communicate in a group meeting such as a team meeting, conference or mailing list?

2) Did these differences lead to miscommunication? If yes, who do you think was the cause of that miscommunication? If no, what happened to prevent miscommunication?

# 6. INTERNET EXCHANGES

**Mailing list facilitator**

Each mailing list should have a Facilitator. The role of a Mailing List Facilitator is to create a working environment based on mutual respect, understanding and trust, building and creating a positive working environment. He/she is responsible for welcoming and supporting new subscribers and making people feel cared for.

**Types of mailing lists**

Mailing lists can be divided into a number of categories, depending on whether they are used for discussion or for the one-way dissemination of information, and whether they are open to the public or only to particular groups, such as members of a professional organisation.

**Alerting services**

Some mailing lists are used only to disseminate information; these include electronic newsletters and lists used to inform users of particular web sites about changes or additions to those sites.

An examples of this type of list is womensnet_news: A weekly mailing list informing subscribers of additions to the South African Women'sNet Web site: http://www.womensnet.org.za/about/wn_news.htm.

**Discussion lists**

Discussion lists are used for networking and communication between people with shared interests. Mailing lists can be open or closed, moderated or non-moderated.

**Open and closed lists**

Open lists are open to anyone interested in a particular topic. The range of open discussion lists cover just about every topic.

Closed lists are open only to members of particular groups. Examples of closed lists include those used by classes to discuss assignments, online tutorial groups, working groups and lists used by members of particular organisations.

**Moderated and non-moderated lists**

In a non-moderated list, messages sent to the list are automatically distributed to each list member or subscriber.

In a moderated list, messages are first forwarded to the list "moderator" who will approve – or reject – it for distribution to all list members. The levels of moderation vary from list to list. Some list moderators approve just about all messages other than inappropriately directed administrative requests, such as requests to unsubscribe. Others may moderate with a heavier hand, keeping the list tightly focused and rejecting "off-topic" postings. Much will depend on the character of the particular

list, and on the number of subscribers. For example, it may be unnecessary to moderate a list with twenty members, but essential to moderate one with two thousand members.

**E-Newsletters**

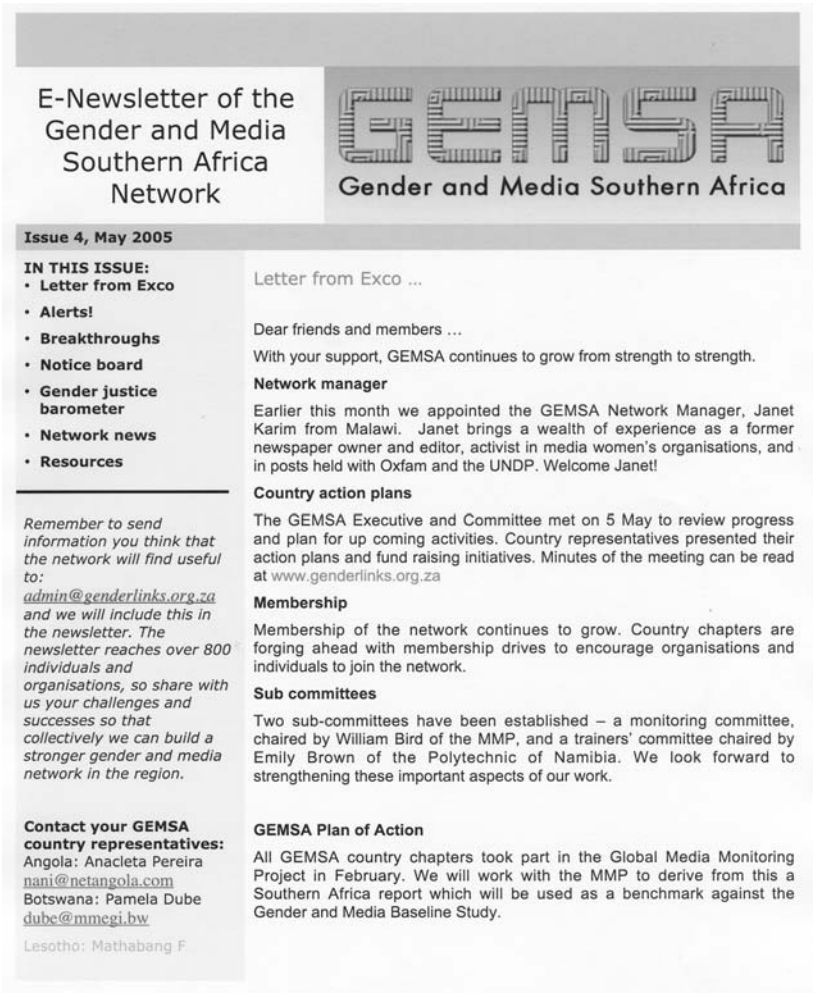
Email newsletters are a very cost-effective way to stay in touch with and grow your audience. Periodic emails - with news, events, or tips - remind your constituents of your existence, of the good things you are doing, and of the ways that you might be able to work together.

The easiest and most basic way to produce an E-Newsletter is simply to write an email message you want to send to your members or colleagues. Then go through your email address book, select the email addresses you want to send to, and send!

If you want to be a bit more professional, you should produce an E-Newsletter that has graphics, links, ways to subscribe and unsubscribe to the Newsletter. The Newsletter should have a uniformed look, much like a printed newsletter or brochure, to give it a unique identify. At the very least it should have a logo and banner or masthead on top, and the date and volume number.

The easiest way to produce this kind of E-Newsletter is to prepare the newsletter in a in a word processor programme like Word. You can use templates that can come with the programme to help you. You can insert graphics and make hyperlinks to other parts of the document or to external websites and insert email addresses for people to click on. You can do the same in a web authoring programme, like FrontPage or Dreamweaver. Once you have prepared the newsletter this way, simply "Select all" and copy and paste it into the body of your email. You can then send the
E-Newsletter to those recipients you choose.

This is an example of a page from a GEMSA newsletter created in this way:



E-Newsletter of the Gender and Media Southern Africa Network

GEMSA
Gender and Media Southern Africa

Issue 4, May 2005

IN THIS ISSUE:
- Letter from Exco
- Alerts!
- Breakthroughs
- Notice board
- Gender justice barometer
- Network news
- Resources

*Remember to send information you think that the network will find useful to: admin@genderlinks.org.za and we will include this in the newsletter. The newsletter reaches over 800 individuals and organisations, so share with us your challenges and successes so that collectively we can build a stronger gender and media network in the region.*

**Contact your GEMSA country representatives:**
Angola: Anacleta Pereira
nani@netangola.com
Botswana: Pamela Dube
dube@mmegi.bw
Lesotho: Mathabang F

Letter from Exco ...

Dear friends and members ...

With your support, GEMSA continues to grow from strength to strength.

**Network manager**

Earlier this month we appointed the GEMSA Network Manager, Janet Karim from Malawi. Janet brings a wealth of experience as a former newspaper owner and editor, activist in media women's organisations, and in posts held with Oxfam and the UNDP. Welcome Janet!

**Country action plans**

The GEMSA Executive and Committee met on 5 May to review progress and plan for up coming activities. Country representatives presented their action plans and fund raising initiatives. Minutes of the meeting can be read at www.genderlinks.org.za

**Membership**

Membership of the network continues to grow. Country chapters are forging ahead with membership drives to encourage organisations and individuals to join the network.

**Sub committees**

Two sub-committees have been established – a monitoring committee, chaired by William Bird of the MMP, and a trainers' committee chaired by Emily Brown of the Polytechnic of Namibia. We look forward to strengthening these important aspects of our work.

**GEMSA Plan of Action**

All GEMSA country chapters took part in the Global Media Monitoring Project in February. We will work with the MMP to derive from this a Southern Africa report which will be used as a benchmark against the Gender and Media Baseline Study.

# 6. INTERNET EXCHANGES

**Disseminating your E Newsletter**

In you have a large subscriber list, it would be better to use specialist software that has been developed to create and manage E-Newsletters. There are many commercial programmess you can buy for this purpose. There are also a number of free or inexpensive tools that can help you to manage your subscriber list, create and sent the e-newsletters, and track the number of people who open the emails or click on the links.

The web or email hosting company you already use might be able to help you. Or you may be able to use open source tools, or a free ASP discussion list. For most nonprofits, however, an ASP tool specifically designed to manage e-newsletters will work best. Below, we walk through each of these options and give examples of products in each category.

**Why use an E-Newsletter Tool?**

At the end of the day, sending an e-newsletter is technically just like sending any other email. So why couldn't you just put all the email addresses onto the BCC line and send out an email just like any other? Well, you can. This will absolutely work. It just may not be your best option, for a number of reasons:

- **Time involved in maintaining your subscriber list.** There's a lot of effort involved in adding new subscribers, removing people who want to be un-subscribed, and monitoring emails that are returned. And remember that you are legally liable for removing those people who request it. E-news tools can handle these issues for you.
- **Integrating your list with your website.** Many email tools provide ways to put an e-newsletter signup form on your website. This allows your website visitors to easily sign themselves up without directly involving anyone on your staff.
- **Potential for being listed as a spammer**. If you send out a huge number of emails from your personal email domain and some people complain that your emails are spam your domain could be blacklisted as a spammer. This means that major ISPs (such as AOL or Yahoo) could refuse to deliver any email from you – not just your e-newsletter, but all your organization's day-to-day email. Some email tools have relationships with major ISPs that ensure that your email will go through when it might otherwise be caught as spam (based on keywords and the like).

**E-newsletter ASP tools**

E-news ASPs make a lot of strategic sense for most organisations. While they are a bit more expensive than tools in other areas, they offer many useful functionalities geared to e-newsletters in particular.

Like the discussion tools mentioned above, these tools have a web-based administrative interface to mange subscribers. For these tools, though, you also create and send your emails through a web-based interface. You enter the text or HTML for your email, along with information about what subscribers you would like to send it to, into forms at a particular website, and the tool sends the emails for you. All of the tools mentioned below, unless mentioned otherwise, allow you to:

- Integrate your list with your website, given a basic knowledge of HTML.
- Easily import and export subscriber lists.
- Create HTML emails without HTML knowledge.

- Insert personalized mail merge fields.
- Preview and test your emails.
- Tailor the “From” line to match your organization.
- Report on subscribers and response information for each e-newsletter.
- Automatically manage bounces and unsubscribes.







These tools remove all possibility of being blacklisted as spammer. In addition, many of the vendors proactively manage relationships with ISPs to prevent spam filter problems that might trouble you with other solutions. If your organization is willing to invest about $200 per year into infrastructure for a strategic e-newsletter effort, this is the category for you.

Some tools of this type to consider:

- **GraphicMail** (www.graphicmail.com): In a deal that can't be beat, GraphicMail offers 10,000 emails a year free to nonprofits (notable branding for GraphicMail is included in your emails in the free version; the branding can be removed for $20/year). The tool is impressive to boot – it has a great HTML editor that allows you to create your own templates.
- **Vertical Response** (www.verticalresponse.com): Vertical Response is mostly differentiated by its pricing scheme – it is priced by the number of emails sent. At $1.50 per hundred emails, it can be quite affordable for small lists.
- **Intellicontact** (www.intellicontact.com): Intellicontact is also friendly for small lists, at $9/ month for 500 subscribers and $12/ month for 1000. It has a great HTML email editor – not only can you create emails based on their pre-packaged templates (as is typical), but you can create your own templates. This would allow an HTML savvy staff member or consultant to create sophisticated to be used by their less HTML savvy colleagues.
- **Groundspring mailNow** (www.groundspring.org/services/emailnow.cfm): Groundspring, a nonprofit itself, has a reliable set of tools that includes a basic e-newsletter tool for $20/ month ($49 setup fee). EmailNow can be integrated with Groundspring's donation tool, DonateNow, to provide integrated reporting on – for instance – how much money was raised by each email campaign. It does not, however, provide any tools to help create HTML e-newsletters without HTML knowledge.
- **Democracy In Action** (www.democracyinaction.org): Democracy in Action is a nonprofit that offers a suite of tools directed at those trying to mobilize large groups to action. Their e-newsletter tool is a bit expensive for what it is if purchased by itself ($200 setup and $50/month), but for an additional $50/month ($500 setup, $100/month), you can get a sophisticated integrated package that includes donation support, tools to email and fax politicians in bulk, tools to support meet-ups, website content management tools, and more - an amazing value for $100/month.

**Installable open source tools**

If you have the technical skills to install packaged code and databases on your server, then you may find a good bargain in open source e-news tools. You pay a flat fee (about $75 - $150) for the tool, download the code, and install it on your server. The tools are designed to be installed with no special access rights, and work fine in a shared environment. Once they are installed, they are similar to the low-end ASP tools described above.

# 6. INTERNET EXCHANGES

**What to look for in an E-News tool**

Tools are geared towards different needs and objectives. As you look at the list of considerations below, you will like find a number of them may or not be applicable to your organisation:

1. **Setup and monthly fees.** Most of the tools described are priced as an Application Service Provider (ASP) – essentially, you rent them by the month. Tools come in a huge range of prices – from free to hundreds of dollars a month. Make sure you understand what, if anything, you will pay up front as a setup fee, and what you will pay on a monthly or yearly basis.

2. **Maximum number of emails, subscribers, and/or lists.** For most tools, you buy a package that includes either a maximum number of emails per month, or a maximum number of list subscribers. Most tools will also let you manage multiple lists at the same time.

3. **Website integration.** Many tools provide a chunk of HTML code that, when placed on your website, allow visitors to subscribe themselves. Check if you can capture custom information about your visitors. Also check whether the tool will support more than one linked website form. A preferred e-news signup method – which only a few tools support - is to ask only for an email address to subscribe, but then to request additional optional information in a follow-up form once they've signed up.

4. **Subscriber import, export and integration.** Ensure that you can easily load in lists of new subscribers, or export the subscribers you have, to allow you to synch up subscribers with an offline contact management database. Most tools allow this.

5. **HTML support**. If you would like to create HTML emails (which allows graphics, complex formatting, and sophisticated reporting, but may be difficult for some your subscribers to view), make sure the tool you choose supports this. A tool that includes HTML templates or editing capabilities can be helpful if you don't have HTML expertise. Note that you don't necessarily need them - you can create HTML emails using separate HTML editing tools, such as Contribute, FrontPage or DreamWeaver.

6. **Personalisation and list segmentation.** If you're hoping for a more personalised approach, look for a tool that allows you to include personalised fields (i.e. “Dear Laura”) in your emails. Higher end tools will also allow you to send different emails to different subscribers based on their information (state, interest, etc) or even on their response to previous emails.

7. **Message preview and testing.** Check to make sure that you can see how your emails will look with preview functionality, an ability to send a test email, or both. Testing is critical, particularly if you're sending HTML emails.

8. **Ease of use.** Get a look at the administrative interface that you'll use to create emails and view reports – some of the tools on the market are difficult to work out.

9. **Email “From” Line**. Who does the email appear to be from when subscribers receive it? Where does a reply go if a subscriber replies to your email? Many tools allow you to simply enter a name and email address to appear as the “From” information.

10. **Ensuring Email Delivery**. A solid e-newsletter tool will help get your emails into inboxes and out of spam filters. Top tools have a strict anti-spam policy and create relationships with major ISPs (i.e. AOL, Hotmail) to "white-list" your e-newsletters – preventing them from ever being tagged as spam. Some tools let you do a "spam keyword" check before sending – to score your email on the likelihood that other automated tools will think its spam. This is a handy way to learn what makes an email look like spam.

11. **Bounces and unsubscribes**. Check what the process is for handling bounces (when an email is returned as undeliverable) and for unsubscribes. Some tools handle all of this automatically, some require you to be involved in the process, and some allow you to choose how involved you would like to be.

12. **Reporting.** All tools should be able to show you how many subscribers you have, and how the number has changed over time. If you are sending HTML emails, some of the higher end tools also offer extremely useful reports as to how many opened the email, and how many clicked on each link in the e-newsletter.

13. **Support.** As with any tool, check how responsive the vendor is to your questions and what methods you can use to reach them. Do they list a phone number, or is support only by email? How comprehensive is the documentation?

14. **Reputation and longevity of vendor**. Make sure the company seems stable. As with any other online vendor, you will have to go through the setup process all over again if they go out of business. And ensure that the email addresses on your list will belong solely to you. No reputable vendor would send emails to your list for any reason.

**Some E-Newsletter tips**

An easily to read and useful monthly e-newsletter is likely to have better results for a organisation than a boring and irrelevant newsletter. A few things to keep in mind as you think through your specific e-news strategy:

- **An e-newsletter doesn't stand alone.** Like any external communications, your e-newsletter should be part of an overall strategy, which encompasses print communications, PR, and your website.
- **Content is king.** Consider what to include and how to present it with just as much care as for a printed newsletter. Make sure your information is timely and relevant to your subscribers.
- **Brevity is key**. Few people will read all the way through a long email. Typically, an e-newsletter includes only short "teasers" to stories featured on your website.
- **HTMLor plain text.** Think carefully about whether to send your e-newsletter in an HTML format (which allows graphics, complex formatting, and sophisticated reporting, but may be difficult for some your subscribers to view), or in a plain text format (which limits the formatting, but ensures that all will be able to read it).
- **Timing matters.** The day and time that you send your e-newsletter can make a notable difference in the number of people who read it. Be consistent, so that your subscribers know when to expect your email.

# 7 MOBILISING ON THE INTERNET

## Objectives

To understand use of the Internet as a tool for mobilising support using:

- Alerts and
- Petitions.
- Real time interaction; “chats” or “cyber dialogues.”

## Alerts

### What is an alert?

An action alert is a message that someone sends out on the Internet asking for a specific action to be taken on a current political issue. Well-designed action alerts are a powerful way to invite people to participate in the processes of a democracy. Although an Internet action alert should always be part of an issue campaign with a coherent strategy and clear goals, this manual does not discuss the larger strategic questions. Instead, we have divided action alerts into two categories, single messages and structured campaigns.

Single alerts are broadcast in the hope that they will propagate to the maximum possible number of sympathetic Internet users. Structured campaigns are typically conducted through mailing lists specially constructed for the purpose.

A networked alert can travel far from its origin by being forwarded from friend to friend and list to list, without any additional cost being imposed on the original sender. This phenomenon of chain-forwarding is important, and one needs to think through its consequences.

**Example of alerts:** If you go to **www.genderlinks.org.za**, under “What is New” and alerts you will find examples of current and past alters on gender and media issues.

### Tips for writing effective action Alerts

1. **Establish authenticity:**
   Bogus action alerts -- such as the notorious "virus" alerts -- travel just as fast as real ones. Don't give alerts a bad name. Include clear information about the sponsoring organisation and provide the reader with several ways of tracing back to you - e-mail address, postal address, URL, phone number, etc. Including this contact information makes sense anyway - you want people to join your movement, and this means establishing contact with you. There's no substitute for clearly explaining who you are and giving people a way to reach you.

2. **Put a date on it:**
   Paper mail and faxes get thrown away quickly, but action alerts can travel through the Internet forever. Do not count on the message header to convey the date (or anything else); people who forward Internet messages frequently strip off the header. Even better, give your recommended action a clearly stated time-out date, e.g., "Take this action until June 30, 2005".

3. **Include clear beginning and ending markers:**
   You can't prevent people from modifying your alert as they pass it along. So put a bold row of dashes or something similar at the top and bottom so additional comments will look extra. That way it will be very clear what you and your credibility are standing behind.

4. **Beware of second-hand alerts:**
   Although it is uncommon for someone to modify the text of your alert, sometimes people will foolishly send out their own paraphrase of an alert, perhaps based on something they heard verbally. These second-hand alerts usually contain exaggerations and other factual inaccuracies, and as a result they can easily be used to discredit your alert. If you become aware of inaccurate variants of your alert, you should immediately notify relevant mailing lists of the existence of these second-hand alerts.

5. **Think about whether you want the alert to propagate at all:**
   If your alerts concern highly sensitive matters, for example, the status of specifically named political prisoners, then you will probably want to know precisely who is getting your notices, and how, and in what context. If so, include a prominent notice forbidding the alert's recipients from forwarding it.

6. **Make it self-contained:**
   Don't presuppose that your readers will have any context beyond what they'll get on the news. Your alert will probably be read by people who have never heard of you or your cause. So define your terms, avoid references to previous messages on your mailing list, and provide lots of background, or at least some simple instructions for getting useful background materials. In fact, you might consider making the e-mailed alert relatively short and include the URL for a Web page that provides the full details. Your most important audience consists of people who are sympathetic to your cause and want to learn more about it before they can take action. Write your alert with that type of reader in mind, not the complete insider or the apathetic stranger.

7. **Ask your reader to take a simple, clearly defined, rationally chosen action:**
   For example, you might ask people to call their representatives and express a certain view on an issue. In this case, you should provide a way to find that representative's name and number, and explain how to conduct the conversation: what to say, how to answer certain likely questions, and so on. The purpose of such a script is not to impose your thinking but to help people to learn a skill that might otherwise be intimidating. Decide whether to ask for e-mail messages (which can be huge in number but near-zero in effect), written letters (which will be fewer but more effective), or phone calls (which fall in between). Consider other options as well: perhaps the sole purpose of your alert is to solicit contacts from a small number of committed activists, or to gather information, or to start a mailing list to organize further actions.

8. **Make it easy to understand:**
   It is crucial to begin with a good, clear headline that summarizes the issue and the recommended action. Use plain language, not jargon. Check your spelling. Use short sentences and simple grammar. Choose words that will be understood worldwide, not just in your own country or culture. Solicit comments on a draft before sending it out.

9. **Start a movement, not a panic:**
   Do not say "forward this to everyone you know". Do not overstate. Do not plead. Do not say "Please Act NOW!!!" Do not rant about the urgency of telling everyone in the universe about your issue. You're not trying to address "everyone"; you're trying to address a targeted group of people who are inclined to care about the issue. And if the issue really is time-critical then just explain why, in sober language. Do not get obsessed with the immediate situation at hand. Maintaining a sense of that larger context will help you and your readers from becoming dispirited in the event that you lose the immediate battle.

10. **Give the facts- accurately:**
    Most people have never heard of your issue, and they need facts to evaluate it. Your message will circle the earth, so double-check. Errors can be disastrous. Even a small mistake can make it easy for your opponents to dismiss your alerts - and Internet alerts in general - as "rumors". Once you do discover a mistake, it will be impossible to issue a correction.

11. **Don't just preach to the converted:**
    When you are very caught up in your cause, it is easy to send out a message in the language you use when discussing the issue with your fellow campaigners. Often this language is “shorthand” that doesn't really explain anything to an outsider. If you really care about your issue, you'll take the time to find language that is suitable for a much broader audience. This can take practice.

12. **Avoid polemics:**
    Your readers should not have to feel they are being hectored to go along with something from the pure righteousness of it. Some people seem to associate non-polemical language with deference, as if they were being made to bow at the feet of the king. This is not so. You will not succeed unless you assume that your readers are reasonable people who are willing to act if they are provided with good reasons.

13. **Make it easy to read:**
    Use a simple, clear layout with lots of white space. Break up long paragraphs. Use bullets and section headings to avoid visual monotony. If your organization plans to send out action alerts regularly, use a distinctive design so that everyone can recognize your "brand name" instantly. Use only plain ASCII characters, which are the common denominator among Internet character sets.

14. **DO NOT use a chain-letter petition:**
    A chain-letter petition is an action alert that includes a list of names at the end; it invites people to add their own name to the list, send in the petition if their name is the 30th or 60th etc, and in any case forward the resulting alert-plus-signature-list to everyone they know. This idea sounds great in the abstract, but it really doesn't work. The problem is that most of the signatures will never reach their destination, since the chain will fizzle out before reaching the next multiple of 30 in length.

**15. Urge people to inform you of their actions:**

If you are calling on people to telephone a legislator's office, for example, you should provide an e-mail address and invite them to send you a brief message. Explain that you'll use these messages to count the number of callers your alert has generated, and this information will be invaluable when you speak with the legislator's staffers later on. Only do this, though, if your mail server is capable of handling large amounts of messages in a short period. You might want to check this out with your service provider beforehand.

**16. Don't overdo it:**

Action alerts might become as unwelcome as direct-mail advertising. Postpone that day by picking your fights and including some useful, thought-provoking information in your alert message. If you're running a sustained campaign, set up your own list. Then send out a single message that calls for some action and include an advertisement for your new list. If you must send out multiple alerts on the same issue, make sure each one is easily distinguishable from the others and provides fresh, useful information. Above all, don't spam. Post your message only where it belongs.

**17. Don't mistake e-mail for organising:**

An action alert is not an organisation. If you want to build a lasting political movement, at some point you'll have to gather people together. The Internet is a useful tool for organising, but it's just one tool and one medium among many that you will need, and you should evaluate it largely in terms of its contribution to larger organising goals. Do the people you reach through Internet alerts move up into more active positions in your movement? Do you draw them into conferences, talk to them by phone, meet them in person, become accountable to them to provide specific information and answer questions? If not, why do you keep reaching out to them?

**18. Encourage good practices:**

The Internet is a democratic medium that provides us all with the time and space to do the right thing. So let's use the Internet in a positive way and encourage others to do the same. Remember, forwarding a badly designed action alert actually harms the cause that it is supposed to support. Modeling thoughtful, constructive action on the Internet, however, provides everyone with a living example of democracy in action. Do a post-mortem when it is all over.







# 7. MOBILISING ON THE INTERNET

**Petitions**

A petition may be defined as: “a request to an authority, most commonly a government official or public entity. A petition is a document addressed to some official and signed by numerous individuals. A petition may be oral rather than written, and in this era may be transmitted via the Internet. The term also has a specific meaning in the legal profession as a request, directed to a court or administrative tribunal, seeking some sort of relief such as a court order.”
source: en.wikipedia.oeg/wiki/Petition

**EXERCISE**

Read the following case study of a petition. What were the main elements? How did SAGEM use the Internet? How would you evaluate the success of the campaign?

Much has been said and written about the “Strip the back page” campaign spearheaded by the South African Gender and Media (SAGEM) Network. The campaign went online on the 1 February 2004 when Women’sNet, a SAGEM member began circulating a petition urging editors to drop pages that objectify women and replace it with stories about women in all their diversity in the run-up to International Women’s Day on 8 March 2004.

There is a tradition around the globe of women being handed over the task of “making the news” on International Women’s Day (8 March). The newly formed SAGEM, by challenging the most sexist parts of the news, aimed to test whether editors talking the talk of gender equality were willing to walk the walk.

No sooner had the petition hit the wires than SAGEM began to receive scores of responses and comments, as well as unprecedented media coverage. In all, the SAGEM petition attracted 218 signatures between 1 February 2004 to 1 March 2004. Some of the comments are captured in the box below:

**Comments on the Strip the Back Page Campaign**

| | |
|---|---|
| **Veronica Mohapeloa** : | I support this campaign, hoping to get all those chauvinistic editors and reporters to mend their ways. It is time this important lesson is learnt. Especially now that we have entered the 21st century, such presentation of women in the media is absolutely unacceptable! |
| **Rossetta Simelane** | Replubic of South Africa **:** I fully support the campaign. Actually the back page must be stripped forever!!!! |
| **Ditshego Magoro** : | I think is about time we do something about how the media is portraying us as women. |
| **Edward Cottle** : | I support Stripping the Back Page and Dressing it with Real News! |
| **Virginia Molose** : | Congratulations on a worthwhile cause. These sort of campaigns need to live beyond 09/08. We need to now target electronic media and free television and radio from such humiliating stereotypes about women. |
| **Seabo Gaeganelwe**: | This is one campaign that is long overdue. As an individual it makes me sick that 10 years into our democracy the media in our country still depicts women as sex objects .Let us join civilized society in destroying this sick portrayal of Women by the "Fourth Estate". |

For more comments go to: www.womensnet.org.za

# 7. MOBILISING ON THE INTERNET

In a statement "distancing" itself from the campaign on grounds that SANEF could not determine the editorial policy of its members, SANEF simultaneously indicated that individual editors "might well support" the campaign. Head of the Rhodes University media department Guy Berger, also deputy Chair of SANEF, described as "infantile" the Sunday Times' particularly hostile and personalised attacks on Gender Links. Writing in his regular column for the Mail and Guardian Online, he cast the response in the broader context of the South African media's thin skin for criticism of any kind.

Responses to the "Strip the Back Page" campaign show that while many editors subscribe to the ideals of gender equality, some have not thought through the implications of this for the content of their news pages.

The refusal to engage with the issue just reinforces how important it is to keep the issue of women's representation in the media on the table. We have to address the issue of the status of women in this society. The media has a pivotal role to play in this struggle.

**How to develop a petition**



Petitions can be effective ways of getting many supporters to rally around an issue. Individual letters and phone calls, however, are still very effective and should be encouraged in addition to signing a petition.

Each petition should have a statement of facts structured as a logical argument, and concluded with a statement of position on the part of those signing. People need to know what they are agreeing to! You can make sure they understand the issue by making the background available - a page or two about the issue (its importance and relevance to the public, why the issue is so important to be addressed now, the expected result of action, etc.)

Traditionally petitions are printed on paper, with activists asking try get people to support the petition by singing it. Often, you will see a group of people sitting at a small table outside a supermarket, who will approach you to sign their petition. A traditional petition looks something like this:

**Sample petition form**

Whereas:
1. Statement of Fact
2. Second Statement of Fact, and
3. Third Statement of Fact
4. We request that:
   Statement of position, who is to act on position, and how they might act on position.

| Signature | Name | Residential Address | Postal Code | Date |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |

# 7. MOBILISING ON THE INTERNET

**E-mail petitions**

Email petitions are usually forwarded from person to person and have a long list of names or email addresses at the bottom. The recipient of the email is asked to add his or her name and forward it to others.

The main problem with many of these email petitions is that a surprising number of them do not seem to have a final destination. In other words, they keep circulating from person to person, but there's no information about who is going to give the names to the government agency, politician, celebrity or whoever is supposed to receive them.

Some email petitions do have instructions, usually to forward the latest version to the originator's email address when a certain number of names have been added. Others ask that when a limit has been reached, the email be forwarded directly to the organisation, government, or particular email address. This type of petition most often does not achieve its purpose. If there is a petition that a lot of people are inspired to sign and circulate; it creates such a volume of email to the originator that either that person or their email server brings it to a halt.

The biggest problem with email petitions, however, is that they do not really carry the weight of a personally-signed petition. The reason paper petitions are more effective is that real people have signed them with real signatures and, presumably, real addresses. When petitions are circulated to qualify a political candidate for public office or an initiative is launched to change a law, the petitions are accepted only if a minimum number of the signatories are validated by comparing name and address information with known records. The names on an email petition, however, can be easily fabricated. There is no way of knowing whether the alleged "signers" really attached their names or if someone simply created or borrowed a list of names and pasted them into the email.

**Online petitions**

Online petitions potentially carry more clout because they ask for names and addresses, although there is still the lack of a signature (unless electronic signatures become popular for petitions). This still leaves the issue of whether the names and addresses being fabricated or borrowed in doubt.

The biggest question with regard to online petitions, however, is who is sponsoring them and why? Many of the online petition websites do not list the names of any of the people running the petition or campaign, have no information about the organisation or organisations associated with it, if any, and give no evidence that the petitions have been presented. Yet hundreds of thousands of people give petition websites their personal information including addresses, business information, and email addresses.

Those hundreds of thousands of names, addresses, phone numbers, and email addresses are a gold mine for marketers who use these lists to send various kinds of solicitations and can make a fortune renting, selling, and sharing the names on the lists with other businesses. The online petition sites have been a sensational source of not only new names for mailing lists but names of people who can be identified as having particular interests such as supporting conservative or liberal causes, environmental issues, animals rights, etc.

# 7. MOBILISING ON THE INTERNET

There is nothing wrong with businesses and other organisations accumulating mailing lists and there is nothing wrong with any of us ending up on one...as long as it is a mailing list that we have chosen to belong to.

If you creating an online petition make sure that you address the following issues:

1. Who owns, sponsors, or runs the site either individually or organisationally?
2. Information on when, where and how the petition will be presented
3. Be careful to protect the integrity of the information you receive. For example, be specific if you are going to use information on mailing lists, etc.

**Example of an online petition**

To African Union Heads of State

Your Excellencies:

**Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa**

We the undersigned write to you regarding the ratification of the Protocol on the African Charter on Human and Peoples' Rights on the Rights of Women in Africa by member states of the African Union and urge your Excellencies to ensure the fast tracking of its ratification by your respective governments by the next Heads of States Summit in July 2004.

As you will recall, the Protocol was adopted in July 2003 during the Second Ordinary Session of the Heads of States held in Maputo. Its adoption was celebrated by African women, women's and human rights organizations in Africa and the diaspora as a major step towards finally securing a legal and rights framework for the protection and advancement of the human rights of African women.

However, one month before its first anniversary only 29 of the AU's 53 member states have signed the Protocol and only one (Comoros) has ratified it. This record undermines the stated intention of African governments to protect and promote the rights of all their peoples.

Many women and their families experience social, cultural and economic rights abuses and political discrimination on a daily basis. Physical violence, vulnerability to life-threatening diseases most notably HIV/AIDS, poor educational opportunities and legal barriers around rights to property combine to keep women in Africa as second class citizens as well as inhibiting their ability to contribute fully to the prosperity of the continent.

Our call for the urgent ratification of the Protocol by all countries of the African Union deserves your serious consideration. Ratification will send a clear signal that women and men can and should enjoy equal rights and responsibilities. This enjoyment, in turn, will realise benefits to the whole of the continent.

We in civil society share the dream of the Heads of States that Africa's social, economic and political well-being rests on enabling women's resourcefulness at this time. We trust therefore that you will recognize the urgency of the situation and will facilitate the speedy ratification of the Protocol thereby completing the good work that your Excellencies began in Maputo last year.

Yours sincerely
African Women's Development & Communication Network (FEMNET)
Credo for Freedom of Expression and Associated Rights, Rotimi Sankore - Coordinator
Equality Now, Faiza Jama Mohamed - Africa Regional Director
Fahamu, Firoze Manji - Director
Oxfam GB, Irungu Houghton - Pan-African Policy Adviser
and more than 200 others
Visit http://www.pambazuka.org/petition/petition.php?id=1 to sign the petition urging African states to ratify the Protocol on the Rights of Women in Africa. Once you have signed online remember to confirm your signature through an email that will be sent to you.

# 7. MOBILISING ON THE INTERNET

There are many websites that give you information about online petitions. Many of these websites allow you to create and host petitions for free or for a small fee.

Some examples of websites which allow you to create petitions:
www.petitions.org/
www.petitionsite.com/
www.petitiononline.com/

**Cyber dialogues**

Cyber dialogues or Chat rooms are places on the Internet where people can plan meetings and share ideas. Chat is a form of communication which allows immediate interaction on the Internet. The earliest form was Internet Relay Chat (IRC), a text-based communications network. Now, there are newer Internet technologies which make it possible for a group of people to meet and talk online. With chat technology, all conversations take place in real time. This means that you need to be on the Internet at the same time. Chat has been used extensively for live coverage of world events, news, sports commentary, etc. For activists, it can be a useful tool for convening online meetings, debates and conferences. The group must be connected to the Internet all at the same. There are many free cyber dialogues available today. The most commonly used are Yahoo and MSN messengers.

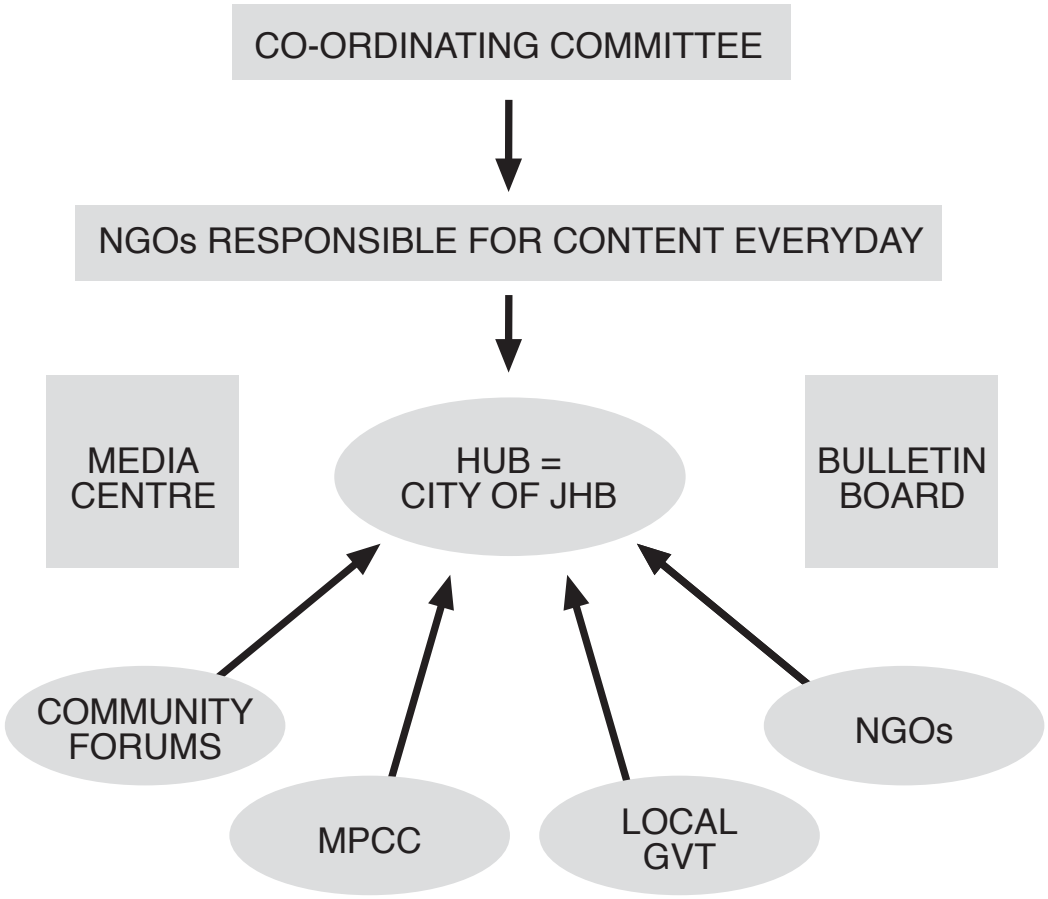
**EXERCISE**

**Making it work for gender justice**
Read the case study below of the Sixteen Days of Activism cyber dialogues piloted by Gender Links in South Africa. What were the main elements of the cyber dialogues? How did GL make use of ICTs in the campaign? What were the outcomes? Can these be replicated?

The cyber dialogues that had South Africa “chatting” about gender justice for 16 days ended with a strong call to ensure that “peace begins at home.”

The dialogues, according to a statement released by partner organisations on 10 December 2004 (Human Rights Day), “opened an unprecedented space for those most directly affected to speak out.” This happened both in the face-to-face discussions that took place at 66 centres in all nine provinces as well as in the daily lunch time chats that allowed these groups to pose questions to the 55 experts and decision-makers who took part in the cyber dialogues on different days.

# 7. MOBILISING ON THE INTERNET




As illustrated in the diagram, the cyber dialogues consisted of:

- Different themes for each day, for which the sixteen participating NGOs prepared fact sheets and organised panelists who came to a central hub.
- Face to face debates on the theme at the hub, as well as at 80 access points around the country included government information multipurpose centres; local government libraries and community centres and the local level offices of partner NGOs. These took place from 12.00 to 13.00 each day.
- An Internet link up between the hub and the satellite points via a chat room provided through the partnership with Microsoft and Telkom.
- A daily poll question where participants could register their view and facility to access the results in graphical format.
- A summary of the chat and especially of action points at the close of each day.
- A bulletin board which participants could post comments to at any time.
- A video conference on the last day of the cyber dialogues that involved four panelists each in five Southern African countries with about twenty audience participants in each country (supported by the British Council and UNIFEM SARO).
- Media kits and a media liaison officer who ensured maximum publicity for the cyber dialogues and tracked the increased coverage that resulted from having structured debates, with interesting and knowledgeable speakers at the hub, and views from around the country on the different themes.

# 7. MOBILISING ON THE INTERNET

On every day of the dialogues, held under the banner of "Making IT work for gender justice" at least one person came online to say that they had been raped. 'Lalu' sent this message on the 8 December: "I was brutally raped by my employer….Because I earn R900 I could not afford to get a lawyer. I am now unemployed, where and what help can I get help?" Lalu received several messages back with the contact information for organisations that could help her.

In the live discussion in Alexandra on the same day, Nellie Baloi said that in the ten years of South Africa's freedom, her testimony before the group had been the first time that she had experienced personal freedom. She recounted how earlier this year her partner sought her out at her mother's house where she had taken refuge; burnt her house and doused her with petrol, ready to burn her alive. He committed suicide after neighbours came to the rescue.

Organisers of the cyber dialogues saluted "the courage of those who have taken the space provided by the Sixteen Days of Activism on Gender Violence to speak out. We must not let them down. It is now up to all of us as a nation to secure that space with concrete action."

NGOs expressed concern that despite the government commitment to the campaign, the Sexual Offences Bill that has been on the cards since 1996, has still not been passed. In particular, they urged the government to reinstate the treatment clause that had been removed by the justice portfolio committee on grounds that it had not been sufficiently costed.

"It is inconsistent that this bill should make provisions for the rehabilitation of perpetrators, and then say nothing about the treatment and care of those affected," said GL Director Colleen Lowe Morna. "This provision is especially important because of the widespread findings that Post Exposure Prophylaxis is not available to survivors of sexual assault in many health facilities."

PEP is a course of anti retroviral drugs which, if taken within 72 hours of exposure to the possibility of HIV infection can reduce the chances of transmission. Currently this is provided for in government policy but not in law.

During the cyber dialogues Esther Maluleke of the Ministry of Health said that her ministry will be conducting an audit in 2005 on the availability of Post Exposure Prophylaxis to reduce the possibility of HIV infection for the survivors of sexual assault.

Maluleke also announced that in response to research showing that only 16 percent of the few women who have taken the treatment adhere to it, the department is looking at how to integrate this provision into home-based care, including the possibility of "treatment buddies".

# 7. MOBILISING ON THE INTERNET

**Government prompted into action**

Other important commitments made by the government during the cyber dialogues that will now be closely monitored by civil society partners include:

- Peter Durandt of the Department of Justice and Constitutional Development said that the department would be launching a hotline to receive complaints or hear about difficulties that survivors of sexual assault are experiencing with the courts.
- Susan Pienaar of the South African Police Service (SAPS) said that the police will be launching an integrated inter-sectoral training programme on domestic violence in 2005.
- Robbie Raburabu of the Independent Complaints Directorate outlined the role of the IDC in receiving complaints about the police and their handling of domestic violence matters. He urged the public to make greater use of this facility.
- Following criticism that the government is doing little to support places of safety and care for survivors of sexual assault, Deputy Minister of Social Development Jean Benjamin announced that her department will be building nine new shelters per province each year over the next three years as well as 29 one stop centres for survivors of sexual assault.

Participants in the daily discussions stressed that at the root of gender violence is the inequality between women and men reflected in every sphere of life, and reinforced by custom, culture, tradition, the media and religion. The may long term solutions proposed centre on empowering women as well as changing the attitudes of men. As one "chatter" put it: "South African men wake up. The world is watching you!" And another: "Bring back ubuntu!"

Survivors of gender violence said that services offered to them should include vocational training and finding employment. Several recommendations related to making information technology more accessible to rural areas as part of a broader campaign to empower women. As one participant put it: "This chat is such a wonderful medium – let us use it constructively to seriously better life in our communities."







**Instant messaging**

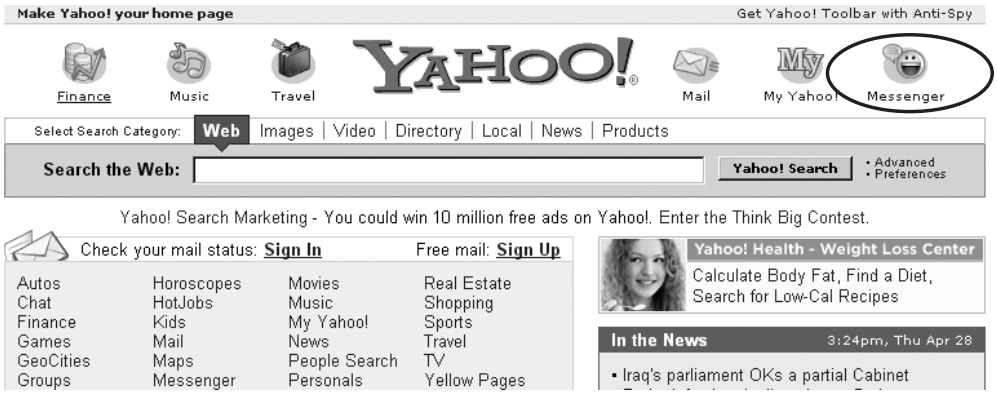
Another collaborative tool, which is growing in popularity, is instant messaging. Instant messaging applications allow you to communicate with colleagues instantly. Activists can use instant messaging to identify colleagues they might want to be in contact with when both are online at the same time. In addition to sending instant text messages, some services make it possible for activists to send files and pictures instantly, and to conduct audio and/or video conferences. Users should be aware that not all instant messaging services are inter-operable. For example, if you are using Yahoo's messenger, you will not be able to send instant messages to someone using AOL's instant messenger.

For the purposes of this exercise, we will use Yahoo Messenger. In order to do this, we all need to first register for a free Yahoo email account. This will give us a Yahoo ID and password.

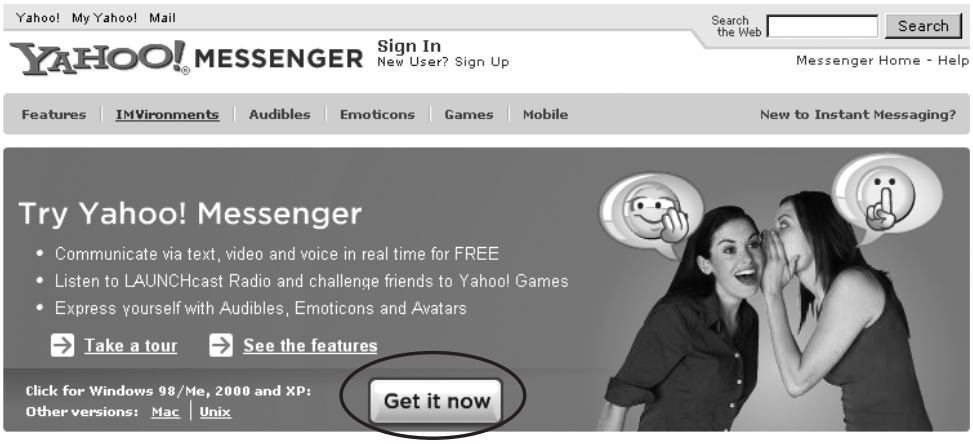
# 7. MOBILISING ON THE INTERNET

### Setting up Yahoo Messenger

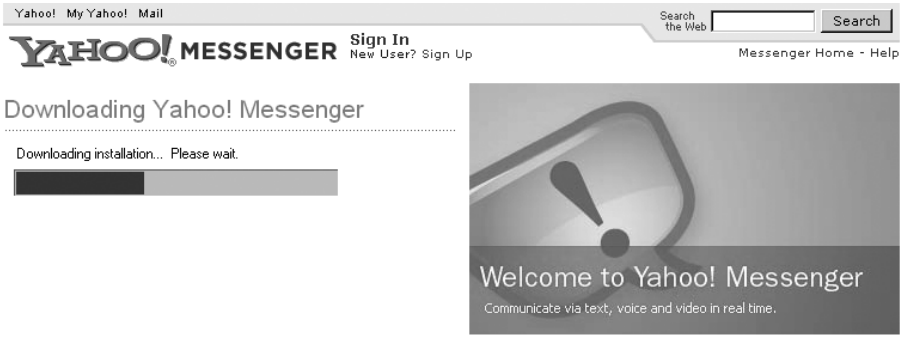
**Step one: Go to www.yahoo.com**
Click on Messenger in top right corner.




**Step two: Click on "Get it now"**

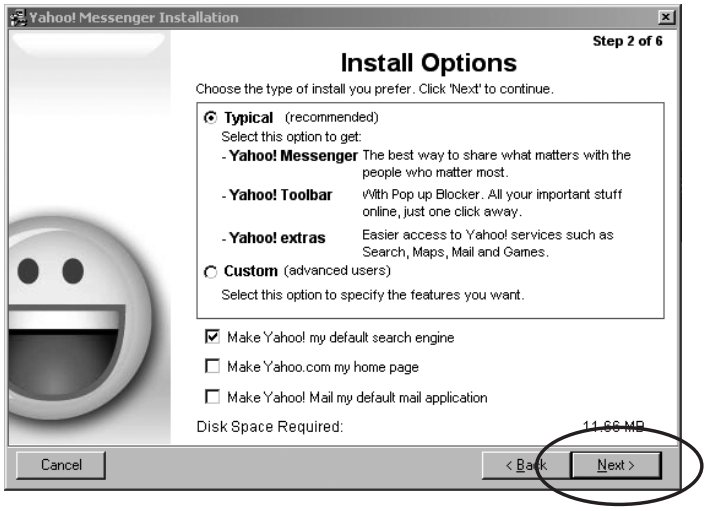



**Step three: Yahoo Messenger begins downloading**

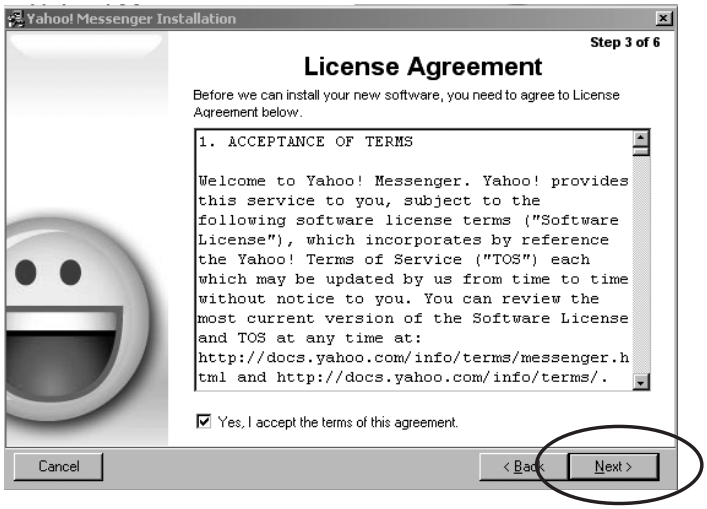



Firewall support by distinct
Copyright © 2005 Yahoo! Inc. All rights reserved. Privacy Policy - Terms of Service - Copyright/IP Policy - Help

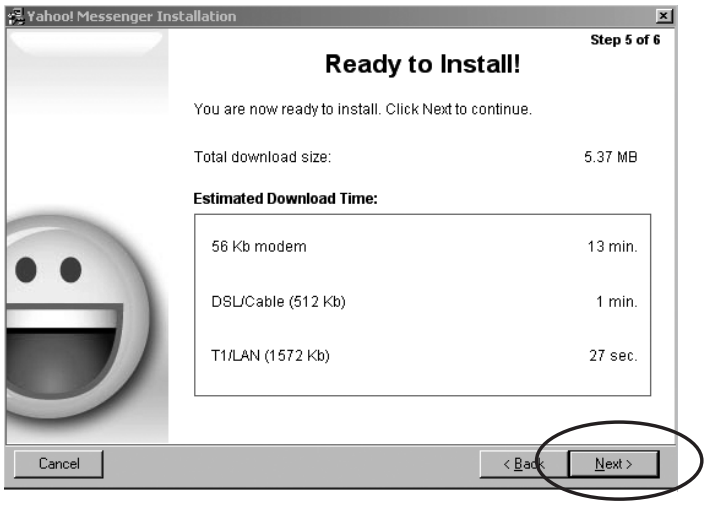
**Step four: Click on Next (bottom right corner)**




**Step five: Click on "Yes, I accept the terms of this agreement". Click Next**



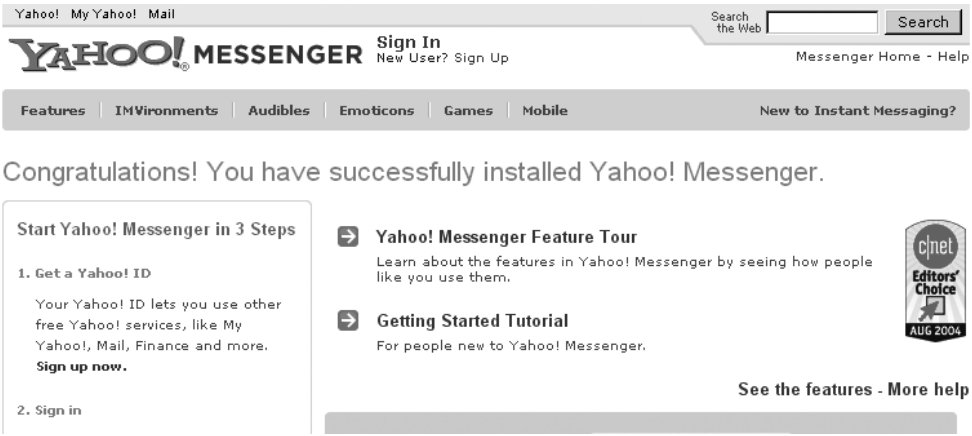

**Step six: Click Next**



**Step seven: Let it install:**



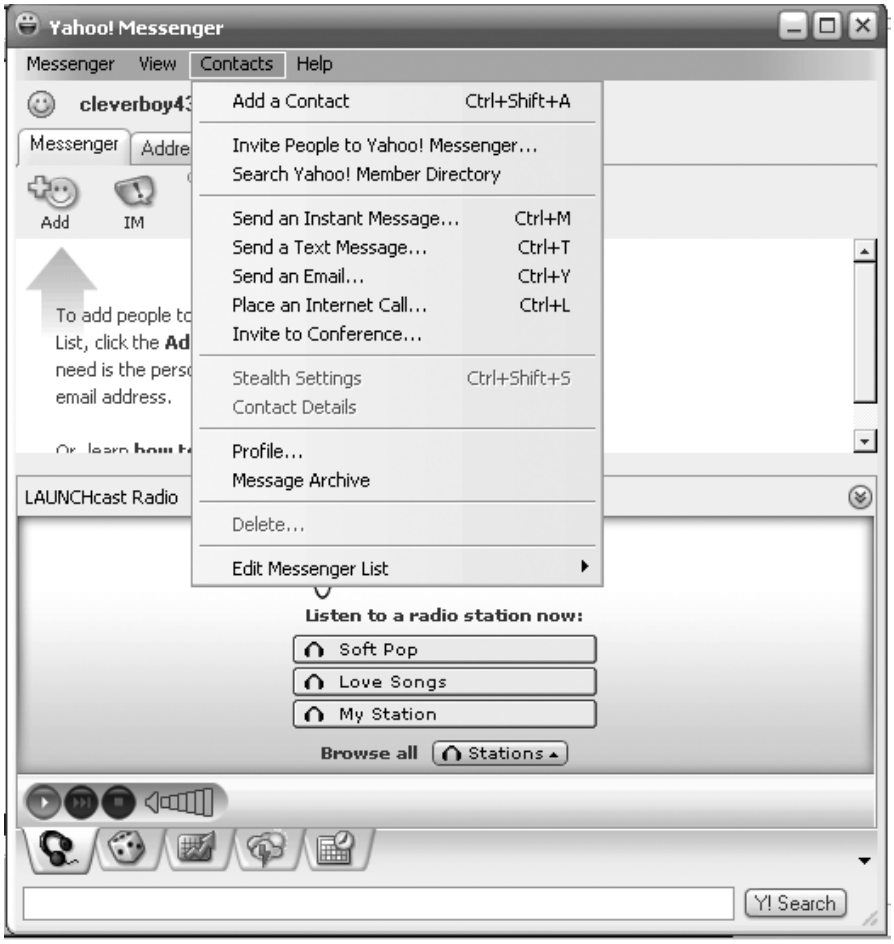

**Step eight: Congratulations. You have successfully installed Yahoo Messenger**




**Step nine: To start using Yahoo Messenger, sign in with your Yahoo ID and password. Then click "sign In"**



**Step ten: To add contacts to your mailing list, click on "Contact" and select "Add Contact".**




**Step eleven: Type in the Yahoo ID or email address of the contact wish to add. Click on Next and in the following screen Next again.**



**Step twelve: Enter a name for your mailing list. For example, "Gender activists" Click on Next. Enter a brief message about the mailing list, like below.**




**Step thirteen: You have successfully added a new contact. You can repeat the above steps to add more contacts to your mailing list.**



# 7. MOBILISING ON THE INTERNET

## Voice over Internet Protocol (VoIP)

VoIP or **Voice over Internet Protocol** is an Internet technology that is causing a revolution in the telecommunications industry. VoIP can turn a standard Internet connection into a way to place free phone calls.

VoIP works by taking analogue audio signals, like the kind you hear when you talk on the phone, and turning them into digital data that can be transmitted over the Internet.

By using some of the free VoIP software that is available to make Internet phone calls, you can bypass the telephone company (and its charges) entirely.

The most common and easiest way to use VoIP is from computer to computer. Both computers need to be running the same software. There are several companies offering free or very low-cost software that you can use for this type of VoIP. All you need is the software, a microphone, speakers, a sound card and an Internet connection; preferably a fast one like you would get through an ADSL modem. Except for your normal monthly internet fee, there is usually no charge for computer-to-computer calls, no matter the distance.

You can also use VoIP to make a telephone call from computer to telephone instrument. This reduces your telephone costs as you pay for the call at the local rates of the country you are placing the call to. For example, you can call the US from South Africa using VoIP. You connect to the Internet. You use a VoIP program to connect to the telephone number in the US you want to talk to. You are charged for a local call at US rates.

- If you're interested in trying VoIP, then you should check out some of the free VoIP software available on the Net. You should be able to download and set it up in about three to five minutes. Get a friend to download the software, too, and you can start tinkering with VoIP to get a feel for how it works. The most popular VoIP software is know as Skype which has several million users. It's very easy to download and use. For more information go http://www.skype.com.

# ANNEX

**What is open source software (OSS)?**

Open source software is software that is developed collaboratively by developers and programmers. The software itself is available at little or no cost. The key characteristics are:

- **Free:** The software doesn't cost anything to obtain – although there are costs involved in configuring and maintaining it, just like with other software;
- **Open:** Because the software code is open and readable by anyone, it also means that the software can be modified by anyone with programming skills ... allowing for the translation of software into local languages or the addition of features needed by a particular group;
- **Collaborative:** Open source software draws its strength from the fact that people who improve, modify or customise programs must give it back to the open source community so others can benefit from their work.

This concept contrasts with proprietary software. You need to buy proprietary software and you need to purchase a license for every person using the software in your organisation. The source code is closed and programmers do not have access to modify or change programs. Proprietary software can be very costly. Microsoft Office is an example of proprietary software.

**Is open source software free?**

Yes and no. Open source software is free - users may freely copy and distribute the software. However, a total IT solution consists of hardware, software and services such as support and training. It is important to take all of these into account when discussing the cost of software. So although you will not have to buy the software, you may have to pay to have the software installed and supported. The free concept in open source software refers more specifically to freedom: free as in "free speech" or "free market", rather than "free drinks". OSS gives users the freedom to use and modify the software to suit their own needs. For non-technical users, this means the freedom from being locked into a single provider for software fixes, upgrades, support and other services.

**What can open source software do for organisations?**

There are open source software equivalents for most (if not all) IT requirements. There are open source operating systems, document-processing packages (office productivity suites), dialup, email and Web browsing programmes. You can get open source games, multimedia and graphics applications. Since open source software may be freely used, copied and redistributed, it offers a very affordable option for organisations.

*Examples of open source packages:*

- Operating system: Linux, Ubuntu Linux, Impi Linux, Free BSD
- Openoffice is an equivalent of Microsoft Office and includes word processing and spreadsheet programmes. Mozilla is an open source browser which is equivalent to Internet Explorer.

# ANNEX

**Benefits of open source**

There are many good reasons to consider open source software for your organization. Some of these reasons include:

- Software and updates can be obtained at low or no cost. There are no license fees.
- Software can be customized to suit specific user needs (e.g. creating operating systems in many different languages. There are Zulu, Xhosa and Tswana versions of Linux)
- You are less likely to be dependent on a single software provider or trapped into long term software support contract (no "lock in"). There are many developers worldwide who can assist with development and maintenance.
- Using open source makes you a part of a larger community that generally shares cooperative values.
- Software and documentation upgrade expenses can be distributed among groups.
- Creates an opportunity to hire small, local developers to improve the software rather than big foreign software publishers.
- Better security. The open source model allows more programmers to participate in the debugging of code. Specifically Linux and applications running on Linux have proven to be more reliable and secure than Windows equivalents. Also, less likely to have virus problems
- Hardware flexibility. With some smart coding, Linux can be scaled to run on almost any kind of hardware. This is especially important for organizations who aim to use older computers.
- Bugs tend to get fixed more quickly.

**Why use open source?**

There has been a great deal of discussion of the benefits of open source for organisations. Using open source does have limitations and challenges, but it also presents benefits to civil society organizations:

- ***Lower information technology costs:*** Open source eliminates the need to pay for software licenses. This does not mean that you can eliminate information technology costs altogether – there is still a need for staff and equipment to make it all work. But open source can definitely lower overall costs, especially for organizations that need advanced servers, databases and web applications.
- ***Flexible software solutions:*** The fact that the code is "open" means that software can be modified to respond to needs not addressed by the original developer. It is useful for applications where it may be desirable to add on new features that accommodate the unique needs of your organization.
- ***Better security:*** Mature open source applications – Linux, Apache, SendMail, OpenOffice.org– tend to be more secure than their proprietary counterparts. This is partly due to the fact that the code is open, allowing system administrators and others concerned with security to quickly identify problems and propose solutions to the lead software developers. Also, open source applications tend not to be targeted by people who make viruses. This kind of improved security is vital for civil society organizations who want keep unwanted "snoopers" out of their network and who cannot afford the downtime that comes with virus attacks.
- Collaborative, cooperative values: Open source is based on a set of collaborative and cooperative values. It assumes that we can create more useful tools by working together than we can by competing. Using open source is not only a way to support these values, but it can also provide a way to learn from them. The open source community presents a very practical and adaptable example of how organizations can work collaboratively.

# GLOSSARY

**CD-ROM & CD-RW**
The CD ROM drive is like the CD drive found on a music system and operates in the same way. On a PC, software is often installed from CD-ROM disks and people now use CD-Writers to 'cut' or 'burn' their data onto blank CD disks. CD's are useful because they can store a large amount of information and last for a long time.

**CPU**
Central Processing Unit. This is the part of your computer which fits onto the motherboard and can be compared to a human brain. All the instructions in computer programs must be 'processed' and executed via this little device.

**Floppy disk drive**
A slot at the front of your system unit is the floppy disk drive. Small plastic diskettes fit into this slot and can be used to store information. They are called 'stiffy' disks for short.

**FTP**
stands for **File Transfer Protocol**. This is a protocol specially used for transferring files between computers, using a special program.

**Hard disk drive**
This is a storage device. It consists of a number of metal plates which store information permanently. This is where you will usually save files and this is also where programs you install on the PC are stored. It is located in the system unit. Be careful never to handle a magnet near your hard drive, or a stiffy disk, as it can corrupt or erase the data.

**Hardware**
The actual machine parts of the computer – all the pieces you can touch and see. We can think of these parts as the parts of the human body – we can see all the legs and arms and heads, but we cannot actually tell what is going on inside. Examples are – monitor, speakers, printers, CPU, motherboard, etc.

**Host Computer**
is a computer which stores or 'hosts' files (web sites) accessed via the Web.

**Internet**
means a global network of computers and computer networks which are linked together by telephone and satellite. Direct access to the main infrastructure of the Net is usually only available via an ISP.

**ISP**
Stands for Internet Service Provider. When you connect to the Net, you dial your ISP and they provide you with a connection.

**Keyboard**
The keyboard is an input device. This means that you can send data to your computer by typing it in on your keyboard. Take some time to examine the different sections of your keyboard. Later in the manual, the different functions and keys are explained

# GLOSSARY

**Monitor**
A screen which displays images. Monitors come in different sizes and these days they are usually colour. The image quality varies depending upon the quality of your machine's parts, especially how much memory it has. The monitor plugs into your PC system unit at the back, and the image is sent along the cord to the screen.

**Modem**
A device which connects your computer to a telephone line so that you can connect to the Internet. It converts your computer's signal into a telephone signal so that information from you machine (messages, documents, etc) can be sent along the telephone line to someone else's machine. The modem attached to their PC will decode the signal from a telephone signal to a computer signal, and they will be able to understand the information you they have received from you. A internal modem can be slotted onto the motherboard and an internal modem is connected at the back of the PC from outside the casing. There will be more about the Internet in the section on email.



**Motherboard**
This is the plastic card inside your computer 'box' or system unit which has many electronic circuits imprinted on it. It has slots for the CPU, RAM memory cards, device cards (e.g. video card, network card, sound card, etc).



**Mouse**
A small input device which fits into the palm of the hand. It has clickable buttons and plugs into the motherboard at the back of the system unit box.



**Network**
A network consists of 2 or more PC's, linked together using special hardware called network cards and cables. Linking PC's to each other means they can communicate and also that they can share resources – e.g., if there is only 1 printer available, it could be connected to 1 person's PC and everyone can use it by accessing it through the network connection to that machine. A Network in your office or building would be called a LAN (Local Area Network).

**Printer**
An output device. To obtain a paper copy of a document you have on your computer, print it out. Printed versions of information stored on PC's are referred to as 'hard copy'. The printer plugs into your machine at the back of the system case.

**Protocol**
is a set of rules governing the way in which machines communicate with each other. Data cannot be transferred over a network unless the correct protocols are set up.

**Scanner**
An input device, this is a machine similar to a photocopier: it can scan images from books, photographs, etc and store them directly onto your PC.

# GLOSSARY

**Software**
Programs written in a special computer language. Because we cannot actually see how these special coded instructions to the machinery are being processed, they are similar to the thoughts and dreams we carry in our minds. These programs can be installed on your PC and enable you to perform different tasks. Examples are: word processing programs, spreadsheet programs, games, email clients, operating systems software.

**System unit**
This is the main 'box' or case where the motherboard, device cards, CPU and disk drives are located. It is also where you switch on your PC. All external devices (also called peripheral devices) like printers must be connected to the motherboard at the back of the casing.

**Server**
is a computer which is the central storage and operating point of a network

**URL**
Stands for Uniform Resource Locator. The URL specifies the Internet address of the electronic document. Every file on the Internet, no matter what its access protocol, has a unique URL. A URL is also referred to as a domain name or site address. Web browsers use the URL to retrieve the file from the host computer and the directory (folder) in which it resides. This file is then displayed on the user's computer monitor. This is the **format** of the URL: protocol://host/path/filename
For example:
http://www.house.gov/agriculture/schedule.htm a hypertext file on the Web
ftp://ftp.uu.net/graphics/picasso a file at an FTP site
telnet://library.albany.edu a Telnet connection

**WWW**
Stands for World Wide Web. This consists of all the files which make up web sites (called hypertext or HTML files, usually). These files are stored on host computers and linked in a 'web' by the Internet. The Web has provided the Internet with a graphical interface.

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**REFERENCES**

Bellanet
Ebit Solutions
HowStuffWorks.com
Itrainonline
Open Source Centre CSIR
Phil Agre, UCLA's Department of Information Sciences.
P&DM Infolit, University of the Witwatersrand, Johannesburg
SANGONeT
Yahoo

# GEMSA IT ASSESSMENT FORM

Name: _____

Organisation: _____

Contact details: Tel.: _____ Cell: _____

Email: _____

Job title: _____

**A. Computers and related equipment**

1. Are you comfortable using a computer? YES / NO
2. Is your computer linked to other computers through a network? YES / NO
3. Do you use a word processing package such as MS Word? YES / NO
4. Do you use MS Excel? YES / NO
5. Have you used Power Point? YES / NO
6. Have you used a scanner? YES / NO
7. Have you used a digital camera? YES / NO

**B. E Mail and list serves**

1. Do you have e-mail? YES / NO
2. Is it your own E Mail address or is it shared? YES / NO
3. Is your E Mail address a web address eg Hotmail, or a direct e mail? YES / NO
4. Do you disseminate information electronically? YES / NO

**If yes, describe how you disseminate information.**

_____

_____

_____

5. Have you produced or been involved in producing an E newsletter? YES / NO
6. Are you part of any list serves? YES / NO

**If yes, please give examples.**

_____

_____

_____

7. Have you ever been involved in an Internet petition or campaign? YES / NO

Please give examples

_____

_____

**3. Internet and websites**

1. Is your organisation connected to the Internet? YES / NO
2. Do you dial up the Internet through a phone line every time you need access? YES / NO
3. Have you used an Internet café before? YES / NO
4. Do you use the Internet to find information? YES / NO
5. What are some of the difficulties you have encountered?

_____

_____

_____

_____

6. Does your organisation have a website? YES / NO
7. Have you used a chat room? YES / NO
8. Were you part of the Sixteen Day or Beijing Plus Ten cyber dialogues? YES / NO
9. Have you posted messages on an electronic bulletin board? YES / NO
10. Have you ever registered your view through voting on the Internet? YES / NO

**Please use the space below to list, in order of priority, the three things you would most want to learn during the IT for advocacy workshops:**

1) _____

2) _____

3) _____

**Any other comments**

_____

_____

_____



Many gender and media activists have access to computers, modems and the Internet, but how do we use these tools? Often, we are only using a fraction of the potential that sits right in front of our eyes. Ours is a fast moving world. The digital and gender divide grow wider every day. Neither will wait for us. It's up to us, working at a practical and strategic level, to bridge the chasm. A sequel to the Gender Links/ Women's Media Watch manual: ***Getting Smart: Strategic Communications for Gender Activists***, this manual - ***IT for Advocacy*** - is a "how to" for using New Information and Communication Technologies in gender justice campaigns. The manual was developed and is being put to use in partnership with the Gender and Media Southern Africa (GEMSA) Network in our joint commitment to "making every voice count - and counting that it does."

gender links

GEMSA
Gender and Media Southern Africa

NiZA