Training Fiche CIRCLE

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| Title | Interacting with digital technologies for entertainment and culture |
| Training Area | *Please select one or more of the following:*   |  |  | | --- | --- | | Online Security |  | | Cultural and Media Literacy | *X* | | Economic Transactions |  | | Personal Data Protection |  | | Digital Identity and online reputation |  | |
| Keywords (meta tag) | Video sharing, media player, communication, audiobooks, podcasts |
| Provided by | CIRCLE |
| Language | ENG |
| Objectives / goals / learning outcomes | |
| **At the end of this module, you will be able to:**   * Familiarise with new IT services for your entertainment   *Reading books, enjoying music, re-watch your favourite film…*   * Discover new solutions for digital payments   *Both safe and reliable*   * Have a brief look into the DigComp 2.1   *The official EU framework for education and training on digital skills for all EU citizens* | |
| Description | |
| In the last couple of years digital technologies changed radically the way we consume products and services from the entertainment industry.  In the context of this training module, you will be introduced to common digital services for your own enjoyment of free time – let it be reading a book, watching a movie, or listening to your favourite musician.  It is no doubt that services like YouTube, Netflix, Audible, etc., disrupted the way people spend time on the Internet and nurture their own interests/hobbies.    Nowadays, people are getting more and more used (and comfortable) to fast and “immediate” satisfaction, which explains why such services are gathering this sort of worldwide success and recognition.  These digital services eliminate any time-delay barriers from the emergence of a need, to its consequent satisfaction.  Cinemas, libraries, theatres, museums, and similar, are getting replaced by their 2.0 counterpart.  Organisations that belong to this traditional industry (i.e., culture and entertainment) are catching up on the trend as many huge tech giants made of this trend their core business, with the risk to overshadow them completely. | |
| Contents arranged in 3 levels | |
| Module: Interacting with digital technologies for entertainment and culture  Unit 1: Digital entertainment industry  Section 1.1:Background and introduction  Section 1.2:The elephants in the room – YouTube  Section 1.3:The elephants in the room – Prime Video  Section 1.4:The elephants in the room – Netflix  Section 1.5:The elephants in the room – Disney+  Section 1.6:The elephants in the room – Apple TV  Section 1.7:The elephants in the room – Audible  Section 1.8:The elephants in the room – SoundCloud  Section 1.9:The elephants in the room – Spotify  Section 1.10:The elephants in the room – iTunes  Section 1.11:Apps and digital services to read books online  Unit 2: Digital Money Transfer  Section 2.1:The Best Mobile Payment Apps for 2021  Unit 3: DigComp Framework  Section 3.1:What is the DigComp Framework?  Section 3.2:Information and data literacy & Communication and collaboration  **Module: Interacting with digital technologies for entertainment and culture**  **Unit 1: Digital entertainment industry**  Section 1.1: Background and introduction  In the last couple of years, digital technologies changed radically the way we consume products and services from the entertainment industry.  In the context of this training module, you will be introduced to common digital services for your own enjoyment of free time – let it be reading a book, watching a movie, or listening to your favourite musician.  It is no doubt that services like YouTube, Netflix, Audible, etc., disrupted the way people spend time on the Internet and nurture their own interests/hobbies.  Nowadays, people are getting more and more used (and comfortable) to fast and “immediate” satisfaction, which explains why such services are gathering this sort of worldwide success and recognition.  These digital services eliminate any time-delay barriers from the emergence of a need, to its consequent satisfaction.  Cinemas, libraries, theatres, museums, and similar, are getting replaced by their 2.0 counterpart.  Organisations that belong to this traditional industry (i.e., culture and entertainment) are catching up on the trend as many huge tech giants made of this trend their core business, with the risk to overshadow them completely.  Section 1.2: The elephants in the room – YouTube  When it comes to digital entertainment, [YouTube](https://www.youtube.com/?gl=it&hl=it) knows no competition. Founded in Feb 2005 by Chad Hurley, Steve Chen e Jawed Karim (former PayPal employees), YouTube is a video-sharing platform that as of today counts billions and billions of users.  Already in 2006, Google recognised the incredible potential of YouTube and bought it for $1.65 Billion. If you nurture any kind of hobby, YouTube can offer you thousands and thousands of videos for your entertainment.  Section 1.3: The elephants in the room – Prime Video  Where’s there a business opportunity, there’s most likely the name of Jeff Bezos involved in it. [Prime Video](https://www.primevideo.com/) is an on-demand service of Amazon.  Originally launched in 2006, as of today Prime Video has the exclusive right to some of the biggest Hollywood blockbusters – as the James Bond saga – and sports events as UEFA Champions League and UEFA Super Cup.  Section 1.4: The elephants in the room – Netflix  Prime Video’s biggest competitor, [Netflix](https://www.netflix.com/) remains one of the largest go-to services for the on-demand provision of TV series and entertainment services.  Throughout the years, Netflix became such a huge phenomenon that it started producing its own series – most of which gathered colossal success and popular acclamation.  Section 1.5: The elephants in the room – Disney+  Launched in 2019, [Disney+](https://www.disneyplus.com/) is the most recent on-demand video service available on the market.  Noticing the trend, the Walt Disney Company jumped on the wagon with “bulletproof” titles from Disney of course, as well as Pixar, 20th Century Studios Marvel, Lucas Films (Star Wars’ publisher), National Geographic, and many more.  Section 1.6: The elephants in the room – Apple TV  Even Apple did not contain the temptation of exploring the opportunities of the on-demand video service market.  Since its launch in 2019 and a massive marketing campaign, [Apple TV+](https://tv.apple.com/) claimed to have gathered nearly 20 Million subscribers in US and Canada only.  Section 1.7: The elephants in the room – Audible  In the last couple of years, a phenomenon that is gaining considerable interest and traction among the general public is represented by audiobooks – books that you don’t read in the first person, but listen to someone lease reading them for you.  Bought in 2008 by Amazon for $300 Million, with more than 60,000 titles, [Audible](https://www.audible.com/howtolisten?ipRedirectOverride=true&overrideBaseCountry=true&pf_rd_p=b106f8e2-f750-4456-b1cf-44991d20fe8b&pf_rd_r=QZZ5GQQXQHZRYTDB7AS3) is the largest provider of audiobooks.  Section 1.8: The elephants in the room – Soundcloud  Together with video streaming, audio streaming platforms and podcasts are also representing a very interesting industry to tap in. [Soundcloud](https://soundcloud.com/) was originally the go-to platform for aspiring professional musicians, allowing them to promote for free their music and network with other artists all over the world.  Although its core business remained the music industry, during the years SoundCloud started to be an appealing platform for audio entertainment in general, including podcasts and news broadcasting.  Section 1.9: The elephants in the room – Spotify  If we talk about music sharing and podcasts, it is impossible not to mention [Spotify](https://www.spotify.com/us/).  Spotify is the go-to service to enjoy a tailor-made compilation of your favorite music genre of your favorite history, mainstream culture, culinary recipes, etc., narrator.  Section 1.10: The elephants in the room – iTunes  [iTunes](https://www.itunes.com/) is a service by Apple Inc. The app consists of one of the largest digital marketplaces for music.  Users can store and organise their digital library by albums and songs in a very intuitive and user-friendly manner.  Section 1.11: Apps and digital services to read books online  If you’re old-fashioned and don’t wish to renounce the pleasure of reading, here’s a list of eBook apps for you to consider:   * Amazon Kindle App * Google Play Books * Apple Books * Barnes & Noble Nook * Kobo Books * Libby * FBReader * KyBook * FullReader * PocketBook Reader   **Unit 2: Digital Money Transfer**  Section 2.1: The Best Mobile Payment Apps for 2021  Due to the COVID pandemic, new solutions for contactless payments saw an exponential rise in 2020 and 2021:    ***Google Pay*** *is the fast, simple way to pay with your phone and speed through checkout within apps, websites and in stores. There is no maximum transaction limit when you use your phone and card. Your payment info is also protected with multiple layers of security so you can pay with peace of mind – all the time.* (source: <https://pay.google.com/>)  ***PayPal*** *provides an easy and quick way to send and request money online. You can transfer money (abroad) to family, friends, online shops, and auction sites like eBay. If you shop online and see the PayPal logo on the merchant's website, it means you can pay using PayPal.*  *Anyone can send money to you using your email address. Your email address is linked to your personal PayPal account. You will receive an email notification whenever you receive a payment and the payment will be shown on your account.*  *Opening a PayPal account is free. Fees will be charged depending on the payment you make:*   * *Personal payments: Payments to friends and family are free provided you use your PayPal balance or bank account to send these payments. If you use your credit card, the recipient will be charged the associated fees. However, you as sender can state that you will pay these fees.* * *Commercial payments: If you buy an item, the recipient (seller) will be charged the associated fees. Click on Fees at the bottom of any PayPal account for an overview of these fees.* (source: <https://www.paypal.com)>   ***Appley pay*** *replaces your physical cardd and cash with an easier, safer, more secure, and private payment method — whether you’re in a store, online, or sending cash to friends or family. It’s money, made modern.*  *Apple Pay is simple to set up. Just add your credit or debit card to the Wallet app on your iPhone and you’re ready to go. You still get all your card’s rewards and benefits — so you won’t miss out on any hard-earned points or miles.*  *Apple Pay is built into iPhone, Apple Watch, Mac, and iPad. No separate app to download. No complicated processes to complete. No hassles.* (source: <https://www.apple.com/apple-pay/>)  ***Samsung pay*** *is a mobile payment system that lets you use your smartphone to pay at retail stores around the world. In this day and age, it’s common for people to have their smartphone in their hand almost all the time, so Samsung Pay lets them leave their plastic cards behind and use their phone to make payments as well.*  *Samsung Pay isn’t just free, but Samsung also gives you reward points for using Samsung Pay for transactions. These points can then be redeemed for various products through many of Samsung Pay’s official retail partners.*  *Furthermore, Samsung and its bank partners have various promotions going on every now and then.* (source: <https://www.samsung.com/in/support/mobile-devices/samsung-pay-what-is-it-where-is-it-and-how-to-use-it/>)  ***Cash App,*** *(soon to be available in EU as well, keep an eye on it) is the easiest way to send money, spend money, save money, and buy cryptocurrency. We believe in providing everyone with access to important financial services so they can fully participate in the economy. Here’s how it works: 1. download the app for iPhone or Android, 2. create a Cash App account, 3. connect Cash App to your bank account, 4. add cash to your Cash App. When you have money in Cash App, you can: send money to friends / relatives, receive money from friends / relatives, pay for stuff* (source: <https://cash.app/help/us/en-us/6485-getting-started-with-cash-app>)  ***Venmo*** *(available only in the States for now, among the biggest players in the market) makes sending money safe, simple, and social. You can share, connect, and split purchases with friends. Venmo is where your money finds meaning. Designed as a peer-to-peer social platform, a mobile hub for handling your money, so you can focus on the moments. From digital Direct Deposits to the Venmo Debit and Credit Cards, Venmo gives you the flexibility and control to help manage your money, your way.* (source: <https://venmo.com/resources/why-venmo/>)  **Unit 3: DigComp Framework**  Section 3.1: What is the DigComp Framework?  If you feel like keeping up with all these new digital technologies is too difficult for you, most likely is because you might not have tangible guidance that sustains you throughout your digitalization.  If that is the case, allow us to introduce you to the [DigComp Framework](https://publications.jrc.ec.europa.eu/repository/handle/JRC106281) developed by the Joint Research Centre of the European Commission. The DigComp is the official EU framework for the education and training of EU citizens on digital skills and IT proficiency.  First developed in 2013, the latest version of the DigComp (DigComp 2.1, 2017) lists a total of 21 competencies under 5 training areas of interest.  Information and data literacy & Communication and collaboration    …the first two training areas might be of particular interest to you. They include competencies and skills that can help you in better navigating the digital ecosystem (i.e., sharing tasty cooking recipes with your friends and family, video chatting with your niece in college, etc.).  The DigComp comes also with an 8-layer proficiency model you can rely on to (self) assess your progress on each of the 21 DigComp’s competencies (page 12 – 13). | |
| Contents in bullet points | |
| 1. The most popular entertainment industries online:  * for videos: YouTube, Prime Video, * for movies: Netflix, Disney+, Apple TV, * for music: Audible, SoundCloud, Spotify, iTunes * for books: Amazon Kindle App, Google Play Books, Apple Books, Barnes & Noble Nook, Kobo Books, Libby, FBReader, KyBook, FullReader, PocketBook  1. Digital Money Transfer applications are: PayPal, Apple Pay 2. DigComp is: is the official EU framework for the education and training of EU citizens on digital skills and IT proficiency. | |
| 5 glossary entries | |
| Streaming service: A streaming service is an online provider of entertainment services – typically, video & music – that shares the content via web connection to a subscriber profile.  Cloud: online storage and digital library of files (audio, pics, etc.) from anywhere / anytime protected by access credentials.  Online subscription: (typically) monthly fee payed by the user to access digital services  Digital Money: any form of currencies that exists only in digital format. Digital money is typically exchanged via credit cards, online payment systems and – most recently – cryptocurrencies in general.  Data encryption: IT process converting data and information into a code, protecting the access and use of these data from unauthorized sources. Encrypted data can only be read, and accessed, by those owning the correct decrypting key (i.e., password) | |
| Bibliography and Further References | |
| n/a | |
| Five multiple-choice self-assessment questions | 1) Prime Video, Netflix and Disney+ are:   1. The largest video sharing platforms 2. The largest digital music libraries 3. The go-to services for on-demand TV series and films   Correct: C  2) YouTube:   1. Is a video sharing platform incorporated by Google 2. Was launched on the market in late 2010s’ 3. Is a Soundcloud direct competitor   Correct: A  3) If you’re looking for podcasts, you should consider looking into:   1. Disney+ 2. iTunes 3. Audible   Correct: C  4) Spotify:   1. Cover the same market as Soudcloud 2. Is the second-largest music digital marketplace 3. Has been bought by Amazon   Correct: A  5) The DigComp framework is:   1. The official EU regulation for selling online 2. The official EU framework for digital skills of EU citizens 3. The official EU framework for cybersecurity and digital privacy   Correct: B |
| Related Material | n/a |
| Related PPT | SOS Creativty\_IO3 CIRCLE |
| Reference Link | DigComp 2.1: <https://publications.jrc.ec.europa.eu/repository/handle/JRC106281>  Links to the aforementioned platforms are embedded into the text. |
| Video in YouTube format (if any) | n/a |