COLLECTION OF DIGITAL COMMUNICATION TOOLS USED IN EDUCATION AND TRAINING

1. WhatsApp Messenger

How does it work?

WhatsApp is a mobile application for smart phones which lets its users communicate via instant messaging, phone calls, group chats, and voice recordings. Downloading the app as well as using it is free of charge. The app uses the phone's internet connection to work (data plan or Wi-Fi), thus, all communication, even internationally, is available without any fees or charges. WhatsApp users are always logged in which makes it possible for them to use WhatsApp and to be reached through WhatsApp at any time. If there is no internet connection available at the time a message is originally sent, WhatsApp will store the message and send it at a later time.

WhatsApp Messenger lets users exchange text messages, emojis, pictures, voice messages, videos, and files. Individual and group chats are possible. When a new message arrives, the user gets notified and sees a red badge on the app icon on their phone screen. If a user chooses the settings accordingly, they can see when their message was received and read by the other person. (Picture source: http://www.ubergizmo.com/2017/05/whatsapp-encrypt-iphone-backups)

Who uses the tool and for which purposes?

WhatsApp is widely used and a very popular tool for online and mobile communication. Downloading this app is free of charge, as are phone calls and other forms of communication through the app. WhatsApp is also easy to use and self-explanatory which reduces the risk of people being excluded from this form of communication due to problems of understanding how the app works.

Platform information

WhatsApp can be used on Android as well as on iOS based smart phones and actually facilitates communication between different systems. For iPhones, iOS7 or later is required, in Android based phones the system requirements depend on the device. A web app version of WhatsApp is available.

How is user data treated? What needs to be considered?

WhatsApp's privacy policy claims that the company has great respect for its users' privacy. They do, however, as other services, collect user data. One aspect of the WhatsApp policies is the fact that they encrypt messages, which, according to them, means that it is not possible for third parties or for WhatsApp themselves to read the contents of WhatsApp messages. Certain user information is collected automatically: usage and login information, transactional information for payments, device information, cookies and status information. According to WhatsApp, the information is collected to help them operate, customise, support, understand,

market, improve and provide their services.

Core advantages of using the tool for WBL

WhatsApp is free of charge and a very popular app for mobile phones users of different ages and backgrounds, which makes it very likely to be a good choice for using it in a learning environment. WBL could benefit from the app's many features and from its already existing popularity.

Core disadvantages of using the tool for WBL

WhatsApp creates pressure, particularly through group messaging: when users continuously see new messages arriving, they might be shamed into feeling bad for not fully participating in the on-going conversation. Additionally, the fact that it is possible to see when exactly a message was received and read can cause unpleasant stress and pressure.

2. Facebook Messenger

How does it work?

Facebook messenger is a tool for online, social media communication. The app can be downloaded for free and is available in 27 languages (among them are the WBL partner languages). For all activities done with this app the user's data plan or, when available, Wi-Fi is used, which means that no extra charges apply (other than data charges), even when communicating with people in other countries. All messages sent through this app are stored in the chat app and can be accessed later on. Facebook messenger works like a chat or text messaging service where people can exchange instant messages to communicate with each other. In addition to messages consisting of only text and/or emojis, it is possible to send pictures and videos (both either taken from the phone's camera roll or newly taken with the camera), voice messages (where a short audio recording is made and sent to the other person) and also to make voice and video phone calls. Text-based messages can be decorated with stickers. Through Facebook Messenger people can either communicate with one other person at a time or with several at once in a group chat.
(Picture source: https://www.androidpit.com/facebook-messenger-update)
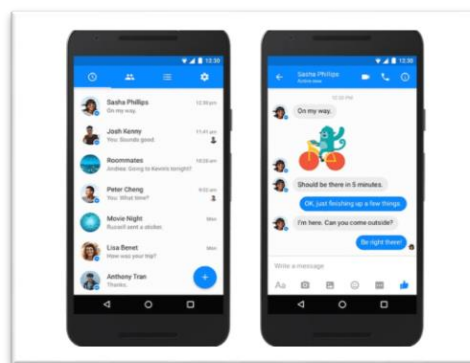
Who uses the tool and for which purposes?

Facebook Messenger is used by Facebook users, mostly to share private information or additional comments that may or may not be connected to posts on Facebook. It is a practical tool for exchanging private messages which refer to anything happening on Facebook without the public exposure provided by Facebook itself. Through Facebook Messenger, Facebook members can also contact other members without having to be friends with them.

Platform information

Facebook Messenger is available for both iOS and Android phones. It is compatible with iPhone, iPad and iPod touch. In an Android phone, the required system depends on the device that is used. Facebook Messenger is also compatible with older Android phones. It is possible to also use Facebook Messenger on a desktop computer or laptop.

How is user data treated? What needs to be considered?

As this app is clearly and closely linked to Facebook, and is developed by Facebook Inc., there might be some concerns regarding user data privacy. According to the Facebook data policy, all Facebook brands have the same privacy policies, but it is stated that various points of these policies differ according to the service you use. Facebook collects information about the things users do and the information they share, as well as about people's networks and payments. According to the privacy policy, this information is used to improve and develop services, to communicate with the users, to choose matching ads and to keep Facebook a safe place.

Core advantages of using the tool for WBL

Facebook messenger can be a very valuable tool for WBL as it is versatile, free of charge and offers many different options of communication. One big advantage of using Facebook messenger for WBL is that it is closely linked to Facebook. If students are Facebook members (which will frequently be the case), it is very easy for them to access Facebook Messenger with the same profile they use on Facebook. They can then share information via this tool and use it for communicating with other Facebook members.

Core disadvantages of using the tool for WBL

A big disadvantage of Facebook Messenger is the fact that the same privacy policies apply which are also used by Facebook itself. Facebook has a reputation of collecting its users' information to a large extent, thus gathering private information about its members. If learners share delicate information via Facebook Messenger, that information might actually eventually be used by other parties. Another disadvantage is the fact that anyone who wants to use Facebook Messenger has to be a Facebook member; this will exclude learners who are not members of Facebook and who do not want to become members.

3. MMS (Multimedia Messaging Service)

How does it work?

MMS can be regarded as the successor of SMS on mobile phones. It provides the possibility to send multimedia messages from a mobile phone to other mobile devices and/or to e-mail addresses. (SMS lacks this functionality.) MMS is not smart-phone-app-based like the majority of modern communication tools; it is a built-in application provided by the respective mobile device and the mobile service provider.[1] With MMS, the messages are transferred via GPRS data service, WAP gateway and MMS server – and not simply the Web.[2] The availability of MMS usually depends on the service provider' data plan. Charges are, depending on the mobile service provider, usually based on the number of messages and more expensive than simple SMS messages. On a user-level (as opposed to the technical level), MMS works and looks very much like SMS: users can exchange instant messages with each other. In addition to SMS, however, it is possible to format text, to add emojis and to attach files of various types (incl. text, picture, video, or audio). Communication can be between two or more people; not every provider and device allow group communication, though. When users want to send MMS they just open the standard messaging application on their mobile device (usually the same they would use for SMS messages), choose the recipient(s), compose their message and send it off. The sender needs to know the mobile phone number or the e-mail address of the recipient. (Picture source: https://www.iphone-ticker.de/ios- 10-3-3-mms-nachrichten-mit-mieser-foto-qualitaet-114488/)
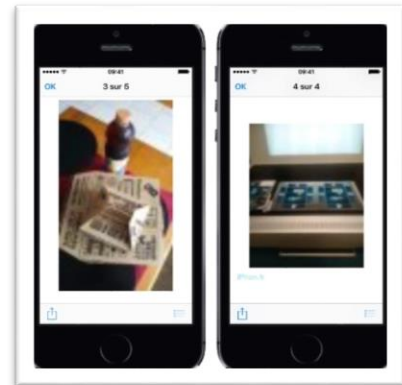
Who uses the tool and for which purposes?

Typically, MMS messages would be sent if users wanted to send multimedia content or format their texts in messages. Messages and their attachments may contain private or business information, such as pictures from your holiday resort or text files with meeting minutes. MMS messages also used to be sent by organisations for advertising purposes.

Platform information

MMS is not confined to any of the popular platforms like Android or iOS. However, its availability depends on the respective mobile device and the mobile service provider (and the customer's plan).

How is user data treated? What needs to be considered?

MMS messages are, basically, not encrypted. If users want more security, they can use a number of apps, which are available on both Android as well as iOS. These apps, such as an

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[1] cf. https://de.wikipedia.org/wiki/Multimedia_Messaging_Service. [29 Dec. 2017.]
[2] cf. Ibid.

app called Textsecure, are used instead of the standard messaging apps on the mobile device and offer user-to-user encryption[3].

One major threat that comes with using MMS is that it can be used for attacking the user's mobile/smart phone: 'All smartphones, as computers, are preferred targets of attacks. These attacks exploit weaknesses inherent in smartphones that can come from the communication mode—like Short Message Service (SMS, aka text messaging), Multimedia Messaging Service (MMS), wifi, Bluetooth and GSM, the de facto global standard for mobile communications and some malicious software relies on the weak knowledge of an average user.'[4]

Core advantages of using the tool for WBL

MMS can be used to send (multimedia) messages to groups of people.
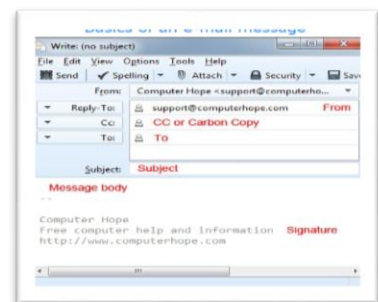
Core disadvantages of using the tool for WBL

All users must have mobile devices and mobile service providers that support MMS. There are different limitations imposed by different service providers; sometimes messages created on one device may not work on other devices. In addition, MMS messages cost the sender (and sometimes also the receiver) extra money. Furthermore, MMS is not regarded a popular technology used by young people. Users need to make sure that their devices are properly configured to use MMS; this can be quite difficult and cause hassle.

4. E-Mail

How does it work?

E-mail (electronic mail) is used to exchange messages between individual or groups of people. E-mail messages are sent via the Internet. 'Servers accept, forward, deliver, and store messages. Neither the users nor their computers are required to be online simultaneously; they need to connect only briefly, typically to a mail server or a webmail interface, for as long as it takes to send or receive messages.'[5]Modern e-mail programmes (web-based and machine-based) typically have a graphic-interface text editor to compose and

format the messages. Users specify the recipients' e-mail addresses, write the message, probably attach files (of any format) and send the message off. Messages (sent and received) are stored in electronic mailboxes. They can be stored, forwarded, replied to, printed or deleted.[6] E-mail, nowadays, has become the predominant form of written communication in

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[3] cf. https://www.computerwissen.de/it-sicherheit/mobile-security/artikel/so-senden-sie-verschluesselte-kurznachrichten.html. [29 Dec. 2017.]

[4] https://en.wikipedia.org/wiki/Mobile_security. [29 Dec. 2017.]

[5] https://en.wikipedia.org/wiki/Email. [29 Dec. 2017.]

[6] cf. https://www.webopedia.com/TERM/E/e_mail.html. [29 Dec. 2017.]

the business world; it is also used in private written communication. E-mail can be accessed on both computers with any of the common operating systems as well as (smart) mobile devices as long as the machines are connected to the internet.

E-mails are used to exchange messages among individual users or groups of users. To send/receive e-mails, users need an e-mail client (the programme) on their devices or can register for online e-mail services. On smartphones, users would typically use e-mail apps. Furthermore, users need to have their own e-mail addresses. These are unique and consist of a personal identifier followed by the @-sign and a domain name.[7] Users can add files of any file type to a message. Size limitations and/or security restrictions might apply, depending on the service provider or, particularly in business context, the organisation. In order to send e-mails, the sender needs to know the recipient's e-mail address. E-mails are transported via the Internet and are usually delivered within minutes. Set-up of e-mail clients/webmail accounts is quite user-friendly, and there are numerous (online-based) tutorials if needed.

Who uses the tool and for which purposes?

E-mails are used in all kinds of everyday private and business contexts. To have an e-mail address has become as common as a telephone number or a physical address. Moreover, most users+ have more than one e-mail address (e.g. a private one and a business address). Typically, e-mails would be used in written communication when there is no need for instant messaging and/or when larger-size files need to be transferred. Also, e-mails are often used instead of traditional letters or faxes.

Platform information

There are no limitations with regard to platforms. E-mails can be sent from and delivered to e-mail programmes, web-mail accounts and e-mail apps on smartphones on all commonly used platforms. Transfer protocols and cross-platform standardisation processes run in the background and need no user interaction.

How is user data treated? What needs to be considered?

E-mails are sent via the Internet and are, basically, not encrypted. Users can, however, select an e-mail provider that supports secure and encrypted lines. It is, however, important that both the sender as well as the recipient use such a provider. When webmail is used, the provider should provide exclusive HTTPS login.[8] Another security measure is end-to-end encryption. This method, however, needs so-called keys to be exchanged by the users. It also only encrypts the message itself; meta data (name of sender/recipient, heading, etc.) are not encrypted.[9]

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[7] cf. https://www.computerhope.com/jargon/e/email.htm. [29 Dec. 2017.]
[8] cf. https://www.datenschutz-notizen.de/wann-sind-e-mails-sicher-2713442/. [29 Dec. 2017.]
[9] cf. Ibid. [29 Dec. 2017]

Core advantages of using the tool for WBL

E-mails are very widely used and there are hardly any limitations that go with e-mail messages. It is a tool to transport larger texts and attachments. Even if e-mails are no instant messaging tools, they can be used wherever there is an Internet connection. Group communication is possible. Service providers offer basic accounts with free access to e-mail.

Core disadvantages of using the tool for WBL

E-mails may seem a bit old-fashioned and business-style to young learners. E-mails, even if they can be received within seconds/minutes, are no instant messaging services.

5. Viber

How does it work?

Viber is an instant messaging application that also allows the users to make voice over IP (VoIP) calls. It is available on all major platforms and works on computers (desktop version) and smart phones (app). Furthermore, users can exchange media files (e.g. pictures and videos).[10] Amongst other features, Viber also supports video and group messaging.[11] The service works via the Internet, so the users need a data plan or active WiFi connection on the smartphone or an active internet connection on the computer. Like most other modern instant messaging tools, users can use Viber to exchange text and voice messages, emojis, pictures, and videos. Viber also offers group messaging and calls.[12] For Viber to work, users need an active Internet connection. They are notified (subject to individual settings) when new messages arrive and can reply instantaneously. The user interface is similar to other popular messaging applications. Viber users need to have a free account. There is no particular registration process; the user's phone number is her/his Viber ID. Messages can only be sent to other Viber users. Calls can be made to land and mobile lines but cost extra money. Using Viber as a messaging application is free.[13] (Picture source: http://fortune.com/tag/viber/)

Who uses the tool and for which purposes?

In December 2016, Viber had 800 million registered users.[14] It is particularly popular in Eastern Europe; in Western and Central Europe its popularity lies behind WhatsApp and Facebook

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[10] cf. https://en.wikipedia.org/wiki/Viber. [29 Dec. 2017.]

[11] cf. https://www.webwise.ie/parents/what-is-viber/. [29 Dec. 2017.]

[12] cf. https://www.viber.com/media-kit/. [29 Dec. 2017.]

[13] cf. https://www.viber.com/media-kit/. [29 Dec. 2017.]

[14] cf. https://en.wikipedia.org/wiki/Viber. [29 Dec. 2017.]

Messenger.[15] Viber can be used for one-to-one messaging and group chats, for calls and video calls, for sending stickers and location sharing, etc. Its similarity to other modern messaging applications ensures straight-forward and easy use.

Platform information

Viber has apps for numerous popular platforms and 'works on most Android, iOS, and Windows 10 devices, as well as Mac and Windows computers'[16].

How is user data treated? What needs to be considered?

According to the company's support, 'chats on Viber are secured by end-to-end encryption'[17]. This means that all data (incl. messages, photos, videos, voice and video calls) are scrambled on their way from the sender to the recipient. Messages, however, are only secure during transport; once they are on a user's device, they can be accessed from anyone who has access to the device.[18] According to the Viber Privacy Policy, the users' personal information is used in various ways. Amongst others, the policy states that personal information is never sold to but can be shared with third parties. Also, user information is used to provide and improve the various Viber services, to provide offerings to the users, to process payments, to prevent fraud and spam, to support law enforcement, and to communicate with the user.[19]

Core advantages of using the tool for WBL

Viber is a free application with a lot of features, including text, voice and video messaging, group chats with up to 199 participants, sending stickers, making calls, etc. Therefore, Viber seems to offer any functionality that might be wished for when using the tool in training and education. It will be easy to use by young people and is a cross-platform tool. Messages are synchronised between the various apps of one user.

Core disadvantages of using the tool for WBL

The question remains whether Viber is as popular amongst young people as WhatsApp or Facebook Messenger, which offer very similar services. Also, peer pressure in group chats and stress not to miss messages in such chats can be a disadvantage. Furthermore, Viber also offers games and promotional channels, which might turn out to be a distraction.

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[15] cf. http://blog.wiwo.de/look-at-it/2016/06/06/welt-der-messenger-whatsapp-in-55-prozent-der-laender-auf-platz-1-fb-messenger-in-einem-viertel/. [29 Dec. 2017.]
[16] https://www.viber.com/faq/. [29 Dec. 2017.]
[17] https://support.viber.com/customer/portal/articles/2017401-viber-security-faq. [29 Dec. 2017.]
[18] cf. Ibid. [29 Dec. 2017]
[19] cf. https://www.viber.com/terms/viber-privacy-policy/. [29 Dec. 2017.]
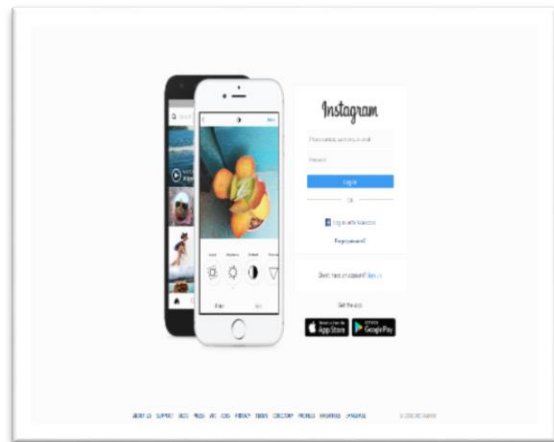
6. Instagram

How does it work?

Instagram is a picture-sharing application that is available on mobile and smart devices. This is a social media tool, where users can share photographs and pictures with their 'followers'. All pictures and photographs that are published on a user's account are either only shared to all of their 'followers', or if the user account is not set to 'private' then the pictures can be viewed by anyone with access to the internet who logs on to Instagram. Instagram also has an in-built direct messaging function where individual users who follow each other can send images, pictures, gifs and short videos to one another in a private chatroom. Instagram uses hashtags to promote pictures from different users; so, for example, you can search Instagram for 'pictures of food' and then the most popular posts with '#food' in the description of the photograph published by a public user are shown in the search results.

Instagram can be accessed through mobile or smart devices or through a laptop or computer by logging on to the web platform. Once you access the social media site through the website or application, users then create an account and choose whether or not they want to share their posts publicly or restrict access to their account so that only their 'followers' can view their pictures. This security setting also means that the user has to 'approve' followers to their account, so that they have some degree of control over who sees their posts.

Instagram also has an "Explore" tab inside the app that displays popular photos, photos taken at nearby locations, and a search function. The tab also features trending tags and places, curated content, and the ability for users to search for locations.

Instagram offers a number of photographic filters that users can apply to their images. Instagram currently offers users a choice of up to 33 filters for their photographs, as well as a range of layout options which can be accessed through an external application that users download and use in conjunction with the Instagram app: called 'Instagram Layout' this app allows users to format how they will present their images.

Instagram also offers users the option to upload a short video and to use a Boomerang function to show short moving images where users record themselves moving for 2-3 seconds and this is then replayed on a loop once uploaded. Users can also use the Instagram Direct feature, which lets users interact through private messaging. Lastly, users can upload their 'Instagram Stories'. This feature allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours; which is a similar feature to what is available through Snapchat.

Who uses the tool and for which purposes?

Instagram's users are divided equally with 50% iPhone owners and 50% Android owners. While Instagram has a neutral gender-bias format, 68% of Instagram users are female while 32% are male. Instagram has been proven to attract the younger generation with 90% of the 150 million users under the age of 35. To use Instagram, users can take photographs on their smartphone and upload them directly to the site, including a description of the photograph and including hashtags to make their photographs more easily searchable by other users. Users can also source images, gifs, short videos or quotes online and share these with their users through mobile and smart devices or through laptop and desk-top computers. Using a 'heart' symbol, followers can then choose to 'like' the photograph posted by the individual user. Additionally, once a photograph is posted, followers can also comment on the post or share the post with individual followers through the private chat function or publicly share it with their own followers by sharing it to their own account.

Platform information

Instagram is available as an application on both Android, iOS and as a feature-limited web-site interface.

How is user data treated?

Instagram collects the following types of information from all users:
- Information users provide directly to Instagram;
- Information to help users to 'find friends' on Instagram;
- Analytics information;
- Cookies and similar technologies;
- Log file information;
- Device identifiers;
- Metadata - technical data that is associated with User Content.

Instagram uses this information to:
- help users to efficiently access their information after they sign in;
- remember information so users will not have to re-enter it during their visit or the next time they visit the Service;
- provide personalised content and information to users, which could include online ads or other forms of marketing
- provide, improve, test, and monitor the effectiveness of Instagram's Service
- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- automatically update the Instagram application on users' device(s)

Core advantages of using the tool for WBL

- Young learners are already very active on Instagram and so it wouldn't take much effort to encourage young learners to use the platform.
- Instagram has some didactic value in planning and documenting creative projects or group-work assignments.
- Instagram can also be used to promote the work of a class group and to highlight any events or tours attended by young learners.

Core disadvantages of using the tool for WBL

- In general, teachers are less active on Instagram and so they will require additional support in order to use this in education provision.
- As Instagram is an app, and not a web-based platform, tablets, iPads or other smart devices will be required to use Instagram in an education setting. As most schools do not have access to this type of IT equipment, this might represent a barrier to the implementation of the WBL training in partner countries.

7. Pinterest

How does it work?

Pinterest is a web and mobile application that allows users to create their own picture boards and pin ideas to these boards. The aim of Pinterest is that users share images, picture, GIFS and short videos with each other and that by sharing these images, it will act as a source of inspiration for creative projects. These can include ideas for home renovation, up-cycling of old materials, swapping recipes or planning for a big occasion such as a birthday party or wedding. Pinterest is a free website that requires registration to use. Users typically collect images from Pinterest and other sites online and 'pin' these images to their 'boards' on their accounts. A Pin is an image that has been uploaded or linked from a website. Pins saved from one user's board can be saved to someone else's board, a process known as "repining". Boards are collections of pins dedicated to a theme such as quotations, travel, or weddings. Pinterest uses a feature called Guided Search, which gives keyword suggestions when entering a search term, narrowing down results. A user's home feed is a collection of Pins from the users, boards, and topics followed, as well as a few Promoted Pins and Pins Pinterest has picked for the user based on their activity and preferences. Following users and boards fills the home feed with content. Users can follow and unfollow users as well as boards. Similar to Facebook, Instagram, and Twitter Pinterest contains verified accounts. A verified account will contain a checkmark next to their domain in the search results. The verified profile will also contain a full website URL and checkmark.
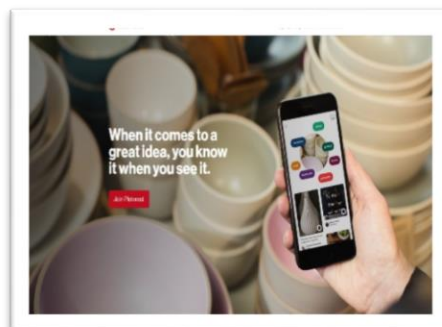
Who uses the tool and for which purposes?

In terms of the user demographics for Pinterest, data from the US from 2016 is available and shows that roughly three-in-ten online Americans (31%) use Pinterest and that women use Pinterest at much higher rates than men. Nearly half of online women use the virtual pin-board (45%), more than double the share of online men (17%) who do so. Pinterest is also most popular in the US among 35 – 44 year olds, whereas in Europe the age profile of Pinterest is about 10 years less: 26-35 year olds. In relation to the usability of the tool, users can upload, save, sort, and manage images - known as pins- and other media content (e.g., videos) through collections known as 'boards'. Content can also be found outside of Pinterest and similarly uploaded to a board via the "Pin It" button, which can be downloaded to the bookmark bar on a web browser.

Platform information

Pinterest is available as an application on both Android, iOS and as fully-functional web-based platform.

How is user data treated? What needs to be considered?

Pinterest collects information in the following ways:
- When users sign up for or use its products, they give Pinterest certain information voluntarily. This can include their name, profile photo, Pins, comments, likes, the email address or phone number used to sign up, and any other information that users provide.
- Users may also give Pinterest permission to access their information in other services; for example, linking a Pinterest account to an existing Facebook or Twitter. etc. Pinterest also gets technical information when users use their products.
- Log data - when using Pinterest, its servers automatically record information ("log data"), including information that a users' browser sends whenever they visit a website or that their mobile app sends when using it. Log data may include Internet Protocol address, the address of the web pages visited that had Pinterest features, browser type and settings, the date and time of requests and cookie data.
- Device information – Pinterest also collects information about the device a user is using Pinterest on, including what type of device it is, what operating system it is using, device settings, unique device identifiers and crash data.
- Pinterest may get information about users and their activity outside Pinterest from its affiliates, advertisers, partners and other third parties they work with.
- Online advertisers typically share information with the websites or apps where they run ads to measure and/or improve those ads. Pinterest also receives this information, which may include information such as whether clicks on ads led to purchases or a list of criteria to use in targeting ads.

Pinterest uses this information to:
- Improve its products and services to users.
- Develop new products.
- Offer users customised content, including: suggesting Pins or boards users might like

and showing users ads that they might be interested in.

Core advantages of using the tool for WBL

- As it is a platform that older users and adult tend to use, it might be a good platform to introduce to trainers/mentors/instructors as an initial step in getting them to accept using social media platforms for teaching, training and education.
- There are some applications for Pinterest in the areas of project planning, personal development and career guidance through the use of Pins and Boards that teachers could use as an alternative approach in their teaching practice.
- As a web-based platform, teachers and learners could engage with Pinterest on laptops and PCs which most schools have access to.

Core disadvantages of using the tool for WBL

- Young learners tend not to use Pinterest and so it may be of little benefit for WBL partners to develop materials to encourage trainers to use this social media platform in their training when young people are not engaged with it.

8. Facebook

How does it work?

Facebook is an online social media and social networking service which was launched on February 4, 2004. Facebook is accessible through a large range of devices, once they are connected to the internet. It is available as an application for tablets, iPad and smart devices, but also for desktop, laptops and smart TVs. Facebook is the most well-known and widely-used social media platform in the world today. Facebook may be accessed by a large range of devices with Internet connectivity, such as desktop, laptop and tablet computers, and smartphones. After registering to use the site, users can create a customised profile indicating their name, occupation, schools attended and so on. Users can add other users as "friends", exchange messages, post status updates, share photos, videos and links, use various software applications ("apps"), and receive notifications of activity. Additionally, users may join common-interest user groups organised by workplace, school, hobbies or other topics, and categorise their friends into lists such as "People From Work" or "Close Friends". Additionally, users can complain about or block unpleasant people. Facebook includes a feature that allows users to ask for information not disclosed by other users on their profiles. If a user does not provide key information, such as location, hometown, or relationship status, other users can use a new "ask" button to send a message asking about that item to the user in a single click. A user's home page is called their 'News Feed'. This appears on every user's homepage and highlights information including profile changes, upcoming events, news, posts from other 'friends' and birthdays of the user's friends, etc.

One of the most popular applications on Facebook is the Photos application, where users can upload albums and photos. Facebook allows users to upload an unlimited number of photos and to set privacy limits on whether the photographs uploaded to an album are 'public', or limited to 'friends', 'only me' or 'friends of friends'.

The "like" button, stylised as a "thumbs up" icon, was first enabled on February 9, 2009, and enables users to easily interact with status updates, comments, photos and videos, links shared by friends, and advertisements. Once clicked by a user, the designated content appears in the News Feeds of that user's friends. In 2016, the 'like' button was enhanced as Facebook officially rolled out "Reactions" to users, letting users long-press on the like button for an option to use one of five pre-defined emotions, including "Love", "Haha", "Wow", "Sad", or "Angry".

Who uses the tool and for which purposes?

Facebook has more than 2 billion monthly active users as of June 2017. Its popularity has led to prominent media coverage for the company, including significant scrutiny over privacy and the psychological effects it has on users. Facebook is generally used by individuals to connect with friends and colleagues online, to share information, news, videos and links with other; to comment and share the posts of other users; to share photographs and videos with friends and to join specific special-interest groups with other like-minded users.

Each registered user on Facebook gets their own personal profile that shows their posts and content. The format of individual user pages is known as a "Timeline", a chronological feed of a user's stories, including status updates, photos, interactions with apps, and events. On each profile, the user can also add a "cover photo", a large header image at the top of the Timeline. Users are prompted to complete their profile by filling out personal information such as name, date of birth, relationship status, current city, home-town, current and past employment, current and past education, favourite books, songs, bands, movies, TV shows, sports, etc.

Platform information

Facebook is available as an application on both Android, iOS and as fully-functional web-based platform.

How is user data treated? What needs to be considered?

Facebook enables users to choose their own privacy settings and choose who can see specific parts of their profile. The website is free to its users and generates revenue from advertising, such as banner ads. Facebook requires a user's name and profile picture (if applicable) to be accessible by everyone. Users can control who sees other information they have shared, as well as who can find them in searches, through their privacy settings.

Depending on the Services used, Facebook collect different kinds of information from or about its users:

- Things users do and information they provide – content and other information that users provide when they use Facebook's services.

- Things others do and information they provide - content and information that other people provide when they use Facebook's services, including information about users, such as when they share a photo of a user, send a message to a user or upload, sync or import a user's contact information.
- User's networks and connections - information about the people and groups that users are connected to and how they interact with them.
- Information about payments when a user buys something on Facebook, makes a purchase in a game or makes a donation, Facebook collects information about the purchase or transaction.
- Device information – Facebook collects information from or about the computers, phones or other devices where users install or access Facebook and its services.
- Information from websites and apps that use our Services – Facebook collect information when a user visits or uses third-party websites and apps that use its Services.
- Information from third-party partners – Facebook receives information about users and their activities on and off Facebook from third-party partners, such as information from a partner when they jointly offer services or from an advertiser about users' experiences or interactions with them.
- Facebook companies - information about users from companies that are owned or operated by Facebook, in accordance with their terms and policies.

## Core advantages of using the tool for WBL

- Facebook is so widely used that the majority, if not all, teachers, trainers and young learners involved in the WBL project will have an account and experience of using it.
- Facebook has many didactic applications as it is good for sourcing and assessing the quality of information online, for sharing news, notices and notes with other teachers and learners and for documenting project work by uploading posts and photographs.

9. Snapchat

How does it work?

Snapchat is a mobile messaging application used to share photos, videos, text, and drawings. It's free to download the app and free to send messages using it. It has become hugely popular in a very short space of time, especially with young people. There is one feature that makes Snapchat different from other forms of texting and photo sharing: the messages disappear from the recipient's phone after a few seconds. Snapchat is primarily used for creating multimedia messages referred to as "snaps"; snaps can consist of a photo or a short video, and can be edited to include filters and effects, text captions, and drawings. The ability to send video snaps was added as a feature option in December 2012. By holding down on the photo button while inside the app, a video of up to ten seconds in length can be captured.
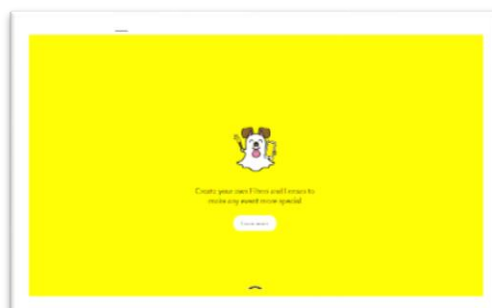
After a single viewing, the video disappears by default. A feature known as "Geofilters" allows special graphical overlays to be available if the user is within a certain geographical location, such as a city, event, or destination. Snapchat users can design and submit their own "Geofilters" to be used on the app. The "Lens" feature allows users to add real-time effects into their snaps by using face detection technology. This is activated by long-pressing on a face within the viewfinder. This is one of the most popular features of Snapchat among Irish teens. These Lenses allow users to add fun real-time special effects and sounds, change their voice in videos, face swap with friends, or even super-impose a face from a users' photo gallery onto their face. In April 2017, Snapchat extended this feature into "World Lenses", which use augmented reality technology to integrate 3D rendered elements (such as objects and animated characters) into scenes; these elements are placed and anchored in 3D space. Snaps can be directed privately to selected contacts or to a semi-public "Story". The private message photo snaps can be viewed for a user-specified length of time (1 to 10 seconds as determined by the sender) before they become inaccessible. Friends can be added via usernames and phone contacts, using customizable "Snapcodes", or through the "Add Nearby" function, which scans for users near their location who are also in the Add Nearby menu. Snapchat also allows users to upload photos and saved Snaps from their device photo albums. Snapchat Memories was created so users could show each other their photos from the app. Users can also search through memories using different tag words associated with the photos for example cat, hug, selfies etc. Memories can be shared as a story, directly to another friend or by showing a friend the album in real life. Users have the option to hide photos imported to Memories by moving them to the 'My eyes only' folder which can be password protected. The memories feature can be accessed by swiping up on the main camera screen.

Who uses the tool and for which purposes?

From its earliest days, Snapchat's main demographic has consisted of millennials. Snapchat has often been seen to represent a new direction in social media, with its users, particularly millennials, craving a more in-the-moment way of sharing and communicating via technology. With less emphasis on the accumulation of an ongoing status involving the presence of permanent material, Snapchat put focus on the ephemeral nature of fleeting encounters. One of the principal concepts of Snapchat is that pictures and messages are only available for a short time before they become inaccessible. The app has evolved from originally focusing on person-to-person photo sharing to presently featuring "Stories" of 24-hour chronological content, along with "Discover" to let brands show ad-supported short-form entertainment. In using Snapchat Stories, users can compile photos/videos for all their friends to view and publish them as a Story. Unlike normal Snaps, Snapchat Stories last for 24 hours and can be viewed more than once. Snapchat also has a range of news and entertainment videos on its 'discover' feature. Here users have access to articles and videos from their media partners. These small 'snaps' make it easy to keep up-to-date with a users' favourite brands. The user can access Snapchat Discover at the bottom right-hand side of their screen and can flick through the content there. The risk for younger users is that the content is not filtered and they may come across news stories or tabloid style articles that are not age-appropriate.

Platform information

SnapChat is available as a mobile application only on Android and iOS. It is not available as a web-based platform.

How is user data treated? What needs to be considered?

Once a user has set up an account, by default, anyone who knows their username or phone number can send them a message. However, users can set their Snapchat account to only accept messages from users on their "My Friends" list in the settings menu in the application.

SnapChat collects user data in 3 basic categories of information:
- Information users choose to give SnapChat – through information included on a user account profile and through user activity.
- Information SnapChat gets when individuals use their services – this includes log data, cookies, device information, etc.
- Information SnapChat gets from third parties – this is where users click-through to other sites from SnapChat.

SnapChat uses this user data for the following purposes:
- To develop, operate, improve, deliver, maintain and protect its products and services.
- To send users communications, including by email.
- To monitor and analyse trends and usage.
- To personalise the services by, among other things, suggesting friends or profile information, or customising the content SnapChat shows users, including adverts.
- To contextualise the user experience by, among other things, tagging user Memories content using their precise location data and applying other labels based on the content.
- To provide and improve advert targeting and measurement, including through the use of a users' precise location data.
- To enhance the safety and security of its products and services.
- To verify user identity and prevent fraud or other unauthorised or illegal activity.
- To use information collected from cookies and other technology to enhance the services and user experience with them.
- To enforce our Terms of Service and other usage policies.

Core advantages of using the tool for WBL

- SnapChat is the most popular social media platform in Ireland for young learners and so for the purpose of WBL it makes most sense to try and engage these learners on the platforms that they are already using.

## Core disadvantages of using the tool for WBL

- SnapChat is regarded as being a 'young person's' social media platform and so it may take additional support to train teachers and trainers to use SnapChat for education.

- Because of the visual nature of SnapChat – where images are shared and swapped between users and images are only valid for a set amount of time – it may be difficult to find a didactic application for this platform.
- Similar to Instagram, SnapChat is only available as an app, and not a web-based platform, so therefore tablets, iPads or other smart devices will be required to use SnapChat for education and training purposes.

10. Facebook Groups

How does it work?

A Facebook Group is a place for group communication and for people to share their common interests and express their opinion. Groups let people come together around a common cause, issue or activity to organise, express objectives, discuss issues, post photos and share related content. Anybody with a Facebook account can set up and manage their own Facebook Group and users are free to join as many Groups as they wish up to a maximum of 6,000 groups. Once a user has reached this limit, a user will need to leave some groups before you can join new ones. Some

Groups let anyone join but others are private and membership either needs to be approved by an existing group member or they cannot be joined at all. These Groups are secret and can't be searched for, in which case a qualifying Group member has to invite an individual user to join. Only the creator of the group or any Group member with 'admin' status can invite someone to join a secret Group. Similarly, only a group creator or 'admin' can delete a Group, and they can do this by removing all the members of the Group.
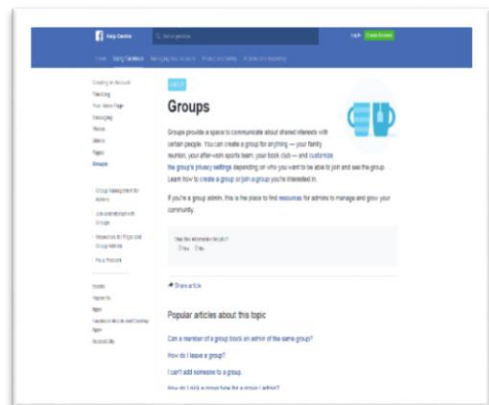
When joining a Group, whether private or public, a users' Facebook friends can see that they have joined the group. Similarly, leaving a Group will not notify the other members of the Group that a user has left.

Once they have joined a group, a user can choose how often they receive notifications from the group members in the settings page of the group. So, for example, users can choose to be notified of group activities as follows:
- All Posts: User will get notifications any time members post in the group.
- Highlights: User will get notifications for suggested posts and posts from their friends.
- Friends' Posts: User will get notifications whenever their friends post.
- Off: Users won't get notifications when members post.

Who uses the tool and for which purposes?

Facebook suggests groups for individual users to join based on the following factors:
- Pages a user has liked.
- Public or Closed groups that a user's friends are members of.

- Public or Closed groups similar to other groups that a user is a member of.
- Public or Closed groups that are in the neighbourhood or near to where a user lives.

As well as using a Facebook Group for group discussions and posting questions to Group members, Groups can also be used to create and promote events, upload pictures and videos and to share files within a Group. Individual members can create Group Docs to share with one another and can also buy and sell products and services through the Group.

Platform information

Facebook Groups is available through the Facebook platform. As such, it is accessible through the Facebook application on both Android, iOS and as fully-functional web-based platform.

How is user data treated? What needs to be considered?

When a user creates a group, they can choose 3 privacy settings: Public, Closed and Secret. As described in the Facebook privacy overview above, user data for Facebook Groups is treated the same, under the same policy. Depending on the Services used, Facebook collect different kinds of information from or about its users:

- Things users do and information they provide – content and other information that users provide when they use Facebook's services.
- Things others do and information they provide - content and information that other people provide when they use Facebook's services, including information about users, such as when they share a photo of a user, send a message to a user or upload, sync or import a user's contact information.
- User's networks and connections - information about the people and groups that users are connected to and how they interact with them.
- Information about payments when a user buys something on Facebook, makes a purchase in a game or makes a donation, Facebook collects information about the purchase or transaction.
- Device information – Facebook collects information from or about the computers, phones or other devices where users install or access Facebook and its services.
- Information from websites and apps that use our Services – Facebook collect information when a user visits or uses third-party websites and apps that use its Services.
- Information from third-party partners – Facebook receives information about users and their activities on and off Facebook from third-party partners, such as information from a partner when they jointly offer services or from an advertiser about users' experiences or interactions with them.
- Facebook companies - information about users from companies that are owned or operated by Facebook, in accordance with their terms and policies.

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**Core advantages of using the tool for WBL**

- Facebook Groups can be used by teachers/trainers/mentors/instructors and learners for interaction, collaborating group Group Docs and sharing files and information with one another.
- As it is linked to the Facebook platform, Groups is widely accessible for all target groups involved in the WBL project.

Core disadvantages of using the tool for WBL: N/A

11. Twitter

How does it work?

According to their own description Twitter is what's happening in the world and what people are talking about right now. Twitter is based on Tweets which are max. 140 characters long messages that are typed to the text box that asks "What's Happening?" Hashtag s (#) are used in Tweets (recommendation max. three hashtags) because on Twitter it´s possible to search for interesting topics using hashtags. A Tweet can include photos, videos, GIFs, memes. Besides tweets of your own you can also join the conversation by retweeting, liking, sharing or replying to Tweets in your timeline. With Twitter you can connect with your friends and other fascinating people e.g. celebrities, pop stars, athletics. Connecting is called Following on Twitter and from your profile information you can see who/which topics you are following and who is following you. You can follow your friends but also organisations, people who you don´t know personally but you are e.g. interested in his/her field of speciality. After you have started to follow people/events/organisations/hashtags etc., you can get in-the-moment updates on the things that interest you and watch events unfold, in real time. You can search Twitter and find out what about breaking news, trending hashtags and topics, entertainment, sports, politics and everyday interests.
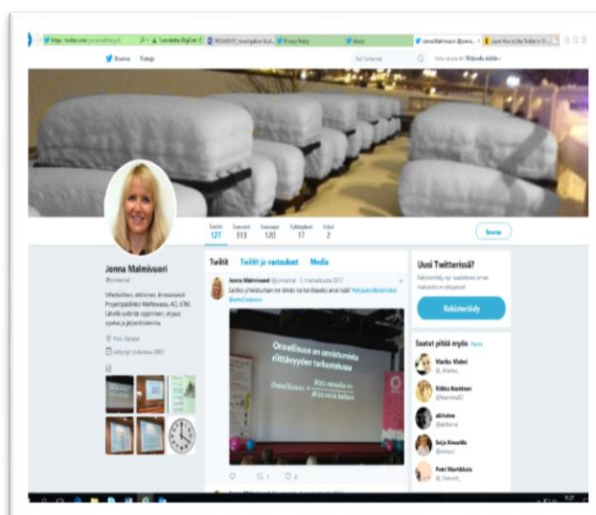
1. Signing up for Twitter

First, go to twitter.com, choose sign up and fill out the three sign-up boxes entering your real name (give Twitter your real name because Twitter is all about real people), real email address/phone number and a password you'll need to write down and remember. After filling out these three boxes, click "Sign Up." Then you have to decide your Twitter username which can be different from your real name but doesn't have to be. If your real name is available on Twitter, that's usually a good username to choose. Your username is important because it will

be shown to everyone on Twitter and also form the URL of your Twitter address: www.twitter.com/username

When you are done with your username click "create my account".

Go to your email account, check for the message that Twitter sent and click on the verification link it contains. Your Twitter-account is ready for use.

2. Filling out your Profile

Your next step should be to flesh out your profile before you start following people. Because clicking "follow" on someone often causes them to click through and check you out. When that happens, you want your profile page to tell them who you are. Uploading a picture of yourself will usually help get you more followers since it makes you seem more real. Add a short description of yourself (fewer than 160 characters) in the bio box. The good text here helps attract followers by making your interests and fields of speciality transparent. It's also worth specifying your city and linking to any website you may have.

3. Using Twitter

Twitter is based on Tweets which are max. 140 characters long messages that are typed to the text box that asks "What's Happening?" Hashtags (#) are used in Tweets (recommendation max. three hashtags) because in Twitter it´s possible to search for interesting topics using hashtags. A Tweet can include photos, videos, GIFs, memes. Besides tweets of you own you can also join the conversation by retweeting, liking, sharing or replying to Tweets in your timeline. You can e.g. tweet from an event you are taking part of, often there can be a hashtag that the event organiser provides you, so that all tweets can be found under this hashtag.

4. Following other Twitter users

With Twitter you can connect with your friends and other fascinating people e.g. celebrities, pop stars, athletics. Connecting is called Following in Twitter and from your profile information you can see who/which topics you are following and who is following you. You can follow your friends but also organisations and people who you don´t know personally but you are e.g. interested in his/her field of speciality. What is seen on your Twitter-feed depends on what you are following. You can start searching for whom to follow with different strategies. One strategy is e.g. to search for a person who you know has used Twitter longer period of time and is an expert in the field you are interested in. Follow him/her/it and explore who he/she/it is following. Start to follow the same persons/places/events/hashtags if they seem interesting to you.

Who uses the tool and for which purposes?

Twitter is used by everyone but it´s more concentrated on news and other factual information than e.g. Facebook. It´s a tool that enables one to be up to date and follow interesting/fascinating people, places, events etc.

In VET Twitter is often used as a media during events, lessons to get publicity to the VET-school. The participants are encouraged to use Twitter during the event and asked to use a certain hashtag provided by the event organiser. The Twitter-feed can then be projected to the wall during the event or/and the participants can follow the hashtag from their own devices. If Tweets are projected to the wall the lecturer can e.g. once in a while or at the end see which

kind of comments are there on Twitter or are there questions the VET-students have asked through Twitter.

Platform information

Desktop

iOS

Android

How is user data treated? What needs to be considered?

Tweet is public by default, and can include a message of 140 characters or less and content like photos, videos, and links to other websites. By Twitter´s own words: *What you share on Twitter may be viewed all around the world instantly. You are what you Tweet!*

On Twitter, your name and username are always listed publicly, including on your profile page and in search results, and you can use either your real name or a pseudonym. Twitter is primarily designed to help share information with the world. Most of the information you provide through Twitter is information you are asking Twitter to make public.

So, Twitter is a very public tool. Everything you put on Twitter can also be seen through Google-search.

Core advantages of using the tool for WBL

- Easy to use
- Makes it possible to follow topics/persons that are e.g. experts on matters that ought to be learned
- The company can get publicity if learners are using Twitter actively and e.g. company name is used as a hashtag.
- Can be used as reflection or feedback tool during lectures or events

Core disadvantages of using the tool for WBL

- If the student shares something on Twitter it´s public instantly. So, this can also mean bad publicity.
- Twitter-users should master some etiquette well and besides that also privacy and copyright issues. This is maybe not the case with all learners disabled for any reason.

12. Periscope

How does it work?

Periscope is a social video streaming platform that can be used with mobile devices (iOS, Android). So, Periscope is an app that lets you share and experience live video streams direct from your smartphone or tablet. It can be used to capture the atmosphere among fans at an important match, to broadcast an unfolding news story or to experience what it's like to walk down the streets of Helsinki. Periscope is a live video streaming platform, which means you can transmit a live recording of yourself to your Periscope followers. Instead of video calling (e.g. Skype) a single person, you're linked up to the whole community. Whoever is watching your transmission can comment and ask questions. These show up on the screen whilst broadcasting making it easy to answer and interact. The immediacy of the app encourages viewers to participate in what's happening in the video. Viewers do this by sending comments, which the person sharing the video can respond to in real time. This feature of Periscope makes it a more active viewing experience compared to e.g. watching videos on YouTube.
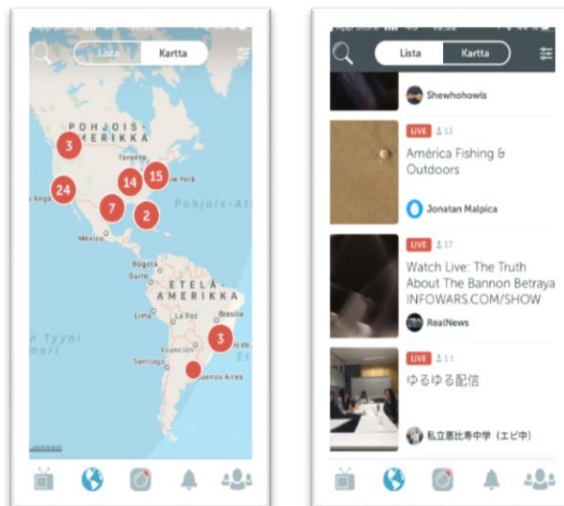
First you have to download the app on your mobile device. Then you can sign in with your Twitter / Facebook / Google account. After you have signed in you can start using Periscope. You can follow friends and other interesting Periscope users to watch what they have livestreamed. To start broadcasting you hit the camera button on the bottom navigation bar, fill in a description of your video and hit "start broadcast". By default, all broadcasts are initially public for anyone to see, unless you adjust the settings. You can e.g. create a group of other Periscope users and share the live video only with this group. There is a map view available in Periscope. When you are using map view, you can explore the videos being broadcasted in different parts of the world through the interactive map feature. This allows you to search for videos by location. Content posted on Periscope is available only for a limited time before it disappears. You can change the time limit from the settings.

Who uses the tool and for which purposes?

Periscope is used by organisations, companies, athletes, pop stars and private users. The main purpose is to share with the world what the user is experiencing right now by broadcasting live video stream that is available in Periscope for a limited time period.

Platform information

Android, iOS, for use in mobile devices.

How is user data treated? What needs to be considered?

Users must be at least 13 years of age and all activity is public, unless you adjust the settings. It is not possible to post or watch streams on Periscope anonymously, once you are signed in to the app. One might think that a video disappears once the stream is over but this isn't entirely true and could lead to a false sense of security. It is possible to download your live streams or for other people to make recordings of your streams. Once a digital copy is made, you lose control of who sees the video.

Core advantages of using the tool for WBL

Periscope is comparable with SnapChat which is a very popular tool among young people.

Core disadvantages of using the tool for WBL

The user must be familiar with at least the basics of copyright laws. It can be prohibited to live stream concerts, sporting events and television broadcasts.

13. Free version of SKYPE

How does it work?

Skype is part of Microsoft. With Skype, you can hold a meeting, work with colleagues – just about anything you need to do together every day. You can use Skype on your smartphone, tablet or computer. It is free to start using Skype - to speak, see and instant message other people on Skype for example. You can even try out group video, with the latest version of Skype. Voice and video make it simple to share experiences with other people no matter how far away they physically are.

It's easy to use Skype. First you need to download Skype to your device (desktop, mobile, tablet, Xbox, wearables). Then you have to create a free account for Skype. After that you can sign in to Skype and start using it.

1. How do I download the latest version of Skype?

- Go to the Download Skype page: https://www.skype.com/en/get-skype/
- Select your device and start the download. Note that Skype for Windows 10 is already installed on the latest version of Windows 10.
- You can launch Skype after it is installed on your device.

2. How do I create a new account for Skype?
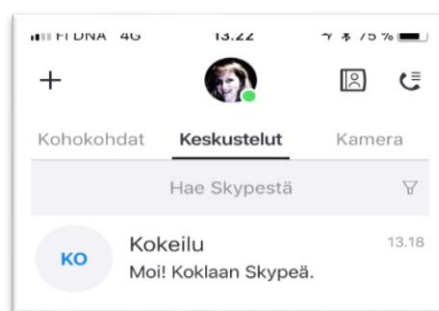
- Launch Skype and select Create new account.
- Skype will take you through the process of creating a new account and after the process has ended you are signed in to Skype.

3. How do I sign in to Skype if I already have a Skype or Microsoft account?

- Open Skype and click or tap Skype name, email or phone.
- Enter your Skype name, email or phone and select Sign in.
- Enter your password and select the arrow to continue. You're now signed in to Skype.

4. Using Skype

When you are signed in to free Skype you can use the main features of Skype including

1. Creating groups

You can create a group and chat / share photos and videos / make group video calls.

2. Chat

You can chat with one person or a group of persons (if you have first created or joined a group)

3. Highlights

You can share your highlights with persons or groups and see your contacts´ highlights

4. Creating & sharing content (photos/videos)

You can easily create a video or take a photo and then share it as highlight, within a group or with a single Skype-user

5. Video calls

You can make video calls with one Skype-user or a group of users.

Who uses the tool and for which purposes?

Free SKYPE is available for everybody. It can be used for video calls (one to one or group video), chatting, sharing content (documents, photos, videos). In VET widely used for counselling / guidance / communication purposes. Below there are three examples how SKYPE is being used in VET.

Example 1

Smartphones or tablets (as devices) and Skype are used when students are learning outside classrooms/VET-school´s premises e.g. in elderly people´s homes or on-the-job training. Students go e.g. to elderly people´s homes in pairs and get connected with the VET-teacher through Skype (IPad is the device they use and get this from VET-provider). The VET-students can then ask the VET-teacher for advice and the VET-teacher can answer questions and give feedback to the student(s).

Example 2

A combination of a blog (held by the VET-student) and Skype / Facetime or other tool that enables distant counselling. The VET-students can document their learning experiences on the blog (e.g. during on-the-job learning) and they get counselling and feedback from the VET-teachers through Skype or Facetime.

Example 3

Different kind of discussions can be held with the help of Skype

- Guidance discussions, e.g. planning vocational skills demonstrations for workplaces
- Assessment discussions
- Distance guidance for those who need special support for executing assignments

- For guidance during the on-the-job learning period.

Platform information

Desktop: Available for Windows, Mac OS X and Linux

Mobile: Available for Android and iPhone

Tablet: Available for iPad, Android tablets, Windows and Kindle Fire HD

Xbox: Skype for Xbox

Wearables: Skype for Apple Watch, Skype for Android Wear

How is user data treated? What needs to be considered?

Skype's privacy settings let you control who can contact you on Skype, and help you manage your conversation history. You can change your privacy settings to prevent nuisance calls or spam messages, as well as block and report any nuisance contacts. There is a general privacy statement available which applies to Microsoft's interactions with the end-user/company at https://privacy.microsoft.com/en-us/privacystatement/

Core advantages of using the tool for WBL:

- Skype is a digital tool appropriate for many occasions – distant learning, counselling, instant messaging, presenting / sharing files or other content.
- Skype is a tool that enables the VET-student to develop his/her communication skills especially verbal communication - usually social media / digital tools enable the development of written communication skills.
- With the use of Skype, it´s possible to use various learning environments in VET and still give the VET-student the possibility to get advice, support and feedback from the VET-teachers or on-side instructors. VET-teachers and mentors/instructors limited resources are used in a purposeful way.
- It´s easier for some VET-students to get feedback through Skype than face to face. And it´s also easier and quicker for VET-teachers and mentors/instructors to give oral feedback instead of text-based.

Core disadvantages of using the tool for WBL:

- Sometimes technical problems can occur e.g. voice, video etc.
- WIFI or another internet connection not available on not working properly
- Some VET-learners disabled for any reason prefer text-based communication

14. YouTube   ▶ YouTube

How does it work?

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create, edit and upload your own videos to YouTube to share with others. There are two basic ways to view a YouTube video: directly on the YouTube website or as an embedded video on another site. YouTube´s playlists are a great way to organise and share the videos you find on YouTube. By creating a playlist, you could e.g. collect some of your favourite science videos. Once you've created a playlist, it's easy to share it with your friends or students. If you would like to upload and edit your own videos you need to sign up for YouTube and create your own channel. You can use the desktop version of YouTube on your computer or you can watch videos on the go with your mobile devices (smartphone, tablet)
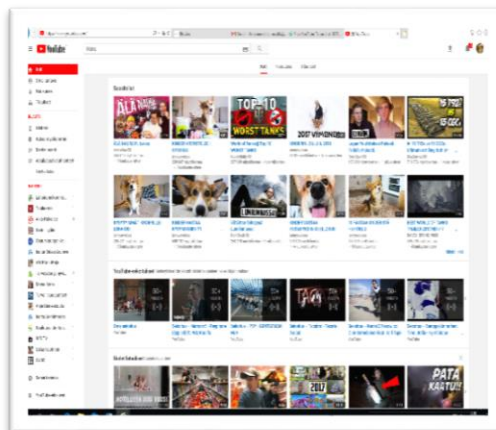
1. Signing up for YouTube

The signing in process in not obligatory, but signing in allows you to like and comment on the videos you find, share videos more easily, and even upload and edit your own videos. To sign in to YouTube you need a Google account, so if you have a @gmail.com email address, you already have a Google account. If you don't have a Google account, go to site gmail.com and follow the instructions. Once you have a Google account, you can sign in. Simply go to www.youtube.com, select Sign In and enter your Google account information.

2. Searching / Watching videos

Once you've signed in, the YouTube homepage will appear, and you'll see e.g. trending and popular videos, videos recommend for you. If you see a video you want to watch, just click it to start playing. You can subscribe different YouTube channels, with subscriptions it´s easier to watch videos that are interesting to you. Subscribing to channels is a bit like creating your own TV network, but with just the videos you want to watch. To search for videos, simply type what you are looking for in the search bar and click the Search button. Results will appear below, just like a Google search. If you want to make the search more accurate, click the Filters button below the search box. There you can refine your results to search for videos by quality, length, or other criteria.

3. Sharing / Liking / commenting a video

To share a video, simply click the Share button below the video player and choose the desired sharing option. Some of the simplest options allow you to share the video with social networks like Facebook and Twitter, or to copy and paste a link to a video. You can also embed the video on a net site or e-mail the link to another person. It´s also possible to like/dislike a video

or to leave a comment to a video you have watched. Comments are a great way to let the creator know how you feel about a video or to start a discussion with other viewers.

4. Using you own channel = Sharing your own videos

If you like to share your own videos you do it from your own YouTube channel. You already have a channel if you are signed in to YouTube. Just select My Channel from left. First you have to have your own video you want to share. There are several ways to create videos for YouTube, the method you choose depends on what kind of videos you want to make: you can use a webcam, your mobile device or a separate video camera. Once you have recorded the video (and maybe edited it), you can upload the video to YouTube. Select the Upload button near the top-right corner of any YouTube page and choose your video.

While the video is uploading, you'll be able to add a video description, choose the visibility settings (public, unlisted, private) and more. The upload time will depend on a few factors, including the length of the video and your Internet connection speed.

5. Editing your own videos on YouTube

YouTube has built-in editing tools you can use for free; these tools are easy to use and you don´t need experience with complicated editing software to be able to use them.

Who uses the tool and for which purposes?

Everybody uses YouTube. It can be used for watching online videos and organising them e.g. by creating playlists and subscribing to channels. One can like/dislike videos and comment on them. One can also livestream and upload own videos to YouTube and edit them with YouTube´s free editing tools. For many people the use of YouTube is more watching than producing videos.

In education/work-based learning YouTube could be used e.g.

- Searching for educational videos and watching them. The video helps to understand and visualise things/procedures/processes. Mentors/instructors or students can search for appropriate videos, playlists can be made and shared e.g. on a certain subject.
- Uploading own (self-produced) educational videos, e.g. videos produced by the students for demonstrating work phases.

How is user data treated? What needs to be considered?

YouTube is operated by Google. YouTube will keep of record of everything you search for and view on YouTube. The main reason for this is to provide you with better search results and video recommendations. You can off course clear your viewing and search histories if you like. By default, any videos you like and the playlists you create will be visible to everyone on YouTube. If you'd prefer to keep this information private, go to the Privacy settings and change the settings. Once you upload your own videos it´s important to choose the visibility settings. The three options are public, unlisted and private.

Platform information

Available for Desktop, Android and iOS.

Core advantages of using the tool for WBL

- Videos / visually is more interesting than text. If e.g. an instruction is on video format instead of text format is it more likely to be learned – especially in case of young people.
- Young people use videos as format and YouTube a lot.

Core disadvantages of using the tool for WBL:

- The privacy issues must be considered especially with young people under 18 years old.

15. Google Hangouts

How does it work?

Hangouts is the popular Google communication service, which is available within Gmail, on PCs and Android and iOS smartphones. The particularity of this application is to offer a wide range of services as, in addition to classic messaging, offers the opportunity to make video calls, VoIP calls and video conferencing. The peculiarity of this mode is to have phone calls, video calls and the photo sharing service within their email box and does not require the installation of additional applications. Another highlight is the group Hangouts that allow you to chat with up to 100 people at the same time. To activate Hangouts from the Google Chat menu, simply open Hangouts in Gmail, click on the profile photo at the top of the chat list and, at this point, click on the item Try the new Hangouts. Gmail will update itself automatically and you can start using Hangouts.
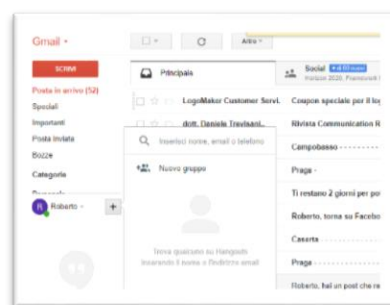
Who uses the tool and for which purposes?

Start a chat conversation or video call. Make phone calls using Wi-Fi or data. Send text messages with your Google Voice or Project Fi phone number. Hangouts sync automatically across devices. If you start a Hangout on your computer, you can continue your chat on another device, like your phone.

Platform information

For Android, Google Hangout is a pre-installed app in most cases. However, if it is not installed you can download it from the Google Play Store. Instead, on iOS, Google Hangout is not pre-installed and, in fact, you need to download it from the Apple App Store. The Hangout app on Android is divided into two parts: contacts and chats. In the contact screen we find those of

our Google Plus circles otherwise, you can invite new ones through the phone number present in the address book or by email.

How is user data treated? What needs to be considered?

By using the "Call Phone" feature of Hangouts (the "Service") you agree to be bound by the Google Terms of Service, User Content and User Policy, the Google Privacy Policy, and these terms and additional conditions (I "Terms of Service"). It is important to consult all these documents because together they constitute a legal agreement between you and Google regarding the use of the Service.

Core advantages of using the tool for WBL

Among the main advantages of the smartphone version, both Android and iOS, there are the possibility to make calls, video calls, send files and much more without having to access your computer. In fact, the backup of the chat is updated on all devices and allows you never to lose the thread of the conversation with friends or relatives.

Core disadvantages of using the tool for WBL:

The main disadvantage is that of the needed Gmail address.

16. Facetime

How does it work?

FaceTime is an application developed by Apple Inc. for iOS and MacOS operating systems. It allows you to call or video call via the internet through the front camera of the device.

Originally, FaceTime only worked on Wi-Fi, not on cellular networks. This limitation on the service was imposed by phone carriers due to their concerns that video calls required too much bandwidth and would produce slow performance and high data bills. With the introduction of iOS 6 in 2012, that restriction was removed. FaceTime calls can now be placed over 3G and 4G networks.
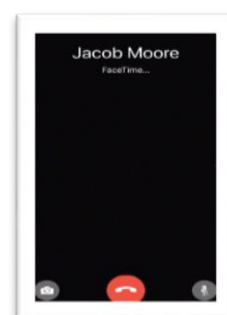
Who uses the tool and for which purposes?

Face time is for General users, not specified. Reserved only to Mac owners.

Platform information

FaceTime Requirements:

On iOS: iOS 4 or higher, a supported device; On Mac: Mac OS X 10.6.6 or higher, a compatible

camera, the FaceTime app (pre-loaded on most Macs, and available for US$0.99 at the Mac App Store for those it's not pre-loaded on).

FaceTime Compatibility: FaceTime works on the following devices: iPhone 4 and higher, 4th generation iPod touch and higher, iPad 2 and higher, Macs with cameras

How is user data treated? What needs to be considered?

For more information please visit: https://www.apple.com/legal/privacy/en-ww/

Core advantages of using the tool for WBL: N/A

Core disadvantages of using the tool for WBL: Facetime doesn't work on Android system.

17. Google Allo

How does it work?

Google Allo is an instant messaging mobile app developed by Google for the Android and iOS mobile operating systems, with a web client available on Google Chrome, Mozilla Firefox, and Opera. It was announced at Google's developer conference on May 18, 2016, and released on September 21, 2016. The app uses phone numbers as identifiers, and allows users to exchange messages, files, voice notes and images. It includes a virtual assistant, a feature that generates automatic reply suggestions, and an optional encrypted mode. Users can resize messages and add doodles and stickers on images before sending them.

Who uses the tool and for which purposes?

The app is available for Google user.

Platform information

Available as an app for Android and iOS through the Google App.

How is user data treated? What needs to be considered?

Reports surfaced in March 2017 that a bug with the Google Assistant in the Allo app would accidentally share results in a conversation from an individual's search history, despite the search not being previously mentioned by the other chat participant or previously in the conversation. Google acknowledge the issue, and stated that it had been fixed.

Allo is based on phone numbers, not by social media or email accounts. Allo's "Smart reply" feature uses Google's machine learning technology to suggest a reply to the last message, which can be selected from a few options. The feature also analyses images sent to the user in order to suggest responses.

18. iMessages

How does it work?

iMessage is an instant messaging service developed by Apple Inc. It is supported by the Messages application in iOS 5 and later and OS X Mountain Lion and later. iMessage allows users to send texts, documents, photos, videos, contact information, and group messages over Wi-Fi, mobile phone Internet access, or other forms of Internet access to other iOS or macOS users, thus providing an alternative to standard SMS/MMS messaging for most users with devices running iOS 5 or later. iMessage is accessible through the Messages app on an iPhone, iPad or iPod touch running iOS 5 or later or on a Mac running OS X Mountain Lion or later. Owners of these devices can register one or more email addresses with Apple, and, additionally, iPhone owners can register their phone numbers with Apple, provided their carrier is supported. When a message is sent to a mobile number, Messages will check with Apple if the mobile number is set up for iMessage. If it is not, the message will seamlessly transition from iMessage to SMS.

Who uses the tool and for which purposes?

Mac - Apple user

Platform information

Available only on iOS.

How is user data treated? What needs to be considered?

On November 4, 2014, the Electronic Frontier Foundation (EFF) listed iMessage on its "Secure Messaging Scorecard", giving it a score of 5 out of 7 points. It received points for having communications encrypted in transit, having communications encrypted with keys the provider doesn't have access to (end-to-end encryption), having past communications secure if the keys are stolen (forward secrecy), having their security designs well-documented, and having a recent independent security audit. It missed points because users can not verify contacts' identities and because the source code is not open to independent review (open source). In September 2015, Matthew Green noted that, because iMessage does not display key

fingerprints for out-of-band verification, users are unable to verify that a man-in-the-middle attack has not occurred. The post also noted that iMessage uses RSA key exchange. This means that, as opposed to what EFF's scorecard claims, iMessage does not feature forward secrecy. An independent security audit revealed that the end-to-end encryption that iMessage provides is hardly any better than Transport Layer Security. In 2017, Google announced they would compete with iMessage with their own messaging service, Android Messaging.

Core advantages of using the tool for WBL: N.A

Core disadvantages of using the tool for WBL:

- app available for Apple users only.

19. Blogger

How does it work?

Blogger is an open source tool owned by Google, which serves as a free publishing platform for creating one's own blog and publishing articles, information, personal posts and webpages. It is one of the oldest free, open source tools for creating blogs and it is a favourite in comparison to other similar but more recent tools, as it provides many templates that can be used and which are easy to use based on their easy design. Another advantage of Blogger is the fact that it allows the user to choose his/her custom domain and custom coding of its templates free of charge (while other similar services require a premium subscription for such function. More information is at: https://www.blogger.com/
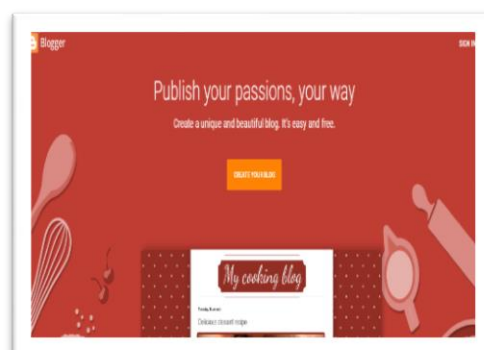
The main function of Blogger is the creation of personal blogs and webpages, on which personal opinions, information, articles, or other relevant data are published on a specific topic or on a variety of topics based on the user's preferences. The user needs to first own a Google account, as Blogger comes in the Google package, along with Gmail, Google Drive, etc. After a user with a Google account goes to Blogger, he/she will be asked to sign in and then he/she can proceed by creating a blog and adding a blog entry. There are two areas that the user needs to keep in mind; template and layout. There are various templates provided by Blogger, which are easy to use. Additionally, there is a big community of Blogger supporters, who create templates for free use, though some might contain copyright information. The template screens allow for the customisation of the aesthetic looks of the blog. The layout screen allows the user to decide where to place sidebars, headers, the main blog posts, and basically arrange the look of his/her blog in terms of its functions. Simple use of the blog can be provided by the functions that are available through Blogger; any function that is more advanced or requires more technical information (e.g. full control of the functions, customisation of bars,

placement of media embeds) can be achieved by working directly with the HTML code.

The user can choose whether he/she wants to use BlogSpot as the domain for hosting his/her blog (as this is the default domain), or whether he/she would prefer to customise it and choose his/her own domain for hosting the blog.

Who uses the tool and for which purposes?

Blogger can be used by anyone, who is interested in creating his/her own blog or webpage, as it is a simple tool that does not overwhelm beginner users, but can also be used by more advanced or demanding users. It can be used by individuals, educators, students, business owners, and basically anyone who is interested in creating a personal space for expressing opinions or providing information on a certain topic.

Platform information

Blogger can only be used from a computer or laptop. It cannot be used on mobile devices (smart phones, tablets, etc.) as the Blogger app can no longer be found on the App Store (for iOS) or on Google Play (for Android). Even though the app used to be functional on both platforms, it looks like it has been removed since February 2016.

How is user data treated? What needs to be considered?

Blogger does not specifically require users to have a Privacy Policy for their blog. The data shared by the user is safe in the sense that a user needs to have a Google account in order to be able to use Blogger and it is also up to the user to decide if his/her blog will be made available to the public or will only be shared with specific people. However, in terms of a Privacy Policy specifically, this is not required through Google's Terms of Service, unless the user wants to sign up for Google AdSense, which allows a user to show ads through his/her blog.

Core advantages of using the tool for WBL

Blogger is a good tool for activities supported by the project that involve or promotes the use of a blog – by the educator/instructor, by students, or by both. It can be used as part of the instructional material by the educator/instructor, or it can be used as part of an assignment (in-class or at home) for individual students or as group work. It is free, simple, and easy to use, thus not necessitating high ICT competence from the part of the students, which is as additional advantage for WBL.

### Core disadvantages of using the tool for WBL

The main disadvantage does not necessarily relate to WBL per se, as this is a challenge acknowledged by Blogger users. This relates to the fact that because Blogger is one of the more traditional blogs, it does not provide for additional features, such as having a homepage, or promoting content via social media tools. It is a simple platform that hosts posts in a chronological order.

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20. Telegram

How does it work?

Telegram is basically a messenger app, which offers the possibility for the user to send private and secure messages, connect with people who use Telegram and create chats – either one to one or group chats. The user can create group chats of up to 100,000 users (according to the tool's website), can send different types of documents and media of huge size, and can also share confidential information (for business purposes, for example) as it promises the users high level of security. It also saves information on the Cloud and can also synchronise chats on across all the devices on which the user has his/her account installed. The tool developers also promise fast delivery of messages and also access even at remote locations. Additionally, it has the potential for providing feedback (if for example used for business purposes and customer feedback is essential). Finally, voice calls are also available via Telegram to users all over the world. More information available at: https://telegram.org/.
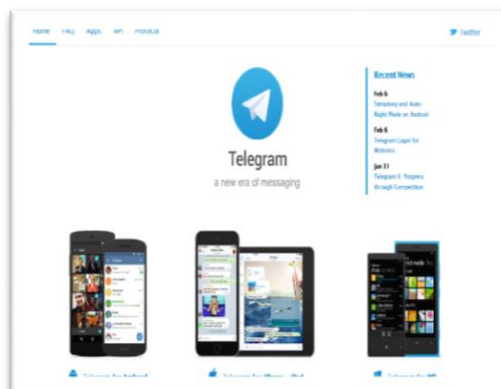
Telegram works like any other messenger / message-exchange app. The user needs to create an account after installing the app on his/her smartphone or tablet, or after creating an account on his/her computer/laptop. The user chooses his/her username and password, which are secure and can then connect with other users to create chats or set up whole groups of users and exchange messages and hold group discussions.

Who uses the tool and for which purposes?

The tool is used by individuals either for personal purposes or for business purposes, in order to send messages, hold chats, or make voice calls either one-to-one or within a pre-set group.

Platform information

Telegram can work on both Android and iOS. It is compatible on smartphones and tablets/iPads and there is also a web version available for Windows and Mac as well.

How is user data treated? What needs to be considered?

Telegram takes pride in the level of security that it offers its users. On the main website of the tool, the developing company makes extra effort to advertise that the messages sent via Telegram are highly encrypted, that there are security protocols applicable worldwide and that messages can also be set on timer to self-destruct, if the user wishes to do so.

Core advantages of using the tool for WBL

The main advantages of Telegram for the purposes of WBL is the fact that it has the ability to host big group chats and to be accessible from different locations – even remote ones – and also make video calls all over the world. It could therefore be used by educators/mentors/instructors to create a class group discussion and also engage learners from different locations. It can also be used as an instructional tool in the sense that the educator could invite speakers from other parts of the world to chat with learners. Additionally, the fact that the messages are secure and confidential adds a level of security for learners and the educator in terms of the material shared, documents exchanges, media sent to the group or in private conversations.

Core disadvantages of using the tool for WBL

There do not seem to be any.

21. Google Duo

How does it work?

Google Duo is a video calling up. It offers one-to-one calling via Google, as part of the various tools developed and offered by Google. It is considered to be a very simple video chat/video calling app, with good connectivity and stable connection for chatting and video. It has good reviews by users in terms of its use, characteristics, and connectivity. More information available at: https://duo.google.com/. It is a one-tap video app, for which reason it is considered so simple. The user needs to create an account through his/her phone and can then call anyone on their contacts list, who also have the app installed. They just tap on the person and can then hold a video call one-to-one.
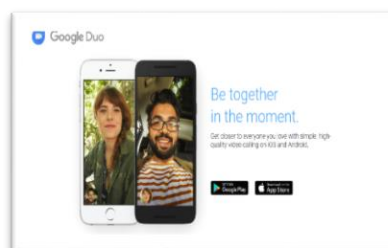
Who uses the tool and for which purposes?

The tool can be used by anyone, as it is very simple. Anyone who owns a smartphone (Android or iOS) and Wi-Fi connection can use Google Duo to call people in his/her contacts. The tool can be used to personal purposes, educational purposes, business purposes.

Platform information

Google Duo works only on smartphones on both Android and iOS platforms, but no other platform.

How is user data treated? What needs to be considered?

Based on the tool website, the video chars are highly encrypted and information shared is secure, as outlines in the Google Terms of Service.

Core advantages of using the tool for WBL

The fact that the tool is simple to use and can be used on both Android and iOS smartphones makes it a good tool for the purposes of the WBL project. It can be used for video chats between the educator and students (one-to-one video calls) for guidance, consultation, feedback and to provide any necessary help and support.

### Core disadvantages of using the tool for WBL

The main limitation is that the tool is meant to be used for one-to-one video chats, therefore it cannot be used as a tool for group video calls or to host any synchronous call with the whole class.

22. Tumblr

How does it work?

Tumblr is a tool for creating blogs, and is considered to be more elaborate than Blogger described above, as it allows users to embed different types of media and what would be considered more creative and advanced posts than simple blogging. Users can embed in their blog MP3 tracks, Spotify tracks, photos, GIFs, TV shows, links, stories, stores, jokes, and of course simple text. Users can add graphics and make their blogs interesting and interactive. They can also follow blogs and have others follow theirs. They can also follow various trends that are evolving in the Tumblr community and participate in groups on various topics. More information available at: https://www.tumblr.com/. The user needs to create an account in order to be able to use Tumblr – with username and password. Once they have their account, they can log in and use the Dashboard to create their posts, on which they can embed different types of media – audio, video, websites/links, photos, chats, etc. The Dashboard is easy to use and the icons are self-explanatory as to how they function and the options they provide. Users can like posts on a blog, comment on them, and also "reblog" them; functions that are more common in social media tools than blogging tools.
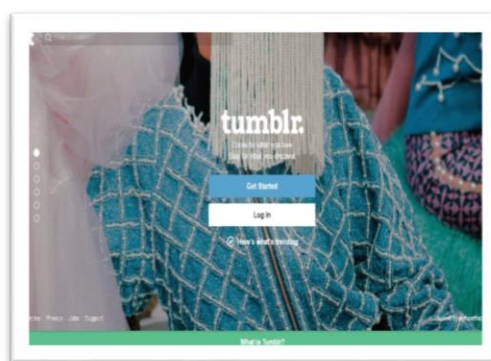
Who uses the tool and for which purposes?

Tumblr can be used by individuals, for hosting their own personal blog with views on different topics or different stories, or they can host a blog on a specific topic. Tumblr is not meant to be used to so much as a business blog or for business/professional purposes, as it has more of a playful / social media character than Blogger, which is considered to be more of a traditional blog.

Platform information

Tumblr can be used on smart phones and tablets, both Android and iOS, and it can also be used on the web, as it can be downloaded on those two platforms as an app, but can also work as a web-based tool on the computer/laptop.

How is user data treated? What needs to be considered?

Tumblr takes privacy policies seriously and therefore provides the users with different privacy options, which can be adjusted based on the user's preferences.

Core advantages of using the tool for WBL

Tumblr is a good blogging tool for WBL, as its nature is playful and attracts younger users. It also has many social media-type functions embedded in it, so it can be easy for users to familiarise themselves with it. It can be used as part of an assignment for students, where they create their own personal blogs to use in the classroom or at home. They can also join other blogs, comment on each other's blog, create their own community of blogs, and the educator can also have his/her own blog and be part of this.

Core disadvantages of using the tool for WBL

The only disadvantage is that Tumblr is not recommended to be used so much for professional purposes, therefore it would not be a good idea for WBL users to use it as part of business networking or finding employment.

23. Story Remix   Microsoft

How does it work?

Story Remix is a 3D video editing software built into the Photos app. Intended to replace the older Windows Movie Maker, this feature was added on to MS photos with the Fall Creators Update to Windows 10.Story Remix uses AI and 'deep learning to organise and transform your photos and videos into stories.' Story Remix allows users to create videos from pictures and songs from the Photos app, or by importing them. It also contains features to add transitions, 3D effects, soundtracks, 3D animations and styles to the videos.

Who uses the tool and for which purposes?

As this is a newly launched app, user demographics are not available yet – but the app is popular among teachers wanting to create educational content in new formats for learners.

Platform information

Microsoft Windows.

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:

- As the Story Remix app is hosted on the Windows platform, the privacy and user data policy for using the app is in line with the policy of Microsoft.
- According to Microsoft's privacy policy, some apps need to access the user's pictures, videos, or documents to allow them to take full advantage of the functionality that the apps provide. For example, if the user is using a photo and video editing app, the app will need access to the photos and videos that the user would like to edit. The app will most likely also need a place to store the newly edited version of the photo or video. This can apply similarly to apps that need to access and store the user's documents as well.
- According to their policy statement: "Microsoft collects data from users, through its interactions with users and through its products. Users provide some of this data directly, and it gets some of it by collecting data about users' interactions, use and experiences with its products. The data it collects depends on the context of user interactions with Microsoft and the choices that the user makes, including their privacy settings and the products and features that they use. Microsoft also obtains data about the user from third parties.
- The user has choices when it comes to the technology they use and the data they share. When Microsoft asks users to provide personal data, they can decline. Many of Microsoft's products require some personal data to provide the user with a service. If they choose not to provide data necessary to provide them with a product or feature, then the user cannot use that product or feature. Likewise, where Microsoft need to collect personal data by law or to enter into or carry out a contract with a user, and they do not provide the data, the Microsoft will not be able to enter into the contract; or if this relates to an existing product they're using, Microsoft may have to suspend or cancel it the user's account."

The app uses this information to:

- Microsoft uses the data it collects to provide users with rich, interactive experiences. In particular, it uses data to:
- Provide products, which include updating, securing and troubleshooting, as well as providing support. It also includes sharing data, when it is required to provide the service or carry out the transactions, which users' request.
- Improve and develop products. Personalise products and make recommendations. Advertise and market to users, which includes sending promotional communications, targeting advertising and presenting you with relevant offers.
- Microsoft also uses the data to operate the business, which includes analysing its performance, meeting legal obligations, developing its workforce and doing research.
- In carrying out these purposes, Microsoft combines data it collects from different

contexts or obtain from third parties to give users a more seamless, consistent and personalised experience, to make informed business decisions and for other legitimate purposes.

Core advantages of using the tool for WBL

Story Remix allows educators/mentors/instructors to use photographs to create short video files which are creative and engaging for young people, and which can be shared through social media platforms. Story Remix can also be used, where there has been a field-trip or study visit and where the teachers or trainers would like to produce a short video of the trip.
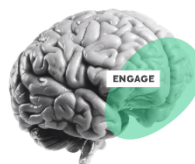
Core disadvantages of using the tool for WBL

This app is only available as part of Windows 10 – so therefore, educators who want to use this function in the Photos App to create new digital content will have to use a Windows device and pay for and download the latest version of the Windows 10 operating system.

24. Prezi

How does it work?

The company's flagship platform is a visual storytelling software alternative to traditional slide-based presentation formats. Prezi presentations feature a map-like overview that lets users pan between topics, zoom in on details, and pull back to reveal context.

"Harvard researchers find Prezi more engaging, persuasive, and effective than PowerPoint."

Designed for people who aren't designers
Now creating, giving, and tracking beautiful interactive presentations is as easy as 1,2,3.

Prezi Next: An update to the original Prezi presentation software, Prezi Next features a redesigned editor, designer templates, and Prezi Viewer for Android and iOS devices. Additionally, Prezi Next makes it possible to use augmented reality in presentations.

Prezi Business: Built especially for professionals, the Prezi Business platform combines the core features of Prezi Next with business-focused productivity tools, including real-time data analytics, integration with the business collaboration platform Slack, commenting and co-editing features, and the Live Prezi feature, with virtual meeting rooms for hosting remote Prezi presentations.

Who uses the tool and for which purposes?

Total users: 100 000 000

Age groups: 50% under 35 and 50% over 35

Gender: 42% male, 58% female

Platform information

- Android
- iOS
- Web

Compatibility: Prezi Next is an HTML5 application that runs on JavaScript. It is also compatible with most modern systems. Prezi Next does not support Internet Explorer

User accounts: User needs to create an account

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:

- You don't have to create an account to use some of our service features, such as searching and viewing public presentations. If you do choose to create an account and become a member, you must provide with some personal data so that we can provide our services to you including your name, email address and/or phone number, occupation, title and a password.
- In order to gain access to specific premium features within our Services, you must provide us with payment information, including your credit or debit card number, card expiration date, CVV code, and billing address.
- The Services also include customer support, where you may choose to submit information regarding a problem you are experiencing.

Survey Information

- From time to time, Prezi may ask our registered users or visitors to participate in surveys. These surveys are optional. If you choose to participate, any information you provide to us, including personal information, will be linked with your account in our system. If you would not like your information to be used in this way, you have the option to not participate in surveys or, if you do participate, to provide us only with information you consent to our use of in accordance with this Privacy Policy.
- Parts of the Services allow users to upload user content, including presentations, messages, comments, images, and other materials. If you choose to upload personal information through these means in a manner that makes it visible to the public, the information will be considered public and will not limit its use or disclosure in the manner described in this Privacy Policy.
- Prezi does not associate content information that is stored in your presentations, infographics or other free-form content inputs, such as comments, with personal information about you or others. Information in your presentations and infographics belongs to you, and you are responsible for it, as well as for making sure that your content complies with our Terms of Service. The Prezi employees do not access private content unless required to for security or maintenance, or for support reasons, or with your consent.

- If your content is made public, anyone may view its contents and potentially make other uses of it. If you have included private or sensitive information in your public presentation, such as email addresses, that information may be indexed by search engines or used by third parties. If your user content is shared privately, those you have shared it with may use it in a manner inconsistent with our Terms of Use, and/or inconsistent with your wishes, including disclosing it publicly.

The app uses this information to:

- Use of the Services Prezi receives information when you view content on or otherwise interact with the Services, even if you are a visitor. For example, when you visit the websites, sign into the Services, interact with email notifications, or visit a third-party service that includes content from our Services, Prezi may receive information about you, or combine such information with other personal information. This service usage information includes data such as your IP address, browser type, operating system, the referring web page, pages visited within our Services, location, your mobile carrier, device information (including device and application IDs), search terms, and cookie information.

- Services you link to your account Prezi receives information about you when you or your administrator integrate or link a third-party service with our Services, including information from the third party who provides the linked service. For example, if you create an account or log into the Services using your Google credentials, Prezi receives your name and email address as permitted by your Google profile settings in order to authenticate you. Prezi also provides options within the Services that enable you to link to services such as Slack and Salesforce, so you can receive real time notifications and integrate content within those platforms. To learn more about these third parties' privacy practices, please consult their privacy policies.

- Cookies, Web Beacons and Other Similar Technologies A cookie is a small amount of information that a website you visit stores on your computer or device. Like many websites, Prezi, its service providers, linked services, and third-party content that appears on their Services may use cookies to collect additional website usage data and to operate the Services. Cookies are not required for many parts of the Services such as viewing public content. You can control at any time what cookies you allow through your browser settings and other tools. However, some of the Services may not function properly if you disable cookies. When your browser or device allows it, Prezi uses both session cookies and persistent cookies to better understand how you interact with our Services, and to monitor aggregate usage patterns. You can read further information about how we use cookies as described in their Cookie Policy.

- The Services, linked service providers and services, and third-party content that appears on the Services may use other tracking tools, including so-called "pixel tags," "web beacons," "web bugs," "clear GIFs," etc. (collectively "Web Beacons") to collect information about your activities on the Services. These are small electronic images embedded in web content and email messages and are ordinarily not visible to users. Like cookies, Web Beacons enable Prezi and its service providers to track pages and

content accessed and viewed by users. Also, when Prezi sends HTML-formatted (as opposed to plain text) emails to you, Web Beacons may be embedded in such emails to allow them to monitor readership levels so that they can identify aggregate trends and individual usage to provide the audiences with more relevant content or offers. Web Beacons in emails may recognise activities such as when an email was opened, how many times an email was forwarded, which links in the email were clicked, etc. Web Beacons cannot be declined when delivered via a regular web page. However, Web Beacons can be refused when delivered via email. If you do not wish to receive Web Beacons via email, you will need to disable HTML images or refuse HTML (select Text only) emails via your email software.

- Subject to your settings, if you view or click on an advertisement that Prezi has placed on the Services, or the site of a third party, the ad provider will learn that someone visited the page that displayed the ad, may receive information about you such as your IP address, and may through that information or the use of other mechanisms such as cookies be able to personally identify you. The company's advertising partners may share information they collect in connection with its advertising, including personal information, with Prezi.

- With its Partners and Service Providers Prezi relies on a number of other companies, agents, and/or contractors to perform services on our behalf and to assist them in operating and providing the Services to you. For example, Prezi may engage such service providers to provide marketing, communications, website hosting, infrastructure and IT services, to personalise and optimise the Services, provide customer service, collect debts, and analyse and enhance data. In the course of providing such services to Prezi, these companies may obtain information about you, including personal information, and that information will be shared with them. Prezi do not authorise these companies to use or disclose your personal information except in connection with providing the services we request from them.

- One of Prezi service providers is Google Analytics, which collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. To learn more about how Google Analytics collects and uses your data when you use the Service, and how you can control the information sent to Google Analytics, please review: https://www.google.com/policies/privacy/partners .

Core advantages of using the tool for WBL

- Better presentations.

Core disadvantages of using the tool for WBL

- For a better performance you need the update version that is not for free.

25. Dropbox

How does it work?

Dropbox is a personal cloud storage service (sometimes referred to as an online backup service) that is frequently used for file sharing and collaboration. The Dropbox application is available for Windows, Macintosh and Linux desktop operating systems. There are also apps for iPhone, iPad, Android, and BlackBerry devices. The service provides 2 gigabytes (GB) of storage for free and up to 100 GB on various for-fee plans. Another option, Dropbox for Teams, provides 350 GB storage. The user data is stored on Amazon's Simple Storage Service (S3) and protected with Secure Sockets Layer (SSL) and Advanced Encryption System (AES) 256-bit encryption. After installation of the associated application, a Dropbox folder appears with the user's other folders. Users can save files to the folder, add new folders, and drag and drop files among folders just as if they were all local. Files in the Dropbox folder can be accessed from anywhere with an Internet connection – the user just has to log in to his account to upload, download and share files. To share a file, the user can generate a URL for it from the Dropbox website and send it out so that others can view it. Folders can be shared by sending an invitation from the Dropbox website. Recipients that don't have Dropbox accounts will have to sign up to access the folder. Once a folder is shared, it will appear in the folder system for everyone who has access to it and all members will be able to make changes to files. All versions of files are saved. Dropbox has usually been considered a consumer market service. However, it is increasingly being used within the enterprise and as such is an example of the IT consumerisation trend. The service is named for the repositories used by banks, post offices, video stores and libraries to allow people to drop items off securely.
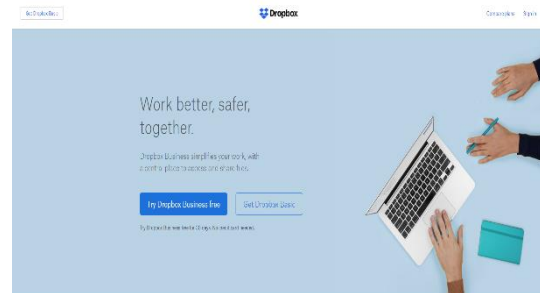
Who uses the tool and for which purposes?

Users: general Public, teachers, business
Pedagogical purposes: share files, collecting materials

Platform information

- Android
- iOS
- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:
- Information users provide directly to Facetime;
- Analytics information;
- Cookies and similar technologies;
- Log file information;

The app uses this information to:

- help users to efficiently access their information after they sign in;
- remember information so users will not have to re-enter it during their visit or the next time they visit the Service;
- improve services without compromising individual privacy. For example, in iOS 10, this technology helped improve QuickType and emoji suggestions, as well as Lookup Hints in Notes.

Core advantages of using the tool for WBL

- Quickly contact with people for sharing files

Core disadvantages of using the tool for WBL

- Need to pay once the folder is full

26. Google+

How does it work?

Google Plus (stylised as Google +) is an Internet-based social network that is owned and operated by Google. With their own profile, people can share videos, photos and posts. Thanks to the creation of "Circles", the user can decide with whom to share his/her contents. For instance, if you share a post about your work, you can allow only the circle of your colleagues to see it. Moreover, users can become part of a community where people with the same interests can talk and share contents. Instant messaging is also possible through Hangouts.
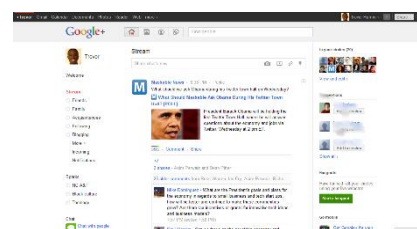
Who uses the tool and for which purposes?

Google Plus can be a support for all students in vocational training and for their teachers/mentors/instructors as well.

Pedagogical purposes:

- Google Plus can facilitate communication between teachers/mentors/instructors and students. Announcements can be posted on the platform so that students can easily check them and keep a record.
- Communities can also be used to improve students' engagement. For instance, Google Plus can be used to share information and material to deepen notions that have been discussed in class. In addition, students may raise their doubts and get support both from the teacher and from other classmates, thus resulting in collaboration among peers.
- Students can be encouraged to develop an enhanced knowledge of a specific topic by producing and posting content about it. It can be done in a way that includes digital

materials, videos etc. so that it can perhaps be more suitable and immediate for other mates. Hence, the rest of the class can also learn and understand more about it.

Platform information

- Android
- iOS
- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:

- Information users provide directly to Google Plus when registering;
- Information about services used, sites visited and YouTube videos watched;
- Information about the device used;
- Data about physical location;
- Cookies and similar technologies.

The app uses this information to:

- Provide, maintain, protect and improve them, to develop new ones and to protect users and Google itself.
- Save user's language preferences and show tailored ads.
- Show relevant search results
- Display users' Profile name, Profile photo, and actions taken on Google or on third-party applications connected to his/her Google Account.

Core advantages of using the tool for WBL

- Google plus can improve communication between teachers/mentors/instructors and parents.
- Students and teacher/mentors/instructors can create a community outside the classroom, that can be used as an online space to booster discussion and provide support to students.
- Teachers/mentors and instructors can create Circles where to share ideas and work together.
- Suggestions could be addressed either to the class as a whole or to particular students that need to strengthen some abilities.

Core disadvantages of using the tool for WBL

- Google Plus is especially focused on professional connections that may not result as interesting for students.
- The profile may not be automatically linked to a student/teacher's email account, which can make it difficult for them to interact and to keep up with updates.

- Users' profiles are visible to everybody if privacy settings are not updated, thus resulting in lack of privacy.

27. SCREENCAST-O-MATIC

How does it work?

Screencast-O-Matic is a web application that enables video creation, editing, content management and video sharing. In a screencast, the presenter records all the screen activity and images continuously to complete a designated task. Audio can be recorded simultaneously or afterwards in postproduction along with sound effects and music tracks. A screencast can include many multimedia elements — music, sound effects, audio, and graphics — along with text, making any content topic engaging while also appealing to different learning modalities. Screencasts can be delivered via streaming or downloaded entirely for later viewing. This system is used by professionals, gamers and can have a positive impact on education as well.

Who uses the tool and for which purposes?

Screencast-O-Matic can be a support for all students in vocational training and for their teachers/trainers as well. In particular, those who are studying subjects related to ICT and students with learning difficulties can extremely benefit from the features of the tool.

Pedagogical purposes:
- Screencast-O-Matic helps in overcoming learning difficulties in two principal ways:
- First, recorded videos provide a support for students especially in the illustration of informatics procedures, in that they can listen to the explanation while they can actually see on the screen what has to be done.
- Second, students that experience difficulties with regular teaching methods can pause or play again the video according to their necessities; hence they are allowed to follow the speed they need for learning.
- Besides, students can also use the tool for recording their own videos, so to produce content that can be shared with the whole class. As a result, this should increase their active participation and motivation.

Platform information

- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:
- Personal information users provide directly to Screencast-O-Matic;

- Financial information if a payment is needed;
- Information about the device in use;
- Cookies and similar technologies;
- Information and collected remotely by third parties.

The app uses this information to:
- Communicate with users, customise the content, improve products and services, protect rights of the user and of the system, and comply with laws and regulations;
- Send users promotional information and updates regarding Screencast-O-Matic products and services (there are options not to receive them);
- Carry out activities such as website management, administration and security, promotional activities, research and analysis.

Core advantages of using the tool for WBL

- Videos recorded with Screencast-O-Matic can be used as learning resource, learning task and learning support.
- Teacher can describe step-by-step process and explain difficult technical concepts to anyone with no technical background.
- Thanks to the editing tools, concise and effective presentations can be produced.
- Students can watch recorded videos at any time, pause or review content, so to have the complete control of the lesson and to move at their own pace.
- For many students, a visual explanation of contents can be extremely beneficial.
- Screencast-O-Matic has very simple tools to use.

## Core disadvantages of using the tool for WBL

- The free version of the program allows only for 15 minutes videos, the computer audio system cannot be used for recording and the variety of editing tools is quite limited. However, it is possible to get a premium version which costs around 1 euro per month.
- The screencasts produced are not interactive for students. There are no features to include elements such as interactive quizzes, polls and other interactive activities.
- A Java applet is needed in order to run properly.

28. Wikipedia

How does it work?

A wiki is a website on which users collaboratively modify content and structure directly from the web browser. Wiki enables communities of editors and contributors to write documents collaboratively. A wiki allows non-linear, evolving, complex and networked text, while also allowing for editor argument, debate and interaction regarding the content and formatting. Users can also create any number of index or table-of-contents pages, with hierarchical categorisation or whatever form of organisation they like. The online encyclopedia project Wikipedia is by far the most popular wiki-based website, however there are tens of thousands of other wikis in use, both public and private, including wikis functioning as knowledge management resources, note taking tools, community websites and intranets.
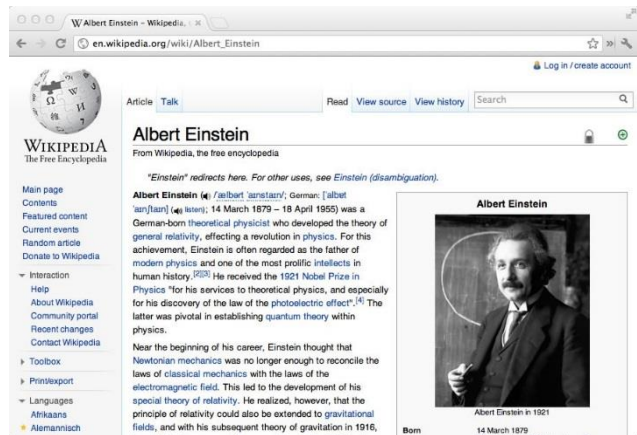
Who uses the tool and for which purposes?

Wiki can be a support for all students in vocational training and for their teachers as well. Any subject is suitable for the creation of a wiki.

Pedagogical purposes:
- The development of a wiki can increase students' motivation in studying because it turns them into content creators. Thus, they can be more willing to participate and take an active role in the learning process. Students can also design their personal page, which can increase their sense of ownership.
- The wiki can show deadlines, notes, announcements and everything that can be useful for students to remember. This practice can improve communication between the teacher and the students.
- All the material that has been produced remains visible on the platform and it can be revised by anybody who may need it even some time later. Connections with other pages and material can be established, so that it is also possible to easily review other content linked to the topic.

Platform information

- Android
- iOS
- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:
- Information users provide directly to the wiki, including content and personal information;
- Information about the type of device used, type and version of the browser, language preference, type and version of the device's operating system, which pages the user requests and visits, and the date and time of each request users make.
- Technologies, such as cookies and local storage.

The app uses this information to:
- Administer the sites, provide greater security, and fight vandalism;
- Optimise mobile applications, customise content and set language preferences, test features to see what works, and improve performance;
- Understand how users interact with the Wikimedia Sites;
- Track and study use of various features, gain understanding about the demographics of the different Wikimedia Sites;
- Analyse trends.

Core advantages of using the tool for WBL

- Students can be motivated to give their contribution and actually produce content in form of small essays.
- A wiki could enable the creation of bibliography and guide lines about different topics.
- A wiki can be used for distance learning purposes.
- Developing a wiki can enhance open dialogue and community building in the class.

### Core disadvantages of using the tool for WBL

- Structure and guidance are needed in the process of creation since some wikis may be difficult to manage.
- The teacher or the responsible person should be very careful so not to edit sensitive material and prevent vandalism that may occur.
- As the wiki grows, the structure can get more disorganised and difficult to control.

29. Google Classroom

How does it work?

Google Classroom is one of the Google for Education products, that includes Drive, Docs, Gmail etc. It is a learning management system that allows teachers to digitally create and manage assignments as well as to provide feedback to their students. Google Classroom is beneficial for both novice and advanced users of Google Apps for Education. It has a simple, easy-to-navigate interface that appeals to many teachers. The teacher can share contents and upload assignments, which can be handled in by students and then corrected and evaluated. Finally, through Google Classroom, teachers and students can manage their Google Calendar in order to plan activities and, using Drive and Docs, students can easily work on group projects.
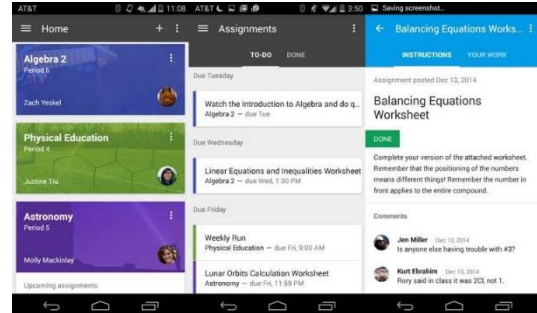
Who uses the tool and for which purposes?

Google Classroom can be a support for all students in vocational training and for their teachers/mentors/instructors as well.

Pedagogical purposes:

- This tool facilitates collaboration between students and their teachers/mentors/instructors. In fact, Google Classroom allows students to work in teams on different assignments and projects.
- Communication can also be improved. Firstly, feedbacks are quite immediate and can give guidance to students about how to progress and improve their work; secondly, both teachers/mentors/instructors and students can use the platform to share informative material and educational resources.
- It makes it easier for teachers/mentors/instructors to keep a record on students' work, since all the assignments are saved and stored in folders that can be consulted quickly.

Platform information

- Android
- iOS
- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:

- Information users provide directly to Google Classroom;
- Device information, such as the hardware model, operating system version, unique device identifiers, and mobile network information including phone number of the user;

- Log information, including details of how a user used the service, device event information, and the user's Internet protocol (IP) address;
- Location information, as determined by various technologies including IP address, GPS, and other sensors;
- Unique application numbers, such as application version number;
- [Cookies or similar technologies](#).

The app uses this information to:

- Provide, maintain, protect and improve services;
- Develop new ones;
- Protect Google and its users;
- Offer users tailored content, such as more relevant search results. Google can combine personal information from one service with information, including personal information, from other Google services.

Core advantages of using the tool for WBL

- Effective communication and sharing of documents thanks to the possibility to store every document on Google Drive folders.
- Assignments can be given to students and handled in a couple of second. The teacher can also easily check who is still working on assignments.
- Teachers can provide effective feedback and use URLs to generate debates among the class.
- G suit for Education does not show any advertisements in its interface for students, faculty, and teachers, and user data is not scanned or used for advertising purposes.

Core disadvantages of using the tool for WBL

- Updates are not automatic, continuous refresh is needed.
- Once the teacher allows students to work on an assignment, they can modify it in any part, thus there is a risk that they may change or delete important parts.
- Google text processor functionalities are quite limited; however, it should be enough for the students' required work.

30. LinkedIn

How does it work?

LinkedIn is a social network for professionals. People using LinkedIn can be marketing executives at a major company, business owners who run small local shops or even students looking to explore future career options. LinkedIn is for anybody and everybody who's interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals. It is very similar to a networking event where you can meet other professionals, talk and exchange
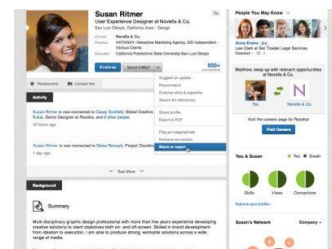
business cards. In fact, LinkedIn helps users to create their digital network of contacts, to interact with recruiters, to find out more about companies and to share content related to their profession or to the labour market in general. Finally, the platform LinkedIn Learning allows users to follow short online courses.

Who uses the tool and for which purposes?

Students in vocational training could benefit from using this tool, in particular the learning platform. However, those who are enrolled in the last few years of education could get the most relevant advantages out of LinkedIn since this tool could also give them an insight of the labour market and job finding process.

Pedagogical purposes:

LinkedIn can be used by students to develop both soft and hard skills thanks to online video lessons. These videos can provide an individual reinforcement of specific competences that can be different from one student to another. Indeed, teachers can help students in assessing their specific weak points and their interests, so to find out online courses that can match their needs and wishes. Nevertheless, the learning platform can also be a support for the teacher when working with his/her class as a whole.

Platform information

- Android
- iOS
- Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:
- Information users provide directly to LinkedIn;
- User content from posts and everything users share on LinkedIn;
- Information gained through questionnaires ad surveys;
- Information about personal contacts;
- Information about the personal calendar if the user synchronises his/her email account or calendar with LinkedIn
- Analytics information;
- Cookies and similar technologies.
- Information about visit to other websites, which contents can be shared on LinkedIn;
- Information about user's preferences for videos, contents and job offers.

The app uses this information to:
- Help users to efficiently access their information after they sign in;
- Provide personalized content and information to users, which could include online ads or other forms of marketing;
- Diagnose or fix technology problems;
- Help to show content which is relevant for the user;
- Remember user's preferences;
- Offer a personal experience, highlighting specific job offers and contents;

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- Show advertisements.

Core advantages of using the tool for WBL

- Young learners could have a direct insight on the labour market before they complete their education.
- They can booster their professional development with the support of a qualified teacher.
- Teachers could use LinkedIn Learning platform to suggest specific video lessons to students, so that they could enhance their competencies.
- Suggestions could be addressed either to the class as a whole or to particular students that need to strengthen some abilities.

Core disadvantages of using the tool for WBL

- LinkedIn Learning platform is accessible for free only during the first month, while it costs 22 Euros per month after this trial period.
- It takes much time to develop a successful LinkedIn profile; therefore, students' motivation may decrease quickly.
- In order to establish effective connections, keeping a private profile is not advised; however, a public profile may threaten students' privacy and security.

31. Kahoot

How does it work?

Kahoot! is the name of a game-based learning platform. It is used in classrooms, offices, in social settings and other scenarios. Kahoot! is available via most web browsers (http://kahoot.it) or the Kahoot! App. The idea behind Kahoot! is that players answer questions on tablets or phones and share their answers via screen. The basic version is for free. Kahoot! allows players to create new games or choose from over 30 million already existing Kahoots.

Who uses the tool and for which purposes?

Total number of users: 70 000 000

- Teachers
- Students
- Officer workers

Platform information

- Android, iOS, Web

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:
- Kahoot! The provider AS takes the privacy of Kahoot! users very seriously. It's very important for the company to use organisational, technical and administrative measures to protect the Personal Information of users on the platform and mobile apps. By providing Personal Information to Kahoot! AS, the user agree to the terms and conditions of this Privacy Policy.

The app uses this information to:
- They collect Personal Information through various ways and use it for example to personalise the experience while using their service. Moreover, they share Personal Information in different ways to 3rd party services

Core advantages of using the tool for WBL

The kahoots are a great way to instantly see which topics are less understood than others. Moreover, the games increase motivation and engagement of the students. It's a creative way to help students to learn, have fun and makes various subjects less "boring".

Core disadvantages of using the tool for WBL

If you want to use Kahoot over the phone it is important to have a good internet connection. In tests, problems occurred with the connection, the cell phones were too slow, took a long time to load or crashed. Therefore, some teenagers prefer to use the PC.

32. Moodle moodle

How does it work?

Moodle is an online learning management system (LMS) designed to provide teachers, trainers and learners a secure and integrated system to create personalised yet collaborative learning environments. Moodle is provided freely as Open Source software, which means that Moodle is continually being improved and new tools are developed. Moodle is available in 120 languages (and more translations are being made). The platform is scalable which means that it can support both small classes as well as large organisations. Moodle provides many tools and features that support blended learning and online courses. The heart of Moodle is courses that contain activities (e.g. forums, glossaries, wikis, assignments, quizzes, polls and learning resources). The participant of each course constitutes a learning community and collaborative tools can be used in order to enhance communication and peer-learning (e.g. forums, chat, blogs). It´s possible to add and remove learners from courses or to provide
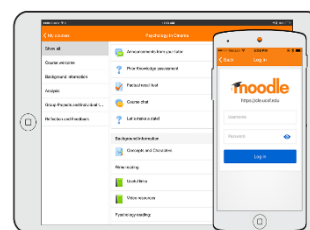
them a self-registration-code to the course.

Who uses the tool and for which purposes?

Students, teachers, administrators in primary schools, upper secondary schools (high schools and VET-schools), tertiary level education (universities). Also, workplaces and other sectors.

Pedagogical purposes:

- Moodle is developed on pedagogical principles and used for blended learning, distance education, flipped classroom and other e-learning projects.
- Moodle is a good platform for evaluating students' skills through tests and exams.
- It´s widely used worldwide in comprehensive schools, VET-schools, higher education institutions as well as workplaces and other sectors.
- Moodle is open-source learning management system (LMS), so all its features and functionalities are related to learning and pedagogics.

Platform information

- Moodle Mobile app works with Moodle sites that have been set up to allow it.
- Web: all modern browsers

How is user data treated? What needs to be considered?

The app collects the following types of information from all users:

- User information that is e.g. name, e-mail address, home organization.
- The user´s profile in the service

The app uses this information to:

- help users to efficiently access their information after they sign in (user authorisation in Moodle)
- make it possible to contact users of Moodle
- track students´ activity and manage students´ learning and grading.
- diagnose or fix technology problems and investigate abuse of the service
- monitor the load and capacity of the server and the network.

Core advantages of using the tool for WBL

- Moodle is an integrated system for creating online learning environment, so the young learner can find everything regarding the course from one place.
- A good test platform

Core disadvantages of using the tool for WBL

Moodle is usually provided by the VET-institution and therefore all assignments, learning resources etc. remain on the platform. After graduation the learner does not normally have access to Moodle-platform and -courses anymore.

The content of the collection has been adapted from the Web-Based Compendium and Best practices for Web of the PROMOVET project, available at: https://promovet-project.eu/index.php/en/

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Acronym: PROMOVET

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