



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

CertHE Skills for the Workplace

BMSK4003

Digital Skills and Research Methods

Session 2

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Objectives of session:

- use the internet and google for digital research;
- evaluate digital content;
- assess the implications for business ;
- start a blog.

Digital News

- <http://www.bbc.co.uk/news/technology>

Online Digital Research

- The University's online library should be the first port-of-call for academic research.
- **Tertiary sources** of information include search engines which lead to secondary sources and facilitate primary sources. (These are sources that index, abstract, organize, compile, or digest other sources)
- Which search engines do you use and why?
- Have you had a talk from the University Librarian?

Google for Digital Research

- Google has consistently been amongst the most popular of search engines.
- Google Scholar helps to filter results.
<https://scholar.google.co.uk/>
- Other filtering tips are as follows:
- <https://blog.hubspot.com/marketing/google-advanced-search-tips>
<https://www.youtube.com/watch?v=R0DQfwc72PM>
- What are the dis/advantages of using Google and other search engines?
- <https://spreadprivacy.com/data-privacy-day-2018/>
-

Evaluating Digital Content

One of the easiest and most memorable ways to do this is to apply the **C.R.A.A.P. Test**.

- **Currency** - How up to date is the information? When was it published? Does this matter?
- **Relevance** - Is the information relevant? Is it at the appropriate level? Is it general or specific?
- **Authority** - Who are the authors? What are their 'credentials'? Have you heard of them?
- **Accuracy** - Can you verify the information? Is it biased? Has it been peer reviewed?
- **Purpose** - Is the purpose of the website clear? Is it trying to sell something?

<https://www.youtube.com/watch?v=IAWhE0mj69I>

Search Engine Optimisation

- Search engine optimisation (**SEO**) changes on a regular basis.
- Large organisations often employ people solely to ensure that they remain at the top of Google Search pages (without paying for Ad Words).
- Recently Google changed the way sites are ranked so that sites that are 'mobile-friendly' appear higher up the results lists.
- A knock-on effect of this is that web developers have been forced to redesign their sites in order to maintain their position.
- Does your employer have a website? Have some of these elements been considered in its design?

Search Engine Optimisation

- It is not uncommon for Google to 'move the goalposts' and so companies and developers must react as quickly as possible in order to remain relevant and easily found in searches.

<https://moz.com/beginners-guide-to-seo>

<https://www.youtube.com/watch?v=aJFK9k5i1ew>

What is a blog?

- [YouTube video on: What is a blog?](#)
- [Examples of blogs](#)
- [Digital skills blog](#)
- [Another digital skills blog](#)

Blogs

Academic blogging serves the following purposes:

- communicates your thoughts about the course material between yourself and instructors, and among your peers;
- provides regular feedback between you and the instructors to help match your expectations;
- serves as a platform for synthesis of new knowledge and ideas;
- helps to develop critical thinking;
- helps to elicit topics of interest, challenging topics that need improvement etc;
- helps to clarify troublesome concepts.

Blogs

A good post is personal, reflective, and substantive. Additionally, your reader must be understand clearly what you have written. If it is provocative or controversial, references should be provided to substantiate your thoughts.

The following factors contribute to a good post:

- good “snappy” titles;
- good content;
- controversial content;
- images to illustrate your views and inform your readers;
- hyperlinks that take readers deeper into the topic or discussion;
- humour, word play, or even satire to strengthen your post and entertain your readers.

Blogs

Here are some guiding questions to think about when writing your post:

- What new concepts did I learn this week?
- What excited me about the week's activities? Why?
- Which of the week's activities helped me to understand creativity and innovation better? Why?
- Which of the week's activities was least useful to me? Why?
- How can the week's activities be strengthened?
- What new insights and problem solving strategies did I realise during discussions or while working with others?
- What would I like to learn more about? Why?

Practical

- Searches
- Google docs
- Blogs

Practical

- Using google find a blog relating to digital skills
- That has been published in the last 12 months
- That talks about search engine skills
- That is authoritative/reliable

Setting up a blog...

- <http://www.wpbeginner.com/beginners-guide/how-to-choose-the-best-blogging-platform/>