

Activity 1 – The Basics of ICT and Social Media

Udine, Italy May 2nd – 7th 2022

Course program

APS Brainary Accademy - Extark srl



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Day 1

- Presentation of the Cyber course
- Introduction operating systems for PC and Smartphones (pros and cons)
- Social Networks (Facebook, Instagram, Tiktok and LinkedIn)



Day 2

- Microsoft Office, Libre Office/Open Office and Google Drive suites
- Latex
- Microsoft Access
- Adobe (Photoshop, After Effects...)
- Acrobat Reader



Day 3

- Cloud
- Data on Cloud
- Privacy terms and https protocol
- Cloud office
- Artificial intelligence (examples)



Day 4

- Cybersecurity basis and examples
- Phishing and risks
- Antivirus
- Security tips



Day 5

- Domains
- CMS (Wordpress, Drupal, Joomla, Shopify)
- Hosting solutions
- Plesk
- Lab

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Day 1

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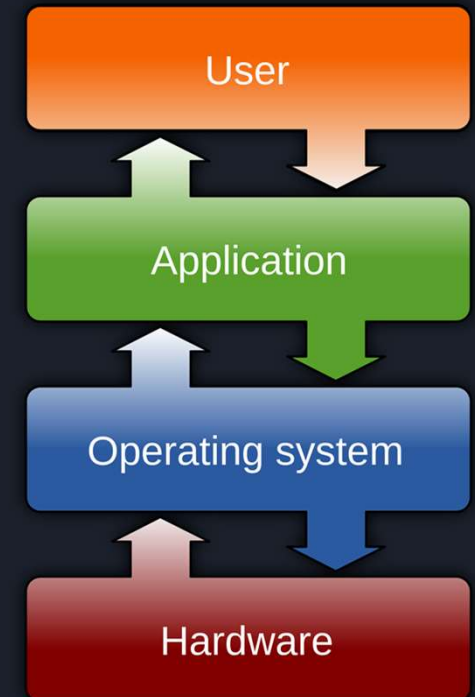


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Operating Systems - WHAT IS IT

- Uses hardware
- Graphic User Interface
- Software base
- Communication interfaces



Operating Systems - Windows

- Powered by Microsoft
- Very used inside the companies
- Compatibility with lots of programs
- Closed source
- Not free



Operating Systems - Mac Os X

- Powered by Apple
- Good for professional uses
- UNIX based
- Partially closed source
- Good security
- Comes with a lot of applications
- Free, but you can install it **only on Apple devices**



Operating Systems - Linux

- Powered by community
- Server systems
- Open source
- Very supported from community
- Lots of free applications
- Free, but depends by the distribution





Operating Systems - Android

- Linux Based
- Mobile system
- Partially open source
- Very supported from community
- Lots of free applications and good store
- Default installed on android devices





Operating Systems - IOS

- Proprietary System
- Mobile system
- Very optimized
- Good quality applications
- Default installed on iPhone (that costs more)





Social Networks - WHAT IS IT

- Type of website/application
- Share personal/company informations and news
- Marketing
- You sell your informations
- Network where the nodes are the people

Social Networks - POTENTIALITY



- “Theory of small world” (or 6 grades of separation)
- 1928 *Frigyes Karinthy*
- With the socials the “Theory of small world” is more effective (only 3 grades of separation)
- You can reach every human with a phone in the world



Social Networks - Facebook

- Older of new generation of Social Networks
- Founded in 2004
- Most used social media (in 2022), with 2.9 billions of users
- Facebook (Meta from 2022) holds a couple of other social networks or applications



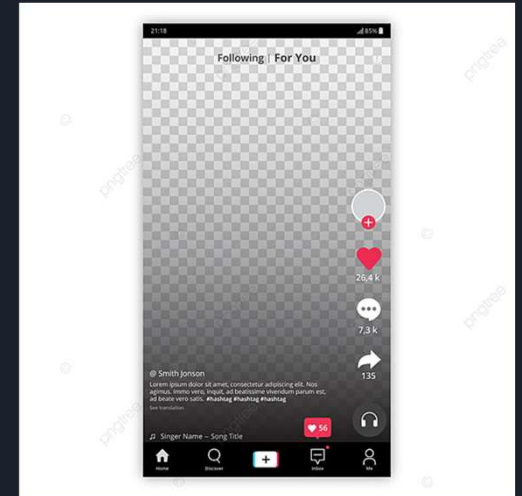
Social Networks - Instagram

- The pure social with more active users in this moment
- Holded by Facebook
- Share photos or videos easley
- Tag a content



Social Networks - TikTok

- Chinese social network
- Share your video gags
- This platform have a powerful video editor



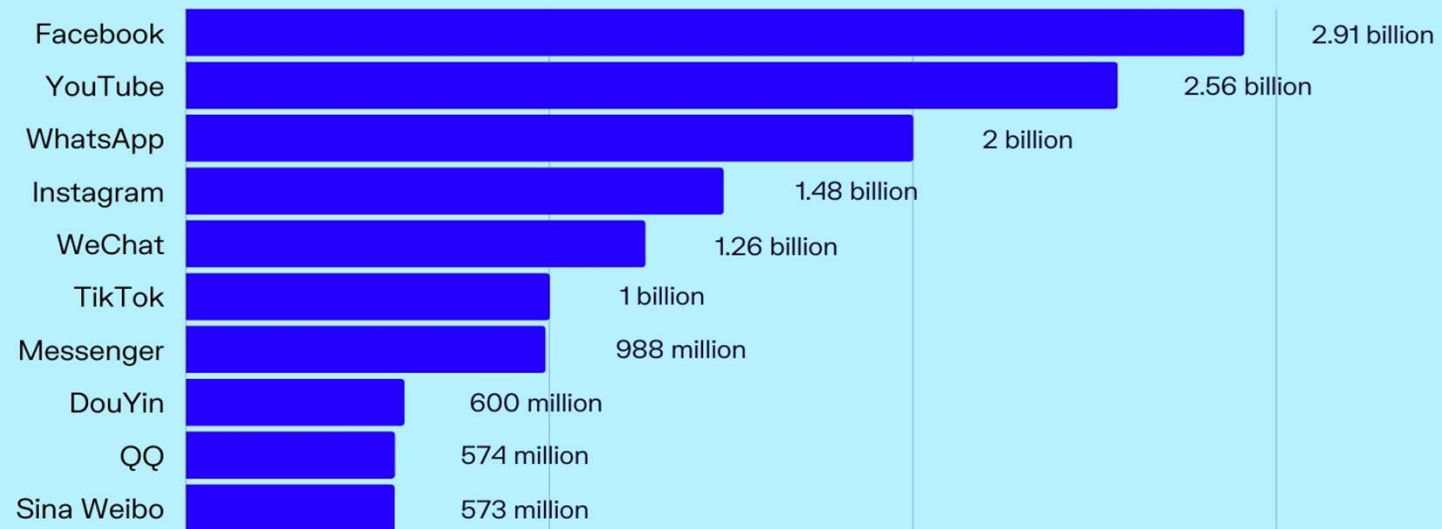


Social Networks - LinkedIn

- Work oriented social network
- Share your curriculum
- Share work news
- Get new skills using the courses
- Searching work



Most Popular Social Media Platforms in 2022



Source: DataReportal

OBERLO

Social Networks - GAINS!?

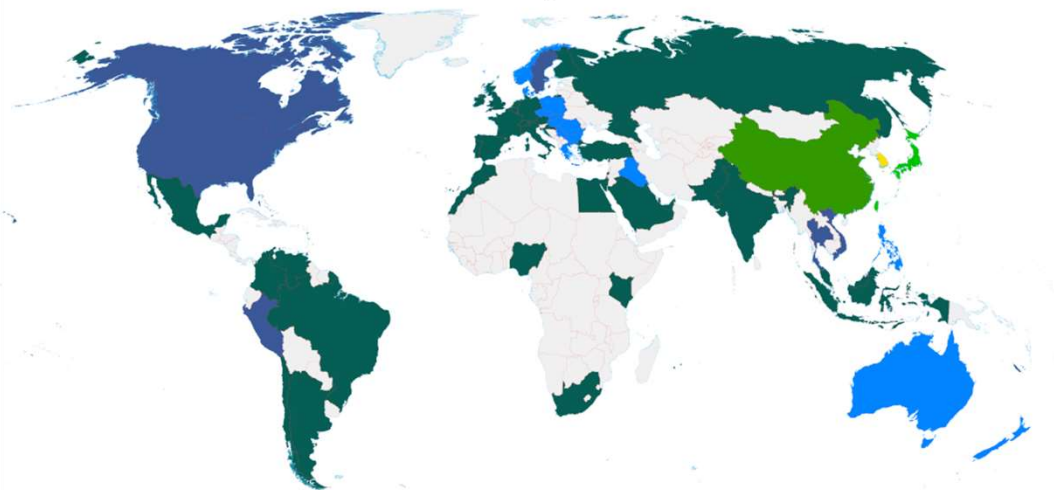
- Number of likes
- Number of views
- Subscriptions
- Advertisements
- Using social links to buy on a e-commerce





WORLD MAP OF SOCIAL APPS

January 2022



- WhatsApp
- Line
- Facebook
- WeChat
- Facebook Messenger
- KakaoTalk

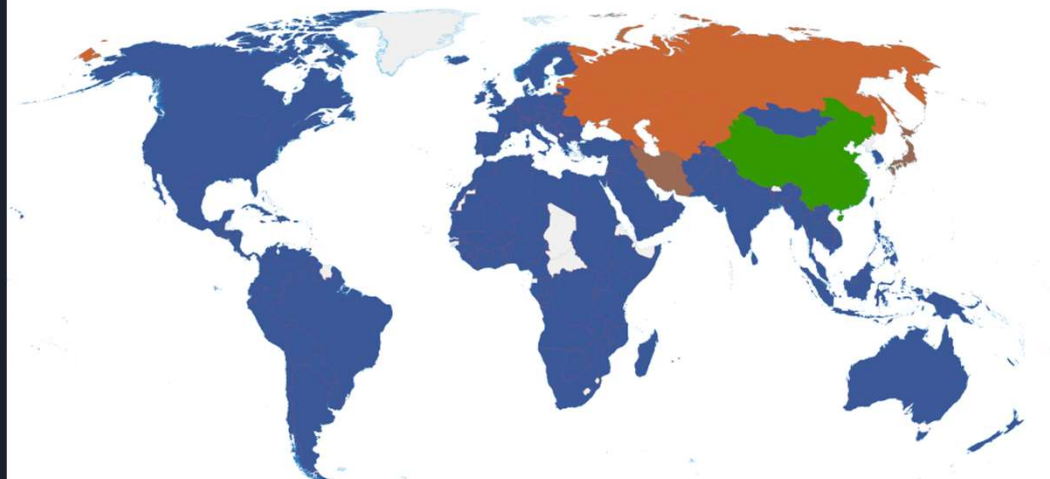
credits: Vincenzo Cosenza vincos.it

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source: App Annie

WORLD MAP OF SOCIAL NETWORKS

January 2022



- Facebook
- WeChat
- VK
- Instagram

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Office suites

- Collection of tools
- Essentials for office
- Every tool is for a specific task (ex. Writing, Calculating, Data storing)
- Easy to use for base users



Microsoft Office

- The first office suite
- Suite for business
- Composed by: Access, Powerpoint, Excel, Word, Notes, Outlook
- Installed or Office 365
- Not free, different methods to pay it





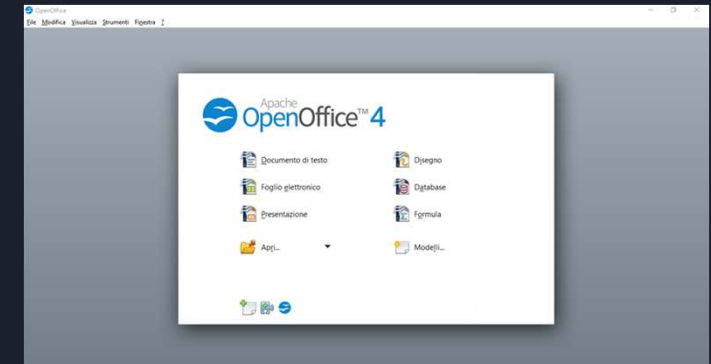
Libre Office

- Compatible with Microsoft Office
- Open source
- Big community to support it
- Multi-platform
- Installed
- Free



Open Office

- Compatible with Microsoft Office
- Open source
- The first alternative solution
- Multi-platform
- Installed
- Free





Google Drive

- Compatible with Microsoft Office
- Most implemented solution
- Cloud space
- More flexible and ready for complex systems
- Online
- Free for base use



Google Drive



Other editors



- [LaTeX](#) - Edit text and manage it with a better pagination system
- Photoshop - Edit images
- [After Effects](#) - Create video animations
- Premiere - Edit videos
- iMovie or Final Cut X - Edit videos



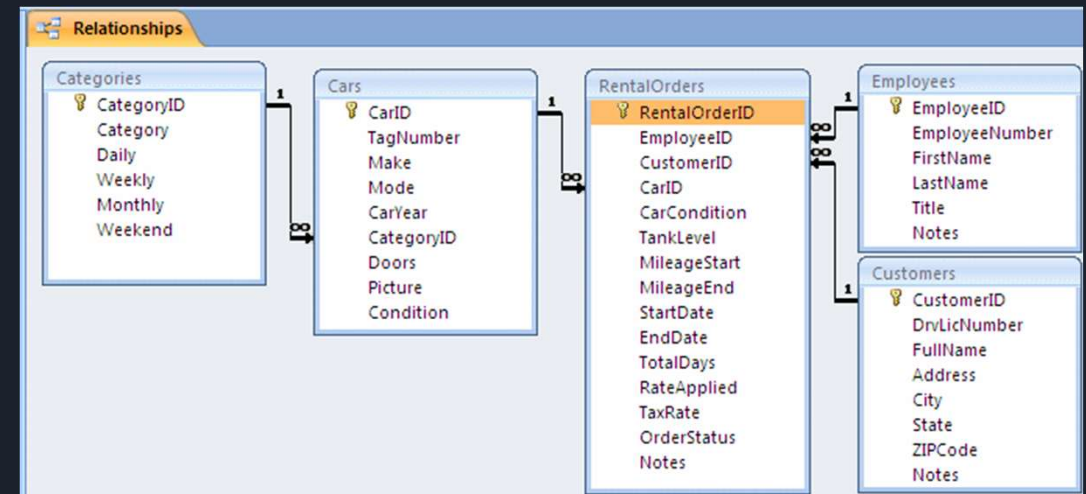
Microsoft Access - WHAT IS IT?

- Database Manager
- Create simple apps (interfaces)
- Get data from remote resources
- Entity-Relation DB
- Excel compatible



Microsoft Access - DB

- Entities
- Relations
- Organize data
- Storing data
- SQL ready



Microsoft Access - Simple apps

- Mobile (IOS/Android)
- Desktop (OSX/Windows)
- Represent data
- Inserting new data lines

The screenshot displays a Microsoft Access application window titled 'Edit mode is ON'. The window shows a data entry form for 'Plot # 001' with 'Plot type' set to 'Access'. The form includes a navigation bar with tabs for 'Plot (1)', 'E/H (3)', 'L/H (4)', 'Tenants (5)', 'Occupiers (6)', '3rd Parties (7)', 'Risk Register', 'Process', 'Plot History', and 'Works'. Below the navigation bar, there are fields for 'Name' (Test) and 'Quality control'. The main form area is divided into several sections: 'Current?' (checked), 'Assessment' (0.00%), 'Market Value' (£0.00), 'ERV-based or rent on information received or RV where unknown' (£0), 'ERV or Rent/Area' (£0.00), 'Rateable value' (£0.00), 'Area', 'Capital Value (per sq ft)' (£0.00), '% Net Yield' (0.00%), and '% Gross Yield' (0.00%). On the right side, there are sections for 'Disturbance' (£0.00), 'Loss Payments' (Home, Basic, Occupier's, Total Leasehold Compensation), and 'Acquiring Authority's' (Legal, Surveyor's, Other).

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Acrobat Reader

- Read and Edit PDF files
- Free for read service
- PRO: Images to Text
- PRO: Sign your documents
- PRO: Track your docs
- PRO: PDF to Word file



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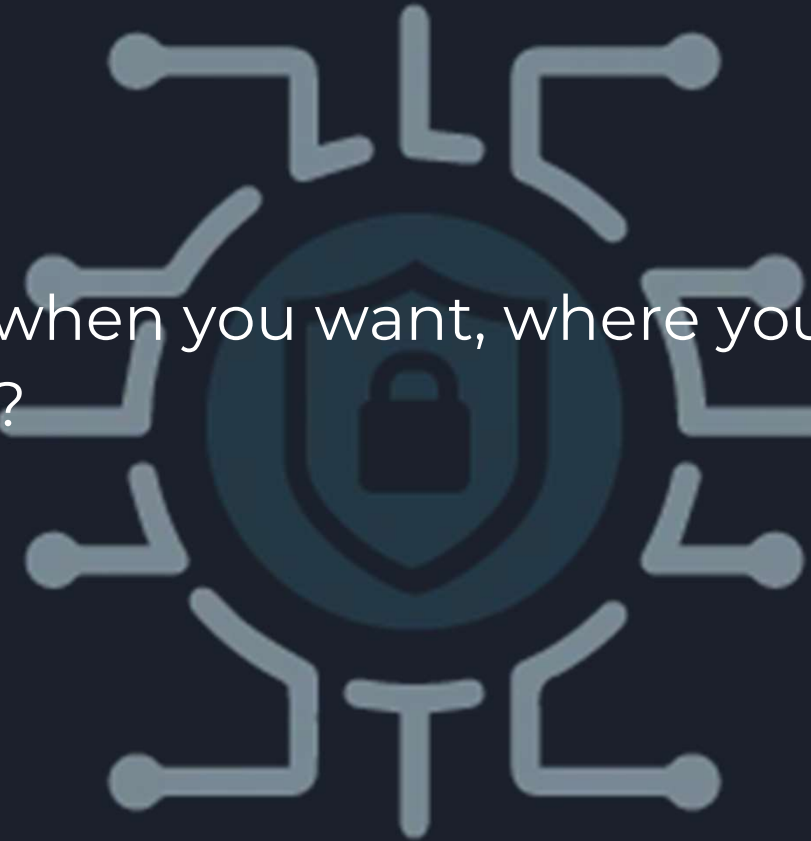
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Cloud storage

- All data when you want, where you want
 - Security?
 - Free?
- 



Google Drive

- 15 GB free
- Upload: Foto/video (google photo), files
- For business: google workspace
- End to end encryption





Dropbox

- 2 GB free
- Upload: any file
- For business: 3 TB
- Encrypted stored data and SSL/TLS during file transfer from app to server





One drive

- 5 GB free
- Upload: any files
- For business: Microsoft 365 - OneDrive for Business
- Encrypted stored data
- Backup in two different countries





Mega



- 20 GB free
- Upload: Foto/video (google photo), files
- For business: up to 10 PB
- Open source
- End to end encryption based on own password



Cloud computing

- Pay what you use
- Speed
- Real time performance increment
- Security



Providers

- Microsoft Azure
- Amazon Web Services
- Google Cloud Platform



Privacy

- GDPR
- Https protocol



Artificial intelligence

- Alexa
- Google Assistant
- Siri



Open A.I

DALL E 2

Open A.I test

This person does not exist

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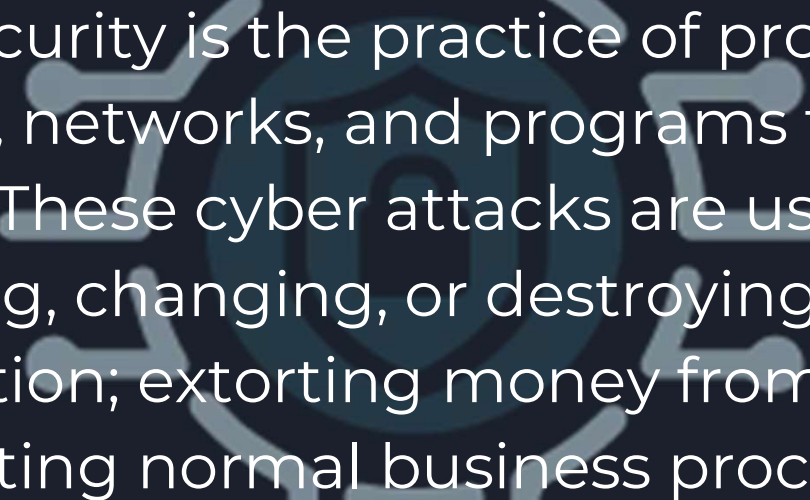
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What is Cyber security?

- Cybersecurity is the practice of protecting systems, networks, and programs from digital attacks. These cyber attacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users; or interrupting normal business processes.
- 



Different types of threats

- Phishing
- Ransomware
- Malware
- Social Engineering

Phishing

Phishing is the practice of sending fraudulent emails that resemble emails from reputable sources. The aim is to steal sensitive data like credit card numbers and login information. It's the most common type of cyber attack. You can help protect yourself through education or a technology solution that filters malicious emails.



Ransomware

Ransomware is a type of malicious software. It is designed to extort money by blocking access to files or the computer system until the ransom is paid. Paying the ransom does not guarantee that the files will be recovered or the system restored.



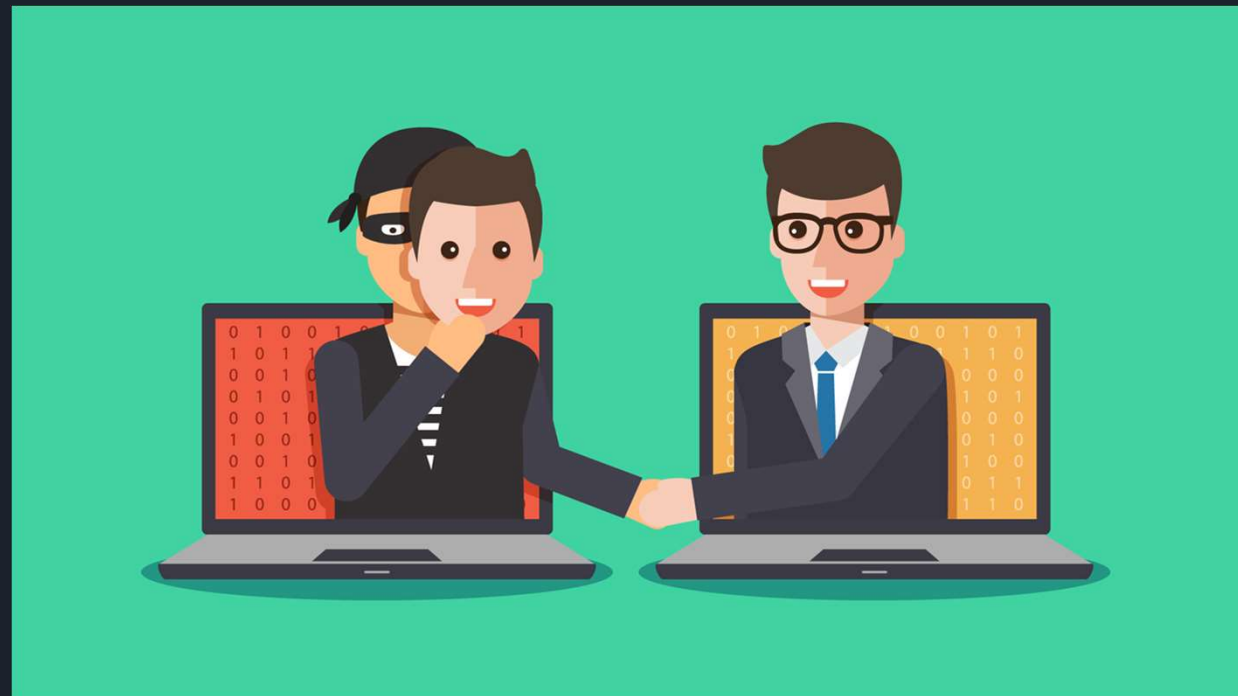
Malware

Malware is a type of software designed to gain unauthorized access or to cause damage to a computer.



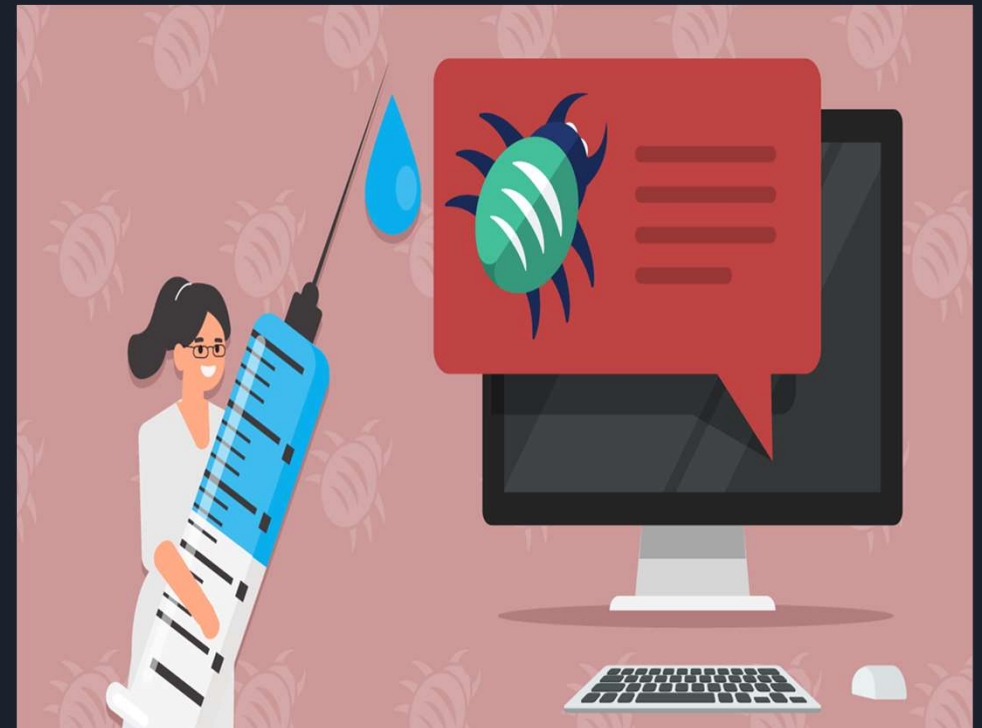
Social Engineering

Social engineering is a tactic that adversaries use to trick you into revealing sensitive information. They can solicit a monetary payment or gain access to your confidential data. Social engineering can be combined with any of the threats listed above to make you more likely to click on links, download malware, or trust a malicious source.



What is an antivirus?

Antivirus programs and computer protection software are designed to evaluate data such as web pages, files, software and applications to help find and eradicate malware as quickly as possible.





Quick security tips to stay safe

1. You are a target, don't think "it won't happen to me"
2. Keep software up-to-date
3. Avoid Phishing scams, doubt of suspicious mails and phone calls
4. Practice good password management (Enable 2-factor authentication)
5. Be careful of what you click
6. Never leave devices unattended (unlocked)
7. Use mobile devices safely (disable bluetooth when you don't need it)
8. Install antivirus protection
9. Backup your data
10. Use a VPN
11. Double check for HTTPS on websites
12. Avoid using public networks



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Domain Name

- What is it?
- Why is it important?
- Where can I buy one?



Cloudflare

- Improves security of your sites
- DDoS mitigation service
- Reverse proxy
- [Cloudflare's Dashboard](#)
- Let you generate free SSL certificates



CMS - Content Management Systems

- Used to easily build a site
- No need to know how to code
- Free



CMS - Examples



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Some ways to install Wordpress

- EASY - Buy a wordpress hosting
- MEDIUM - (Only for testing) Use [XAMPP](#)
- DIFFICULT - Manually install on LAMP or LEMP
- ADVANCED - Containerize with Docker



LAMP/LEMP

- Linux
- Apache (LAMP) - Nginx (LEMP)
- MySQL/MariaDB
- PHP



Some hosting solutions for Wordpress

- WP Engine
- WordPress.com
- DreamHost
- SiteGround
- Hetzner



Plesk

- Simplifies hosting management
- Lets you do complex tasks in one click
- Highly recommended for beginners

WORDPRESS LAB

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