Empowerment Technologies
Quarter 2 - Module 7: Manage, Maintain and Sustain an Online ICT Project for Social Change
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Empowerment Technologies
Quarter 2 - Module 7:
Manage, Maintain, and Sustain an Online ICT Project for Social Change

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at action@ deped.gov.ph.

We value your feedback and recommendations.

Department of Education ● Republic of the Philippines
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What I Need to Know

The user of this module is expected to learn Facebook as a tool or a platform for social change, illustrate how to upload, manage, maintain sustain and promote a webpage using social media such as Facebook.

Facebook page administrators are variety of tools to create, edit, update, market and analyze pages. One of these tools, Facebook Insights, helps administrators monitor user statistics at no cost.

Facebook Insights continually keeps track of how many users "like" and interact with all the different portions of a page, whether they interact with it directly or through their individual Facebook news feeds. The Insights feature is built into the administrator interface.

MODULE CONTENT

This module has two lessons:
- Lesson 1 - How to manage, maintain and sustain an online ICT project for social change
- Lesson 2 – ICT in changing one’s worldview

LIST OF LEARNING COMPETENCIES

After going through this module, you are expected to:
1. Demonstrate how to upload, manage, maintain, and promote a page based on the functionalities and features as specified; (CS_ICT11/12-ICTPT-Illq-r20)
2. Evaluate the data analytics and other pertinent information related to the acceptability, efficiency of work, and other success measures of a website; (CS_ICT11/12-ICTPT-Illq-r21)
3. Check the effectiveness of your online ICT project for social change; (CS_ICT11/12-ICTPT-IIs-l22)
4. Evaluate the impact of your online ICT project; and
5. Reflect on the nature of ICT and the manner by which the learning process has changed your worldview. (CS_ICT11/12-ICTPT-1lt-23)

GENERAL INSTRUCTIONS

To achieve the objectives of this module, you should do the following:
1. Read carefully the lessons and understand it well.
2. Follow the instructions of the exercises and activities properly.
3. Answer all the exercises and tests.
4. Familiarize yourself with following terms given in Lesson 1.
## Icons of this Module

<table>
<thead>
<tr>
<th>Icon</th>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Icon" /></td>
<td>What I Need to Know</td>
<td>This part contains learning objectives that are set for you to learn as you go along the module.</td>
</tr>
<tr>
<td><img src="image2.png" alt="Icon" /></td>
<td>What I know</td>
<td>This is an assessment as to your level of knowledge to the subject matter at hand, meant specifically to gauge prior related knowledge</td>
</tr>
<tr>
<td><img src="image3.png" alt="Icon" /></td>
<td>What’s In</td>
<td>This part connects previous lesson with that of the current one.</td>
</tr>
<tr>
<td><img src="image4.png" alt="Icon" /></td>
<td>What’s New</td>
<td>An introduction of the new lesson through various activities, before it will be presented to you</td>
</tr>
<tr>
<td><img src="image5.png" alt="Icon" /></td>
<td>What is It</td>
<td>These are discussions of the activities as a way to deepen your discovery and understanding of the concept.</td>
</tr>
<tr>
<td><img src="image6.png" alt="Icon" /></td>
<td>What’s More</td>
<td>These are follow-up activities that are intended for you to practice further in order to master the competencies.</td>
</tr>
<tr>
<td><img src="image7.png" alt="Icon" /></td>
<td>What I Have Learned</td>
<td>Activities designed to process what you have learned from the lesson</td>
</tr>
<tr>
<td><img src="image8.png" alt="Icon" /></td>
<td>What I can do</td>
<td>These are tasks that are designed to showcase your skills and knowledge gained, and applied into real-life concerns and situations.</td>
</tr>
<tr>
<td><img src="image9.png" alt="Icon" /></td>
<td>Additional Activities</td>
<td>An activity in any form that can increase the strength of the response and tends to induce repetitions of actions/learning</td>
</tr>
<tr>
<td><img src="image10.png" alt="Icon" /></td>
<td>Assessment</td>
<td>This evaluates the learner’s level of mastery in achieving the learning objectives</td>
</tr>
</tbody>
</table>
What I Know

Pre-Test

Test I. True or False. Write T if the statement is true and write F if the statement is false.

1. Facebook is the number one social media site in the world.  
2. Facebook is the second most visited website in the world.  
3. Likes contains the summary of statistics about your page.  
4. Overview contains the statistics about the trend of page likes.  
5. Posts contains information about the number of people who was reached by your post.  
6. Visits contains data showing when (day and time) your site visitors visit your site.  
7. People contains statistics about your audience’s demographics.  
8. Demographics refers to the statistics characterizing human population.  
9. Post Clicks are the number of clicks done to your posts.  
10. PDA is one of the examples of mobile gadgets.  
11. In maintaining a webpage or website does not need thorough attention.  
12. ICT means Information and Computer Technology.  
13. Google is an example of social networking site.  
14. View Insights is to view the insights of the viewers.  
15. Facebook Insights, helps administrators monitor user statistics at no cost.

Test II. Multiple Choice. Write the letter of your answer on the space provided before the number of each question.

1. Which of the following is not included in the audience demographics?  
   A. age  B. gender  C. location  D. ethnic group

2. _______________ refers to the statistics characterizing human population.  
   A. Posts  B. Demographics  C. People  D. Visits

3. It contains data of the number of times your page tabs are visited.  
   A. Visits  B. Demographics  C. Likes  D. Reach

4. A command button that contains the statistics about the trend of page likes.  
   A. Visits  B. People  C. Likes  D. Reach

5. It contains the summary of statistics about your page.  
   A. Overview  B. Reach: Paid  C. Reach: Organic  D. Post Clicks

6. Your posts seen through the page’s wall, shares by users, and the news feed.  
   A. Overview  B. Reach: Paid  C. Reach: Organic  D. Post Clicks

7. Gives data showing when (day and time) your site visitors visit your site  
   A. Posts  B. Demographics  C. People  D. Visits

8. What is the most visited website in the world?  
   A. Facebook  B. Google  C. Twitter  D. Yahoo

9. You should _________ your webpages every now and then.  
   A. visit  B. upload  C. download  D. update

10. The good manners in using the Internet.  
    A. Netiquette  B. Procedures  C. Rules  D.) Policies
Lesson 1

How to Manage, Maintain, and Sustain an Online ICT Project for Social Change

What’s In

Our previous lesson was about Developing an ICT Project for Social Change. It covers the following topics: Planning and conceptualizing an ICT Project for Social Change; Research for ICT Projects, audience profiling (demographics and psychographics); Designing and copywriting for ICT Projects; and Developing and constructing the ICT project.

This topic focused on how you are going to manage, maintain and sustain your online ICT project for social change.

What’s New

Facebook nowadays is the very common and the most popular social media site in the entire globe, with in fact it is second most visited site next to Google. The reason why it is very popular because it can be easily access through your mobile gadgets like smartphones, tablets, PDAs and many others.

Facebook gives Facebook page administrators a variety of tools to create, edit, update, market and analyze pages. One of these tools, Facebook Insights, helps administrators monitor user statistics at no cost.

In maintaining and sustaining the operation of your ICT project specially using Facebook as your tool or platform in the web, you should update your webpages every now and then. You should check daily on the visitors specially on their posts, reactions, comments and suggestions.

The techniques on how you are going to check on your visitor’s posts, reactions, comments and suggestions were being discussed in Lesson 1 of this module. Try to review it so that it will be refresh in your mind.
Lesson 1
How to Manage, Maintain, and Sustain an Online ICT Project for Social Change

What’s In
Our previous lesson was about Developing an ICT Project for Social Change. It covers the following topics:
- Planning and conceptualizing an ICT Project for Social Change;
- Research for ICT Projects, audience profiling (demographics and psychographics);
- Designing and copywriting for ICT Projects; and
- Developing and constructing the ICT project.

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The techniques on how you are going to check on your visitor’s posts, reactions, comments and suggestions were being discussed in Lesson 1 of this module. Try to review it so that it will be refresh in your mind.

What Is It
Definition of Terms on your Facebook Statistics:

- **Reach: Organic** – your posts seen through the page’s wall, shares by users, and the News feed.
- **Reach: Paid** – your posts seen through paid ads
- **Post Clicks** – number of clicks done to your posts
- **Likes, Comments, and Shares** – actual interaction done by your audience either through liking the post, commenting on it, or sharing it on their walls.

a. **Overview** - contains the summary of statistics about your page
b. **Likes** – contains the statistics about the trend of page likes.
c. **Reach** – contains information about the number of people who was reached by your post.

d. **Visits** – contains data of the number of times your page tabs (like the Timeline) are visited.
e. **Posts** – contains data showing when (day and time) your site visitors visit your site.

![Facebook Insights](image)

f. **People** – contains statistics about your audience’s demographics (age, location, gender, language, and country.)
   – It also includes demographics about the people you have reached and engaged with.

g. **Demographics** – refers to the statistics characterizing human population usually divided by age, gender, income, location, and language.
Activity 1

In this particular activity, you should have a working personal computer with internet connection.

How to Get Your Facebook Statistics

1. Log in to Facebook and click the Facebook page title you want to get statistics for in the left sidebar. If the page title doesn't appear there, click the downward-facing arrow in the upper right corner of the screen, select "Use Facebook as Page" and click the desired page title.

2. Click the "Insights" link in the right sidebar of your Facebook page to view the user and interaction statistics overview for the past month. The user statistics include charts for new likes, lifetime likes and daily, weekly and monthly active users. The interaction statistics show post views and charts for post likes and post comments.
3. See details in this section of the insights overview. This presents a breakdown of active user behavior, daily active users, new likes, unlike, external referrers, demographics, reach, page views, tab views and media consumption.

4. Click the page tab near the top of the screen to return to the Home page.

Generate a technical report interpreting data analytics like Google, Facebook, or similar traffic data on the general aspects of search visibility, reach, and virality.

Guide Questions

1. Are there regular viewers and contributors of the website? How many are they?
2. How do you monitor the traffic of the website (e.g. followers, likes, comments, posts, shares, views, and hashtag count)?
3. How do you qualify the nature of information or exchanges in the website? What topics do they cover?
4. What can be measures of impact?

What I Have Learned

You are going write a reflection paper on the following questions:

✓ Are your ICT knowledge and skills enough to manage the website?
✓ What are the difficulties that you encountered?

What I Can Do

Go to the YouTube website and watch the video “How to Get the Facebook Statistics”. To search the video, just simply type How to Get the Facebook Statistics on the search bar and press enter key or click search button.

After watching the video, practice and apply what you learned and explore more for new information and techniques.
Lesson 2

ICT in Changing One’s Worldview

What Is It

In your own observation, thus the lessons of this particular subject that you have learned this semester have changed your point of view or perception on the nature of ICT into positive ways or manner of using social media as a tool or platform to give the general public the true information and not the fake one.

Educate the younger generations on the proper use of this technology particularly by following the netiquette (good manners in using the internet) in the use of social media and other web applications.

What’s More

Activity 2 Challenge Question

Look at the image of a night sky below. What has changed since you started working on this module?

Image credit: https://commons.wikimedia.org/wiki/User:Matugraphy
What I Have Learned

You make a reflection paper using an ICT platform or application of your choice to explain your journey of the learning process in making use of ICTs as an empowerment tool.

Guide Questions

1. How did this subject change the way you view ICT?

2. Are they tools to be used to achieve higher goals?

3. After going through the lessons and visiting online sites, reflect on how they are currently being used. Do you agree or disagree with it?

4. Based on your reflection, do you have recommendations regarding ICT uses in the country?

Following is an example of a Rubric that may be used for the reflection paper.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Superior (54-60 points)</th>
<th>Sufficient (48-53 points)</th>
<th>Minimal (1-47 points)</th>
<th>Unacceptable (0 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depth of Reflection</td>
<td>Response demonstrates an in-depth reflection on, and personalization of, the theories, concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are insightful and well</td>
<td>Response demonstrates a general reflection on, and personalization of, the theories, concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are supported. Appropriate</td>
<td>Response demonstrates a minimal reflection on, and personalization of, the theories, concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are unsupported or missing, inappropriate, and/or bad thoughts</td>
<td>Response demonstrates a lack of reflection on, or personalization of, the theories, concepts, and/or strategies presented in the course materials to date. Viewpoints and interpretations are missing, inappropriate, and/or bad thoughts</td>
</tr>
</tbody>
</table>

11
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Superior (54-60 points)</th>
<th>Sufficient (48-53 points)</th>
<th>Minimal (1-47 points)</th>
<th>Unacceptable (0 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>supported. Clear, detailed examples are provided, as applicable.</td>
<td>examples are provided, as applicable.</td>
<td>supported with flawed arguments. Examples, when applicable, are not provided or are irrelevant to the assignment.</td>
<td>unsupported. Examples, when applicable, are not provided.</td>
</tr>
<tr>
<td>Required Components</td>
<td>Response includes all components and meets or exceeds all requirements indicated in the instructions. Each question or part of the assignment is addressed thoroughly. All attachments and/or additional documents are included, as required.</td>
<td>Response includes all components and meets all requirements indicated in the instructions. Each question or part of the assignment is addressed. All attachments and/or additional documents are included, as required.</td>
<td>Response is missing some components and/or does not fully meet the requirements indicated in the instructions. Some questions or parts of the assignment are not addressed. Some attachments and additional documents, if required, are missing or unsuitable for the purpose of the assignment.</td>
<td>Response excludes essential components and/or does not address the requirements indicated in the instructions. Many parts of the assignment are addressed minimally, inadequately, and/or not at all.</td>
</tr>
<tr>
<td>Structure</td>
<td>Writing is clear, concise, and well organized with excellent sentence/paragraph construction. Thoughts are expressed in a coherent and logical manner.</td>
<td>Writing is mostly clear, concise, and well organized with good sentence/paragraph construction. Thoughts are expressed in a coherent and</td>
<td>Writing is unclear and/or disorganized. Thoughts are not expressed in a logical manner. There are more than five spelling, grammar, or syntax errors</td>
<td>Writing is unclear and disorganized. Thoughts ramble and make little sense. There are numerous spelling, grammar, or syntax errors</td>
</tr>
<tr>
<td>(25% of total points)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Superior (54-60 points)</th>
<th>Sufficient (48-53 points)</th>
<th>Minimal (1-47 points)</th>
<th>Unacceptable (0 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence and Practice (25% of total points)</td>
<td>Response shows strong evidence of synthesis of ideas presented and insights gained throughout the entire course. The implications of these insights for the respondent's overall teaching practice are thoroughly detailed, as applicable.</td>
<td>Response shows evidence of synthesis of ideas presented and insights gained throughout the entire course. The implications of these insights for the respondent's overall teaching practice are presented, as applicable.</td>
<td>Response shows little evidence of synthesis of ideas presented and insights gained throughout the entire course. Few implications of these insights for the respondent's overall teaching practice are presented, as applicable.</td>
<td>Response shows no evidence of synthesis of ideas presented and insights gained throughout the entire course. No implications for the respondent's overall teaching practice are presented, as applicable.</td>
</tr>
</tbody>
</table>

Let’s Summarize

In this module we discussed the following terms in Facebook:

• **Reach: Organic** – your posts seen through the page’s wall, shares by users, and the news feed.
• **Reach: Paid** – your posts seen through paid ads.
• **Post Clicks** – number of clicks done to your posts.
• **Likes, Comments, and Shares** – actual interaction done by your audience either through liking the post, commenting on it, or sharing it on their walls.
• **Overview** – contains the summary of statistics about your page.
• **Likes** – contains the statistics about the trend of page likes.
• **Reach** – contains information about the number of people who was reached by your post.
• **Visits** – contains data of the number of times your page tabs (like the Timeline) are visited.
• **Posts** – contains data showing when your site visitors visit your site.
• **People** – contains statistics about your audience’s demographics (age, location, gender, language, and country). It also includes demographics about the people you have reached and engaged with.
• **Demographics** – refers to the statistics characterizing human population usually divided by age, gender, income, location, and language.

We also discussed the techniques and procedures on how to manage, maintain, and sustain an online ICT project for social change using Facebook as your platform.

Using the Web and the Internet is fun specially the social media, because this is the trend today. You can upload and download the information that you want. You could interact with people around the world in just a few clicks. But it includes full responsibility because it will make or break you.

As a responsible user of this technology, we should never engage into any cybercrimes but instead we are going to promote good advocacies by creating web pages and websites that will educate people the proper use of internet by adhering the Netiquette and also giving the general public the true information and not the fake one.
Let's Summarize

In this module we discussed the following terms in Facebook:

• Reach: Organic – your posts seen through the page's wall, shares by users, and the news feed.
• Reach: Paid – your posts seen through paid ads.
• Post Clicks – number of clicks done to your posts.
• Likes, Comments, and Shares – actual interaction done by your audience either through liking the post, commenting on it, or sharing it on their walls.
• Overview – contains the summary of statistics about your page.
• Likes – contains the statistics about the trend of page likes.
• Reach – contains information about the number of people who was reached by your post.
• Visits – contains data of the number of times your page tabs (like the Timeline) are visited.
• Posts – contains data showing when your site visitors visit your site.
• People – contains statistics about your audience's demographics (age, location, gender, language, and country). It also includes demographics about the people you have reached and engaged with.
• Demographics – refers to the statistics characterizing human population usually divided by age, gender, income, location, and language.

We also discussed the techniques and procedures on how to manage, maintain, and sustain an online ICT project for social change using Facebook as your platform. Using the Web and the Internet is fun specially the social media, because this is the trend to day. You can upload and download the information that you want. You could interact with people around the world in just a few clicks. But it includes full responsibility because it will make or break you.

As a responsible user of this technology, we should never engage into any cybercrimes but instead we are going to promote good advocacies by creating web pages and websites that will educate people the proper use of internet by adhering the Netiquette and also giving the general public the true information and not the fake one.

Assessment

Post Test

Test I. True or False. Write T if the statement is true and write F if the statement is false.

_____ 1. Facebook is the number one social media site in the world.
_____ 2. Facebook is the second most visited website in the world.
_____ 3. Likes contains the summary of statistics about your page.
_____ 4. Overview contains the statistics about the trend of page likes.
_____ 5. Posts contains information about the number of people who was reached by your post.
_____ 6. Visits contains data showing when (day and time) your site visitors visit your site.
_____ 7. People contains statistics about your audience's demographics.
_____ 8. Demographics refers to the statistics characterizing human population.
_____ 9. Post Clicks are the number of clicks done to your posts.
_____10. PDA is one of the examples of mobile gadgets.
_____11. In maintaining a webpage or website does not need thorough attention.
_____12. ICT means Information and Computer Technology.
_____13. Google is an example of social networking site.
_____14. View Insights is to view the insights of the viewers.
_____15. Facebook Insights, helps administrators monitor user statistics at no cost.

Test II. Multiple Choice. Write the letter of your answer on the space provided before the number of each question.

_____ 1. Which of the following is not included in the audience demographics?
A. age B. gender C. location D. ethnic group
_____ 2. ___________ refers to the statistics characterizing human population.
A. Posts B. Demographics C. People D. Visits
_____ 3. It contains data of the number of times your page tabs are visited.
A. Visits B. Demographics C. Likes D. Reach
_____ 4. A command button that contains the statistics about the trend of page likes.
A. Visits B. People C. Likes D. Reach
_____ 5. It contains the summary of statistics about your page.
A. Overview B. Reach: Paid C. Reach: Organic D. Post Clicks
_____ 6. Your posts seen through the page’s wall, shares by users, and the news feed.
A. Overview B. Reach: Paid C. Reach: Organic D. Post Clicks
_____ 7. Gives data showing when (day and time) your site visitors visit your site
A. Posts B. Demographics C. People D. Visits
_____ 8. What is the most visited website in the world?
A. Facebook B. Google C. Twitter D. Yahoo
_____ 9. You should __________ your webpages every now and then.
A. visit B. upload C. download D. update
_____10. The good manners in using the Internet.
A. Netiquette B. Procedures C. Rules D. Policies
Pretest, Post Test, and What I Have Learned

Key to Answers

Pretest and Post Test

Test I. True or False. Test II. Multiple Choice

1. T  11. F   1. D

2. T

3. F  13. F   3. A


5. F  15. T   5. B


7. T

8. T

9. D

10. T

Possible Answer on What I Have Learned

The subject taught me how to create a webpage that would educate people specially the millennials today. Create a webpage that has a purpose to change the society and gave them the legitimate information not the fake one. We should be vigilant enough to avoid it. I strongly agree that those sites visited, just like Facebook, Twitter, and many others social network sites will be used for a greater purpose and not for social change. It might be a long journey but somehow, we can eradicate cybercrimes happening on the web and on the internet.

Today there are a lot of cybercrimes. To educate the young minds on how to be a responsible user of the internet.

This would be a platform or a tool to achieve higher and bigger goals.

The subject taught me how to create a webpage that would educate people specially the millennials today.
The subject taught me how to create a webpage that would educate people specifically the millennials today. Create a webpage that has a purpose to change the society and gave them the legitimate information not the fake one. This would be a platform or a tool to achieve higher and bigger goals to educate the young minds on how to be a responsible user of the Internet. Today there are a lot of crimes (cybercrimes) happening on the web and we should be vigilant enough to avoid it, we should not be part of it. I strongly agree that those sites visited, just like Facebook, Twitter, and many others social network sites will be used for a greater purpose and that is for social change. It might be a long journey but somehow, we can able to help minimize or even eradicate this cybercrimes that we have experienced today.

References:


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Will Conley How to Add a Photo to a Public Figure's Facebook Page available at https://smallbusiness.chron.com/add-photo-public-figures-facebook-27019.html Accessed last Jan. 21, 2019


Empowerment Technologies Student Reader First Edition 2016 EmTech By Department of Education Accessed last December 2018

Empowerment Technologies for the Academic Track Teacher’s Guide First Edition 2016 by Department of Education Accessed last December 2018
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