

**WaterWeb (Hands on Training: Using Web and Mobile platforms to publish water stories)**

– Babatope Babalobi, Water and Sanitation Media Network, babalobi@yahoo.com



**Training Manual**

**WaterWeb (Hands on Training: Using Web and Mobile platforms to publish water stories)**

Organized by:

**Water and Sanitation Media Network, Nigeria  
And  
Bread of Life Development Foundation, Nigeria**

**Dates:**

1. Monday, April 13, 2015 (11:20 -13:20)
2. Tuesday, April 14, 2015 (17:00 -19:00);
3. Wednesday, April 15, 2013 (9:00-11:00)

**Venue:**

1. 1F Exhibition Hall B, GHC\_inEX, Gyeongbuk-HICO, South Korea

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## **Acknowledgment**

Water and Sanitation Media Network appreciates the support of the National Committee for the 7<sup>th</sup> World Water Forum for providing support towards the organization of the training workshop.

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### **About the Water and Sanitation Media Network**

**Water and Sanitation Media Network (WASH Media Network)** is an independent, membership-based, non-governmental organization of Journalists reporting the water and sanitation sector in Nigeria. The Water and Sanitation Media Network was formed on the 25<sup>th</sup> of October, 2006, with the support of WaterAid Nigeria.

The body is registered in Nigeria; and its overall objective of the **WASH Media Network** is to increase the quality of media coverage of the water and sanitation sector.

Its strategic objectives include deploying Information and Communication Technologies to disseminate WASH information, amplifying the voices of the poor in the process; increase the technical capacity of Journalists to effectively report and analyse water and sanitation issues; and generally increase the understanding of Journalists on water and sanitation issues.

### **About the Bread of Life Development Foundation**

**Bread of Life Dev. Foundation (BLF)** is a non-governmental organization, founded in 2001, and registered under Nigerian national laws. (Rc.14, 090). Its mission is to advocate for policies and practices for increase access to safe drinking water and sanitation services, especially for the urban and rural poor.

Bread of Life is in consultative status with the United Nations Economic and Social Council (*ECOSOC*); and won the Best Water Messenger Prize, at the World Water Forum, Japan 2003.

### ***About the Facilitator***

Babatope Babalobi is the National Chairman of the WASH Media Network, and also doubles as the Executive Director of the Bread of Life Development Foundation. He holds a first degree in Mass Communication, (1987) and a Masters in Environmental Management, (2012) both from the University of Lagos. He also uses the media to amplify the voices of the poor on WASH issues. Babalobi edits eWASH- [www.assemblyonline.info](http://www.assemblyonline.info), a web portal reporting and discussing WASH issues in Nigeria.

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### **Description of Programme**

This is a hands on training programme to enable participants to harness the power of web and mobile platforms and applications to disseminate development information for the water and sanitation sector. Participants will be trained and be taken through the practical process of using internet and mobile platforms to access and disseminate information for sectoral development beyond mere sending or receiving emails, phones, or browsing web sites.

This training programmes will enable participants to become active disseminators of WASH information, by generating content and upload online through mobile and web applications and portals, particularly social networking sites, blogs,etc

### **Specific objectives**

- *To equip participants with skills that will enable them to use web and mobile platforms such as Blogs, Facebook, Twitter, Flickr, Youtube, itunes, Whatsapp, BBM for WASH advocacy, activism, networking, knowledge sharing, information dissemination, and development.*
- *To equip participants with the skills to develop simple web and mobile apps to solve water challenges, engage with service providers and duty bearers, as well as conduct WASH advocacy.*
- *To equip participants with skills to produce water audio and video files; and publish them on social networking sites.*

### **Target Groups**

Civil Society Organizations, Indigenous peoples, Women groups, Children groups, WASH practitioners and professionals

# *Day 1*

- Introduction to the New Media and its usages on web and mobile platforms
- Practical training on how to open social media accounts on web and mobile platforms for publishing text, audio, and video WASH messages.
- Practical exercises

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### The New Media



### What is the New Media?

New Media is a 21<sup>st</sup> Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound. (Baily Socha et al)



Wikipedia defines New Media as: “... a broad term in media studies that emerged in the latter part of the 20th century. For example, new media holds out a possibility of on-demand access to

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*content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content.*





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### Top 15 Most Popular Social Networking Sites | March 2015

Here are the top 15 Most Popular Social Networking Sites as derived from our *eBizMBA Rank* which is a continually updated average of each website's *Alexa* Global Traffic Rank, and U.S. Traffic Rank from both *Compete* and *Quantcast*. "\*"#" Denotes an estimate for sites with limited data.



**1 | Facebook**

3 - eBizMBA Rank | **900,000,000** - Estimated Unique Monthly Visitors | 3 - Compete Rank | 3 - Quantcast Rank | 2 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



**2 | Twitter**

12 - eBizMBA Rank | **310,000,000** - Estimated Unique Monthly Visitors | 21 - Compete Rank | 8 - Quantcast Rank | 8 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



**3 | LinkedIn**

18 - eBizMBA Rank | **255,000,000** - Estimated Unique Monthly Visitors | 25 - Compete Rank | 19 - Quantcast Rank | 9 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



**4 | Pinterest**

22 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | 27 - Compete Rank | 13 - Quantcast Rank | 26 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA

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### 5 | Google Plus+

30 - eBizMBA Rank | **120,000,000** - Estimated Unique Monthly Visitors | \*32\* - Compete Rank | \*28\* - Quantcast Rank | NA - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



### 6 | Tumblr

34 - eBizMBA Rank | **110,000,000** - Estimated Unique Monthly Visitors | 55 - Compete Rank | \*13\* - Quantcast Rank | 34 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



### 7 | Instagram

77 - eBizMBA Rank | **100,000,000** - Estimated Unique Monthly Visitors | 49 - Compete Rank | 145 - Quantcast Rank | 36 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



### 8 | VK

97 - eBizMBA Rank | **80,000,000** - Estimated Unique Monthly Visitors | \*150\* - Compete Rank | \*120\* - Quantcast Rank | 21 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



### 9 | Flickr

123 - eBizMBA Rank | **65,000,000** - Estimated Unique Monthly Visitors | 138 - Compete Rank | 139 - Quantcast Rank | 91 - Alexa Rank | March 1, 2015.

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### 10 | Vine

581 - eBizMBA Rank | **42,000,000** - Estimated Unique Monthly Visitors | 237 - Compete Rank

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| 335 - Quantcast Rank | 1,172 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



11 | Meetup

596 - eBizMBA Rank | **40,000,000** - Estimated Unique Monthly Visitors | 791 - Compete Rank  
| 701 - Quantcast Rank | 296 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



12 | Tagged

702 - eBizMBA Rank | **38,000,000** - Estimated Unique Monthly Visitors | 1,082 - Compete Rank  
| 615 - Quantcast Rank | 408 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



13 | Ask.fm

779 - eBizMBA Rank | **37,000,000** - Estimated Unique Monthly Visitors | 2,046 - Compete Rank  
| 113 - Quantcast Rank | 179 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



14 | MeetMe

1,457 - eBizMBA Rank | **15,500,000** - Estimated Unique Monthly Visitors | 1,407 - Compete Rank  
| 635 - Quantcast Rank | 2,328 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA



15 | ClassMates

1,487 - eBizMBA Rank | **15,000,000** - Estimated Unique Monthly Visitors | 153 - Compete Rank  
| \*285\* - Quantcast Rank | 4,022 - Alexa Rank | March 1, 2015.

The Most Popular Social Networking Sites | eBizMBA

Source: <http://www.ebizmba.com/articles/social-networking-websites>

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### Tips about the some Social Networking sites

#### Facebook.com

- You can open FB page, Group, and Celebrity page
- You can set your privacy settings
- You can customize your URL
- You can tag your post to increase viewership
- You can integrate most social media sites through feeds and apps

#### Twitter.com

- a. You can run #hashtag campaigns
- b. You can increase your post visibility by including handles of popular accounts
- c. You can crown source campaigns
- d. Include popular handles @ in your 140 character posts
- e. Take not of popular trends

#### Youtube.com

1. Post consistently and frequently
2. Post short videos

#### Linkedin.com

- Ensure you have a good description of your profile
- Include your CV
- Join networks, and groups
- Integrate it with other sites.

### Blogs

A **blog** is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first)- <http://en.wikipedia.org/wiki/Blog>

#### 1. Blog Hosting

You can either decide to host your blog on a third party site, or self-host your blog.

1. Two most popular blog hosting sites are : <https://wordpress.com/> and <https://www.blogger.com/>
2. Alternatively you can self-host your blog, in this case, you need to register a domain name and web hosting account. Some hosting sites are- [www.godaddy.com](http://www.godaddy.com) and [www.ipowerweb.com](http://www.ipowerweb.com)

#### 3. Managing your blog

A theme controls the general look and feel of your site including things like page layout, widget locations, and default font and color choices. You can either

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choose a free theme at: <https://en.support.wordpress.com/themes/> or purchase a customize premium theme that allows greater flexibility: <http://themeforest.net>

### 4. Plugins and Widgets

In general terms, a plugin is a set of software components that adds specific ability to a larger software program. A feature of most plugins is that no technical ability is required - simply download, click “install” and begin using. Plugins are usually provided by both the publisher of the original software and by other designers and developers. Plugins are often free, but some can be paid:

<http://onlinebusiness.about.com/od/glossary/g/What-Is-A-Wordpress-Plugin.htm>

WordPress.com, <https://en.support.wordpress.com/plugins/> include the most popular plugin functionality within its sites automatically. As a result, WordPress.com users won't find a Plugins tab in the Dashboard.

Built-in plug-in functionality includes (but is not limited to) the following:

1. Google integration
2. Akismet anti-spam
3. Site stats (our version of Google Analytics)
4. Galleries and carousel slideshows
5. Social Media buttons to share content on Facebook, Twitter etc
6. Webmaster Tools
7. Import and Export functionality
8. Search Engine Optimization (SEO)
9. Likes
10. Facebook Integration
11. Contact forms
12. Flickr widget
13. Tag Cloud
14. Music players and podcasting
15. Eventbrite widget
16. Follow button
17. Twitter Timeline
18. Upcoming Events via a Google Calendar

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### 19. Search Engines

A web **search engine** is a software system that is designed to search for information on the World Wide Web-

[http://en.wikipedia.org/wiki/Web\\_search\\_engine](http://en.wikipedia.org/wiki/Web_search_engine)

#### Top 15 Most Popular Search Engines | March 2015

Here are the top 15 Most Popular Search Engines as derived from our *eBizMBA Rank* which is a continually updated average of each website's *Alexa* Global Traffic Rank, and U.S. Traffic Rank from both *Compete* and *Quantcast*. "\*"#" Denotes an estimate for sites with limited data.



1 | **Google**

1 - eBizMBA Rank | **1,100,000,000** - Estimated Unique Monthly Visitors | 1 - Compete Rank | 1 - Quantcast Rank | 1 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



2 | **Bing**

15 - eBizMBA Rank | **350,000,000** - Estimated Unique Monthly Visitors | 5 - Compete Rank | 19 - Quantcast Rank | 22 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



3 | **Yahoo! Search**

18 - eBizMBA Rank | **300,000,000** - Estimated Unique Monthly Visitors | \*8\* - Compete Rank | \*28\*- Quantcast Rank | NA - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



4 | **Ask**

25 - eBizMBA Rank | **245,000,000** - Estimated Unique Monthly Visitors | 14 - Compete Rank | 31 - Quantcast Rank | 31 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA

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### 5 | Aol Search

245 - eBizMBA Rank | **125,000,000** - Estimated Unique Monthly Visitors | \*250\* - Compete Rank | \*240\* - Quantcast Rank | NA - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



### 6 | Wow

271 - eBizMBA Rank | **100,000,000** - Estimated Unique Monthly Visitors | 20 - Compete Rank | \*26\* - Quantcast Rank | 767 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



### 7 | WebCrawler

511 - eBizMBA Rank | **65,000,000** - Estimated Unique Monthly Visitors | 100 - Compete Rank | 759 - Quantcast Rank | 674 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



### 8 | MyWebSearch

545 - eBizMBA Rank | **60,000,000** - Estimated Unique Monthly Visitors | \*105\* - Compete Rank | 1,124 - Quantcast Rank | 405 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



### 9 | Infospace

892 - eBizMBA Rank | **24,000,000** - Estimated Unique Monthly Visitors | \*66\* - Compete Rank | \*500\* - Quantcast Rank | 2,110 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



### 10 | Info

1,064 - eBizMBA Rank | **13,500,000** - Estimated Unique Monthly Visitors | 378 - Compete Rank

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|877 - Quantcast Rank | 1,938 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



**11 | DuckDuckGo**

2,153 - eBizMBA Rank | **13,000,000** - Estimated Unique Monthly Visitors | 2,323 - Compete Rank | 3,479 - Quantcast Rank | 658 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



**12 | Blekko**

2,280 - eBizMBA Rank | **12,500,000** - Estimated Unique Monthly Visitors | 862 - Compete Rank | 1,461 - Quantcast Rank | 4,518 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



**13 | Contenka**

2,402 - eBizMBA Rank | **11,000,000** - Estimated Unique Monthly Visitors | \*200\* - Compete Rank | \*2,500\* - Quantcast Rank | 4,505 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



**14 | Dogpile**

2,421 - eBizMBA Rank | **10,500,000** - Estimated Unique Monthly Visitors | 2,734 - Compete Rank | 1,446 - Quantcast Rank | 3,084 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA



**15 | Alhea**

4,300 - eBizMBA Rank | **7,500,000** - Estimated Unique Monthly Visitors | 451 - Compete Rank | \*1,225\* - Quantcast Rank | 11,225 - Alexa Rank | March 1, 2015.

The Most Popular Search Engines | eBizMBA

<http://www.ebizmba.com/articles/search-engines>



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20. **Search engine optimization (SEO)** is the process of affecting the visibility of a website or a web page in a search engine's. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

[http://en.wikipedia.org/wiki/Web\\_search\\_engine](http://en.wikipedia.org/wiki/Web_search_engine)

### **Tips about SEO**

1. *The tittle or headline of your story is the most important- This is called Metatags*
  2. *Let your title be in line with trends and searches-*
  3. *Know how to effectively use keywords- <https://adwords.google.com/o/KeywordTool>*
  4. *Post original content- Content is King*
  5. *Post consistently and frequently*
6. **Traffic Monitoring-** [www.alexa.com](http://www.alexa.com) is another great tool of knowing the rank of your web sites among users of Alexa tool bar in the world. [www.Technorati.com](http://www.Technorati.com) ranks blogs
- 

### **Practical exercises**

# *Day 2*

- Introduction to Apps
- How to develop Apps for web and mobile platforms
- How to publish Apps on web and mobile platforms
- Practical exercises

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### What is an App?

App is an abbreviated form of the word "application." An application is a software program that's designed to perform a specific function directly for the user or, in some cases, for another application program- <http://searchconsumerization.techtarget.com/definition/app>

### Types of Apps

It can run on the Internet, on your computer, or on your phone or other electronic device. Native and hybrid apps are installed in an app store, whereas web apps are mobile-optimized webpages that look like an app. Both hybrid and web apps render HTML web pages, but hybrid apps use app-embedded browsers to do that. In the mobile realm, you'll hear often terms like **native app** or **web app**, or even **hybrid app**. What's the difference?

### Native Apps

**Native apps** live on the device and are accessed through icons on the device home screen. Native apps are installed through an application store (such as Google Play or Apple's App Store). They are developed specifically for one platform, and can take full advantage of all the device features — they can use the camera, the GPS, the accelerometer, the compass, the list of contacts, and so on. They can also incorporate gestures (either standard operating-system gestures or new, app-defined gestures). And native apps can use the device's notification system and can work offline.

### Mobile Web Apps

**Web apps** are not real applications; they are really **websites** that, in many ways, *look and feel* like native applications, but are not *implemented* as such. They are run by a browser and typically written in HTML5. Users first access them as they would access any web page: they navigate to a special URL and then have the option of "installing" them on their home screen by creating a bookmark to that page. Web apps became really popular when HTML5 came around and people realized that they can obtain native-like functionality in the browser. Today, as more and more sites use HTML5, the distinction between web apps and regular web pages has become blurry.

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### **Devices for viewing your App**

1. Desk stops
2. Smart phones
3. Notebooks- iPads
4. Mobile devices- iPhone, iPod, Smart phones

### **Operating Systems for viewing your App**

5. Windows Mobile
6. Windows Desk top
7. OS 3.0 iPhone on the Apple iPhone
8. Linux on the Blackberry
9. Google Android

### **Developing a Simple App**

1. **Decide on your App content-form** of a blog, twitter, flickr, youtube, etc.. anything with an rss feed will work.

#### **2. Use any of the free App building platforms online**

1. <http://mobile.conduit.com/>
2. <http://www.appsgeyser.com/>
3. BlackBerry® App Generator- [www.blackberryappgenerator.com](http://www.blackberryappgenerator.com)

#### **4. Take an online course in App building**

1. <http://teamtreehouse.com/library/build-a-simple-android-app>

### **Publishing your App**

1. **Purchase a developers license.** Register in an App store/Apps market- for android(\$23), IOS(\$99), Windows Phone(\$99), Bada(free)
2. **Submit your app to popular App Markets or App Stores**
  1. **Google Play** – Google’s official Android app store, which features over 500,000 apps, as well as music and video streaming services- <https://play.google.com/store>
  2. **Samsung Apps** – The official Samsung App store for its Bada operating system, made popular on devices such as the Samsung Wave. Bada is expected to be phased out soon

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n, so Samsung Apps' future is unclear-n [http://www.samsung.com/africa\\_en/apps/mobile/galaxyapps/](http://www.samsung.com/africa_en/apps/mobile/galaxyapps/)

3. Apple App Store: Apple launched their app store along with the iPhone 3G in June 2008
4. Amazon Appstore- <http://www.amazon.com/mobile-apps/b?ie=UTF8&node=2350149011>

### A List of Mobile Appstores

<http://www.mobyaffiliates.com/blog/mobile-app-stores-list>

#### App stores of major mobile players

- |     |  |
|-----|--|
| 1.  | Apple: iPhone App Store                                      |
| 2.  | Blackberry: App World  |
| 3.  | Google: Android Market                                       |
| 4.  | LG: LG Application Web Store (Asia, Africa and Pacific only) |
| 5.  | Microsoft: Windows Mobile Catalog                            |
| 6.  | NetFront: NetFront Widgets                                   |
| 7.  | Nokia: Ovi Store   |
| 8.  | Opera: Opera Widgets   |
| 9.  | Orange: Orange Application Shop                              |
| 10. | Palm: Palm webOS Applications                                |
| 11. | Samsung: Samsung Application Store                           |
| 12. | SonyEricsson: PlayNow Arena                                  |
| 13. | Telefonica (no link found)                                   |
| 14. | Vodafone: Vodafone Widgets                                   |

#### Takeaways

1. *Clear definition of your app's mission purpose – what it's going to do, who it's going to appeal to, concrete problem(s) it's going to solve, how its going to make the user's life better*
2. *Understanding the differences between iOS, Android and Windows Phone 8 – determining which platform works best for your app*
3. *Learn how to get started with the App Store and Google Play – optimizing the visibility and uptake of your app with the right title, keywords, description, copy, icons, screenshots and videos; encouraging positive reviews*
4. *Review resources for learning basic programming and teaching yourself how to code*

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5. *Understand how to leverage the development community and time-saving resources to get your app to market as quickly as possible*
6. *Learn how to promote, distribute and market your app*
7. *Explore ways to make money on your app*
8. *<https://generalassemb.ly/education/introduction-to-app-development-for-non-programmers>*

# *Day 3*

## 1. Introduction to Podcasting and its usages in the water

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sector.

## **2. How to develop and publish audio and video files on online platforms**

### **What is Podcasting?**

Pod casting in education is the ability to create audio and or video and listen to them live or recorded for later use-<http://www.sophia.org/tutorials/pod-casting>. To podcast, all you need to do is to record your audio with podcasting devices, and publish on a podcasting site. To publish a podcast, you need to take the following steps:

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1. **Podcasting recording devices-** Purchase your recording equipment. Apart from your computer or tablet, these are the 3 main pieces of audio and podcast recording equipment you need:
  1. Microphone
  2. Headphones
3. **Audio Recording Software:** Record and edit your podcast with the aid of podcasting software
4. **File Transfer: SmartFTP (for uploading your audio files)**

Once you've recorded your audio and converted it to MP3, then you need to upload it to the internet. For this you'll need a file transfer program such as SmartFTP. Publish your podcast online using a File Transfer Protocol (FTP) software like cuteftp or smartftp.

Some free **podcasting social sites**

1. <https://www.apple.com/itunes/podcasts/>
2. <https://soundcloud.com/>
3. <https://myspace.com/>

### **Podcasting recording devices**

The two types of mics you'll be choosing from are condenser and dynamic. Condenser mics are often used in recording studios because they pick up sound really well. On the other hand, a dynamic mic is more directional, mainly picking up the sound that you point it at—your voice.



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Either types are suitable for podcasting, but it's interesting to note that the top two mic choices are dynamics. You also have to make a choice between a mic with a standard XLR connection, or one with a USB interface, designed to be plugged directly into your computer. If you only need one mic, I strongly recommend getting one of the USB models. It will make your setup much simpler—and cheaper.

Source: <http://music.tutsplus.com/articles/the-complete-list-of-audio-gear-youll-need-for-your-podcast--audio-20527>

### Microphones



#### MXL 990 Condenser Microphone

The MXL 990 remains one of the industry's most ground-breaking microphones. The first high quality condenser microphone to come into reach of working musicians, the **MXL 990** has a FET preamp and a large diaphragm for truly professional sound quality in both digital and analog recordings. This revolutionary condenser microphone continues to astound artists with its silky, high end and tight, solid low and midrange reproduction.

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– Babatope Babalobi, Water and Sanitation Media Network, babalobi@yahoo.com



**Mixers and Audio Interfaces-** If you just need a single microphone with a USB interface, your job is finished. But if you are using multiple microphones, or a mic with an XLR connection, you'll need a mixer (or audio interface).

**Portable Recorders-** Many podcasts also use portable recorders. Some use them to record face-to-face interviews. Others prefer a simpler system, which means less things can go wrong. Still others like to record their podcasts on the go. Portable recorders are not a podcasting requirement, but you may find one handy. It's possible to use a smartphone for this purpose, either with the built-in mic or a higher-quality external one. (We covered some microphones for iOS in our article [Top 30 Devices and Interfaces for iPad Audio](#).) Interestingly, none of the surveyed podcasts seem to be doing that currently.



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### Audio Recording Software

These are Audio recording software that allows users to record audio files for Podcasts.



### Audio Recorder & Editor: Audacity

Audacity has become very popular in the podcasting arena. It has all the basic features you'll need to record and edit your shows, it's easy to use and it runs on PC or Mac.

### MP3 Encoder: LAME or iTunes

Once you create your podcast, you need to convert it to MP3 format before you upload it to the internet. Converting your audio to MP3 makes the file size smaller and easier for others to download and listen to. LAME is a program that works with Audacity to convert your audio to MP3. LAME stands for "LAME Ain't an MP3 Encoder". I know. It seems like a contradiction. It's also not at all lame. It actually works quite well.

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### RecordForAll

Easily record and edit audio files to create professional sounding podcasts. Supports MP3, WMA and WAV files. Files can be imported or recorded. Easily remove sound distortions and imperfections with drag and drop editing. Create sound effects, record music or interviews, edit and layer clips to provide commercial quality recordings. Music files can be mixed and transitions can be added. Includes integration with popular podcast feed creation.

### Replay Radio

you can record hundreds of radio broadcasts from all over the world, listen whenever you want on your PC, CD Player or MP3 Player, and even skip over the fluff. It's easy with Replay Radio!



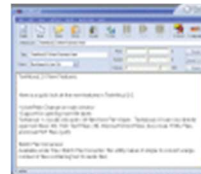
### MixCraft

Record and mix music for podcasts. Produce podcasts editing the audio for a fraction of the cost.



### TextAloud

Instant podcasts with text to speech software. Simply type or paste in text, and save as an MP3 for instant podcasting.



Source: <http://www.podcasting-tools.com/audio-recording-software.htm>

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### **How to Convert Video for YouTube**

A wide variety of devices are used for shooting video: camcorders, digital cameras, webcams, cell phones, and more, but most of them save video in non-standard formats. This can cause problems, for example when you want to upload video to YouTube and the service doesn't support your video's format.

Movavi has developed a solution for these situations. Movavi Video Converter allows you to convert any video file to a YouTube-friendly format in no time. The program supports almost all popular video formats, including AVI, MP4, FLV, 3GP, MOV, DVD, HD video and many more. It also lets you do minor editing: trim and rotate video, adjust brightness, contrast, etc. Movavi Video Converter not only includes a set of specially tailored presets which can help you convert videos into just the right format for your purpose, but also lets you start uploading your videos to YouTube and other video services right after conversion. It couldn't be faster and easier!

<http://www.movavi.com/support/how-to/how-to-upload-video-to-youtube.html>

### **Practical exercises**