Mukurumbira

Vadzidzi vachafunga nezvekuti mashoko anokwanisa kuwanika neruzhinji paindaneti anochinja sei mafungiro avanoita. Ngavatsvage vanhu vanokwanisa kuguma vaona mashoko ari paindaneti, vafunge mashoko avanoda kuti abude panotsvagwa zita ravo, uye vadzidze nzira dzakasiyana-siyana dzavanogona kupindura nadzo mashoko anobuda paIndaneti nezvavo avasingafariri.

Zvekushandisa

Unofanira Kuita Sei? Mapepa akanyorwa

Ndiani Anoziva Zvakavanzika Zvako?

Chikamu 1

Udza Vadzidzi Vako

Ndechipi chinhu chakavanzika chaunacho nezvako? Chichengete mupfungwa dzako. Usaudza hako mumwe munhu kana kunyora pasi.

Chipindura mibvunzo iyi mupfungwa dzako pachako — usataura zvinonzwika mhinduro dzako kana kudzinyora pasi:

1. Vanhu vangani vari muno vanoziva chakavanzika ichocho?
2. Vanhu vangani vekwaunogara vanoziva chakavanzika ichocho?
3. Vanhu vangani vausati wamboonana navo vanoziva chakavanzika ichocho?

Chifunga zvaizoitika dai waizonzi unyore pasi chakavanzika ichocho papepa, mumwewo munhu ari mukirasi muno obva averenga. Heino mimwe mibvunzo — uyezve, ipindure mupfungwa dzako, kwete zvinonzwika kana kunyora pasi. Pashure pevhiki rimwe chete:

1. Vanhu vangani vari mukamuri rino vachange vava kuziva chakavanzika ichocho?
2. Vanhu vangani vekwaunogara vachange vava kuziva chakavanzika ichocho?
3. Vanhu vangani vausati wamboonana navo vachange vava kuziva chakavanzika ichocho?

Chikamu 2

Udza Vadzidzi Vako

Funga nezvevanhu vangangoona chakavanzika chako kana kuti mamwe mashoko nezvako, wovati "vateereri" vemashoko iwayo.

Ukaziva vanhu vangateerera mashoko acho kuchaita kuti uzive kuti zvinoita here kuti uudze vamwe mashoko kana kuti kwete. Vanhu vanoteerera angava munhu mumwe chete kana boka revanhu vanokwanisa kusanganidzana nemashoko.

Nekupararira kwaita zvigadzirwa zvemagetsi mazuva ano, vanhu vanoteerera vanogona kuwanda nekukurumidza chaizvo. Nemhaka yekuti pane mukana uyu

wekuti vanoteerera vanogona kukurumidza kuwanda, zvakaoma — kana kuti hazvitoiti — kuti uzive kana kudzora vanhu vachaziva mashoko nezviito zvako zvinenge zvaiswa paindaneti. Nepo zvakanaka kuti vanhu vanoteerera vawande nekukurumidza kuri kuti uri kuda kuudza vamwe nezvebasa raunoita, izvi hazvinakidzi kana ari mashoko ausingadi kuti apararire kuruzhinji.

Asi zvinosuwisa kuti mashoko akavandika — kunyanya mashoko aye anobvisa chimiro — anonakidza vanhu vazhinji pavanoaona, saka kana mashoko aya akangoiswa paindaneti, zvinonetsa chaizvo kuti uite kuti asaonekwa nevamwe.

Pese paunonyora mashoko paindaneti (chero kuudza munhu mumwe chete, zvakadai semeseji kana sms, unofanira kuziva kuti mashoko acho anogona kupararira semoto wesango.

Chikamu 3

Bvunza Vadzidzi Vako

Paunonyora sitetasi itsva, kuisa mufananidzo kana mamwe mashoko paindaneti, ndiani waunenge uchida kuti azvizive?

Izvi zvinoenderana nekuti wanyora panzvimbo ipi yepaindaneti here? Kana kuti zvinoenderana nemashoko acho?

Udza Vadzidzi Vako

Zvinoenda nekuti masetin'i ako ezvakavanzika akanzi kudii uye kuti uri kunyora panzvimbo ipi yekukurukura, asi vanhu vanoteerera mashoko aya vanogona kuva shamwari dzako dzepamwoyo / vateveri / hama / kana kusanganisira chero munhu anoshandisa nzvimbo iyoyo yepaindaneti, kana kuti chero ani zvake anokutsvaga paindaneti. Asi zvisinei nekuti ndiani anoteerera, mashoko anogona kukopwa uye kuiswa pane imwe nzvimbo, mumwe munhu anogona kutora mufananidzo wako kana wemashoko, kana kuti mashoko anogona kuparadzirwa nemuroro kana pakukurukura kunoitwa paindaneti.

Bvunza Vadzidzi Vako

Paunoisa mashoko paindaneti, ndiani waunenge uchida kuudza?

Semuenzaniso, ndiani waunenge uchiudza paunonyora pachidziro chemumwe paFacebook, kana kuti paunonyora paakaundi yemumwe munhu (zvakadai sekukomenda mifananidzo yavo, kuvatega pamashoko kana kuti pamufananidzo)?

Udza Vadzidzi Vako

Izvi zvichaenderana nemasetin'i ezvakavanzika amakaisa, asi kazhinji mashoko acho achakwanisa kuonekwa neshamwari dzavo / vateveri / hama, zvinosanganisira

vanhu vausingazivi — izvi zvonogona kureva nhengo dzemhuri yavo, vanopa nzvimbo pazvikoro kana vadzidzisi pachikoro chavo.

Bvunza Vadzidzi Vako

Paunotumira meseji (ingava sms, email kana kumunhu mumwe chete panzvimbo yekukurukura), ndiani waunenge uchida kuti azive?

Udza Vadzidzi Vako

Munhu wauri kuda kuti anzwe ndeuya wauri kutumira, asi unangwarira — pane vamwe vanogona kuona meseji iyoyo.

Bvunza Vadzidzi Vako

Ko meseji yako ingaonekwa nevamwe vanhu sei vasiri munhu wawatumira? [Zvingaitika nekutumirana mifananidzo / kupfuudza mashoko kana kufonerana vanhu vachitaurirana.]

Ndepapi pazvingava zvakanaka kuti vazhinji vanzwe mashoko ako? [Zvakadai sekuti uri kuda kuti ruzhinji runzwe, uchida kuti vanhu vaite mushandirapamwe, kana kuti vazive nezveimwe nyaya.

Ndepapi pangaita dambudziko kana ruzhinji rwanga rusingafaniri kuziva nyaya rukaiziva? [Kugova mashoko kuvanhu vasinei nazvo kunogona kukonzera matambudziko, kunogona kubvisa chimiro, kushoresa zita.]

Ndepapi pazvingava zvakanaka kuva nemukurumbira wakanaka paindaneti? [Zvichabatsira pakutsvaga nzvimbo yechikoro / yekoreji / yekuyunivhesiti, pakutsvaga basa uye pakutsvaga shamwari itsva

Kutsvaga Mashoko Nezvemukurumbira Wako

Chikamu 1

Mutambo Wekirasi

Sarudza mumwe munhu anozivikanwa (semuenzaniso mune zvemimhanzi, mafirimu / TV, wezvematongerwo enyika, muzvinabhizimusi) anozivikanwa nevadzidzi. Tsvagai zita rake paGoogle kana paindaneti moongorora mose nevadzidzi zvimwe zvinhu zvishoma zvinobudapo (isai zvamunenge mawana pasikirini muchishandisa purojekita). Uyewo, tarisai kushandisa kwaanoita indaneti pakukurukura nevamwe. Pashure pechinguva muchiongorora, itai kuti vadzidzi vaviri vaekite vachiita kunge munhu wacho nemumwe munhu anomufarira.

Bvunza Vadzidzi Vako

________ anonzwa sei kusangana nemumwe munhu anoziva zvinhu zvakawanda maererano naye?

Anganzwa sei kana mashoko iwayo asiri echokwadi?

Vanhu vangani vanokwanisa kuziva mashoko aya nezva________ ?

________ angaita sei nezvemashoko anobuda paindaneti akanangana naye?

Chikamu 2

Udza Vadzidzi Vako

Vanhu vaunosangana navo vachashandisa indaneti kuti vatsvage mashoko nezvako. Zvavachawana, zvingava zvakanaka kana kuti zvakashata, zvichaita kuti vakuone nemamwe maonero. Kana uchida kuti vazive zvakanaka nezvako, zvakakosha kuti uzive mashoko avanokwanisa kuwana pamusoro pako.

Vanhu ava vanosanganisira vachakupinza basa mune remangwana uye vekuchikoro / kukoreji / kuyunivhesiti kwauchaenda. Vanopa vana vechikoro nzvimbo havatauri kuti vakambotsvaga paindaneti kana kuti vakashandisa mashoko avakawana pavanenge vachiongorora kuti vokupa nzvimbo here kana kuti kwete.

Chikamu 3

Mutambo Wekirasi

Ronga vadzidzi muzvikwata zvevaviri vaviri.

Udza Vadzidzi Vako

Dzamisai pfungwa muchiona zvinhu zvitatu zvamungada kuti zvibude kana mumwe munhu akatsvaga zita renyu paGoogle kana kuti paindaneti. Munofunga kuti zvinhu izvi zvingabuda paindaneti here pamunenge muchizvitsvaga?

Udza mumwe wako.

Bvunza Vadzidzi Vako

Iwe nemumwe wako mawana chii?

Simudza ruoko rwako kana watsvaga zita rako paGoogle kana kutsvaga zita rako paindaneti. Ndezvipi zvawaona? Pabuda mifananidzo ipi? Wakwanisa kuwana mashoko nezvako here, kana kuti pane vamwe vanhu vane zita rakafanana nerako here?

1. Kana paine vane mazita akafanana, ita kuti vadzidzi vawedzere mamwe mashoko pakutsvaga kwavari kuita, akadai sekumusha kwavo kana zita rechikoro chavo.

Unogonawo kukumbira vadzidzi kuti vatsvage mazita avo paGoogle / paindaneti pavanenge vachiita basa iri, ndokunge paine makombiyuta kana mafoni anokwanisa kupinda paindaneti pacho.

Bvunza Vadzidzi Vako

Paunotsvaga zita rako paGoogle / paindaneti, bvunza mibvunzo mitatu iyi:

1. Ndezvipi zvishoma zvatanga kubuda?

2. Unonzwa wakagadzikana nemashoko aya here?

3. Zvimwe zvabuda zvinoratidza kuti uri munhu akaita sei? Semudzidzi? Semushandi?

Mumwe munhu asingakuzivi angafungei nezvako kana akaona mashoko aya? Vangakuona semunhu werudzii kana vakangoona mashoko atanga kubuda paindaneti?

Kupindura Mashoko Akaoma

Chikamu 1

Mutambo Wekirasi

Pindura Mubvunzo Wekuti Unofanira Kuita Sei? Mapepa Akanyorwa Evadzidzi Isa vadzidzi muzvikwata zvevaviri vaviri. Kumbira vadzidzi kuti vakurukure nezvemamiriro ezvinhu ari pamapepa vobuda nemhinduro mbiri/mazano maviri pamamiriro ezvinhu ega ega vofunga zvinhu zvinogona kuguma zvaitika. Vape maminiti 15 ekuti vaite izvi.

Bvunza Vadzidzi Vako

Unofanira kuita sei kana mumwe munhu akanyora zvinhu zvausingafariri / zvisina kunaka nezvako?

Unofanira kutanga wafungei usati wanyora mashoko nezvemumwe munhu?

Kupindura Mashoko Asina Kururama

Chikamu 1

Bvunza Vadzidzi Vako

Kana ukawana mashoko asina kururama nezvako paunotsvaga zita rako paindaneti (semuenzaniso, uchishandisa Google kana imwe nzvimbo yekukurukura nayo), pane zvaunokwanisa kuita here?

Ndeapi mamwe mashoko aungasada kuti vamwe vanhu vaone?

Chikamu 2

Udza Vadzidzi Vako

Pane zvinhu zvakasiyana-siyana zvaunokwanisa kuita kana ukawana mashoko paindaneti nezvako ausingafariri, zvichienderana nenyaya iri kutaurwa uye kuti mashoko erudzi rwupi.

Imwe nzira inonzi “kudzorera nemashoko”, izvo zvinoreva kutaura nyaya dzakanaka uye kuita kuti ruzhinji ruzive nyaya idzodzo dzinoratidza divi rako rakanaka. Semuenzaniso, unogona kuita izvozvo nekugadzira nhoroondo yepanzvimbo yekukurukura paindaneti, kutanga kunyora bhurogu, kana kunyoresa webhusayiti ine zita rako.

Nzira yechipiri inosanganisira kutora matanho anoverengeka ekuita kuti mashoko asina kururama abviswe paindaneti. Semuenzaniso:

1. Kana ukaona mashoko ausingafariri (ungava mufananidzo wako), unogona kutaura nemunhu akaisa mufananidzo wacho (kunyanya panzvimbo dzekukurukura nadzo kana dzekutumirana mameseji) womuudza kuti aubvise.

2. Nzvimbo zhinji dzine pekuratidza zvekuita kana usiri kufara nemamwe mashoko (semuenzaniso mifananidzo, mavhidhiyo, mashoko akaita zvekunyorwa) zvingava zvichisvibisa zita rako / zvichiita kuti usafarirwa nevamwe; mashoko asingafaniri kuva paindaneti yacho (mashoko anogona kunge achishoresa, ane zvekurwisa kana kuti asingabvumirwi nemutemo); mashoko anenge ari echitsotsi — nzvimbo yacho yepaindaneti inobva yatarisa mashoko iwayo ichienzanisa nezviri pamitemo yemashandisiro uye zvinodiwa munharaunda yacho.

3. Mune zvimwe zviitiko, unogona kushandisa vezvemitemo, uye unokwanisa kumhan’ara kumatare, zvichienderana nekuti pane mutemo unoshanda here ikoko (zvakadai sekuti mumwe munhu otaura zvakavandika zvemumwe zvinova zvinosvibisa zita rake.)

4. Dzimwe nyika dzine mitemo yakadzikwa inoratidza kuti nzvimbo dzepaindaneti dzinofanira kubvisa mashoko asingafaniri kuvapo kana vachinge vaudzwa izvozvo, wakadai seNetwork Enforcement Act wekuGermany].

5. Asi zivawo kuti dzimwe nguva kuedza kuviga / kubvisa mashoko akarurama kunogona kutokonzera kuti nevamwe vanga vasina kuziva nyaya yacho vabve vaiziva.

Chikamu 3

Udza Vadzidzi Vako

Uyewo, vanhu vanogara muEuropean Union ("EU") vane kodzero yepamutemo ye"kodzero yekudzima," inozivikanwa nevakanda nezita rekuti "kodzero yekukanganwa" (kodzero iyi inoshanda chero vakaenda kunyika dzisiri muEU kana kuti vakanogara kunyika idzodzo). Pasi pekodzero iyi yeGeneral Data Protection Regulation ("GDPR"), vanhu vemuEU vanogona kukumbira "vane simba pamashoko" kuti adzime mamwe mashoko akanangana navo. ("Vane Simba Pamashoko" vangava mabhizimusi, vanhu, masangano ehurumende, nevamwewo vane masimba maererano nekuti mashoko akanangana newe angafambiswa sei.)

Pane zvikonzero zvitanhatu zvinoita kuti vanhu vemuEU vakwanise kukumbira kuti mashoko akanangana navo abviswe. Chimwe nechimwe chezvikonzero izvi chinosanganisira zvinhu zvakawanda. Semuenzaniso, chimwe chikonzero chekukumbira kuti mashoko abviswe ndechekuti mashoko acho akaiswa ndee"mwana" uyo pave paya anoona kuti pane matambudziko akakura anozovapokana ruzhinji rukaziva mashoko acho. Chikonzero ichi chinosanganisira zvinhu zvakawanda. Pane zvikonzero zvisingaverengeki zvingaita kuti munhu ane makore makumi maviri nemashanu ade kubvisa mashoko akaiswa paindaneti achine makore gumi nematanhatu!

Asi panewo zvimwe zvakakosha zvisingakwanisi kuitwa pasi pekodzero iyi yekudzima. Pane zvikonzero zvishanu zvingakonzera kuti chikumbiro chekudzima mashoko chiregе kutambirwa. Kungofanana nezvikonzero zvekuda kudzima, zvikonzero zvingarambirwa zvakawanda, zvichisanganisira zvinhu zvakasiyana-siyana. Mumaminiti mashoma ari kutevera tichataura nezvechimwe chikonzero chakakosha chinogona kurambirwa — kuti kodzero yekuti munhu wese ataure zvaanoda ichengetedzwe.

Mutemo weGDPR wakatanga kushanda musi wa25 May 2018. Kana pakapera nguva yakareba mutemo weGDPR uchishanda, tichakwanisa kudzidza kuti vanhu vemuEU vari kushandisa sei kodzero yavo yekuti mashoko adzimwe, uye kuti makambani, masangano ehurumende nevamwe vari kuti chii nazvo.

Basa Rekuita

Chikamu Chekutanga

Basa Rekuita

Nhamba 1, vadzidzi vane makore 13-15:

Udza Vadzidzi Vako

Tataura nezvekuti mashoko anowanika neruzhinji paindaneti anoita kuti vanhu vafungei nezvevamwe vanhu, ngatishandisei zvatadzidza izvi.

Mumaminiti 30 anotevera, mumwe nemumwe ngaaite basa rinotevera:

1. Sarudza mumwe munhu anozivikanwa (semuenzaniso mune zvemimhanzi, mafirimu / TV, wezvematongerwo enyika, muzvinabhizimusi).

2. Tsvagai mashoko paindaneti nezvemunhu wacho motsanangura mundima pfupi kuti mashoko amunenge mawana aita kuti mufungei nezvemunhu iyeye.

3. Dai kuri kunzi munokwanisa kuudza munhu uyu zvinhu zvina (4) zvingaita kuti mashoko anobuda paindaneti nezvake achinje (zvakadai sekuti maererano nemasetin'i ezvakavanzika, kuchinja vateereri, kuchinja mashoko anoiswa) kana kuti orega kutovapo zvachose (sekuti kuadzima, kuita kuti abviswe) zvoita kuti munhu uyu aonekwe zviri nani nevamwe paindaneti, zvinhu zvipi zvamungamuudza?

Nhamba 2, vadzidzi vane makore 16-18:

Ita sekuti unogara munyika musina kodzero yekukanganwa zvawakamboita. Ndezvipi zvikonzero 2-3 zvaungapa uchitsigira kuti munyika iyi muve nekodzero iyoyo? Taurawo zvikonzero 2-3 zvakasimba zvinopesana nepfungwa yako yekutanga.

Ona: Dzimwe nyika dzinopa vanhu vemunyika dzavo kodzero yekutaura zvavanoda, kana kuti kodzero yekuudza vamwe pfungwa dzavo pasina kutyira kusungwa nehurumende kana kushungurudzwa. Unofunga kuti "kodzero yekudzimirwa zvakaitika" kana kuti "kodzero yekukanganwa" ingashanda here munyika dzine kodzero yekutaura zvaunoda? Mutemo weGeneral Data Protection Regulation muEuropean Union unoti "kodzero yekudzimirwa zvakaitika" haufaniri kushandiswa pakubvisa mashoko achazotadzisa ruzhinji "kushandisa kodzero yekuratidza zvauri uye kodzero yekuwana mashoko." Ungafunga here zvimwe zvingaita kuti munhu ade kuti mamwe mashoko akanangana naye abviswe, asi munhu wechipiri achiti kana izvi zvikaitwa zvinotyora kodzero yake yekusununguka kutaura zvaanoda

(semuenzaniso, mudzidzi onyora mashoko pabhurogu achitsoropodza mudzidzisi; kana mudzidzi wacho asisiri mukirasi yemudzidzisi, mudzidzisi anoda kuti mashoko aye abviswe nekuti haachashandi; mudzidzi oti ane kodzero yekutaura zvaanoda maererano nezvakaitika kwaari kare)?

Ipa vadzidzi maminiti 30 ekuti vapedzise basa ravo.

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