



Master in Planning and
Management of Tourism Systems



Identity Definition

Nicola Cortesi

IDENTITY DEFINITION

Building a community is like building a company. You need to take many decisions, starting from the definition of its identity

IDENTITY DEFINITION

How can you create a community that people love and trust?



IDENTITY DEFINITION

"People don't buy what you do, they buy why you do it"

What you do simply proves what you believe

IDENTITY DEFINITION

"Why" means "what's your purpose, what's your belief? Why your community or brand exists? Why do you get up in the morning? Why should anyone care?"

IDENTITY DEFINITION

You can sell a touristic destination and tell that the price is low, or you can tell that it's only there, in that place, where people are reborn and find true rest



IDENTITY DEFINITION

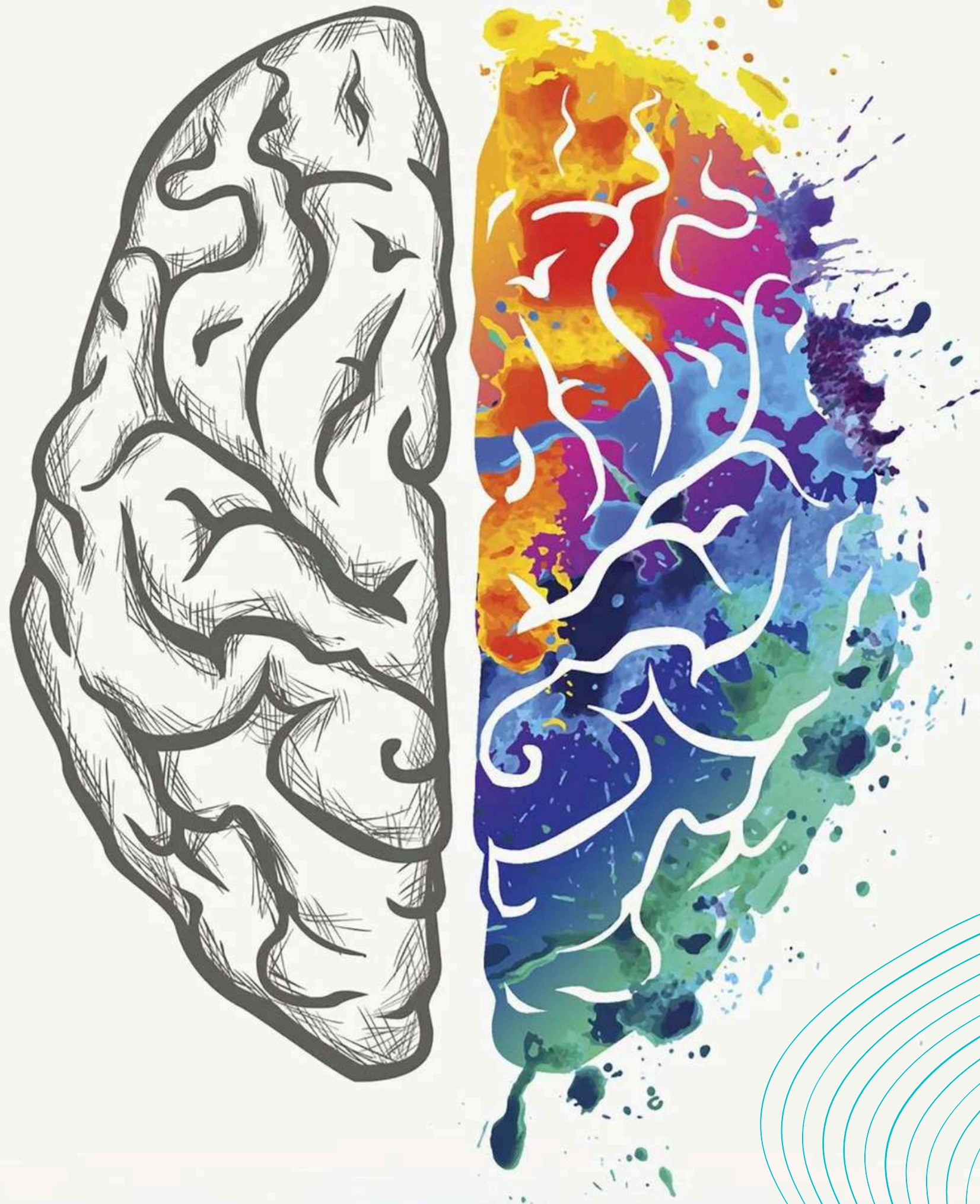


TED talk of Simon Sinek:

<https://www.youtube.com/watch?v=qp0HIF3SfI4>

IDENTITY DEFINITION

The key to the success of a community is to build it around "why", so people will connect to your community also emotionally



IDENTITY DEFINITION

When you build a community that people love, they feel grateful and involved, they'll always speak well of you



IDENTITY DEFINITION

That's why online communities are gratuit and share quality contents: to obtain the respect of their members, to generate trust and early adopters



EARLY ADOPTERS

Early adopters (or super users or fans) are community members who loves everything of your community, including its weaknesses!

EARLY ADOPTERS

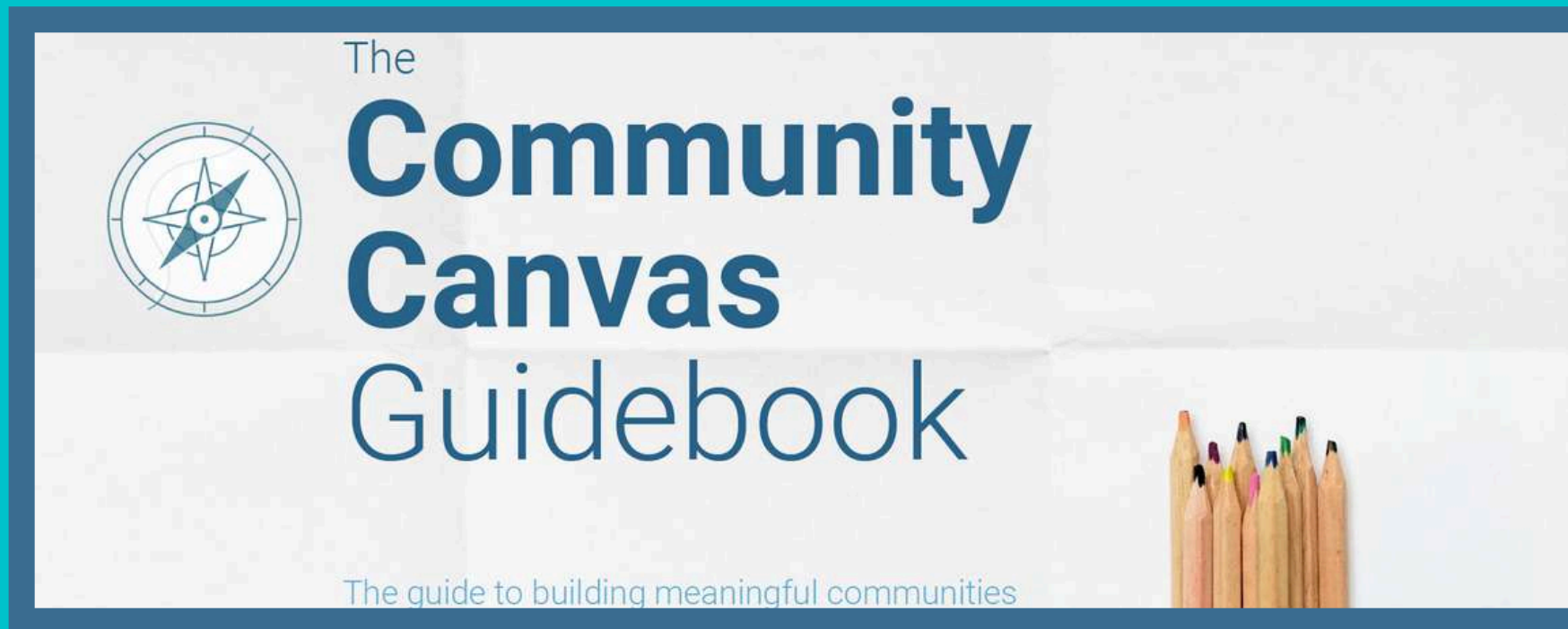
“People don’t care what you say, they care what your early adopters say”



REFERENCE GUIDE

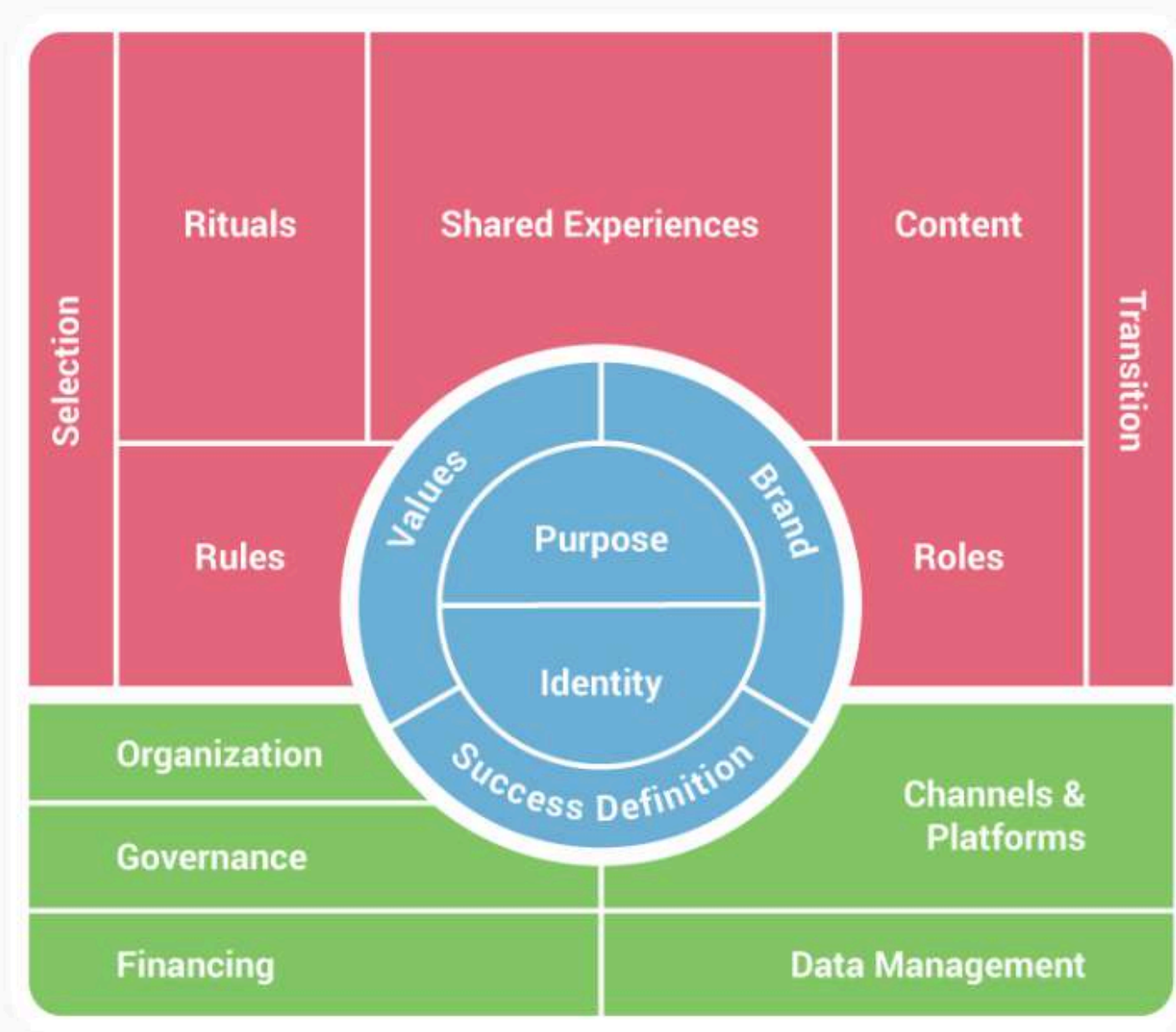
The reference guide for building communities is available in the Moodle space and also at:

<https://community-canvas.org/>



The Community Canvas

The
guidebook
is divided
in 3
sections



The Community Canvas has

3 Sections

Identity, Experience, Structure

which in turn are divided into

17 Themes

<https://community-canvas.org/>

The Community Canvas

The first one is about the identity of the community

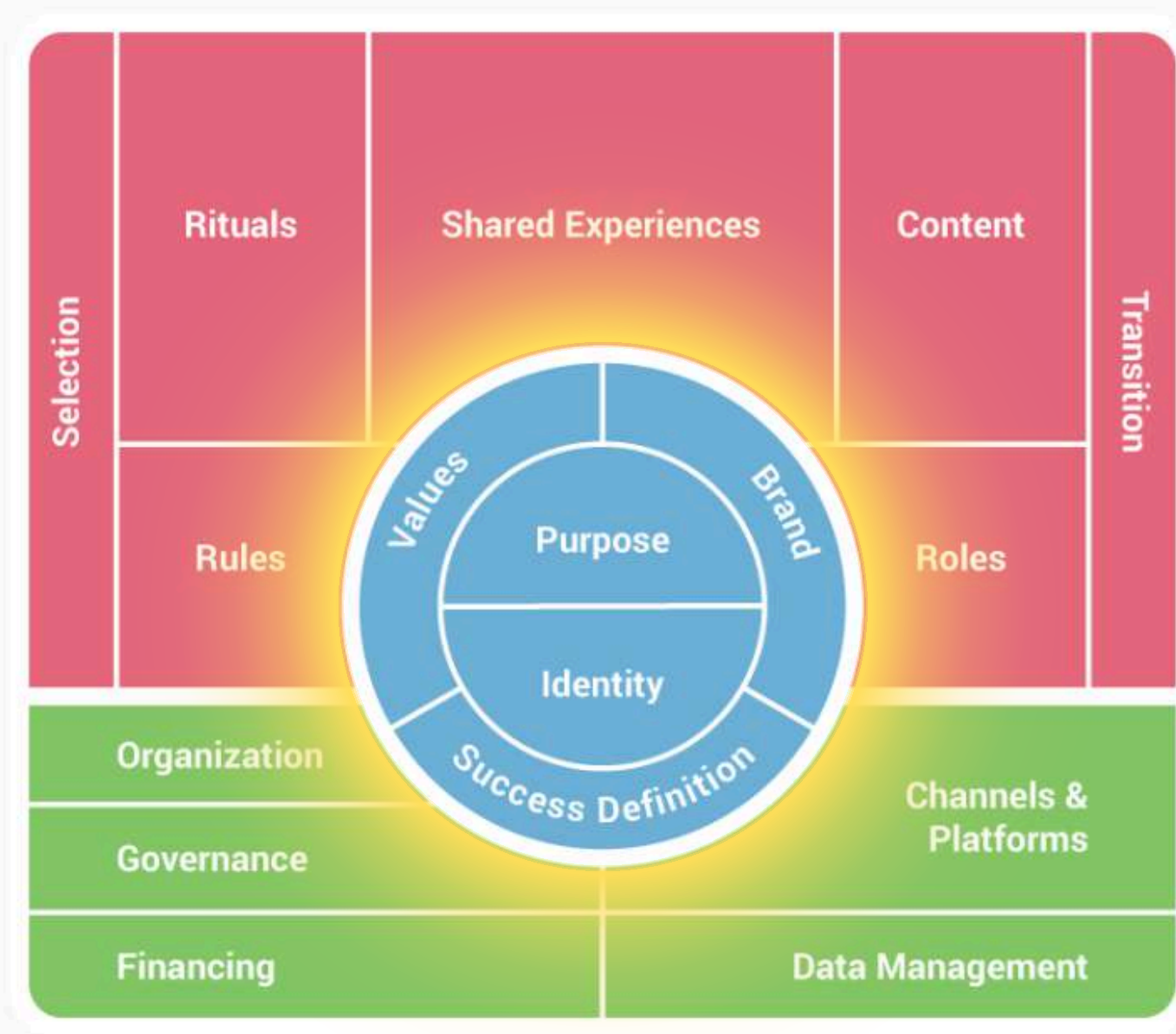
The Community Canvas has

3 Sections

Identity, Experience, Structure

which in turn are divided into

17 Themes



<https://community-canvas.org/>

IDENTITY DEFINITION

1. Goals/Purpose:

Why does your community exist? Why does the community do what it does?

2. Value proposition:

How does your community do what it does? Why would anyone choose to become a member of your community instead of a similar one? What's the difference with similar communities?

3. Target:

Who is the community for and what different roles can members play? Do your members belong to a specific country or region? Do they speak english?

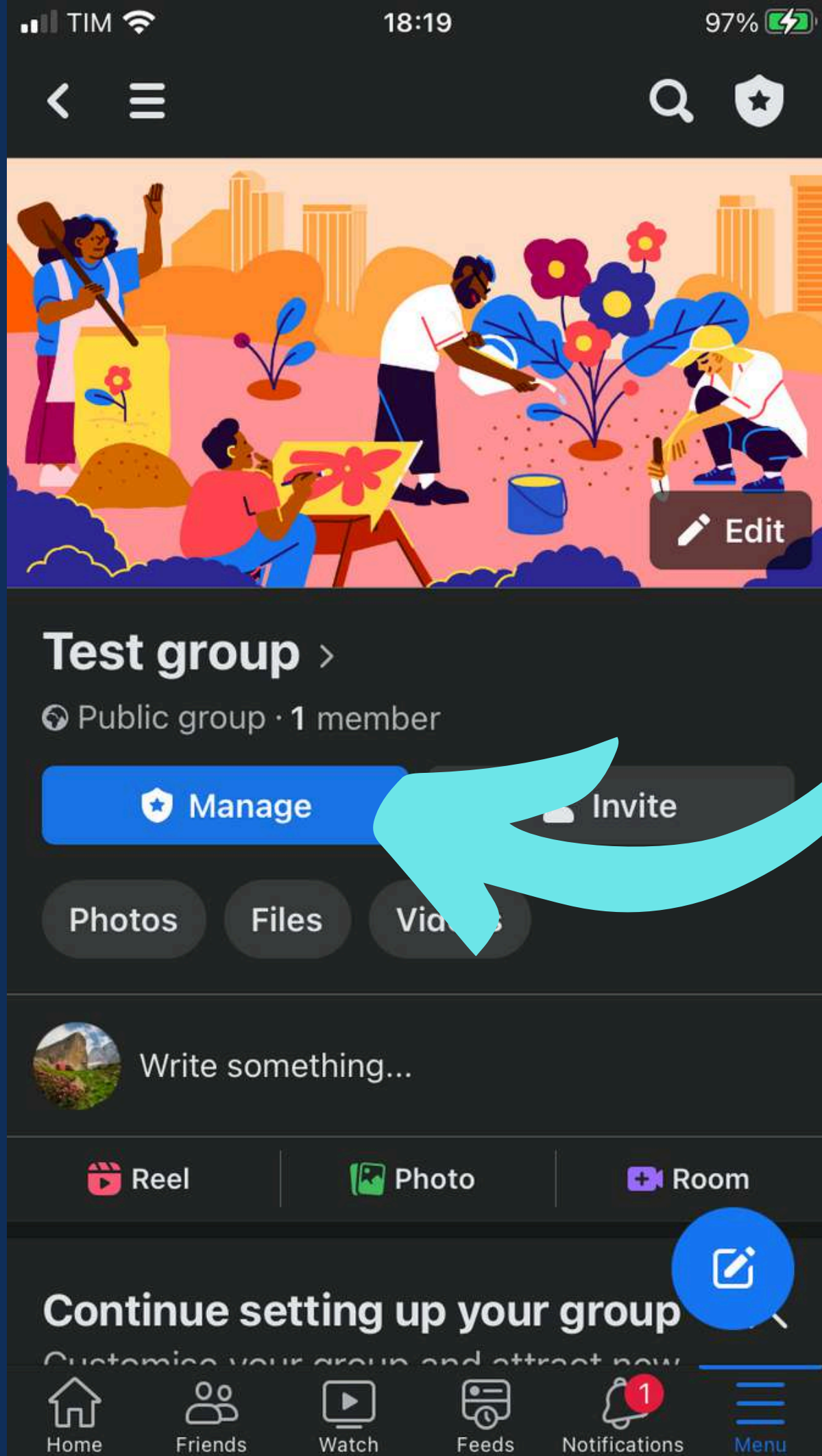
4. Values/principles:

Which are the 2-3 most important principles of your community?

5. Payoff ("motto"):

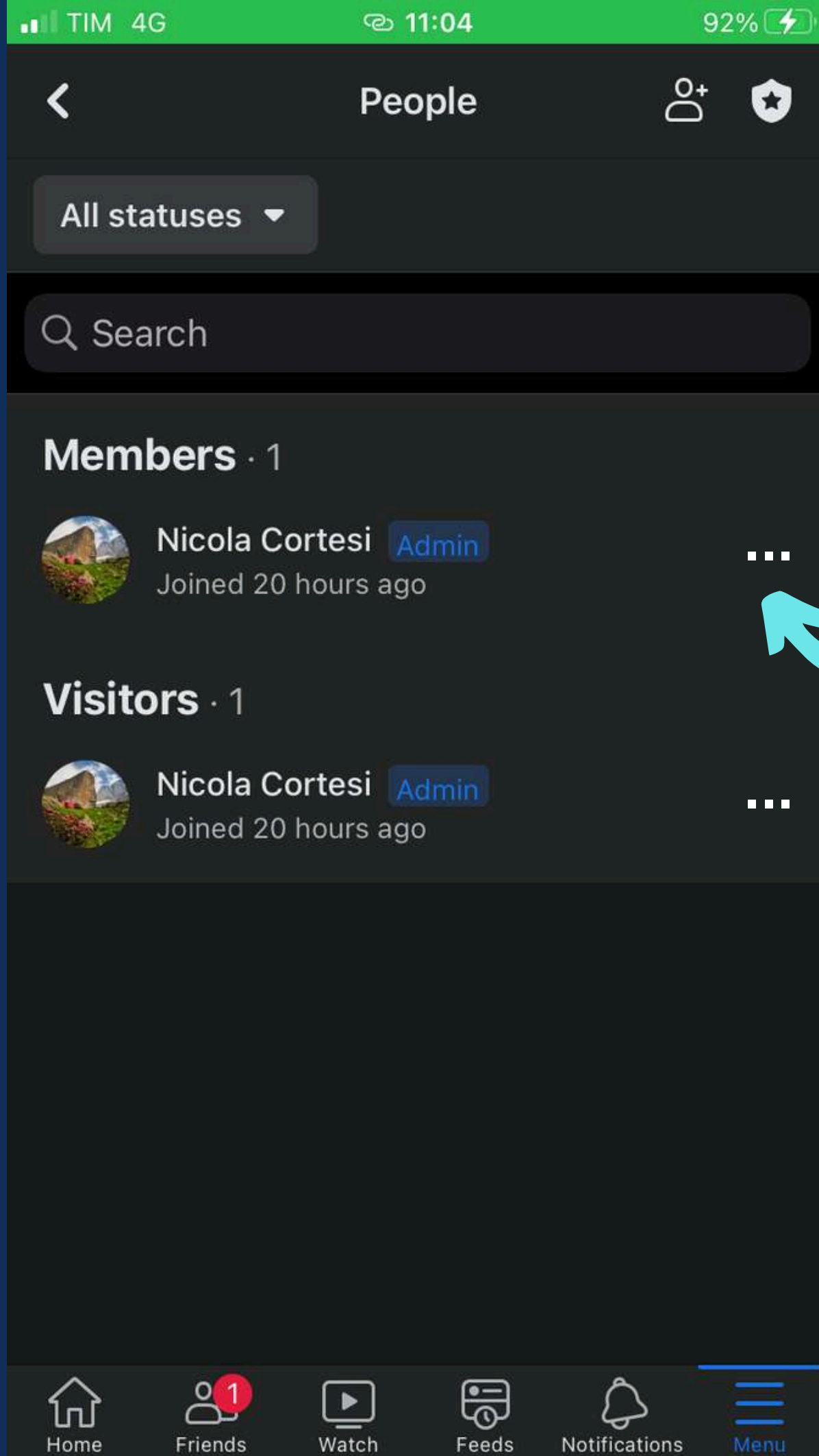
A short sentence associated to the name of the community/brand.

E.g: Apple: Think different. Nike: Just do it. FedEx: The World on Time



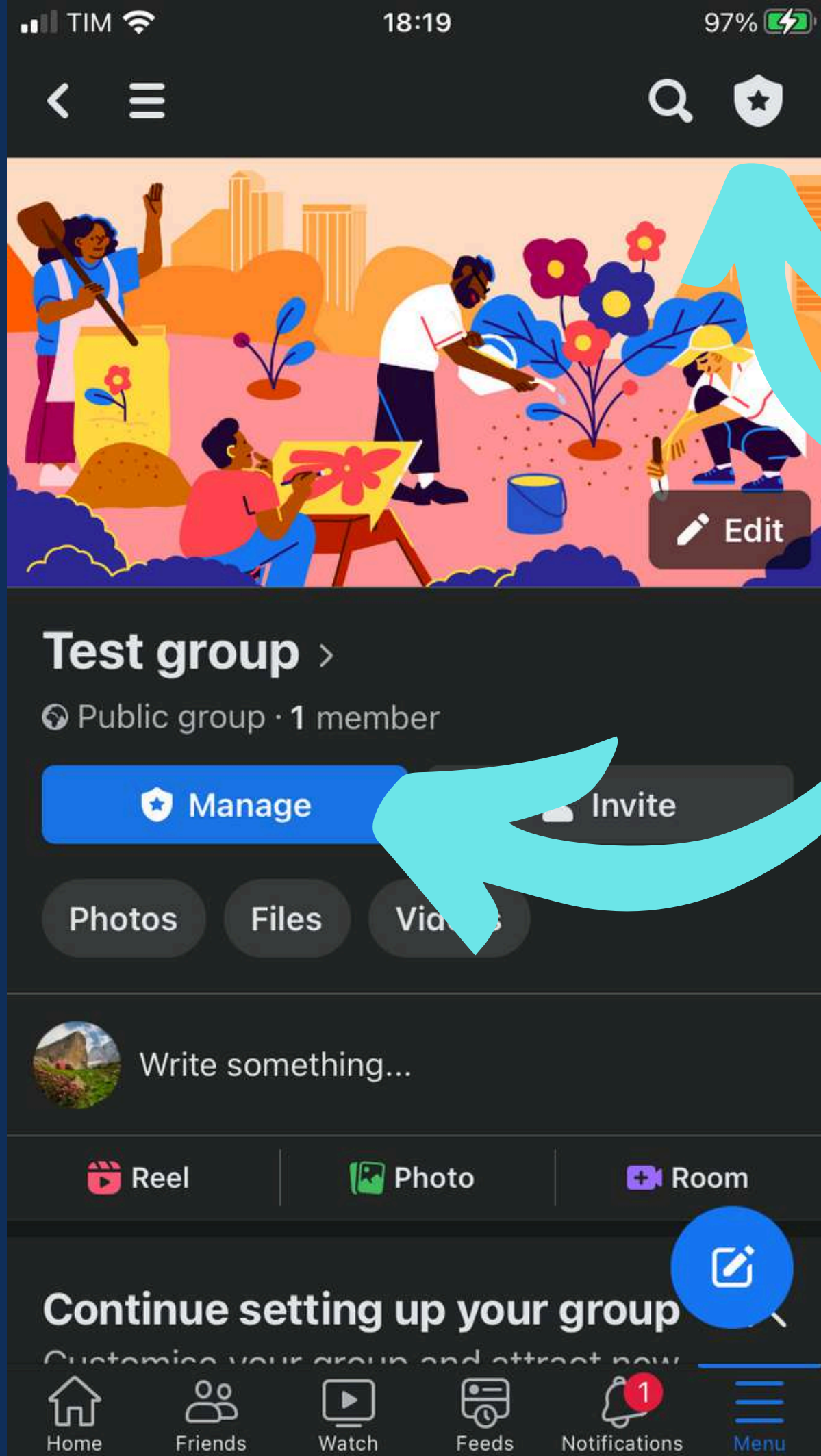
ADD GROUP ADMIN

In order to add a new group administrator, go to **Manage** -> **See All Tools** -> **People** and select the member(s) of the group you want to 'promote' to admin, so first your two companions must **join** the **group**



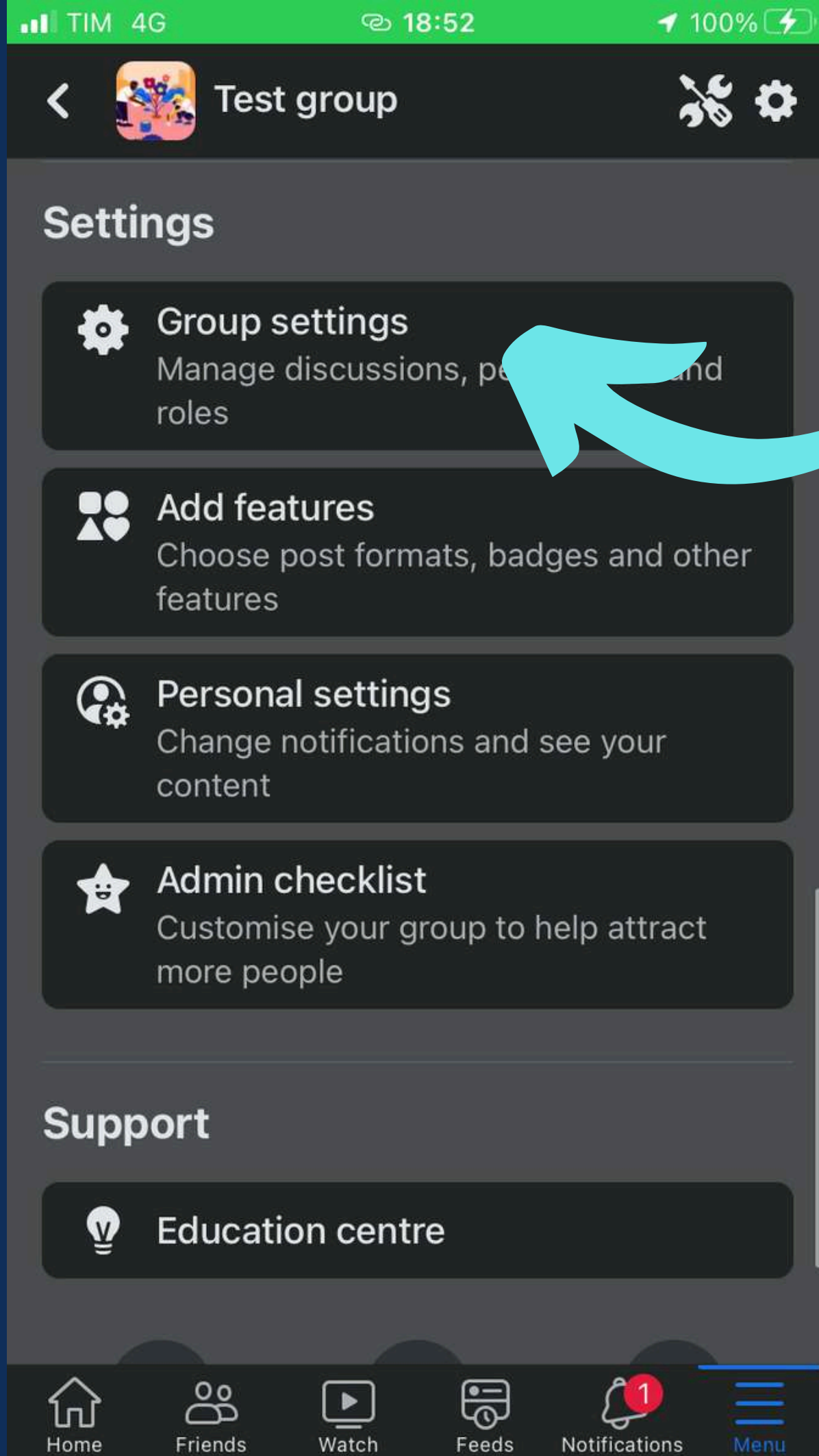
ADD GROUP ADMIN

Then, click on the three dots to the right of her/his name (...) and choose the "Add as admin" option from the menu that will open



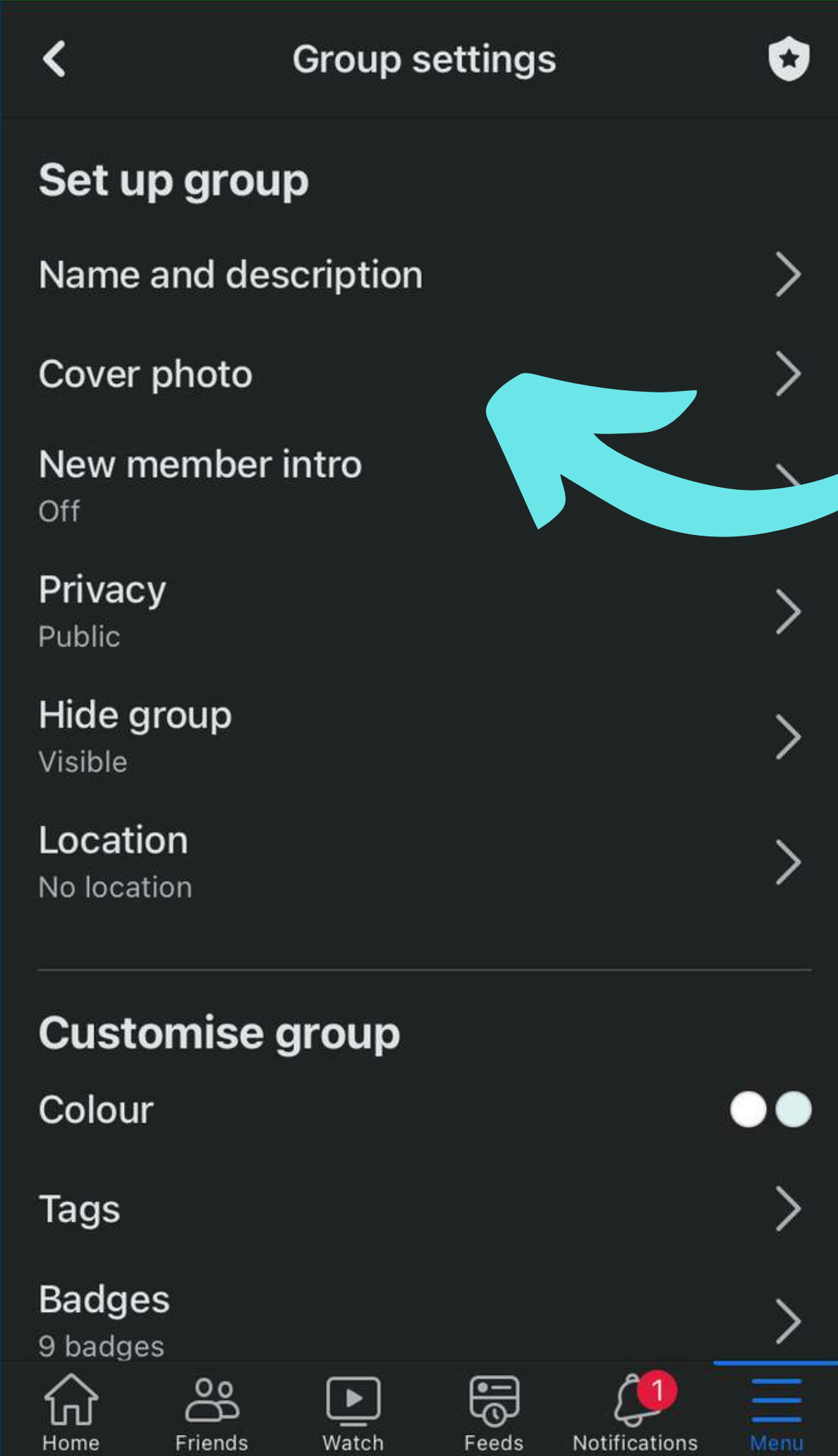
COVER IMAGE

From the Manage -> Group Settings menu, you can set the cover image of the group



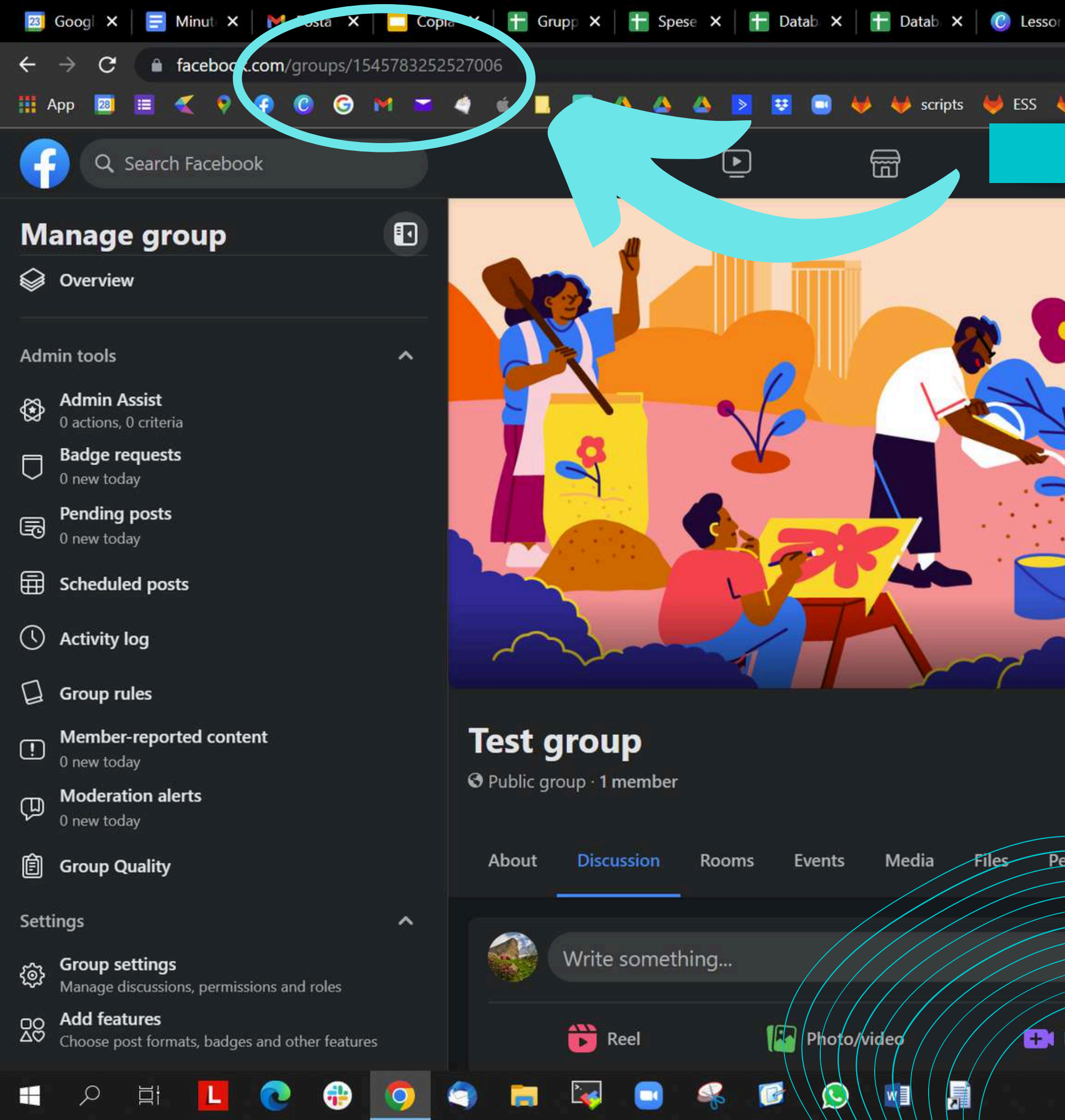
COVER IMAGE

Scroll down until the "Group settings" menu appears



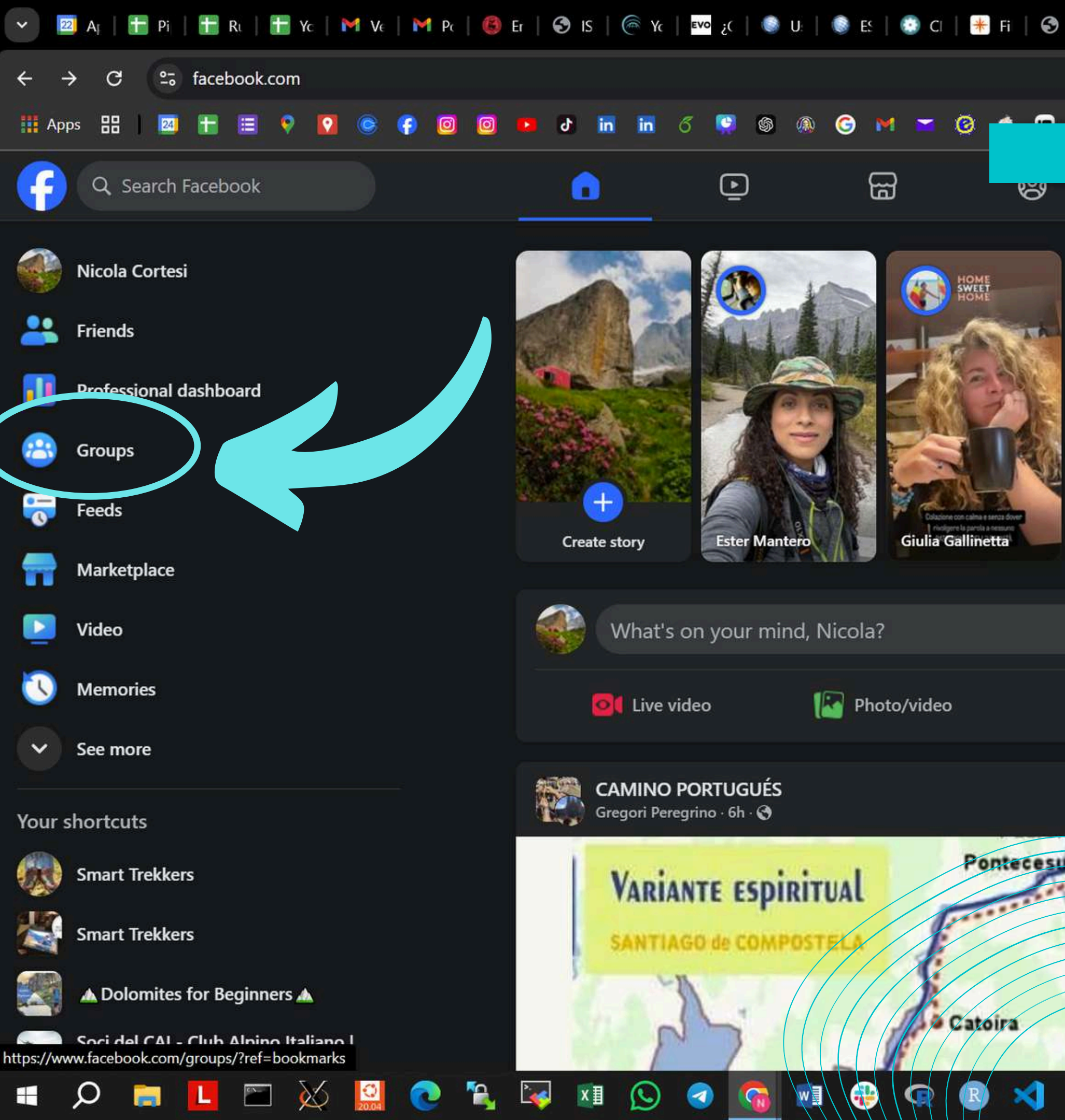
COVER IMAGE

Scroll down until the "Group settings" menu appears



GROUP LINK

By default facebook assign to any new group a weird link, made up by an alphanumeric sequence



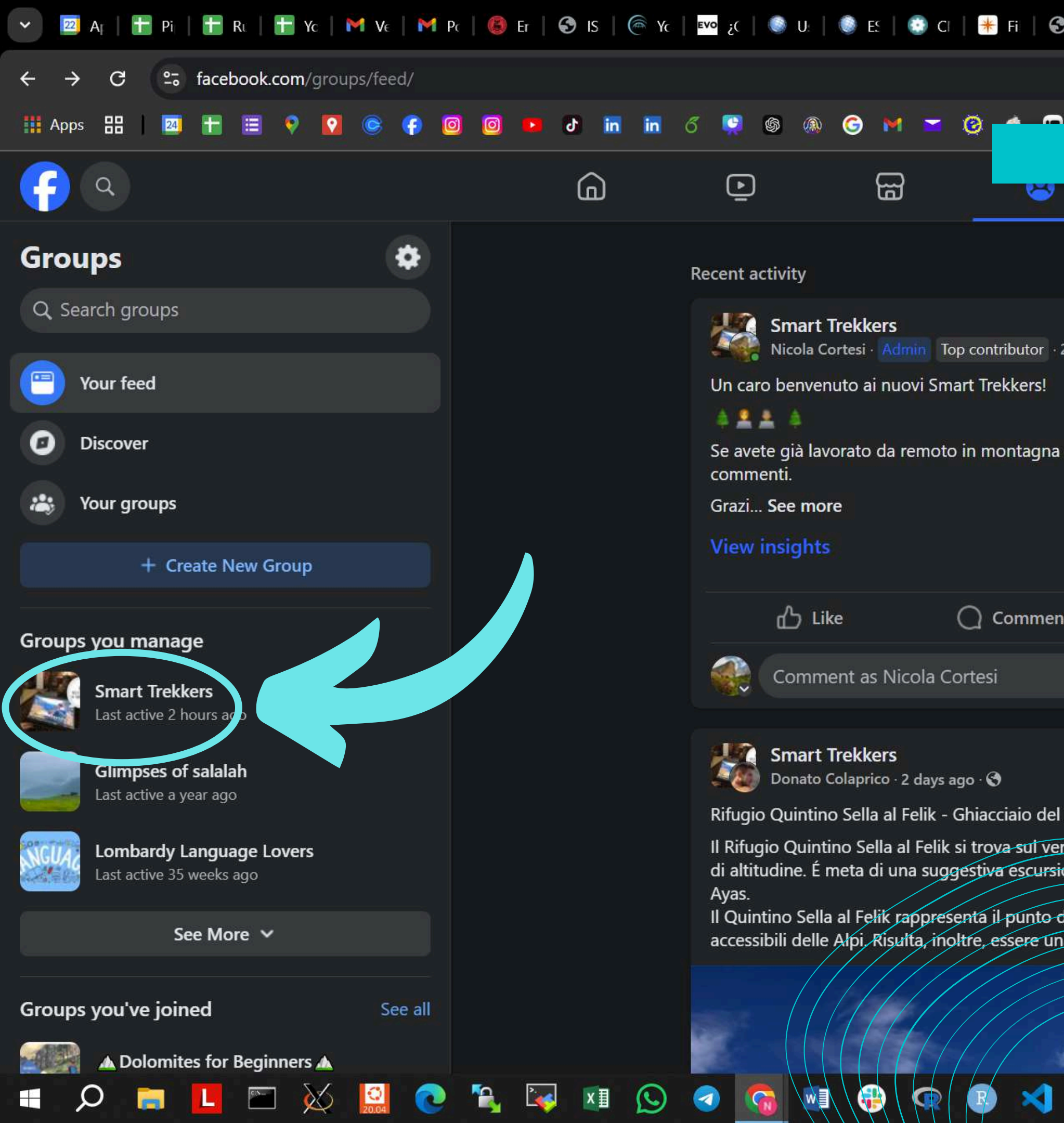
GROUP LINK

It is possible to change the link and give it the same name of your group instead, but accessing your group only from laptop



GROUP LINK

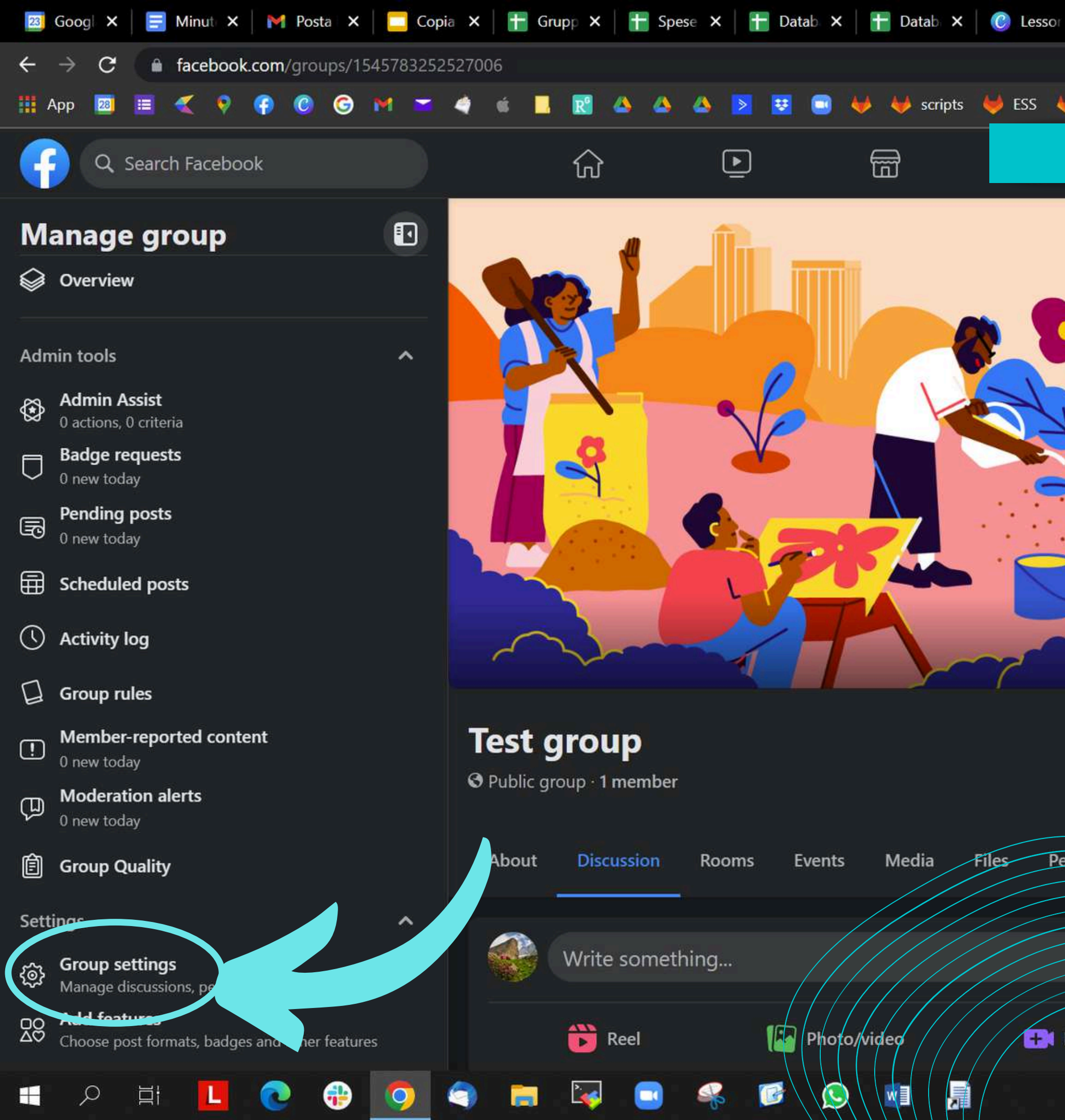
It is possible to change the link and give it the same name of your group instead, but accessing your group only from laptop





GROUP LINK

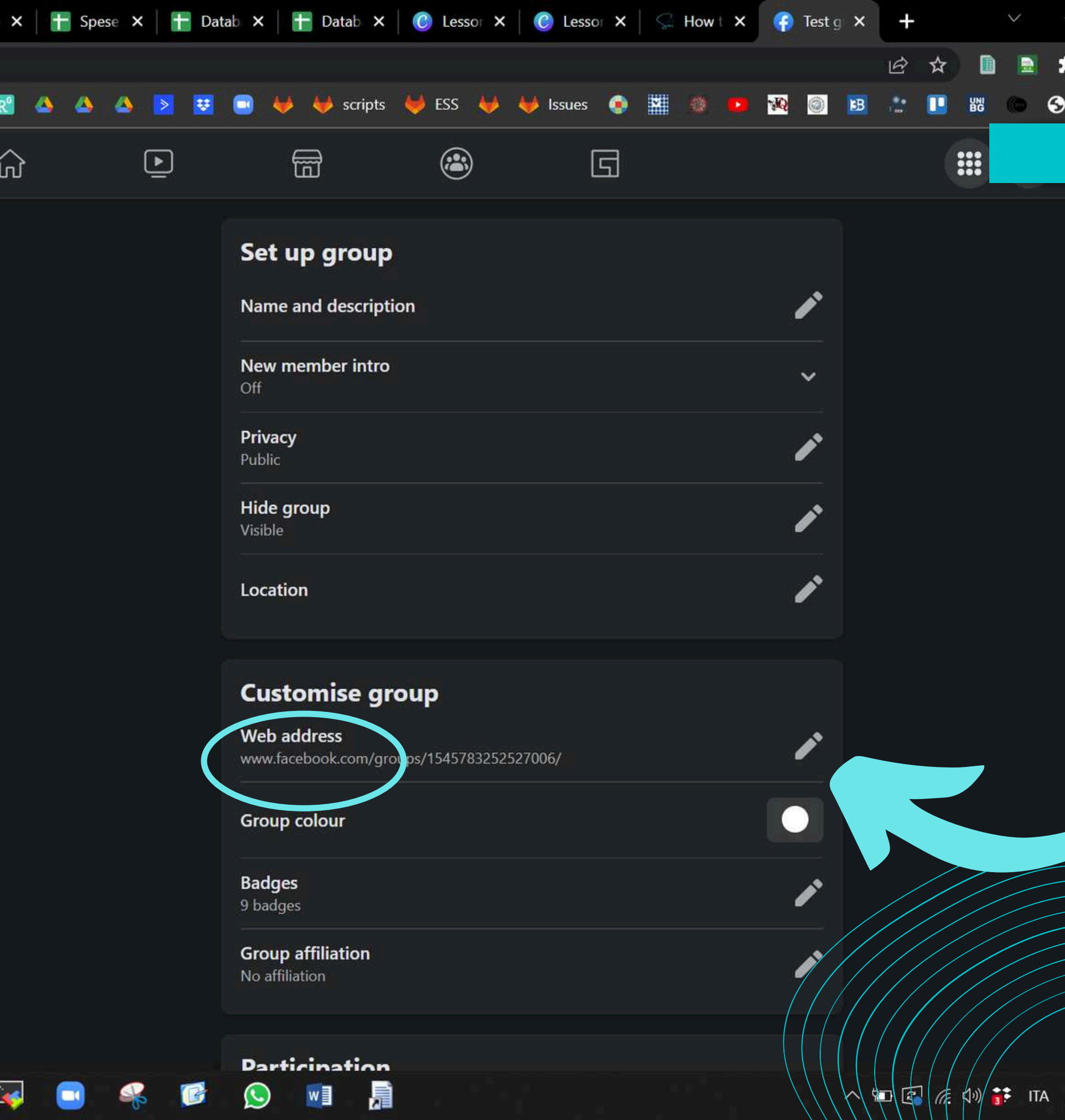
It is possible to change the link and give it the same name of your group instead, but accessing your group only from laptop





GROUP LINK

The link of your group should have the name of your group instead of the an alphanumeric sequence given by default. This tool is only available accessing your group from laptop





GROUP LINK

The beginning of the URL of a fb group is always:

www.facebook.com/groups/

You can change the last part of the URL as you like, e.g: inserting the same name of your group without spaces

Set up group

Name and description

New member intro
Off

Privacy
Public

Hide group
Visible

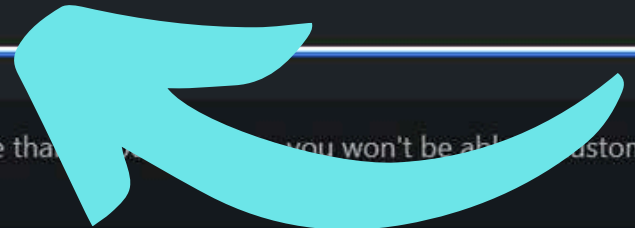
Location

Customise group

Web address

Once your group has more than 100 members you won't be able to customise your address again.

Cancel Save





GROUP LINK

When finished, insert the new link in the Facebook community sheet in the Moodle

Set up group

Name and description

New member intro
Off

Privacy
Public

Hide group
Visible

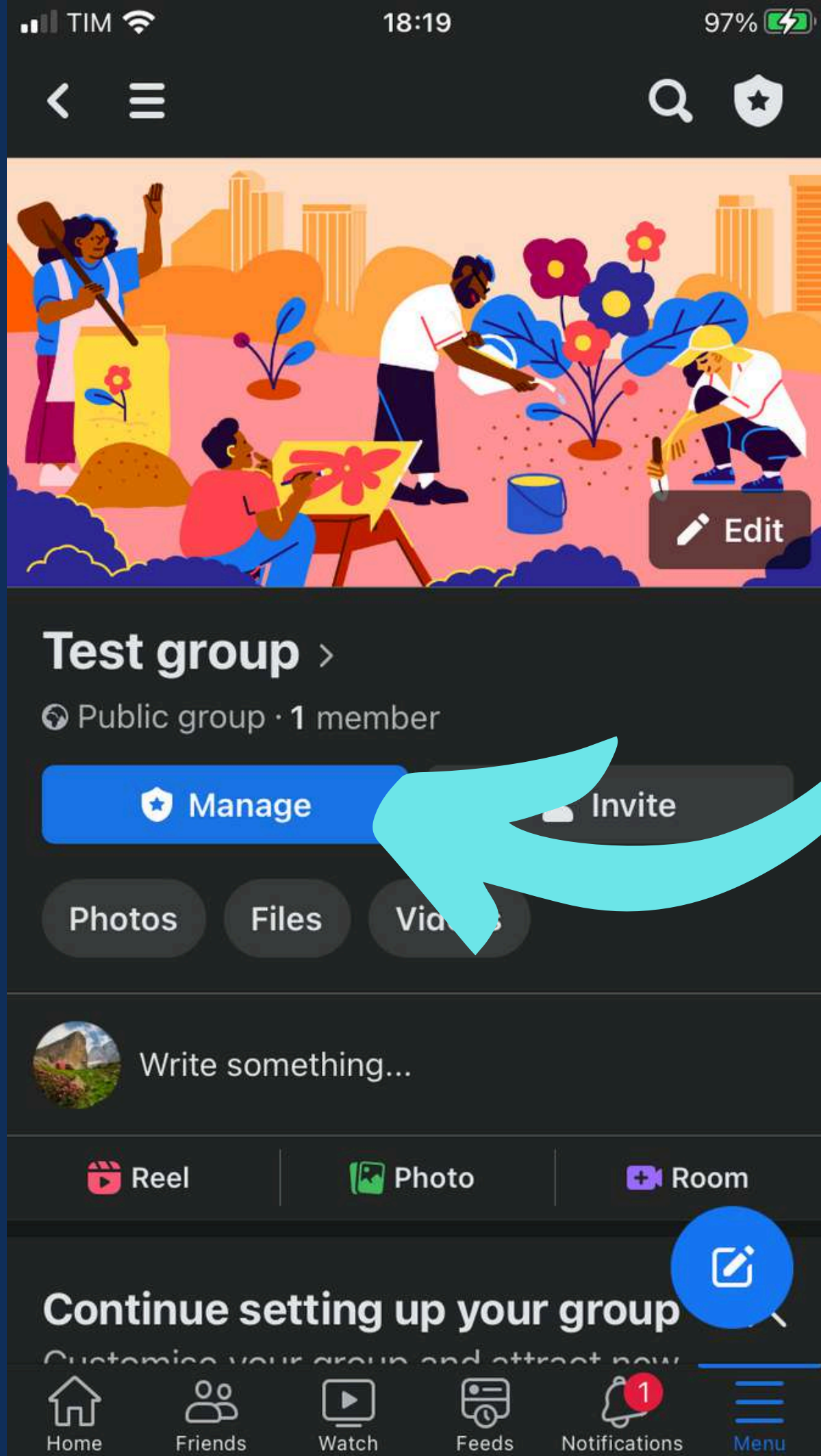
Location

Customise group

Web address

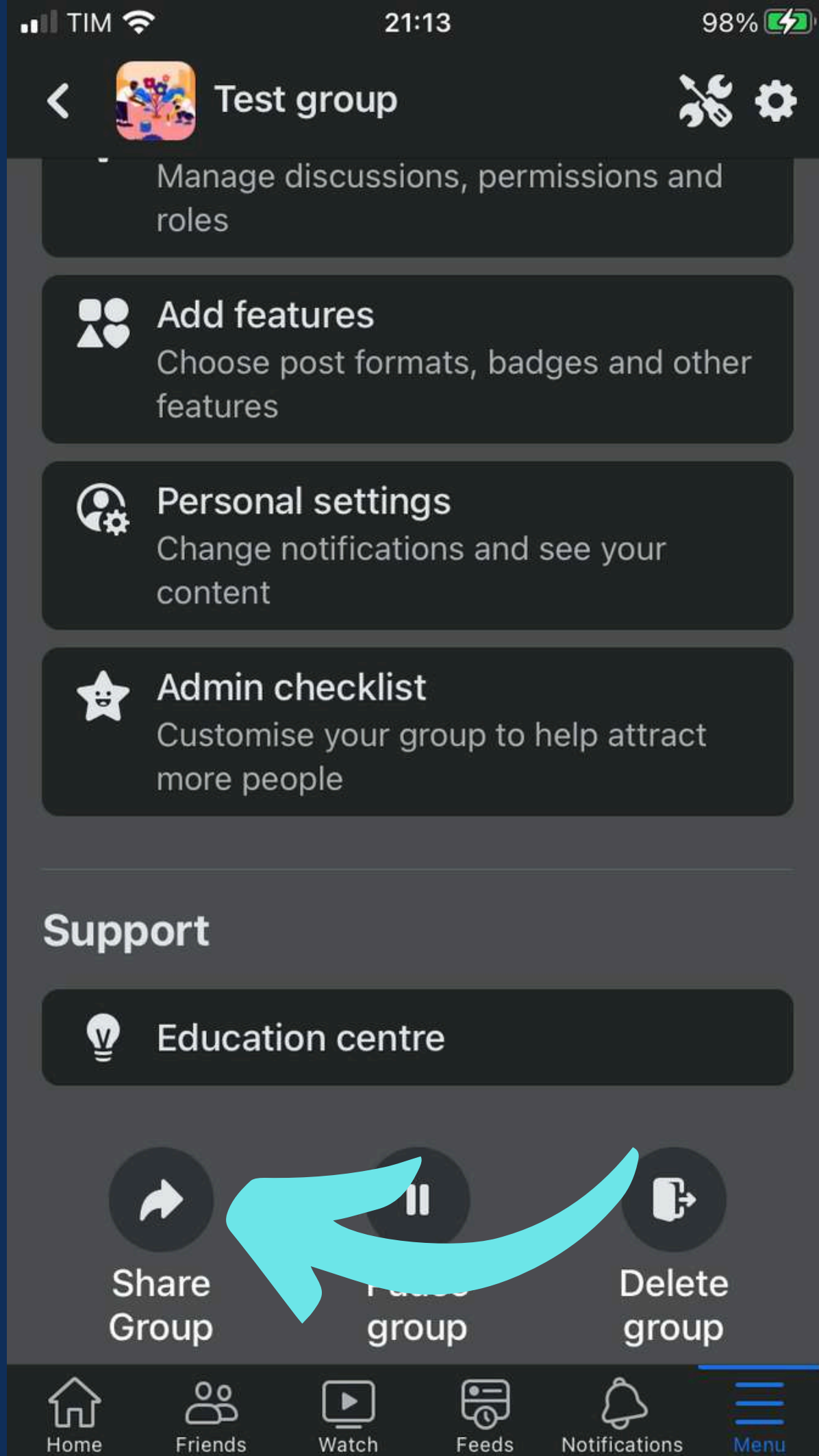
Once your group has more than 100 members, you won't be able to customise your address again.

[Cancel](#) [Save](#)



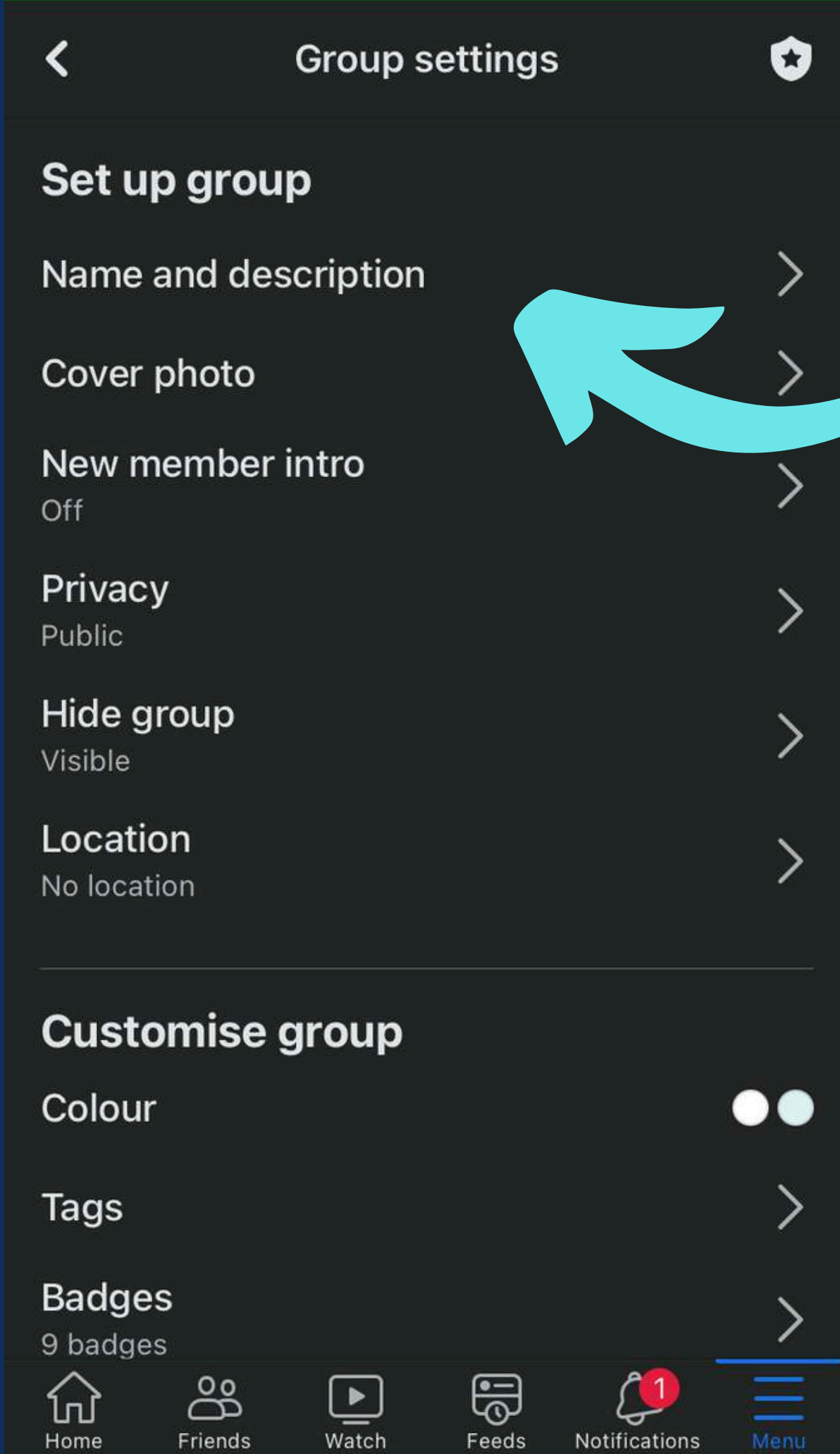
GROUP LINK

From mobile version, the link to the group can only be seen from the bottom of the “Manage” window, but not modified



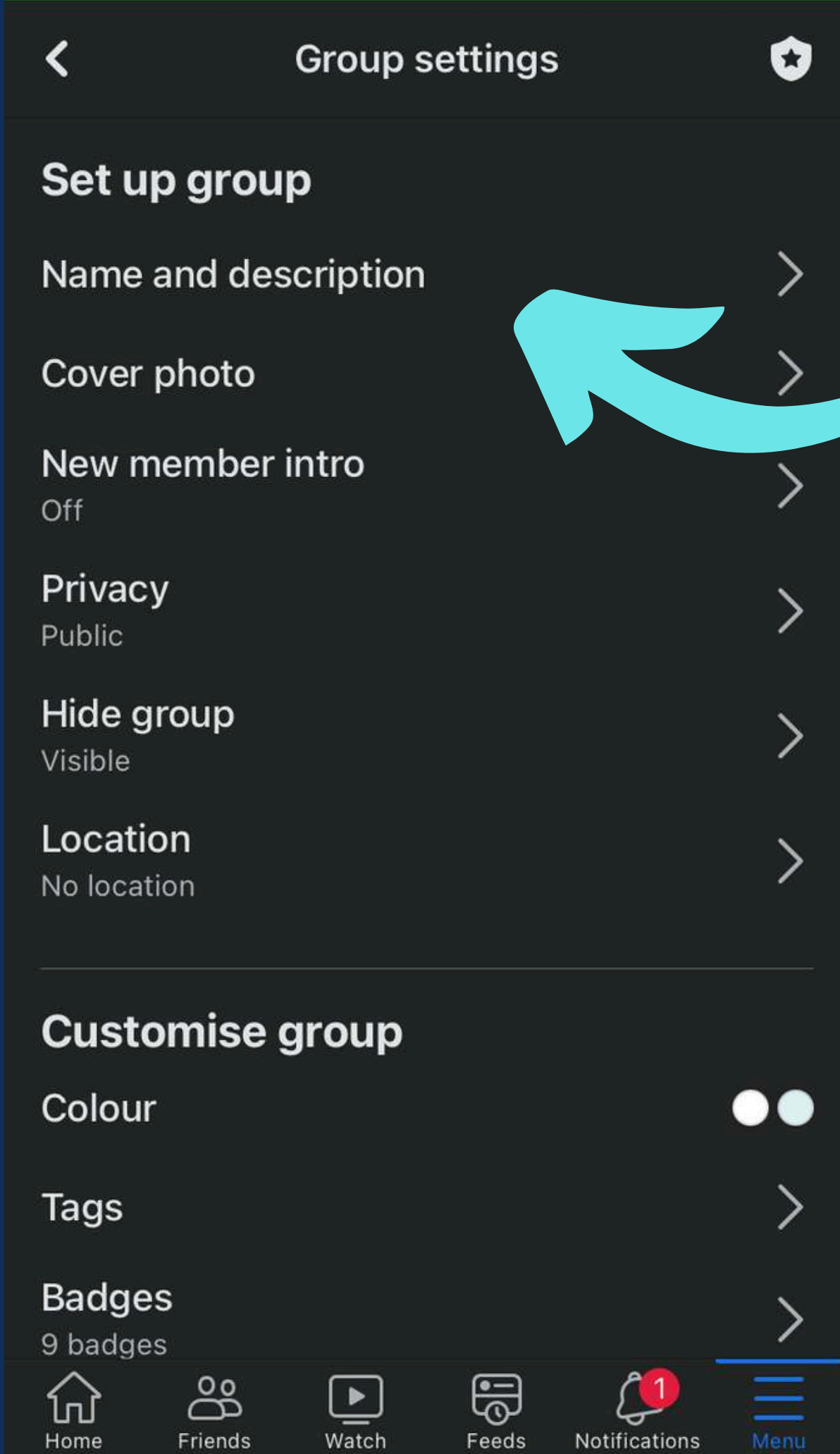
GROUP LINK

From mobile version, the link to the group can only be seen from the bottom of the "Manage" window



GROUP DESCRIPTION

From the Manage -> Group Settings menu, you can change the name of the group (if needed) and its description, and change the privacy of the group (from public to private, but not the opposite)



GROUP DESCRIPTION

Write a description like this:

“Discover the most beautiful locations of < region/city name >! Join us to discover the magic of this breathtaking < city/region >!”



YOUR FIRST POST


Use the same post image of your group cover and the same text of your description (adding some emoticons too).

Do not share this first post when you publish it


Moderation

 Community chats

 Admin Assist

 Pending approvals

 Reported content

 Moderation alerts

 Flagged by Facebook

 Group rules

GROUP RULES

Insert 2-4 rules from menu
Manage -> See All Tools ->
Group rules -> Create
Another Rule





Create rule

Example rules

Be kind and courteous

No hate speech or bullying

No promotions or spam

Respect everyone's privacy

Write your own

Title

Be kind and courteous

Description

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

Cancel

Create

GROUP RULES

Insert 2-4 rules from menu
Manage -> See All Tools ->
Group rules -> Create
Another Rule

JOIN THE OTHER GROUPS

Join the other groups and publish your first post, asking for informations

Create post

Post anonymously



Nicola Cortesi

Public group

+ Add groups

Hi! I'd like to know in which period is it better to know the city. I can choose between june and november, which month should be better?



Add to your post



Post



PROJECT WORK #2: AI TOOLS FOR SOCIAL MEDIA



PROJECT WORK #2

How do you develop
the skill of constantly
reinvent yourself?

Old life

New life

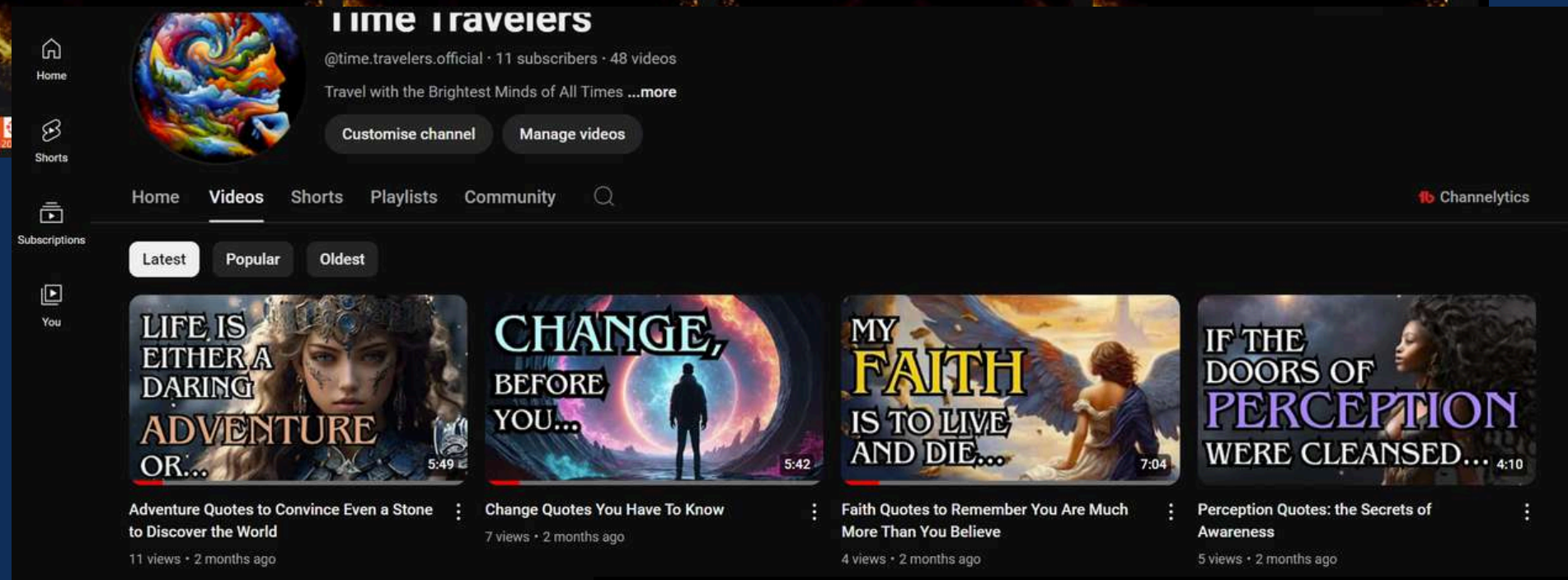
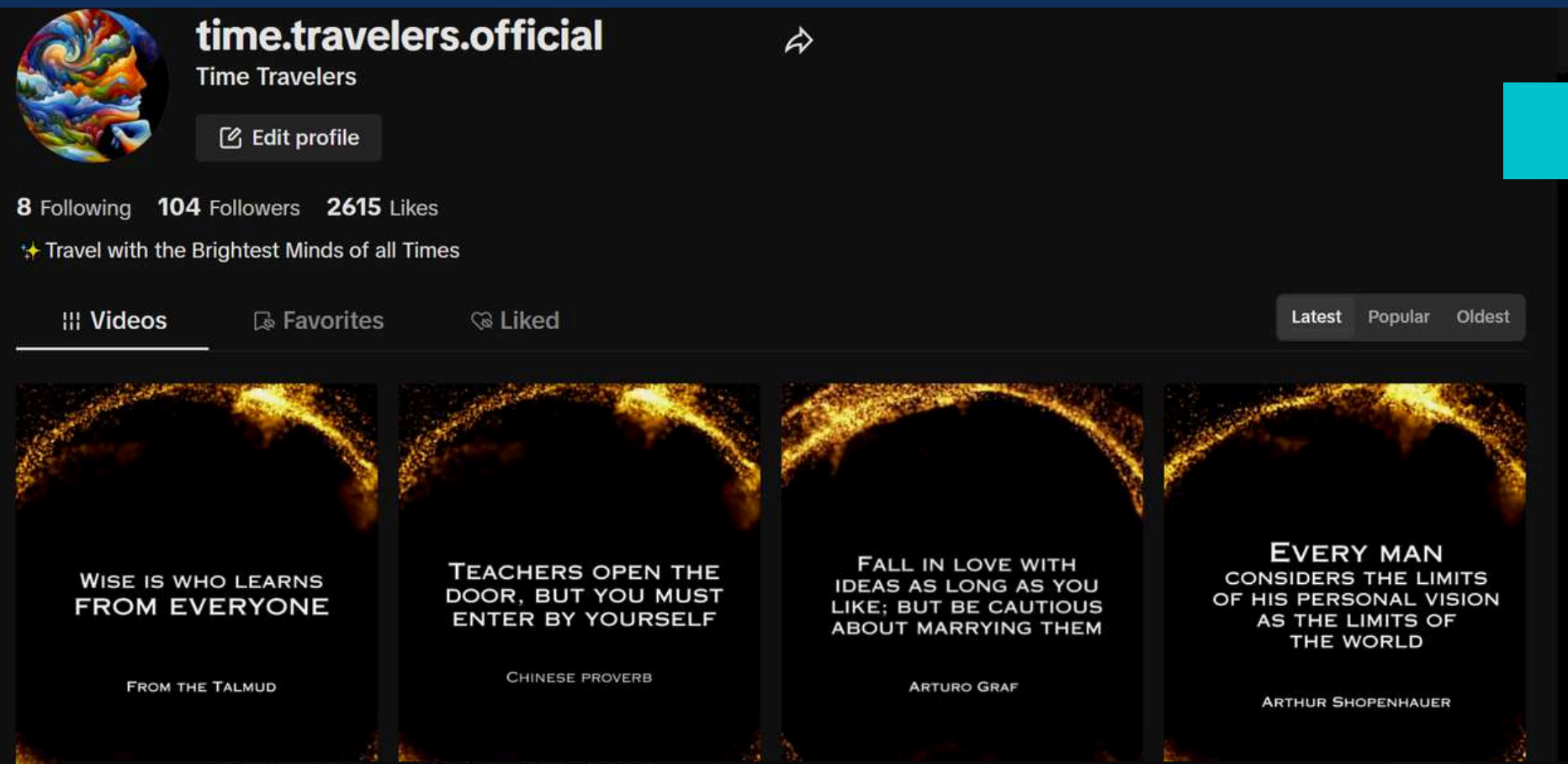


TIME TRAVELERS CHANNELS

TikTok :
<https://www.tiktok.com/@time.travelers.official>

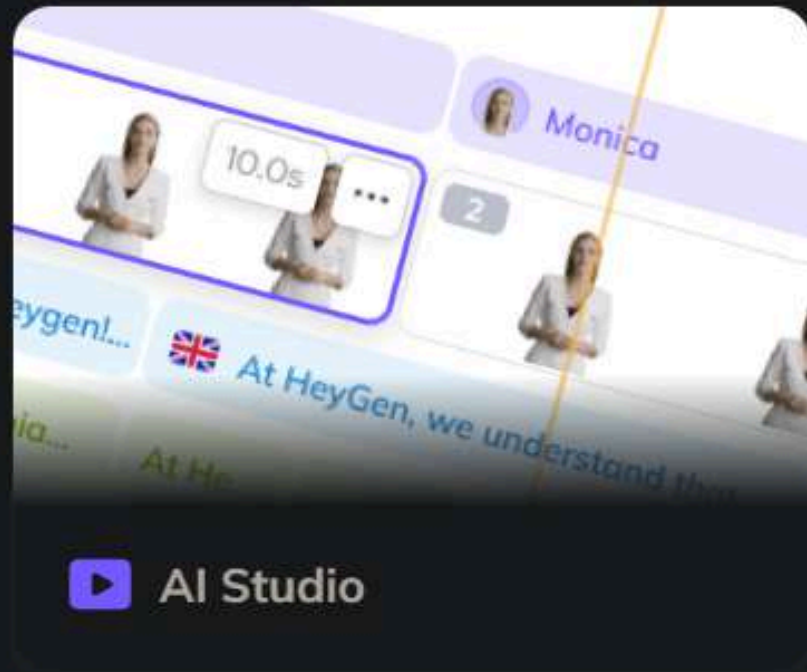
Youtube:
<https://www.youtube.com/@time.travelers.official/videos>

Instagram:
<https://www.instagram.com/time.travelers.official/>





HeyGen Learning Guide



AI Studio



Video Avatar

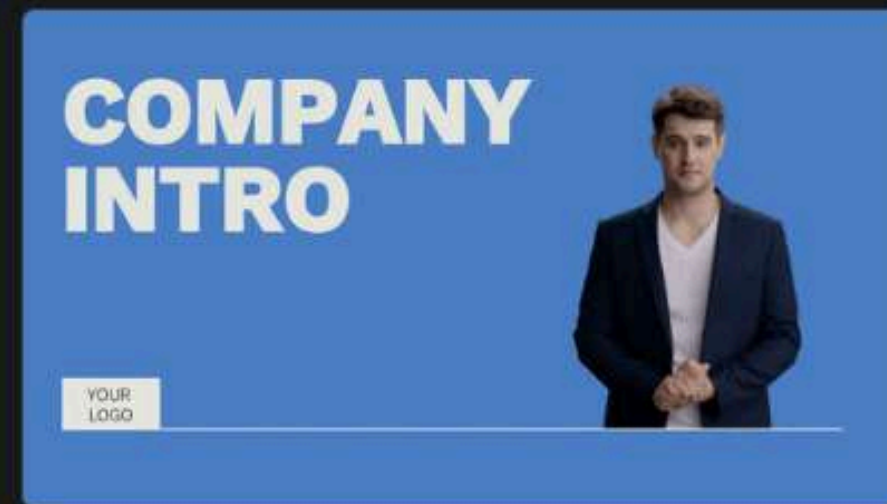


A

Start with a Template



My First Avatar Video



Company Intro

TEXT2VIDEO

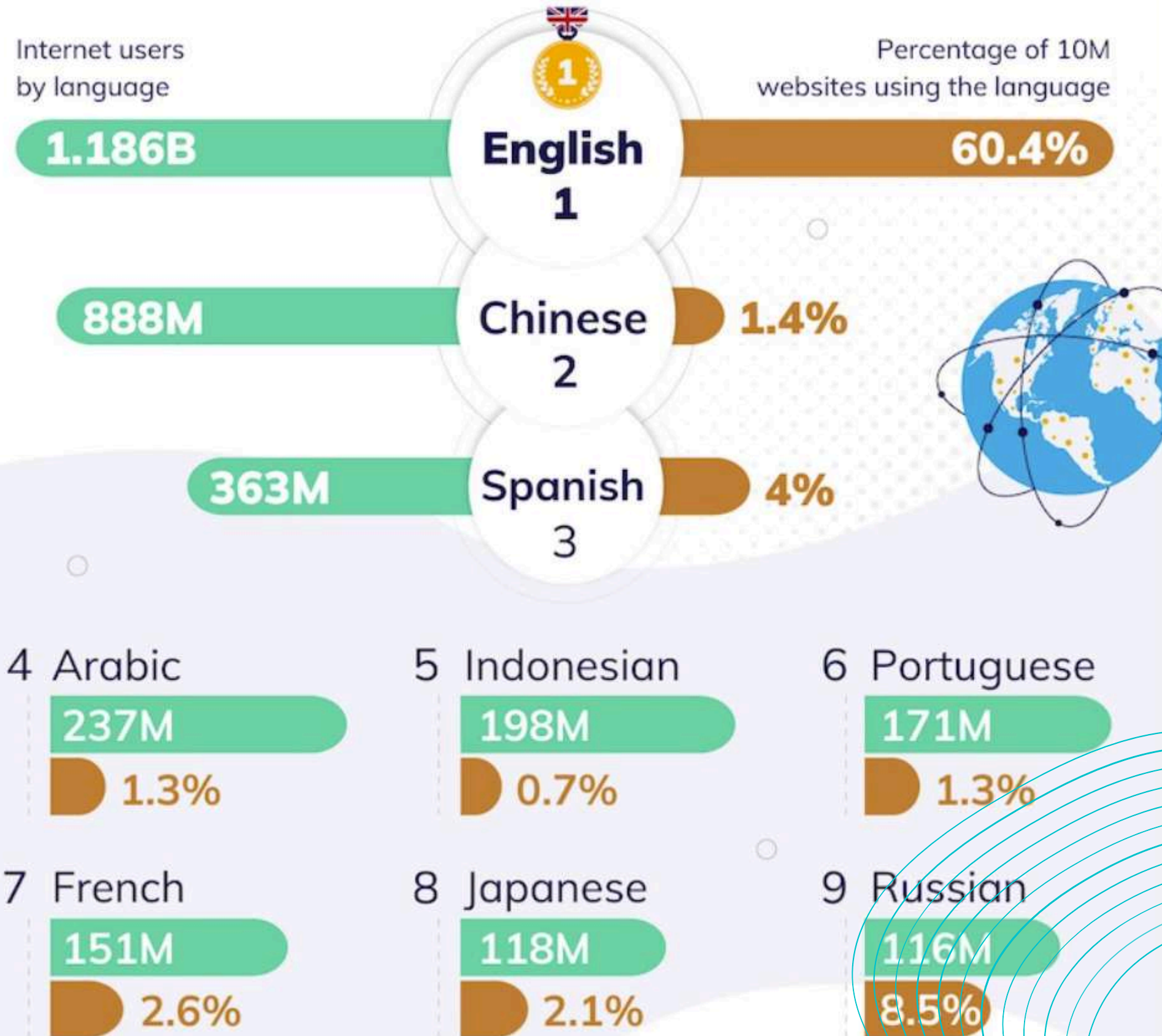
Voices can already be paired to video using tools like **heygen**:

<https://app.heygen.com/projects>

Video example:

https://drive.google.com/file/d/169Gi5Fj_d2DEKv4h57N5wrGfj2Psg7rD/view?usp=sharing

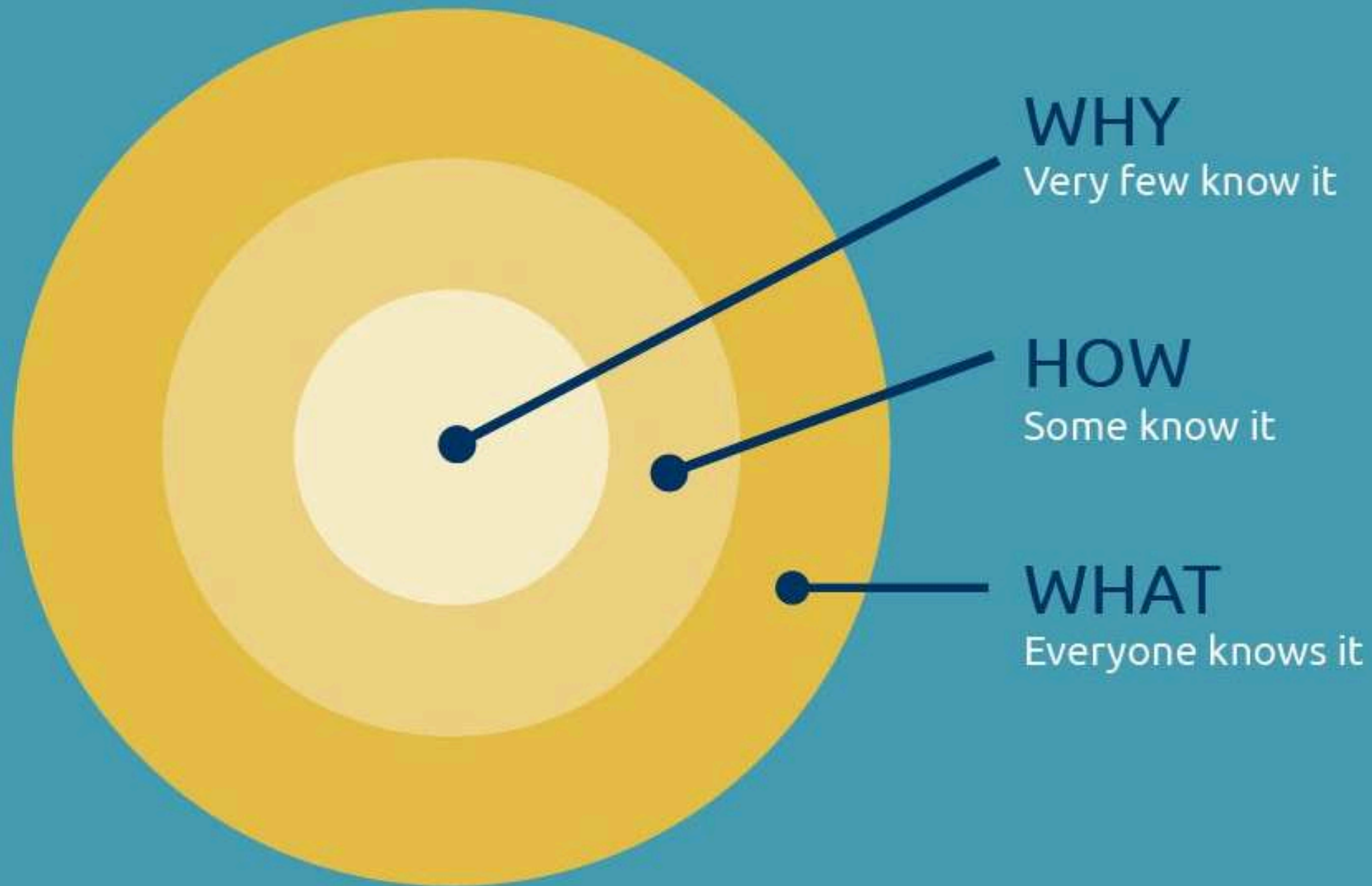
▶ Most used language on the internet



MOST POPULAR LANGUAGES ON INTERNET

Most social media also follow a similar distribution, but western socials are forbidden in China.

Golden Circle



PROJECT OBJECTIVE

These channels are not selling a particular product or service but a **vision**, a **dream**, a **WHY**

PHASES OF THE PROJECT WORK #2

1. Install TikTok and join the Time Travelers channel and like its clips
2. Use AI to generate male and female Italian voices
3. Use Canva to create TikTok videos in English and in Italian
4. Use AI to generate the covers of the YouTube channel
5. Schedule all videos to publish on TikTok until October 2024
6. Create TikTok videos in other languages in which you are mother tongue, using AI to help in the translation
7. Create YouTube videos using CapCut

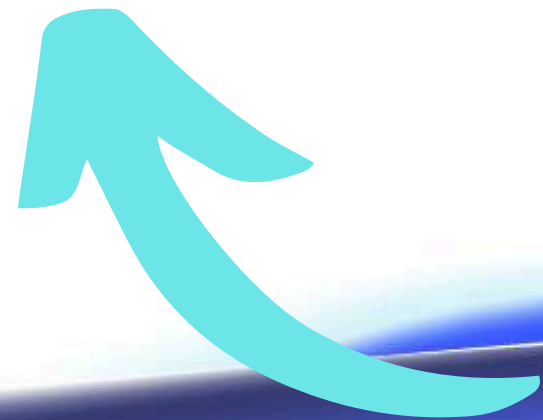


Create the most realistic speech with our AI audio platform

Pioneering research in Text to Speech, AI Voice Generator, and more


GET STARTED FREE

TRY A SAMPLE



 TEXT TO SPEECH

 SPEECH TO SPEECH

 D

TEXT2VOICE AI

To generate voices with AI:
(link in the Moodle too)

<https://elevenlabs.io>



TEXT2VOICE AI

Click on "Voices" to the left

ElevenLabs

CREATE

- Text to Speech
- Voice Changer
- Voices**
- Sound Effects

WORKFLOWS

- Projects
- Voiceover Studio Beta
- Dubbing Studio
- Audio Native

TOOLS

Credit quota Upgrade

Total	10,000	97%
Remaining	326	

Notifications

Nicola Cortesi
Workspace 48889ae36...

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic speech.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza presto.

Belle- feminine, ...

generated/Belle- feminine, beautiful, emotive, 9/26/24



TEXT2VOICE AI

Select "Library" to the top

ElevenLabs

CREATE

- Text to Speech
- Voice Changer
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WORKFLOWS

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- Voiceover Studio Beta
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TOOLS

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Notifications

N Nicola Cortesi
Workspace 48889ae36...

Voice library

Explore high quality, curated voices from the community.

MY VOICES **LIBRARY**

Search all voices...

ALL **NARRATIVE & STORY** CONVERSATIONAL CHARACTER

- John Doe - Deep**
Middle aged American male with a very deep voice. Perf
Professional Voice Clone HQ 2 years +3 more
- Brittney Hart**
A calm and relaxing female voice, ideal for meditation and
Professional Voice Clone HQ Live Moderation +4
- Ranga - Authoritative and Deep Hindi Voice**
Ranga is the pen name of an experienced actor. His voice
Professional Voice Clone HQ 2 years +3 more
- Emilia - German narrator**
A soft German female voice with a standard accent, perfe
Professional Voice Clone HQ 30 days +3 more
- Haytham - Conversation**
Middle aged Arab male voice, warm, energetic, suitable f
Professional Voice Clone HQ Live Moderation +4



TEXT2VOICE AI

Search for a male voice called "The Old Wizard"

ElevenLabs

CREATE

- Text to Speech
- Voice Changer
- Voices**
- Sound Effects

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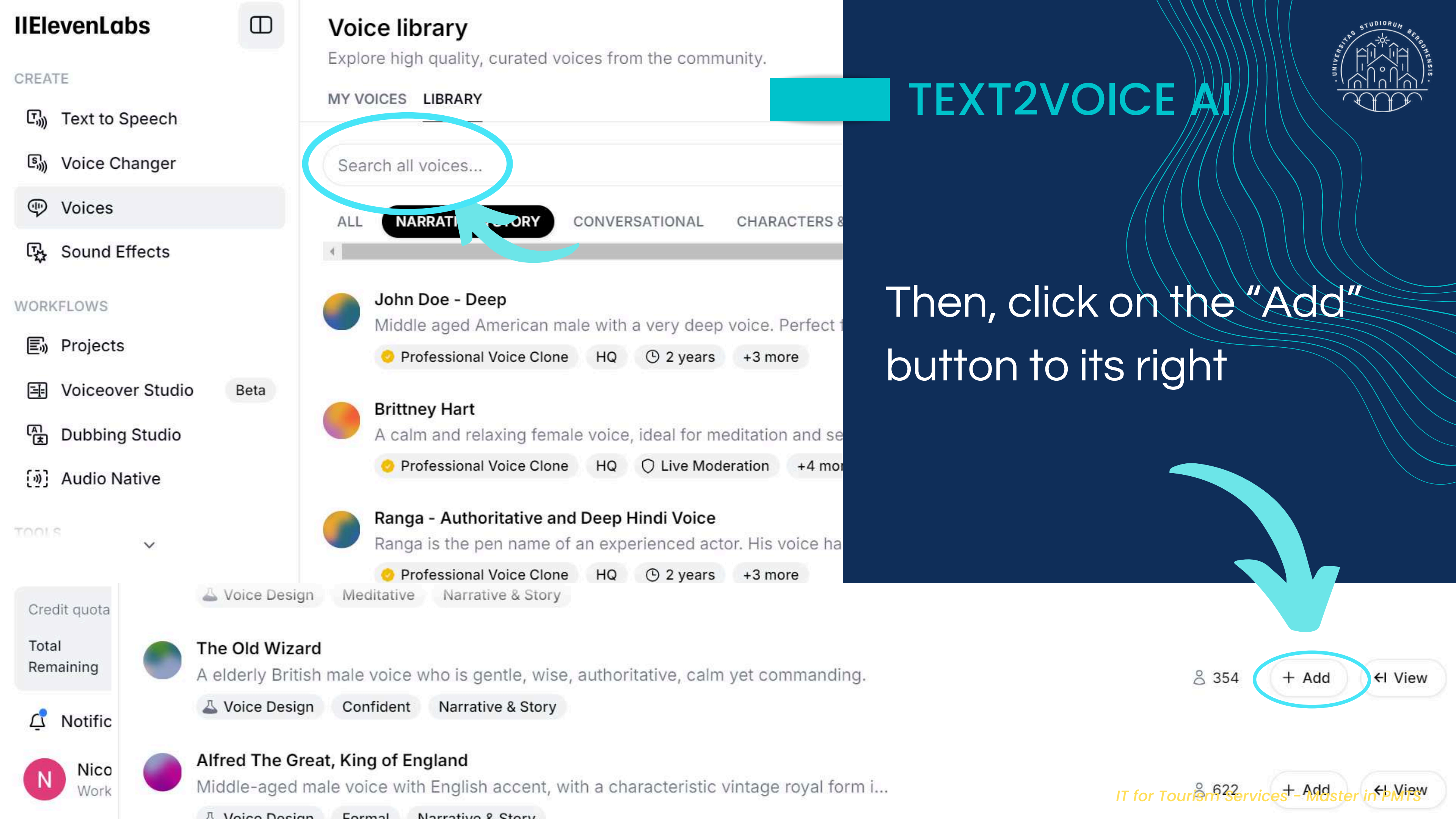
ALL **NARRATIVE STORY** CONVERSATIONAL CHARACTERS &

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Professional Voice Clone HQ 30 days +3 more
- Haytham - Conversation**
Middle aged Arab male voice, warm, energetic, suitable for c...
Professional Voice Clone HQ Live Moderation +4 more



TEXT2VOICE AI

Then, click on the "Add" button to its right





TEXT2VOICE AI

Search for a female voice called "Belle- feminine, beautiful, emotive" and click its "Add" button to the right

The screenshot shows the ElevenLabs Voice Library interface. On the left is a sidebar with navigation options: CREATE (Text to Speech, Voice Changer, Voices, Sound Effects) and WORKFLOWS (Projects, Voiceover Studio, Dubbing Studio, Audio Native). The main area is titled 'Voice library' and contains a search bar, filter tabs (ALL, NARRATIVE & STORY, CONVERSATIONAL, CHARACTERS & VOICES), and a list of voice profiles. The 'NARRATIVE & STORY' filter is selected. The list includes profiles for John Doe - Deep, Brittney Hart, and Ranga - Authoritative and Deep Hindi Voice. A red circle highlights the search bar, and a red arrow points to the 'NARRATIVE & STORY' filter.

Credit quota
Total Remaining

Notifications
Nicola Cor
Workspace

The screenshot shows the profile for the voice 'Belle- feminine, beautiful, emotive'. It includes a description: 'A feminine voice, young, pleasant. Great for anything.' and tags: 'Voice Design', 'Pleasant', and 'Narrative & Story'. Below the profile, the name 'Walter' is visible.

A close-up of the '+ Add' button, which is circled in red. To its left is a user icon and the number '471', and to its right is a 'View' button.



TEXT2VOICE AI

Click on "Text to Speech" icon to the left

ElevenLabs

CREATE

- Text to Speech**
- Voice Change
- Voices
- Sound Effects

WORKFLOWS

- Projects
- Voiceover Studio Beta
- Dubbing Studio
- Audio Native

TOOLS

Credit quota Upgrade

Total	10,000	97%
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Notifications

Nicola Cortesi
Workspace 48889ae36...

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic speech.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza tardi.

Belle- feminine, ...

generated/Belle- feminine, beautiful, emotive, 9/26/24



TEXT2VOICE AI

Select the voice of "The Old Wizard" from the menu with all voices

ElevenLabs

CREATE

- Text to Speech
- Voice Change
- Voices
- Sound Effects

WORKFLOWS

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CREATE

Text to Speech

Voice Changer

Voices

Sound Effects

WORKFLOWS

Projects

Voiceover Studio

Beta

Dubbing Studio

Audio Native

TOOLS

Credit quota Upgrade

Total 10,000
Remaining 122 99%

Notifications

Nicola Cortesi
Workspace 48889ae36...

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic

Puoi perdere averi e fortune. ma ciò che sei. resterà tuo per se

Search for a voice...

Recently Used

- Will Social media
- Daniel News
- George Narration
- Sarah News
- Roger Social media
- River Social media
- Matilda Narration

Find more voices

Belle- feminine, ...

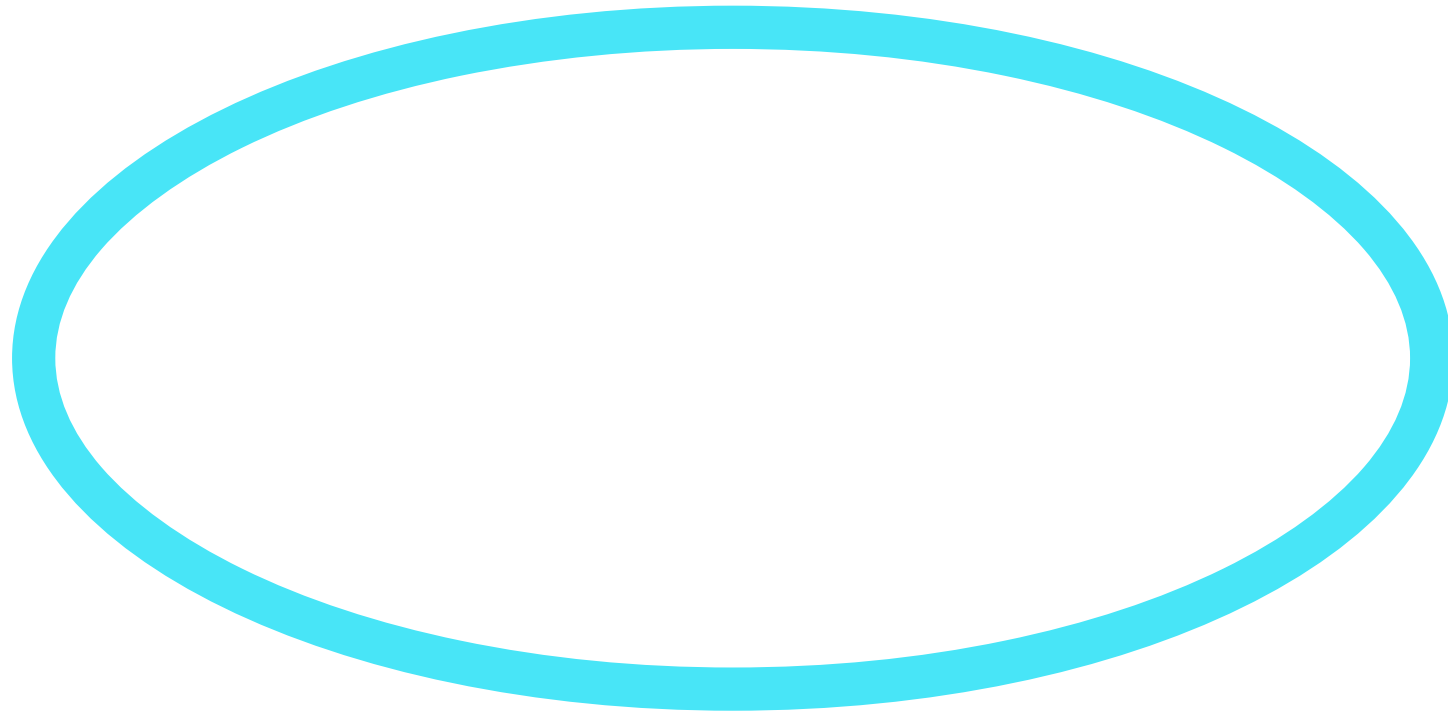
TEXT2VOICE AI

Select the voice of "The Old Wizard" from the menu with all voices

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of voices and accents.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza felice di alzarsi.



Belle- feminine, ...

83 / 5000

Generate speech



generated/Belle- feminine, beautiful, emotive, 9/26/24, 10:16



TEXT2VOICE AI

Insert the quote in the white box and click on "Generate Speech"



TEXT2VOICE AI

Quotes are taken from the "Time Travelers" spreadsheet in the Moodle

	A	B	C
1	Youtube number	Quote in Italian	Author in Italian
9	1	A che cosa serve avere un mondo se non se ne vede quanto più possibile?	Margaret Weis
10	2	Essere un guerriero è come essere innamorati... lo sai solo tu, te ne accorgi via via, per istinto.	Carlos Castaneda
11	3	Vivere non è accettare tutto ma scegliere, sfrondare, potare. La linfa dell'albero sale solo quando i	Ludovic Giraud
12	4	Il momento più importante del nostro viaggio è quando buttiamo via la mappa	Loreena McKennit
13	5	La distanza non conta. È il primo passo il più difficile	Marie Anne de Vichy-Cha
14	6	Camminare è la migliore medicina per l'uomo	Ippocrate
15	7	Ciò che facciamo in vita, riecheggia nell'eternità	Massimo Decimo Meridio
16	8	Ogni viaggio è una contemplazione in movimento	Marguerite Yourcenar
17	9	Credi che sia aria, quella che respiri?	Morpheus (Matrix)
18	10	Quando la strada non c'è, inventala!	Robert Baden-Powell
19	11	L'acqua diventa pulita scorrendo, l'uomo andando avanti	Adagio Indù
20	12	La cosa più pericolosa da fare è rimanere immobili	William Burroughs
21	13	I monti sono maestri muti, e fanno discepoli silenziosi	Johann Wolfgang Goethe
22	14	In qualsiasi direzione vai, vacci con tutto il cuore	Confucio
23	15	Una cosa è conoscere il sentiero giusto, un'altra è imboccarlo	Morpheus (Matrix)
24	16	C'è un sentiero che si forma a mano a mano che il terreno è sgomberato dall'importanza che davam	Carlo Gragnani
25	17	Trova l'attività che ti piace e non dovrai mai lavorare	Confucio
26	18	La Via che può essere descritta non è una vera Via	Lao Tzu
27	19	Per vedere cosa c'è sotto il proprio naso occorre un grande sforzo	George Orwell
28	20	Le vette si slanciano ardite verso il cielo, ma hanno i piedi ben piantati per terra	Paulo Coelho
29	21	Le persone non fanno i viaggi. Sono i viaggi che fanno le persone	John Steinback
30	22	Non faccio per vantarmi, ma oggi è una bella giornata (il sole)	Giuseppe Gioacchino Bel
31	23	Quando un ente cessa di desiderare, tutti i tesori vengono a lui	Antico detto esoterico
32	24	La razza umana finirà per eccesso di civiltà	Ralph Waldo Emerson
33	25	Un guerriero vive agendo, non pensando di agire, e neppure pensando a quello che farà quando a	Carlos Castaneda
34	26	Cambia, prima di essere costretto a farlo	Jack Welch
35	27	Non smettere mai di cercare ciò che ami, o amerai ciò che trovi	Marcel Proust
36	28	Il paradiso è sopra le nostre teste e sotto i nostri piedi	Henry David Thoreau
37	29	Viandante, non c'è via, si fa via con l'andare	Antonio Machado



TEXT2VOICE AI

In Canva there is a folder with 18 different files for each languages where all TikTok videos are stored

Projects > Shorts > ITA

ITA

Search folder

Name ↑

Shorts part 01 (#1-48) ITA

Shorts part 02 (#49-96) ITA

Shorts part 03 (#97-143) ITA

Shorts part 04 (#144-183) ITA

Shorts part 05 (#184-221) ITA

Shorts part 06 (#222-258) ITA

Shorts part 07 (#259-295) ITA

Shorts part 08 (#296-332) ITA

Shorts part 09 (#333-369) ITA

Shorts part 10 (#370-399) ITA

Shorts part 11 (#400-439) ITA

Shorts part 12 (#440-479) ITA

Shorts part 13 (#480-519) ITA

Shorts part 14 (#520-559) ITA

Shorts part 15 (#560-599) ITA



TEXT2VOICE AI

Each group is associated to the file of the same number of the group in the “Facebook community” sheet in the Moodle

Projects > Shorts > ITA

ITA

Search folder

Name ↑

Shorts part 01 (#1-48) ITA

Shorts part 02 (#49-96) ITA

Shorts part 03 (#97-143) ITA

Shorts part 04 (#144-183) ITA

Shorts part 05 (#184-221) ITA

Shorts part 06 (#222-258) ITA

Shorts part 07 (#259-295) ITA

Shorts part 08 (#296-332) ITA

Shorts part 09 (#333-369) ITA

Shorts part 10 (#370-399) ITA

Shorts part 11 (#400-439) ITA

Shorts part 12 (#440-479) ITA

Shorts part 13 (#480-519) ITA

Shorts part 14 (#520-559) ITA

Shorts part 15 (#560-599) ITA

TEXT2VOICE AI

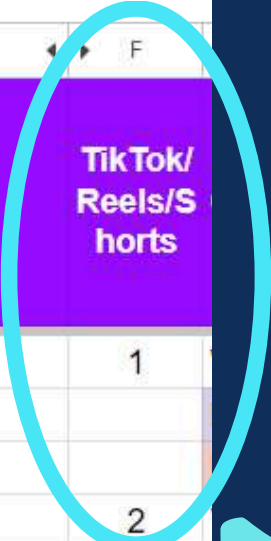
Time Travelers ☆ 📁 ☁

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fx Youtube number

Youtube number	Quote in Italian	Author in Italian	TikTok/ Reels/S horts
1	A che cosa serve avere un mondo se non se ne vede quanto più possibile?	Margaret Weis	1
2	Essere un guerriero è come essere innamorati... lo sai solo tu, te ne accorgi via via, per istinto.	Carlos Castaneda	
3	Vivere non è accettare tutto ma scegliere, sfrondare, potare. La linfa dell'albero sale solo quando i	Ludovic Giraud	
4	Il momento più importante del nostro viaggio è quando buttiamo via la mappa	Loreena McKennit	2
5	La distanza non conta. È il primo passo il più difficile	Marie Anne de Vichy-Chamr	3
6	Camminare è la migliore medicina per l'uomo	Ippocrate	681
7	Ciò che facciamo in vita, riecheggia nell'eternità	Massimo Decimo Meridio (TI	4
8	Ogni viaggio è una contemplazione in movimento	Marguerite Yourcenar	5
9	Credi che sia aria, quella che respiri?	Morpheus (Matrix)	
10	Quando la strada non c'è, inventala!	Robert Baden-Powell	6
11	L'acqua diventa pulita scorrendo, l'uomo andando avanti	Adagio Indù	
12	La cosa più pericolosa da fare è rimanere immobili	William Burroughs	682
13	I monti sono maestri muti, e fanno discepoli silenziosi	Johann Wolfgang Goethe	683
14	In qualsiasi direzione vai, vacci con tutto il cuore	Confucio	
15	Una cosa è conoscere il sentiero giusto, un'altra è imboccarlo	Morpheus (Matrix)	7
16	C'è un sentiero che si forma a mano a mano che il terreno è sgombrato dall'importanza che davam	Carlo Gagnani	
17	Trova l'attività che ti piace e non dovrai mai lavorare	Confucio	8
18	La Via che può essere descritta non è una vera Via	Lao Tzu	9
19	Per vedere cosa c'è sotto il proprio naso occorre un grande sforzo	George Orwell	10
20	Le vette si slanciano ardite verso il cielo, ma hanno i piedi ben piantati per terra	Paulo Coelho	
21	Le persone non fanno i viaggi. Sono i viaggi che fanno le persone	John Steinback	11
22	Non faccio per vantarmi, ma oggi è una bella giornata (il sole)	Giuseppe Gioacchino Belli	
23	Quando un ente cessa di desiderare, tutti i tesori vengono a lui	Antico detto esoterico	12
24	La razza umana finirà per eccesso di civiltà	Ralph Waldo Emerson	14
25	Un guerriero vive agendo, non pensando di agire, e neppure pensando a quello che farà quando a	Carlos Castaneda	
26	Cambia, prima di essere costretto a farlo	Jack Welch	15

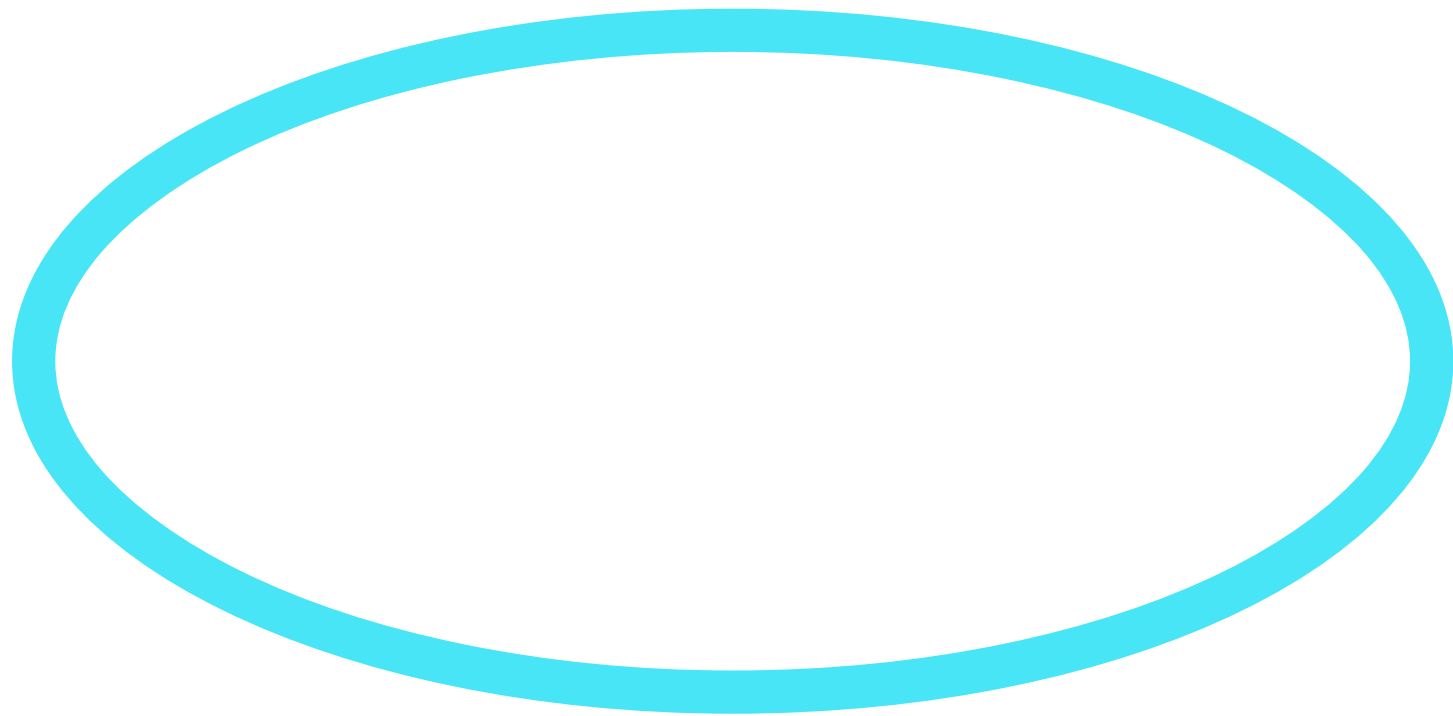


Column 'F' is the one with the numeration of TikTok videos

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of voices and accents.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza felice di alzarsi.



Belle- feminine, ...

83 / 5000

Generate speech



generated/Belle- feminine, beautiful, emotive, 9/26/24, 10:16



TEXT2VOICE AI

Copy and past the first quote of your group in the text2video window and add a point at the end of the quote and one or more commas or points inside the sentence, to introduce pauses

Speech Synthesis

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Il mondo non è, di chi si alza presto. Il mondo è di chi si alza felice di alzarsi.

This option must always be selected



Speaker boost

To default settings

Belle- feminine, ...



generated/Belle- f



0:00 / 0:05



TEXT2VOICE AI

Save the audio file as .mp3 and rename it as mX.mp3, where X is the number of the TikTok quote shown in column F of the Time Traveler sheet



Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of voices and accents.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza felice di alzarsi.

This option must always be selected



Speaker boost

To default settings

Belle- feminine, ...



generated/Belle- feminine, beaut



0:00 / 0:05



TEXT2VOICE AI

Create an identical audio clip also for the female voice and call it fX.mp3





Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of voices and accents.

Il mondo non è, di chi si alza presto. Il mondo è di chi si alza felice di alzarsi.

Belle- feminine, ...

83 / 5000

Generate speech



generated/Belle- feminine, beautiful, emotive, 9/26/24, 10:16



TEXT2VOICE AI

Finally, upload all .mp3 in this [google drive](https://drive.google.com/drive/folders/19xNtJzBiblxDtOVC44DfToNqA2bv1nnG?usp=sharing) (link in the Moodle):

<https://drive.google.com/drive/folders/19xNtJzBiblxDtOVC44DfToNqA2bv1nnG?usp=sharing>