Privacy Pursuit!
My Privacy, Your Privacy

**Grades:
7–8**

**Teacher's
version**

Framework Topics:
Privacy and Security, Ethics and
Empathy, Reading Media

Duration:
1 to 1½ hours

Overview:
In this lesson, students start by
considering the permanence of
online content. They review privacy
strategies and privacy risks and
analyze how likely and severe
different privacy risks are. They
then consider how their actions
and decisions can affect *others*'
privacy and develop a list of "Dos
and Don'ts" for managing both
their own and others' privacy.

Share your thoughts on
this lesson with us!
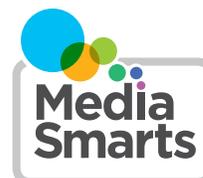
Learning Outcomes

Students will understand the following key concepts/big ideas:

Digital media are networked
- Information on a connected network can reach any part of that network

Digital media are shareable and persistent
- Once you post something it can stay online or be shared forever and can be copied, altered, and used in ways you don't like

Interactions through digital media can have a real impact
- Our actions and decisions online can affect our and others' privacy

Digital media experiences are shaped by the tools we use
- Design features of apps and platforms can influence use to share more online

Students will learn the following essential domain knowledge:

Privacy and Security
- Privacy risks include scams, embarrassment, hurting people's feelings, cyberbullying, and threats to property or personal safety
- Taking proactive steps to manage your privacy can limit privacy risks
- Be careful what personal information you share online
- Privacy settings can control who sees what you post
- Passwords are an important tool to protect your privacy
- Trusted adults are important resources for help-seeking before and after privacy risks occur
- Don't click on unknown links or download files from unknown senders
- It's important to understand how Terms of Service and Privacy Policies affect your privacy when using an app or service

Ethics and Empathy
- What you do online can also affect other people's privacy

Reading Media
- Design features of apps and platforms can influence users to share more online

Students will learn how to:

- Use: Manage privacy risks by proactively employing privacy strategies
- Understand:
    - Analyze the privacy risks of different devices, apps and online activities
    - Analyze the design features of a media tool
- Engage: Develop principles and guidelines for making good choices about others' privacy
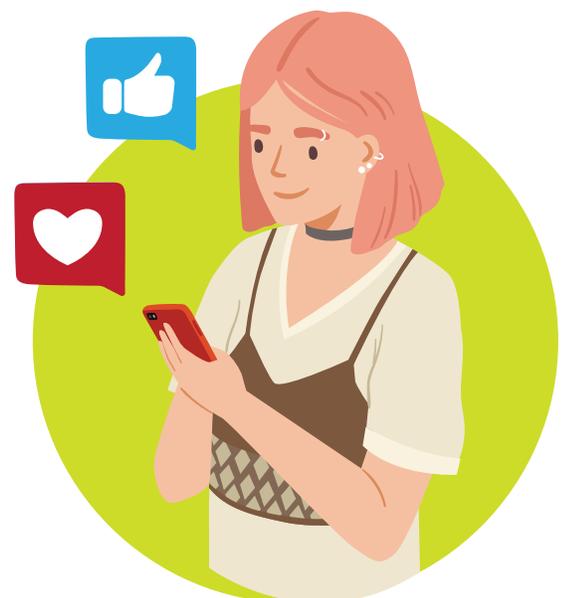
Personal Data Protection Competencies

Personal Data

- I understand what is involved in the concept of personal data, defined as any data — whether or not it was made public — about an identifiable individual
- I know and understand the concept of pseudonymity and masking one's identity
- I can give examples of personal data that can directly identify individuals (e.g. name, photo of a student in the class, etc.); other personal data like age, gender, and address that can, when combined, indirectly identify an individual even without a name (e.g. a ten-year-old boy who lives at 123 Main street); and technical data that can monitor the activities of a person online and identify them (e.g. cookies, geolocation data, etc.).

Privacy, Civil Liberties and Protection of Personal Data

- I understand how my actions may affect the privacy of others
- I understand how the protection of privacy is not just about everyone's private life, but can also be applied in the public space, particularly on the internet

Understanding the Digital Environment

- I know what the internet and its services are (social networks, mobile applications, the cloud, etc.)
- I know the key IT risks; I know the importance of digital security and understand the need to ensure the physical and logical security of a digital environment
- I know that there are ways to protect myself online

Managing My Data

- I know that, to use certain online services, my consent or the consent of my parents/ legal guardians is required
- I use procedures available to protect my personal data

Preparation and Materials

Prepare to distribute either the full *Privacy Pursuit!* booklet or to distribute or display the following pages:

- Page 2: Have Fun Learning About Online Privacy
- Page 6: Why Worry About Privacy… What Can Happen?
- Page 7: Real Privacy Dangers
- Page 9: 11 Great Ways to Protect Privacy
- Page 10: Privacy Empathy

Prepare to distribute the following handouts:

- *Made for Sharing: Instagram*
- *Made for Sharing: YouTube*
- *11 Great Ways to Protect Privacy: Comprehension Questions*

Procedure

Who's Online?

Display or distribute page two of *Privacy Pursuit!* and have students read it.

Ask students:

- Who has an account on Instagram? SnapChat?
- Who do you think can see what you post?
- What happens when you delete them (or if they disappear)?
- Who can still see them?

(Ensure students understand that in all those cases, copies still exist — either on other people's devices or on the company's own servers.)

Made for Sharing

Explain to students many apps are designed to encourage you to share personal information. This can mean consciously sharing something (like posting a photo or video) or interacting with something like a photo or video — this helps them learn (or guess) things like your interests, your age, your gender, etc.

Distribute the handouts *Made for Sharing: Instagram* and *Made for Sharing: YouTube*. Divide students into groups of three or four and assign each group one of the handouts, so that roughly the same number of groups are assigned each handout.

Have each group analyze the app they were assigned and identify how its design encourages you to share personal information. When they have finished, have the groups share their findings with the class and compare their answers. (You can use the teacher backgrounder *Made for Sharing: Teacher's Version* to guide the discussion.)

Protecting Your Privacy

Next, have students read "*11 Great Ways to Protect Privacy*" on page nine of the *Privacy Pursuit!* booklet and distribute the handout *11 Great Ways to Protect Privacy: Comprehension Questions*. Have students read the strategies on page 11 of the *Privacy Pursuit!* booklet, and answer the questions on page six of the Student Handouts, and take questions up as a class.

• Point out that most of them are likely now 13 or older and so covered by a platform's Terms of Service and Privacy Policy. What does a privacy policy mean?
• Explain to them that many apps have more protections and higher privacy defaults for users 13-18. But that only works if you didn't lie about your age!

What's the Risk?

Now have students read "Why Worry About Privacy… What Can Happen?" on page six of the *Privacy Pursuit!* booklet. Have them put a check mark beside each one that has happened to them or to someone they know. Now ask: Which of the *design features* discussed in the previous activity might increase some of these risks?

My Privacy, Your Privacy

Have students read "Real Privacy Dangers" on page seven of the *Privacy Pursuit!* booklet. Have students work in small groups; half of each group should consider ways in which the scenario characters' actions affected their own privacy, the other half how they affected *other people's* privacy. Have the half-groups share their findings with each other, then have each group share with the whole class.

Now have students read "Privacy Empathy" on page ten of the *Privacy Pursuit!* booklet. In the same groups as in the previous step, have one half of each group make a "Dos" and "Don'ts" list for protecting your own privacy and the other half make one for respecting others' privacy.

Have the group halves compare their lists. How similar or different are they?

Ask students if they have ever done a similar exercise, in class or elsewhere. If so, ask them to reflect on what has changed since the last time they did: What items did they include that they might not have previously? What might they have included the last time that no longer seems relevant.

Next, have each group join with another one. Have the two groups compare and combine lists. Finally, each merged group should present and defend their list to the class.

Reflection/Closure

Remind students of the discussion about design features earlier. As an exit ticket, ask: If you could change one design feature of an app or platform to make users more thoughtful about sharing their own or other people's personal information, what would you change?

Made for Sharing: Teacher's Version

Use this handout to identify this app's features and how those encourage you to share more personal information.

In the table on the other side of the page, list the app's *features* in the left-hand column. Features are the things that you are able to do with the app. Some features describe a general action you can take (like sharing a photo) and others describe something more specific to that app (like sending a disappearing photo with Snapchat).

Make sure you think about:

- **Filling in your profile**
- **Sharing posts, photos and videos**
- **Controlling who sees what**
- **Responding to and sharing other people's posts, photos and videos**
- **How other people respond to what you post (likes, shares, etc.)**
- **How the app responds to what you and/or your friends post (Snapchat streaks, for example)**

For each of the features, write in the middle whether it is a *default* feature (something that happens automatically, or unless you tell it not to), whether it is *easy* to do, or whether it is *hard* to do. (In general, something that takes just one or two taps or clicks is easy to do; something that takes three or more is hard to do.)

For instance, friends see your story by *default* on Snapchat. It is *easy* to send a Snap and *hard* to change your default privacy settings.

In the right-hand column, write down how you think those features — and whether they are default, easy, or hard to do — affect how much of personal information you share. Don't think just about your own personal information, but your friends' as well!

On the following side of the page, we'll use Snapchat as an example so you can guide students' analysis and discussion.

Made for Sharing: Teacher's version

Feature	Default, easy, or hard?	Effect on privacy
Share a Snap	Easy	You're encouraged to share more content
Accept friend request	Easy	You're encouraged to accept people as friends without thinking about it
Change privacy settings	Hard	You're discouraged from changing your default privacy settings
Make a copy of a Snap	Hard (there are ways of making a copy of a Snap with other apps, but not with Snapchat)	You are discouraged from sharing other people's Snaps.
Snapchat Streak (a "fire" icon with the number one next to it appears when two friends have sent a Snap back and forth within 24 hours. Every day the number goes up unless one of you doesn't send a Snap within 24 hours. If that happens the streak is over.)	Default (you don't have to do anything to start a Snap)	You're encouraged to share *something* with each of your friends every day, to keep the streak going.
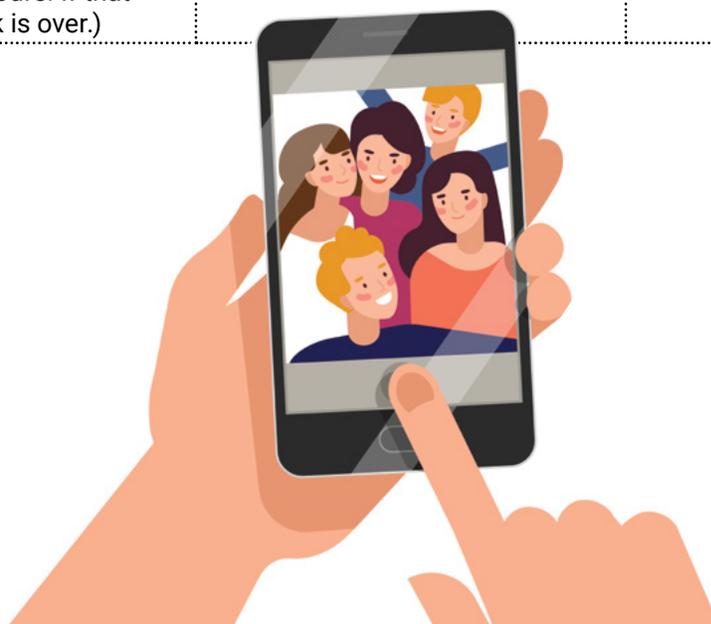
11 Great Ways to Protect Privacy: Comprehension Questions (Teacher's version)

1. **What should you NOT use when you're coming up with a password? What should be part of your password?**

   Do not use your pet's name, your birthday, or anything else that someone who knows you should guess. Your password should include a combination of letters, symbols and numbers.

2. **What are *default privacy settings*? Why should you probably change them when you start using a game or app?**

   Default means what they are set to when you start using the game or app. You should change them because the default settings are not usually the most private.

3. **Who are some people you could ask before you decide what information to give out when filling out a form online?**

   A parent, a teacher or a legal guardian.

4. **What should you use as your username and avatar when you're playing an online game?**

   You should use a fake name and an image that isn't your picture. Choose a username that your friends will recognize but that won't mean anything to anyone who doesn't know you.

5. **How easy is it to delete things that you have posted online?**

   It's very hard to totally delete things that have been posted online because you never know who might have made a copy of it.
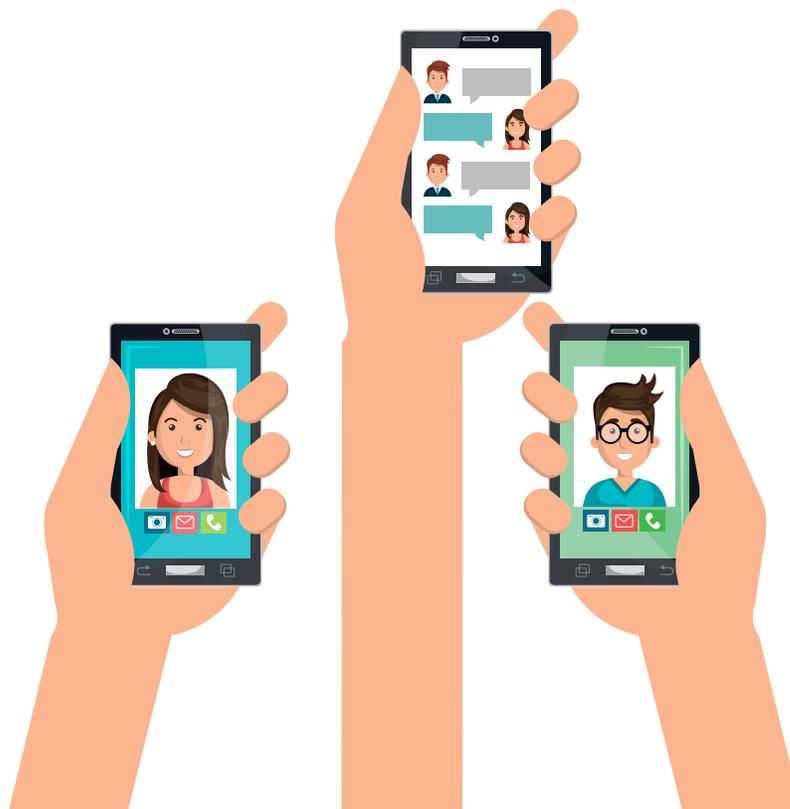
Privacy Pursuit!
My Privacy, Your Privacy
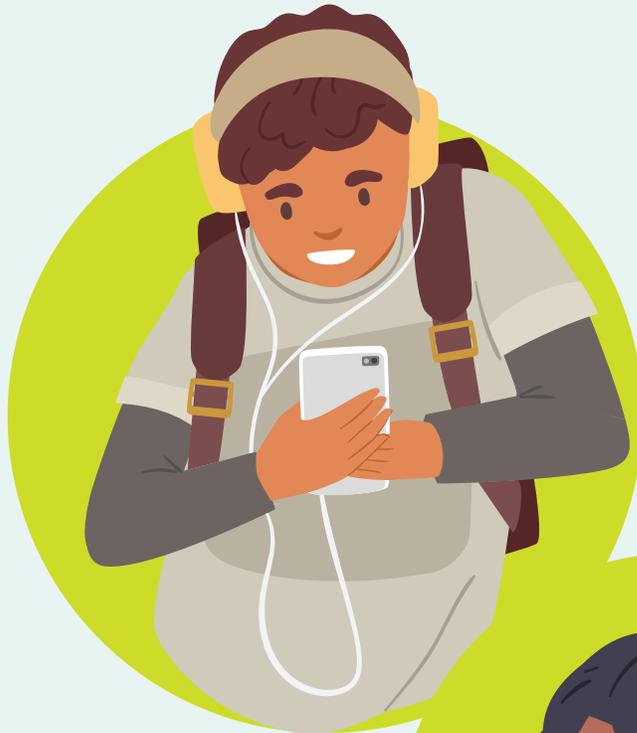
Grades: 7–8

Student handouts
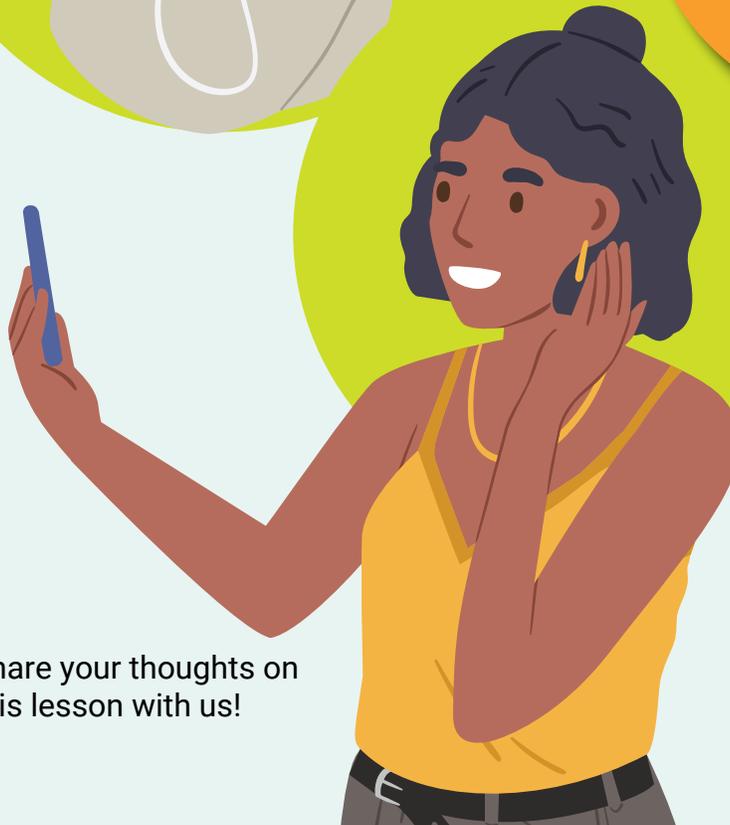
Share your thoughts on this lesson with us!
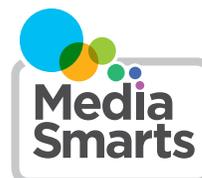
Made for Sharing: Instagram

Use this handout to identify this app's features and how those encourage you to share more personal information. We've given examples from Snapchat of the different kinds of features you should think about. Your job is to find similar examples from Instagram.

In the table on the other side of the page, list the app's *features* in the left-hand column. Features are the things that you are able to do with the app. Some features describe a general action you can take (like sharing a photo) and others describe something more specific to that app (like sending a disappearing photo with Snapchat).

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- **How the app responds to what you and/or your friends post (Snapchat streaks, for example)**

For each of the features, write in the middle whether it is a *default* feature (something that happens automatically, or unless you tell it not to), whether it is *easy* to do, or whether it is *hard* to do. (In general, something that takes just one or two taps or clicks is *easy* to do; something that takes three or more is *hard* to do.)

For instance, friends see your story by *default* on Snapchat. It is easy to send a Snap and *hard* to change your default privacy settings.

In the right-hand column, write down how you think those features — and whether they are default, easy, or hard to do — affect how much of personal information you share. Don't think just about your own personal information, but your friends' as well!

Made for Sharing: Instagram

Feature	Default, easy, or hard?	Effect on privacy

Made for Sharing: YouTube

Use this handout to identify this app's features and how those encourage you to share more personal information. We've given examples from Snapchat of the different kinds of features you should think about. Your job is to find similar examples from YouTube.

In the table on the other side of the page, list the app's *features* in the left-hand column. Features are the things that you are able to do with the app. Some features describe a general action you can take (like sharing a photo) and others describe something more specific to that app (like sending a disappearing photo with Snapchat).

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Made for Sharing: YouTube

Feature	Default, easy, or hard?	Effect on privacy

11 Great Ways to Protect Privacy: Comprehension Questions

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