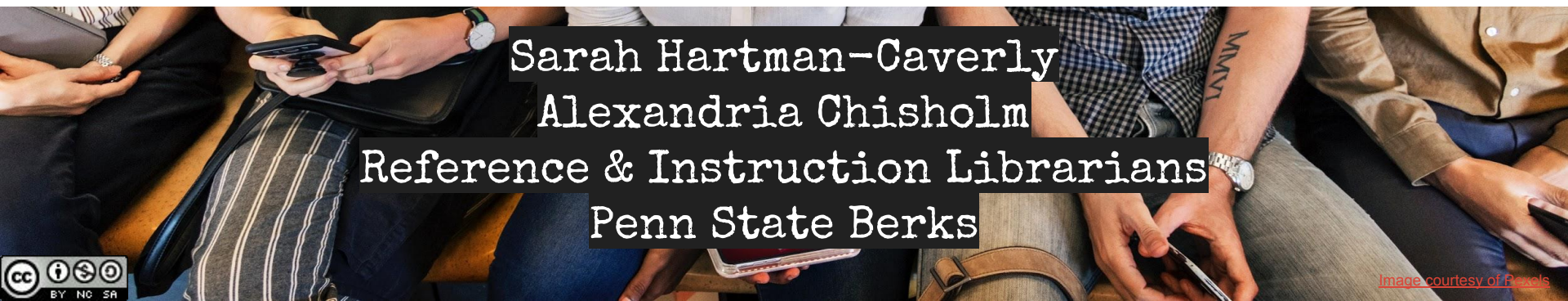


PRIVACY INSTRUCTION

FROM THEORY TO PRACTICE



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WHY PRIVACY?

- Shared interest in privacy literacy
 - Neglected topic in IL instruction
 - Opportunities:
 - First Year Seminar (FYS) workshop series started in Fall 2017
 - Student Affairs seeking partnership on their new student leadership series, Paws for Success
 - Scaffolded approach leveraging both curricular (FYS) and cocurricular (Student Affairs) partnerships
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FRAMEWORK/THEORETICAL CONTEXT



ACRL FRAMEWORK FOR INFORMATION LITERACY

Information has Value

Knowledge Practices

Learners who are developing their information literate abilities:

- understand how the commodification of their personal information and online interactions affects the information they receive and the information they produce or disseminate online;
- make informed choices regarding their online actions in full awareness of issues related to privacy and the commodification of personal information.



PRIVACY FRAMEWORK

Table 1: Comparison of Privacy Literacy Framework and Critical Thinking Definitions

Rotman's Privacy Literacy Framework	Critical Thinking Definitions
Understanding how personal information is used online.	"Conscious awareness about one's thought processes with insight, clarity and effectiveness as goals." (Robinson, 2001)
Recognizing the various places personal information may be shared online.	"Reasonable and reflective thinking focused on deciding what to believe or do." (Ennis, 1987)
Realizing the consequence of sharing personal information online.	N/A.
Evaluating the risks and benefits of sharing personal information online.	"The careful examination of an issue in order to reach a reasoned judgment." (Bailin & Battersby, 2010)
Deciding when to share personal information online.	"Attempts to arrive at a decision or judgment only after honestly evaluating alternatives with respect to available evidence and arguments." (Hatcher & Spender, 2006)

Wissinger, C. L. (2017). Privacy literacy: From theory to practice. *Communications in Information Literacy*, 11(2), 378-389. Retrieved from <https://files.eric.ed.gov/fulltext/EJ1166461.pdf>

WORKSHOPS

Privacy



PRIVACY WORKSHOP LEARNING OUTCOMES

Students will be able to:

1. recognize how their personal data and metadata are collected, along with the potential implications of such data collection
2. assess how their data is shared and make informed, intentional choices to safeguard their privacy
3. identify privacy issues facing our society
4. describe the positive case for privacy as a human right fundamental to individual well-being

Privacy Workshop Guide: <https://guides.libraries.psu.edu/berks/privacy>



EXPLORING PERSONAL DATA COLLECTION

Three types of data:

1. **Consciously given data** - your name, email, date of birth.
 - o ACTIVITY = reflection stations
2. **Automatically monitored data (a.k.a. metadata)** - where you log in from, what time you do it, where else you visit on the web.
 - o ACTIVITY = explore web browsers & ad profiles
3. **Modeled data** - predicted from other data, such as your quantified attractiveness or trustworthiness.
 - o ACTIVITY = case studies

Types of data: Ip, C. (2018, September 4). Who controls your data? Engadget. Retrieved from <https://www.engadget.com/2018/09/04/who-controls-your-data/>

REFLECTION STATIONS

EXPLORING CONSCIOUSLY GIVEN DATA & MORE

Where have you left DATA TRACKS today?

EVERYWHERE YOU TAKE YOUR PHONE

Handwritten notes on a piece of paper listing various apps and services:

- Snapshot (multiple instances)
- WhatsApp
- Instagram
- Google
- Spotify
- YouTube
- Canvas
- LinkedIn
- Facebook
- Twitter
- Evernote
- Dropbox
- OneDrive
- Skype
- Zoom
- Slack
- Teams
- Outlook
- Mail
- Calendar
- Maps
- Weather
- News
- Finance
- Health
- Education
- Productivity
- Communication
- Entertainment
- Utilities
- Security
- Backup
- Cloud
- Storage
- Productivity
- Communication
- Entertainment
- Utilities
- Security
- Backup
- Cloud
- Storage

What APPS do you use DAILY? ... WEEKLY?

Handwritten notes on a piece of paper listing various apps and services:

- Snapshot
- Facebook
- Netfix
- Instagram
- Reddit
- Ang Soul Media
- Spotify
- Instagram
- Snap, Inst, Hulu
- Canvas
- Snapshot
- Instagram
- email/overlook
- * food apps
- facebook
- hulu
- netflix
- itunes
- messenger
- youtube
- Canvas
- Snapshot
- Instagram
- Netflix
- facebook
- google
- Canvas
- Outlook
- Spotify
- Pandora
- Snapshot
- Instagram
- YouTube
- Canvas
- LinkedIn

Canvas
Snapshot
Facebook

What DATA do you think is COLLECTED about you REGULARLY

- Location

- What your interested in when you log on "what" or "when"

- What apps you using

- Personal interests

- Age

- Personal location

- location

- personal log in

- important documentation (social #, credit card #)

- Hobbies (personal)

- Age, Sex, interests

- Location

- Name

- Location

- Location

passwords
address
Phone number
emails
names

- location

- How often you are online

- Location

- interests

What steps do you already take to PROTECT your DATA?

(If you have never thought about it, share that, too!)

I don't give info to places I don't know or trust

- Make your account Private

Not sharing anymore stuff

Passwords

- Use iPhone

- Keeping my location off

- Making accounts private and blocking creepy people

- 2 Step Verification

- Ignore catfishes

- PRIVATE ACCOUNT

- Private account
ghost mode not using geotags

- GHOST (location off)

- Crazy Passcodes

- keep location off

- Not sharing
Passcode S

- long passwords

- security
Questions

- Block unknown, wierd users /...

- Turn OFF my
location

What does PRIVACY mean to you?

- Not allowing people to know personal information that you don't want to share.

Keep life in Yourself and not share it to the entire world

- Protecting ourselves from people taking our info
- Having some sort of protective boundary over personal space, belongings & information

- Protection of your personal info

- Not having people know really personal info
- Keeping personal stuff secret
- confidentiality

Having the ability to determine which personal info is shared.

The ability to know who knows what about you.

- Respect for others mine & me
- Personal space

Page not drawing showing I don't want to be drawing about privacy

WEB BROWSERS & AD PROFILES

EXPLORING AUTOMATICALLY MONITORED DATA AKA METADATA

What's collected & who do "they" think I am?

Explore the links below to garner a better understanding of what metadata is being collected about your online behaviors and activities.

What surprised you about the data that **browsers track**? Are your ad profiles **creepily accurate**, or **bizarrely inaccurate**? Share examples in the Padlet below!

- [ClickClickClick](#)
- [What every browser knows about you](#)
- [Google Advertising Profile](#)
- [Facebook Advertising Profile](#)

WEB BROWSERS & AD PROFILES

EXPLORING AUTOMATICALLY MONITORED DATA AKA METADATA



Alex Chisholm + 31 • 7d

What are your reactions and/or thoughts to what you found using the above links?

Ive got a bad feeling about this...

Fake News

hello

Old

They assume that I am 45-54 bc I listen to classic rock lol

That's rigged

Old

So they think I'm 35 because I read the WSJ and the Economist.

Nothing

They don't have anything on me

No one likes pop

why would they think i like pop

Chief

this aint it

It's so scary that people can tell everything you're doing

That is scary.

Def North Korea

They know what ads I've clicked on

Big brother is watching

Weird

im not scared but im scurred

Music choices are well chosen to my interest

the government is watching at all times

The Russians

I think its the Russians

Well then what's privacy anymore #YikesBoys

privacy is for anarchists

They know that I went to Pittsburgh recently

The websites know every little thing there is to know about me at this given point in time. At any point in time.

i am being stalked

that's scary.

they know i like jazz...

my ad profile is accurate .

they following me

The websites are creepily accurate

big brother is watching

My ad profiles are very close to being 100% right.

They know I'm looking to adopt a puppy

What the F...

CASE STUDIES

EXPLORING MODELED DATA

How are algorithms & big data impacting society?

In your group, read through your assigned article about how **automatically monitored data** is being collected and modeled in a variety of contexts.

*Be prepared to report back to the class on the **positive** and **negative** impacts of these practices on individuals...and society!*

- Your relative's DNA could turn you into a suspect
- We use big data to sentence criminals. But can the algorithms really tell us what we need to know?
- Amazon's New AI Selfie Machine Is The Privacy Parable For Our Time
- Health Insurers Are Vacuuming Up Details About You – And It Could Raise Your Rates
- Facebook wants your financial data to expand Messenger, says report
- Facebook sent a doctor on a secret mission to ask hospitals to share patient data
- How AT&T Wants You to Pay For Your Privacy
- Google tracks your movements, like it or not
- Is Apple Really Your Privacy Hero?
- How ed tech is exploiting students

BRINGING IT ALL TOGETHER

DEVELOPING INDIVIDUAL PRIVACY PREFERENCES

Personal Data Plan

Risk-Benefit Analysis – Guiding Questions

What data do I want to protect?

Who do I want to protect it from?

What are the potential consequences, and how bad are they?

How likely are the risks?

How difficult is it to secure?

What is the benefit of this technology?

Are the benefits worth the risks?



Adapted from:
Electronic Frontier Foundation. (2017). "Assessing your risks." *Surveillance Self-Defense*. <https://ssd EFF.org/en/module/assessing-your-risks>

Data Privacy Checklist

- Conduct a risk-benefit analysis of using this technology.
- As part of your analysis, read the Terms of Service / Use or software license. *Need the tldr version? Check out tldrlegal.com or tosdr.com!*
- Review and customize privacy and location settings and permissions.
- Secure access to your device or account: set a strong password and enable two-factor authentication. *Be careful about storing passwords in the browser, staying logged in, and connecting accounts (ex. linking Amazon and Twitch).*
- Maintain security by installing software updates. *Use update notifications as a reminder to revisit your risk-benefit analysis – you might change your mind, or no longer actively use this technology, in which case you should disable or uninstall it! Terms of Service / Use change frequently, so review them as well! Finally, some software updates will override your privacy settings, so be sure to double check them.*

A person wearing a blue beanie and glasses is holding a large white sign. The sign features a black graphic of an eye with a hand inside it, symbolizing surveillance. Above the eye, there are some black scribbles and the word 'STOP' is partially visible. In the background, another sign says 'STOP WATCHING US' and 'AD' is visible.

WORKSHOP ACTION ITEMS

1. Privacy toolkit
2. Resources to learn more
3. Advocacy groups

DIGITAL LEADERSHIP WORKSHOP LEARNING OUTCOMES

Students will be able to:

1. recognize that online behavior is persistent and there is no guarantee that it will remain private (despite privacy settings)
2. anticipate how perceptions of their online behavior can impact their personal and professional opportunities and make informed, intentional decisions regarding their activity
3. align their online activity within the context of their future profession
4. model constructive online behaviors as student leaders and future professionals

Product Category	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+600.82	+13.9	+601.82	+1707.75	+80.82
Health & Medical	+13.9	+82.84	+238.74	+200.50	+13.9
Art Supply	+82.84	+82.82	+82.84	+238.74	+82.84
Kids & Baby	+609.00	+700.75	+609.00	+13.9	+609.00
Kitchenware	+209.00	+209.00	+700.75	+13.9	+209.00
Fashion	+707.75	+609.00	+13.9	+800.82	+707.75
Furniture	+238.74	+238.74	+238.00	+609.00	+238.74



ACTIVITIES

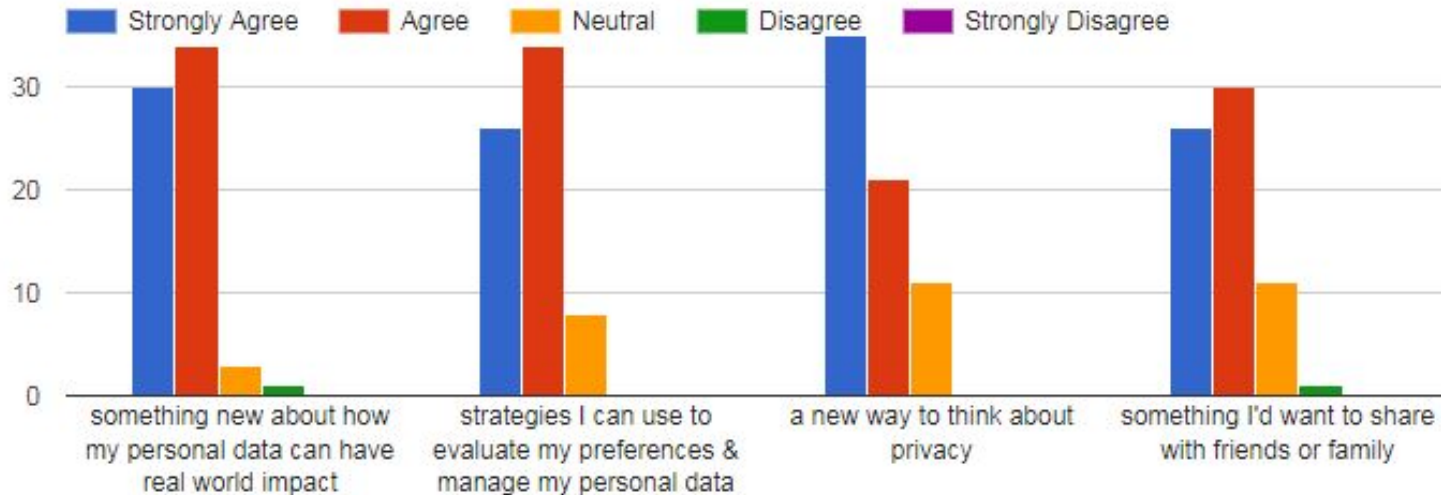
1. Investigate social media policies/guidelines within various vocational fields
 2. From the perspective of various entities (i.e. employer, professor, grad school admissions professional, mentor, romantic partner, parent, etc.), groups explore how online behaviors can impact relationships and prospects
 3. Compose a privacy mantra (i.e. DYFSAF - do your future self a favor)
-



ASSESSMENT

STUDENT FEEDBACK (PRIVACY WORKSHOP)

This workshop taught me...



67 total responses

Top takeaway, comments, or suggestions

22 responses

you are always tracked

It was great and people are always watching you

technology sucks

They can track your movements within the tab of the website. Like where you move and where you click.

People collect more about me online than I thought, and use the information in different ways than I thought.

Web browsers can get info on the users behavior

free flash drive

How to better protect ourselves

Make sure you check your privacy settings often to make sure you are staying safe.

was interesting to see what other people thought about this and some of the things they thought were being collected and or used

Browsers collect information without you even knowing. They can even sell it to other companies if you give them permission without even realizing it. I mean, no one reads the terms and conditions but maybe we should start.

This workshop really showed me how much of my data is actually seen and used.

I liked the beginning the most when we had to go around the room and share our thoughts on various questions!

Making me be aware of the importance of protecting my privacy, which i never thought before. I did not know there are so many way to steal my data and i will pay attention in the future.

Privacy is not something that the Internet can have a lot of, unless you make a conscious effort to protect yourself in all forms you feel necessary.

The Data Privacy Check-List that I should look towards whenever I get an app or make a profile can be very useful.

Its good to know I'm not the only one who feels like I'm getting stalked, or that apps are being very creepy.

The information that is shared about me to different websites and social media sites that I use. Where I am, and personal interests as well. I also learned how I am able to prevent my information being leaked.

I enjoyed how you kept me on my feet and interested

freat way to interact with us

Always block the camera

This frightens me

privacy is for anarchists

I didn't know you can track your advertisement "preferences"

Privacy in the modern world is not what I thought it was.

It is scary how much information is taken w/o permission

TAKEAWAYS & QUESTIONS

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Privacy Workshop Guide:
<https://guides.libraries.psu.edu/berks/privacy>