



# **“What is Your Privacy Worth???: Promoting Critical Thinking Relating to Online Privacy for College Students”**

**IUP Technology Day August 22, 2018**

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# Introduction

- \* Internet services are not free. Our personal information is the price we pay for ease of use and access.
- \* Facebook is sharing your information with people who aren't your friends and Google is tracking you, whether you tell them to or not. What do college students need to know about this? What consequences might they face if they don't protect their privacy? What can they do to be more private and build a positive image online? In this session, faculty, administrators, and staff from IUP will briefly share what our individual roles are at IUP and how we are promoting online privacy best practices into our work.

# Theresa McDevitt - Privacy



- \* LIBR 151 Introduction to Information Literacy
  - \* Cover basic tips for keeping your data private early in the class since most library research is internet based these days. Includes:
    - \* Phishing avoidance
    - \* Wi-Fi security
    - \* Strong passwords and password safes – KeePass
    - \* Thoughtful use of social media
    - \* https and secure websites
  - \* Activities include:
    - \* What Google Knows about you <https://myactivity.google.com/myactivity>
    - \* How to Find and Delete Where Google Knows You've Been <https://www.apnews.com/b031ee35d4534f548e43b7575f4ab494/How-to-find-and-delete-where-Google-knows-you%27ve-been>



# OER Educational Materials

- \* Data Privacy Project
  - \* Libraries provide internet access to users who apply for jobs, government benefits, do online shopping, etc.
  - \* IMLS grant to help the library employees know how to help users to keep private information private
  - \* Privacy Quiz <https://dataprivacyproject.org/quiz/>
- \* Digital Tattoo:
  - \* Goals. “The goal of the Digital Tattoo project is to raise questions, provide examples and links to resources to encourage you to think about your presence online, navigate the issues involved in forming and re-forming your digital identity, and learn about your rights and responsibilities as a digital citizen. Includes Teaching Resources, Quizzes, Podcasts <https://digitaltattoo.ubc.ca/>
- \* Videos, Games, and Curriculum materials from government agencies. OnGuard OnLine games and other educational resources <https://www.consumer.ftc.gov/features/feature-0038-onguardonline>
- \* National Cyber Security Awareness Month. “Each and every one of us needs to do our part to make sure that our online lives are kept safe and secure. That's what National Cyber Security Awareness Month (NCSAM) – observed in October – is all about!” Get involved.





Melissa Calderon

IUP Human Development Fashion and Interior Design

# Privacy Education in a University Classroom

## *The nature of classroom activities*

- \* Inquiry and discussion based learning
  - \* Whole group and small group learning environments
- \* Hands-on meaningful learning activities
  - \* Related to the individual student
  - \* Supporting privacy and building strong networks



# Review and Discuss Online Sharing Behaviors

## Classroom Workshop Activity

- ❑ Critically examine potential positive and negative outcomes
- ❑ Rate the impact on individual privacy & reputation



### Negative sharing behaviors

Posting location “check-ins”

- Home address
- Daily life activities
- Employment
- Vacations



### Positive sharing behaviors

Accomplishments

- Majority should be current
  - Within 5 - 7 years
- Nothing from H.S. after college graduation

Video inside/outside home

Posts, likes, sharing content related to:

- Drugs & alcohol
- Provocative/sexual photos or images
- Discrimination
- Solicitation

Community service

Using experience and education to answer questions and provide help to others

Writing company recommendations or product reviews

- honest, unbiased

# Considering Questionable Yet Common Sharing Behaviors

## Classroom Workshop Activity

❑ Critically examine potential positive and negative outcomes

❑ Rate the impact on individual privacy & reputation

Never share your  
passwords!

### Questionable content

Posting, liking, sharing content related to:

- Birthdate
- Place of employment or school
- Political views
- Religion
- Activism

- Social issues
- Sports figures
- Hobbies
- Recreational activities

Posts, likes, sharing content with any of the following:

- Tongue sticking out
- Attitude, pouting, etc.
- Beverage container resembling alcohol
- Nicotine, tobacco



**Always Remember:**  
*Information can be considered positive or negative depending on the perceptions of the viewer*



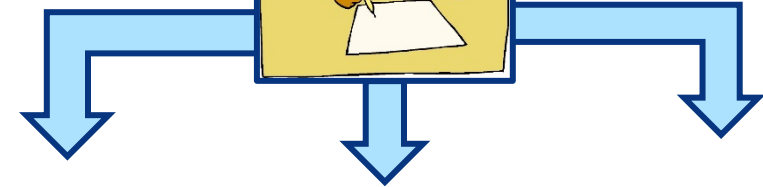
# Students Protecting Their Privacy & Online Reputation Through Class Assignments

- \* Monthly reoccurring class assignments
  - \* Monitor individual privacy settings
  - \* Conduct monthly Google name searches
    - \* Use variations of name and locations
- \* Set-up Google Alert notifications
  - \* Use variations of name and affiliations
  - \* In-class individual activity
- \* Request negative content be removed
  - \* 1<sup>st</sup> - Contact the person responsible  
(If unsuccessful then...)
  - \* 2<sup>nd</sup> - Contact the website administrator
  - \* In-class small group activity



# Creating the Perfect Balance

Critical Thinking



Privacy Protection



Critical thinking skills are used to support:

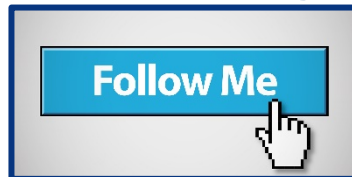
1. Individual Privacy Protection
2. Display of Achievements
3. Maintenance & increase of networking

Leading to an increase in individual resources and potential future opportunities

Display of Achievements



Networking



Future Opportunities





Dr. Veronica Paz, CPA, CITP, CFF, CGMA

About Me

<https://youtu.be/1AL6vHvgxZw>



# Aleea Perry- Social Media & Privacy

- \* Integrating data privacy into an American Government class on the Constitution
- \* Poster session assignment
- \* Student posters



# Amanda's Marshall – Training & Basic Security

- \* Privacy Video <https://www.youtube.com/watch?v=HoI7jQb37bo>
- \* Reaching out to students
- \* Compromise info

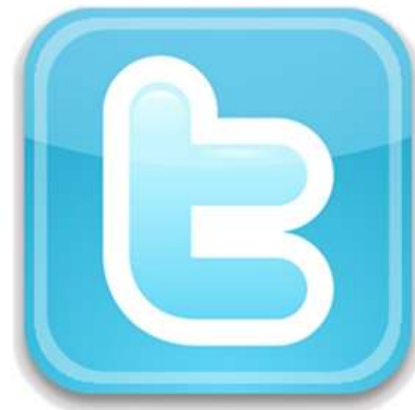


# Patrick McDevitt



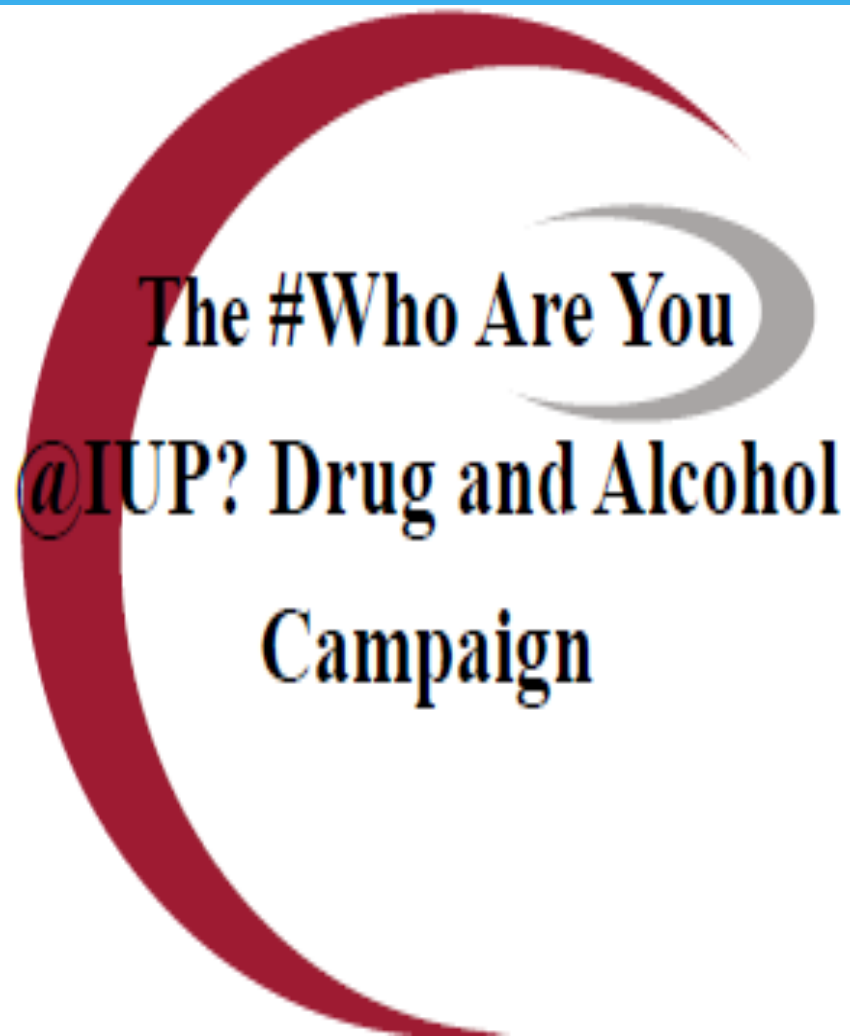
Anne Sesti  
Ann Sesti, Center for Health and Well-Being

# Alcohol and Social Networking



*Instagram*





Designed to help all IUP students become aware of IUP and Indiana borough policies, as well as provide information and tips to help students make safe, healthy choices.



# Meet the Team







## ***Hello, I'm Monique!***

- I grew up in Pittsburgh
- I think people should mind their own business
- I Love Trey Songz
- I wish I grew up in the 80's
- I'm a Sociology major

**Tweet: @Moniqueiup16**  
**FB: Monique IUP**  
**Instagram: Moniqueiup16**

## ***Hello, I'm Edwardo!***

- I go by Ed
- I grew up in NYC
- I wants to backpack up the west coast
- I'm a vegetarian
- I could read all day if I had the time

**Tweet: @Ediup16**  
**FB: Ed IUP**  
**Instagram: Ediup16**



# Hi, I'm Ann!



- I work at Starbucks
- I live a gluten free lifestyle
- I Think Taylor Swift is the best artist ever
- I Want to be a school counselor after college
- Tennis is my favorite sport

Tweet: **@Anniup161**  
FB: **Ann IUP**  
Instagram: **@Anniup16**

# Hey, I'm Mildred!

- I'm a Philly gal thru and thru
- I love to travel
- I like to chill with friends
- I'm really sad that the Hunger Games are over
- My favorite food is any Spanish inspired food

Tweet: **@Mildrediup16**  
FB: **Mildred IUP**  
Instagram: **Mildrediup16**





## ***Hi, I'm Laura!***

- .Psychology Major
- .I love to shop at Target or Thrift Shops
- .I Enjoy reading or cooking vegan food
- .I want to see people treat everyone with dignity and respect
- .I work at The Center for Health and Well-Being

**Tweet: @Lauraiup161**  
**FB: Laura IUP**  
**Instagram: @Lauraiup16**

## ***What's up?! I'm Joshua.***

- .20 year old junior English major
- .I like pizza, Transformers, and football
- .I grew up 20 minutes from IUP
- .I want to see people having fun
- .I'm in a relationship but it's super complicated

**Tweet: @Joshuaiup161**  
**FB: Joshua IUP**  
**Instagram: @Joshuaiup16**



***Hi, I'm Leandre.***

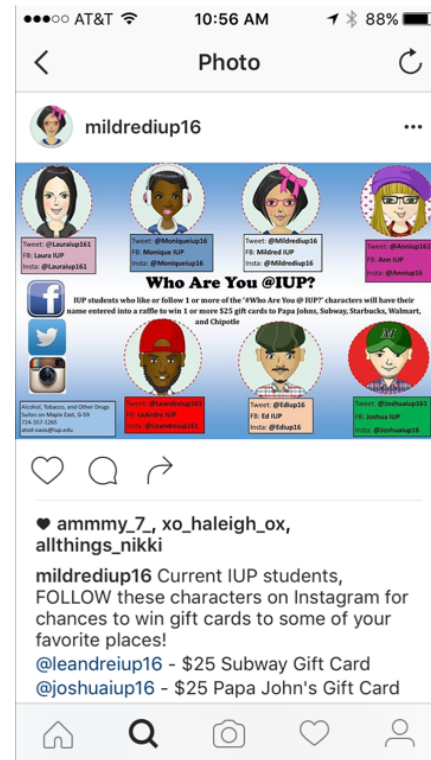
- I'm really good at basketball
- I Want to find a good career so I can help out my mom
- My Favorite store to shop is Footlocker
- I really hate the cold and want to move someplace warm



Tweet: @LeandreIUP161  
FB: LeAndre IUP  
Instagram: LeandreIUP161

Why Should  
you follow  
them??

# Examples of Messages



# Examples





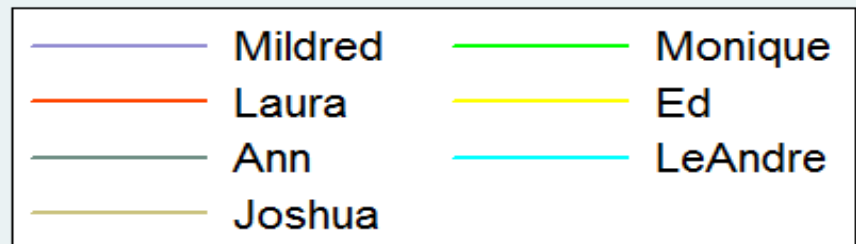
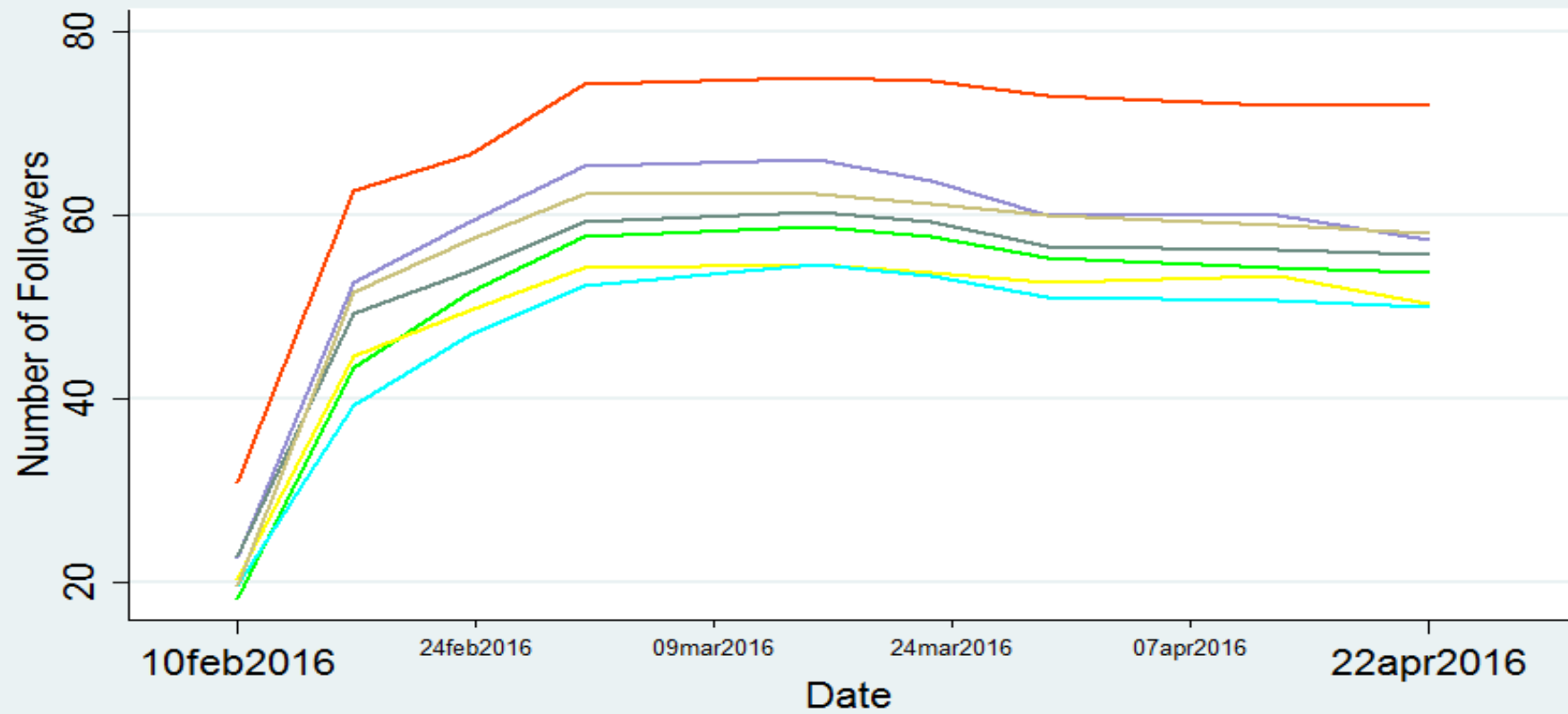


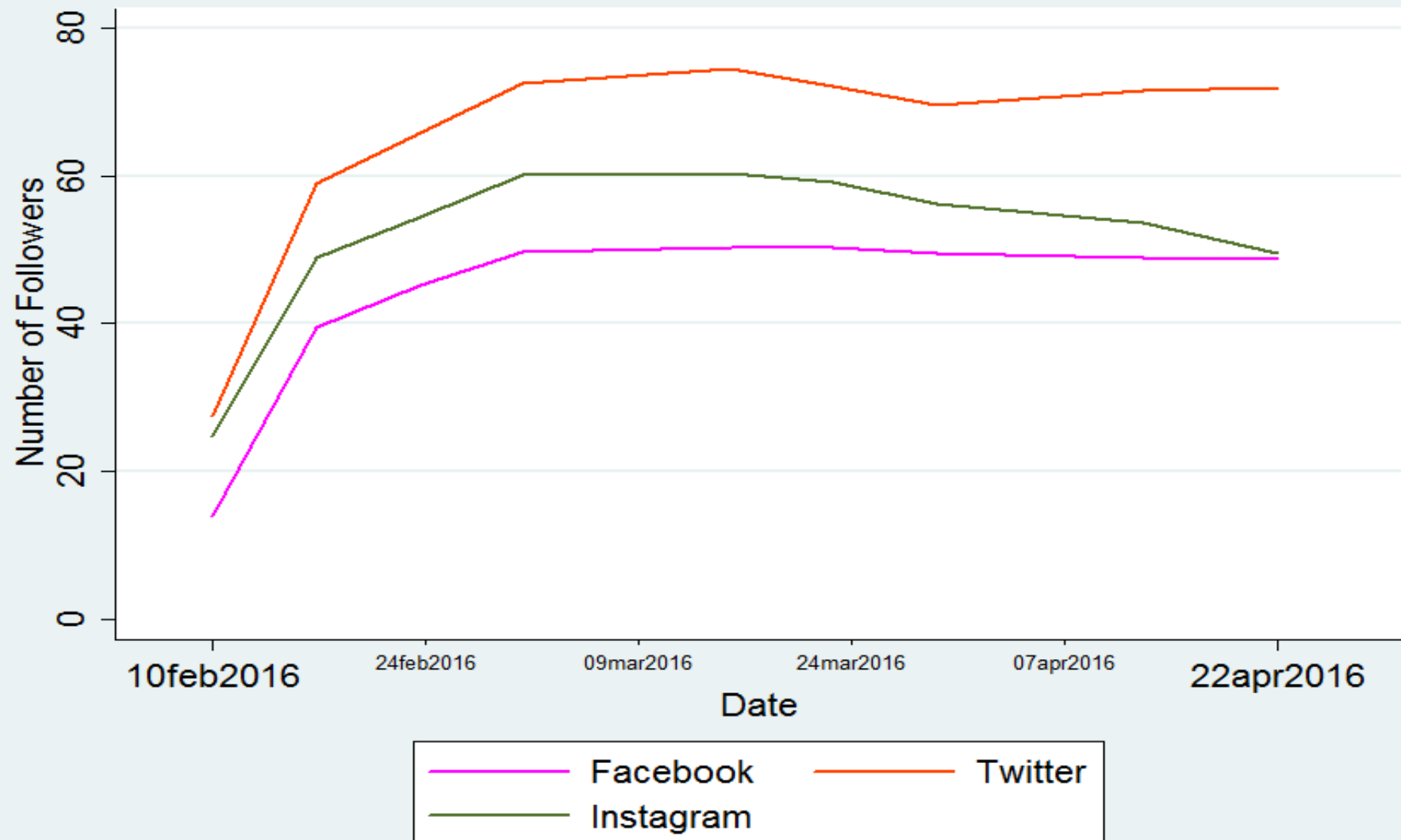












# Survey Data

- \* Which Characters did you Follow:

Ed-80%

Joshua-80%

Mildred-80%

Monique-80%

LeAndre-100%

Ann-100%

Laura-100%



# Survey Data

\* Which sites did you follow the character(s) on?

Twitter -67%

Facebook-67%

Instagram-50%

# Survey Data

- \* Reason for following?

- Gift card giveaway- 57%

- Movie ticket giveaway-0%

- Interested in info on risks of alcohol and drugs-0%

- Interested in sharable content-29%

- Other-14%

# Survey Data

- \* Where did you hear about the campaign

Friend liked or shared on social media-25%

Friend told me outside of social media-13%

Saw table tents in HUB or other locations-13%

Saw table in the library-13%

Other-38%

# Survey Data

\* How often do you check social media?

Hourly-50%

Daily-38%

Weekly-13%

# Survey Data

- \* Which social media site do you use the most?

Facebook-63%

Twitter -38%

Instagram-0%

# Survey Data

\* How often did you see posts for our characters?

Hourly-0%

Daily-43%

Weekly-14%

Less often than weekly-14%

Other-29%

# Survey Data

- \* What kinds of posts do you recall seeing the most?

- Info on risks of alcohol drug use-43%

- Shareable content-29%

- Both-14%

- Other-14%

# Survey Data

- \* Did you find the info shared by the characters useful?

Definitely yes-29%

Probably yes-43%

Probably not-14%

Definitely not-14%



# Survey Data

- \* What kind of posts would you like to see in the future?

- Info on risks of alcohol/drugs-25%

- More shareable content-50%

- Other-25%

# Discussion

