# Snap Out of It: Cross-Campus Collaborations to Promote Mindful Online Sharing on Snapchat and other Social Media Platforms

- Dr. Theresa McDevitt, Government Information/Outreach Librarian, Indiana University of Pennsylvania Libraries, mcdevitt@iup.edu

- Dr. Veronica Paz, Accounting Professor, Indiana University of Pennsylvania, vpaz@iup.edu

- Dr. Aleea Perry, Political Science Professor, Indiana University of Pennsylvania, aperry@iup.edu

Why are we here? In this session we will:

- Discuss the need for privacy literacy training for college student success and career prospects

- Discuss the interests of libraries and college professors in different disciplines in developing educational opportunities relating to online sharing to engage and positively impact students

- Describe the design and outcomes of collaborative educational activities designed to directly or indirectly increase student awareness of online sharing best practices

- Brainstorm innovative ways to raise privacy consciousness on our campuses
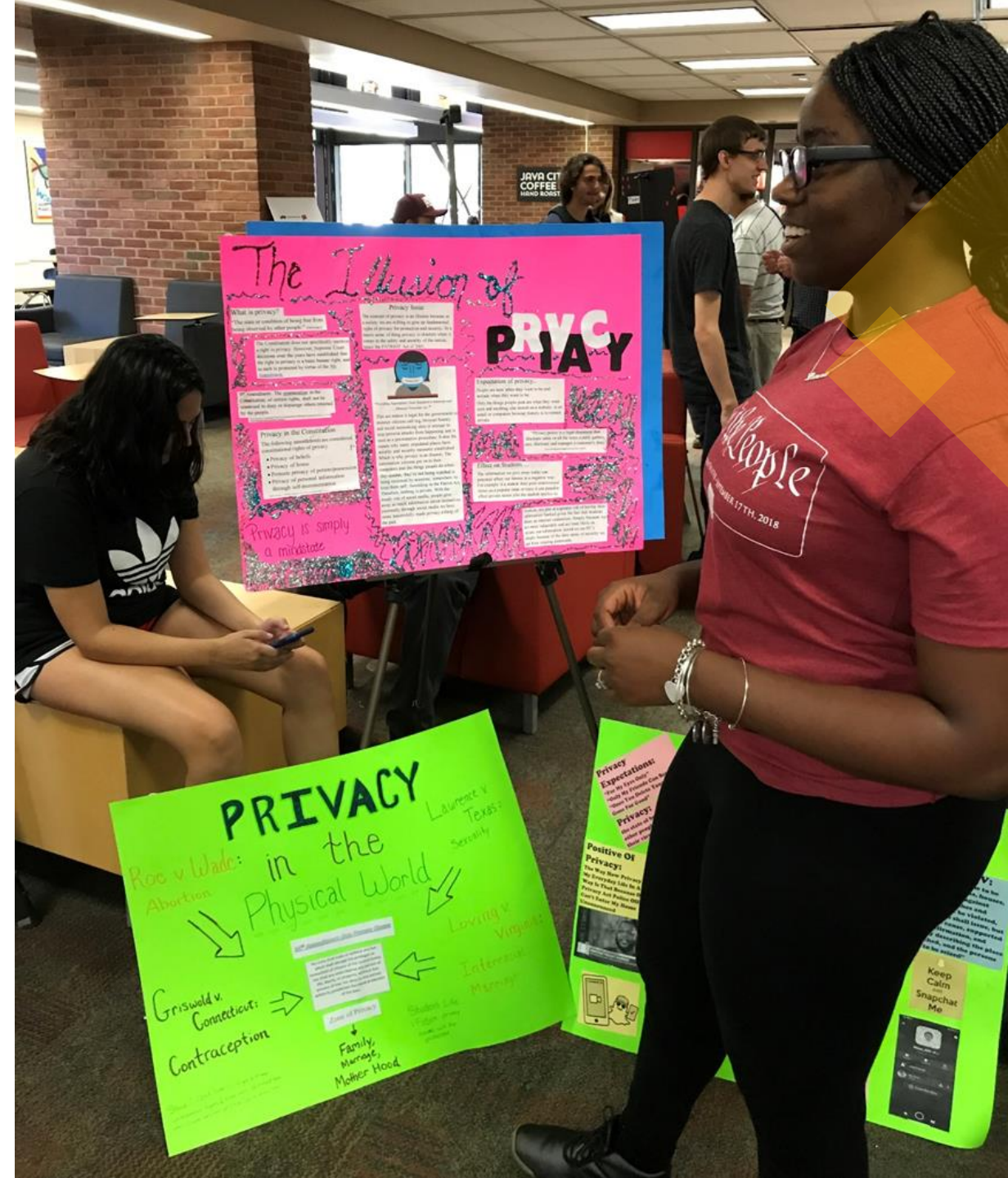
What do you think?

According to a recent story by PRR Newswire, what percentage of businesses report having rejected a job candidate based on social media content?

Online Persona a Must

79% of Businesses Have Rejected a Job Candidate Based on Social Media Content; Job Seekers Should Post Online Carefully

Nearly all businesses (98%) do background research about job candidates online, and 80% say a personal website is important when evaluating candidates. Job seekers should create a personal brand online to stand out during the economic downturn.

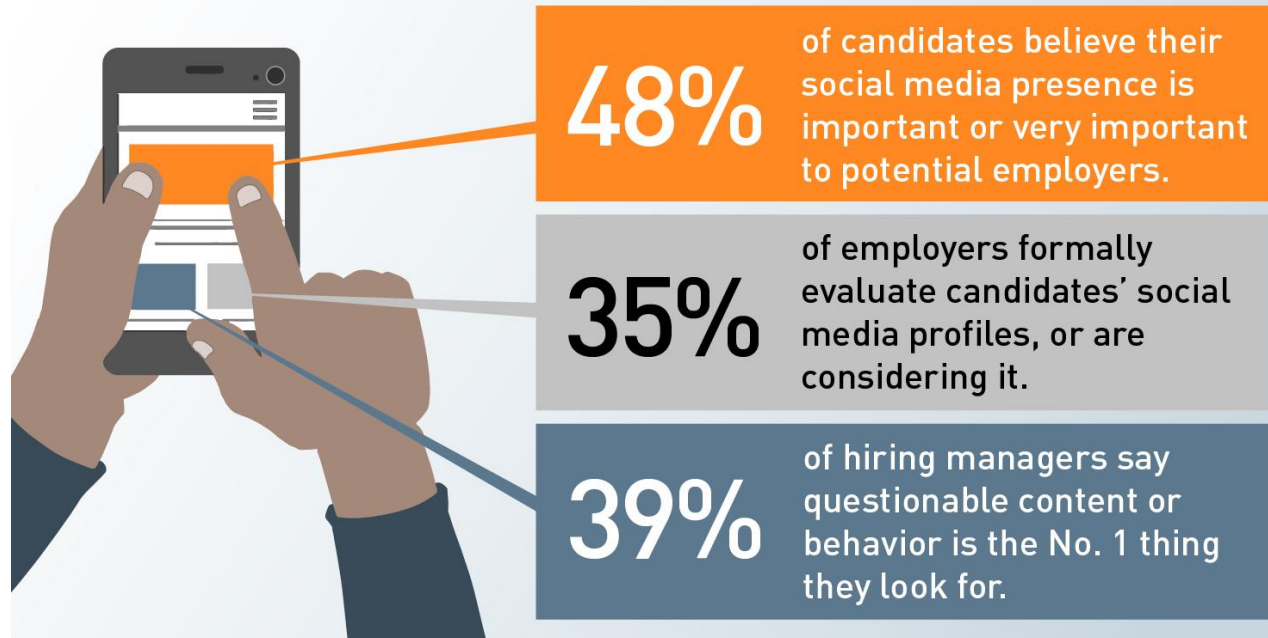# Social Media Comments Lead to Loss of Employment

- Andrew Kurtz, 24, Pirate Pierogi mascot used social media to criticize contract extensions given to the general manager during a game.

- He heard from his boss before the game was over and lost his job soon afterwards.

- Majors, D. (2010, June 19). Out at the plate: Pirates dump outspoken pierogi. Retrieved July 09, 2020, from https://www.post-gazette.com/sports/pirates/2010/06/19/Out-at-the-plate-Pirates-dump-outspoken-pierogi/stories/201006190175
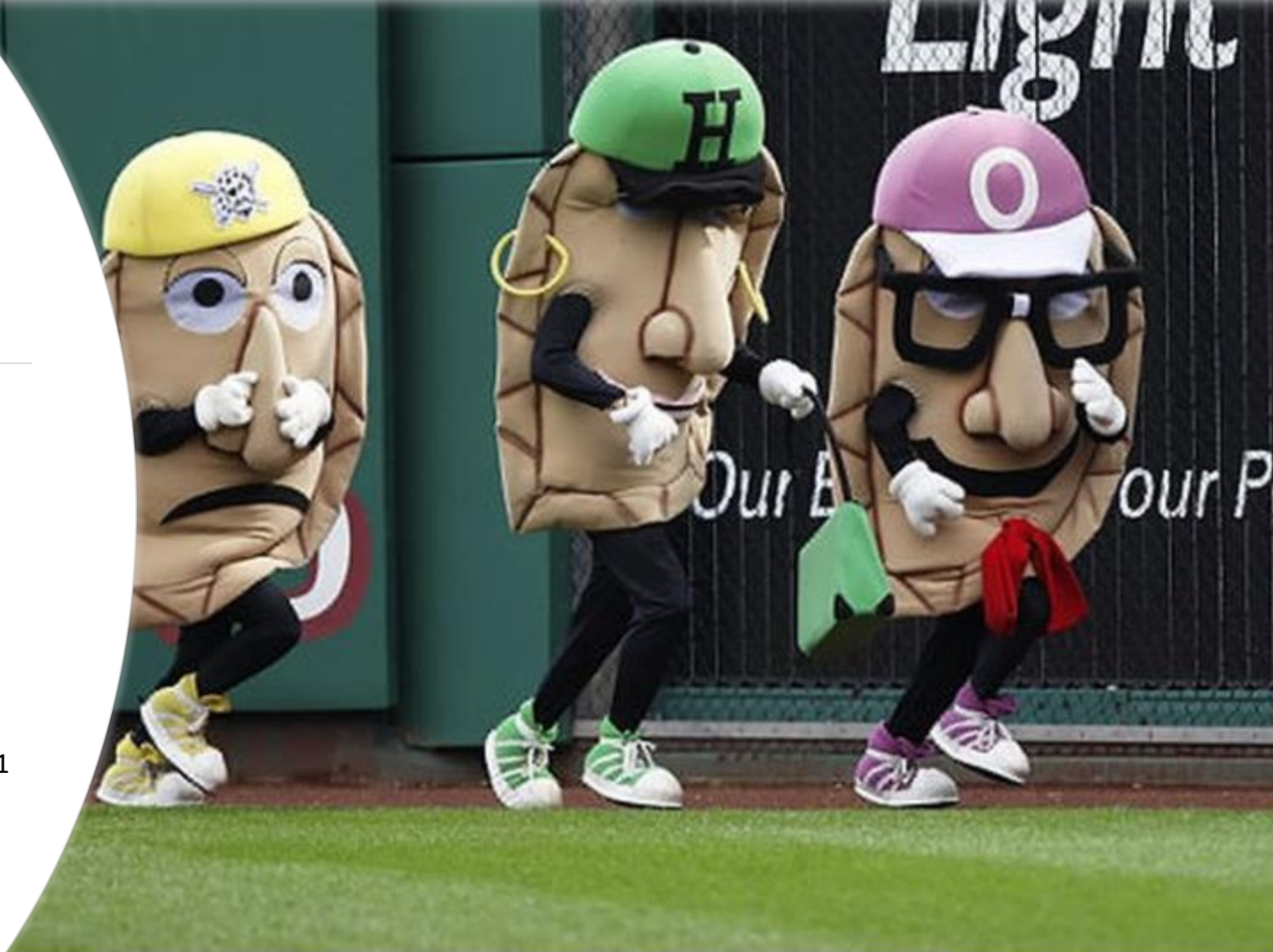
e pierogi mascot ran out of luck after he made disparaging comments about the Pirates. (Robbins/Getty)

SMS Impact and Job Placement

IMPORTANCE OF SOCIAL MEDIA IN HIRING

48% of candidates believe their social media presence is important or very important to potential employers.

35% of employers formally evaluate candidates' social media profiles, or are considering it.

39% of hiring managers say questionable content or behavior is the No. 1 thing they look for.

- Teri Root & Sandra McKay (2014) Student Awareness of the Use of Social Media Screening by Prospective Employers, *Journal of Education for Business*, 89:4, 202-206.

- Students in College of Business classes at a university in the Southeast were aware that employers consider posts about drugs, alcohol, sex, profanity, and negative comments when screening candidates for jobs, but . did not consider that posts and photo tags by friends were important to employers, nor did they consider grammar and spelling to be important. This was in stark contrast to what recent research indicates employers consider important.

Falling Prey to Privacy Pirates

- Romo, L. K., Thompson, C. M., & Donovan, E. E. (2017). College Drinkers' Privacy Management of Alcohol Content on Social-Networking Sites. *Communication Studies,* 68(2), 173–189. https://doi-org.proxy-iup.klnpa.org/10.1080/10510974.2017.1280067

- This study examines students privacy management practices in posting of alcohol-related content on social-networking sites. They found that while posters may feel they are using appropriate security settings, they were less aware that participants' privacy can be breached by privacy pirates—peers who betrayed their privacy by posting alcohol content about them on SNS, thereby taking control of their image.

Aware of Online Surveillance but Not Protected

- Moallem, A. (2018, July). Cyber Security Awareness Among College Students. *In International Conference on Applied Human Factors and Ergonomics* (pp. 79-87). Springer, Cham. This study found that while the majority of students believed that that they are observed when using the Internet and that their data is not secure even on university systems, they were not very aware of how to protect their data (Two-factor authentication??).

- Our partners in IT security bemoan number of students who fall for billing problem, contest winner, expiration date, pet sitting, and most recently COVID-19 scams putting themselves and the general security of the system at risk (March 2020 increase of 667% in phishing attacks)

Phishing Attacks are Increasing

- Did you know that Cybercriminals ramped-up phishing attacks over 667% in the month of March alone? These attacks continue to rise. Cybercriminals are using emails and social media posts to prey on fears and unanswered questions about COVID-19.?

- Watch for the following to stay protected from phishing and other cyber threats:
  - A prevalent scam email has that has been circulating is a work from home job due to the COVID-19 outbreak. This email maliciously offers students to do research for $250.
  - No health agency or government department will email asking for health details or try to sell you a COVID-19 test or vaccine.
  - The Red Cross, World Health Organization and your government health department will never ask for your confidential information via email or text message.
  - Do not trust social media posts or ads promising COVID-19 cures, tests, vaccines or selling masks and gloves.

- For more information on basic cyber security best practices please visit https://www.iup.edu/itsupportcenter/cyber-security/staying-safe-online/personal-pc-security/
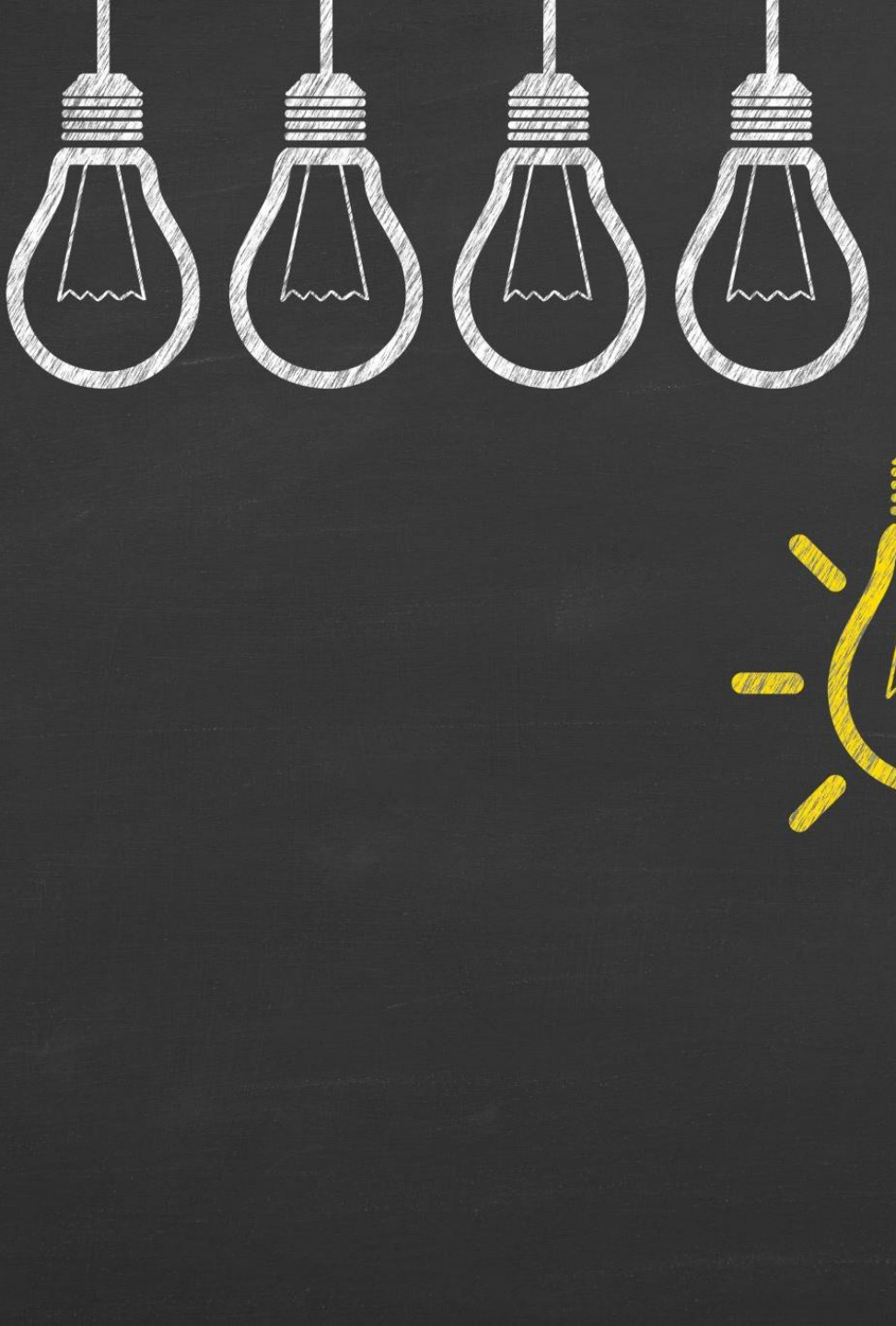
Do you think that students at your institution would read emails like Amanda's?

Is email the best way to get students thinking about cyber security issues? Let us know in the chat.

Think before clicking.

We Can Make a Difference!

- Brooks, C.F., Williams, B.A. & Daly, D. (2017). Educating about Data Privacy: A Study of College Student Perceptions and Experiences. In P. Resta & S. Smith (Eds.), *Proceedings of Society for Information Technology & Teacher Education International Conference* (pp. 1379-1384). Austin, TX, United States: Association for the Advancement of Computing in Education (AACE). Retrieved June 20, 2020 from https://www.learntechlib.org/ primary/p/177422/. This study suggests that talking with students about privacy risks and protections is a good way for educators to develop effective approaches for teaching about data privacy. While students reported they learned the most from direct experience with theft, fraud, or other privacy violations, themed special events and classroom teachings were also effective.

- You don't have to be a cybersecurity expert to do it!!!! No one can do everything, but we can all do something!

Privacy Literacy Engagement

Privacy Literacy

- "one's level of understanding and awareness of how information is tracked and used in online environments and how that information can retain or lose its private nature" and the consequences that can result when that privacy is lost

Libraries and Privacy

- Libraries have always tried to protect user privacy. They have done this by:
  - Never sharing user borrowing records
  - Never telling anyone outside of the library what a person asks for at the reference desk
  - ALA Bill of Rights included privacy protections

ALA American Library Association

American Library Association, Code of Ethics, excerpt:

III. We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired, or transmitted.

(ALA, 1995)

Evolving Role for Libraries

- Continue to protect privacy in data libraries collect

- Also offer educational opportunities/ programming/outreach to assist users in improving their privacy literacy so they can protect their own privacy
  - Data Privacy Project
    https://dataprivacyproject.org/
  - Choose Privacy Week – Now Every Day
    https://chooseprivacyeveryday.org/
  - Digital Shred
    https://sites.psu.edu/digitalshred/

- 2019 amendment to ALA Bill of rights (VII) recognizes universal right to privacy. States libraries should "advocate for, educate about, and protect people's privacy, safeguarding all library use data, including personally identifiable information."

Strategies

- Deliver specific information—tips as handouts or posting on patron use computers

- Train librarians to encourage users to be safe in during reference transactions at point of need –Data Privacy Project

- Include PL in Information Literacy training by connecting to the Information Has Value Frame, Filter Bubble discussions, Digital Shred Workshop to encourage the development of critical thinking skills related to privacy that will outlive specific threats – lead to lifelong learning

-

How Have We Gotten the Conversation Started???

Strategies to Promote Critical Thinking

- We work with campus wide National Cyber Security Awareness Efforts every October https://www.cisa.gov/national-cyber-security-awareness-month

- We collaborate with GenCyber high school summer camps

- Include a privacy best practices section in some sections of our LIBR 151 Introduction to Information Literacy one credit class

- We seek partnerships with university faculty, information technology, Center for Teaching Excellence, and student affairs professionals for educational outreach including the events described today

October

National Cyber Security Awareness Month

staysafeonline.org
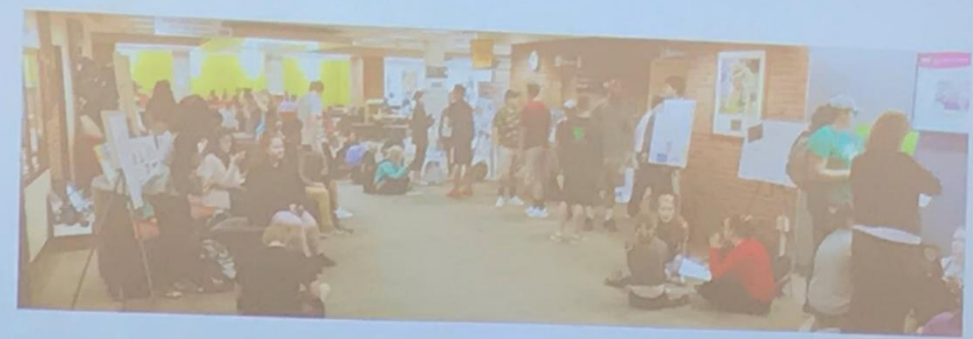
Privacy Posters in the Library
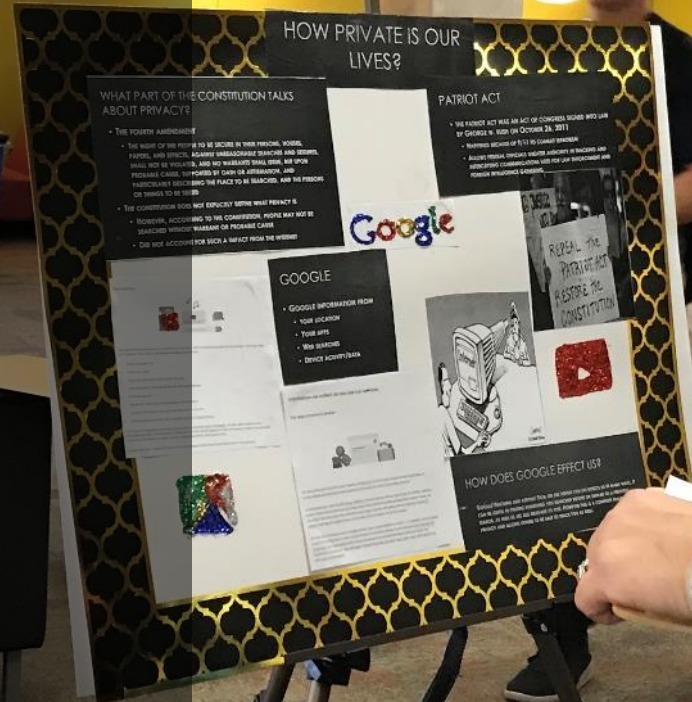
The Need and the Venue

- Our Constitution & privacy
- Loss of privacy due to cybersecurity breaches & willful sharing
- Group/individual discussion on similar topics
- Engagement with Library patrons, staff, faculty, and other departments

The assignment

- Full size poster board
- Topic: Privacy and/or Cybersecurity and the Constitution
- In-class poster session with individual posters in the Library Lobby

life; creative & eye-catching display; discussed issue with me, classmates & library patrons during presentation hour in Library: 10 points

Poster and presenter do some (but not all) of the following: identified privacy issue; included Constitutional provision; discussed how privacy (or lack thereof) affects student's life; creative & eye-catching display; discussed issue with me, classmates & library patrons during presentation hour in Library: 5 points

No poster, no discussion, non-participation: 0 points
TOTAL: 0-10 points

Used full-size poster board (22 x 28)?	
Student's name is on *back* of poster board?	
Privacy issue is identified and prominent on the poster?	
Constitutional provision related to privacy issue identified and prominent on poster?	
Discussion of how privacy issue affects student's life prominent on poster?	
Sources of information are cited properly, using APA format?	
Poster is easy to read/understand from distance of 3 feet?	
Poster uses creative display techniques/eye-catching display of data?	
Student is present and attended poster discussion in 1st floor of Library?	
Student discussed poster display with Library patrons?	

Grading rubric (AP)
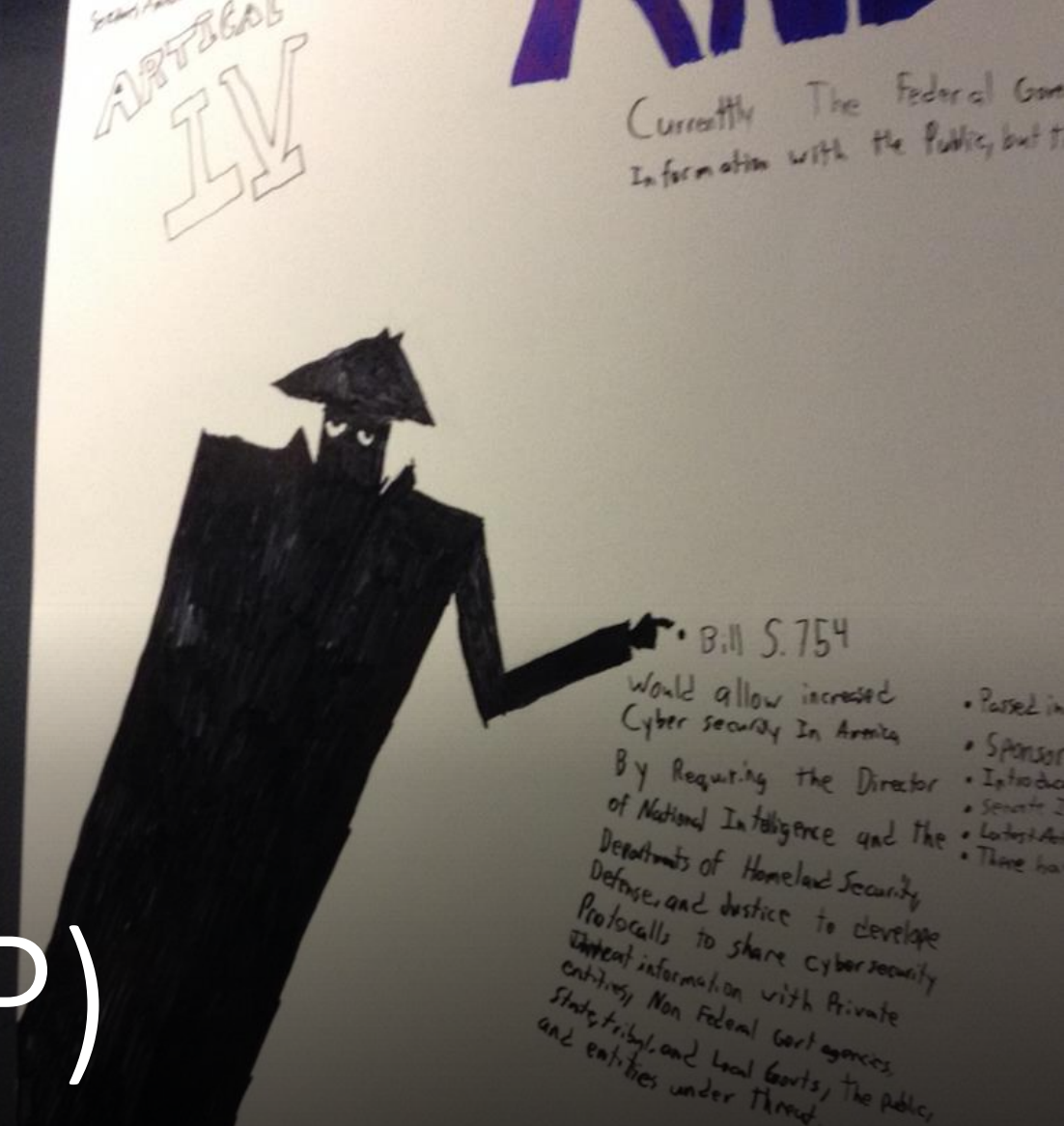
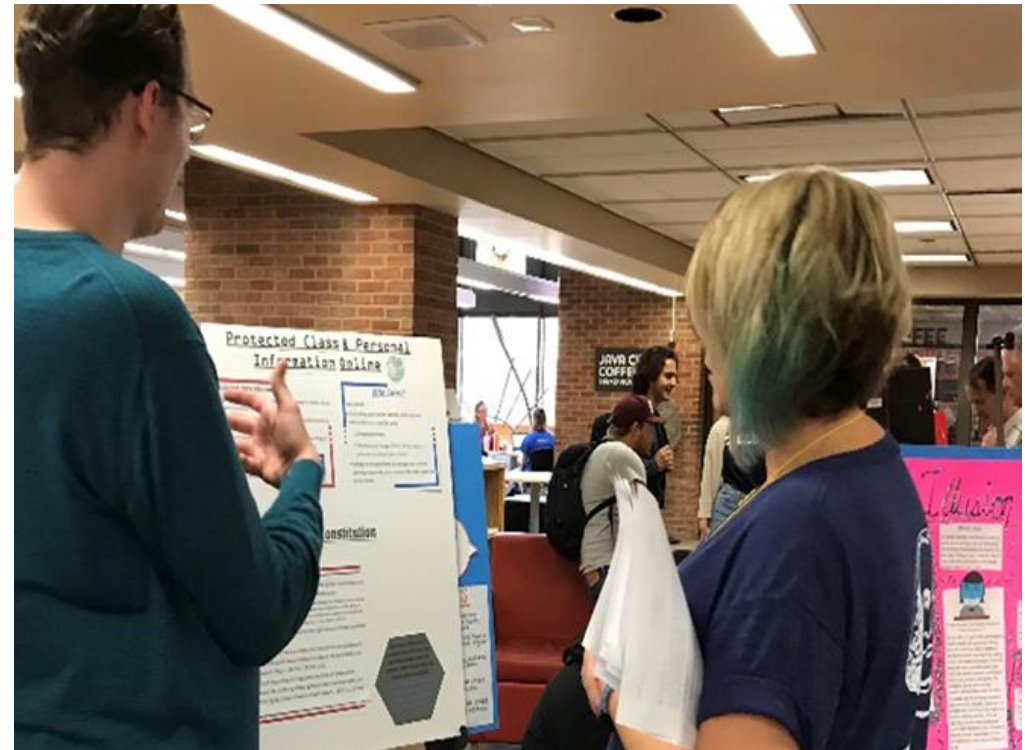Scholarly
Conversation
Winner

Impact of this Event

Reaches of a Variety of Users

- Students in the class
- Library workers and students
- Library dean
- IT professionals
- Students from other classes with similar curriculum (extra-credit)
- People passing through the busy coffee area including outside faculty

Library Benefits

- Library
  - Free educational programming in the library
  - Students in the course get a positive experience visiting the library and may return at their point of need
  - Discussion with students allowed librarians to discuss issues relating to online sharing and promote critical thinking

Faculty Benefits

- Student engagement with curriculum beyond the book

- Learning transfer

- Deep learning experiences

- Students gain practical knowledge combined with academic rigor

IT professionals Benefit

- IT seeks to protect confidentiality, availability, and integrity of information systems but their systems are only as secure the weakest links

- the weakest links on college campuses are often the ever changing and hard to reach population of students

- Easy, inexpensive way to reach students

- increase National Cyber Security Awareness Month activities

- Deepened students concern for online privacy that any number of emails would probably not achieve

- Gain understanding of where the student, their largest client population, is coming from
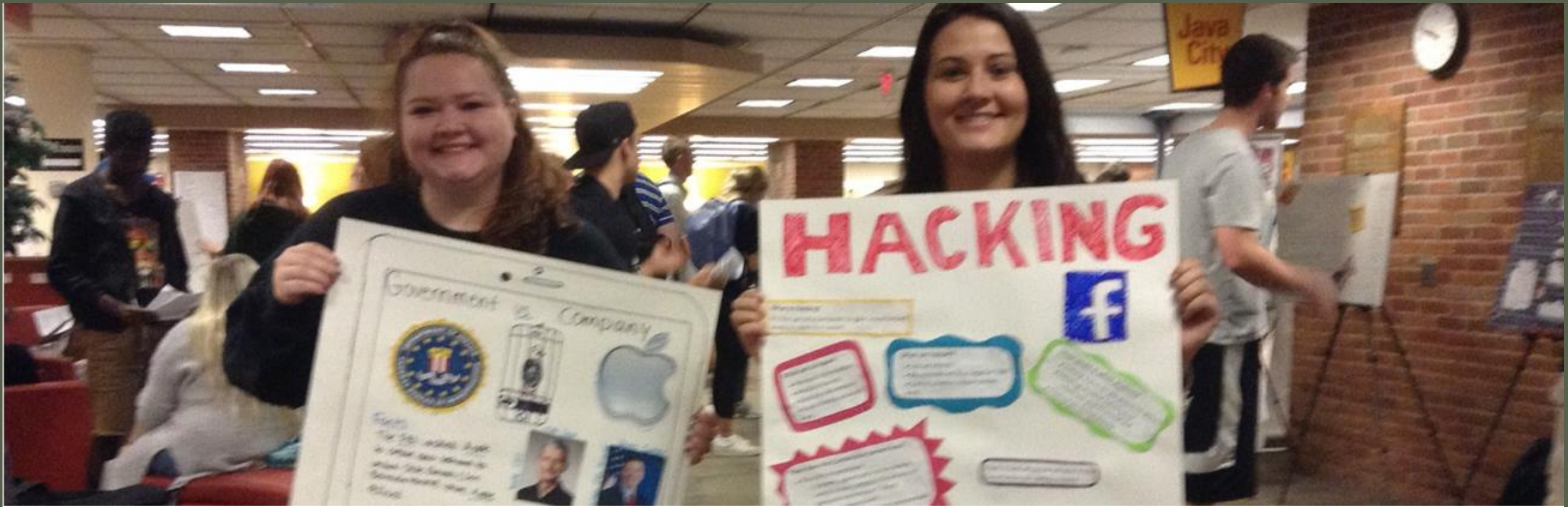
Student Learning Outcomes

Critically considered online tracking and big data

- "Google has a lot more information on me than I thought and can get a lot more"

- Many students reconsidered the use of virtual assistants and whether the benefits were worth the loss of privacy
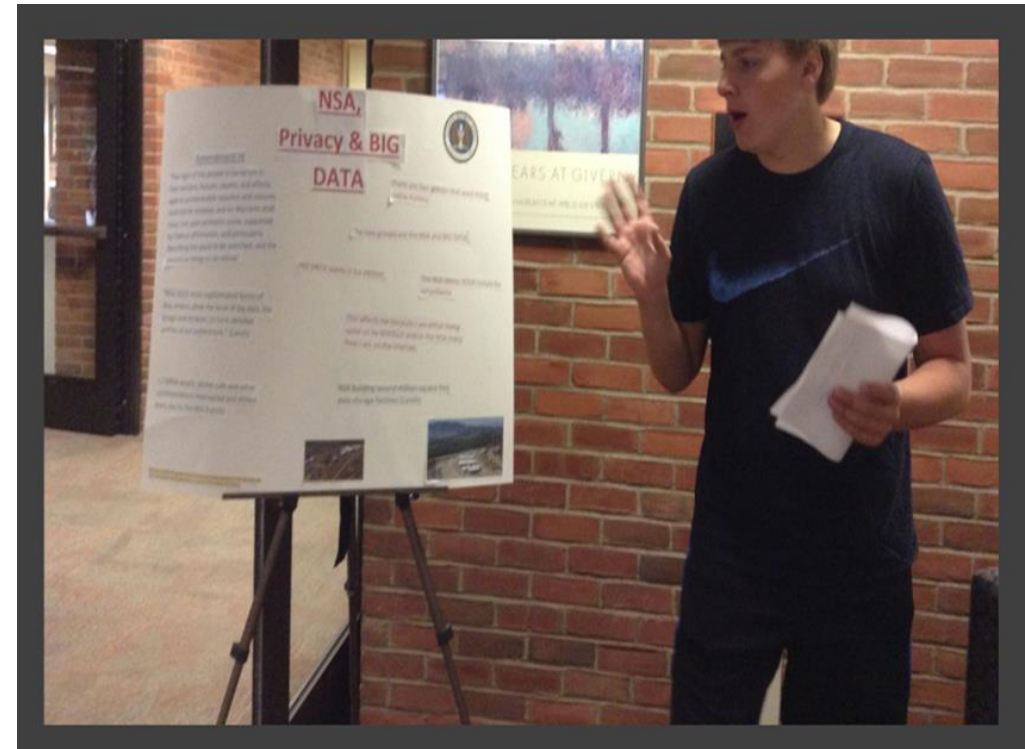
More aware of their lack of privacy

- Most report the class and assignment were eye opening and they will try to be more private in what they share online in the future and/or that they are more aware of their lack of privacy

- Students mentioned concern that they got ads for things they had recently discussed

Read Terms and Conditions

- Students read through terms and conditions (some for the first time) to do research

- Reported an increase in the importance and limitations of privacy settings

- Privacy paradox– what can be done though?

Public Policy Recommendations

Many students remarked upon the need for laws and regulations to better protect user privacy

Student opinion of the activity

- Students allowed to investigate the topics they think are of most interest

- It is unique

- "fun, informative, and not too overly stressful"

- "it opens our eyes to be more cautious about the things we do on or search on the web"

- The topic of cyber security is very interesting + important in today's world"

- "it was a good break from normal class, and who doesn't like class being cancelled?"

- "this actually can really open your eyes if you really take your time"

Where did students get their information?

The Constitution	Court cases	Legislation including the Patriot Act and Fair Credit Reporting Act	Privacy settings and terms and agreements for social media sites
.gov and .edu sites	Research articles	Articles with statistics	IT Support Center Cyber Security informational resources
Google's privacy policy	News sites	Considered what they learned in criminology classes	Consulted friends in cyber security profession

Recipe for Privacy Poster Session Success

- One faculty member with related course material

- One faculty member open to active learning pedagogy

- One activity description/rubric and process for grading (see book chapter for complete examples)

- One librarian interested in new programming and willing to approach library space maintainers and make the argument for the event

- Some tri-pods (but tables or chairs will do) we had 15 for 50 students who shared

- Students with inexpensive poster boards or substitute, glue, paste, glitter and a dash of creativity

Empowering Students,
Inspiring Social Responsibility, and
Building Community Connections
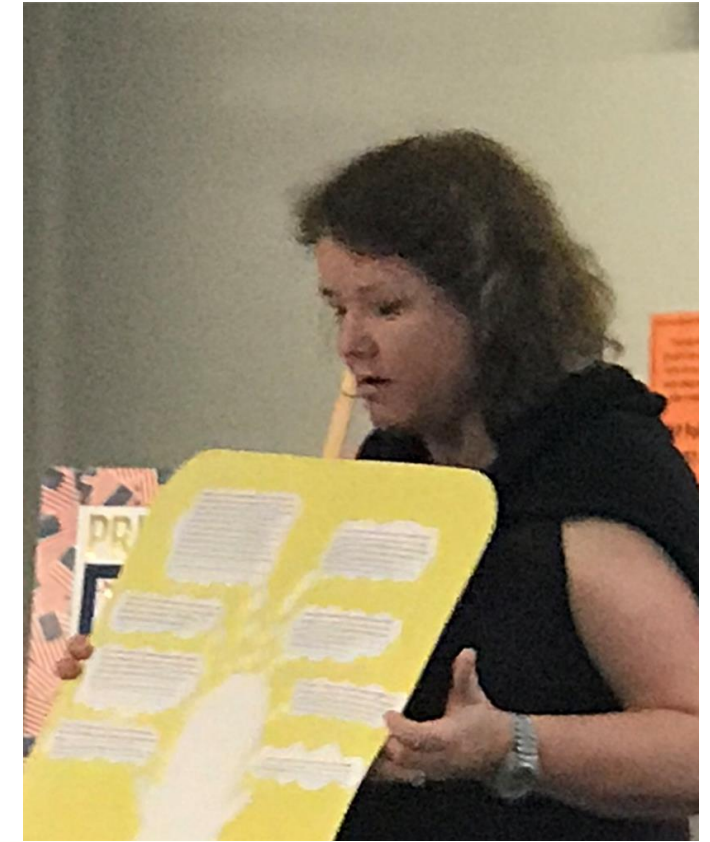
LIBRARY SERVICE AND LEARNING

edited by
Theresa McDevitt
Caleb P. Finegan

More details:

Privacy, Cybersecurity, and the Constitution: A Poster Session for Undergraduate American Government Students in the Library

How can we do this in the new COVID-19 normal?

What is Your Privacy Worth? Student and Faculty Panels

What is Your Privacy Worth?

When: October 9, 2019—4:30pm

Where: 211 Stably Library

An informal panel of IUP faculty and staff will provide information on how to protect your privacy in a cyber world. Attendance Vouchers will be available

FREE FOOD and Door Prizes!

Sponsored by: ATOD/BACCHUS, IUP Libraries, The Center for Teaching Excellence, IT Services, Eberly College of Business and College of Health and Human Services

- Student Educational Outreach Event for Cyber Security Awareness Month
- Panel describing why students should be careful of online sharing, how we try to help students improve their Privacy IQ
  - It Support Cyber Security educational outreach (Head of IT security also attended as participant)
  - Professors
    - Political Science – Privacy and the Constitution
    - Librarian – big data collection when you search – ten privacy tips
    - Education-Reputation Management
    - Accounting – Reputation Management
  - Student Affairs/ Center for Health and well-Being -- Reputation Management (bought pizza and prizes)
- Pizza, Trivia Game, Prizes, Fun and Educational Outcomes

2018-2020

Indiana University of Pennsylvania

Technology Day Workshops

TECH DAY

Tech Day will be held this Wednesday, January 15, 2020. Come one come all and join us for many creative sessions in all manner of technology. We have several tracks that provide education and IUP services sessions.

There is no charge for attendance and no preregistration. All IUP employees and graduate students are invited to attend.

We are planning a broad series of technology-related topics at various levels for the concurrent sessions that will showcase a series of technology. Please pass this information along to any of your colleagues who may wish to attend part or all of the day.

All of the sessions—except for the Next Generation Multi-Media Classroom (MMC) Demonstration—will be held in Stouffer Hall.

The Next Generation Multi-Media Classroom (MMC) Demonstration session will be held in G5 Delaney Hall at 10:00–10:50 a.m. and 3:00–3:50 p.m.

If you have questions about Tech Day, please contact Nancy Evans at nre@iup.edu.

Cross-Disciplinary Panels

- Political Science, Privacy and the Constitution

- Accounting, Reputation Management and Getting Hacked

- English (Digital Humanities Lab), sharing information privately

- Libraries, tips for keeping personal information safe when searching online

- IT Security Instruction, problems they see and what you can do

- Professional Studies in Education –reputation management

- Student Affairs, Office of Alcohol Tobacco and Other Drugs, alcohol related postings

- Career and Professional Development Center – reputation management – Linked in Best Practices

Building Partnerships
Tips? Suggestions?
What has worked for you?

Questions?
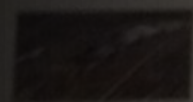
Discussion Questions

- How can instructors effectively embed cyber security awareness in classes in a way that is empowering rather than anxiety producing?

- What other partnerships can be formed to promote more online privacy and awareness of dangers of sharing information online?

- What privacy literacy activities have worked for you?

- How does you library contribute to your campus' NCSAM activities?

Read More about Privacy Literacy

- ALA. Privacy. http://www.ala.org/advocacy/privacy#:~:text=Article%20VII%20of%20the%20Library%20Bill%20of%20Rights%20counsels%20that,maintain%20an%20environment%20that%20is

- Givens, C. L. (2015). Information privacy fundamentals for librarians and information professionals. New York, NY: Rowman and Littlefield.

- Chisholm, A.E. (Preprint) Privacy Literacy Instruction Practices in Academic Libraries https://scholarsphere.psu.edu/concern/parent/c8623hz81q/file_sets/69p2909789 and Digital Shred Privacy Literacy Toolkit. https://sites.psu.edu/digitalshred/

- Magnuson, L. (2011). Promoting privacy: Online and reputation management as an information literacy skill. College & Research Libraries News, 72(3), 137-140.

- Majors, D. (2010, June 19). Out at the plate: Pirates dump outspoken pierogi. Retrieved July 09, 2020, from https://www.post-gazette.com/sports/pirates/2010/06/19/Out-at-the-plate-Pirates-dump-outspoken-pierogi/stories/201006190175

- Moallem, A. (2017, July). Do You Really Trust "Privacy Policy" or "Terms of Use" Agreements Without Reading Them?. In International Conference on Applied Human Factors and Ergonomics (pp. 290-295).

- Muncaster, P. (2020, March 26). #COVID19 Fears Drive Phishing Emails Up 667% in Under a Month. Retrieved July 09, 2020, from https://www.infosecurity-magazine.com/news/covid19-drive-phishing-emails-667/

- Wissinger, C. L. (2017). Privacy Literacy: From Theory to Practice. *Communications in Information Literacy*, 11(2), 378-389.

- 79% of Businesses Have Rejected a Job Candidate Based on Social Media Content; Job Seekers Should Post Online Carefully. (2020, April 28). *The Manifest.* Retrieved July 09, 2020, from https://www.prnewswire.com/news-releases/79-of-businesses-have-rejected-a-job-candidate-based-on-social-media-content-job-seekers-should-post-online-carefully-301048157.html

- Libraries and Privacy Literacy. LibGuide https://libraryguides.lib.iup.edu/cybersecuritypartnerships