How do websites collect your personal information, and what can you do about it? How can I make responsible choices when I use other people's creative work?

Digital Citizenship: Etiquette
Lesson 7
Grades 9-12

http://www.webpronews.com/google-responds-to-microsofts-internet-explorer-charge-2012-02
Our principal has hired a research company to collect information that will help us make the school better for you. Several observers will watch students and record where each of you goes, how many times you go there, and how long you stay there, including to the water fountain, your locker, the bathroom, the cafeteria, and to visit another student. You will be identified only by a number. At the end of the day, the research company will put all the data together and write a report for the principal.
WHAT QUESTIONS OR CONCERNS MIGHT YOU HAVE OR THINK OTHER STUDENTS MIGHT HAVE?

- Who might see this information?
- Can people's identification numbers be linked to their name by the principal?
- Do you think any of the information should remain private?
- Do you think you will be allowed to review the data collected about you?
- Are you satisfied with the explanation that the information is needed "to make the school better," or do you want to know more about how the information will be used?

http://wgeecho.org/2014/02/07/hallway-traffic-would-benefit-from-student-consideration/
Although this story is not true, this is the kind of information that many websites collect whenever you visit them. Companies learn all kinds of things about you, based on where you go and what you do when you're online.
ANONYMOUS - someone who can't be identified based on the information at hand.

- Most people think no one knows who they are or what they do when they are online.

- Believing they are anonymous is why people sometimes do things online that they would not do face to face.

- It is nearly impossible to be completely anonymous online.
Distribute the "What's Private?" Student Handout, one for each pair of students.

**Review Key Terms**

*Cookies* - small computer text files placed in your computer by the sites you visit that collect information about your computer system and the webpages you view.

*Third Party* - a person or company other than you and the owner of the website you visit.

*Privacy Options* - choices a website might give you about what it does with your information.
Assign each pair of students one of the following websites, or choose other sites that your class uses. Each pair should complete its own handout using any smart device.

HOW STUFF WORKS
GOOGLE
WIKIPEDIA
HULU
FACEBOOK
EVERY WEBSITE HAS A PRIVACY POLICY

- It can usually be found by looking at the small print at the bottom of the home page and finding the words "Privacy" or "Privacy Policy."

- Find the privacy policy of your assigned website. Using the handout, check off the words found on the site and answer the questions about personal information and privacy options.

- Does their site collect personal data? Does it give them a choice of privacy options? This information is generally included in the privacy policy though not always. What do you think about your site's policy? How does this topic relate to iPads in school?
• Do you mind that the site collects information about you? Why or why not?

Students may say they don't mind, but they want to know the site is doing it, or that they don't like strangers having personal information about them.

• Does it make a difference what kind of information your site collects about you?

Students must understand the difference between sites that collect personal information such as names, addresses, and email, and sites that collect other information about things they do on the Internet, but keep the identities of their visitors anonymous.

• What do you get in return for the information? Is the exchange worth it to you?

Students should understand what they receive is free access to the website. In some cases, sites sell the data to make money, which supports the site.
Students will need to consider the following questions:

- What kinds of information do you want to collect about visitors to your site? How will you use the information?

- Will you use cookies?

- Will you share the information you collect to third parties?

- Do you want to give your visitors privacy options, so that they have choices about how the information will be used?

*Discuss privacy policies aloud.*
Making Responsible Choices When Using Other's Creative Work

What do you think we mean when we talk about someone's creative work?

All types of work that someone creates, including writing of all kinds, artwork, photos, video, and music.

Have you ever used creative work you found online - for example, a photo or a poem - for personal use?

Examples: photo in a school report, posting it on Facebook, forwarding on phone.

When you use creative work you find online, what considerations do you make about who made it, if any?

Students should think about how creators would want their work to be used. What would/wouldn't be ok?
Show the video: "Whose Is It Anyway?"

https://www.youtube.com/watch?v=YVT1TK1Kzgo&feature=youtu.be
What are the ways you can be respectful of people's creative work?

Check who owns it; get permission to use it; give credit to the creator; buy it (if necessary); use it responsibly.

How do you think you would feel if someone used your creative work? Would it make a difference whether they did the following:

- Asked your permission to use it?
- Gave you credit as a creator?
- Changed the picture or added a caption without asking you?

Students should reflect on how their sense of pride and ownership would/wouldn't be affected.

What do you think it means to use someone else's creative work responsibly? Does it matter how and where you use it?

Encourage students to think about context, and how it might affect or alter the creator's original intent.
Fair Use allows the use of only a small part of someone else's creative work without permission as part of something new but only in certain ways. The work cannot be used for commercial purposes (use in connection with a business, usually for profit), and it can only be used in certain ways, which include:

- Schoolwork and education
- Criticism or social commentary
- News reporting
- Comedy or parody

What are some ways you might use creative work that would constitute fair use? Which ways wouldn't be covered under fair use?

Using a small amount of someone else's work in a school report or the school paper would be fair use, while posting it on their blog or on a social networking site would not be fair use.
Copyright - a law that protects a creator's ownership of and control over the work he or she creates, requiring other people to get the creator's permission before they copy, share, or perform that work.

Creative Commons - a kind of copyright that makes it easy for people to copy, share, and build on someone's creative work - as long as they give the creator credit for it.

Public Domain - creative work that's not protected by copyright and is therefore free for one to use.
SCENARIO 1

Imagine you took a photo of your dog and posted it online. Because you are the creator, you own the copyright to this image. This means you have control over how other people use your photo. Copyright law is pretty strict, meaning that people will have to get your permission before they can copy, print, or use work for any reason.
SCENARIO 2

However, if you use a Creative Commons license, you give people more freedom to copy and share your photo. Some Creative Commons licenses even say it is all right to make money off of the photo, while others say it cannot be used for commercial purposes. People choose Creative Commons licenses because the licenses offer more opportunities for other people to use and share their work.
SCENARIO 3

Finally, imagine that you want the photo to be used freely by all, without people having to request permission. You would release the photo into the public domain, which allows others to use your photo however they want, because it is no longer protected by copyright. Copyrights don't last forever, so works often become "public domain" after a certain time period. Works from the U.S. government are also in the public domain.
IF YOU CREATED A PICTURE, POEM, OR VIDEO AND POSTED IT ONLINE, WHAT DO YOU THINK YOU WOULD DO? WOULD YOU MAKE PEOPLE GET YOUR PERMISSION EVERY TIME THEY USED THE WORK, USE A CREATIVE COMMONS LICENSE, OR PUT IT IN THE PUBLIC DOMAIN? EXPLAIN YOUR CHOICE.

Some students may want their work to be seen by as many people as possible, while others might want to limit use and receive compensation.
CLOSING: INTERNET PRIVACY

- What is a cookie? A third party? A privacy policy? Privacy options?

- Why do website owners want information about their visitors?

  They use the information to decide how to change the site, to decide how much to charge advertisers, and to customize a site for each visitor to encourage them to use the site more or, for commercial sites, to buy more. Without your knowledge, some sites may also share your information with others in exchange for more information about you or in exchange for money.

- Why is anonymity an important feature of the Internet?

  If the websites know students' personal information, such as names and addresses, they can use the data or sell the information to third parties.

*Website privacy policy can always be checked to find out what that site might do with their personal information. If they don't feel comfortable with the policy, they can leave the site.*
CLOSING: CREATIVE WORKS

- What do you need to do if you want to use someone else's creative work?

  Check who owns it; get permission to use it, if necessary; give credit to the creator; buy it, if necessary; use it responsibly.

- What is copyright, and what does it require people to do?

  Students should understand a person owns the creative work that he/she made, whether it is writing, visual art, photography, video, music, or in some other form. They should recognize that someone else cannot use copyrighted work legally without the permission of the person who created it.

- Do you think it is important to give credit and get permission, if needed, when you use someone else's creative work? Why or why not?

  Students should understand that there are ethical as well as legal considerations involved in using the works of others. They should realize that most people want to receive credit for their creative work. Some might want their work seen by as many people as possible, while others might want to limit use and receive compensation. However, when respecting creative work, the choice should be that of the creators.