

Module 5 - Trillion Dollar Footprint

Essential Question

What is a digital footprint, and what does yours convey?

Key Vocabulary

digital footprint: all of the information online about a person either posted by that person or others, intentionally or unintentionally

persistent: lasting a long time, if not forever, such as information that one posts online that does not go away because it is passed on and spread

imagery: drawings or illustrations, often symbolic

invisible audience: anyone who can see information about you or posted by you online

ASK How many of you have ...

- **sent a message or posted a comment online?**
- **created a profile on a social network site?**
- **used some sort of photo-sharing app?**
- **Googled your own name? Were there any results about you?** (Allow a few students to provide examples of what they found.)

EXPLAIN that filling out a form, sending an email to a friend, posting a photo, and pretty much everything one does online – even the simple act of visiting a website or using a search engine – leaves a trail. This trail, called a *digital footprint*, is made of bits and pieces of information on one’s computer and on other computers and servers around the world, which allow other people to learn about you.

DEFINE the Key Vocabulary terms **digital footprint** and **imagery**.

SHOW students the “The Digital Footprint” video. Before starting the video, remind students to carefully observe the imagery in the video and to think about what the images might convey about privacy. Offer students an example of “imagery” – the “Trash Bin” icon on their computer that serves as a “garbage can” for their files. After the video is over, briefly review the meaning of the following imagery in the video as it relates to privacy.

- **Lighthouse:** Search engines and social network sites can reveal a lot about people. It’s easy to discover information about people using the Internet.
- **Copies and Whispering in Ear:** Information online can be forwarded to many others, sometimes after having been altered first.
- **Stadium/Jumbotron:** Anything can be publicly broadcast online for all to see.
- **Permanent Marker:** Once information is online, it is very difficult to take it down because others can copy and distribute it.

DEFINE the Key Vocabulary terms persistent and invisible audience.

REVIEW with students the concept that all of the information about someone online makes up his or her digital footprint, and that this information can be searched; copied and passed on; seen by a large, invisible audience, and can become persistent.

OPEN the pdf called Trillion Dollar footprint handout and go through this activity with your kids. You do not need to make copies or put kids in groups; just determine which candidate should be chosen and why.

QUIZ

True or false

1. Your digital footprint is all the information about you online that only you post.
2. Your digital footprint could cause problems for you later in life.
3. What kinds of information can make up a digital footprint?
 - a) Online photos
 - b) Comments that others post about you
 - c) Both a and b