Privacy Workshop Lesson Plan

Learning Outcomes

Participants 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

Activities

Reflection Stations (10-15 minutes)

1. Have participants visit each station posted throughout the room and respond to the following questions:
   a. Where have you left data tracks today?
   b. What data do you think is collected about you regularly?
   c. What apps do you use daily? Weekly?
   d. What steps do you already take to protect your data? If you have never thought about it, share that too!
   e. What does privacy mean to you?
2. Facilitate a large group debrief discussion with class to lay the groundwork of what participants already know (or think they know), believe, and their current practices. Allow participant responses / interest to steer the discussion.
   a. Tip: This debrief can be used as formative assessment to gauge interest and knowledge level of class.
3. Use the last reflection prompt, "What does privacy mean to you?", to introduce the positive case for privacy and the workshop's underlying intent to expand / shift the definition of privacy from one of secrecy to something that enables individual identity and intellect.
   > **This is accomplished through a brief introduction to some of the creators' original scholarship on privacy literacy.*

Personal Data Collection (15 minutes)

1. Ask participants to explore a curated set of links to garner a better understanding of what metadata is being collected about their online behaviors and activities. Provide the following links on a guide:
   a. Recommended platforms (no login required):
      i. ClickClickClick
      ii. What every browser knows about you
   b. Optional platforms (require account login):
      i. Google Advertising Profile
      ii. Facebook Advertising Profile

    iii. [Twitter Advertising Profile](#)
    iv. [Instagram Advertising Profile](#)
2. After exploring links, ask participants to respond (anonymously in something like a Padlet) to the following prompt:
  a. What surprised you about the data that **browsers track**? Are your ad profiles **creepily accurate**, or **bizarrely inaccurate**?
3. Facilitate a large group debrief discussion about participants' thoughts / reactions.
  a. Tip: Presenters can share screenshots of their ad profiles and discuss their thoughts for full transparency / to build trust. It is *not* recommended to coerce participants into sharing, as ad profiles can be very personal to some individuals.

Case Study Investigation (15-20 minutes)
1. Provide a brief overview of the three types of data (consciously given, automatically monitored, and modeled) to frame the entire workshop by connecting previous activities and introducing the culminating activity on modeled data.
2. Split participants into small groups and assign a topic (Location Services, Health Data, Criminal Justice, Consumer Profiling) from which to select a case study article.
  a. Tip: Case studies should be categorized and curated on a guide for participants to select from.
3. Give participants 5-10 minutes to skim / read through their article about how automatically monitored data is being collected and modeled in a variety of contexts.
4. Ask them to be prepared to report back to the class on at least one positive or negative impact of these practices on individuals and / or society.
5. Facilitate large group discussion of case studies and thoughts / reactions.

Personal Data Plan (5 minutes)
1. Introduce participants to the Personal Data Plan as a takeaway activity, which provides tools including websites to help interpret the legalese of privacy policies and a framework to conduct a cost-benefit analysis of technology adoption.

Assessment
Likert-scale webform administered in last five minutes of class.

Privacy Workshop Feedback Form

This workshop taught me...

something new about how my personal data can have real world impact	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
strategies I can use to evaluate my preferences & manage my personal data	Strongly agree	Agree	Neutral	Disagree	Strongly disagree

a new way to think about privacy	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
something I'd want to share with friends or family	Strongly agree	Agree	Neutral	Disagree	Strongly disagree

Top takeaway, comments, or suggestions: [Free text response field]