

Private Matters: Using and Fusing Data Lesson Plan

This lesson plan can be used in classes covering subjects such as English, Journalism, Ethics, Sociology, Government or Media Studies. It was created to be used with the 2014 Poynter KSU Media Ethics Workshop session, "Private Matters: Using and Fusing Data."

If you have any questions, please contact Autaum Hollinger via email at aholling@kent.edu.

Objectives:

To encourage students to begin thinking about data privacy and protecting themselves.

To make students aware of the implications data has on the First Amendment.

Estimated class time: 2 hours

Procedures:

1. Ask students to define the term "data privacy". Encourage them to give examples such as insurance records, educational records, health records and the like. Ask students to give examples of who (organizations) may be interested in their personal data? How is this data being used?
2. Show students the "Why Privacy Matters" slideshow. <http://zeroknowledgeprivacy.org/library/why-privacy-matters/>
3. Do the following group activity:
 - a. Have students split into groups and discuss privacy.
 - b. Instruct students to discuss and write down what information should be kept private and what should be left open to the public.
 - c. On a whiteboard, have a side for "Private" and "Not Private". Have each group write what they came up with on both sides.
 - d. After all of the groups have participated, go through each side and have the groups agree or disagree. If the groups disagree on what should be private/not private, have them defend their positions for or against.
4. Watch "Private Matters: Using and Fusing Data" live-streaming on September 18th or via the archives at <http://mediaethics.jmc.kent.edu/2014>.
5. Discuss the session with students. Encourage students to share what they found interesting, surprising and what was new to them.
6. If time permits, have students take the MyPrivacyIQ test at myprivacyiq.com or print out the quiz directly from the website to hand out to students in class.
7. Upon completion of the quiz, have the students answer the questions aloud. Provide explanations to the students for why each question is correct or incorrect. Have students consider these answers and ask if they have anything to add.

Students should come away from the discussion with new information and a better understanding of data privacy. While we are still learning about the implications of data and will continue over the years to come, students need to understand these implications and what it means to them personally.