DIGITAL FOOTPRINTS...

HOW BIG AND DO THEY STINK?

PAIGE JAEGGER
COORDINATOR FOR SCHOOL LIBRARY SERVICES
WSWHE BOCES
NYLA 2012
URL’S TO OPEN

http://digitalmakeover.wikispaces.com/

http://www.wswheboces.org/SSS.cfm?subpage=622

Google.com – sign in: paigejaeger

Spokeo.com

Digital Dossier – http://www.youtube.com/watch?v=79IYZVYIVLA
HASHTAG FOR TODAY =
#SLSCOOLTOOLS
#NYLA2012
WHAT’S GOING ON?
AND IS IT RIGHT?
Tufts University (among others) taking YouTube applications

Digital Dossier

Facebook Footprint – big and dirty

DATA IS BEING COLLECTED

PEOPLE ARE MAKING MONEY

YOU HAVE A PROFILE

DATA IS BEING COLLECTED
“Desire for privacy needs to be ‘outgrown.’”

[The founding fathers] conferred, as against the Government, the right to be left alone -- the right most valued by civilized men.

Justice Louis Brandeis
Photo: www.loc.gov
WHY?

JUSTIFICATION

“To “optimize” your experience.”

“To personalize your platform.”

“To reduce your search time.”

SCRAPPI NG

Facebook
Dictionary.com (#1 for exposure)
LinkedIn
Amazon
eBay, etc.

+11,000 top traveled sites

1000’s per minute
HAVE YOU NOTICED...

Pages won’t load

Permissions to add a cookie?

Behavioral advertising

Advertisements based upon what you have previously searched?

C O O K I E S & Z O M B I E C O O K I E S
ARE YOU AWARE?

The process of collecting data on all emails sent from your ISP?

**WEBLINING**

Data profiling is called?

You are in a “cluster”

Your credit limits may be increased or decreased based upon your “cluster”

*Redlining: Mortgages*

*Weblining: Credit*
Legally reading your emails

“Like the Post Office opening your mail.”
- Elise Cooper

You can write, buy, view, and send items on the Internet with no intention of people knowing your business, but the truth is they not only know this, but they archive and sell it.
COVERT MIDDLEMAN INFORMANT...
YOUR ISP

THE RIGHT TO PRIVACY IS LOST BY YOUR KEYSTROKE – ONE JUDGE RULED
DATAMINING ...BASICS

Web robots extracting data from websites and selling this information with and without your consent - “scraping”

Redlining: Mortgages
Weblining: Credit

“DIGITAL DATA VACUUM CLEANER ON STEROIDS... WHERE A MOUSE IS ON THE PAGE AND WHAT YOU DON’T BUY... TOO.”
THEY'RE MAKING MONEY ON IT
WHO’S THE BANDIT?

HIGH-TECH WILD WEST

Axiom

Lexis-Nexis

Internet Service Providers

Choicepoint

11,000 top traveled websites

Majority of these do not ask permission
'Zombie cookies' won't die: Microsoft admits use, HTML5 looms as new vector

Despite lawsuits, bad publicity, and Adobe's promise to end their use in Flash, zombie cookies persist and could find a new host in HTML5

By Woody Leonhard | InfoWorld

One year ago this week, I wrote about zombie cookies, describing how Disney, MySpace, and NBC Universal had just been sued for using zombie cookies to track people even if they have gone to great lengths to disable, block, or delete cookies. Seven months ago, I mentioned that Adobe had taken up the pitchfork and vowed to make Flash zombie cookies a thing of the past.
FACEBOOK – AKA INFO BANDIT

1.8 Billion in advertising revenue in 2010

4.27 Billion in 2011 (Bloomberg.com)

TURNING YOUR PERSONAL INFO INTO A PROFIT STREAM...
WHAT IS OUR ROLE AS EDUCATORS?
DIGITAL DOSSIER – AN OVERVIEW:

HTTP://WWW.YOUTUBE.COM/WATCH?V=79IYZVYIVLA
DIAGNOSIS: SICK AND INACCURATE

Your digital profile, not likely accurate

Subject to an inaccurate algorithm

DIGITAL MAKEOVER?
BEFORE...(WAKE UP)

Simple FB search
Google data mine examination
Pipl search
Spezify.com
Personas
Only2clicks

Inability to separate data from owners of the same name
GOOGLE – BILLIONS IN PROFIT?

LOG IN TO YOUR ACCOUNT

LOG IN TO YOUR ACCOUNT

CLICK ON “GO TO WEB HISTORY”

You can services

d Google+ features

disable web history

Close en

Go to we
GOOGLE HISTORY...HOW FAR BACK DO THEY GO?
Sep 27, 2012

- Searched for "apocalypse"
- Searched for "United States of Bacon seeks to comfort... - huluq.com"
- Searched for "apokalypse now"
- Searched for "Snapfish.com"
- Searched "Snapfish Coupon Codes - www.Snapfish.com/coupon-codes"

Jul 1, 2008

- Searched for "video microsoft 21st century student teach to the future"
- Searched for "phi beta kappa gilup poll education"
- Searched for "phb gilup poll education"
- Searched for "cnbc interview two million minutes"
- Searched for "http://www.2minutes.com/newsblog.html"
HTTP://WWW. SPOKEO.COM

Not your grandmother’s whitepages!

pjaeger@wswhheboces.org
HOTSEAT?  WWW.SPOKEO.COM
DIGITAL MAKEOVER 101

COPPA laws
(COPPA - Children's Online Privacy Protection Act  www.COPPA.org)

CIPA laws

- Responsibility → student’s ...NOT the district’s

- http://digitalmakeover.wikispaces.com/home

News alert: FACEBOOK thinks that ‘like’ buttons should be exempt from COPPA
COPPA

The commission has proposed clarifying COPPA rules (PDF) to include not only Web sites, but other "online services" such as mobile apps, network-connected games, and text messages. The FTC has also proposed a more expansive definition of personal information to include IP addresses, device identifiers, and geolocation information.
YOU SCORED 29 POINTS

You have left a moderate digital trail during the course of your day. Play again and see how modifying your behavior can raise or lower your score.

ABOUT YOUR DIGITAL FOOTPRINT

In many ways, your every move, purchase and communication is being tracked. Now, don't get paranoid. "They" are not after you ... They just want to know everything about you!

Who are "they"? Well, they are information companies like ChoicePoint and Lexis Nexis. Companies such as these sell information about the millions of mundane transactions all of us make on a daily basis.

What is this information good for? By connecting the dots provided by various databases (a process called data mining) marketing companies can tailor product sales to specific
MAKEOVER – AFTER

Examination

Simple Prescription:
- Create wiki, or
- Create blog
- Archive GOOD to overshadow Bad
- Reduce dirt

COMMON SENSE MEDIA