

Activity: My Digital Footprint

Resilience Focus Area: **Health**

Learning Outcomes: Young people to understand what happens to the data they share online and how things that are posted online affect their future.



Time	Activity	Method	Resources needed
5 mins	What can people find out about me online?	<p>○ Split the room into two halves, Team A and Team B</p> <p>Ask Team A: <i>Imagine if somebody looked you up online. They look at your social media profiles, blog posts, YouTube videos, and any other info available about you online</i></p> <p>What would they be able to find out about you?</p> <p>Ask Team B: <i>Imagine you're signing up to use a free app or website</i></p> <p>What are the different details these sites or apps tend to ask you to fill in when you first start using them?</p> <p>Students should spend 30 seconds individually listing as many of these types of information as possible on the whiteboards</p> <p><i>Hint: email address, name, age, address, location...</i></p> <p>Ask for a couple of example answers</p>	*

Time	Activity	Method	Resources needed
15 mins	Data Journey Activity	<p>Tell students you're going to be doing an activity next which explores the information and data you give online in more detail</p> <p>Ask students to stand up, and sit down if they have ever:</p> <ul style="list-style-type: none"> <input type="radio"/> Signed up for a social network <input type="radio"/> Downloaded a free app <input type="radio"/> bought something online <p>How can social media and apps be free to use? If you don't pay, how does the service make money to continue running?</p> <p><i>When you use a service like a social network or a search engine, you give away pieces of information about yourself – 'data'. Advertisers want their ads to be as effective as possible, so this data is very valuable to them because they can use it to target their ads to different people</i></p> <p>Looking back at the activity we did earlier we are giving our age, email address, phone number, address away to them, but what happens to this information?</p> <p>Ask the room for 8 volunteers to come up to the front</p> <ul style="list-style-type: none"> 2 x pupils pretend to be internet users - 12 year old girls 2 x pupils represent tiktok and Instagram 2 x pupils represent advertisers 2x pupils represent new look and wish.com 	



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Time	Activity	Method	Resources needed
		<p>STEP 1 The 12 YEAR OLDS sign up for Tik Tok/IG and fill in information about themselves ('data').</p> <p><i>Pupils gives Tiktok and IG their data cards</i></p> <p>STEP 2 The advertisers give Tik Tok and IG money to get the data.</p> <p>The Advertisers give Tik Tok and IG their money cards</p> <p>STEP 3 Tik Tok and IG give the advertisers access to pupils data and information</p> <p>STEP 4 Advertisers then use this data to decide which of their adverts the user is most likely to be interested in. They then use the online service to show the ad to the user.</p> <p>Hint: the user has written on their social media profile that they are female and interested in fashion, so the advert for the dresses might be the best one to choose.</p> <p>Advertiser gives that advert card to TikTok/IG who gives it to the 'User'.</p> <p><i>The advertisers then make money if you click on this advert and buy their product</i></p> <p><i>And what happens to New Look and Wish?</i></p>	<p>Tik Tok image</p> <p>Wish image</p> <p>Money, data cards etc cut out</p> <p>New Look image</p>



Time	Activity	Method	Resources needed
20 mins	Dragon's Den Activity	<p>This activity is called 'Dragons' Den', and students will be playing the role of a college which is sorting through admissions for the next academic year</p> <p>○ Show the 'Dragons' Den' slide and read it out:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <p>QUESTIONS AND INFO:</p> <p>You are in charge of college admissions for Corbury College. You and your colleagues are trying to choose between four candidates who are applying for the last remaining place at the college. Their written applications are all very strong and their grades are all the same. To help you make your decision you opt to research them online by looking them up on Google and scrolling through their social media</p> </div> <p>Explain that the four case studies are examples of the candidates' social media activity. Your assistant has put together a few typical posts and written notes at the top of each one to help you</p>	College applicants information to hand out



Time	Activity	Method	Resources needed
		<p>○ Students should spend 5 minutes working in pairs to decide how they would rank these four candidates from 1 to 4, 1 being 'highly likely' to receive the final place and 4 being 'highly unlikely' to get in</p> <p>○ They should discuss reasons why</p> <p>Once they have finished, ask a couple of pairs to volunteer to stand at the front of the class and explain their rankings for each candidate</p> <p>○ Ask the rest of the class whether they agree or disagree with the rankings, and why. There's not necessarily a right or wrong answer to this activity and the aim is to encourage discussion amongst students</p> <p>○ Ask what they think about each candidate:</p> <p>END: Students to say/write on a post it note one thing they have learnt today.</p>	





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