Online Personal Data Curation with Benevolent Intention & Safeguards

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The Problem

Our online information and interactions are being used to analyze us for commercial benefit, credit ratings, job selection, relationships, health care decisions, harassment, law enforcement, and machine learning (Matsakis, 2019).
The Big Question

What technologies do we need to understand more about to curate our online persona and to protect our data?
OUTLINE

➢ Define terms
➢ Purpose
➢ Preparation
➢ Curation
➢ Action Plan
➢ Debrief
How often do you monitor your online presence?

Take the Mentimeter poll on www.menti.com. (You don’t need a Mentimeter account to participate.)
DEFINITION OF TERMS

**Online Persona:** The perception of your digital artifacts (e.g., comments, images, projects) defines your online personas. These artifacts, just as historical digs along a riverbank, provide details about your digital footprint.

**Personal Branding:** Personal branding refers to the content (e.g., media, texts, activities) that represents who you are and what you do. In the online environment, your digital interactions also brand you.

(Rogers, 2019, p.?)
Learning Goals: Practice steps to safeguard your data & plan to benevolently shape your online persona(s).

Learning Outcomes: Monitor your online interactions and public data by embracing various precautions for personal & professional reasons to take control of your online persona(s).
PREPARATION

A. Pair work to search each other’s names to review online content on different Internet browsers. Your partner will search your name. View at least 3 page results. Note issues for remediation plan. [5 minutes]

Tip: Avoid your filter bubble by logging off of all accounts, learning your browsing history, and using incognito browsing. (Demo)

To learn more about the ‘filter bubble’, read Eli Pariser’s work regarding computer algorithms used to personalize your browsing experience that lead to confirmation bias.
Online Personal Branding

Resolve issues with shared names in Internet results:

• Use full name;
• Add photos to profiles;
• Select online moniker (e.g., Teacherrogers); (Comment)
• Use professional phrases on web, intro/outro sounds on media, & images; and
• Others?
PREPARATION

B. Use Google’s reverse image search tool to see if your shared photos are used somewhere without permission. Note: Google doesn’t keep your image after this activity.

(Demo)

[5 minutes]

Tips: If you encounter issues, contact the person who posted them or the software company for remediation. Additionally, contact the Federal Trade Commission for identity theft.
Share the condition of your digital footprint in 1-2 words on Mentimeter Word Cloud: [www.menti.com](http://www.menti.com).
1. Set up a Google Alert on your name to stay informed of its mentions on the Internet. You don’t need a Gmail account to do this. (Demo)

[10 minutes]

Tip: There’s also a Google Scholar Alert.
2. Delete unprofessional social media posts. For example, Twitter doesn’t allow you to remove retweets and likes.

What other social media restrictions or issues have you encountered?

**Tips:** Create a different account for personal use. Also, refrain from posting or sharing critical information without reading and reflecting sufficiently.
3. Close compromised or unused online accounts. Review Wikipedia’s list of data breaches to determine if the ones you use have been hacked.

[5 minutes]
Which company has been hacked the most?
Which companies aren’t listed?
Were there any surprises?
PLAN

Draft Plan: Note concerns for remediation through goal-setting. Reflect on your digital footprint with your partner. Create T-chart for short vs. long-term actions.

Example: I’ll safeguard my digital footprint (outcome) by deleting my browsing history, cache, & cookies (action) daily (criteria).

[10 minutes]
Cybersecurity Checklist

- Use nontracking Internet browsers (e.g., Firefox Monitor).
- Use add blockers (e.g., Windows Defender browser extension).
- Block activity trackers in your browser’s settings to prevent cookies.
- Disable app’s geotagging except when in use (or if unnecessary).
- Delete your browsing history on all devices often.
- Use software to protect your computer from malware.
- Don’t use personally identifiable information online.
- Refrain from using software from companies that have been repeatedly hacked.
- Keep software updated on all devices.
Online Persona Checklist

☐ Set up Google Alert for you name, company, & products.
☐ Delete unprofessional social media posts.
☐ Close old or compromised accounts.
☐ Keep your online information up-to-date.
☐ Identify and address strengths, weaknesses, opportunities, & threats.
☐ Draft short & long-term plans for the curation of your online persona and safeguarding your data.
☐ Keep abreast of technology issues by subscribing to tech news.
What was helpful?

What do you still need to know?

Which word, phrase, sound, or image will you use to shape your online persona?

How will you change your online behaviors?
TECHNOLOGY MANIFESTO

Create your technology manifesto and adhere to it.

Examples:

“Let’s keep our technology in tune with the human heart so that it amplifies the best things in our nature (Mitchell, 2015, p. 10).”

“We are all system information users, be benevolent, evaluative, and vigilant in your personal and professional digital interactions (Rogers, 2019, p.?).”
REFERENCES


RECOMMENDED READINGS

A typology of information and communication users regarding the Internet and technology. (n.d.). Retrieved from https://www.pewinternet.org/2007/05/06/a-typology-of-information-and-communication-technology-users/


RECOMMENDED READINGS


