

## Chat Transcript

The Right to Obscurity vs. The Digital Eye of Sauron

Susan Ballard

4T Data Literacy Conference – July 20, 2017

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*This is an edited, abridged version of the chat transcript (we've removed things like tech support requests, hellos, and conversation that was solely related to the live webinar). Last names have been removed.*

Kristin (Staff): Hi, folks - Glad you're here! Just so you know, we upgraded so that there are hundreds of extra seats available! So there's no need today or tomorrow to "park" in a room early unless you want to! :) Welcome!

Angie (Moderator): Welcome, everyone! We'll get started right at 2:30pm Eastern (in 13 min.)

Kristin (Staff): Trivia Q while you wait: how many Lord of the Rings characters can you name?

Tina: hmmm

Susan (Presenter): Frodo, Sam Merry and Pippin

Susan (Presenter): Gollum

Susan (Presenter): The Balroc

Danica: Gandalf

Danica: Eowyn

Angie (Moderator): Are the Ents a character?

Danica: Treebeard is!

Lisa: Susan! I was excited to see you presenting here. Thank you.

Susan (Presenter): Hi, Lisa! Glad to see you, too!

Caroline: Love the title of session

Angie (moderator): <http://dataliteracy.si.umich.edu/conference/schedule> (link for all 2017 sessions and their accompanying materials)

Angie (moderator): #4tdl

Carol: is there archived information for last year's conference?

Amy (Staff): <http://dataliteracy.si.umich.edu/conference/schedule>

Angie (Moderator): <http://www.4tdwvirtualcon.com/> (for October's 4T Digital Writing conference)

Peggy: The Digital Writing Conference is always fantastic!

Kristin (Staff): If you go to <http://dataliteracy.si.umich.edu/conference/schedule/> and scroll down, you'll find the 2016 sessions. Both this and last year's webinars are being folded into a book of professional development resources in the next few months. We'll email you when that's done!

Amy (Staff): As you post questions, we'll either be able to answer immediately or will get them to Susan at the end

Kristin (Staff): I see Jennifer Colby here -- she's presenting tomorrow on students' school data and privacy -- her rehearsal was wonderful!

Kristin (Staff): For those asking about last year's webinars, let me tell you a little bit about the book that we're working on right now. It will include links to the 2016 and 2017 4TDL webinars along with discussion questions and activities so you have out-of-the-box interesting PD. There will also be about 45 case studies related to some of the same issues that are being discussed in this webinar that you can use for PD or with students.

Peggy: the book sounds amazing!!

Jole: can't wait for Phoenix

Kristin (Staff): Who will be at AASL in Phoenix? Our project team will be, with a session on data literacy!

Renee: Can you put link in the chat for copy / paste

Beth: Awesome! Thanks!! You guys keep so many balls in the air during these sessions! Hats off to you!!!

Jole: love the parrot

Kristin (Staff): Ha ha - you have no idea -- the oldest and one of the largest outdoor art fairs is going on right outside our building. It's a zoo around here today! :)

Kristin (Staff): Hi, Renee -- are you looking for the AASL conference? If so, try here --> [https://s4.goeshow.com/aasl/annual/2017/index.cfm?](https://s4.goeshow.com/aasl/annual/2017/index.cfm)

Kristin (Staff): Sue is one of my favorite presenters :)

Peggy: the weather will be beautiful in Phoenix in November!! :-)

Kristin (Staff): This whole project is full of my favorite presenters!

Jole: fascinating, important distinctions

Caroline: Attending all these sessions, I keep thinking about that scene in Minority Report when Tom Cruise goes into The Gap (with someone else's eyeball) and is presented with individual ads based on their size, styles, etc. Just read Walmart is going to be using software to judge your expression as you leave the store too... Interesting, scary, cool, frightening.

Jole: augmented reality is the new frontier of advertising...?

Angie (Moderator): Caroline: Scary!

Nicole: More on Wal-Mart comment:

<http://www.retaildive.com/ex/mobilecommercedaily/walmart-embraces-augmented-reality-to-enhance-in-store-shopping>

Peggy: very funny sign!

Kristin (Staff): Home Depot, too!

Amy (Staff): The webinars will be archived in full:

<http://dataliteracy.si.umich.edu/conference/schedule>

Dawn: That happen to me as well.

Angie: So scary!!!!

Peggy: wow! very scary!!

Jole: :(

Amy (Staff): My 10-year-old was on my Anthem policy when it was hacked--someone who wouldn't normally be monitoring credit reports

Sandy: I had someone file a tax return in my name, claiming a big refund.

Angie (Moderator): I have heard of many people who have had false tax returns filed

Kristin (Staff) Several faculty members in my department had tax returns filed in their name

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Amy (Staff): <http://www.informationisbeautiful.net/visualizations/worlds-biggest-data-breaches-hacks/>

Peggy: Thanks Amy! What an amazing site!

Caroline: Cool site Amy!

Angie (Moderator) Thanks, Amy!

Michelle: It creeps me out too!

Angie (Moderator): Tattoo! Great analogy!

Peggy: I've seen that change happening—use of digital tattoo replacing digital footprint (more permanent)

Sheila: that's new

Dawn: This has happened to one of my students. Someone was able to write several checks and clear them before the bank notified him.

Peggy: <https://kieranhealy.org/blog/archives/2013/06/09/using-metadata-to-find-paul-revere/>

Angie (Moderator): Thanks, Peggy!

Jole: brilliant

Karen: Very interesting.

Peggy: [https://en.wikipedia.org/wiki/David\\_Hackett\\_Fischer](https://en.wikipedia.org/wiki/David_Hackett_Fischer)

Angie (Moderator): [http://ec.europa.eu/justice/data-protection/files/factsheets/factsheet\\_data\\_protection\\_en.pdf](http://ec.europa.eu/justice/data-protection/files/factsheets/factsheet_data_protection_en.pdf) This too

Kristin (Staff): When our second book comes out, Jole has a great case study on how Europe/EU and the US think different about privacy ... stay tuned!

Kristin (Staff): IFLA Statement on the Right to Be Forgotten -->  
<https://www.ifla.org/publications/node/10320>

Tyler: Thanks for your question Brandon, I'm just going to repost it quickly here : This Right to be Forgotten is interesting to me. Is it applicable for instances like me not being able to make FB delete my account? Rather they just "inactivate it."

And your intuition is correct- Facebook would be legally required to remove your information. In fact, you can request that your account be permanently deleted regardless of where you live, see this help page: <https://www.facebook.com/help/224562897555674> .

Amanda: Wow. That's very interesting. I hadn't thought that deeply

Angie (Moderator): Thanks, Tyler!

Amy (Staff): <https://www.theguardian.com/technology/2017/jul/20/ecj-ruling-google-right-to-be-forgotten-beyond-eu-france-data-removed>

Jole: isn't the right to be forgotten mostly about what gets displayed in search engine results?

Peggy: very clear, thorough explanations!!

Renee: How do you help young students and parents understand this?

Shannon: This is particularly interesting to me because just this morning I was reading an article about Columbia University settling a lawsuit from an accused rapist. I took some solace in the fact that if you google his name, the rape accusation is what comes up. On the other hand, I'm sure he would like that part of his life to be forgotten.

Peggy: but very eye-opening!!!! things I hadn't really thought deeply about before!

Jennifer: @Renee- I will be talking about student data privacy tomorrow:)

Kristin (Staff): And Jennifer's session is great because it zeroes in on the data we collect about students: standardized test scores and stuff. She and I were talking the other day about how there is so much being captured digitally that used to be more ephemeral and on paper ... one copy in a locked file cabinet, for example

Jennifer: Common Sense Media is a great resource

Kristin (Staff): I would love to hear what other attendees are thinking about ... how do these issues fit (or not) in your school's practices, culture, and curriculum?

Jole: difference between privacy and obscurity is nuanced and could be a great distinction to explore with students

Jole: I like the acknowledgement that we may want to share with some people and not with others, or with corporations, etc

Amanda: I teach at a special education school for emotionally impaired. I'm sure many of my students would like that fact to be forgotten when they are older and looking for employment

Wendy: I am pretty much cash-only, but I use my credit card strategically for businesses that I want to come to my area

Shannon: Tradeoffs, make me think of Franklin's quote: "Those who would give up essential Liberty, to purchase a little temporary Safety, deserve neither Liberty nor Safety."

Stephen: It's amazing how easily your info gets out. ATT misspelled my last name in the phone book years ago, and I still occasionally get junk mail with that unique misspelling.

Denise: Use of Speed Passes on highway tolls concerns me.

Jole: another activity could be to record all instances in a day that you do something "trackable". what digital traces are you leaving? and then begin to work on imagining how that data could be used. what conclusions can be drawn about you, etc

Peggy: I choose to use my credit card to document my purchases which you can't do with cash. Receipts don't always provide the information.

Kristin (Staff): Agree w/Susan -- if you've ever looked at a site like ESRI Tapestry (there's a limited free version - Google to find it as that's easier than typing the longer URL) or the online subscription tool BusinessDecision (part of Mel.org for you Michiganders out there), you can see the kinds of generalizations that are made based on consumer data like purchase location and customer zip codes

Rebekah : I am concerned sometimes about the info we are putting online about students as does a child who has a really bad year in 5th grade want this to follow him digitally forever?

Peggy: Love that idea Jole!!!

Karen: I agree with Rebekah's concern about putting student information online

Jole: probably worth considering what benefits we get from our digital footprints as well.

Amanda: I worry about the scores too. Some of my students do not taking testing seriously and often rush through the testing. We record that of course and it follows my students but they are better than what it says.

Jole: how is a modern American impacted by NOT participating in the digital world?

Kristin (Staff): Wendy Stephens, who just presented, has a case study on Cambridge Analytica in our upcoming book that is great. Trivia: CA is owned by the Mercer family, who are major supporters of Steve Bannon and of the Trump campaign.

Kristin (Staff): I believe there are almost as many personal profiles in Cambridge Analytica as there are adults in the US

Anna: We used Apply Magic Sauce from the University of Cambridge to talk with people about the profiles that public facebook likes/twitter tweets (<https://applymagicsauce.com/>)

Rebekah: Susan, couldn't you make a fake Facebook account without any info. about yourself?

Sheila: yes, this interesting

Jole: re obfuscation — fake accounts

Peggy: Thanks for an excellent presentation Susan!

Rebekah: right, I understand

Kristin (Staff): i think the data gets re-identified, yes, using IP addresses, etc

Kristin (Staff): Tyler has a great case study in our upcoming book about the ethics of workarounds ... stay tuned!

Michelle: Thanks Susan!

Jole: great, Sue. thanks!!!

Dawn: Thank you

Jole: very nuanced

Sheila: thanks you, yes you did

Rebekah: Thank you! You are a great presenter!

Peggy: Evaluation Link: <evaluation form is now closed>

Karen: You shared great information today.

Caroline: Thanks! Interesting stuff

Amy (Staff): Wired article -- <https://www.wired.com/2017/01/trumps-data-firm-snags-republican-national-committee-cto/>

Peggy: definitely hands clapping!

Angie (Moderator): <link to evaluation form removed>

Kristin (Staff): The last session of the day is up in 20 minutes. If you have never seen how SocialExplorer.com creates data visualizations on US maps based on census data, you will be amazed. Every K-12 educator we show it to just raves. And the free version has lots of functionality.

Shannon: Thanks so much for a terrific session. Lots of food for thought!

Susan (Presenter): Thanks for listening!

Kathryn: great session

Kristin (Staff): SocialExplorer.com is the focus of the next session

Peggy: eager to learn about SocialExplorer!

Kristin (Staff): @Peggy, you are going to be amazed -- track migration, population trends, etc.

Kristin (Staff): THANK YOU, SUSAN!! You at your best.

Layla: Thank you, Susan!!!

Stephen: Wonderful session.

Susan (Presenter): Enjoy your next session...

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