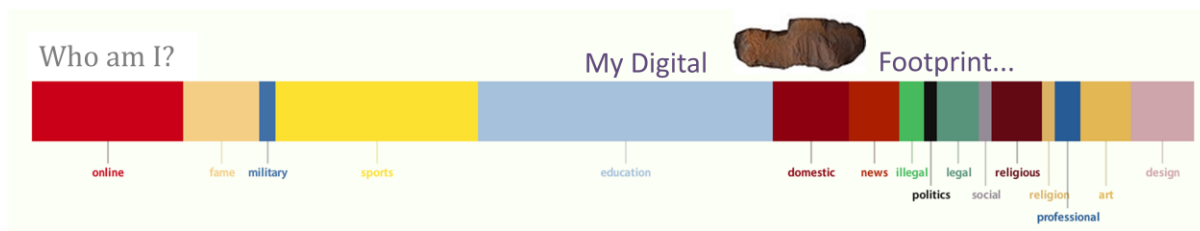


Lesson Plan: Who am I? My digital footprint

Created by Eleni Zazani and shared during the European Conference on Information Literacy (ECIL), Istanbul, Turkey | 25 Oct 2013 (CC BY SA)

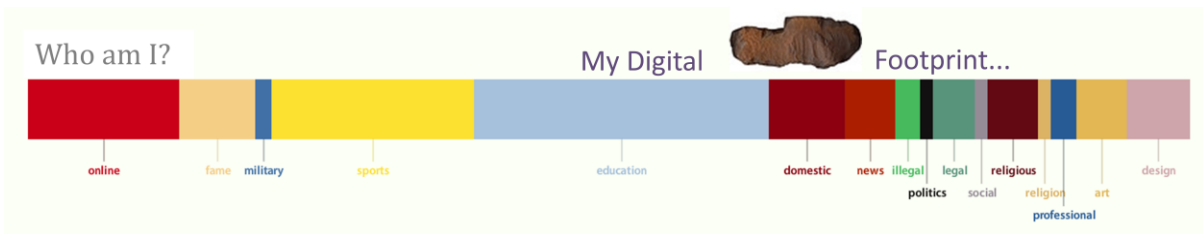
Title:	Who am I? My digital footprint	
Group size:	Up to 30 learners	
Learning outcome(s):	<ul style="list-style-type: none"> You will find out what a "digital footprint" is, how is linked with your digital Identity along with ways other people may use this information. You will discover what the Internet knows about YOU and Reflect on your findings You will start constructing a strategy on managing your online reputation by relating theoretical knowledge to practice (optional Assessment) 	
Description:	Author:	Eleni Zazani
	Date of creation:	12 June 2012
	Updated:	November 2012 February 2013 August 2013
	Aims:	This session primarily aims to give to the learners a space for reflection around their digital identity and the trails they leave in the cyberspace. It also aims to introduce the idea of the level of control learners can have on what is on the web about them and how to deal with the uncertainty.
Differentiation		
Expected	2 hours - 160 minutes	






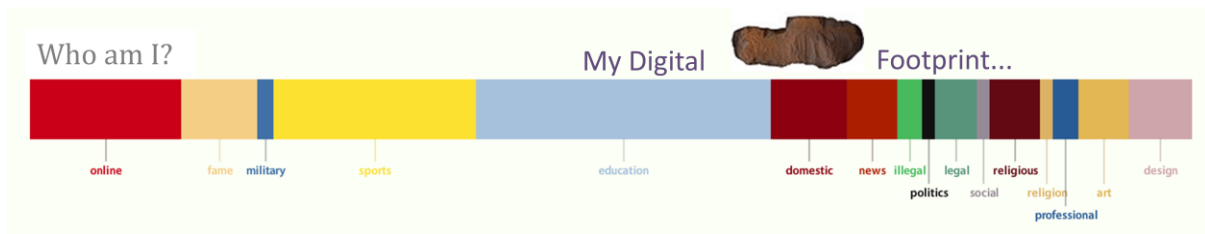
learning time:		
Activity	Description	Time needed
Ground Rules:	<ul style="list-style-type: none"> You don't need to share personal data You will need to fill in a worksheet which you will share with me at the end of the session http://bit.ly/ECIL13 All your written contributions are anonymous 	10 min
«activity_type»: Technology-based check for learning «e-voting activity»	Instructor asks learners to take a mock poll by using http://www.polleverywhere.com/ (short link: http://PollEv.com) Mock Question: What's your favorite drink? Coffee, tea, water, beer, spirits Link: http://www.polleverywhere.com/multiple_choice_polls/MzYOMDY3Mzg/ 1st question before the lesson starts: Do you consider your online activity safe? Link: http://www.polleverywhere.com/multiple_choice_polls/LTgxNTc1NTYzNw	10 min
«activity_type» Teacher presentation	Instructor: Explains what a digital footprint is showing a YouTube video http://www.youtube.com/watch?v=DinW62zIWcc and reinforces the idea of an active and passive digital footprint.	10 min
«activity_type» TEL Resource based individual activity	«What the Internet Knows about You» Learners are given a link to visit an online platform where I have saved a collection of websites for them to start searching their online identity and footprint. The platform I chose is the Only2Clicks at http://bit.ly/bbku55	10 min
«activity_type» Class discussion	Students discuss their findings and spend some time to think the questions in the worksheet.	15 min
«activity_type»: TEL Individual	« Do you upload your children's' images on Facebook? » Poll link at	5 min





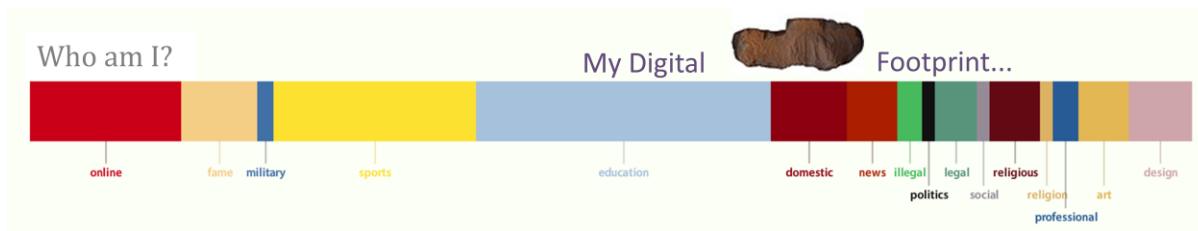
<p>practical activity</p> <p>e-voting activity:</p>	<p>http://www.polleverywhere.com/multiple_choice_polls/MjEONzEwOTQ1MQ</p>	
<p>«activity_type»:</p> <p>Teacher presentation</p>	<p>« <i>The digital footprint of your unborn child</i> »</p> <p>Instructor shows examples of publicly available children images from the unborn ultrasound stage until their first steps. Real photostream from Flickr at http://www.flickr.com/photos/netjackal/sets/72157594222163168/with/151564569/</p> <p>Whatever is on the Web cannot be deleted even if you delete images, files, profiles, etc.</p> <p>What if your children don't want to live with these photographs publicly available for the rest of their lives?</p>  <p>Image credits: Collage with Kaelan's photos created by Eleni Zazani. All keelan's photos have been originally shared under CC-NC-SA</p> <p>(From top row and left to right)</p> <p>http://www.flickr.com/photos/netjackal/151564569/in/set-72157594222163168/</p> <p>http://www.flickr.com/photos/netjackal/205276360/in/set-72157594222163168/</p> <p>http://www.flickr.com/photos/netjackal/410065116/in/set-</p>	<p>10 min</p>





	<p>72157594222163168</p> <p>http://www.flickr.com/photos/netjackal/205281288/sizes/l/in/set-72157594222163168/</p> <p>http://www.flickr.com/photos/netjackal/205280396/in/set-72157594222163168/</p>	
<p>«activity_type»: TEL Individual practical activity</p> <p><i>e-voting:</i></p>	<p><i>Employability and digital identity</i></p> <p>How your current digital footprint may affect your future employability?</p> <p>http://www.polleverywhere.com/free_text_polls/LTExnjEONjY3NzI</p>	5 min
<p>«activity_type» Teacher presentation</p>	<p>The Instructor reveals employers' attitudes during the hiring process based on survey conducted by REPPLER (2011). Reppler publish the results in an infographic which is part of the presentation.</p> <p>The Instructor highlights the positive of an online presence referring to employability skills. For instance, <i>communication</i> and "<i>Personal Branding</i>" skills are cited at the top in importance for employability in 2013. (Mantell, 2012).</p> <p>Some Quotes used:</p> <p>"Remember that employers who do online searches are looking for reasons not to hire you." (Resume Solutions; Sandy, Surranna, 2007)</p> <p>"Just like you'll put on a good suit for your interview, put your best side out for the Google search" (Gallagher, 2012)</p>	10 min
<p>«activity_type»: Adaptive TEL Individual Activity</p>	<p>«activity_notes»: learners follow the link from http://bit.ly/bbku55</p>	10 min
<p>«activity_type» Adaptive TEL</p>	<p>«completion of the worksheet»</p> <p>«activity_notes» Completion of the worksheet available link at</p>	10 min





Individual Activity	http://bit.ly/ECIL13	
«activity_type» Class discussion	«Final Class discussions» «activity_notes» Matters arising from content, Instructor or subject, etc.	10 min
Assessment:	<p>Optional:</p> <p>Unlikely with other Library sessions, this one has an optional homework. Students will be asked to create their own strategy to manage their online reputation.</p> <p>Activity: Pick at least one of your digital accounts and think how you can improve your digital footprint in order to:</p> <ul style="list-style-type: none"> • Boost your employability or/and • Increase your academic reputation <p>You will not be graded but you will receive feedback!</p>	

Associated Resources & Further Reading

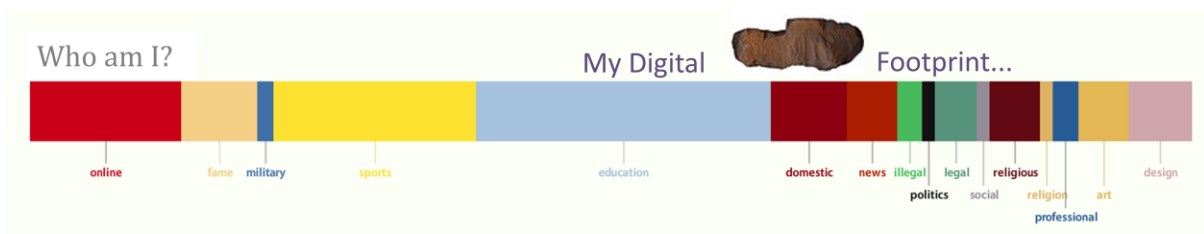
Conway, L., 2008. Virgin Atlantic sacks 13 staff for calling its flyers “chavs” - Home News - UK -. *The Independent*. Available at: <http://www.independent.co.uk/news/uk/home-news/virgin-atlantic-sacks-13-staff-for-calling-its-flyers-chavs-982192.html> [Accessed October 19, 2013].

Data protection: Guide. 2013. *GOV.UK*. Available at: <https://www.gov.uk/data-protection/the-data-protection-act> [Accessed October 19, 2013].

Gallagher, F., 2012. Is your digital footprint your new CV? *Digital Times*. Available at: <http://www.digitaltimes.ie/marketing/is-your-digital-footprint-the-new-cv/> [Accessed October 16, 2013].

Hill, K., 2011. What Prospective Employers Hope To See In Your Facebook Account: Creativity, Well-Roundedness, & “Chastity.” *Forbes*. Available at: <http://www.forbes.com/sites/kashmirhill/2011/10/03/what-prospective-employers-hope-to-see-in-your-facebook-account-creativity-well-roundedness-chastity/> [Accessed





October 19, 2013].

How to Protect Your Private Information on Facebook: 10 Steps. *Wiki How*. Available at: <http://www.wikihow.com/Protect-Your-Private-Information-on-Facebook> [Accessed October 19, 2013].

Just Delete Me: A directory of direct links to delete your account from web services. Available at: <http://justdelete.me/>. [Accessed October 1, 2013].

<http://justdelete.me> : A list of links to direct you on the right place in various Social Media platforms in order to delete your account. Sometimes the deletion or deactivation links are deep-hidden in the web platforms. This site will help you to locate them. (You may notice that Facebook, indicates A level of easiness for the link to be found to only realise that "**NO INFO [for this function is] AVAILABLE**".

Mantell, R., 2012. Must-Have Job Skills in 2013. *The Wall Street Journal*. Available at: <http://online.wsj.com/news/articles/SB10001424127887324735104578118902763095818> [Accessed October 19, 2013].

Miller, N., 2013. The internet never forgets. *The Age*. Available at: <http://www.theage.com.au/technology/the-internet-never-forgets-20130322-2gle7.html> [Accessed October 19, 2013].

Norman, 2012. How to Keep Your Facebook Data Private from Apps. *Norman Blog*. Available at: <http://blogs.norman.com/2012/for-consumption/how-to-keep-your-facebook-data-private-from-apps> [Accessed October 19, 2013].

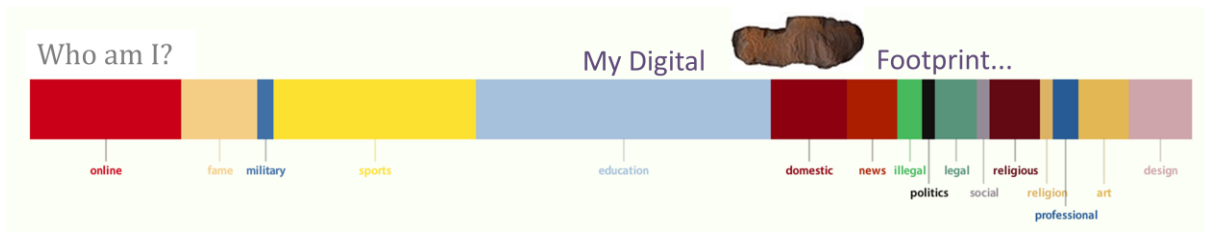
Reppler, 2011. Managing Your Online Image Across Social Networks. *The Reppler Effect*. Available at: <http://blog.reppler.com/2011/09/27/managing-your-online-image-across-social-networks/> [Accessed October 1, 2013].

Resume Solutions; Sandy, S., 2007. How Social Networking Sites Can Derail Your Job Search. *The careerist*. Available at: <http://resumesolutions.wordpress.com/2007/02/08/how-social-networking-sites-can-derail-your-job-search/>.

Seiger, T., 2012. FACEBOOK: How private is your "private" info? (Not very) - , Lake Charles, Louisiana. *KPLC 7 News*. Available at: <http://www.kplctv.com/story/18001803/facebook-how-private-is-your-private-info-not-very> [Accessed October 19, 2013].

Sniderman, Z., 2010. 5 Ways to Clean Up Your Social Media Identity. *Mashable*. Available at:





<http://mashable.com/2010/07/06/clean-social-media-identity/> [Accessed October 18, 2013].

Soto, C., 2013. Will the Lack of a Digital Footprint Cost You a Job? *The Snelling Blog*. Available at: <http://blog.snelling.com/2013/02/will-the-lack-of-a-digital-footprint-cost-you-a-job/> [Accessed October 19, 2013].

Waugh, R., 2013. How to stop Facebook's new Graph Search revealing your old photos. *Yahoo News UK*. Available at: <http://uk.news.yahoo.com/facebook-graph-search--how-to-stop-facebook-s-new-search-revealing-your-old-photos-110354038.html#Wcl9aQ> [Accessed October 19, 2013].

