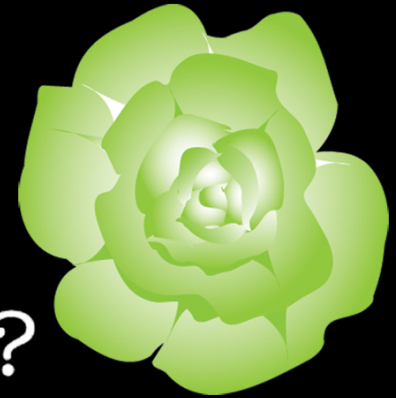


digitaltattoo.ubc.ca

what's yours?



Highly Visible and Hard to Remove

Trish Rosseel
Jennifer Goerzen
digital.tattoo@ubc.ca



Context





Context

- ~ 80% of young adults (YAs) have their own cell phones (CTIA, 2010).
- 55% of 18-34 year olds have a personal profile on at least one online social network
- Facebook has >250 million active users (as of August 2009).

If Facebook were a country, it would be the fourth largest in the world, between the United States (300 million) and Indonesia (230 million)!

- 1/3 of YAs on social networking sites still *don't* use privacy controls on their profiles
- 39% of youth have posted something on their social networking pages that they regret
- 22% of YA girls have posted nude or revealing photos of themselves online
- 15% of YAs report that they've had private material (IMs, texts, emails) forwarded without permission

commonsense.org



Context

Young adults haven't changed...

- They're still exploring who they are
- They're still being mean to each other
- They're still searching for connections and validation
- They're still experimenting with risky behavior.

commonsense.org

What has changed is the fact that there could very well be a permanent record of all of this exploration, one with implications that can't be predicted or controlled.



Context


Our abilities and online skills outstrip the knowledge and judgment needed for this environment.

Recent studies indicate:

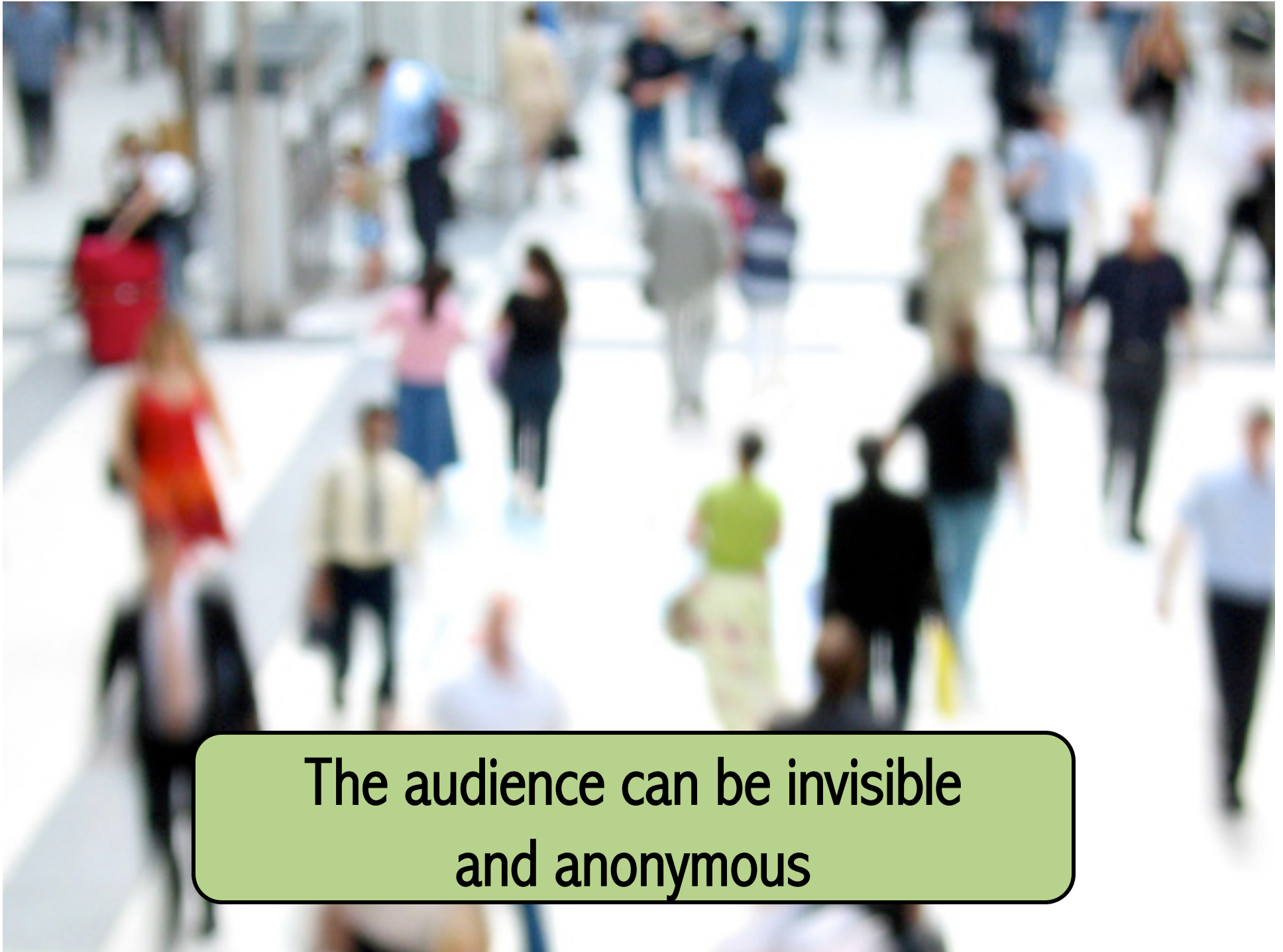
"Young adults have an aspiration for increased privacy even while they participate in an online reality that is optimized to increase their revelation of personal data."

(Hoofnagle, King, Li & Turow, 2010, p.20)

It's not that they don't care, it's just that they don't know!

A long, arched tunnel with red structural beams and a green and red floor, leading to a bright opening at the end. The tunnel is illuminated by overhead lights, and the floor is divided into a green section on the left and a red section on the right. The arches create a strong sense of perspective and depth.

Online activity takes place
before a vast audience



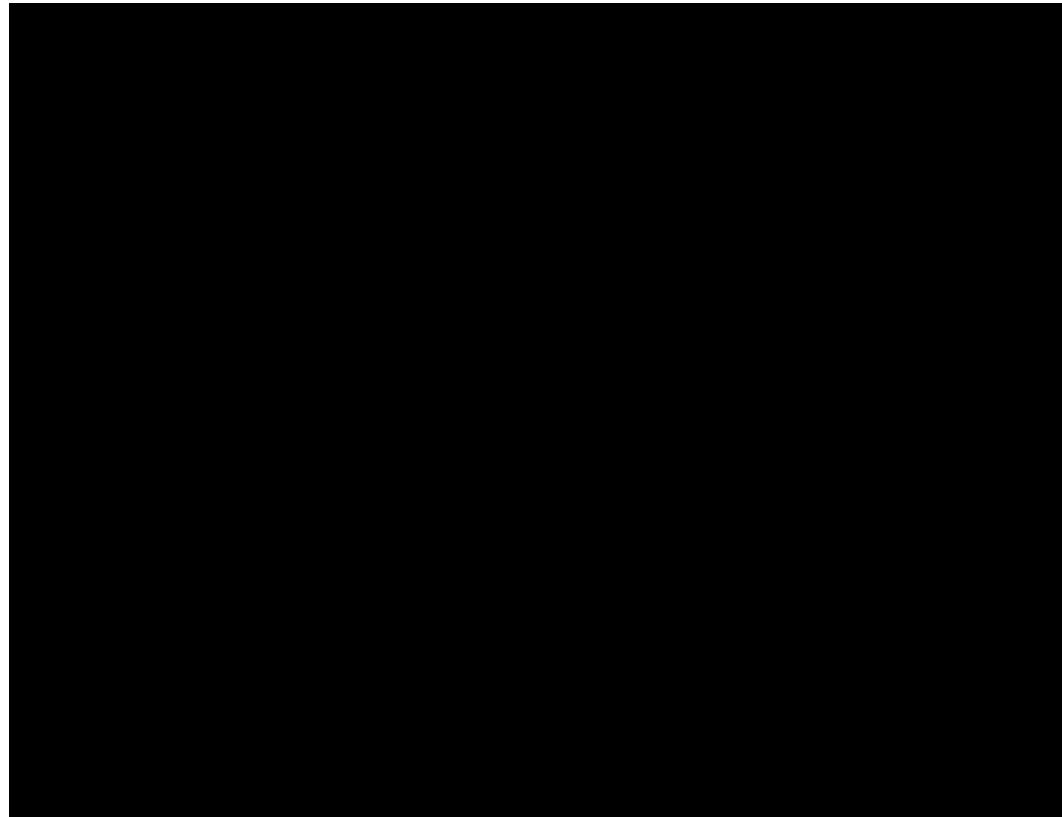
The audience can be invisible
and anonymous

Content is replicable in a world of...
copy and paste, @RT, forward, share, <embed>





Privacy Debate



[Alternate link to Clay Shirky video](#)

If you are planning to hire someone (or trying to get hired yourself), should personal information found online be 'fair game' for the employer who is making the decision?



Access to a greater depth of information

Teamwork, connect, collaborate and network

Community support, share passions



Project Goal

Bring awareness about managing rights and responsibilities as consumers and creators of digital information as:

- individuals
- academics
- professionals



Project Partners

UBC

- Access & Diversity
- Career Services
- Library
- Office of Learning Technology
- Student Development
- Writing Centre

External

- Thompson Rivers University
- University of Victoria



What We Did

- Produced interactive, student-generated content and website design
- Developed supporting materials for campus-wide campaign
- Developed train the trainer style resources
- Trained and supported web authors
- Solicited user feedback
- Attracted media attention



Learning Design - Tutorial

- Principles: non-linear, interactive, non-judgmental , timely, content selection/creation by students
- Objectives around knowledge, skills and attitudes
- Engagement strategies: make it easy - low stakes: self assessment, checklists, polls, comments
- Opportunities for deeper exploration: feeds, blog posts and context specific links (“Useful Resources”)



Digital Tattoo Tutorial Tour

Home | Blog | About | Feedback | Workshops | Sitemap | Embedding

 digital tattoo *what's yours?*

Protect | Connect | Learn | Work | Publish

Welcome

Just like a tattoo, your digital reputation is an expression of yourself. It's highly visible, and hard to remove. Explore how your online identity affects you, your friends, your school and your job - for better and for worse - and how to make informed choices. Need an introduction? Watch this 4.5-minute video about Andy's Digital Dossier - laying the groundwork for his online identity.

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STEP 1: Assess Yourself (on your right) to get customized starting points **OR...**
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Navigate using tabs, the table of contents, or tags.

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STEP 3: Check Your Progress with each section.

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Whenever you use the internet you leave a trace behind - your digital tattoo! Find out how to protect your computer and yourself. Learn about privacy settings and security features, and get the scoop on identity theft and cyberstalking.

In the news:

- President Hacked
- New media is bad for the brain

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You use the internet to create, share and collect information. Learn about the different tools to help you communicate with the world, and develop the online identity you want.

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When I'm online, my favourite thing to do is

- post pictures of me and my friends having a good time
- share everything about me- what movies I like, what I'm up to, and how to get in touch with me.
- I never post anything I wouldn't want my mother to see

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- look up the topic on Wikipedia.
- connect with classmates online to put our heads together.
- use the internet to find resources, and maybe photos and videos too.

When I'm not studying, I mostly use my computer and the internet for...

- logging onto wireless networks wherever I go
- shopping and keeping track of my bank account online
- accessing my accounts and profiles on a bunch of different websites



Digital Tattoo - Protect

Protect | Connect | Learn | Work | Publish

Protect

Start Section

...Your Computer
Make the most of your computer's settings to keep all your data safe, and to avoid spyware, pop-ups and outsiders from accessing your information.

Choose a topic from the right to begin this section of the tutorial!

... Yourself
You might be surprised at how much of your private information is online. Learn how to defend yourself against identity theft and cyberstalking, and get the scoop on website privacy settings.

Choose a topic from the next column and start learning how!

In the news:
President Hacked
New media is bad for the brain

Useful Resources

- 10 Privacy Settings Every FB User Should Know
- Anti-Virus Software Review
- Beginner's guide: How safe is your computer?
- Canadian Cybertip Line
- Chatdanger
- Digital Nation: Life on the Virtual Frontier
- Facebook Breaches Canadian Privacy Law
- Facebook Pushes People to Go Public
- Facebook's Move Ain't About Changes in Privacy Norms
- Get Safe Online
- Guidelines Wanted for Teachers on Facebook
- How to Digitally Hide (Somewhat) in Plain Sight
- How to Read a Privacy Policy
- Internet 101
- Iran Blocks Facebook Access
- MySecureCyberspace
- Why Facebook is Wrong About Privacy

In the news

Banking virus is back warns firm

Protect

- Protect Your Computer**
 - Control Your Cookies ▾
 - Erase Your Digital Path ▾
 - Pop-ups ▾
 - Protect Your \$\$\$ ▾
 - Vaccinate Your Computer ▾
 - Sharing Computers ▾
 - Wireless Safety ▾
- Protect Yourself**
 - Removing myself from the internet ▾
 - Adjust Your Privacy Settings ▾
 - Outwit Identity Theft ▾
 - Outwit Phishing ▾
 - Outwit Pharming ▾
 - Prevent Cyberbullying ▾
 - Prevent Cyberstalking ▾
 - The Fine Print ▾
 - When in Doubt ... ▾

Connect

Learn

Work



Digital Tattoo - Protect

Ask Yourself

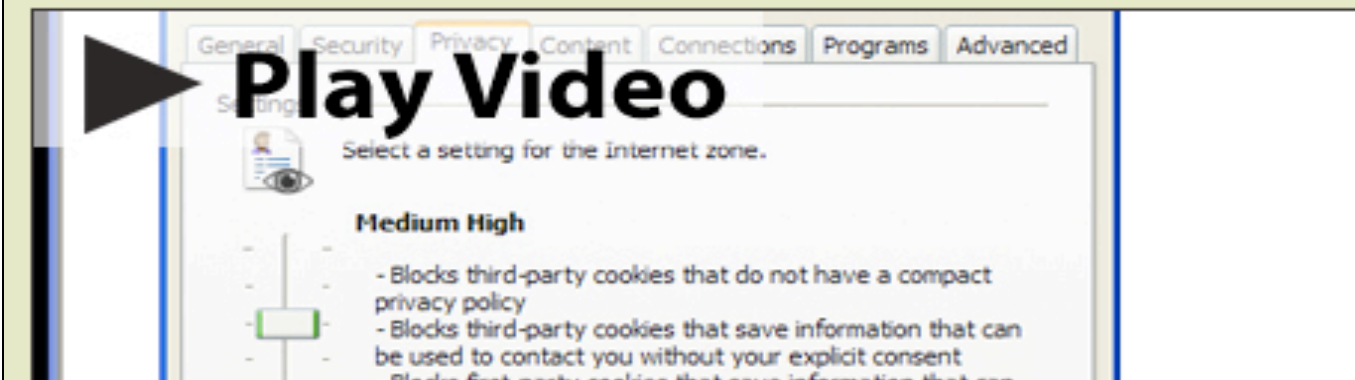
Share This Page

- How do the websites I visit keep track of what I do there?
- What is a cookie and what does it do?
- Are cookies good or bad?

For Example

Adjusting cookie settings is slightly different from one browser to another. This [page on Enabling Cookies](#) links to step-by-step instructions for Google Chrome, Firefox 2 or 3, Internet Explorer 6 or 7 and Safari 3.

Watch the videos below. Think about the questions above as you watch. Then review the Think Before You Ink section before checking your understanding (at the bottom of the page).





Digital Tattoo - Learn

Protect | Connect | Learn | Work | Publish

Learn

Start Section

How central is the internet to your academic life? If you're like most students, you depend on the web a lot! Get some advice on using technology to your advantage in school.

Get Informed!

What you need to know about your online identity: how it develops over time, how your online networks can contribute to your learning and how to be savvy about finding and using openly available online learning resources.

Online Learning!

Understand the difference between online courses with closed vs. open learning environments. Consider some pros and cons to studying and collaborating online.

Get Writing!

You've got your research done – now comes time to put pen to paper. Or rather, fingers to keyboard! Get the help you need to maintain scholarly integrity in the age of cut-and-paste and learn how to add online sources to your bibliography.

Choose a topic from the menu on the right to get started.

In the news:

Copyright, Google and antiquity

Useful Resources

- A Guide to Copyright for Students
- Academic Integrity Resource Centre @ UBC Library
- Academic Integrity Vignettes: PSU Rock Ethics Institute
- Are Online Courses Right for You? Center for Academic Integrity
- Checklist for Maintaining a Healthy Digital Identity
- Citation Styles
- Digital Nation: Life on the Virtual Frontier
- Eublogs
- Google Scholar
- LEAP Academic Integrity Site @ UBC
- LEAP: Study Groups
- New Tools for Personal Learning
- Online Writing Lab
- Plagiarism.org
- Pros and Cons of Online Courses
- Quizlet
- RefWorks @ UBC Library

In the news

- Banking virus is back warns firm
- Spark 110 – April 18 & 20, 2010
- YouTube - An anthropological introduction to YouTube

- Protect
- Connect
- Learn
 - Get Informed!
 - Networks for Learning ▾
 - Your Digital Dossier ▾
 - Web Research ▾
 - Online Learning!
 - Open Environment ▾
 - Closed Environment ▾
 - Study and Collaborate
 - Online ▾
 - Get Writing!
 - Academic Honesty ▾
 - Citing Online ▾
- Work
- Publish



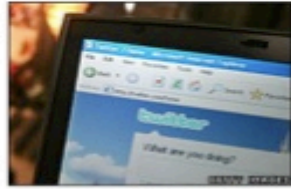
Example: Educators

#1: Individual

Probe into teacher Twitter posts

A Scottish teacher who posted messages discussing her pupils on a social networking website is being investigated by her employers.

The secondary teacher in Argyll and Bute is understood to have posted up to 39 updates a day on the Twitter site.



The teacher posted messages on Twitter complaining about her pupils

One said: "Had S3 period 6 for last two years...don't know who least wants to do anything, them or me."

Argyll and Bute Council said it has a policy of blocking the use of social networking sites in all its schools.

It is thought the language teacher, who has not been named, may have accessed the site via her mobile phone.

Council officials were investigating whether she had put sensitive information on public display and whether it was during work hours.

A council spokeswoman said: "Social networking sites are blocked in all schools as policy.

"This has always been the case and applies to all council staff and not just teaching staff."

She added: "The teacher in question is not facing disciplinary action, although the council is looking into the matter."

"The teacher in question is not facing disciplinary action, although the council is looking into the matter"

Spokeswoman
Argyll and Bute Council

Sargent Park Math Zone

This is a classroom blog hub for Grade 8 students at Sargent Park School.

About Me

Mr. H
Mr. H
Mr. Jerema

Skype Me



Friday, September 11, 2009

What do YOU think about math?

Math Class Interest Survey

Please check one of the following Yes, Sometimes and Not Really

* Required

Math is hard for me *

1 2 3 4 5

#2: Educator

#3: Professional

Guidelines wanted for teachers on Facebook

Last Updated: Tuesday, September 8, 2009 | 10:13 PM PT **Comments** 40 **Recommend** 21
CBC News

Ha its even weirder when they tell yo them ha

4:10 PM Sep 3rd from bd

Teachers having a myspace or face weirdest thing ever

4:07 PM Sep 3rd from bt

A student's Twitter post about finding her teachers' profiles on Facebook and MySpace. (CBC)

Many grade school students posting on Twitter about discovering their teachers' profiles on social networking websites such as Facebook or MySpace say it's "weird."

"All of my high school teachers are on facebook and it's weirding me out," wrote projectnat on Sept. 4 in a Twitter message.

Their parents are also uncomfortable.

CU



Example: Highschool Students

- Do you use your cell phone to share pics/texts about yourself or others?
- Why do you think people do this?
- What are the issues?

The screenshot shows a news article on the website **canada.com**. The article title is "Safe 'sexting?' No such thing, teens warned" by Belinda Goldsmith, Reuters. The article features a photograph of a young woman lying on a green couch, looking at her smartphone. The text of the article discusses a survey in the United States and an education campaign in Australia. A sidebar on the right lists "MORE ON THIS STORY" with links to articles about drawing on an electronic line, drink 18r, Vanessa Hudgens' scandal, and Miley Cyrus.

canada.com

Newspapers TV Networks

Search canada.com and the web ...

News Business Sports Entertainment Lifestyle Health

Safe "sexting?" No such thing, teens warned

BY BELINDA GOLDSMITH, REUTERS

STORY PHOTOS (1)



Teens sending nude or suggestive photos of themselves over their mobile phones are being warned -- "sexting" can damage your future.

Australia's state government of New South Wales launched an education campaign recently to combat the growing practice of

In the United States, a survey last fall found one in five teenagers said they had sent or posted online nude or semi-nude pictures of themselves and 39 percent said they had sent or posted sexually suggestive messages.

Photograph by: Photos.com,

MORE ON THIS STORY

- Drawing the electronic line
- Drink 18r? Flirtexing is the new language of love
- Dose: Vanessa Hudgens' Latest Scandal
- Dose: Miley Cyrus Still Hasn't Learned Her Lesson as More Photos Surface



Example: Undergraduate Students

Workshop Topics:

- Search your Digital Tattoo
- Adjust privacy settings
- Web research
- Academic Honesty
- Intellectual Property
- Copyright
- Creative Commons
- Citing digital information
- Options for publishing research



The screenshot shows the DHMO.org website with the following content:

- United States Environmental Assessment Center (EAC)** logo in the top left.
- DHMO.org** logo and **Dihydrogen Monoxide Research Division** text in the top center.
- Support the cause! Visit the DHMO.org Store** with **VISA**, **PayPal**, and **MasterCard** logos in the top right.
- DHMO Special Reports** section with a list of links: [Dihydrogen Monoxide FAQ](#), [Enviro Impact of DHMO](#), [DHMO and Cancer](#), [DHMO Research](#), [DHMO in the Dairy Industry](#), [MSDS for DHMO](#), [DHMO Conspiracy](#), [Editorial: Truth about DHMO](#), [Fake Email SPAM Alert](#), [Linking to DHMO.org](#), and [What is Dihydrogen Monoxide?](#)
- WELCOME** section with a paragraph: "Welcome to the web site for the Dihydrogen Monoxide Research Division (DMRD), currently located in Newark, Delaware. The controversy surrounding dihydrogen monoxide has never been more widely debated, and the goal of this site is to provide an unbiased data clearinghouse and a forum for public discussion." Below this is a paragraph: "Explore our many Special Reports, including the DHMO FAQ, a definitive primer on the subject, plus reports on the environment, cancer, current research, and an insider exposé about the use of DHMO in the dairy industry." At the bottom of this section is another paragraph: "The success of this site depends on you, the citizen concerned about Dihydrogen Monoxide. We welcome your comments and suggestions."
- DHMO Related Info:** section with a list of links: [National Consumer Coalition Against DHMO](#), [Environmental Protection Agency](#), [NIH National Toxicology Program](#), [Centers for Disease Control & Prevention](#), [National Cancer Institute](#), [Green Party, New Zealand](#), [Sandia National Laboratories](#), [Sierra Club](#), and [Greenpeace](#).
- Press Kit - press only** section with fields for **Username: press** and **Password: press**.
- Alerts & Advisories NEW** section with text: "Sign-up to receive periodic safety bulletins from DHMO.org." and a form with **you@domain.com** and an **OK** button.
- Send Email to Your Representative** link and a small image of a **SOUTH PARK** DVD box set.



Example: Co-op and Career Services

Employers dig for dirt...

- Your digital tattoo can affect your chances of getting a job.
- If someone searches for you online today, what will they find?



Uploaded to Flickr on April 22, 2008 by buba69

"Professionalizing" Your Network

1. Start small
 - adjust privacy settings, start with the basics, and connect to people you know first
2. Be yourself
 - be honest about who you are and what you can offer
 - own up to your social networking gaffs
3. Participate and share
 - networks are built on trust and reciprocity
4. Keep up
 - know what people in your network are doing
 - let people know what you are doing
5. Choose your tools wisely
 - find tools and approaches that you enjoy

Cindy Underhill, [Professional Networking -UBC wiki](#)

Welcome to Ash Misquith's E-Folio



E-folios, blogs...

Benefits?

Cautions?



Activity #2- In your library...

Top 3 Opportunities & Challenges for your organization

1. Get into groups of ~5 with others who work in a similar role or with similar patrons.
(eg. academic, public, special, school, YA specific).
2. Identify the top 3 **opportunities** for online participation that are most relevant in your library setting.
3. Identify the top 3 **concerns** for online participation that are most relevant in your library.
(These may or may not relate directly to the opportunities you have identified)
4. Debrief with the entire group.



Digital Tattoo - Share, Re-use, Adapt

Home | Blog | About | Feedback | Workshops | Sitemap | Embedding

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You can subscribe to our **RSS** feeds by site or by page only. View the blog updates with the site feed by clicking on the RSS icon in your browser bar. In order to view our RSS feeds on your computer, you will need a reader. Web-based desktop readers are useful like iGoogle, MyYahoo or Netvibes. Just add the RSS code for the site feed (in browser bar) or page feed under **Share This Page**. This way you can access all of the updates to the site blog or page content right from your desktop.



Embedding allows you to insert our page content right into your own site. Just select this item from the list under Share This Page and insert the javascript we provide into the html for your blog or webpage. You may need some help from your web team to do this if you are unfamiliar with embedding. The content should pick up the style (CSS) you are using on your site.



Twitter is an online social networking site that allows you to share your thoughts with your network in 140 characters or less. If you use Twitter, just click on this option and the url for the page you are viewing will already appear in your window as a link – just share your thoughts about it and encourage others to visit the site!



del.icio.us is a social bookmarking tool that encourages you to tag and share your links with other users. If you use it, we make it easy to share by pre-populating the url – all you need to add is the tags and save it to your list.



If you use **Facebook**, we provide a link to the page you are viewing. Just add a message to your network and start the discussion.



Digital Tattoo - Share, Re-use, Adapt

Copy the code that the embed function provides:

Embed: <code><script language="javascript" src="http://digitaltattoo.ubc</code>	Share This Page
Close	

Step 2:

Then paste the code to your blog or webpage.

NOTE: This code will only work if your platform supports javascript.

The embed code works on many different platforms and environments. Each platform requires a slightly different approach to embedding a page. The difference in embedding between environments is that each environment have their own locations for inserting the embed code. Watch our screen cast tutorials on where to insert the embed code:



LEAP



Vista



Web Page



Blogs.ubc.ca



Resources

- Candy Coloured Tunnel on Flickr - Photo Sharing! (n.d.). . Retrieved May 6, 2010, from <http://www.flickr.com/photos/atomicjeep/2327546948/>
- Liverpool Street station crowd blur on Flickr - Photo Sharing! (n.d.). . Retrieved May 6, 2010, from <http://www.flickr.com/photos/victoriapeckham/164175205/>
- Parent Advice - Workshop: Raising Kids in a Digital World (Middle and High School) - Common Sense Media. (n.d.). . Retrieved May 6, 2010, from <http://www.common Sense Media.org/workshop-raising-kids-digital-world-middle-and-high-school>
- Professional Networking - UBC Wiki. (n.d.). . Retrieved May 6, 2010, from http://wiki.ubc.ca/Professional_Networking
- Repeating Shadows on Flickr - Photo Sharing! (n.d.). . Retrieved May 6, 2010, from <http://www.flickr.com/photos/nikonvscanon/1474906347/>
- the art of possibility on Flickr - Photo Sharing! (n.d.). . Retrieved May 6, 2010, from <http://www.flickr.com/photos/debaird/178785182/>