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GRADE 9: THE BIG DATA DILEMMA

Both Sides of the Track

NAME

_____

DATE

Part 1 Directions

In your group, choose **two** of the resources below to review. As you review them, consider the question: *What are the benefits and drawbacks of online tracking?* Capture your notes in the Notes Tracker below.

Resource 1

Watch: **The Power of Likes**

COMMON SENSE EDUCATION, VIMEO, 8/5/2015 (3 MINS.)

Resource Notes

- Shows how social media companies like Facebook collect user information.
- Explains how that data can lead to increased profits for the company.

Resource 2

Read: **Issue Overview: Internet of Things**

BLOOMBERG, ADAPTED BY NEWSELA, 9/7/2016 (5 MINS.)

- Requires sign-up for a free trial at Newsela, which allows students to read article at their own reading level. (Note: This article is not required, so students could select other resources.)

Resource 3

Read: **The Good, the Bad, and the Ugly Sides of Data Tracking** (paragraphs 1–6 only)

INTERNET HEALTH REPORT, APRIL 2018 (5 MINS.)

- Explains the more technical elements of data collection.
- Gives examples of how companies generally use the data they collect.

Resource 4

Watch: **Netflix Movie Posters Might Be Pandering to You**

THE LATE SHOW WITH STEPHEN COLBERT, YOUTUBE, 10/24/2018 (3 MINS.)

- Gives a comedic example of how data collection can backfire.
- This video is on YouTube, which some school or district filters may block.

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Notes Tracker:

Resource #	Online Tracking Example(s)	Benefits and/or Drawbacks
1	Facebook sells images posted by users to other companies to use for advertising. Facebook uses user behavior to do research. Companies collect information about your demographics (age, gender, race, etc.) and use it to predict what you like and what you might want to buy.	The more data that a company can collect, the more valuable it is. Additional answers will vary.
2	Smart devices collect and share information about how they're used.	Connected devices can work better because they can predict and meet your needs automatically. Devices could be hacked, and information could be stolen or devices could be used in dangerous ways.
3	"First-party" trackers use cookies to remember your preferred language, past purchases, and past activities. Third-party trackers use your behaviors to create profiles of you and target you with advertisements. Data collection may lead to things beyond advertising, like banks determining your credit worthiness or insurance companies determining your coverage.	Personalized content can make using an app or a website easier and more rewarding. Targeted ads will be more relevant for you and will make you more likely to buy something. Companies earn lots of revenue by allowing targeted advertising. Additional answers will vary.
4	Netflix changes the posters of movies based on the user's profile, including their race.	Modified posters may be misleading about who is actually in the movie. Reinforces stereotypes about race. May show users movies they don't actually want to watch.

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Part 2 Directions

Think about the different examples of online tracking you learned about in Part 1. Choose two examples and use them to complete the table below.

	Example 1	Example 2
Information being tracked (age, gender, clothing tastes, social media posts, etc.)	*Answers will vary.*	*Answers will vary.*
Who is tracking it (social media app, online store, streaming service, etc.)	*Answers will vary.*	*Answers will vary.*
Are You for or Against This Type of Tracking?	*Answers will vary.*	*Answers will vary.*
Why?	*Answers will vary.*	*Answers will vary.*

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