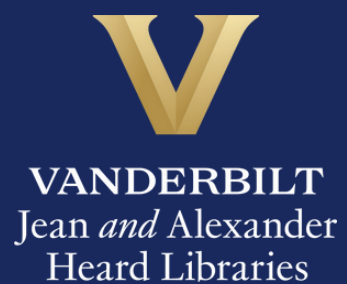


■ ▲ ● Osher Lifelong Learning  
Institute

# Media Mindfulness: Digital Privacy and Security



Melissa Mallon & Emily Bush  
Vanderbilt University



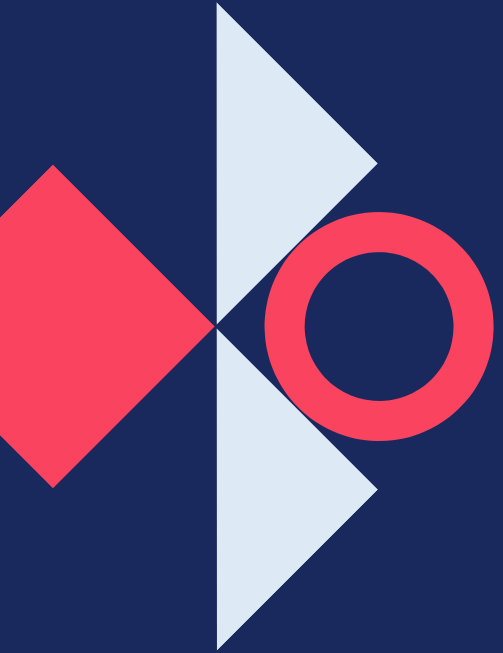


# Today's Learning Goals

- Review digital privacy and security concepts.
- Analyze online tracking, data collection, and targeted advertising.
- Tips for protecting personal information online.
- Discuss the ethical implications of digital privacy practices/Q&A about privacy concerns.



# Agenda

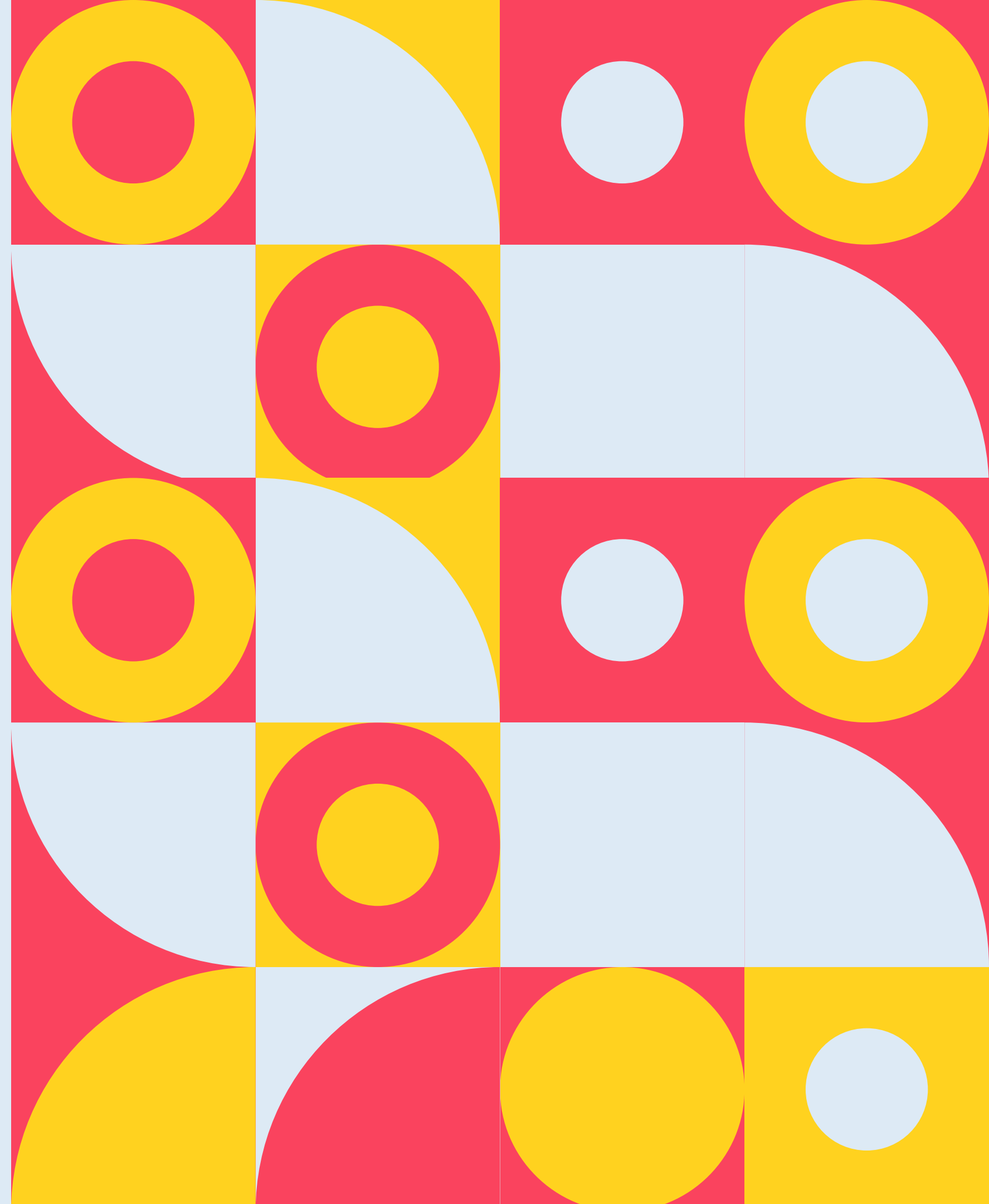


- **Digital privacy and security concepts.**
- **Ethics surrounding privacy concerns.**
- **Methods used for tracking data and how you can protect your personal information.**
- **Review of privacy settings.**
- **Q&A and optional homework.**

# Share back:


## **Un-mute or share in chat:**

- **Describe your experience fact-checking a claim.**
- **Reflect on the amount of mis/disinformation you encountered over the week.**



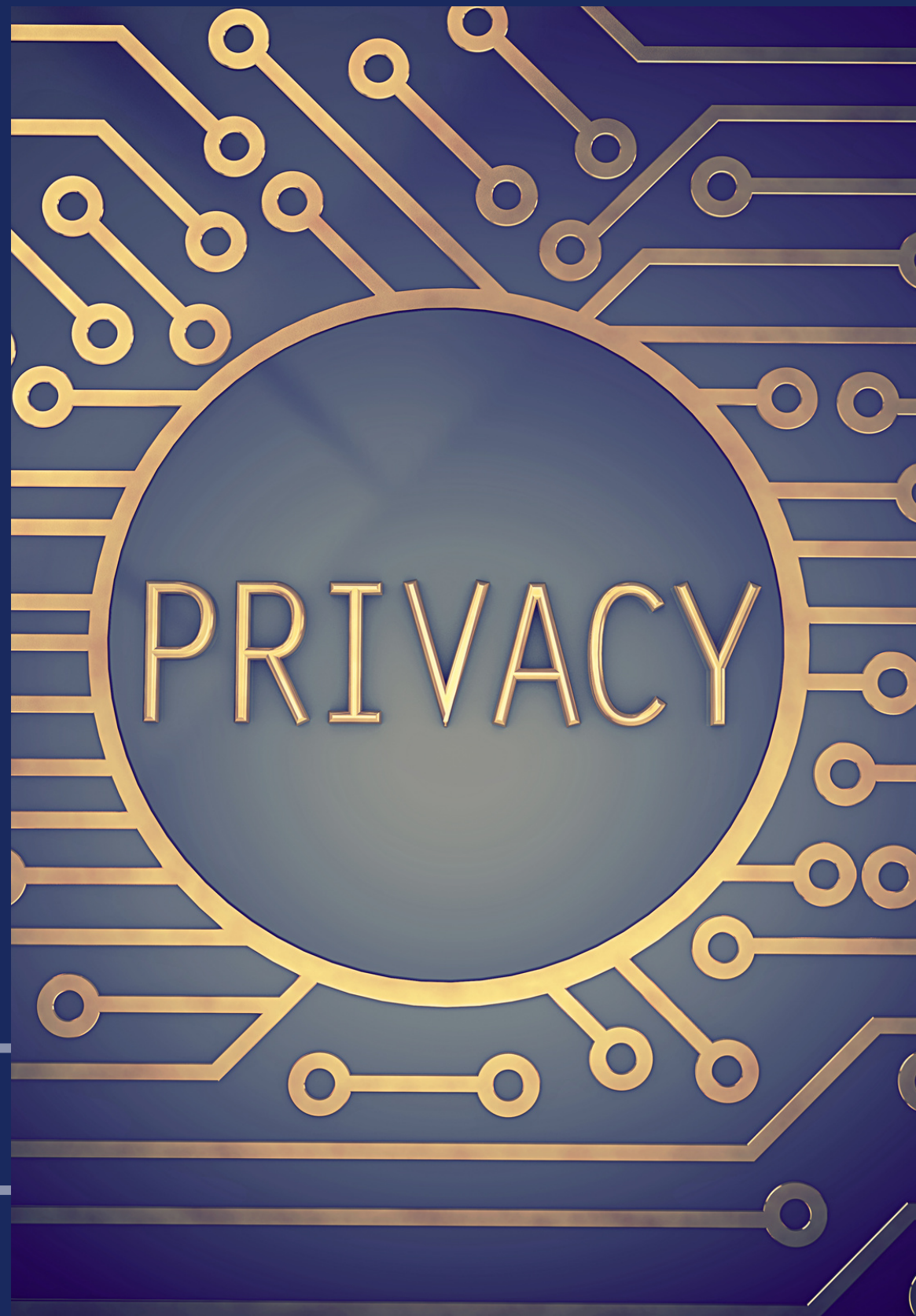
# Reading Print News

“I realized when I read the news on print, I actually had time to process what was going on. And when I would read the same article on my phone I would find my body [was] overwhelmed.”  
(Kelsey Russell, 23)

A woman with dark hair is sitting and reading a newspaper. The newspaper is open, and she is looking down at it. A white text box is overlaid on the bottom part of the newspaper.

**me knowing the solution to your news avoidance is going back to print**

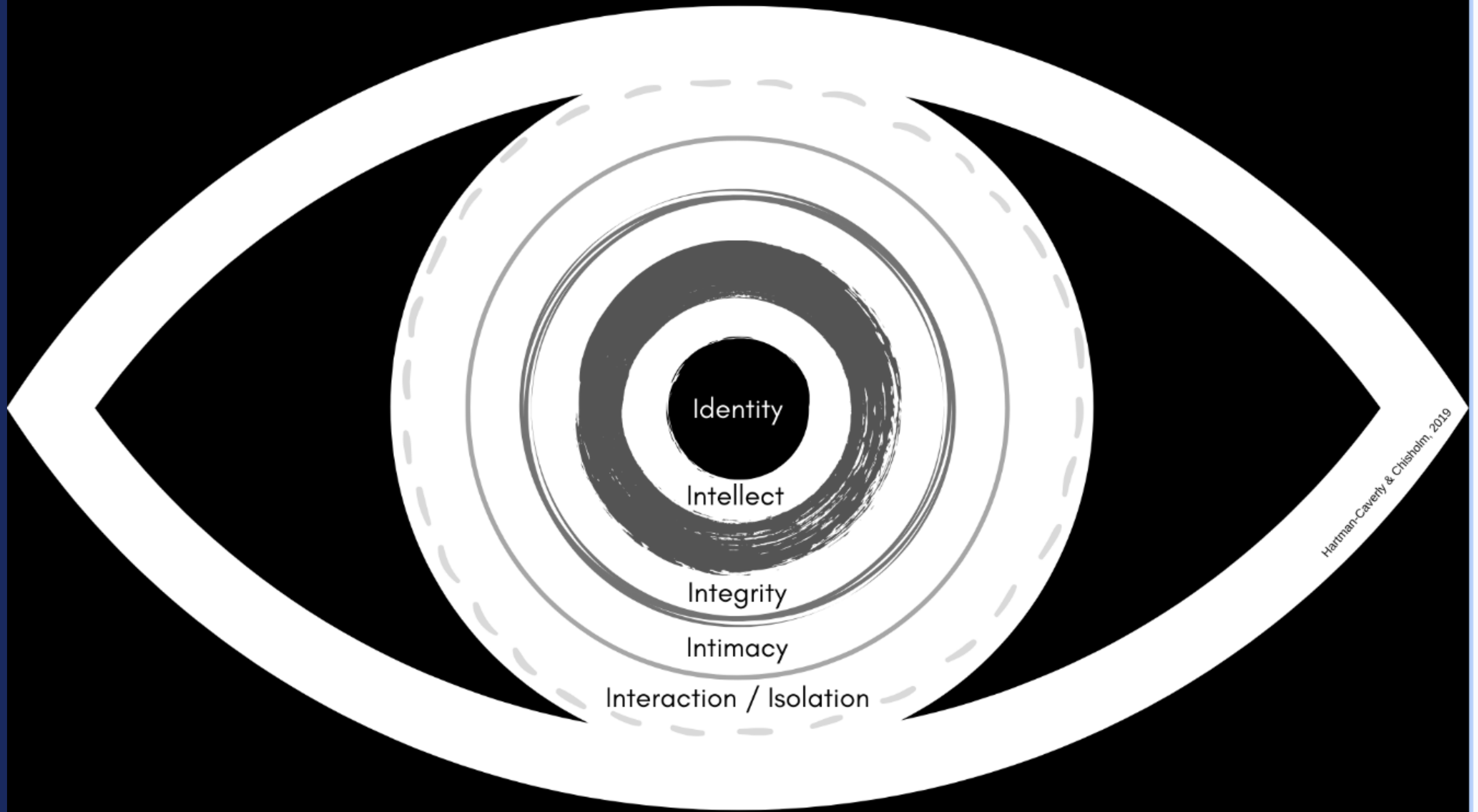
[www.tiktok.com/@kelscruss](https://www.tiktok.com/@kelscruss)



# Digital privacy & media mindfulness

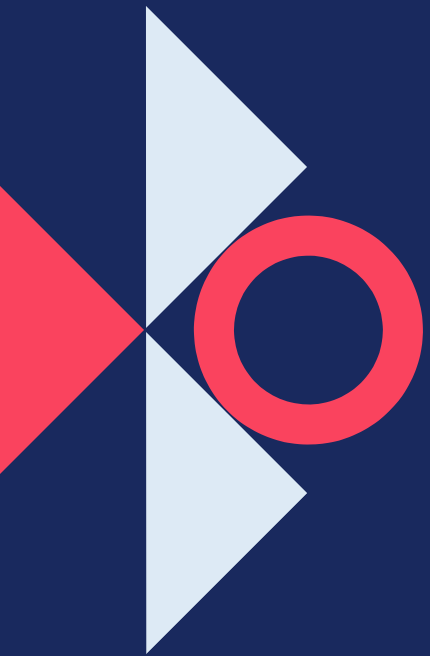


# What IS privacy?



# Ethical Considerations: Guiding Framework

- Digital **Access**: Who can participate in digital society?
- Digital **Commerce**: The buying and selling of goods electronically
- Digital **Communication**: Electronic exchange of information
- Digital **Literacy**: Learning about how to use technology
- Digital **Etiquette**: Standards of conduct when using digital technology
- Digital **Law**: Laws, rules and policies over digital technologies
- Digital **Rights and Responsibilities**: Digital rights and freedoms
- Digital **Health and Wellness**: Physical and psychological well-being
- Digital **Security**: Being safe on digital technologies





# Fair Information Practices Principles



FPC.GOV

**TRANSPARENCY**



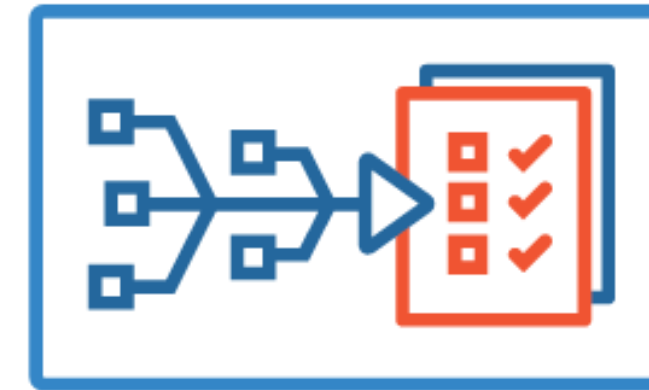
FPC.GOV

**QUALITY AND  
INTEGRITY**



FPC.GOV

**SECURITY**



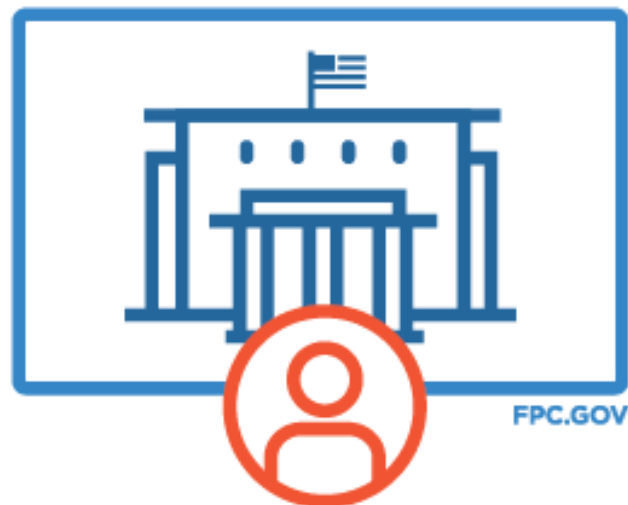
FPC.GOV

**MINIMIZATION**



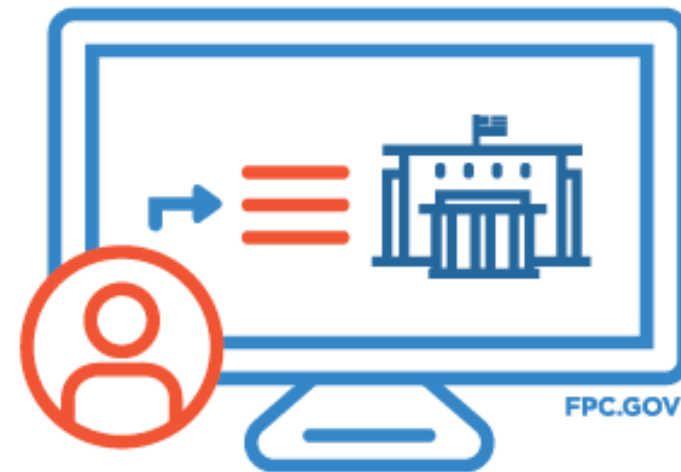
FPC.GOV

**PURPOSE SPECIFICATION  
AND USE LIMITATION**



FPC.GOV

**INDIVIDUAL  
PARTICIPATION**



FPC.GOV

**ACCESS AND  
AMENDMENT**



FPC.GOV

**ACCOUNTABILITY**



FPC.GOV

**AUTHORITY**

why are black women so

- why are black women so angry
- why are black women so loud
- why are black women so mean
- why are black women so attractive
- why are black women so lazy
- why are black women so annoying
- why are black women so confident
- why are black women so sassy
- why are black women so insecure

# ALGORITHMS OF OPPRESSION

HOW SEARCH ENGINES REINFORCE RACISM

SAFIYA UMOJA NOBLE

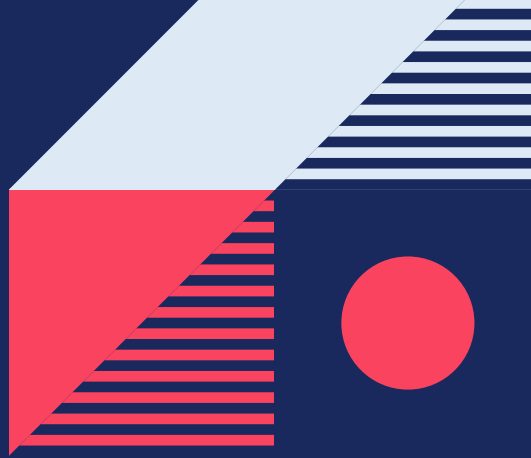
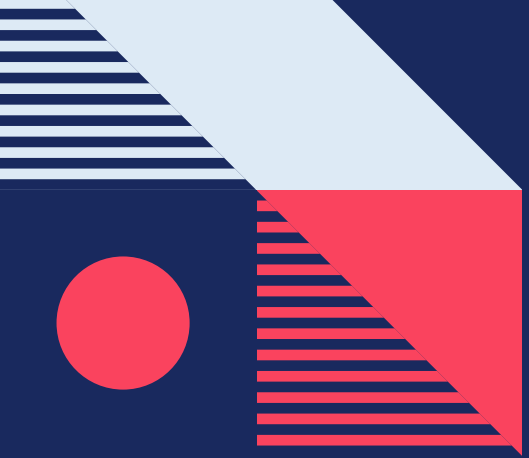
Algorithms of Oppression: Safiya Umoja Noble

Watch on YouTube

Share

The image shows a YouTube video player interface. The background is a grid of many small, blurred portrait photos of people. In the center, a woman with dark curly hair is looking directly at the camera. A large red play button is overlaid on her face. In the top left corner, there is a red circular logo with the text 'LISC Arsenberg'. In the top right corner, there is a 'Share' button with a white arrow icon. At the bottom, there is a black bar with the text 'Watch on YouTube' and the YouTube logo.

# Algorithms Biases



“On many platforms, including Facebook, algorithmic manipulations are performed routinely; they range from purposes as mundane as deciding the color of a button, to decisions as significant as which news article is shown to the public.”

Tufkei, 2015



# Tracking & Data Collection



- Physical location
- Travel habits/patterns
- Activity levels
- At home behaviors
- Sleep patterns
- Reading & tv watching habits
- Internet search habits
- Values & beliefs
- Connections & contacts
- Trustworthiness/employability

# Is my phone spying on me?

## A suspicious timeline

Mom's  
birthday

Used my  
phone to  
search & call

Flowers  
are nice!

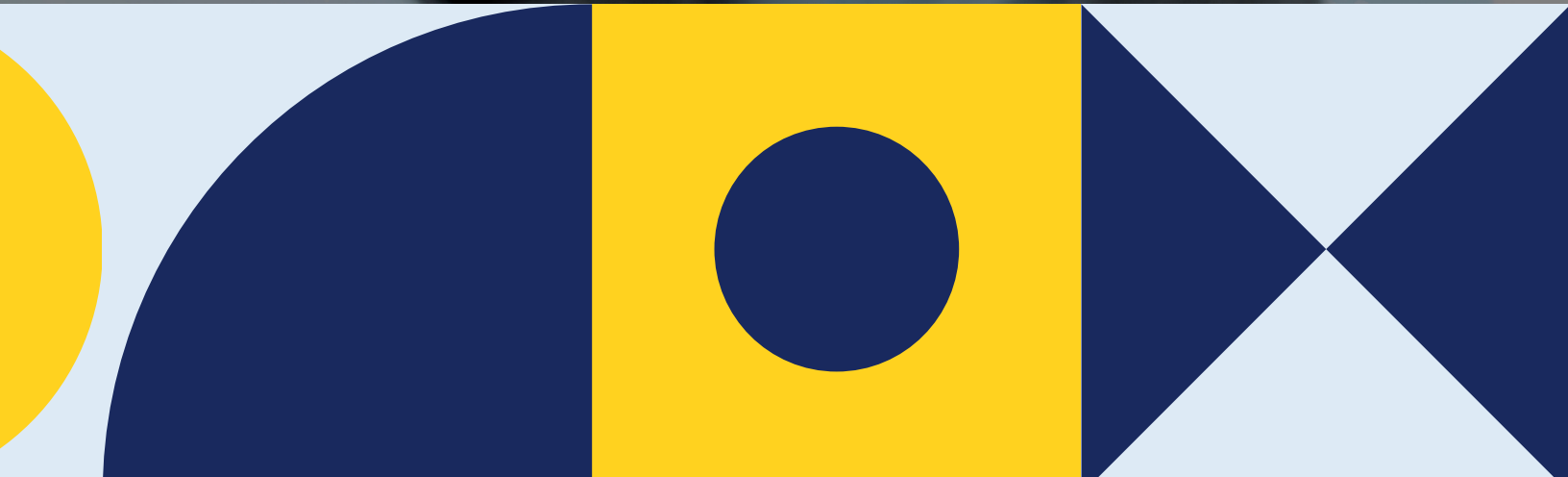


Facebook  
timeline

# A Quiz!

Type Fact or Fiction  
in the chat





Using incognito mode in my web browser makes me invisible online.

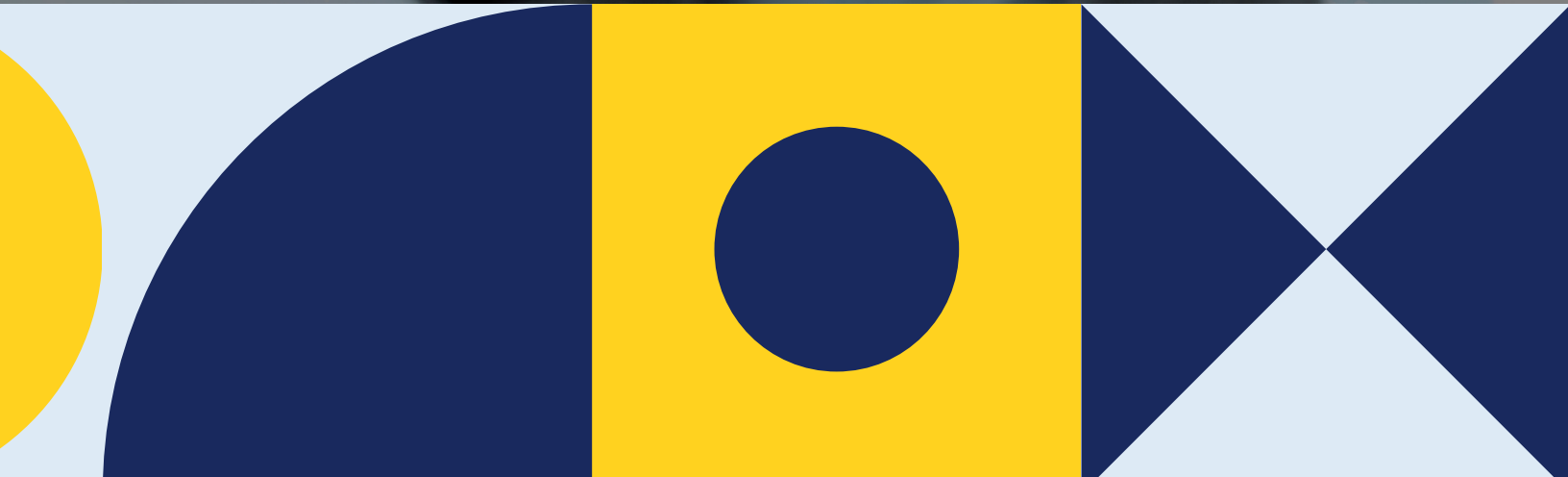


If I'm not logged  
into any social  
media  
accounts, I am  
anonymous  
online.





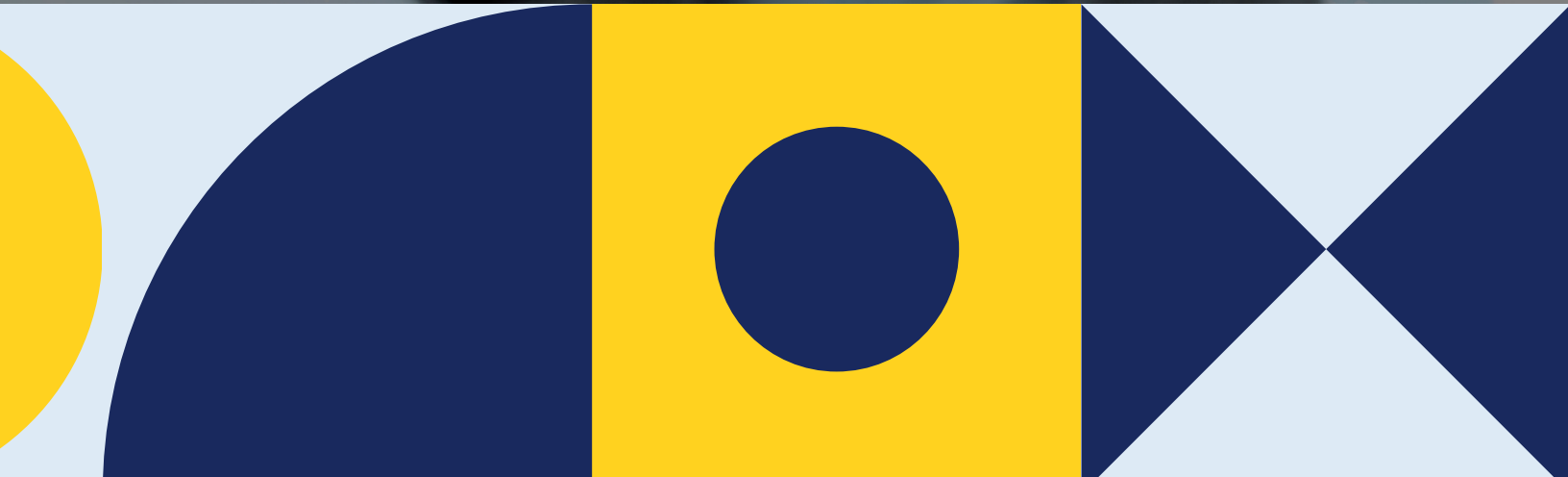
Websites are tracking my location, what I do, how long I'm browsing, when I return, & much more.



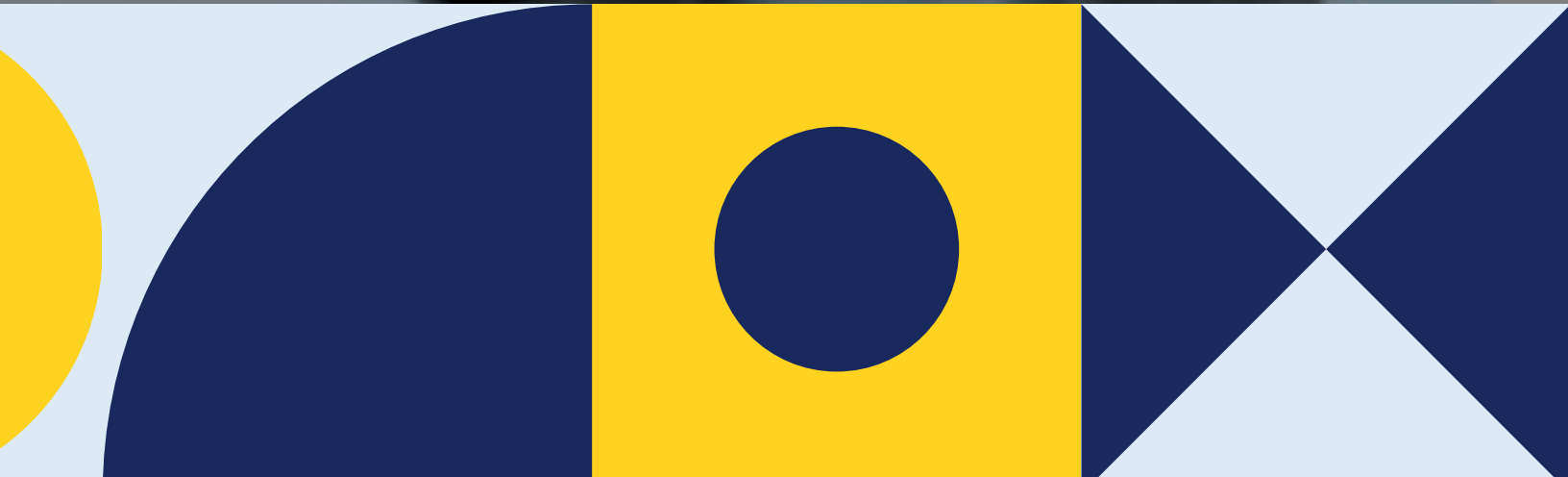
Facebook tracks  
your online  
behaviors  
across the  
entire web, not  
just on their site.



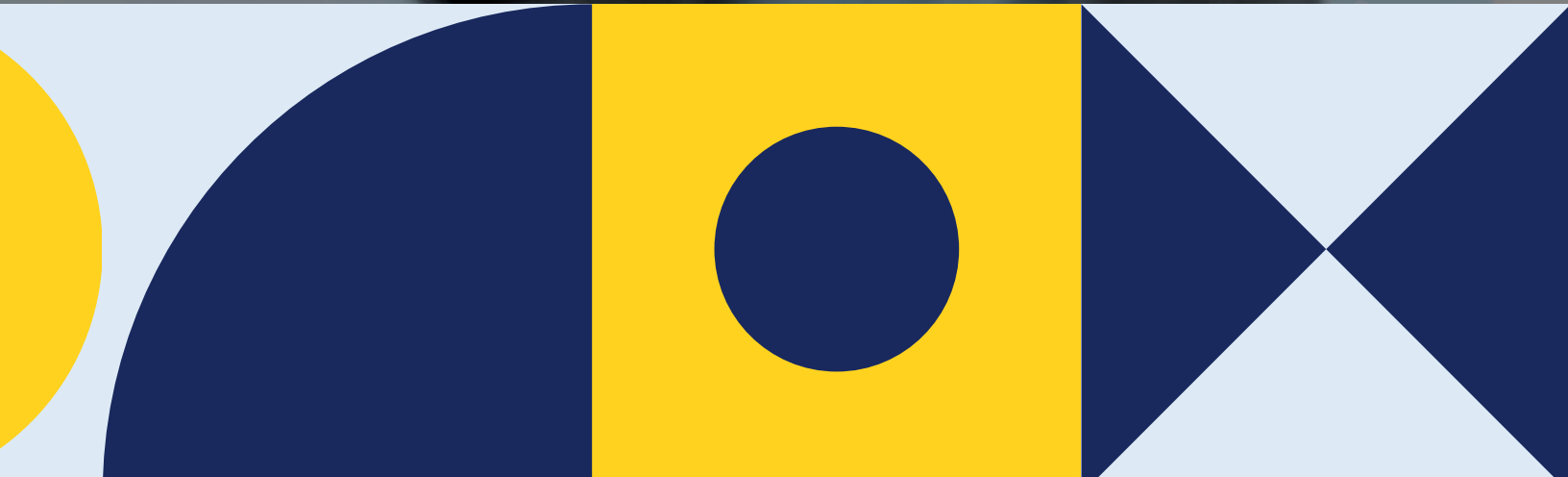
Google search results are personalized based on your browsing history & online behaviors.



My online  
search history /  
activity is  
private.



My social media activity will not impact my career or other aspects of my life because I have my accounts set to private.



Websites /  
social media  
sites only use  
my data for  
targeted  
advertising.



# Steps to safeguard your data

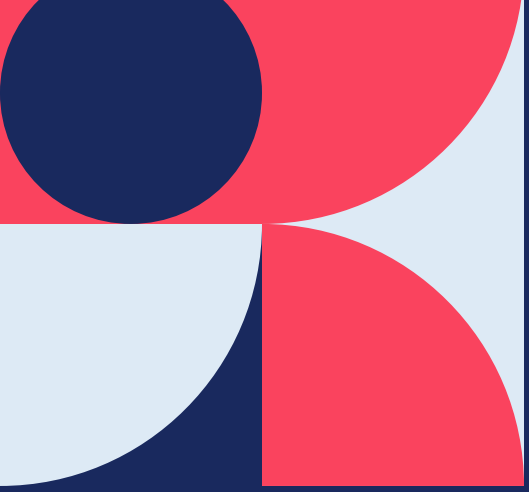




# Be critical

- Who has access to your information?
- What are they doing with it?
- Who are they sharing it with?
- What assumptions are they making about us with the data they have?





# Check your vulnerabilities

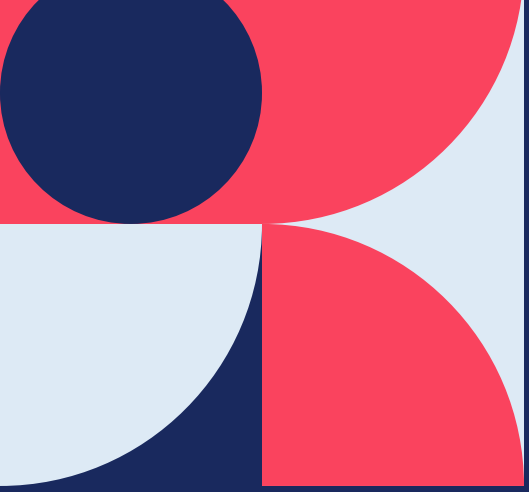
## Have I been pwned?

Have your accounts been compromised in a data breach?

## Backlight

What websites track your data?





# Locate & delete zombie accounts

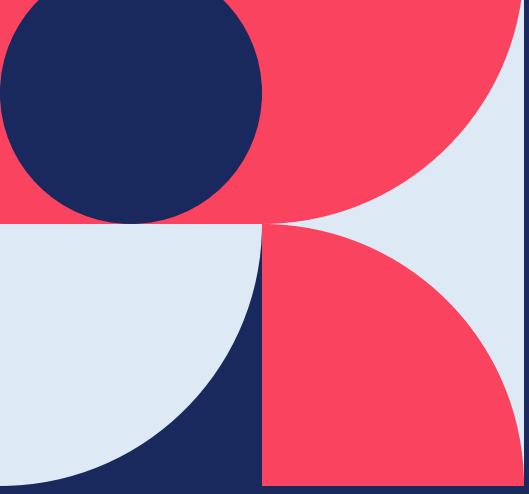
## [Justdelete.me](#)

Guide to help determine how easy it is to delete abandoned accounts.

## [Whatsmyname](#)

See if your common usernames have been used for accounts.





# Limit tracking

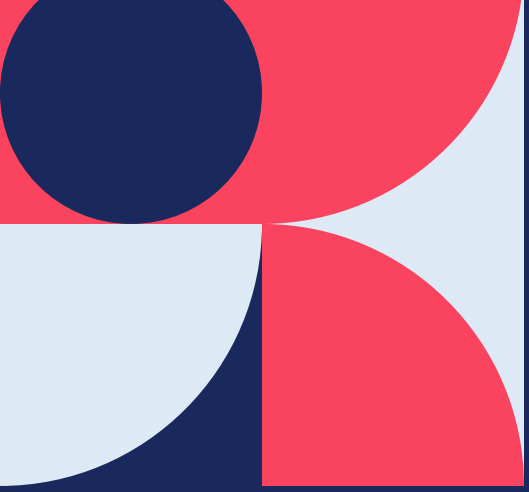
## Who tracks me

Identify and block trackers, while protecting your online privacy.

## Cover your tracks

Test your browser to see how well you are protected from tracking and fingerprinting.

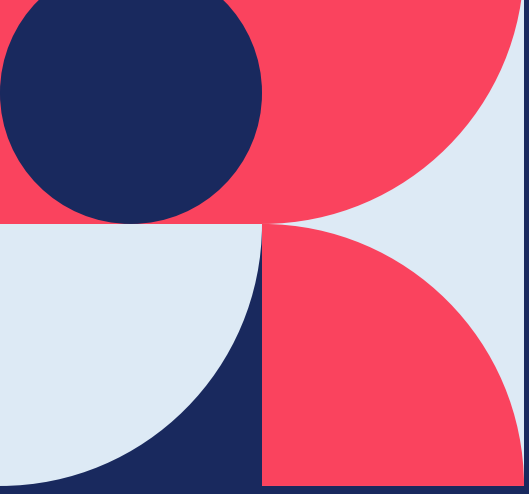




# Limit tracking

- Delete browser history
- Adjust privacy settings
- Use an ad blocker  
([examples here](#))
- Opt out of personalized ads



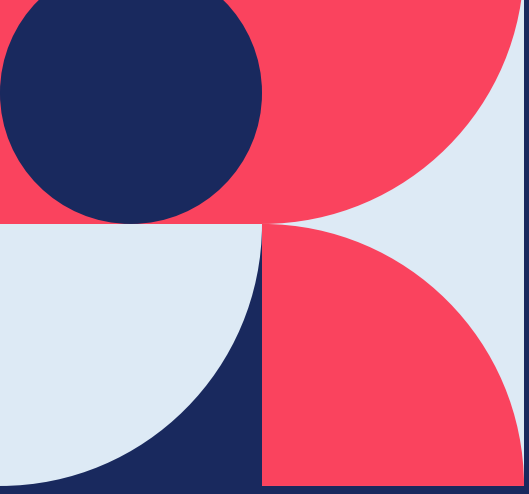


# Read the fine print

## Terms of Service: Didn't Read

A browser extension that allows you to instantly learn about a website's privacy policies & terms of service.



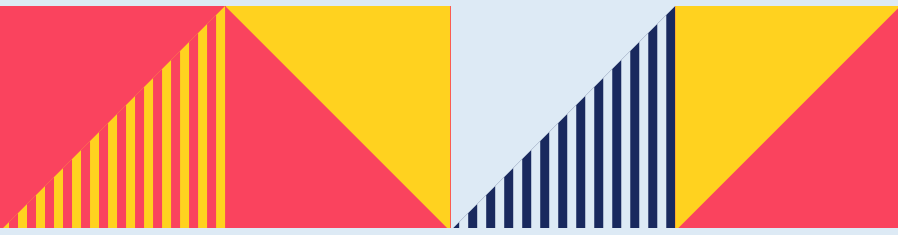


# Develop good social media habits

## Before posting ... ask:

- Can this post be regarded as oversharing?
- Has the information in this post been distorted in anyway?
- What impact will this post have on others?
- Does this post make me vulnerable?





# OPTIONAL Homework



Consider your digital life. Where do you want to make changes to better protect your data privacy and/or live a more ethical ‘digital life’? Come prepared on **April 15** to talk about the following:

- **What is one bad digital ‘habit’ that you intend to break?**
- **What is one concrete step you took to enhance your data safety?**

# References and Resources

Noble, S. U. (2018). *Algorithms of oppression: how search engines reinforce racism*. New York University Press.

Tufeki, Z. (2015). Algorithmic Harms Beyond Facebook and Google: Emergent Challenges of Computational Agency. *Colorado Technology Law Journal*.

Ribble, M. (2012). Digital citizenship for educational change. *Kappa Delta Pi Record*, 48(4), 148.



# References and Resources

[Digital Privacy Guide](#) - resources for securing digital privacy

[Have I been pwned?](#) - check for data breaches

[Backlight](#) - check on user-tracking websites

# References and Resources

[Justdelete.me](#) - for securing digital privacy

[Whatsmyname](#) - for seeing if your common usernames have been used for accounts

[Who tracks me](#) - discover which sites are tracking your activities

[How Third Party Cookies Work](#) (video)

## References and Resources

Cover your tracks - see how well your browser protects you from tracking

Terms of Service: Didn't Read - quickly scan terms of service and privacy statements

Wirecutter's Favorite Ad Blockers & Browser Extensions

# Resources shared in class

[NPR story on TikTok account reading physical newspapers](#)

Hello World: How to Be Human in the Age of Algorithms by Hannah Fry

The New Jim Code by Ruha Benjamin

[I gave Instagram photos of my baby. Instagram returned fear.](#)

[Change weak or compromised passwords on iPhone](#)

[Mozilla Privacy Not Included](#)



Questions?