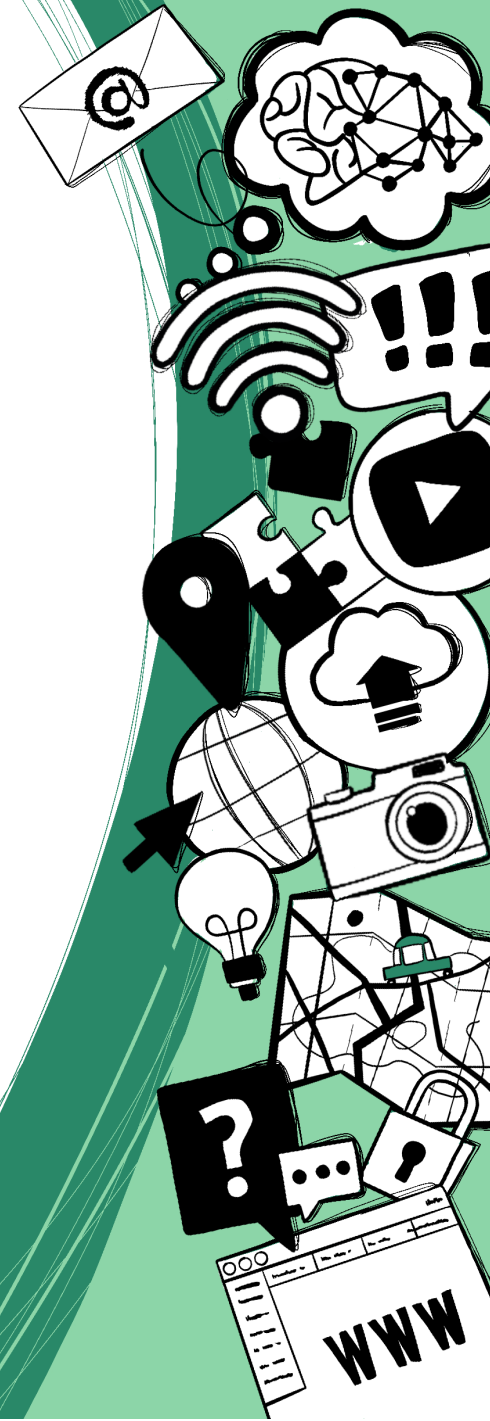
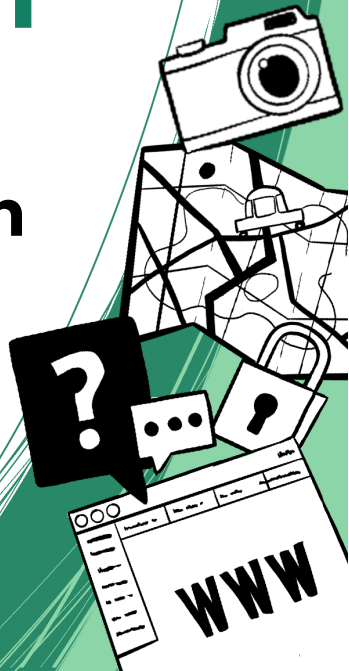


Personal data on social media



„Arguing that you **don't care about the **right to privacy** because you have nothing to hide is no different than saying you **don't care** about **free speech** because you have nothing to say.”**

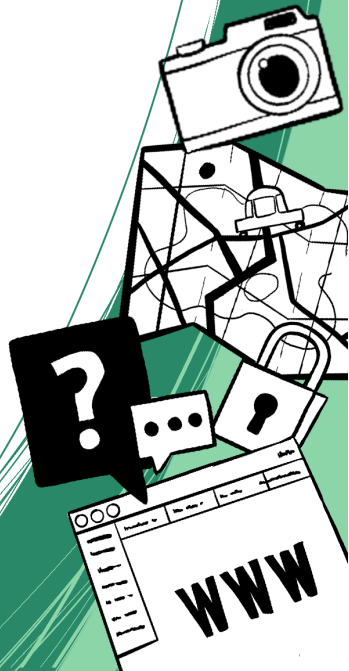
– Edward Snowden



Discuss the following questions in groups (3-4 students)!

Create a poster with your results

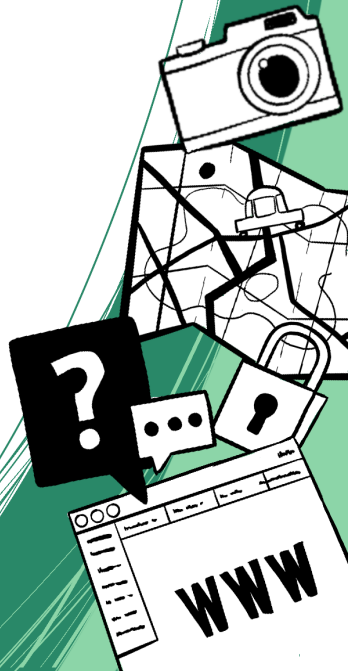
- What apps and websites do you use regularly?
- Do your social media providers (e.g. Instagram) know your real name?
- Can everyone see your pictures on your social media profiles, or just your contacts?
- Why are you active on social media platforms?
- Have you ever read a privacy policy?
Are you interested in what data is collected from you?
- Have you ever googled yourself? If so, did something surprise you? Why?





Imagine the following scenario:

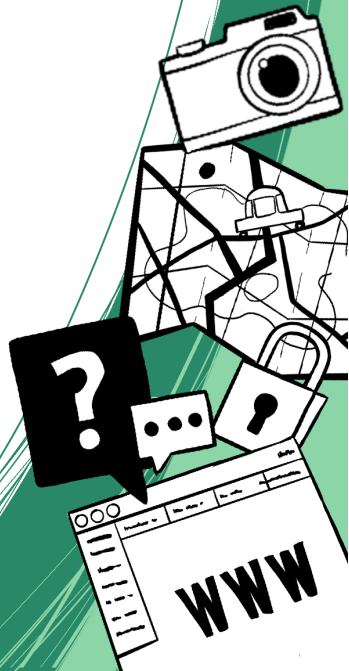
Imagine that all the people you meet on the street immediately know where you were before, where you bought your clothes, what you just ate or what you googled last.



Imagine the following scenario:

Imagine that all the people you meet on the street immediately know where you were before, where you bought your clothes, what you just ate or what you googled last.

- How would it make you feel?
- Do you know exactly what information you publish on the net and who has access to it?
- Check your apps: Would you share this information with strangers on the train or at an event?

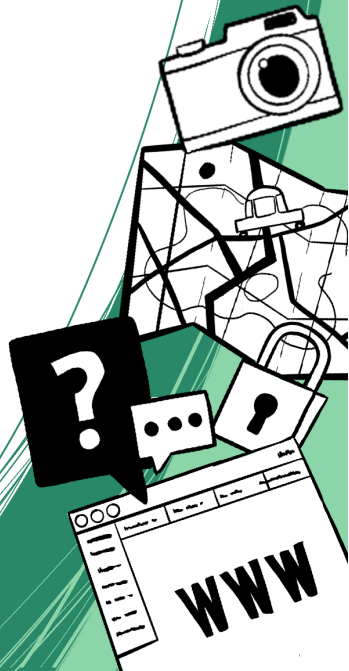


Imagine the following scenario:

Imagine that all the people you meet on the street immediately know where you were before, where you bought your clothes, what you just ate or what you googled last.

Wie man jemanden nur durch Social Media aufspürt (ab Minute 7:00)

https://www.youtube.com/watch?v=KWfq8nbfGhg&ab_channel=tomatolix

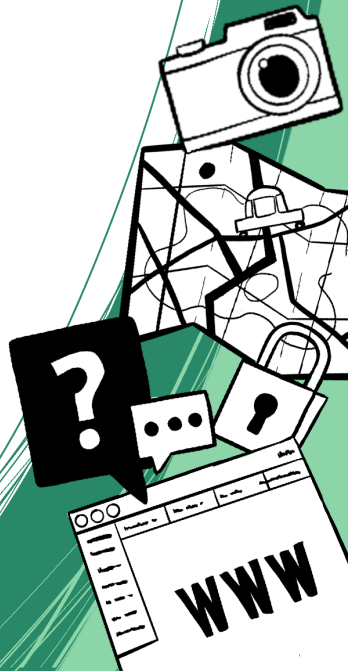


Imagine the following scenario:

Stellt euch vor, dass alle Leute, denen ihr auf der Straße begegnet, sofort wissen, wo ihr zuvor wart, wo ihr eure Kleidung gekauft haben, was ihr gerade gegessen habt oder was ihr zuletzt gegoogelt habt.

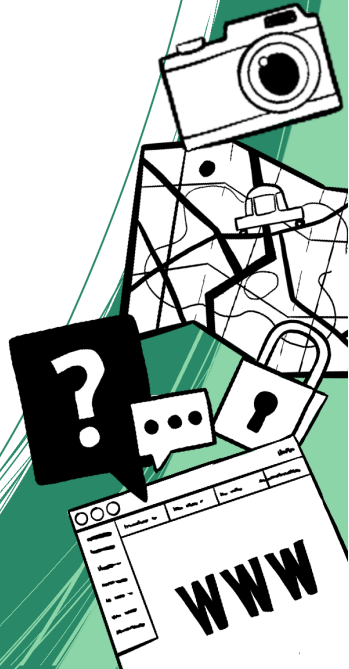


What options do you have to protect your personal data? What can and do you want to do about it?



Quiz

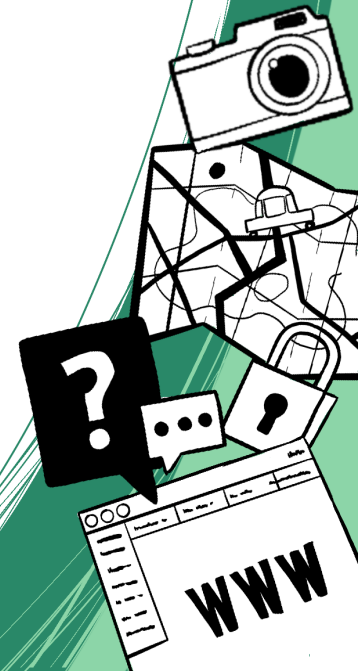
What do Google, Facebook, Instagram and Snapchat know about you?



Tick: What data do you think Google, Facebook, Instagram, etc. have if you have an account!

Your data	Yes	No
Your age		
Your place of residence		
Which links you click on		
Your likes and dislikes		
Which filters you look at		
Whether you're using headphones		
Number of steps per day		

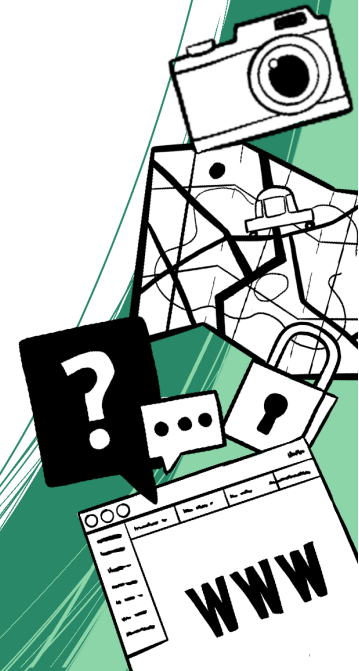
Your Data	Yes	No
Charge level of your battery		
Your visited websites		
Your photos on your mobile phone		
Bank account or credit card number		
Your time zone		
your contacts in the address book		
Duration of calls		



Tick: What data do you think Google, Facebook, Instagram, etc. have if you have an account!

Your data	Yes	No
Your age	✗	
Your place of residence	✗	
Which links you click on	✗	
Your likes and dislikes	✗	
Which filters you look at	✗	
Whether you're using headphones	✗	
Number of steps per day	✗	

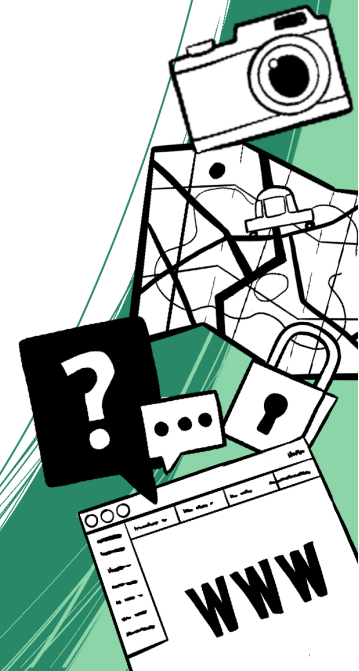
Your Data	Yes	No
Charge level of your battery	✗	
Your visited websites	✗	
Your photos on your mobile phone	✗	
Bank account or credit card number	✗	
Your time zone	✗	
your contacts in the address book	✗	
Duration of calls	✗	



Tick: What data do you think Google, Facebook, Instagram, etc. have if you have an account!

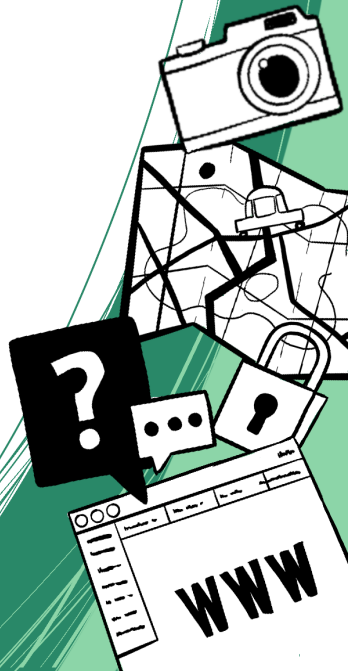
Here you will find many others besides the examples given!

<https://www.watson.ch/digital/native/865689393-diese-daten-von-dir-speichern-google-facebook-instagram-und-snapchat>



Why do these platforms **collect all this data?**
How do they **benefit from it?**

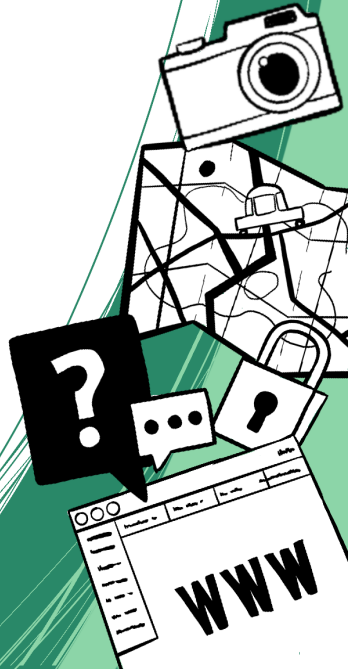
Have you ever wondered how it can be possible that services like Instagram, Snapchat and WhatsApp can be **free?**



Social media platforms use our data to offer it to companies so that they can place targeted advertising.

So even if these websites are free at first glance, we pay passively. We **pay with our time and attention that the websites use to collect data about us and **resell it for company advertising**.**

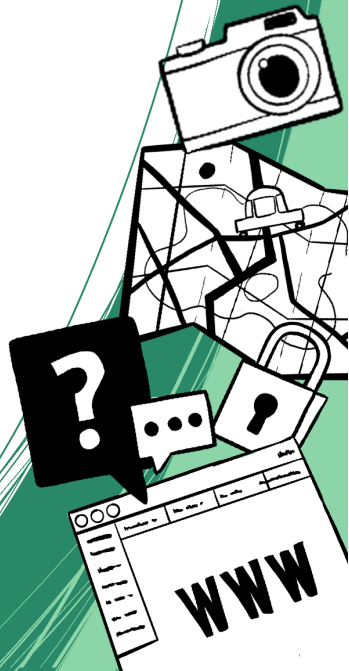
What experiences have you already had with adapted advertising?



But why does the suggested ad sometimes fits so well?

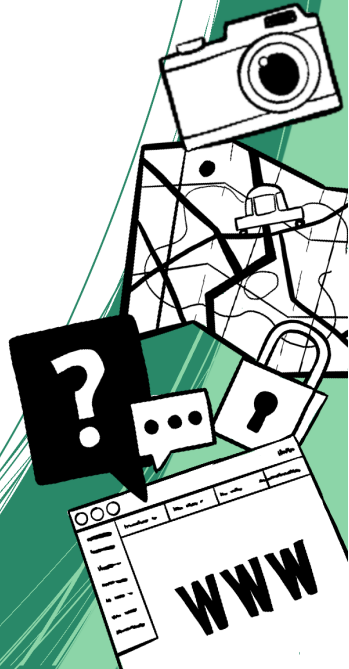
Ads on Google and social media platforms often fit so well because **algorithms** are used that tailor the ads to your **browsing history and key data**.

- ➔ **Risk:** insightful worldview and radicalisation
- ➔ Look in the Google settings: under "**Privacy and personalization**" you can see the profile that Google creates about you and what ads you see about it.



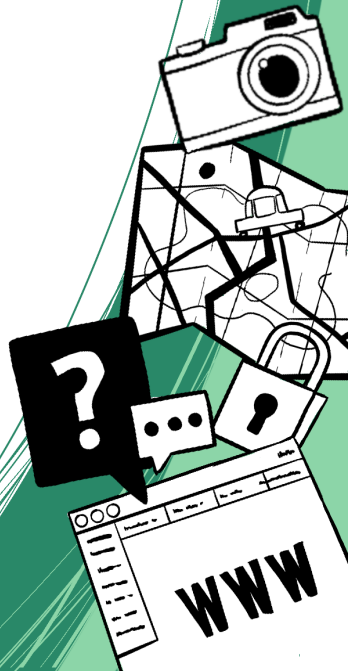
The GDPR and what it means

- ➔ **Data protection** is **defined differently** from country to country
- ➔ This can lead to problems, as there are no national borders on the Internet and personal data often **travels through several countries** until it reaches its destination.
- ➔ **EU-US Privacy Shield**
- ➔ **General Data Protection Regulation (GDPR)**
- ➔ The GDPR obliges companies to **provide users** with information about their stored **data**



Task – Show me your account and I'll tell you who you are

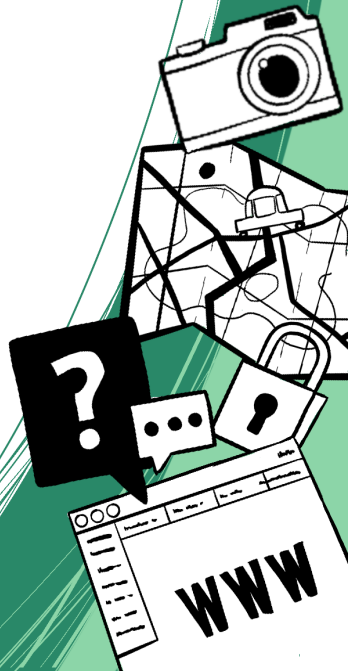
- Forms groups (3-4 students)
- In your small group, select one or more platforms on which you are logged in.
You can **analyze a profile** together or several profiles in a row. But always talk to the group and treat each other **respectfully**! Nobody has to show their profiles if your classmates don't want to!





Task – Show me your account and I'll tell you who you are

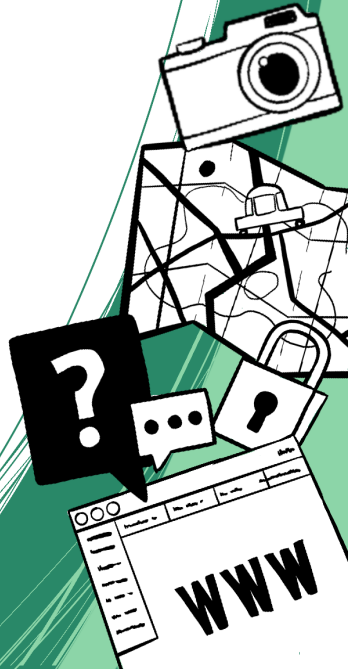
- Try to **characterize the owners of the profiles** based on the content presented to you. Do not pay attention to the things that the person himself has liked, but to those that are **suggested** to him.
- Click through the feed of the app. What **ads** do you see? Which videos or profiles are **suggested** to you?
- Write down possible characteristics, interests, hobbies, etc. that the owners of the profiles might have.
- **How similar are the characterizations to the actual profile owners?**
What surprised the profile owners? Think about why you don't think some ads or suggestions fit the person, but are still suggested.





Task – Show me your account and I'll tell you who you are

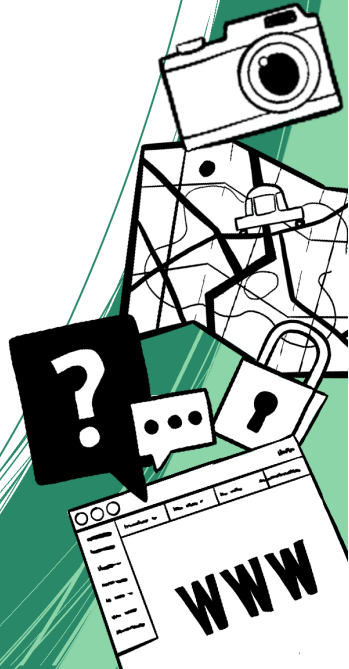
- Request the data of your social media profiles
- Follow the instructions or research online how to request these data reports
- Keep in mind that it can take several days until you receive them by mail!





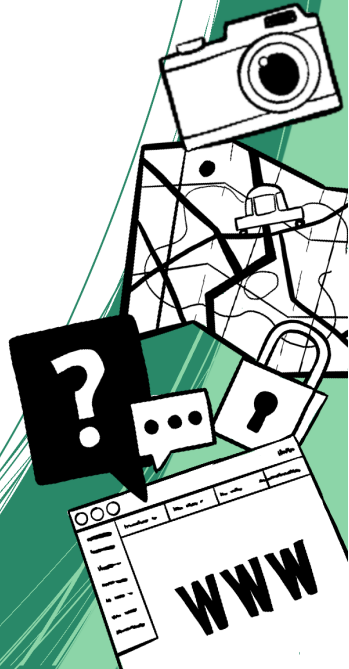
Task – Show me your account and I'll tell you who you are

- Check out your reports
- What surprises you?
- What did you know about this app storing this information?



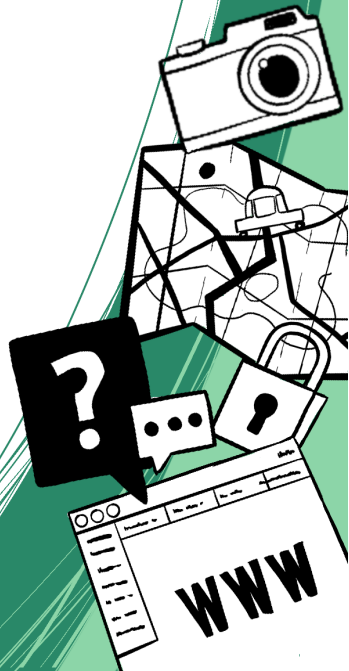
How much data do you think you produce on average per day?

- ➔ 1GB / 1000 MB
- ➔ 3 GB / 3000 MB
- ➔ 0,45 GB / 450 MB
- ➔ 0,05 GB / 50 MB



How much data do you think you produce on average per day?

- ➔ **1GB / 1000 MB**
- ➔ 3 GB / 3000 MB
- ➔ 0,45 GB / 450 MB
- ➔ 0,05 GB / 50 MB

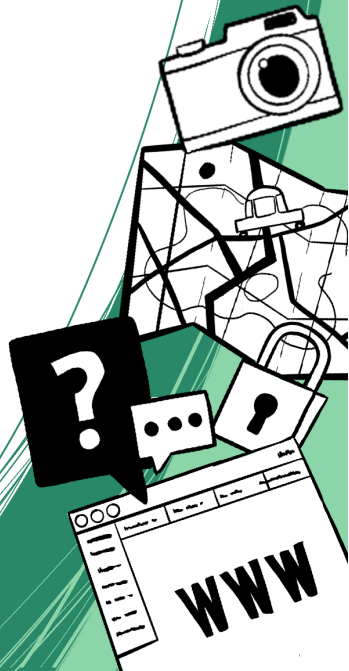


Every day, **more and more data is generated continuously.**

On Instagram alone, 100 million images are uploaded every day.

But this data is **difficult to delete from the Internet.**

 **Time travel with the **Wayback Machine****



Think together about what you can do so that unpleasant photos, videos, etc. are deleted again.

➔ **Create a **guide** together!**

➔ **If necessary, research websites that help with this.**

