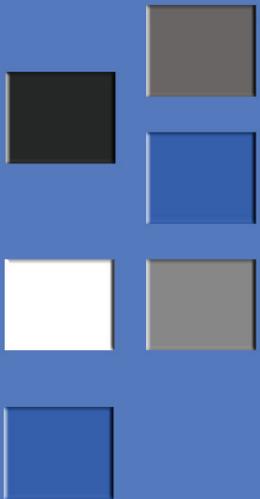# Examining My Online Identity and Digital Media Use

Examining My Online Identity and Digital Media Use

Workbook titles in this series include:

My Dream Career
Examining My Online Identity and Digital Media Use
How I Communicate in Different Places
My Role Models

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This resource can be downloaded free of charge at **www.llsc.on.ca.** Organizations are encouraged to copy this resource; however, reproducing this resource for a profit is prohibited.

All websites links were accurate at the time of printing- March 2013.

EMPLOYMENT ONTARIO

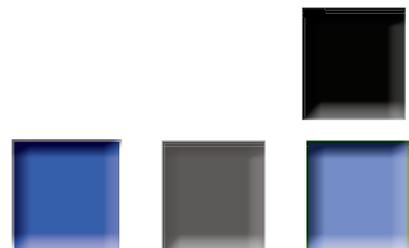# Examining My Online Identity and Digital Media Use

Learner Snapshot

In this module, you will

- learn about your online identity

- discuss how to protect your online identity with secure passwords

- look at the uses of digital devices and media in your life

- talk about evaluating online information

There are 14 activities and six sections in this module. As you work through the activities, the progress bar will tell you how far you have come. You can check off each activity as you complete it on the chart on page 4.

My Online Identity Progress Badges

	Overview and Understanding My Online Identity Activity #1 Activity #2 Activity #3 Activity #4 Activity #5
	Creating Secure Passwords Activity #6 Activity #7
	What Is Digital Media? Activity #8 Activity #9
BONUS BADGE	Being a Good Digital Citizen Activity #10 Activity #11 (Bonus Activity/Bonus Badge for completion)
	Evaluating Online Information Activity #12 Activity #13
	Wrap-Up Learner Self-Reflection Activity #14

Self-assessment

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I can read a short paragraph, letter or email to find information					
I can understand information when I watch a video or presentation					

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I can write a short paragraph					
I can fill in a simple form or table					
I can write a journal entry					

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I can do simple addition and subtraction					

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I can log in to a user account on a digital device					
I can search for a website					
I know how to post a message on a blog, gaming site or social networking site					

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I can monitor and evaluate how I am doing with my learning					
I can identify barriers to my goals					
I am willing to accept new challenges					
I have a positive attitude to learning					

Skills	Before I do this module, my skills are			After I finished this module, my skills were better	
	Good	Average	Needing Improvement	Yes	No
I understand my role in the group					
I can participate in a group discussion					
I understand my responsibilities to the group and the program					
I accept the opinions of the others in the group					
I am prepared to participate in learning					
I meet deadlines					

In this module, we will be discussing your online identity and how it can affect you and your choices later in life. At the end of this module, you should be able to

- understand the risks and benefits of sharing information online
- understand the difference between private and personal information
- understand how sharing private information online can put you at risk
- identify strategies to create secure passwords
- understand what it means to be a good digital citizen
- begin to evaluate online information

The module will start and end with a self-assessment.

The first activity you will complete is the self-assessment.

Activity #1   Self-assessment

Complete the "Before" part of the self-assessment on page **5** to determine what level your skills are at now.

PROGRESS...

Understanding My Online Identity

An online identity is created when you put information about yourself online. This is often done when you register on a website. Typical websites that require you to register are

- social networking sites like Facebook
- video-sharing sites like YouTube
- discussion sites
- game sites

Activity #2   Online Identity

a. Discuss your current online identity.

b. Use the following questions to help you think about your current on line identity.

c. Share your answers with the group.

Questions

1. Have you ever registered on a website or created a username and pass word to access a website?

2. What are the names of some websites that make you register?

3. Have you ever had someone steal information about you online or pretend to be you online?

4. Have you ever created an online password? Do you know any tips to make sure that online passwords are secure?

PROGRESS...

Understanding the difference between personal and private information

Personal information is

- information that can't be used to actually identify you, such as your age, gender, favorite things, etc.
- usually safe to share online but can be used with private information to help identify you

Private information can be used to identify you. It could be your

- social insurance number
- address
- phone number
- email address
- credit card information, etc.

Whenever you register on a new website, you should make sure that you think about whether you are giving out information that should be kept private. If you share private information, it can put you at risk for identity theft.

Identity theft is when people use your information to do something illegal. They might

- steal money
- buy something using your information
- hide their own identity

When you register on a website you usually need to create a password.

A password is like a combination lock for information that you put online. You use a combination lock to keep belongings safe, like a bike or a locker. A good password will help keep your online identity safe.

Activity #3 Which Is It?

a. Look at the types of information listed below.

b. Check off whether you think it is personal information, private information, or if you are not sure.

Type of Information	Personal Information	Private Information	I'm Not Sure
Age			
Full name (first and last)			
First name only			
Social insurance number			
Gender			
Address			
Email address			
Date of birth			
Name of your childhood pet			
Favourite food			
Phone number			
Credit card number			
Driver's licence			
Favourite movie			
Mother's maiden name			
Number of siblings			

PROGRESS...

Activity #4   This Isn't Private

a. Work with a partner and brainstorm four pieces of information that you could share about yourself that isn't private information.

b. Record your answers below.

c. When you are finished, share your answers with the group.

1.

2.

3.

4.

PROGRESS... 25%

Activity #5   Classifying Personal and Private Information

     a.   Choose a website to create a new account.

     b.   Keep track of the information that the site needed from you to create an account.

     c.   Decide if it is personal or private.

Suggestions: YouTube, Facebook, Twitter, gaming site, classroom wiki

Name of Website	Type of information requested	Personal	Private

Employment Link

Registering on websites is a common task that you need to do when searching for jobs. Many jobs may also require you to register on websites to do some of your work. Today, more and more of what you do will be online. This means that you will most likely have an online identity.

PROGRESS... Activity1-5 Completed

Badge Awarded

Creating secure passwords is an important way to help you protect your online identity. A password is a secret word or phrase that a website requires when you login. A password is like a combination lock for the information that you put online. A good password will help keep your online identity safe.

You may use passwords for many different types of websites, such as

- social networking
- gaming
- video
- banking
- online shopping

Activity #6   Password Game-Is My Password Good?

    a.   Think of a password that you use right now. Don't tell anyone what your password is.

If you answer "yes" to a question, tick it off next to the question. Each "yes" is one point.

    b.   Be honest with your answers!

    c.   When you are finished, add up your points in Part 1 and Part 2.

    d.   Then subtract the total points in Part 2 from the total points in Part 1.

    e.   The person with the most points wins.

Part 1	
I change my password every six months	❑ **Yes**
No one else knows my password	❑ **Yes**
My password has at least 8 characters	❑ **Yes**
My password includes letters, numbers and symbols	❑ **Yes**
My password doesn't include private information	❑ **Yes**
I always remember my password	❑ **Yes**
My computer doesn't remember my password for me	❑ **Yes**
Total points in Part 1	
Part 2	
I have never changed my password	❑ **Yes**
My boyfriend or girlfriend knows my password	❑ **Yes**
My password includes private information	❑ **Yes**
I use my middle name as my password or in my password	❑ **Yes**
I use a word from the dictionary as my password	❑ **Yes**
I have trouble remembering my password	❑ **Yes**
My computer remembers my password for me	❑ **Yes**
Total points in Part 2	
Total Points (Subtract total points in Part 2 from total points in Part 1)	

PROGRESS...

15

Password Tips

1. Make passwords at least 8 or more characters long. A character is a letter, number or symbol. Longer passwords are harder to crack than shorter ones.

2. Don't use dictionary words as your password. There are programs that can be used to figure out your password, if it is just a word from the dictionary.

3. Don't use private identity information in your password.

4. Include different types of characters (letters, numbers, and symbols) in your password.

5. Use both upper case and lower case letters.

6. Never use your phone number as your password.

7. Change your password at least every 6 months.

8. Don't use your nickname or your middle name as your password.

9. Never share your password with your friends or family.

10. Create a password that is easy for you to remember.

11. If you are creating a new password for an account you already have, make sure it is very different.

Adapted from: www.commonsensemedia.org/sites/default/files/3-5-unit2-strong-passwords.pdf last accessed January 23, 2013

Activity #7   Create Your Own Secure Password

    a.   List one or two things in each category.

    b.   Use them in different combinations to create secure passwords that you will remember.

Favourite number(s)	Favourite character name(s)	Symbol(s)	Favourite snack(s)	Other category:

Employment Link

Job search websites may require you to create accounts using both personal and private information. Creating secure passwords to protect your online identity is important. Many jobs require employees to log in to a company network or other websites and they expect the information to remain safe. Understanding how to create secure passwords is a great skill to have in the workplace.

PROGRESS... Activity 6-7 Completed

Badge Awarded

What is Digital Media?

Digital media is anything with digitalized content. This includes anything that can be transmitted over the Internet or computer networks, such as

- documents
- graphics
- audio
- video

A digital device is an electronic device that you use to store, display or transmit digital media. We live in a world where we interact with digital media all of the time. Most of our communication with other people is now digital. Most workplaces use digital media in a variety of different ways. Think about all of the different things you do every day that use digital media. Digital media is everywhere!

Activity #8   Uses of Digital Devices and Media

For each type of digital device, think of how it is used or might be used in your home, at the program you are attending, in the workplace and out in the community.

Type of Digital Device	At Home	At a Program	In a Workplace	In the Community
Cell Phone				
Television				
Ipod or MP3 Player				
Ipad or Tablet				
Computer				
Gaming System				
Other				

PROGRESS...

Activity #9   Digital Media Log

    a.   Keep a log of your digital media use over a 24-hour period.

    b.   Use the table below to keep your log. You don't have to be exact with the time periods.   Just estimate how much time you spend doing the activity. A few examples have been filled in to help you get started.
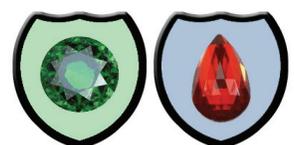
My Digital Media Use Log

Date:

Start:

Finish:

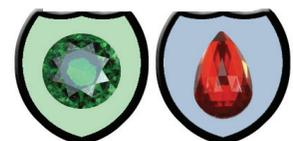| Time of Day	Device	Amount of Time	Location	Activities	My Thoughts
7:00 a.m.	Clock radio	10 seconds	Home	Alarm went off	Very annoying!
7:10 a.m.	Blackberry	5 minutes	Home	Read email	I can't believe I already have 10 emails today

Employment Link

The use of digital media is an important part of job searching and digital media is used frequently in places of employment.
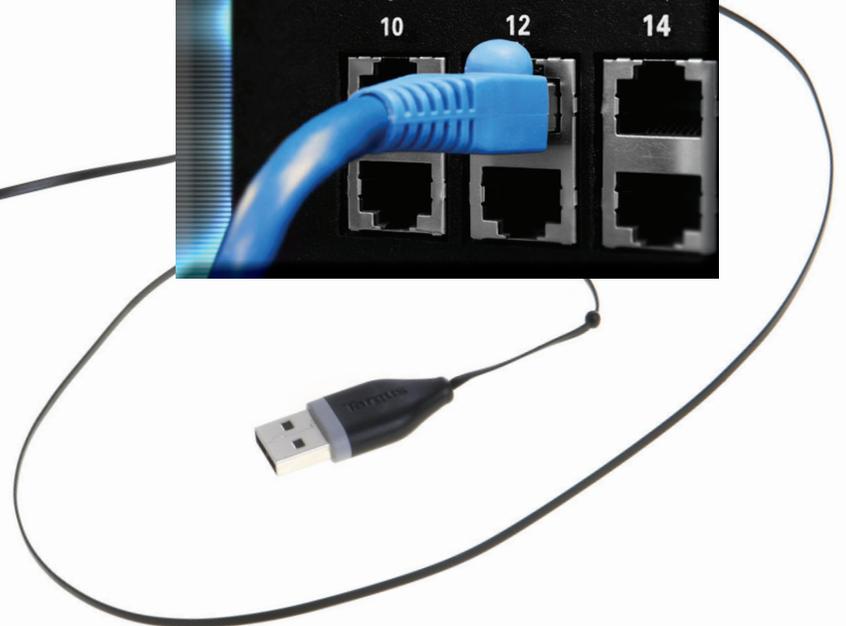
Badge Awarded

Being a Good Digital Citizen

Digital citizenship is appropriate and responsible behaviour when you are using technology. There are many different ways that you use technology every day. For example, you are using technology when you are using your cell phone, posting comments on a message board or talking with the other players in an online game.

Good digital citizens

- protect private information
- respect themselves online
- respect others online
- balance the amount of time they spend online

Digital etiquette or "netiquette" are rules that you should follow in order to make sure you are treating other people with courtesy and respect when you are online. It's just as important to treat people the same way online as you do in real life. When you instant message, chat, or email someone over the Internet, you need to remember that they can't see your face to tell if you're teasing them or being serious. Netiquette is treating others the way you want to be treated. Some examples of bad netiquette are

- bullying other people online
- downloading music illegally
- using bad language
- plagiarizing information – using other people's information and taking credit for it
- posting photos of other people without permission

Remember that it is not just your friends and family who can see what you post online. Employers might also search for you!

Activity #10   Being a Good Digital Citizen

a. Watch this short video on YouTube about digital citizenship.

b. Write a short paragraph (5-8 lines) describing the different technology you use and what you can do to be a good digital citizen.

c. If you like, you can also search for some other videos on YouTube about digital citizenship.

www.youtube.com/watch?v=FdEXijFXfD8

If you can't find the video using the link, use the search term "digital citizenship" on YouTube to find a video about digital citizenship.

Badge Awarded

PROGRESS... Activity 10 Completed

It is important to make sure that what you post online is appropriate. If something is appropriate, it means it is something that you aren't worried about anyone else seeing or reading. Your digital footprint is created when you post things online, such as

- photos
- videos
- comments

A digital footprint is very hard to erase once it is made. What you post online today can impact your future. Employers and schools will often search online to see what information they can find about applicants. They are looking for the good and the bad.

Posting appropriate content will mean that you have a good digital footprint. Posting inappropriate content can create a bad digital footprint. The information you post online can literally be there forever! For example, if you decide to run for Prime Minister 30 years from now, inappropriate online posts could come back to haunt you.
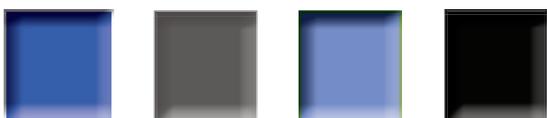
Activity #11   Five Things
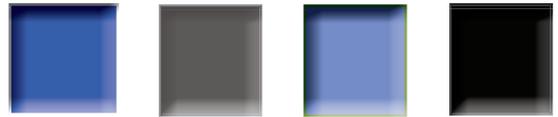
a. Think of five different things you have posted online or things your friends or family have posted online.

b. Do you think it is appropriate or not appropriate?

c. What do you think the effect of the content could be in the future?

d. Fill in the table below.

Describe what was posted	Where was it posted?	Appropriate or Inappropriate?	How could this content affect my future in a good way or a bad way?
Video of me at a wild high school party with underage drinking	YouTube	❑ Appropriate ✓ Inappropriate	Employer might not agree with underage drinking and may not hire me
		❑ Appropriate ❑ Inappropriate	
		❑ Appropriate ❑ Inappropriate	
		❑ Appropriate ❑ Inappropriate	
		❑ Appropriate ❑ Inappropriate	
		❑ Appropriate ❑ Inappropriate	

Employment Link

Maintaining a digital footprint that is appropriate may become very important when you are trying to get a job. Many employers will do an online search to see what they can find out about you. If they discover things that they consider inappropriate, it may affect your chance of getting a job.

Today we have tons of online information at our fingertips. You can search for almost anything online. However, not all information you find online is good information.

Google is a web search engine on the Internet. The term "Google" is so widely recognized that it is now commonly used as a verb. You will often hear people talk about "googling" something on the Internet. Google is one of the most widely used search engines. When you search on Google, you put a search term in and the engine will give you back "hits" or pages where your search term is found.

a. If you were going to do research about something, where do you think you would look first? On the Internet? In a book?
b. Do you use any other search engines besides Google?
c. What are the advantages of researching on the Internet instead of in books?
d. What are the disadvantages?

Activity #12   Google ME!

a. Google yourself and see what you find. If you find anything, record what you find below.

b. Did you find anything that you think is inappropriate?

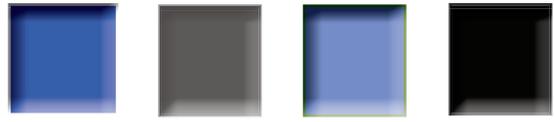c. Did you find anything that wasn't true?

Don't worry if you didn't find anything - consider it good news! It means that you haven't created a digital footprint yet. If you are a good digital citizen, you can make sure that if you do create one in the future, that it is a positive one.

What I found

1.

2.

3.

PROGRESS...
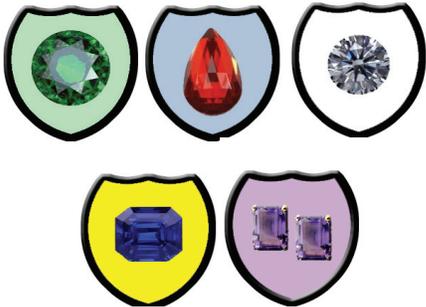
Just because you Google something and find it on the Internet doesn't mean it is true!

How much of the information that you find on the Internet, do you think is true? When you read something on the Internet, do you ever check to see if it is true? How would you do this? It is important to make sure that the information you get from the Internet is true and comes from a reliable source.

Consider the following questions, when you are deciding if the information you are getting from the Internet is reliable.

Who?   Who wrote or posted the information?

Is it a company you are familiar with?

Is it someone you know? Is it a public figure?

Does the website have contact information or a way to contact the owner?

When?   Does the website have a date showing when it was last updated?

Is the information that you are reading new information? Or is it several years old? There is a lot of information that is on the Internet that has been there for a long time. If someone doesn't take it down, it could be there forever. That doesn't mean it is accurate or reliable.
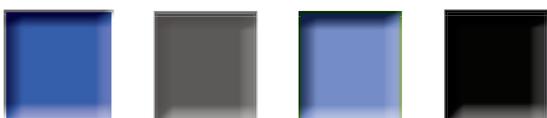
What?   What information is there?

Does the information seem like it is biased in any way?

Does it seem like it is reliable or accurate?

If you are suspicious when you read something, you should probably pay attention to your instincts and question the information that you are reading.

Where?   Where is the website located?

Is it its own site or is it part of a larger site?

The URL is the address of a webpage. URL stands for Uniform (or Universal) Resource Locator. Looking at the URL can help you understand where a site is located.

http://www.website.ca	The "http" tells you that this is a hypertext document (most online documents are in this format). Some pages have "https" instead which is a security feature and means the information on that page is encrypted.
http://**www.website**.ca	"www" means world wide web
	The second part of a URL contains the domain name of the person or organization hosting the Web site -in this case, "website"
http://www.website.**ca**	The last part tells you what type of organization the site belongs to. It is called the domain extension. Some common extensions are 　　.ca= Canadian site 　　.gc=Government of Canada site 　　.gov= Government site 　　.com=commercial site (this is where the term "dot com" comes from) 　　.edu=educational site 　　.net=internet administrative site

Why?   Why would I use this website to get information?

Can I compare this information with the information I found from

another source to make sure it is true?

After considering all of these questions, you should have a better idea of whether a

website has reliable information for you to use.

Adapted from: https://www.lib.berkeley.edu/TeachingLib/Guides/Internet/

Evaluate.html (last accessed March 20, 2013)

Conspiracy Theories

Many people are fascinated with conspiracy theories. A conspiracy theory is

1.   A theory that explains an event as being the result of a plot by a covert
group or organization; a belief that a particular unexplained event was
caused by such a group.

2.   The idea that many important political events or economic and social trends
are the products of secret plots that are largely unknown to the
general public.

Source: Dictionary.com

There are thousands of websites about conspiracy theories

on the Internet. Have you ever looked up

a conspiracy theory?

Activity #13   Conspiracy Theory Evaluation

a. Search online for your favourite conspiracy theory or for a conspiracy theory website. If you don't have a favourite, use "conspiracy theory" as your search term.

b. Choose one of the websites you find when you search.

c. Using what you know about evaluating online information, decide if the website you have chosen is a reliable source of information or not.

d. Complete the table below to help you decide. When you are finished, share your conclusions with the group.

Web Page URL	
Who?	
When?	
What?	
Where?	
Conclusion	I think the information on this page is…
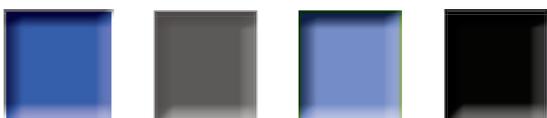
Employment Link

Being able to evaluate online information is a skill that is required by many different jobs. When you are job searching, it may also help you determine whether the job is with a reputable organization or not.

PROGRESS... Activity 12-13 Completed

Reflection

Read the reflection questions. Using the questions as a guide, write a paragraph reflecting on this module.

Post your reflection online. Your instructor will tell you where to post it. You can use the space below for your draft.
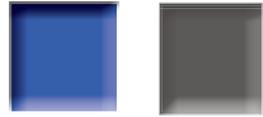
Reflection Questions

a. Why should you be careful when you create passwords?

b. Why is creating a good digital footprint important?

c. What are some of the questions you can ask to help you evaluate information you find online?
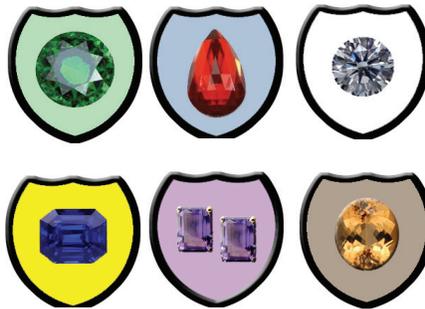
My Reflection

Activity #14   Post Self-Assessment

Complete the "After" portion of the self-assessment on page 5 to determine if you think your skills have improved.

PROGRESS… 100% COMPLETE!

Badge Awarded

☆☆☆

MISSION COMPLETED