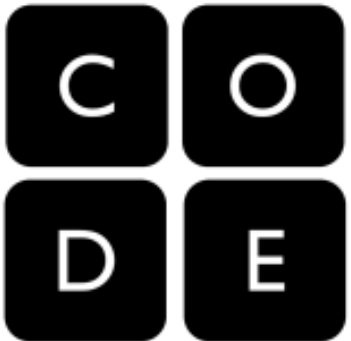
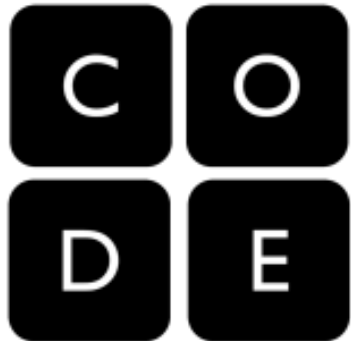


The Cost of Free

Unit 4 Lesson 6 (U4L6)
Day 1 of 2



[Activity Guide - Privacy Policies](#)
[WSJ article \[original\]](#)
[WSJ article \[annotated\]](#)



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Do **NOT** do
Bubble 2, we
will complete
it as a class.



Yesterday we looked at ways that data we willingly give away could be lost and used to compromise our security.

What we often don't think about, however, is just how much data is being collected about us without us even knowing it.

Especially as computers become ever more powerful and ubiquitous, it is becoming easier for vast amounts of data about us to be collected and for it to be used for a variety of purposes.



Top Grossing iPad Apps

		
1. Clash of Clans Games	2. Game of War - Fire Age Games	3. Candy Crush Saga Games
+ Get ▾ In-App Purchases	+ Get ▾ In-App Purchases	+ Get ▾ In-App Purchases



**The Future of
Big Data
(3:46)**



The video mentions how your phone and websites you use track certain things about you. Today we're going to find out a little bit more about it. Here are the primary questions we're interested in:

Why is this tracking necessary? What are the benefits and drawbacks?

How can you find out what kind of data is tracked about you and by whom?



In your INB, write down 3 websites, web services, or apps that you use the most or rely on the most to stay connected to friends and family, or use for “productivity” like school work.

For each website / service / app, fill in the following information in your INB - just what you know off the top of your head from your own experience or memory.

1. Name of Website / Service
2. Do you have an account, or need to login?
3. What kinds of data does (or could) this site potentially collect about you?
4. Do you know if this data is shared with other people, companies or organizations? (If so, which ones?)
5. Do you know how you would find out what data is collected or how it’s shared?



Here is a list for you to help jog your students' memory. Encourage students to try to pick 2 or 3 different types, but also ones they've actually used.

Education: Code.org, Khan Academy, Codecademy.com

Social media: Facebook, Twitter, Instagram, Snapchat

Online store: Amazon, Target, Walmart

Search: Google, Bing

Maps: MapQuest, Yahoo Maps, Google Maps

Productivity: MS Office Online, Google Docs

Mail & communication: Gmail, Hotmail, Yahoo Mail, Skype, Google Hangouts

Streaming sites: Netflix, Spotify, Pandora

Gaming sites: Steam, Xbox Live

Banks and financial institutions: Chase, Citibank

Quick Poll and Recap of Findings:

Show of hands: How many of the apps that you chose were free?

Name one piece of data the app you chose could potentially collect or know about you.

Wow, that's a lot of data! If this stuff is "free," but these companies make a lot of money, then it stands to reason that we are "paying" for these services with **our data**, because that's the only thing we're giving them in return for a service.

What is the monetary value of your personal data?

How is it used to make money?

What are the tradeoffs?

Let's learn a little bit more.



Read the article (groups or individual) 30 mins

Think-Pair-Share the following questions:

Right now, which way are you leaning? Too
little privacy? Right amount?

Are you willing to give up some privacy (and
potentially some security) to have free access to
modern innovative tools - do you trust companies
to be good stewards of your data?

Are you concerned? Do you think too much of your
data is out of your control? Do you think too much
personally identifiable data is given over to
someone else?"

THE WALL STREET JOURNAL.

It's Modern Trade: Web Users Get as Much as They Give

[Link to Original Article article from WSJ.com](#)

If you surf the web, congratulations! You are part of the information economy. Data gleaned from your communications and transactions grease the gears of modern commerce. Not everyone is celebrating, of course. Many people are concerned and dismayed—even shocked—when they learn that "their" data are fuel for the World Wide Web.

Who is gathering the information? What are they doing with it? How might this harm me? How do I stop it?

These are all good questions. But rather than indulging the natural reaction to say "stop," people should get smart and learn how to control personal information. There are plenty of options and tools people can use to protect privacy—and a certain obligation to use them. Data about you are not "yours" if you don't do anything to control them. Meanwhile, learning about the information economy can make clear its many benefits.

It's natural to be concerned about online privacy. The Internet is an interactive medium, not a static one like television. Every visit to a website sends

Intro and
Background

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