The Cost of Free

Unit 4 Lesson 6 (U4L6)
Day 2 of 2

Activity Guide - Privacy Policies
WSJ article [original]
WSJ article [annotated]

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AP Practice - Justify the Score

Written Prompt -- Here is a portion of the AP Explore Performance Task written response prompt 2d:

> **Computing Innovation**
>
> 2d. Using specific details, describe
>
> - at least one data storage concern, data privacy concern, or data security concern directly related to the computing innovation.

Sample Student Response -- here is a snippet of a sample student response addressing a data concern:

> *The FaceSnap app has permission to use many devices on your smartphone, including the camera. A data privacy concern that arises from this is that the company could access the camera to see what you're doing without your knowledge.*

Do you think that is a good response to 2d?

Based on the rubric…..

Zero points!!! -- based on the scoring guidelines listed below the student would NOT get a point for Row 6 and would likely NOT be awarded a point for Row 7 either.

Why? Here are the scoring guidelines for rows 6 and 7.

Row 6 **Analyzing Data and Information**	**RESPONSE 2D**	• Identifies the data that the identified or described computing innovation uses **AND** • Explains how that data is consumed, produced, OR transformed.	Responses should be evaluated on the rationale provided in the response not on the interpretation or inference on the part of the scorer. **Do NOT award a point if any one of the following is true:** • the described innovation is not a computing innovation; • the response does not state the specific name of the data or simply says "data"; • the response confuses or conflates the innovation with the data: response fails to explain what happens to the data; or • the response confuses the source of the data with the data.	• Data types include: integers, numbers, Booleans, text, image, video, audio, signals. Data that infer these types like fingerprints, temperature, music, length, pictures, etc. are allowed. • Data collection devices (e.g. sensors, cameras, etc.) are not data. • Large data sets include data such as transactions, measurements, texts, sounds, images, and videos. (EK 3.2.2A)
Row 7 **Analyzing Data and Information**	**RESPONSE 2D**	• Identify one data storage, data privacy, OR data security concern related to the identified or described computing innovation.	Responses should be evaluated on the rationale provided in the response not on the interpretation or inference on the part of the scorer. Responses can earn this point even if they refer to the data in a general without specifically identifying the data being used. **Do NOT award a point if any one of the following is true:** • the described innovation is not a computing innovation; or • the response identifies or describes a concern that is not related to data.	

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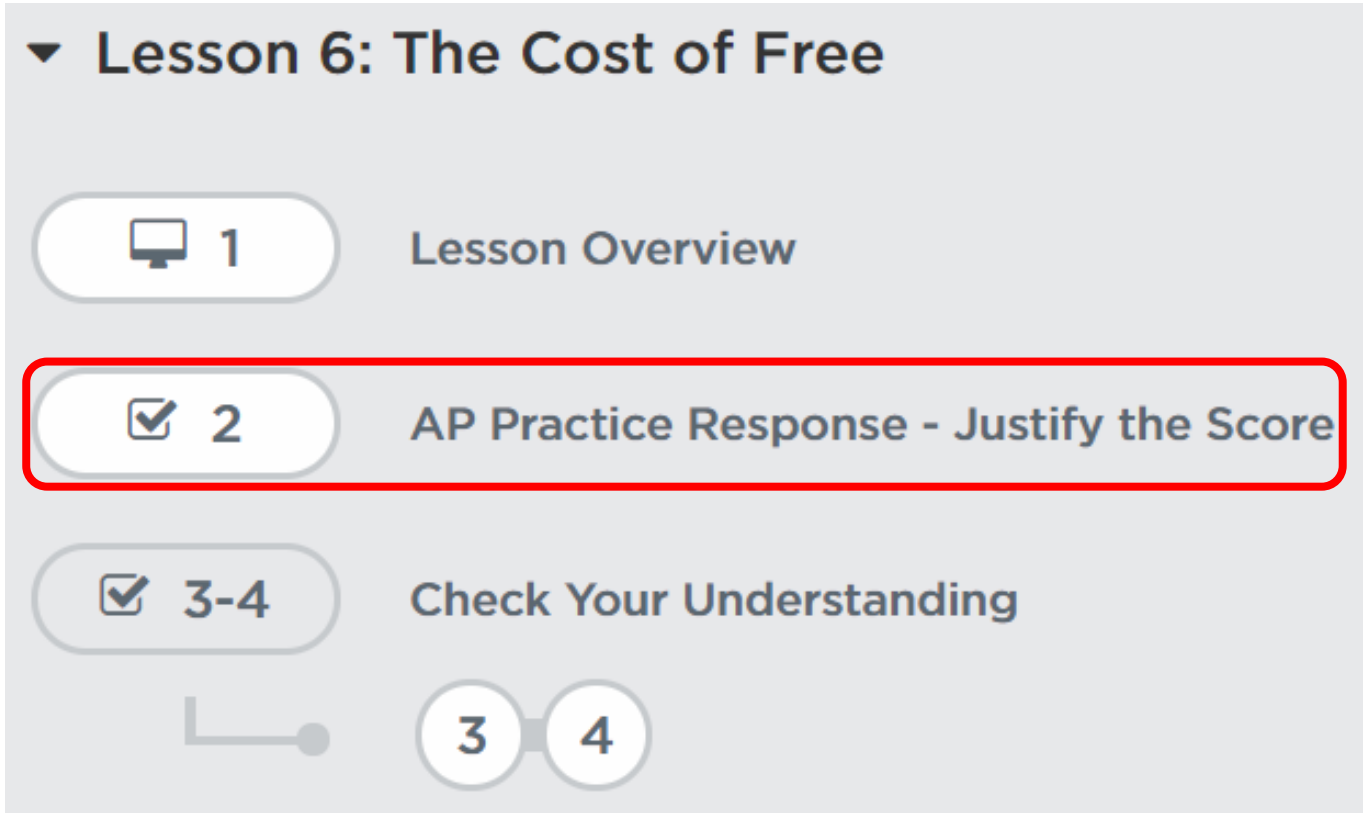

Justify the score

In the space provided below explain:

1. Why the student would not be awarded either row based on the scoring guidelines.
2. Make a suggestion(s) for how to modify the response so the student would get the point.

Enter your answer here

Submit

Do not go on until the students have add a chance to answer.

For Teachers Only

This response would not be awarded Row 6 **because it references the device that collects data (a camera) but not the actual data itself (a digital picture).**

Reinforce that students should be referencing specific pieces of data collected by an innovation (e.g. those referenced in the privacy policies they read in this lesson) and not the devices collecting them. This can be tricky as students likely have more experience talking about the actual devices they are familiar with using rather than the data they're collecting.

Row 7 is more of a gray area but could be strengthened considerably by referring to the actual data collected and how it might be used.

In short, if you aren't talking specifically about the data used by your app, you make it much harder to earn these points on the Explore PT.

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When you use most apps, websites, and social networks, they are collecting information about you in exchange for providing you a service, like connecting with your friends and sharing photos. Sometimes the service itself, like GPS, needs to track you just to be a useful app.

Other times, the data collected is useful to the company for making money.

Most of the companies that do track your data work hard to balance the tradeoffs between providing you with a service for free and the inherent risks such data collection poses to your personal privacy and security.

But what do they actually collect, and how do they use that data?

Let’s find out.

Most of these companies and organizations (the ethical ones) have a clear, well-written privacy policy.

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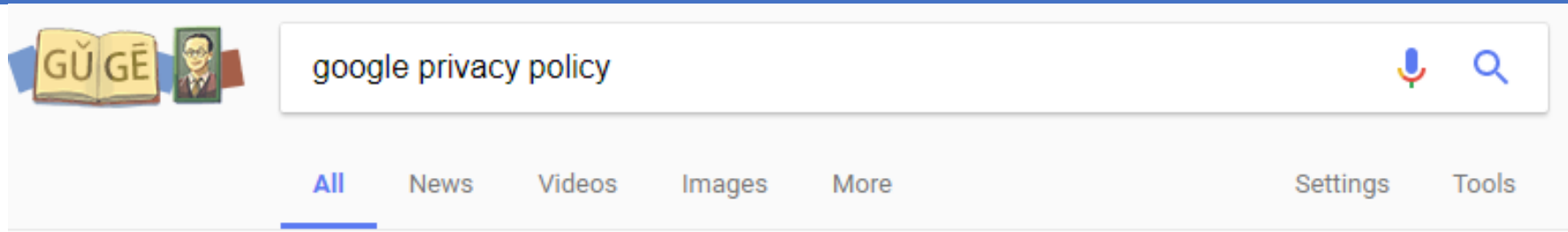
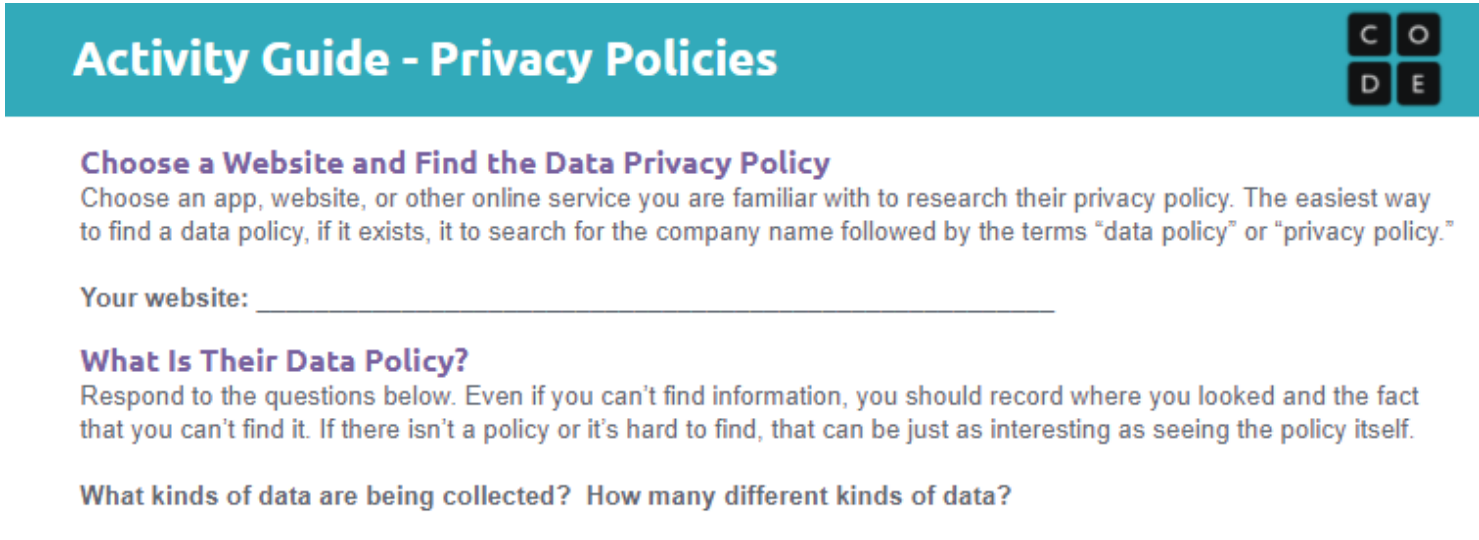
Choose an app or website from yesterday. Then Google the name and "privacy policy".

Use the Privacy Policy to answer the questions in the Activity Guide (or your INB).





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Discussion / Share out:

Share what you found with your group.

The names of the companies / organizations / websites reviewed

Notable similarities and differences in the kinds of data collected

Just the number: How many privacy policies let you access, modify or delete your personal data?

Just the number(s): How did you rate the policies on how comfortable you were?

Prompt:

"What's your "temperature" on data collection now? Are you leaning toward more privacy? Or the same/less as there is now?"

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Would you install this “free” app?

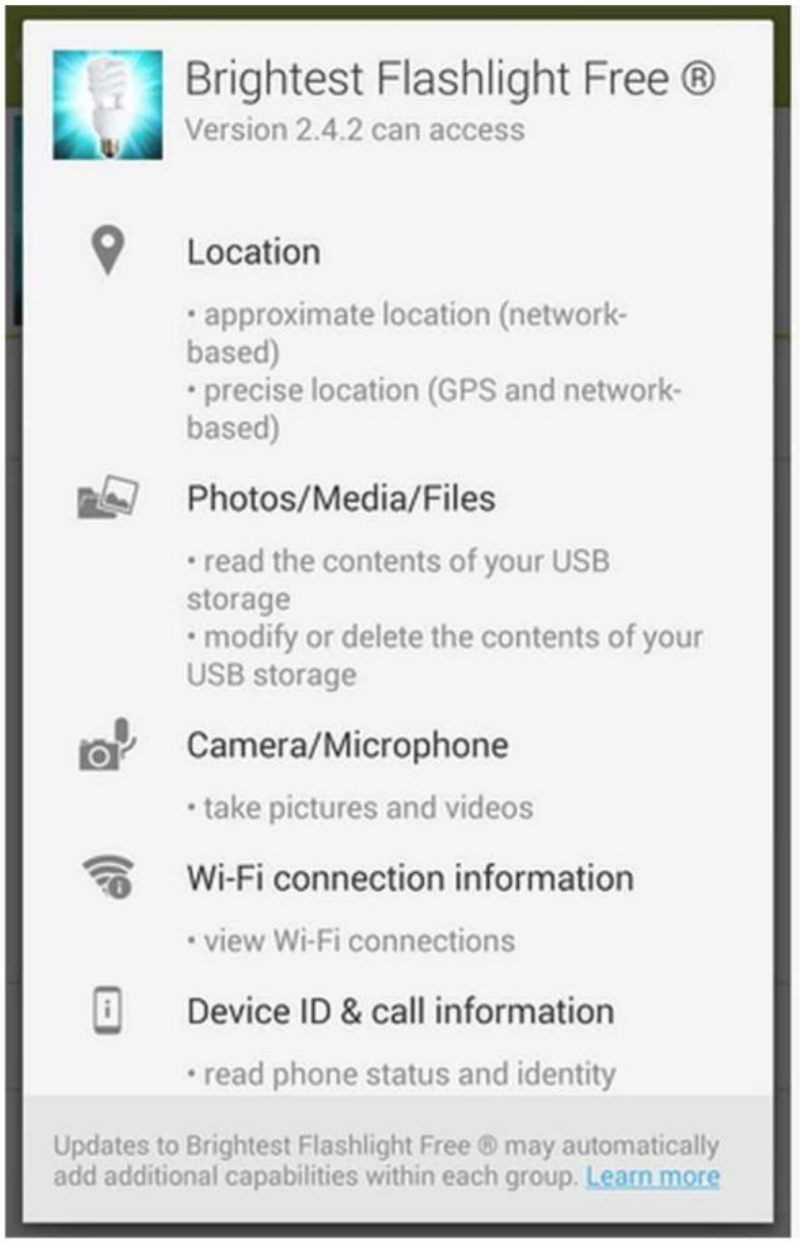
As a final thought, what is your reaction to this app installation screen?
(You can see a higher-resolution version in Code Studio.)

What questions do you have?

What would you want to know?

What would you do to find that out?

Bottom line: Would you install this app?



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