

Does It Matter Who Has Your Data

Directions

Cole and Lola are both searching online for great deals on boots. They both type the word “boots” into the same search engine. The search results and ads that turn up are shown below.

Cole’s online search for “boots”

SEARCH IT boots

About 2,490,000 results (0.23 seconds)

▶ Places for Work Boots Supply near Burchcreek, Arizona

Atlas Army Supply
maps.findit.com 22 Kimball Way, Burch Creek, AZ ★★★★★

Army/Navy Supplies
maps.findit.com 10967 Shaw St., Shancy, AZ ★★★★★

Bootman's Bounty Bluegrass
www.bootman'sbountybluegrass.com
LIVE at the Town Hall every Thursday and Saturday this month

Boot – define it internet dictionary
www.define-it.com
Protective footwear that covers the majority of your foot.

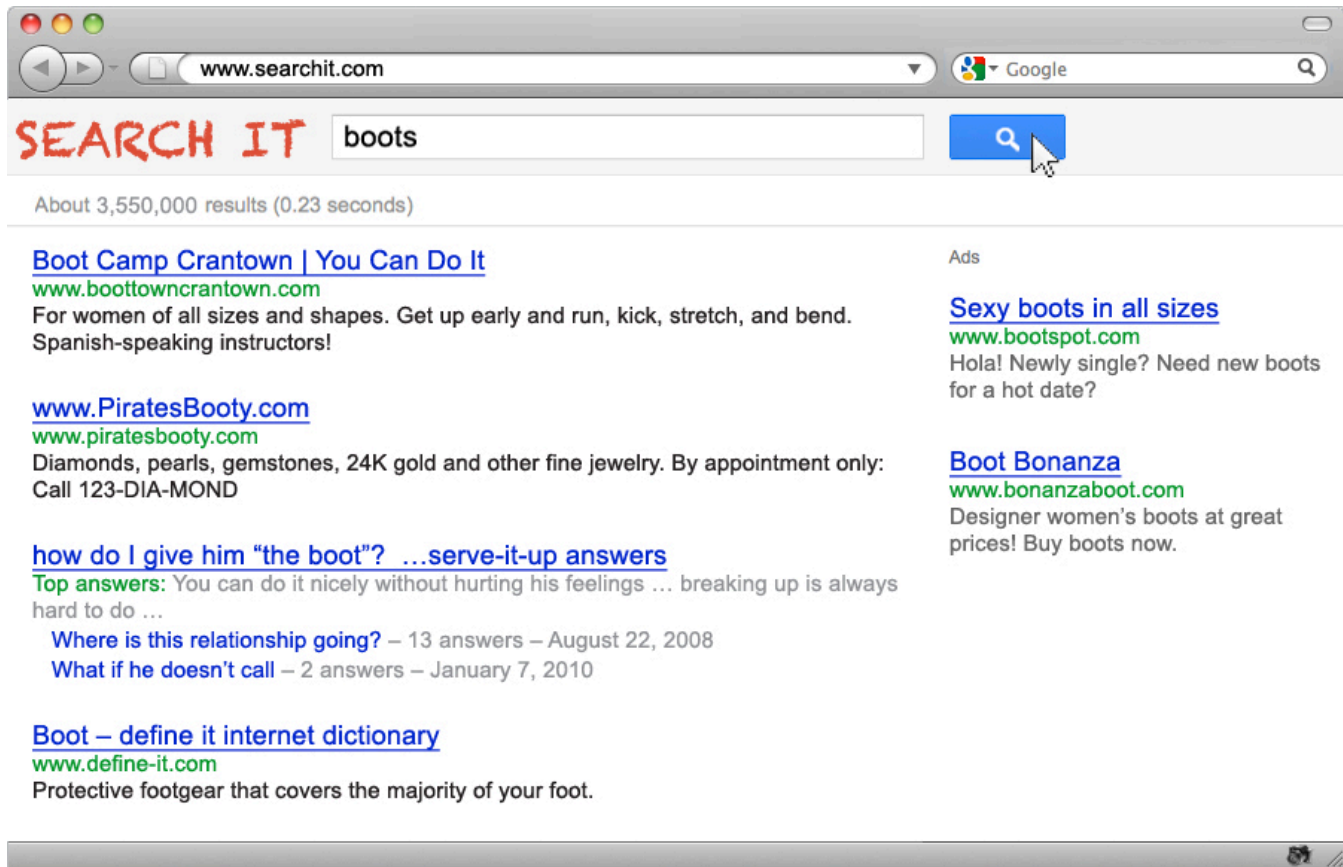
B.O.O.T | Building Our Own Telescopes.
www.bootstars.org
We are a collective that constructs simple telescopes and other star-gazing devices. Become a member today. Reach for the stars.

Ads

Dream Jobs in the US Army
Join the Army Today
www.we_recruit_you.com
It's never too early to start looking for your dream job. Find out about our US informational tour now!

1-888-Giddyup Cowboy Boots
Join the Army Today
www.giddyup-boots.com
The best western wear in the country. Find boots, belts, buckles, and more. Just one click away.

Lola's online search for "boots"



Questions

1. Based on the search results and ads for Cole and Lola, what kind of demographic data do you think companies had collected about each one of them? What is your evidence? What kind of previous searches might they have done, or which sites might they have visited before searching for "boots" ?

2. Do you think it is fair for companies to return different search results for Cole than for Lola?
What are the pros and cons of online tracking and targeting?

3. What are different ways you might help prevent companies from collecting information about you online that you may not want them to have? Name at least 5.

Does It Matter Who Has Your Data?

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1. What kinds of information do companies collect about you when you go online?

- a) Your likes and dislikes
- b) Where you live
- c) Products you look at or buy online
- d) Subjects or activities that interest you
- e) All of the above

2. True or false: The information you enter about yourself online, or the ads that you click on, can affect the results you get when you do an online search.

- a) True
- b) False

3. Jana is searching for books online. She wants to make sure that she protects her private information, such as her address, when she searches for and buys the books. Jana could:

- a) Email the online companies she is thinking about buying from to ask them not to use her private information
- b) Only buy books from sites that her friends buy books from
- c) Read the sites' privacy policies before she gives out information