



## Digital Learning Series

<http://digitalcitizenship4all.wordpress.com>



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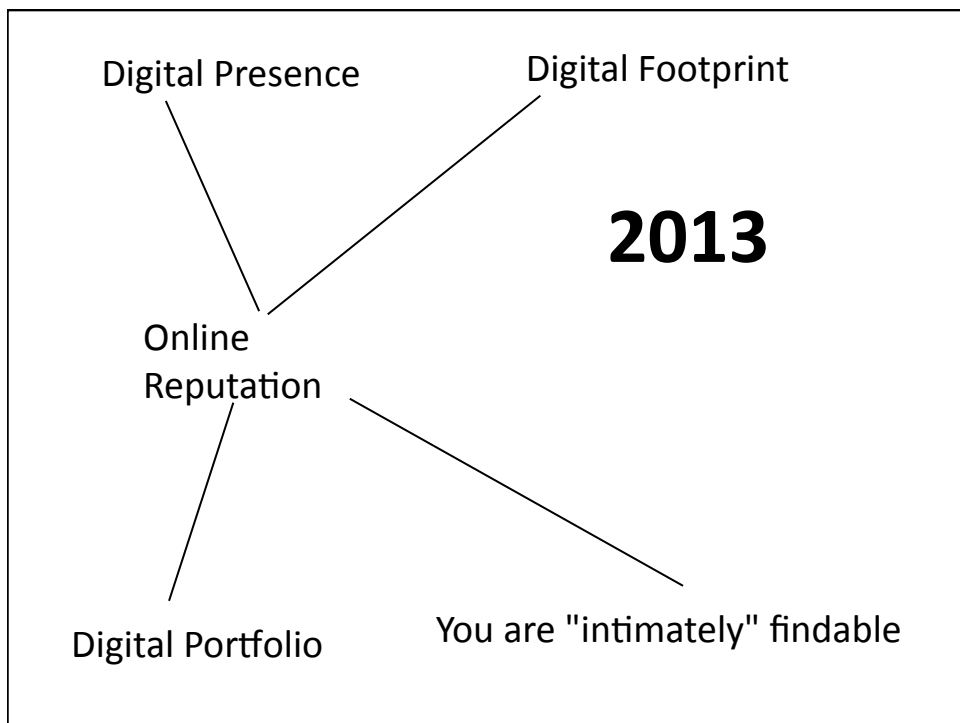
## PDF Version of PPT



<http://digitalcitizenship4all.wordpress.com/>

### **In this session you will ...**

- Learn about your digital footprint.
- Explore the concept of personal branding.
- Consider the challenges and benefits of having an online presence.
- Think about the implications for your students as they become more active online—in and out of school.



## What is a digital footprint?

- "In social media, a digital footprint is the size of your online presence including the number of people with whom you interact."

*Adapted from Wikipedia*

- "Trail left by your interactions in the digital environment—use of TV, mobile phone, Internet and WWW, mobile web, & others."

## Types of *Digital Footprints*

### **An active footprint**

...data created by a person's voluntary web contributions such as blogs, comments, Facebook pages, images on Flickr, your own website, and more.

### **A passive footprint**

...data that is collected about a person such as cookies or the browsing history on a computer. Passive information is data that other people or organizations collect about you.

PEW Internet and American Life Project Report (Madden et al.,

## And another factor...your "Second-hand" Digital Footprint

Data that others deliberately share about you.

**This data may occur with or without your permission—** photos taken of you and posted without your knowledge or a story you have written that a friend asks to post to her blog after you agree.

### What Does This Mean?



**"In the era of Web 2.0, individuals and organizations have gone beyond simply being findable to being *intimately* knowable."**

Pew, March 2008

Image by Nicolas Cherej  
www.fotopedia.com/item/...  
8xb691OwGfc

## Are You Surprised?

57% of adult Internet users say they have used a search engine to look up their name and more.

Young adults (ages 18-29) are most active online reputation managers.

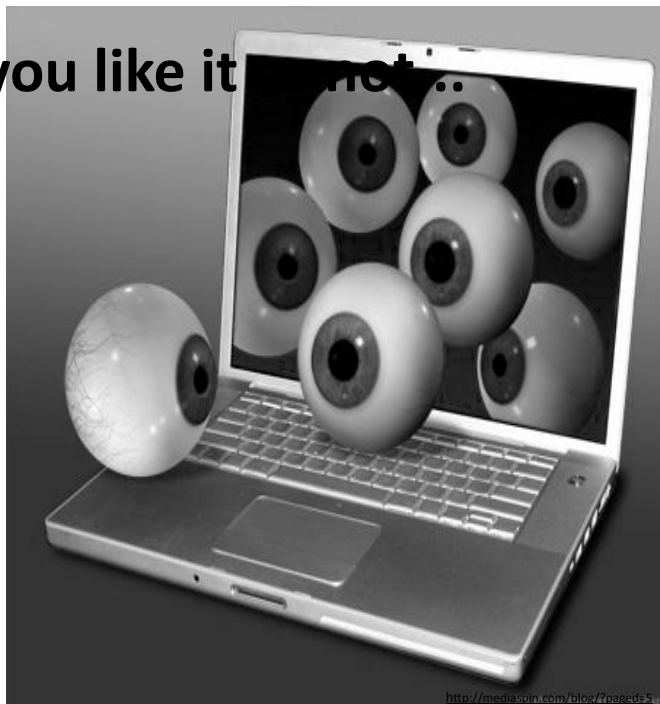
16% of all Internet users have looked online for more information about someone they were dating. Among those who use online dating sites, 34% go online to check up.

Madden, Mary & Smith, Aaron. Reputation Management and Social Media.. Pew Internet & American Life Project, May 26, 2010,.

<http://www.pewinternet.org/Reports/2010/Reputation-Management.aspx>

## Whether you like it or not ..

- Your online actions define you.
- Colleges and employers go online to find info about prospective students and employees.

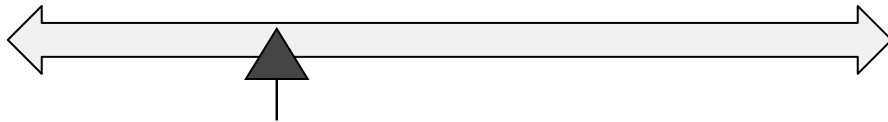


<http://media.sip.com/hiol/2007eds5>

## Question?

**What would a college admissions officer...or a prospective employer find about you online?**

Outstanding    Very Good    Good    Average    Some Concerns    Yikes!    Not a Chance



## How are you known online?



<http://pixabay.com/en/bat-black-icon-outline-hand-25777/>

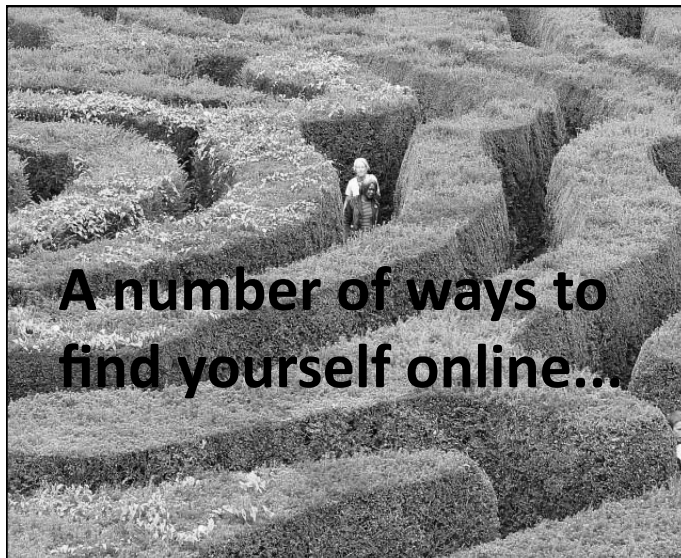


<http://pixabay.com/en/music-note-symbol-recreation-25705/>



By User:Boovabazooka [en:image:Drama-icon.svg] [GFDL (www.gnu.org/copyleft/tpl.html) or CC-BY-SA-3.0 (http://creativecommons.org/licenses/by-sa/3.0/)], via Wikimedia Commons

***Let's check out your  
(current) digital  
reputation***



**A number of ways to  
find yourself online...**

- bing
- Spezify
- Pipl

- DuckDuckGo

<http://4.bp.blogspot.com/-Xuy1pH7rvDg/Ty5M6Sehc-I/AAAAAAAAEj0/Lz7gy7Kyc7A/s1600/laberinto+verde+mas+grande+del+mundo3.jpg>



**Google your name. Then try one other search engine (*Pipl* or *Spezify*) to see what information it provides.**

You may want to try different variations of your name...

**Hint**

*Brittany Smith*  
*Brittany G. Smith*  
*Brit Smith*

What surprised you?

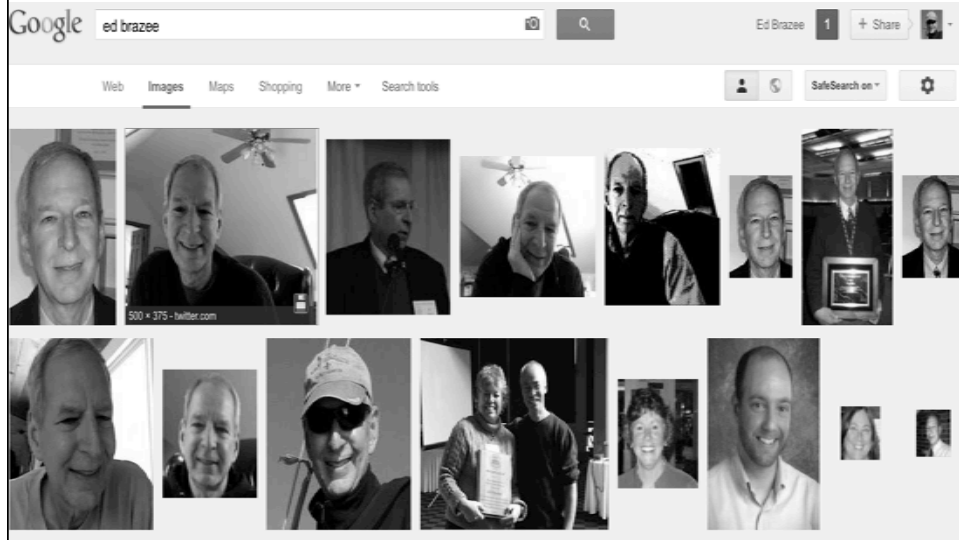
How accurate?

Positive light?

Differentiated from others?

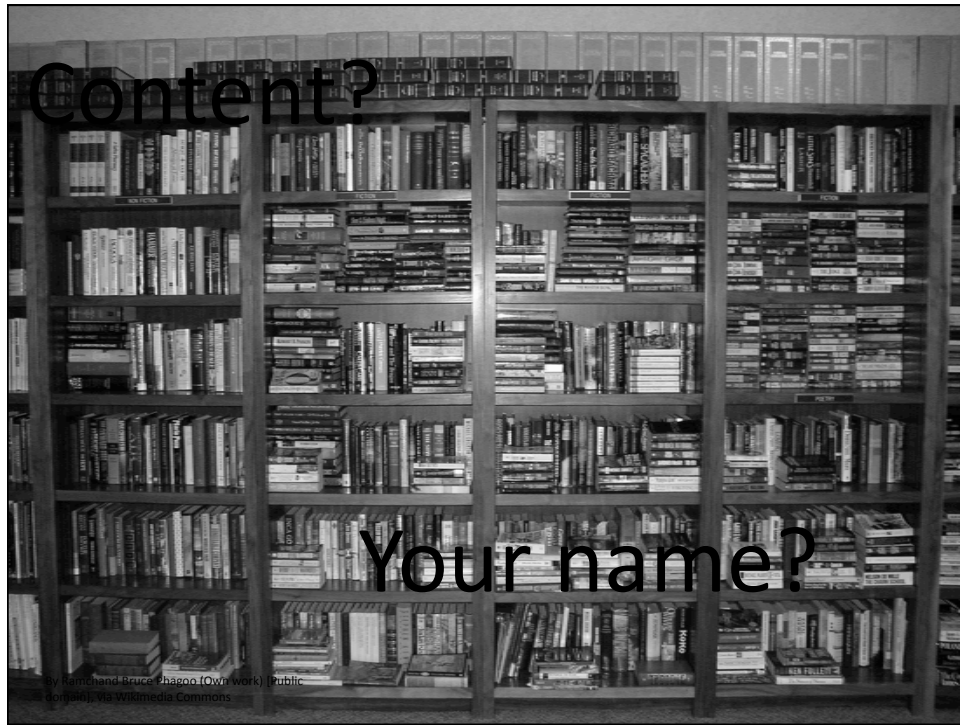
<http://orochiswe.deviantart.com/art/Waiting-for-a-sunny-day-165267244>

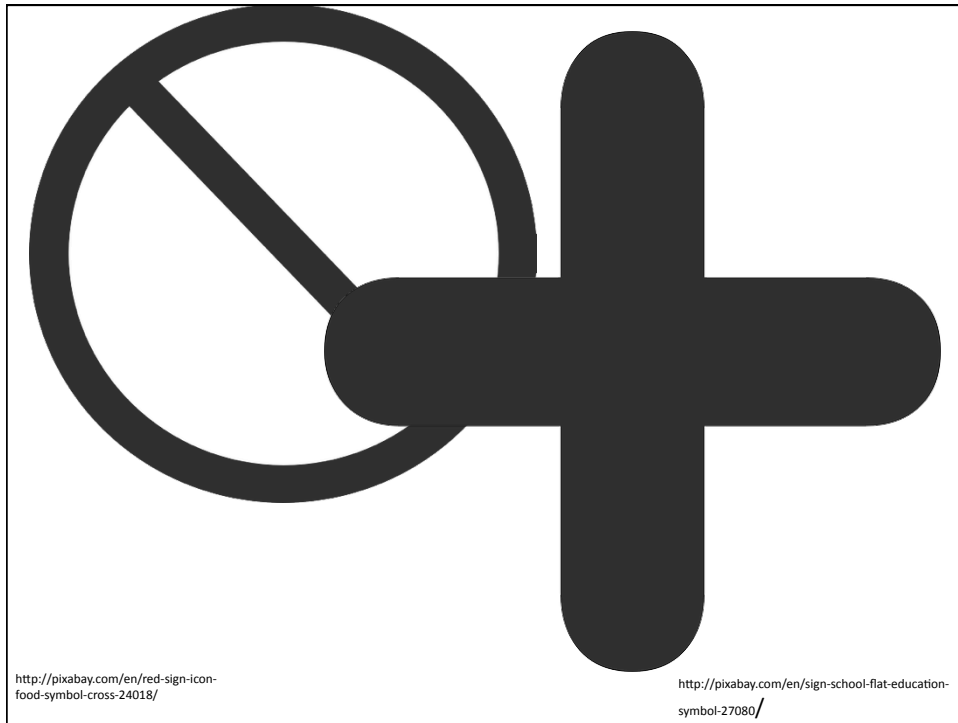
# Search Using Google Images



## Tips on Managing Your Digital Footprint

<http://www.flickr.com/photos/kristiand/3223920178/>





## What colleges and employers check out...

Negatives	Positives
Do you "bad-mouth" employers?	Have you illustrated your multiple interests?
Have you made derogatory remarks about others?	Do your posts demonstrate you can communicate well?
Have you been less than truthful about your accomplishments?	Have you showcased your awards or good things others say about you?

## Recognize That Your Online Activities Determine Your Reputation On And Offline



<http://mysite.verizon.net/vzepir4z/sitebuildercontent/sitebuilderpictures/Footprints.gif>

**We will be known forever by the tracks we leave**

Dakota Proverb

"I cannot explain what possessed me to approach the subject as I did, *and if I could undo it I would.*"

***Alexandra Wallace former UCLA 3rd year student***



**Police blotter for Monday, April 30, 2012 - The Daily News Online ...**

[thedailynewsonline.com/.../police\\_blotter/article\\_687d5c24-92c4-11...](http://thedailynewsonline.com/.../police_blotter/article_687d5c24-92c4-11...)

Apr 30, 2012 – BASOM — A town of Alabama man was charged with driving while intoxicated following a traffic stop at 3:17 a.m. Sunday on Judge Road on ...

**The Register Star Online > Police Blotter**

[www.registerstar.com/police\\_blotter/](http://www.registerstar.com/police_blotter/)

Columbia **Police Blotter**. CHATHAM POLICE DEPARTMENT. Friday ... View the The Register Star **Online's** Privacy Policy . This material may not be broadcast, ...

**File Online Crime Reports - Sacramento Police Department**

[www.sacpd.org/reports/fileonline/index.aspx](http://www.sacpd.org/reports/fileonline/index.aspx)

11 hours ago – File **online reports** or obtain record and **report** information from the **police** department.

**Police Blotter - Township of Aberdeen, New Jersey**

[www.aberdeennj.org/police\\_blotter.html](http://www.aberdeennj.org/police_blotter.html)

30+ items – Township of Aberdeen, Monmouth County, New Jersey. Home ...

The Aberdeen Township **Police** made the following arrests April 25, 2012 ...

The Aberdeen Township **police** have charged Imran T. Ivery, 27, Chapman ...

**WSU Online student helps hungry, shivering pets**

Friday, Jan. 6, 2012

By Richard H. Miller, Center for Distance and Professional Education



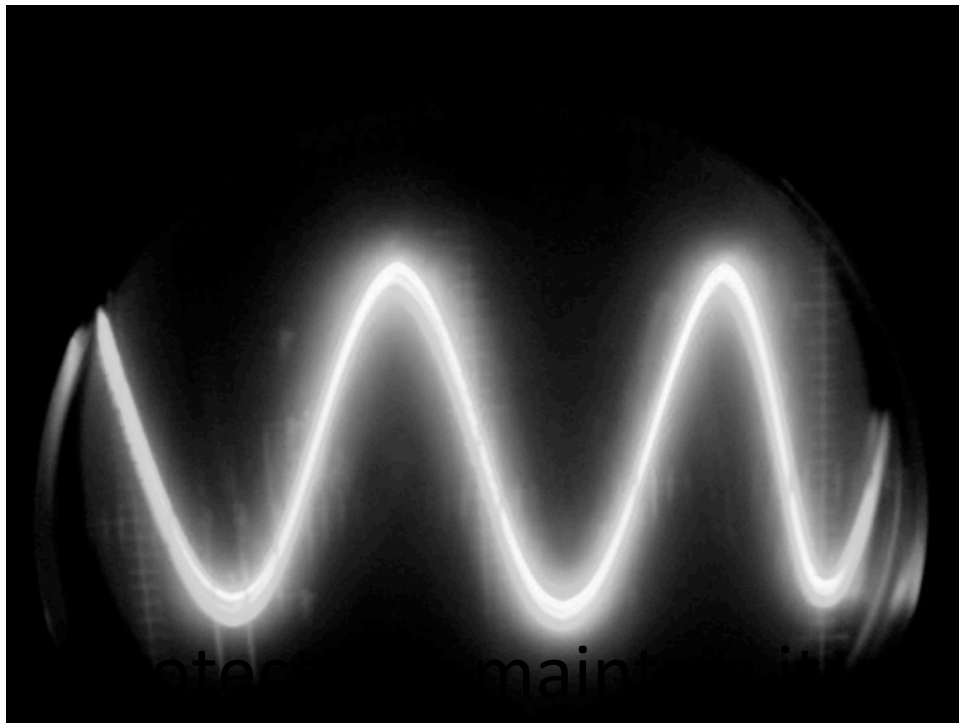
*Trisha Flaig, left, with Rambo and Georgia Martinell at the Second Chance Animal thrift store in Pullman. (Photo by Richard H. Miller, WSU Online)*



## Sportsmanship

Sara Tucholsky got a lift from Central Washington's Liz Wallace, left, and Mallory Holtman.

[http://sports.espn.go.com/ncaa/columns/story?columnist=hays\\_graham&id=3372631](http://sports.espn.go.com/ncaa/columns/story?columnist=hays_graham&id=3372631)



# Three Who Created



WORDPRESS.COM

Matt Mullenweg  
age 19



SPARK Movement

Izzy Labbe & Julia Bluhm  
age 14



Hannah Taylor  
age 8

What's THE biggest  
mistake?





Failing to realize that there's no distinction between your personal and professional reputation.



Essential to create and manage your digital reputation before someone creates one for you.

This is where people are looking for you and where you need to be.

It is much more difficult to counteract negative information if there is nothing positive about you online.

## Takeaways...

How are you found online?

Do you have a consistently positive (digital) reputation that is easily found?

Do you need to *clean up* your digital reputation?

## Resources

### Part 1: Your Digital Footprint

- S. Hirtz & K. Kelly (Eds.), (2011). Education for a digital world 2.0 (2nd ed.) (Vol. 1, Part One: Emerging technologies and practices). Open School/Crown Publications: Queen's Printer for British Columbia, Canada.

"Managing digital footprints: Ostriches v. eagles" (pdf)

- Help students manage their digital footprint and effectively participate in social media

<http://theinnovativeeducator.blogspot.com/2010/04/help-students-manage-their-digital.html>

## Resources

### Part 2: Connections Between Your Online Actions and Your Goals

- Five Facts About Goal Setting:  
[http://kidshealth.org/teen/drug\\_alcohol/getting\\_help/goals\\_tips.html](http://kidshealth.org/teen/drug_alcohol/getting_help/goals_tips.html)
- Pew Internet and American Life Project--Teens and Sexting:  
<http://pewinternet.org/Reports/2009/Teens-and-Sexting.aspx>

## Resources

### Part 3: Recognize That Your Online Activities Determine Your Reputation On And Offline

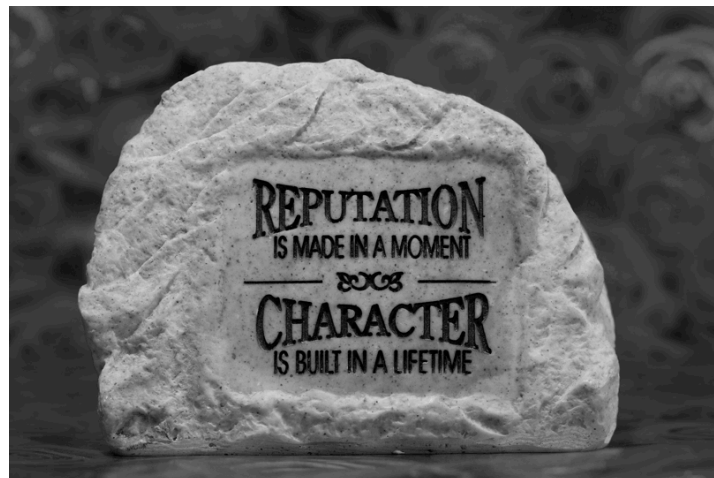
- Protecting Your Online Reputation  
<http://mashable.com/2011/11/02/protecting-your-online-reputation/>
- Top Five Things Teens Should Know About Their Online Reputation  
<http://www.reputation.com/reputationwatch/articles/>

On a scale of 1-5 with 1 being least comfortable, how comfortable are you with using your real name online?



## Personal Branding

A reputation for a thousand years may depend upon the conduct of a single moment. Ernest Bramah British author



To Be Or Not To Be...  
Known or Anonymous Online?

**Being Known Could**

- Build your reputation and credibility
- Connect you to people with similar interests
- Encourage thoughtful & well designed postings
- Allow for entrepreneurship

**Being Known Could**

- Allow personal attacks
- Lead to stalking
- Encourage illegal or irresponsible online behavior with lasting consequences

To Be Or Not To Be...  
Known or Anonymous Online?

**Anonymity Could**

- Shield your identity (unless someone goes looking)
- Protect you in potentially dangerous situations (Egyptian Spring)

**Anonymity Could**

- Make it too easy to act irresponsibly
- Give you a false sense of safety
- Hide your good works and contributions to online discussions

Would you rather be known as...

DufusfromDuluth@gmail.com

or

[themathguy@gmail.com](mailto:themathguy@gmail.com)

**Whenever you are online...**



**You are creating your brand!**

## Times change...

- **20th century** - The Internet is uncharted
  - online names are like CB "handles"
- **21st century** - The Internet is a global community
  - Public and private business is conducted
  - Political stands are made
  - Intellectual property is created and shared
  - Money is raised
  - Serious relationships develop

**Online and offline IDs are connected!**





The screenshot shows the Rockstah Media website. The browser address bar displays 'www.rockstahmedia.com'. The navigation menu includes 'Home', 'About', 'Clients', 'Services', and 'Contact'. The 'About' section features a large heading and text describing the company as an award-winning team of designers, developers, consultants, and market visionaries. A quote from Farrhad A. is included: 'Summing it all up, we are a one stop style destination for all your needs pertaining to your corporate presence, online or offline. We're here to make your communications more effective.' Below this is a photo of Farrhad A. and a bio identifying him as the 17-year-old founder of Rockstah Media, mentioning his work with newspapers, blogs, and TV channels.



The screenshot shows Farrhad A's Facebook profile. The profile picture is a black and white photo of him. The cover photo is a landscape image. The profile bio states: '17- Founder of a creative media company working across the globe. Mumbai, India - http://www.RockstahMedia.com'. The page shows 454 likes and 2 people talking about this. A search bar at the top left shows 'Farrhad A' with search results for his website, Twitter, and other mentions. A Twitter widget is also visible, showing a tweet from Farrhad A (@Farrhad) with 8,928 retweets and 1,566 followers.

www.thestylerookie.com

Twitter Home Most Visited Maine news, spo... Mozilla Firefox S... LiveBinder It Breaking News a... Gmail - Teamin... Bookmarks

Yesterday was the four-year anniversary of this blog! Congratulations to me for never pressing the "delete" button. I spoke at TEDxTeen, which was a nice way to bring it all full circle or something, and that video will be up next week. I couldn't think of a good April Fool's joke for today, but I will direct you to last year's and one from three years ago, both of which I am still very proud of, so proud that I don't know why I haven't won any Nobel Prizes or presidential elections or other fancy things for them.

Here is a photo I took with help from my dad (I'm never sure how to credit someone if it's just me being like LISTEN TO ME AND STAND HERE AND PRESS THIS BUTTON AND DON'T MOVE?) in L.A. a couple weeks ago. My coat was a gift from Wren and I got the shoes at a vintage fair.


I write about things that I like. I'm also the founder and editor-in-chief of RookieMag.com. Click through for FAQ.

THE WEBSITE FOR TEENAGE GIRLS THAT I FOUNDED, EDIT, AND WRITE FOR

# ROOKIE

twitter

Search Have an account? Sign in



**tavi gevinson**  
@tavitulle  
blobber and founding EIC of <http://rookiemag.com>.  
<http://thestylerookie.com>

Follow

1,823 TWEETS  
627 FOLLOWING  
54,369 FOLLOWERS

Cures For Kids Foundation Inc. ... Cures For Kids Foundation Inc. ...

curesforkids.ca

Twitter Home Most Visited Maine news, spo... Mozilla Firefox S... LiveBinder It Breaking News a... Gmail - Teamin... Site Stats - Team... Bookmarks




DONATE NOW


Home Our Story Team Events Ways to Help Blog

## Soaring with the power of hope

Cures for Kids is a non-profit organization founded by high school student Perri Tutelman to fund research for children's life-threatening illnesses and raise awareness in our community. [Learn more](#) or [donate now](#).


**Take Action**

-  Volunteer
-  Attend an Event
-  Donate



**One Magical Afternoon**

Save the date for the 3rd Annual Cures for Kids Makin' Magic show. Magic Awaits... [Read More](#)



facebook

Perri Tutelman is on Facebook.

To connect with Perri, sign up for Facebook today.

[Sign Up](#) [Log In](#)

Perri Tutelman

**Perri Tutelman (Facebook)**  
Perri Tutelman is on Facebook. Join Facebook to connect with Perri Tutelman and others you may know. Facebook gives people the power to share and connect...

**Perri Tutelman - TEDxTeen**  
Perri Tutelman was named one of Canada's Top 20 under Twenty 2010 for her efforts in an international competition and philanthropic work since the age of 14. Perri...

**Perri Tutelman - UNICEF**  
Perri Tutelman was named one of Canada's Top 20 under Twenty 2010 for her efforts in an international competition and philanthropic work since the age of 14. Perri...

**Perri Tutelman - Canada (LinkedIn)**  
Perri Tutelman was named one of Canada's Top 20 under Twenty 2010 for her efforts in an international competition and philanthropic work since the age of 14. Perri...

The image shows two overlapping screenshots. The top one is a browser window displaying the website for Cameron Toy. The website has a dark theme with a navigation menu on the right listing: about, music, video, pictures, news, mailing list, shows, and contact. Below the menu are social media links for facebook, twitter, and reverbnation. On the left, there is a bio section with a photo of Cameron Toy playing guitar. The bio includes: BIRTHPLACE: Brunswick, ME; INSTRUMENTS: Guitar, keyboard, vocals, bass, harmonica, cooking pot and stick; MUSIC GENRE(S): Alternative/Indie/Rock/Thing; and BEEN PLAYING SHOWS AND RECORDING SINCE: 2007. The bottom screenshot shows an iTunes album page for Cameron Toy, listing songs and their details.

**camerontoy.com/#9b0/custom\_plain**

Twitter Home Most Visited Maine news, spo... Mozilla Firefox S... LiveBinder It Breaking News a... Gmail - Teamin... Site Stats - Team

camerontoy

about  
music  
video  
pictures  
news  
mailing list  
shows  
contact

facebook  
twitter  
reverbnation

**BIRTHPLACE:**  
Brunswick, ME

**INSTRUMENTS:**  
Guitar, keyboard, vocals, bass, harmonica, cooking pot and stick

**MUSIC GENRE(S):**  
Alternative/Indie/Rock/Thing

**BEEN PLAYING SHOWS AND RECORDING SINCE:**  
2007

**You Tube**

Albums

**Songs**

#	Name	Album	Artist	Time	Popularity	Price
1	Iron Trees	Tell Me Do You Bel...	Cameron Toy	5:15	★★★★★	\$0.99
2	Stinky Fizzer	Tell Me Do You Bel...	Cameron Toy	3:28	★★★★★	\$0.99
3	Death's Tongue	Tell Me Do You Bel...	Cameron Toy	4:20	★★★★★	\$0.99
4	Our Principally	Tell Me Do You Bel...	Cameron Toy	4:34	★★★★★	\$0.99
5	Battery	Tell Me Do You Bel...	Cameron Toy	3:36	★★★★★	\$0.99
6	Mr. Cover	Tell Me Do You Bel...	Cameron Toy	4:49	★★★★★	\$0.99
7	Amazing Color	Tell Me Do You Bel...	Cameron Toy	4:06	★★★★★	\$0.99

## Above All, Be Safe

### Actions savvy teens take!

- Be smart about who you talk to online just like you would be at the mall. If something doesn't feel right, it's probably isn't. Report it!
- Maintain a very limited profile with perhaps just your first name
  - No address
  - No phone numbers
  - No personal info

- Do not make arrangements to meet someone
- Remember--nothing is really private online
- Ask friends to remove unflattering pictures of you
- Check out who owns a site:  
<http://www.whois.com/>
- Do not participate in or respond to online harassment

Remember the trout! Don't take  
the bait!



NY Public Library Collection

## 3 BIG Things to Remember!

1. You have the power to control your personal online "brand" or reputation.
2. The Internet provides many outlets for your intellectual, creative, and entrepreneurial interests.
3. Everyone must be smart about their online profiles and contacts in order to stay safe.

## Resources:

- **Teenage entrepreneurs**
  - [Preteen Entrepreneurs Making More Than Their Parents](#)
  - [Teen Business Forum](#)
- **Places to Publish**
  - <http://www.kidpub.com/>
  - <http://wordpress.com>
  - iAuthor for iPad
  - <http://www.kidzvuz.com/> (movie reviews by younger teens and tweens)
- **Netiquette**
  - <http://www.bpl.org/kids/netiquette.htm>
  - [education.com](#)



## A conversation to have with...

- Students
- Families
- Administration
- Staff
- Tech staff



**A ship is safe in harbor, but that's  
not what ships are built for.**

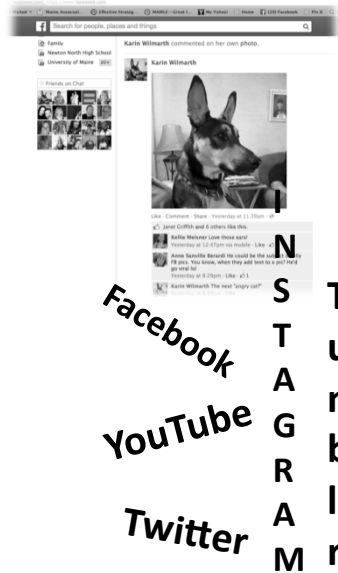
William Shedd



## First...the challenges

### 1. Other people (mis)representing you online

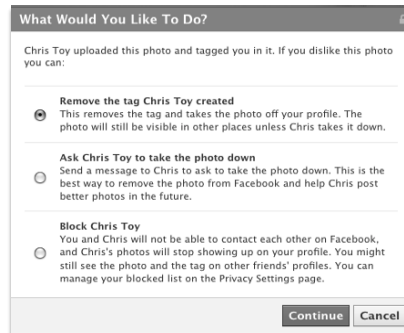
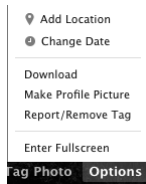
- photos
- video
- description of your actions
- misquoting you



## Options if photos are on Facebook

### 1. Ask that the photo be removed

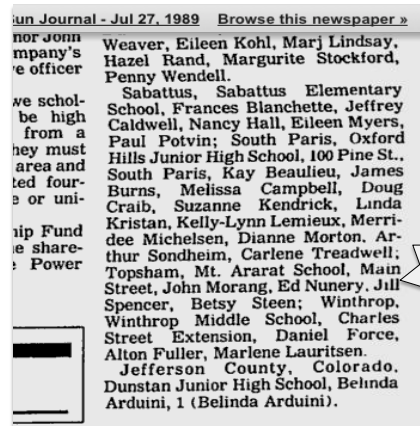
- a. The person who posted
- b. Facebook



### 2. Unfriend--once people are deleted as friends they can no longer tag you in photos



## 2. Things stay online forever...and they are inevitably public



Where was Jill in July of 1989?

## 3. Unwanted attention—stalking, sexting, bullying, predation, phishing

**First:** DO NOT engage in such behavior

- 50%+ adolescents have been cyberbullied
- 50% + adolescents have participated in cyberbullying

**Secondly:** DO NOT reply

**Thirdly:** Report--parents, school officials, police, social networking sites' webmasters

## Schools

**Be proactive—Actively help students figure out how to respond...**

- Role play in advisory
- Use academics
  - Constitution studies
  - Health
  - Literature
- Work with parents
  - Newsletters
  - Brochures at sporting and other events
  - Special parents' nights



Families and Schools--Check out Common Sense Media's resources

<http://www.common sense media.org>

### Examples:

- Turn Down the Dial on Cyberbullying and Online Cruelty (high school)
- Overexposed: Sexting and Relationships (high school)
- Cyberbullying: Crossing the Line (middle school)

#### 4. Data collection on personal habits, likes, and activities via the Internet

- Google "pings" computers to collect info on what sites have been visited
- Ad companies track cookies
- Facebook

**\$\$\$**

Stay informed!

Here's a place to get started!

"How to Erase Your Digital Footprint"

[http://www.maximumpc.com/article/features/  
how\\_erase\\_your\\_digital\\_footprint](http://www.maximumpc.com/article/features/how_erase_your_digital_footprint)

**Seems scary, but...**



**Not an  
Option!**

## Positive possibilities enrich our lives

Suggested by Common Sense Media categories:

- Connect & Collaborate
- Independent learners online
- Self-exploration
- Creative expression
- Critical thinking
- Entrepreneurship
- Making the world a better place—  
social activism

## Connect and Collaborate

- Families and friends
- School projects
- Homework help
- Community projects
- Commentary
- Build knowledge



1:00 AM  
**Internet links ideas to money**  
 Online fundraising platform Kickstarter helps inventors, entrepreneurs, others  
 By David F. Robinson d Robinson@onlinesentinel.com  
 Staff Writer, Morning Sentinel

FARMINGTON — Kevin McShane invents fun and educational games that his Cascade Brook School students enjoy playing.

That's the sales pitch McShane, 64, hopes will help him raise enough money to develop one of his games to sell to other educators, parents and grandparents.

Unlike most other inventors, however, he is trying to cut out the middle man to realize his dream.

The 18-year veteran special education teacher is among the thousands of people who have found Kickstarter, the Internet fundraising platform that allows creative projects to seek startup money directly from the public.



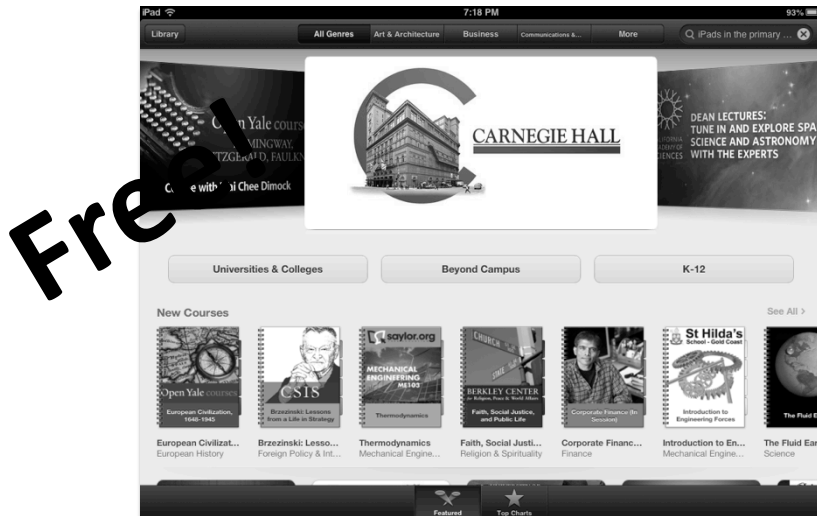
*Morning  
Sentinel*

## Independent learners online

### YouTube list of titles

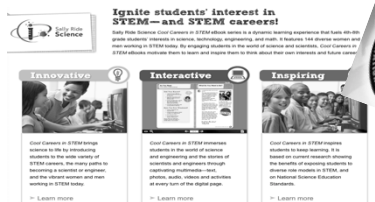
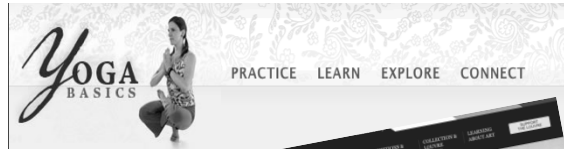
- Academics
  - Personal Enrichment
  - Hobbies
  - Cooking
  - Computer Programming
  - Sports
  - Exercise
  - Personal need
- [Flawless Parallel Parking \(Everyday Advice\)](#)
  - [Instant Ramen Stir Fry With Pork, Shrimp, and Vegetables](#)
  - [Solving Quadratic Equations by Factoring - YourTeacher.com](#)
  - [Fly Tying Lesson - Clouser Minnow](#)
  - [Jewelry Workshop: Bead, Wrap, Chain & Etch with Max Goodman on Crafts.com](#)
  - [NBA TNT Fundamentals with Ray Allen on Jump Shooting](#)

## iTunesU



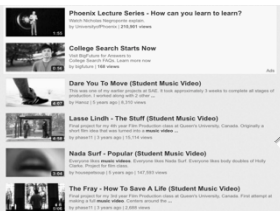
## Self-exploration

- Vocation
- Avocation
- Spiritual
- Political



## Creative expression

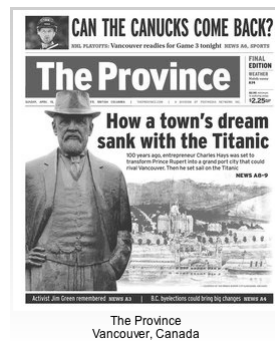
- Learning
- Creating
- Sharing
- Feedback



## Critical thinking

- Comparing/contrasting
- Analyzing
- Evaluating
- Synthesizing

Newseum:  
[http://  
 www.newseum.org](http://www.newseum.org)



## Entrepreneurship

- Understanding the concept
- Getting advice
- Seeing examples
- Getting your feet wet with your own start-up
- Making and investing money

6 Pieces of advice from teen entrepreneurs:

1. Don't do it alone
2. Expect it to be hard work
3. Make sure you have a passion for what you are doing
4. Persevere--Don't give up
5. Think out of the box and don't believe everyone who says you are being unrealistic
6. Admit you don't know everything and learn from others

<http://www.businessinsider.com/these-pre-teen-entrepreneurs-make-millions-more-than-their-parents-2010-9#>

## Making the world a better place-- Social Activism

- Get involved
- Start your own organization



### 3 BIG Things to Remember

1. Although the Internet presents personal and societal challenges, it also provides multiple opportunities to enrich our lives.
2. Used well, the Internet helps us stay connected across vast distances and provides access to information for all people.
3. We all share a personal responsibility for our own safety and security and to be responsible users of the Internet within our digital community.



### **3-2-1 Final Reflection**

3 things/ideas you want to discuss with colleagues back at school

2 things/ideas you need to find out more about

1 thing you will do with you students in the next month to help them become more knowledgeable about online reputations

### **Resources**

- Bullying Statistics:  
<http://www.bullyingstatistics.org/content/cyber-bullying-statistics.html>
- Common Sense Media: <http://www.commonsensemedia.org/>
- MacArthur Foundation Digital Media & Learning:  
<http://www.macfound.org/programs/learning/>
- Pew Internet & Family Life Project:  
<http://www.pewinternet.org/topics/Families.aspx>
- *Scoop It - Into the Driver's Seat*-Building the Independence of Learners Through Thoughtful Uses of Technology:  
<http://www.scoop.it/t/into-the-driver-s-seat>