



Lesson 7.1: Digital Footprint and Reputation

<https://codehs.com/course/24986/lesson/7.1>

Description	In this lesson, students understand how they can control and protect their footprint. As students use the Internet, they are building their digital footprint. This includes social media posts, emails, picture and video uploads amongst other online activity.
Objective	<p>Students will be able to:</p> <ul style="list-style-type: none">• Understand how their online activity contributes to a permanent and public digital footprint• Articulate their own social media guidelines to protect their digital footprint
Activities	<p>7.1.1 Video: Digital Footprint and Reputation 7.1.2 Quiz: Digital Footprint and Reputation 7.1.3 Free Response: Building a Positive Digital Footprint 7.1.4 Connection: Right to be Forgotten? 7.1.5 Free Response: Right to be Forgotten 7.1.6 Free Response: What is your Digital Footprint? 7.1.7 Example: Social Media Clean-up</p>
Prior Knowledge	No prior knowledge needed.
Planning Notes	<ul style="list-style-type: none">• Review the slides and activities for the lesson before the start of class.• There is a handout that accompanies this lesson. It can be used as an in-class activity or a homework assignment. Determine how and if this handout will be used and make the appropriate number of printouts prior to the class period.• In this lesson, several popular social media platforms are mentioned. If students are using other social media platforms not discussed, work with students to figure out how to control privacy on these accounts.
Standards Addressed	
Teaching and Learning Strategies	Lesson Opener:

- Have your students create an identity [wordle](#). Have students incorporate words or terms they associate with identity.
- Use the identity wordle to discuss the implications of oversharing on social media. What parts of your identity should they share with everyone, and which parts might not be appropriate?
- Have students brainstorm and write down answers to the discussion questions listed below. Students can work individually or in groups/pairs. Have them share their responses. [5 mins]

Activities:

- Watch the lesson video and complete the corresponding quiz. [5-7 mins]
- Complete the *Building a Positive Digital Footprint* free response activity. [5 mins]
- Watch the *Right to Be Forgotten?* connection video and fill out the corresponding reflection. [10 mins]
- Complete the *What is your Digital Footprint?* free response activity. [5 mins]
- Explore the *Social Media Cleanup* simulation. [10 mins]
 - Delete posts that may be harmful for the user's digital image. *Note: When students refresh the simulation, it will be back to the original state. Use this to help explain how things may look deleted, but may not actually BE deleted.*
 - Add a few posts that will improve the digital footprint of the user.
 - Allow students to look at and play around with the code. If the simulation stops working, have students go to the HISTORY tab and reset their code.
- Complete the *Digital Footprint* handout. Students can work individually or in small groups/pairs. [20 mins]

Lesson Closer:

- Have students reflect and discuss their responses to the end of class discussion questions. [5 mins]

Discussion Questions

Beginning of Class:

- Why do people share posts, pictures, videos, etc online?
 - *People share online to communicate with many people at one time. They may be looking for opinions on what they post or could be proud of what they share, amongst other reasons of why they share with others online.*
- What kind of information do people share online?
 - *Events that they are attending, pictures of places and things that they see during their day, etc.*
- Can a person get in trouble for something that they post online? Give an example.
 - *Yes! If a user's post is offensive or promotes bullying, they can face consequences for what they decide to share.*

	<p>End of Class:</p> <ul style="list-style-type: none"> • What is a digital footprint? <ul style="list-style-type: none"> ◦ <i>The information about a particular person that exists on the Internet as a result of their online activity.</i> • What are some good rules to follow to protect your digital footprint? <ul style="list-style-type: none"> ◦ <i>Ask yourself: Would your family approve of what you have posted? Will anyone be offended or hurt by what you post?</i> • What are possible consequences of having a negative digital footprint? <ul style="list-style-type: none"> ◦ <i>Colleges and potential hiring companies absolutely look up applicants on social media. If your digital footprint is not up to their standards, you may not get into that college or get that job.</i>
Resources/Handouts	<p>Digital Footprint (Teacher version).</p> <p>Digital Footprint (Student version).</p>

Vocabulary

Term			Definition		
Modification: Advanced		Modification: Students Needing Additional Support		Modification: English Language Learners	