

UNIT

4

# Digital Citizenship

Student Packet • Grades 9-12



**common**  **sense**<sup>®</sup>  
media

---

## Private Today, Public Tomorrow

---

### Directions

Read the following story and be prepared to discuss it in class.

---

### College Sued Over “Drunken Pirate” Sanctions

Woman claims teaching degree denied because of single MySpace photo

(<http://www.thesmokinggun.com/documents/crime/college-sued-over-drunken-pirate-sanctions>)

APRIL 26, 2007 — A Pennsylvania woman claims that her teaching career has been derailed by college administrators who unfairly disciplined her over a MySpace photo that shows her wearing a pirate hat and drinking from a plastic cup. In a federal lawsuit, Stacy Snyder charges that Millersville University brass accused her of promoting underage drinking after they discovered her MySpace photo, which was captioned “Drunken Pirate.” The picture from Snyder’s MySpace page (which she says was snapped at a costume party outside school hours) can be seen below.



In her complaint, Snyder, a 25-year-old single mother of two, says that Millersville officials discovered the image last May, while she was a senior working as a student-teacher at Conestoga Valley High School. A university official told her that the photo was “unprofessional” and could have offended her students if they accessed her MySpace page. At the time the “Drunken Pirate” photo was taken, Snyder was of legal age to drink, though her lawsuit notes that the photo “does not show the cup’s contents. ”...

Despite good grades and solid performance evaluations, Snyder claims that school officials improperly denied her a bachelor of science in education degree and a teaching certificate. The university, Snyder added, instead granted her a bachelor of arts degree last May 13. Because the school refuses to confirm that she satisfactorily completed her student teaching requirements, Snyder claims that she has been unable to secure certification from Pennsylvania’s Department of Education. Snyder’s lawyer, Mark Voigt, told TSG (TheSmokingGun.com) that his client now works as a nanny. He added that school officials should actually be “celebrating” Snyder, a mother of two young children who returned to school to get a teaching degree.

# 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. Work in small groups to review their results and answer the questions that follow. Circle or highlight any examples from the results that will help you answer the questions.

## 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.

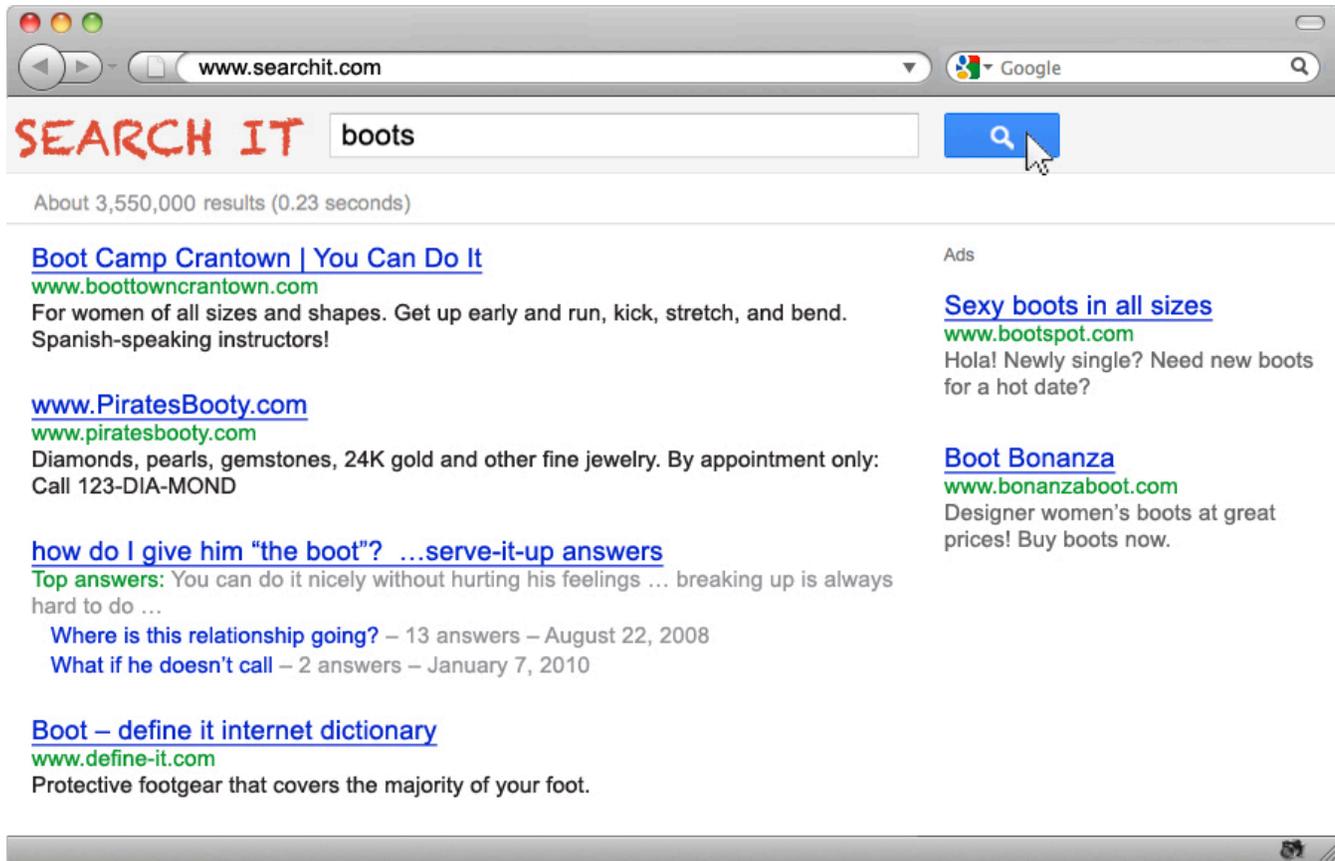
**B.O.O.T | Building Our Own Telescopes.**  
www.bootstars.org  
We are a collective that constructs simple telescopes and other star-gazing devices. Become a member today. Reach for the stars.

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? How about for people in general?

3. What are the benefits and risks for ourselves and for the community of Internet users in general when companies give different news, information, and ads to different people? (You will answer this question as a class, but write down some ideas to prepare for class discussion.)

# Retouching Reality

## Directions

Read the following news article. Then discuss the questions that follow, explaining your answers in the spaces provided. (Note: “Reuters” is the name of an international news agency.)

### Reuters Fires Photographer After Alteration

In 2006, Reuters was forced to fire a photographer, remove images from circulation and change policy after finding that a photo of an Israeli air raid on Beirut had been manipulated.

Bloggers were the first to notice that the clouds in an image taken by Adnan Hajj, a Lebanese photographer, had been darkened.

Soon after, Reuters issued an apology and said it withdrew from its database all of the images taken by Hajj. “There is no graver breach of Reuters standards for our photographers than the deliberate manipulation of an image,” Tom Szlukovenyi, Reuters global picture editor, said at the time. “Reuters has zero tolerance for any doctoring of pictures, and constantly reminds its photographers, both staff and freelance, of this strict, unalterable policy.”

HOME PAGE	MY TIMES	TODAY'S PAPER	VIDEO	MOST POPULAR	TIMES TOPICS
-----------	----------	---------------	-------	--------------	--------------

**The New York Times** **Technology**

WORLD	U.S.	N.Y. / REGION	BUSINESS	TECHNOLOGY	SCIENCE	HEALTH	SPORTS	OPINION
-------	------	---------------	----------	------------	---------	--------	--------	---------

CAMCORDERS   CAMERAS   CELLPHONES   COMPUTERS   HANDHELDS   HOME VIDEO   MUSIC   PERIPHE

### Ease of Alteration Creates Woes for Picture Editors



Photographs by Adnan Hajj/Reuters

An authentic photo, left, of smoke from burning buildings in Beirut suburbs during Israeli air raid and photographer's manipulated version, right.

**Article:**

Heussner, Kai Mae. “11 Photo-Editing Flubs: Digitally Altered Photo Disasters.” ABCNews.com, Oct. 8, 2009. Web. <http://abcnews.go.com/Technology/AheadoftheCurve/11-photo-editing-flubs-digitally-altered-photo-disasters/story?id=8780937>.

**Photo:**

Aspan, Maria. “The Ease of Alteration Creates Woes for Picture Editors.” *New York Times*, Aug. 14, 2006. Web. <http://www.nytimes.com/2006/08/14/technology/14photoshop.html>.

## **Discussion Questions**

**1. Why did Reuters apologize for this digitally manipulated photo? Why was it so controversial?**

**2. Do you think that it's unethical for news articles to use digitally edited photos? Why or why not?**

**3. Who were the first people to notice this photo mishap? What role does the Internet play in allowing us to expose and regulate digitally manipulated images?**

# Retouching Reality

## Directions

Read the following news article. Then discuss the questions that follow, explaining your answers in the spaces provided.

### Microsoft Ad Changes Man's Race

In August, the blogosphere went wild over an image in a Microsoft Corp. ad that had been edited to change a man's race from black to white.

In a photo featured on the company's U.S. Web site, three colleagues – one white, one black and one Asian – sit around a conference room table. But in the same photo on the company's Polish site, the face of the black man had been replaced with the face of a white man.

The gaffe sparked quite the discussion online, as bloggers and commenters wondered if the change was racially motivated, the result of poor judgment or both. Some people suspected that the computer technology giant changed the Polish image so that it matched the country's own racial composition.

It even inspired the popular tech blog TechCrunch to launch a contest to see who can manipulate the funniest head onto the Microsoft ad.

“So get Photoshop fired up and make your funniest (and yet not in any way offensive) version of the Polish Microsoft head replacement. No rules. Replace all the heads you want to. Add costumes and

props. Add text bubbles,” it said on its site. The winner gets a Bing (Microsoft's search engine) T-shirt in the mail.

Ultimately, the affair elicited an apology from Microsoft, which said in a statement, “We are looking into the details of this situation. We apologize and have replaced the image with the original photograph.”

#### Article and Photo:

Heussner, Kai Mae. “11 Photo-Editing Flubs: Digitally Altered Photo Disasters.” ABCNews.com, Oct. 8, 2009. Web.

<http://abcnews.go.com/Technology/AheadoftheCurve/11-photo-editing-flubs-digitally-altered-photo-disasters/story?id=8780937>.





# Collective Intelligence

---

---

## Directions

You have browsed the website PhilaPlace ([www.philaplace.org](http://www.philaplace.org)), where people can add their histories and stories about the city of Philadelphia. Now it's your turn! You will be choosing materials for a paper or electronic wiki about your school. Your job is to think of images and stories for the wiki that tell the story of your school community from your point of view.

Follow these steps to choose the materials for your wiki:

1. Have each person in the group think of three things to include on the website. Work on your own, and write down your choices.
2. Share your choices with one another. Then work together to choose the ten best things to include on your website.
3. Once you have chosen your materials, work together to decide how you will arrange them and what your wiki will look like. Then choose a name for your wiki.
4. Answer the questions below.

---

## Questions

**1. How did you come up with ideas for images and stories for your website?**

**2. How did you decide which images and stories to include?**

**3. Was it difficult or easy to make the decisions? Explain your answer.**

**4. Whose perspective is reflected in the materials you chose?**

**5. How do you think the results might have been different if you were working as an individual instead of in a group?**

# **Lesson Assessments**

# Private Today, Public Tomorrow

## 1. Before you post about someone else online, it's important to:

- a) Ask that person if it's okay to post
- b) Consider if you will upset anyone by posting
- c) Think about who might see what you post
- d) All of the above

## 2. Read the following blog post by Elliot. Then underline three phrases that could negatively impact Elliot or his friend Brian's reputation.

Thanks for all of the birthday wishes, everybody! It feels great to be 16.

This weekend was crazy. Brian and I went on a camping trip with my older bro and some of his college friends. Brian said he knew about an awesome trail that was closed off to hikers. A park ranger found us, but we just lied and said we were lost.

The best part about the weekend? Drinking beer with the boys at sunset. What a life.

Who wants to give Brian and me notes for the History test tomorrow? We didn't have time to study!

Peace,  
Elliot

## 3. Look at the possible captions for this photo in the chart below. Mark an "X" over the captions that would make this photo inappropriate to post.



*Best party EVER!*

*Was this before or after  
Rachel barfed on the  
couch?*

*lol I look WASTED.*

*Love you guys!*

*Mikey, your parents should go  
out of town more often.*

# Does It Matter Who Has Your Data?

---

---

.....

## 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

# Breaking Down Hate Speech

1. Vinny and Katie are lab partners. After school, Katie sees that Vinny posted the following message on his friend's social network profile: "So my lab results with KT are a mess. Dumb blonde. Don't girls know they suck at science?"

This type of negative comment is an example of \_\_\_\_\_. The comment is based on \_\_\_\_\_ about girls.

- a) a compliment / an assumption
- b) hate speech / a stereotype
- c) hate speech / a compliment
- d) mediation / a stereotype

2. Read the following sentence. Then answer the question below:

*Rachel directs negative comments at Jorge online in a chat room that many would consider hate speech.*

**True or false: Jorge is the only person affected by Rachel's comments.**

- a) True. Jorge is the only person affected by Rachel's comments because the other people in the chat room know the comment was meant for Jorge only.
- b) True. Jorge is the only person affected by Rachel's comments because Rachel only chats with Jorge.
- c) False. Jorge and other people in the chat room who are like him are affected by Rachel's comments.
- d) False. Everyone in the chat room is affected by Rachel's comments.

3. The following chart lists several places online where you might encounter hate speech. Using the answers below, write the actions you might take if you encountered hate speech in these places. You can write a letter more than once.

<b>Online chat forum</b>	
<b>YouTube</b>	
<b>Twitter</b>	
<b>Facebook</b>	

- a) Post a link to educational resources
- b) Flag inappropriate videos
- c) Make a comment that reaches out to large bodies of people
- d) Make counterpoint comments

# Retouching Reality

---

---

---

## 1. The word *retouching* means:

- a) To mislead someone into believing something that's not true
- b) To improve a photo by adding or changing small details
- c) To give a photographer credit for his work

## 2. Tyler is editing a photo of the basketball team for the yearbook. Which of the following photo alterations would probably be considered *deceptive*?

- a) Making some of the players look taller
- b) Cropping the photo to fit on the yearbook page
- c) Adding the team's name at the top of the image

## 3. True or false: Changing an image in any way is always a bad thing to do.

- a) True
- b) False

# Collective Intelligence

---

---

.....

## 1. Which of the following is not an example of collective intelligence?

- a) A website that allows users to rate and review restaurants
- b) A man blogging about things he has cooked
- c) A group of hikers using a wiki to make a list of supplies they will need for their trip

## 2. “Collective intelligence” means:

- a) The intelligence of machines and robots
- b) Knowledge collected from many people towards a common goal
- c) A smart way to collect items you like

## 3. True or false: *Collective intelligence* is a term that only describes people working together online, not offline.

- a) True
- b) False

**Common Sense Media is committed to helping kids and families thrive in a world of media and technology.**

