“Information Is Valuable” Presentation

Graphic Organizer

By the end of today, I will be able to...

- Give examples of how my data can be used to benefit others.
- Evaluate how different online services use data, so I can make informed choices.

Principle: __________________________________________

Ignite Your Thinking

Give some examples of “free” websites or apps you know of.

How do these “free” sites make money?

(Internet Economics)

What are targeted ads?

How are you really paying for “free” websites?

What are data brokers?

What’s the difference between targeted advertising (behavioral advertising) and other types of ads, like contextual advertising?
Video Notes

Name some common uses of data mining -- who is trying to learn what?

Name some things that surprised you in this video.

Besides marketers, who else might want to use your online information?

How Can You Protect Your Valuable Information?

1.

2.

3.

4.