Highly Visible and Hard to Remove

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~ 80% of young adults (YAs) have their own cell phones (CTIA, 2010).

55% of 18-34 year olds have a personal profile on at least one online social network.

Facebook has >250 million active users (as of August 2009).

If Facebook were a country, it would be the fourth largest in the world, between the United States (300 million) and Indonesia (230 million)!

1/3 of YAs on social networking sites still don’t use privacy controls on their profiles.

39% of youth have posted something on their social networking pages that they regret.

22% of YA girls have posted nude or revealing photos of themselves online.

15% of YAs report that they've had private material (IMs, texts, emails) forwarded without permission.

commonsense.org
Young adults haven’t changed...  
- They're still exploring who they are  
- They're still being mean to each other  
- They're still searching for connections and validation  
- They're still experimenting with risky behavior.

What has changed is the fact that there could very well be a permanent record of all of this exploration, one with implications that can't be predicted or controlled.
Recent studies indicate:

"Young adults have an aspiration for increased privacy even while they participate in an online reality that is optimized to increase their revelation of personal data."

(Hoofnagle, King, Li & Turow, 2010, p.20)

It’s not that they don’t care, it’s just that they don’t know!
Online activity takes place before a vast audience
The audience can be invisible and anonymous
Content is replicable in a world of... copy and paste, @RT, forward, share, <embed>
If you are planning to hire someone (or trying to get hired yourself), should personal information found online be ‘fair game’ for the employer who is making the decision?
Access to a greater depth of information

Teamwork, connect, collaborate and network

Community support, share passions
Project Goal

Bring awareness about managing rights and responsibilities as consumers and creators of digital information as:

- individuals
- academics
- professionals

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Project Partners

UBC
- Access & Diversity
- Career Services
- Library
- Office of Learning Technology
- Student Development
- Writing Centre

External
- Thompson Rivers University
- University of Victoria

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What We Did

- Produced interactive, student-generated content and website design
- Developed supporting materials for campus-wide campaign
- Developed train the trainer style resources
- Trained and supported web authors
- Solicited user feedback
- Attracted media attention

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Learning Design - Tutorial

- Principles: non-linear, interactive, non-judgmental, timely, content selection/creation by students
- Objectives around knowledge, skills and attitudes
- Engagement strategies: make it easy - low stakes: self assessment, checklists, polls, comments
- Opportunities for deeper exploration: feeds, blog posts and context specific links (“Useful Resources”)

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Digital Tattoo Tutorial Tour

Welcome
Just like a tattoo, your digital reputation is an expression of yourself. It's highly visible, and hard to remove. Explore how your online identity affects you, your friends, your school and your job - for better and for worse - and how to make informed choices. Need an introduction? Watch this 4.5-minute video about Andy's Digital Dossier - laying the groundwork for his online identity.

How To Use This Tutorial
BEFORE YOU START: Enable Your Cookies
STEP 1: Assess Yourself (on your right) to get customized starting points OR...
Begin the tutorial with Protect. OR...
Navigate using tabs, the table of contents, or tags.
STEP 2: Complete the Check Yourself items on each page, and take a poll for fun.
STEP 3: Check Your Progress with each section.

Protect
Whenever you use the internet you leave a trace behind - your digital tattoo! Find out how to protect your computer and yourself. Learn about privacy settings and security features, and get the scoop on identity theft and cyberstalking.

In the news:
- President Hacked
- New media is bad for the brain

Connect
You use the internet to create, share and collect information. Learn about the different tools to help you communicate with the world, and develop the online identity you want.

In the news:
- The First Tweet and the American Declaration of Independence
- Facebook copyright nearly settled

Learn
Learning takes place online too, so you develop a digital tattoo at school. Get the scoop on being a wired student: research on the web, academic honesty, open access learning, and more!

In the news:
- Copyright, Google and antiquity
- The future is here

Work
What happens in the real world? Employers will look you up on the web - what will your

Assess Yourself
When I'm online, my favourite thing to do is
- post pictures of me and my friends having a good time
- share everything about me - what movies I like, what I'm up to, and how to get in touch with me.
- I never post anything I wouldn't want my mother to see

When I'm working on an assignment, the first thing I do is...
- look up the topic on Wikipedia.
- connect with classmates online to put our heads together.
- use the internet to find resources, and maybe photos and videos too.

When I'm not studying, I mostly use my computer and the internet for...
- logging onto wireless networks wherever I go
- shopping and keeping track of my bank account online
- accessing my accounts and profiles on a bunch of different websites

Go
Protect Your Computer
Make the most of your computer's settings to keep all your data safe, and to avoid spyware, pop-ups and outsiders from accessing your information.

Choose a topic from the right to begin this section of the tutorial!

... Yourself
You might be surprised at how much of your private information is online. Learn how to defend yourself against identity theft and cyberstalking, and get the scoop on website privacy settings.

Choose a topic from the next column and start learning how!

In the news:
President Hacked
New media is bad for the brain
Digital Tattoo - Protect

Ask Yourself

- How do the websites I visit keep track of what I do there?
- What is a cookie and what does it do?
- Are cookies good or bad?

For Example

Adjusting cookie settings is slightly different from one browser to another. This page on Enabling Cookies links to step-by-step instructions for Google Chrome, Firefox 2 or 3, Internet Explorer 6 or 7 and Safari 3.

Watch the videos below. Think about the questions above as you watch. Then review the Think Before You Ink section before checking your understanding (at the bottom of the page).
Digital Tattoo - Learn

Useful Resources
- A Guide to Copyright for Students
- Academic Integrity Resource Centre @ UBC Library
- Academic Integrity Vignettes: PSU Rock Ethics Institute
- Are Online Courses Right for You?
- Center for Academic Integrity
- Checklist for Maintaining a Healthy Digital Identity
- Citation Styles
- Digital Nation: Life on the Virtual Frontier
- Edublogs
- Google Scholar
- LEAP Academic Integrity Site @ UBC
- LEAP: Study Groups
- New Tools for Personal Learning
- Online Writing Lab
- Plagiarism.org
- Pros and Cons of Online Courses
- Quizlet
- RefWorks @ UBC Library

In the news
- Banking virus is back warns firm
- Spark 110 – April 18 & 20, 2010
- YouTube - An anthropological introduction to YouTube

Learn

Protect | Connect | Learn | Work | Publish

Start Section

How central is the internet to your academic life? If you’re like most students, you depend on the web a lot! Get some advice on using technology to your advantage in school.

Get Informed!

What you need to know about your online identity: how it develops over time, how your online networks can contribute to your learning and how to be savvy about finding and using openly available online learning resources.

Online Learning!

Understand the difference between online courses with closed vs. open learning environments. Consider some pros and cons to studying and collaborating online.

Get Writing!

You’ve got your research done – now comes time to put pen to paper. Or rather, fingers to keyboard! Get the help you need to maintain scholarly integrity in the age of cut-and-paste and learn how to add online sources to your bibliography.

Choose a topic from the menu on the right to get started.

In the news:
- Copyright, Google and antiquity
Example: Educators

#1: Individual

Probe into teacher Twitter posts

A Scottish teacher who posted messages discussing her pupils on a social networking website is being investigated by her employers.

The secondary teacher in Argyll and Bute is understood to have posted up to 50 updates a day on the Twitter site.

One said: "Had G3 period 6 for last two years...don't know who least wants to do anything, them or me."

Argyll and Bute Council said it has a policy of blocking the use of social networking sites in all its schools.

It is thought the language teacher, who has not been named, may have accessed the site via her mobile phone.

Council officials were investigating whether she had put sensitive information on public display and whether it was during work hours.

A council spokeswoman said:
"Social networking sites are blocked in all schools as policy.
"This has always been the case and applies to all council staff and not just teaching staff."

She added: "The teacher in question is not facing disciplinary action, although the council is looking into the matter."

#2: Educator

Sargent Park Math Zone

This is a classroom blog hub for Grade 8 students at Sargent Park School.

About Me

Friday, September 11, 2009

What do YOU think about math?

Math Class Interest Survey

Please check one of the following: Yes, Sometimes and Not Really

* Required

Math is hard for me *

1 2 3 4 5

#3: Professional

Guidelines wanted for teachers on Facebook

Last Updated: Tuesday, September 8, 2009 | 10:10 PM PT

Comments 40 Recommend 21

Ha! It's even weirder when they tell you them ha
4:10 PM Sep 3rd from ttc

Teachers having a myspace or facebook weirdest thing ever
4:07 PM Sep 3rd from ttc

A student's Twitter post about finding her teachers' profiles on Facebook and MySpace. (CBC)

Many grade school students posting on Twitter about discovering their teachers' profiles on social networking websites such as Facebook or MySpace say it's "weird."

"All of my high school teachers are on Facebook and it's weirding me out," wrote projectmat on Sept. 4 in a Twitter message.

Their parents are also uncomfortable.

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Example: Highschool Students

- Do you use your cell phone to share pics/texts about yourself or others?
- Why do you think people do this?
- What are the issues?

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Example: Undergraduate Students

Workshop Topics:

- Search your Digital Tattoo
- Adjust privacy settings
- Web research
- Academic Honesty
- Intellectual Property
- Copyright
- Creative Commons
- Citing digital information
- Options for publishing research

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"Professionalizing" Your Network

1. Start small
   - adjust privacy settings, start with the basics, and connect to people you know first

2. Be yourself
   - be honest about who you are and what you can offer
   - own up to your social networking gaffs

3. Participate and share
   - networks are built on trust and reciprocity

4. Keep up
   - know what people in your network are doing
   - let people know what you are doing

5. Choose your tools wisely
   - find tools and approaches that you enjoy

Cindy Underhill, Professional Networking - UBC wiki

Example: Co-op and Career Services

Employers dig for dirt...
- Your digital tattoo can affect your chances of getting a job.
- If someone searches for you online today, what will they find?

E-folios, blogs...
Benefits?
Cautions?

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Activity #2- In your library…

Top 3 Opportunities & Challenges for your organization

1. Get into groups of ~5 with others who work in a similar role or with similar patrons. (eg. academic, public, special, school, YA specific).

2. Identify the top 3 opportunities for online participation that are most relevant in your library setting.

3. Identify the top 3 concerns for online participation that are most relevant in your library. (These may or may not relate directly to the opportunities you have identified)

4. Debrief with the entire group.
Digital Tattoo - Share, Re-use, Adapt
Digital Tattoo - Share, Re-use, Adapt

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**Embedding** allows you to insert our page content right into your own site. Just select this item from the list under Share This Page and insert the javascript we provide into the html for your blog or webpage. You may need some help from your web team to do this if you are unfamiliar with embedding. The content should pick up the style (CSS) you are using on your site.

**Twitter** is an online social networking site that allows you to share your thoughts with your network in 140 characters or less. If you use Twitter, just click on this option and the url for the page you are viewing will already appear in your window as a link – just share your thoughts about it and encourage others to visit the site!

**del.icio.us** is a social bookmarking tool that encourages you to tag and share your links with other users. If you use it, we make it easy to share by pre-populating the url – all you need to add is the tags and save it to your list.

If you use **Facebook**, we provide a link to the page you are viewing. Just add a message to your network and start the discussion.
Digital Tattoo - Share, Re-use, Adapt

Copy the code that the embed function provides:

**Embed:** `<script language="javascript" src="http://digitaltattoo.ubc">` [Close]

**Step 2:**
Then paste the code to your blog or webpage.  
**NOTE:** This code will only work if your platform supports javascript.

The embed code works on many different platforms and environments. Each platform requires a slightly different approach to embedding a page. The difference in embedding between environments is that each environment have their own locations for inserting the embed code. Watch our screen cast tutorials on where to insert the embed code:

[LEAP](#)  [Vista](#)  [Web Page](#)  [Blogs.ubc.ca](#)
Resources


http://digitaltattoo.ubc.ca