

# Trillion Dollar Footprint

## Essential Question

*What is a digital footprint, and what does yours convey?*

## Lesson Overview

Students learn that they have a digital footprint, which can be searched, shared, and seen by a large, invisible audience. Students then learn that they can take some control over their digital footprint based on what they post online.


Students watch the video “**The Digital Footprint**” to learn how information online can easily get out of one’s control. They then examine the blog posts, photos, and profiles of two fictional host applicants for a TV show called “Trillion Dollar Footprint” and decide which would make a more honest host who works well with others. A key message of the lesson is that although online information provides an incomplete picture of a person, it can still affect how others view that person.

## Learning Objectives

*Students will be able to ...*

- learn that they have a digital footprint and that information from it can be searched; copied and passed on; seen by a large, invisible audience, and can be persistent.
- recognize that people’s online information can be helpful or harmful to their reputation and image.
- consider their own digital footprints and what they want those footprints to be like in the future.

## Materials and Preparation

-  Preview the video, “**The Digital Footprint**,” and prepare to show it to students.
- Copy the **Choose a Host Student Handout**, one for every four students.
- Review the **Choose a Host Student Handout – Teacher Version**.
- Copy the **My Digital Footprint Student Handout**, one for every student.

## Family Resources

- Send home the **Protecting and Respecting Privacy Family Tip Sheet (Middle School)**.

**Estimated time:** 45 minutes

## Standards Alignment –

### Common Core:

**grade 6:** RI.4, RI.7, RI.10, W.4, W.10, SL.1a, SL.1b, SL.1c, SL.1d, SL.2, SL.6, L.6

**grade 7:** RI.4, RI.10, W.4, W.10, SL.1a, SL.1b, SL.1c, SL.1d, SL.2, SL.6, L.6

**grade 8:** RI.4, RI.10, W.4, W.10, SL.1a, SL.1b, SL.1c, SL.1d, SL.2, SL.6, L.6

**NETS-S:** 1a-c, 2a-d

## Key Vocabulary –

**digital footprint:** all of the information online about a person either posted by that person or others, intentionally or unintentionally

**imagery:** drawings or illustrations, often symbolic

**persistent:** lasting a long time, if not forever, such as information that one posts online that does not go away because it is passed on and spread

**invisible audience:** anyone who can see information about you or posted by you online

## introduction

### Warm-up (10 minutes)

**ASK:** *How many of you have ...*

- sent a message or posted a comment online?
- created a profile on a social network site?
- used some sort of photo-sharing app?
- Googled your own name? Were there any results about you? (Allow a few students to provide examples of what they found.)

**EXPLAIN** that filling out a form, sending an email to a friend, posting a photo, and pretty much everything one does online – even the simple act of visiting a website or using a search engine – leaves a trail. This trail, called a digital footprint, is made of bits and pieces of information on one’s computer and on other computers and servers around the world, which allow other people to learn about you.

## teach 1

### Play Video (10 minutes)

**DEFINE** the Key Vocabulary terms **digital footprint** and **imagery**.

**▶ SHOW** students the “**The Digital Footprint**” video. Before starting the video, remind students to carefully observe the imagery in the video and to think about what the images might convey about privacy. Offer students an example of “imagery” (for example, the “Trash Bin” icon on their computer that serves as a “garbage can” for their files). After the video is over, briefly review the meaning of the following imagery in the video as it relates to digital footprints and online privacy.

- **Lighthouse:** Search engines and social network sites can reveal a lot about people. It’s easy to discover information about people using the Internet.
- **Copies and Whispering in Ear:** Information online can be forwarded to many others, sometimes after having been altered first.
- **Stadium/Jumbotron:** Anything can be publicly broadcast online for all to see.
- **Permanent Marker:** Once information is online, it is very difficult to take it down because others can copy and distribute it.

**DEFINE** the Key Vocabulary terms **persistent** and **invisible audience**.

**REVIEW** with students the concept that all of the information about someone online makes up his or her digital footprint, and that this information can be searched; copied and passed on; seen by a large, invisible audience, and can become persistent.

## teach 2

### Choose a Host (25 minutes)

**ARRANGE** students into groups of four and give each group one copy of the **Choose a Host Student Handout**.

**EXPLAIN** to students that “Trillion Dollar Footprint” is a popular TV show that tours the country looking for teens to compete in a talent show. Tell them you are hiring them to be producers for the show. Explain that their job is to:

- Look over online information of two fictional host applicants, Linda and Jason.
- Decide which applicant should be the host of the show based on who works better with others and is more honest.
- Role-play TV producers, giving a convincing pitch to the class about which candidate they chose and why.

**HAVE** students work together for 10 to 15 minutes to:

- **READ** the **Choose a Host Student Handout** directions.
- **REVIEW** the profiles for Linda and Jason.
- **FILL OUT** the feedback form.
- **DECIDE** on a candidate.

**HAVE** groups pitch for the candidate that they selected, using evidence from the profiles to support their decision. Refer to the **Choose a Host Student Handout – Teacher Version** for guidance.

**ASK:**

*Do you think the show’s host should be Linda or Jason? Why?*

*Do you think the candidate will be honest?*

*Do you think the candidate will work well with others?*

When all groups have made their pitch, explain to students that neither Jason nor Linda got the host position because the executive producer had too many concerns about both regarding their ability to work well with others and be honest. They are going to keep looking for other candidates.

**ENCOURAGE** students to examine what assumptions they made about each candidate.

**ASK:**

*What did you think about the comment under Linda’s Instapic? Did it change your opinion of her?*

Responses will vary. However, we don’t know if Vanillig2’s accusation was actually true.

*What was your impression of Jason after you found out that he lied about singing in a band, his relationship status, and where he was born?*

Some students may read into these inconsistencies more deeply than others. Is he really a liar? Maybe Jason forgot to change his relationship status on MyBook? Maybe his friend Maggie was mistaken? Some may argue that their opinion of Jason has more to do with his college wrestling steroid scandal than these MyBook discrepancies.

**REFLECT** on the importance of examining our assumptions when viewing information online. Also encourage students to think about how a digital footprint can be somewhat out of your control if others post information about you that is untrue or damaging. Then point out how it can be somewhat in your control because you can make decisions about what to post about yourself or what to send to others.

**REVIEW** with students that the decision of the executive producers not to select Linda or Jason based solely on information found online might seem unfair, but that these types of judgments can be a reality. Tell students that others might make judgments about them based only on what is contained in their digital footprints. Encourage students to take an active role in shaping their digital footprints to the extent they are able. However, remind students that information is not always under their control.

## closing

### Wrap-up (5 minutes)

You can use these questions to assess your students' understanding of the lesson objectives. You may want to ask students to reflect in writing on one of the questions, using a journal or an online blog/wiki.

#### ASK:

*Who helped to shape Linda's and Jason's digital footprints?*

Linda and Jason did, people who commented, news sources.

*Can you tell what a person is really like offline based on what you find online?*

To some degree. It depends on the size of their digital footprint and how accurate the information is.

*What are some other types of information that make up your "digital footprint"?*

Sample responses:

- The photos that I share
- Sports teams listings about me
- My Internet browser history
- My posts and messages on social network sites (even the ones I think are "private")

### Extension Activity

Have students design paper footprints that contain the kind of information they would want to appear in their digital footprint 10 years from now. Have students fill out the **My Digital Footprint Student Handout**. The information they put in the handout could consist of stories about their success in online newspapers, a popular sports blog that they write, or photos of them running for a high governmental position.

### At-Home Activity

Have students teach the Trillion Dollar Footprint lesson at home. Copy the **Choose a Host Student Handout** for all students. Students look through the profiles of Linda and Jason together with their family members. As a family, they choose a candidate to host "Trillion Dollar Footprint." Students should explain that the point of the lesson is to think about how information that is online about someone can impact how others view that person, but that it can be very problematic to make assumptions about others based solely on their digital footprint.

# Trillion Dollar Footprint

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## Directions

Today you're all producers for "Trillion Dollar Footprint," a popular TV show that tours the country looking for teens to compete in a nationwide talent show. You're looking for a new host for the show. Based on personal statements from several applicants, you have narrowed the candidates to two: Linda and Jason.

The executive producer has hired a private investigator (PI) to dig up whatever he or she can about the candidates online. The PI has created a profile of both of the final candidates with the most important online documents he could find. He has passed along these profiles to you.

Based on these profiles, the executive producer wants you to choose which candidate should host the show. You should be very careful how you choose. Your candidate will be seen by millions of teens, so you should make sure that she or he, in particular: 1) works well with others, and 2) is honest.

### Step 1:

Working in groups, look carefully through the profiles of both candidates.

### Step 2:

Highlight the information you think is most important, given that you are looking for someone who **works well with others** and is **honest**.

### Step 3:

Fill out the Feedback Form on the last page of this handout and reach an agreement as a group about who should be the host.

### Step 4:

Be prepared to present your selection to the rest of the class, along with specific supporting evidence.

# Linda's Profile

---

**Document #:** 1 of 4

**Description:** Personal Statement by Linda about why she should host TDF, picture included

**Search Notes:** Received in mail by TV Inc. on April 27, 2013.

---

April 10, 2013

Hey there, My name's Linda, I'm 21, and I'm a big fan of "Trillion Dollar Footprint." I watch the show every week (I can't believe you kicked off Kevin, btw), and my friends have been telling me for years that I should try to host, because, you see, I'm the best! In addition to being the sweetest girl you'll ever meet, I'm a talented cook and passionate about cooking (you should check out my food blog). I think it's important for the TDF host to have a talent so they can keep the audience entertained. In short, I'm funny, I'm cute and down to earth (see picture), and I'm going to blow your socks off as the new TDF host. Can't wait to hear from ya!



All the Best,

Linda Berliner

p.s.— Check out my blog at <http://www.onlinediary.com/lindacooks>


Document #: 2 of 4

Title: Linda's MyBook profile

Description: Publicly available profile info. Screenshot taken May 17, 2013.

Search Notes: Found through a search on MyBook for "Linda Berliner" in the "New York, NY" network. Linda does not allow non-friends from this network to access her profile.

mybook

 **Linda Berliner**

[Timeline](#) [About](#) [Photos](#) [Friends](#) [More ▾](#)

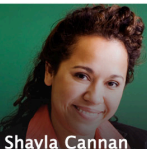
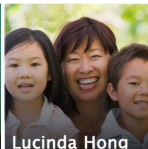
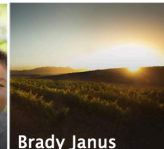
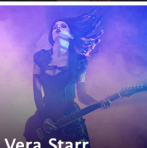
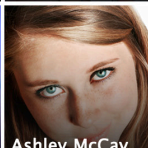


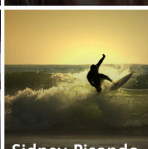
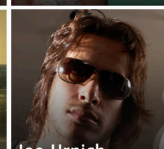
Do you know Linda?

To see what she shares with friends, send her a friend request.

**About**

★ Networks: [New York, NY](#)

**Friends** · 360 (0 Mutual)

 Shayla Cannan	 Lucinda Hong	 Brady Janus
 Vera Starr	 Ashley McCay	 Samantha Jane
 Adeline Banister	 Sidney Pisando	 Joe Urnich

## Last Night's Dinner

Posted: May 3, 2013

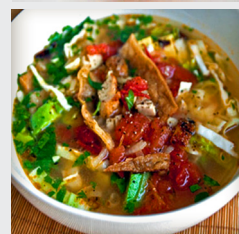


Shrimp tacos with pinto beans, rice, cilantro, avocado, and lime. Just toss fresh shrimp in lime juice, sprinkle with cumin, salt, and pepper, and grill for a minute or so on each side.

Tags: [shrimp](#), [avocado](#), [Mexican](#), [dinner](#), [recipes](#)

[No Comments] [leave a comment >>](#)

Follow me on Instapic!  
[@linda\\_berlinner\\_cooks](#)



## About Me

Hello World! My name's Linda and I'm 21 years old.

Over the years my friends have encouraged me to teach cooking classes for high school students and this blog is a place for me to put my go-to recipes for them. Enjoy!



Document #: 4 of 4

Title: Linda's Instapic

Description: An Instapic shared by Linda

Search Notes: Instapic handle (@linda\_berliner\_cooks) found on her personal blog



# Jason's Profile

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April 25, 2013

Hi there TV people,

My name's Jason, I'm 23, born and raised in Boston, MA (Best! City! Ever!), and I was \*made\* to be host of Trillion Dollar Footprint. As host, I'd love to show off my voice and inspire kids with a talent of my own. When I'm not out on the town with my friends or with my wife, I'm singing with my band or at home hanging out with my cat, Furmonster. Beyond that, I spend a lot of time online watching MeTube videos and stalking people on MyBook (just kidding). So, in conclusion, pick me! I am clearly the best choice.



Sincerely,

Jason Kramer

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**Document #:** 2 of 4

**Title:** Newspaper Article

**Description:** Article from 2009 that references Jason's involvement with a college wrestling scandal at Hamford College in Boston.

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*Boston Daily Press*

## *Four Hamford College Wrestlers Dismissed from Team Over Steroid Use*

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BOSTON – Four members of the Hamford Bulldogs wrestling team have been suspended for the rest of the season and asked not to return the following year after an anonymous source disclosed information about steroid use, says Head Coach Kevin Casmin.

The four students involved, freshmen Jeremy Dunlevy and Isaac Smith, and sophomores Jason Kramer and Marc Camphor, have written an open letter to the coach, in which they apologize to the team for their “inexcusable actions, which have affected our teammates and our college.” However, they go on to speak a “dire need for reform” about the vague rules regarding performance-enhancing drugs and dietary supplements.

– David Hortelheimer

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Jason lets non-friends in this network access his profile, though not his pictures.

**mybook** Jason Kramer

**FURMONSTER**

**Jason Kramer** Add Friend Message

Timeline About Photos Friends More

**About**

- ★ Networks: Boston, MA
- ♥ Relationship status: Single
- ➔ Twister @jfurmonster
- 🏠 Studied at Hamford College 2008 to 2011
- 🏠 Lives in Boston, Massachusetts
- 📍 From Malibu, California
- 🎂 Born June 16
- Interests cooking, reading, exploring Boston and its surroundings, grilled cheese sandwiches
- 🔗 Groups I can sing better than that guy on American Idol · Hamford Bulldogs Rah! Rah! · Wicked Good Bowlers

Post Photo

Write something...

**Maggie Klumchuk** ▸ Jason Kramer  
April 16

Jason, baby, our lead singer just bailed and we need someone quick. I know you've given up singing, but want to help us out??

Like · Comment 1

**Jason Kramer**  
April 3 near Boston, MA via mobile

Beautiful day! Anyone wanna get outside and do something fun? Hit me up!!

Like · Comment 9

Document #: 4 of 4

Title: Jason's Twister account

Description: Posts by Jason and from his friends. Screenshot taken on May 15, 2013.

Search Notes: Twister handle found on MyBook profile.

The screenshot shows a Twister profile for Jason Kramer (@jfurmonster). The profile header includes a search bar, a profile picture of a cat with the text 'FURMONSTER', the name 'Jason Kramer', the handle '@jfurmonster', and the website 'www.mybook.com/jasonkramer'. Below the header, statistics show 55 TWISTS, 90 FOLLOWING, and 113 FOLLOWERS, with a 'Follow' button. The 'Twists' section lists four recent posts:

- Jason Kramer @jfurmonster** (30 Apr): I applied to be a host for the new show Trillion Dollar Footprint! Wish me luck!!  
Expand
- Tommy Williams @twilliams** (24 Apr): @jfurmonster awesome dude!!  
Expand
- Maggie K @magz4ever** (10 Apr): @jfurmonster Go Jason!  
Expand
- Alex Ramos @ajramos47** (10 Apr): @jfurmonster Can I be on the show??  
Expand

On the left side of the profile, there are navigation links: Twists, Following, Followers, Favorites, and Lists. Below these is a 'Twist to Jason Kramer' section with a search box containing '@jfurmonster'. At the bottom left, there is a 'Trends' section with various hashtags and topics like #trilliondollarfootprint, #commonsense, #digitalcitizenship, #boston, #chooseahost, #realityinc, Hamford Bulldogs, social media, Schmidt Music School, and steroid use.

# Feedback Form

List pieces of evidence from the profiles that demonstrate whether or not each candidate works well with others and is honest.

	Linda Berliner	Jason Kramer
Works well with others		
Does not work well with others		
Is honest		
Is dishonest		

**Final Choice:** \_\_\_\_\_

Main Reasons for Choice:

- 1.
- 2.
- 3.

# Trillion Dollar Footprint

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mybook

 **Linda Berliner**

[Timeline](#) [About](#) [Photos](#) [Friends](#) [More ▾](#)

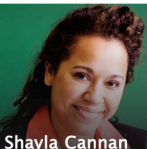
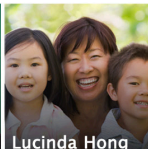
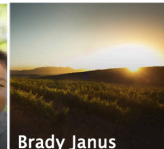
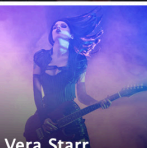
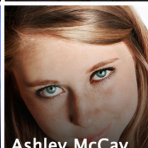


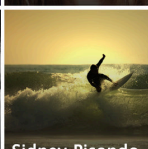
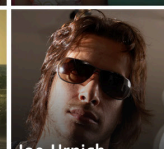
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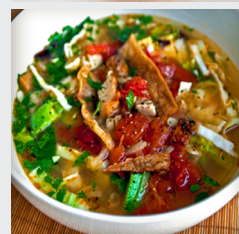


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Tags: [shrimp](#), [avocado](#), [Mexican](#), [dinner](#), [recipes](#)

[No Comments] [leave a comment >>](#)

Follow me on Instapic!  
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## About Me

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mybook Jason Kramer

**FURMONSTER**

Jason Kramer

Add Friend Message

Timeline About Photos Friends More

About

★ Networks: Boston, MA

♥ Relationship status: Single

➔ Twister @jfurmonster

🏠 Studied at Hamford College 2008 to 2011

🏠 Lives in Boston, Massachusetts

📍 From Malibu, California

🎂 Born June 16

● Interests cooking, reading, exploring Boston and its surroundings, grilled cheese sandwiches

🔗 Groups I can sing better than that guy on American Idol · Hamford Bulldogs Rah! Rah! · Wicked Good Bowlers

Post Photo

Write something...

**Maggie Klumchuk** ▸ Jason Kramer  
April 16

Jason, baby, our lead singer just bailed and we need someone quick. I know you've given up singing, but want to help us out??

Like · Comment 1

**Jason Kramer**  
April 3 near Boston, MA via mobile

Beautiful day! Anyone wanna get outside and do something fun? Hit me up!!

Like · Comment 9

Document #: 4 of 4

Title: Jason's Twister account

Description: Posts by Jason and from his friends. Screenshot taken on May 15, 2013.

Search Notes: Twister handle found on MyBook profile.

The screenshot shows a Twister profile for Jason Kramer (@jfurmonster). The profile banner features a cat and the text "Jason Kramer @jfurmonster" and "www.mybook.com/jasonkramer". The profile statistics are: 55 TWISTS, 90 FOLLOWING, and 113 FOLLOWERS. A "Follow" button is visible. The "Twists" section shows four recent posts:

- Jason Kramer @jfurmonster** (30 Apr): I applied to be a host for the new show Trillion Dollar Footprint! Wish me luck!!  
Expand
- Tommy Williams @williams** (24 Apr): @jfurmonster awesome dude!!  
Expand
- Maggie K @magz4ever** (10 Apr): @jfurmonster Go Jason!  
Expand
- Alex Ramos @ajramos47** (10 Apr): @jfurmonster Can I be on the show??  
Expand

The left sidebar includes navigation links for Twists, Following, Followers, Favorites, and Lists. A "Twist to Jason Kramer" section contains the handle @jfurmonster. A "Trends" section lists various hashtags and topics such as #trilliondollarfootprint, #commonsense, #digitalcitizenship, #boston, #chooseahost, #realityinc., Hamford Bulldogs, social media, Schmidt Music School, and steroid use.

# Feedback Form

List pieces of evidence from the profiles that demonstrate whether or not each candidate works well with others and is honest.

	Linda Berliner	Jason Kramer
<b>Works well with others</b>	<i>Linda says she teaches cooking classes to high school students.</i>	<i>Jason is (or was) in a band. The posts and comments on his MyBook and Twister profiles make him seem outgoing and well-liked.</i>
<b>Does not work well with others</b>	<i>Linda doesn't seem too humble in her personal statement for Trillion Dollar Footprint.</i>	<i>Jason's suspension from his college wrestling team calls into question his integrity and good sportsmanship.</i>
<b>Is honest</b>	<i>Linda's blog and Instapic account demonstrate that she's truly passionate about food and cooking.</i>	<i>Jason didn't lie about everything in his personal statement. For example, he does seem to live in Boston, and he does have a cat named Furmonster.</i>
<b>Is dishonest</b>	<i>Linda may have lied about being a talented cook. Vanillia92's comment makes it seem like Linda did not actually cook the dish in her Instapic.</i>	<i>Jason's personal statement doesn't match his MyBook profile. Is he actually married? Was he born in Malibu? Does he still sing for a band? Also, his college wrestling team's steroid scandal seems like a red flag.</i>

**Final Choice:** \_\_\_\_\_

Main Reasons for Choice:

1. *Students answers' will vary. After the activity is over, explain to students that neither Jason nor Linda got the host position because the executive producer had*
2. *too many concerns about both regarding their ability to work well with others*
3. *and be honest.*

# Trillion Dollar Footprint

## Directions

What information would you want to find about yourself online in 10 years? Fill in the footprint below with the types of search results (articles, posts, videos, images, etc.) that you would want to see.

Examples: “a YouTube video of me performing with my band,” “an online newspaper article about my work to help the homeless,” “a photo of me at the White House meeting the president.” Be creative!



### Use Common Sense!

You can have a great time online learning from and sharing with others, but:

- Think before you post, because many things you do online will add to your digital footprint
- Remember to review your privacy settings
- Perform a search on yourself every so often to see what your digital footprint looks like

# Trillion Dollar Footprint

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**1. True or false: Your digital footprint is all the information about you online that only you post.**

- a) True
- b) False

**2. What kinds of information can make up a digital footprint?**

- a) Online photos
- b) Comments that others post about you
- c) Both a and b

**3. What kinds of information would make a POSITIVE digital footprint? Circle all that apply.**

- a) Photos of you doing work in the community
- b) A newspaper article about your soccer team
- c) A mean comment that you made on a friend's website
- d) A blog you created to showcase your artwork
- e) Inappropriate photos of you on a social network site



# Trillion Dollar Footprint

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1. True or false: Your digital footprint is all the information about you online that only you post.

- a) True
- b) False**

*Answer feedback*

The correct answer is **b**, False. Your digital footprint also includes information about you that others post.

2. What kinds of information can make up a digital footprint?

- a) Online photos
- b) Comments that others post about you
- c) Both a and b**

*Answer feedback*

The correct answer is **c**. A digital footprint is any kind of information that is posted about someone. That can mean photos, comments, and more.

3. What kinds of information would make a POSITIVE digital footprint? Circle all that apply.

- a) Photos of you doing work in the community**
- b) A newspaper article about your soccer team**
- c) A mean comment that you made on a friend's website
- d) A blog you created to showcase your artwork**
- e) Inappropriate photos of you on a social network site

*Answer feedback*

The correct answers are **a**, **b**, and **d**. A positive digital footprint contains good things about you that you or others posted online.