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**Activity**

Data Collection

MODULE 11: Social Media

This **activity** was written for the Florida Public School System DIGITAL INFORMATION TECHNOLOGY (8207310) course. Funded by the Cyber/IT Pathways Program, Cyber Florida, and the Florida Department of Education.

# Module 11: Social Media

## Activity: Data Collection

Students will research how Google or TikTok collects data from their users and makes money from their user’s data. Then students will write a summary of their research findings.

## Standards Assessed

* **15.04** Develop awareness of data-collection technology contributing to their digital footprint.

## Teacher Notes

Teachers discuss how social media companies collect data from their users.

## Estimated Student Completion Time

* 45 minutes x 2-3 classes

## Activity Rubric

Consider evaluating the student’s work based on measures of quality. For example, with a maximum of 4 Points Possible, the following could be applied to the activity:

* **1 Point Earned** = ***Needs Improvement*** (the student work did not meet more than 50% of the requirements and did not follow instructions)
* **2 Points Earned** = ***Developing*** (the student met between 50% and 75% of the requirements and generally followed the instructions)
* **3 Points Earned** = ***Sufficient*** (the student met between 75% and 90% of the requirements and clearly followed instructions)
* **4 Points Earned** = ***Above Average*** (the student met > 90% of the requirements and followed all instructions)

# Activity: Data Collection

**Student Instructions**:

1. Research how Google or TikTok collects data from their users and makes money from their user’s data.
2. Write a summary describing your findings using Microsoft Word or other word processor application compatible with .docx files. Include the following paragraph structure:

* Main idea sentence
* 1-4 details
* Closing sentence