

Knowledge @ Wharton High School

Answer Key

Reading/Podcast from K@W Library: "Privacy on the Web: Is it a Losing Battle?"

Read this article individually or listen to this Podcast (9:37 in length) of the article through whole class instruction and then answer these text-dependent questions.

- 1) Interpret what is meant when the author uses the phrase "transaction record" from this quote used in the article: *"Everything we do online creates a transaction record and all that data has some value," said Bruce Schneier, a well-known security expert and chief technology officer at BT Counterpane, a provider of enterprise security solutions*

Marketers anonymously track your online behaviors and habits and use these to suggest products and other websites to view. Often referred to as "the creepiness factor", the data or "transaction record" includes lists of sites visited, searches conducted, articles read, even emails written and received.

- 2) Draw some conclusions about how generations view content on the Web the same and how there are also some differences among generations as you read through this article. Give some concrete examples of both.

Generations are likely similar in the fact that people of all ages probably don't know the depth and breadth of information compiled about them. They also are similar in the fact that they may not have thought deeply about negative aspects of the data collection or the increased potential for identity theft. On the other hand, many believe that younger generations are likely more comfortable with data collection.

- 3) Compare and contrast the differences between how Europeans view online privacy and how Americans view online privacy.

In Europe, online privacy is viewed as a fundamental right, an obligation of the state to its citizens.

In the U.S., citizens view online privacy as an individual right of the consumer that can be traded for a benefit – a benefit such as free use of the Internet.

- 4) Who are the key stakeholders who must interact if we are ever to achieve a balance between good and bad uses on data mining on the Internet?

Key stakeholders in online privacy debate include the Government, Consumers, Users, Corporations, and Public Policy Experts. All need to be involved in the discussions.
