Creative Retirement Manitoba
Course Outline
How Does the Web Know That About Me? Let's Fact Check That!

Instructor	Allan Appel	Classroom	Computer Class
E-mail	alappel@shaw.ca	Dates	Feb. 24 & Mar. 2
Web site	http://www.uwinnipeg.ca/~aappel1	Class time	10:00 – Noon
Twitter	https://twitter.com/AllanAppel1		
Facebook	https://www.facebook.com/allan.appel.5		

Introduction

Are you surprised how the World Wide Web may sometimes seem to know your personal inclinations? Learn how this technology that we use to communicate, research, be entertained, do work, and carry out other useful activities is interacting with us. This two day course will acquaint you with our responsibilities and opportunities in this new digital age. It will inform you of the need to verify information acquired from the Internet and how to do so. It will show you some of the pitfalls in using this technology while at the same time stressing the advantages in using it. This will be a small hands-on course.

Prerequisite Skills and Requirements

Basic computer skills (browsing the World Wide Web and using e-mail), will allow you to get a lot out of this course that you will find useful. All programs and services to be explored are free.

Glossary / Vocabulary

You will find knowing what the following list of terms means useful:

Catfishing

This is the act of luring someone into a relationship by means of a fictional online persona. A fake profile on a dating website might be a prime example.

Cloud Computing

Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in data centers. It relies on sharing of resources to achieve economies of scale, similar to a utility (like the electricity grid) over a network.

Cookie

This is a small piece of data sent from a website and stored in a user's web browser for the purpose of notifying the website of the user's previous activity.

Digital Assets

This term refers to files, including electronic e-mail, digital documents, audible content, motion pictures, and images that are stored on digital appliances, including personal computers, laptops, portable media players, tablets, and storage devices.

Digital Citizenship

Digital citizenship is the awareness of appropriate, responsible technology use.

Digital Footprint

Your digital footprint is all the stuff you leave behind as you use the Internet. Comments on social media, Skype calls, app use and email records - it's part of your online history and can potentially be seen by other people, or tracked in a database.

How do we leave digital footprints? This happens in many ways:

- **Websites And Online Shopping -** Retailers and product review sites often leave "cookies" on your system which can track your movement from site-to-site, allowing targeted advertisements that can show you products you've been recently reading about or looking at online.

- **Social Media -** All those Retweets and Facebook comments (even "private" ones) leave a record. Make sure you know what the default privacy settings are for your social media accounts, and keep an eye on them. Sites often introduce new policies and settings that increase the visibility of your data. They may rely on you just clicking "OK" to whatever terms they are introducing, without reading them.

- **Mobile Phones / Tablets / Laptops -** Some websites will build a list of different devices you have used to visit those sites. While this can be used as a way to help secure your account, it is important to understand the kind of information being collected about your habits.

Digital Divide

Originally, the term referred to inequalities between individuals, businesses, and geographic areas which had different access and competencies with technology. Today, it more and more has come to mean the gap that separates the **consumers** of content on the internet from the **producers** of content. For example, you have a very different understanding of television depending upon whether you are **making** a TV show or just **watching** one.

Digital Natives

These are people who were born or brought up during the age of digital technology and are, therefore, supposedly familiar with computers and the Internet from an early age.

Digital Immigrants

These are people who were **not** born into the digital world but have, at some later point in their lives, become fascinated by and adopted many or most aspects of the new technology.

Doxing

The strategic "outing" of a person's real name, home address or other private information for the purpose of calling upon the general public to right a perceived wrong.

Hacker

This is someone who seeks and exploits weaknesses in a computer system.

ICT

This stands for **I**nformation and **C**ommunications **T**echnology. It is concerned with the **storage**, **retrieval**, **manipulation**, **transmission** or **receip**t of digital data and the way these different uses can work with each other.

Listicle

An article on the Internet presented in the form of a numbered or bullet-pointed list.

LMS / Learning Management System

It is a software application for the administration, documentation, tracking, reporting and delivery of e-learning education. Many students at universities and even in the public school system are using / enrolled in these programs to receive information, assignments and to submit work.

Malware

Short for "malicious software," malware refers to software programs designed to damage or do other unwanted actions to a computer system.

Netiquette

Electronic standards of behaviour or conduct on-line.

Personal Learning Network (PLN)

Having a **PLN** is about making connections and building personal relationships with experts around the world. No matter where you are, there's always someone online available to answer questions, share their expertise, and simply chat about what's happening in their lives.

Phishing

This is the act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise (like your bank) in an attempt to scam the user into surrendering private information that will be used for identity theft.

Phubbing

Ignoring the person in front of you in favour of your smartphone (from *phone* & *snubbing*)

Public Domain

Materials in the public domain are those whose intellectual property rights have expired, have been forfeited, or are inapplicable. That's why you can find all the works of Shakespeare on the Web for free.

Social Media

This refers to interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. The three largest examples would be **Facebook**, **Twitter** and **LinkedIn**.

Spam

Irrelevant or inappropriate messages sent on the Internet to a large number of recipients.

Troll

To be a troll is to make deliberately offensive or provocative online postings with the aim of upsetting someone or eliciting an angry response from them.

Class 1 Feb. 23rd	• **What does [Digital Citizenship](#) mean?** We will look at the various responsibilities and opportunities of this new digital age, including **netiquette** ([Louis C.K. hates cel phones](#)), acceptable use policies, bullying, digital commerce (eg. Kijiji), security, and privacy. The whole business of "**phubbing**" will be discussed (this word only appeared in 2012). The Internet has been used to **"dox"** people whom **hackers** or **trolls** have decided are to be dealt with by using what is the digital equivalent of mob justice. This would include "[Anonymous](#)", the group that doxed KKK members in the US, and also the "[Impact Team](#)" that revealed information about users of Ashley Madison, the "cheaters" website. We will look at this and how it has possibly aided and maybe hurt the people hackers purport to help. Dentist Walter Palmer, who killed a lion in Africa, had to go into hiding when people used information released on the Net to find and target his home.
	• **Use of Material from on-line.** a) How do you know what material you can use legally from a search of images, for example? How does one get materials you can legally use / reproduce for free? [The Creative Commons](#) is a source of non-copyrighted material, as is the [open culture](#) link. There are any other sources one may use that are in what is known as the "[public domain](#)". b) Also, there are hate sites out there that are in the business of deliberately smearing whole groups, whether they belong to a particular religion, ethnic group, race or category (read sexual orientation, immigrants, etc.). How does one deal with this, or is it just ignored?
	• **Examples of spam, phishing, and identity theft.** We will look at real examples of these kinds of activities that occur on-line, and show how one can protect oneself. This includes some of the famous scams of which you may have heard and also identity theft attempts less talked about but still fairly common. Technology has no ethics. It can be used for good or bad purposes. Tips on how to minimize your exposure to potentially harmful programs and ID theft include: a) not adding toolbars to your browser (get free recipes / other goodies!), b) logging out of any websites before leaving your computer, c) not telling people when you are away from home on social media, d) not "friending" people unless you know them in real life, and e) not directly clicking on links provided in e-mails (enter the website address in your browser on your own) as they could take you to a faked website. The

links provided in this outline are, of course, malware-free (heh, heh)).

- **Privacy vs Security.**
  Privacy is not an absolute right. To how much privacy are we entitled, and how much must we give up for the sake of security? Decisions about technology all have ethical implications. How does the Internet know so much about everyone?

- **Social networking.**
  a) Every day, over 700 million people use **Facebook**. This is not a passing fad. Surveys indicate over 80% of employers research candidates for job positions on social media. We will look at some of the basics involved with social networking, and how it can be used to enhance communication with family, friends, or with a personal learning network. **Facebook** has customizable privacy and visibility settings.

  b) We will also take a brief look at the other big players in the social networking world, **Twitter**, **LinkedIn** and **YouTube**. Twitter's simple interface allows for sharing anything from breaking news to sports to worldwide politics. LinkedIn is the world's largest professional social network which connects colleagues with each other. YouTube is the world's second largest search engine with over 6 billion hours of videos watched each month. We will look at how one can subscribe to certain "channels" to ensure you will be privy to the content you want.
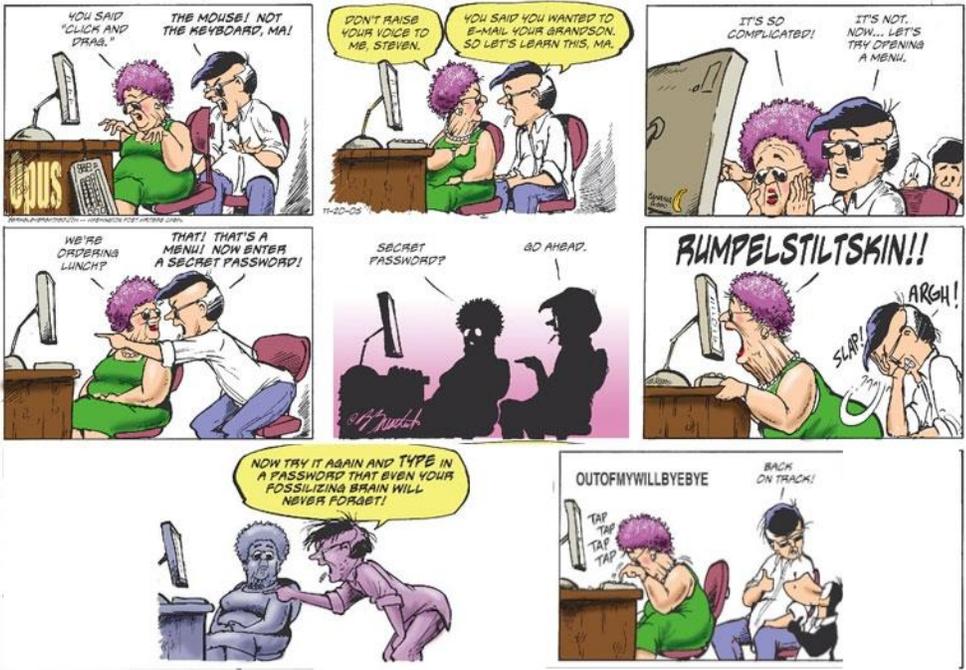

Class 2
Mar.1st
	• **Converting files that you cannot read into ones you can**.
	Ever get a file that you don't have the program for, so you cannot read it? There will be a demonstration of how a **free site on line** can be used to convert most files (images, documents, music, movie and e-book formats) from the original format to one that you can open.
	• **Shortening file names**
	• **Saving and sharing materials online.**
	Using free services like **Dropbox**, Microsoft's **One Drive**, Apple's **iCloud** or Google's **Google Drive**, anyone can back up files to "the cloud" and / or share these files with others. This is very important if you want to share files that would choke an e-mail service (usually the maximum attachment allowed in e-mail is about is 20 MEG). At least one of these services will be demonstrated.
	• **Essentials of Electronic Gadgets that Nobody Bothers to Show You.**
	In this country, you need a license to do anything that might get you into trouble—like driving a car, owning a gun, or getting married. But when it comes to technology, you're on your own! The following tips will help you safely and effectively use your computers.
	  1. Tap the **space bar** to scroll down one full screen on a Web page.
	  2. **Shift key + space bar** = to scroll *up* again. Much more convenient than groping for your mouse.
	  3. When you're filling in a form online, press the **Tab** key to jump from box to box. For a pop-up menu, just type the first letter of your province or country. Type that letter key repeatedly to cycle through the different names that begin with that letter.
	  4. For bigger text on a Web page, press **Ctrl-plus** repeatedly. Use **Ctrl-minus** to make the text smaller again. On the Mac, use the **C** key instead. That is, press **C-+** to make the text larger.
	  5. On a smartphone, end a sentence by tapping the **Space** key twice. That shortcut creates a period, adds a space, and automatically capitalizes the *next* word you type. (Works on iPhone, Android, BlackBerry, and Windows Phone.)
	  6. To call somebody again, tap the **Call** button on the dialing pad. Doing that puts the *most recently dialed number* into the typing box, as though you'd just typed it out again. Now tap Call again to place the call. On a smartphone, this trick summons the most recently dialed number.
	• **Effective ways to use Google.**
	There are many ways that Google can be used effectively besides the standard one of just typing in a phrase in the Google box. We will explore many more ways to use it, including **setting a timer**, **conversion** (metric-imperial), **getting lyrics** to your favourite songs, **getting lists of books** by author's name, getting **recipes** for any dish and **mapping directions** between

- **How does targeted advertising work?** Why do those ads just seem to talk about what I am interested in?
- **How to fact-check what you see on line**. How can you tell what is true and what is not? We will look at some of the tools you can use to check these things out. It really is your responsibility as a digital citizen not to forward false information. By extension, this goes to recognizing hate on line as well. Social media competes with mainstream news sources to bring you information 24*7, but how do you know what is accurate?
- **Some views of where we have been and where we are going with tech.** From the 1980's on, especially, our culture has been adapting to rapidly changing technology which has become one of the dominant things in our lives. We will look at some of the milestones in terms of technical change in the 20th and 21st centuries with a view to where we may be heading. The introduction of Apple's **1984 MacIntosh** computer and its impact will be reviewed, and our technological future will be pictured. Is technology making us dumber (no one seems to remember phone numbers anymore) or smarter?

Please Note:

My over-all philosophy regarding this course is that:
* Everyone is on a continuum when it comes to technology; we all of us know more than some people and less than some other people.
* We all of us need to **not forget what it was like when we didn't know something** when

we go to teach others about what is now obvious to us (see above).
* We need to keep a sense of humour about all this.

I look forward to meeting everyone who is taking this class!
Allan Appel