

The Cost of Free

12-14-2017

The Cost of Free

- Yesterday we looked at ways that data we willingly give away could be lost and used to compromise our security.
- What we often don't think about, however, is just how much data is being collected about us without us even knowing it.
- Especially as computers become ever more powerful and ubiquitous, it is becoming easier for vast amounts of data about us to be collected and for it to be used for a variety of purposes.



The Future of Big Data

With A Partner...

- Pick an app that you use every day
 - Research the apps privacy policy
 - What service or feature is enabled by the data they are collecting? Why are they collecting it in the first place?
 - Who else is given access to that data? How are they using it?
 - Can you get access to your own data? Can you modify what is collected or used, or delete your data if you wish?
 - On a scale of 1-4, rate how comfortable you are with this company's data policy? 1 - very uncomfortable 4-very comfortable. Justify your choice.

AP Practice - Justify the Score

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<p>Row 6</p> <p>Analyzing Data and Information</p>	<p>RESPONSE 2D</p>	<ul style="list-style-type: none"> Identifies the data that the identified or described computing innovation uses AND Explains how that data is consumed, produced, OR transformed. 	<p>Responses should be evaluated on the rationale provided in the response not on the interpretation or inference on the part of the scorer.</p> <p>Do NOT award a point if any one of the following is true:</p> <ul style="list-style-type: none"> the described innovation is not a computing innovation; the response does not state the specific name of the data or simply says "data"; the response confuses or conflates the innovation with the data: response fails to explain what happens to the data; or the response confuses the source of the data with the data. 	<ul style="list-style-type: none"> Data types include: integers, numbers, Booleans, text, image, video, audio, signals. Data that infer these types like fingerprints, temperature, music, length, pictures, etc. are allowed. Data collection devices (e.g. sensors, cameras, etc.) are not data. Large data sets include data such as transactions, measurements, texts, sounds, images, and videos. (EK 3.2.2A)
<p>Row 7</p> <p>Analyzing Data and Information</p>	<p>RESPONSE 2D</p>	<ul style="list-style-type: none"> Identify one data storage, data privacy, OR data security concern related to the identified or described computing innovation. 	<p>Responses should be evaluated on the rationale provided in the response not on the interpretation or inference on the part of the scorer.</p> <p>Responses can earn this point even if they refer to the data in a general without specifically identifying the data being used.</p> <p>Do NOT award a point if any one of the following is true:</p> <ul style="list-style-type: none"> the described innovation is not a computing innovation; or the response identifies or describes a concern that is not related to data. 	

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This response would not be awarded Row 6 because it references the device that collects data (a camera) but not the actual data itself (a digital picture).

Remember!

- Reference specific pieces of data collected by an innovation (e.g. those referenced in the privacy policies they read in this lesson) and not the devices collecting them.
- Don't confuse devices with the data they collect
- Row 7 is more of a gray area but could be strengthened considerably by referring to the actual data collected and how it might be used.
- In short, if you aren't talking specifically about the data used by your app, you make it much harder to earn these points on the Explore PT.