

A Quiz on Privacy

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With Bob,
the average
Citizen

Abstract

As information becomes increasingly available to others, rights to privacy are becoming more important than ever before. This teaching resource informs users about their rights to privacy, the way companies are allowed to collect personal information and the importance of keeping some information to yourself.

Keywords: Privacy, Identity Fraud, Social Networking, Data Protection Act, DPA, User Rights, Security, Malware, Spyware, Surveillance, Internet, Facebook

Introduction

The learning resource chosen to present information on privacy and consists of a combination of a website and a comic which is interspersed with an online quiz. These were chosen as the optimal solutions as a teaching method.

A website was chosen as an effective way to represent the information in a structured manner and will allow anyone with an Internet access to view the information in their own time.

Information on privacy can be quite overwhelming and factual. A comic spread throughout the information provides a humorous and interesting way to demonstrate the information talked about.

A quiz is interspersed throughout the website to help reinforce the knowledge learnt, provide interesting facts and test the readers knowledge.

Background

As networking and the Internet becomes more prevalent throughout everyday life, the issue of privacy has become increasingly significant. Not only are advertising companies increasingly able to use our data for personal advertisements, hackers and identity-thieves also have a vested interest to find out as much about us as they can, and private companies may benefit by storing as much data as possible. With this desire for our data, it is inevitable people will attempt to acquire it, making it important to be careful when trusting people with personal data.

Identity fraud is becoming increasingly viable due to the escalating amount of personal information users are transmitting via the Internet, and one of the largest sources of personal data that could potentially be accessed by untrustworthy people is social networks; while there are laws covering what companies are allowed to release, these are far from exhaustive and do not cross political boundaries.

The Data Protection Act is vital in ensuring privacy; it dictates what companies are allowed to hold about you and for how long, and also what they are allowed to share with third parties. These laws also apply to a companies employees, limiting how much monitoring and recording of its employees a company can do.

Considering of all these issues, it is important to learn about how to best protect your privacy on the Internet and what laws are in place to protect you.

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Method

Our resource is split up into separate sections of privacy. Each section begins with a comic strip and a piece of informative text summarising the key points.



The page following this will be a page of questions, some of which relate to the previous text, while others will be new to provide the user with more information.

These are multiple choice questions on a range of topics designed to further the understanding behind each privacy topic. The questions are referenced, to validate their quality. After the users has submitted their answers to the questions they will be presented with a summary of how they performed on the questions. For the questions users got wrong, a link will appear to articles that will help the user learn more and hint at the correct answer.

The users running total is displayed throughout the resource and will be available after the final set of questions. This allows the user to track their progress and see if they're improving.

Discussion

The value of this resource is determined by its ability to inform a user on the importance of their privacy and the rights they have to it.

To do this methods were used to try and keep the user focused on the content, allowing them to get the most from it they can. The most important area to keep attention to is the tutorial text. This information has been kept short to not overwhelm the user while giving links to more information where appropriate if they are interested. Complementing this is an amusing comic illustrating the idea of the section. This keeps the user amused while reading the text and gives an incentive to go to the next section.

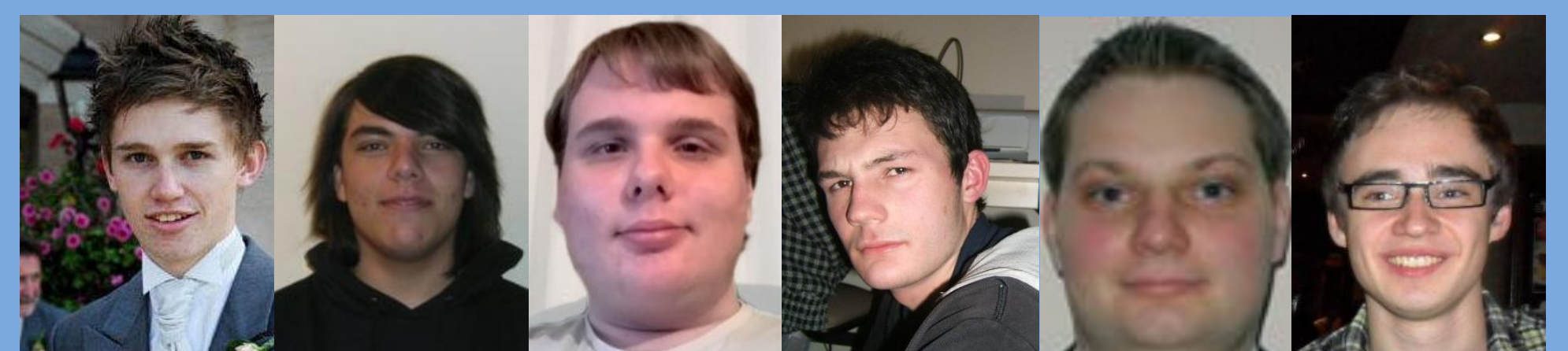
A quiz was used to test the user on how well they were learning the information and to provide 'shocks' to make the user think on how they deal with their own privacy.

“ What percentage of Internet users (world-wide) have been targets of online fraud? - **25%** ”

To encourage learning from this resource on a wrong answer information about it will appear. This allows the user to not be discouraged by a wrong answer and hopefully still learn something about it.

Conclusion

Privacy on the Internet is becoming a significant talking point. The resource presented provides an insight into privacy and the accompanying laws. Through a combination of comics, text and questions we've created an engaging and informative learning resource.



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