



Films – More information – New tasks

You decide ...



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DVD with films

Do you want to use “You decide” in your country?

The original “You decide” brochure has been a huge success in Norway, with more than 200 000 copies distributed on requests from schools all over the country. Other countries have also shown an interest, and seven countries are currently working on campaigns based on the material.

The organisations behind “You decide” invite any country or region that wants to use or adapt the written material to do this free of charge. Some minor costs may incur if you want to use the layout, photos or illustrations. For more information, see www.dubestemmer.no/english.php or contact the Norwegian Data Inspectorate, +47 22 39 69 00.

DEAR TEACHER

DIGITAL MEDIA is becoming an ever more important part of life, and in turn increases the importance of digital competence. Such competence can be about making software and hardware work, but also about how to relate to information found on the Internet and how to behave in the digital landscape.

Some rules – like using common sense and respecting the feelings of others – are the same as in the “real” world. But digital media also have some properties that make them require additional knowledge and reflection.

Popular pedagogic package

An evaluation of the “You decide”-project from 2007 showed that the package has been very successful as a pedagogic tool, and that it has contributed to discussions and reflections on privacy in Norwegian schools. As many as 97 per cent of the teachers said that they wanted to use the package again.

According to the feedback, the short films that came with the package worked very well as a starting point for discussion, and more films would be appreciated. As a response to this, all media and communication classes in Norwegian high schools were invited to create a synopsis for a short film about digital media and privacy. The Norwegian Hollywood-director Harald Zwart led the jury that evaluated the proposals. The winning teams got to realise their film projects with the help of professional mentors.

This brochure is divided into five sections. In each section there is a list of films that best illustrate the theme covered in that section. In addition to tasks and topics for discussion,

you will find some facts and statistics. This brochure is primarily meant as a supplement to the original “You Decide”-brochure, which gives more detailed descriptions of each theme.

Films for discussion

On the attached DVD you will find the three original films from the “You Decide”-project, the six winning films from the synopsis-competition, the winner of the Amandus manuscript competition 2008, and two films made by students from the media and communication class at Lillehammer high school. All films can be seen with subtitles in all three official written languages in Norway, as well as English. You can also choose to display the tasks and topics for discussion on the screen when a film has finished.

We want to emphasise that some students may find some of the tasks and topics difficult and unpleasant to deal with. We know of cases where students have found sensitive and personal information about themselves on the Internet that was published without their knowledge. The teacher should therefore to some extent adapt the tasks to the class.

We hope that you will find this brochure useful!

ABUSE OF INFORMATION

PERSONAL INFORMATION is one of the fastest growing data types on the Internet. Most young people leave information and pictures of themselves and others on homepages and social networking sites. Personal information can also be available from public sources, such as income tax lists (in Norway) and phone directories. At the same time the tools for finding and combining information become ever more powerful.

DID YOU KNOW?

98 per cent of young people between the age of 8 and 18 have access to a computer at home. Of these, 26 per cent use the Internet to post pictures and information. Fear of being contacted by someone they don't know is the most important reason given by young people for not posting personal information.

38 per cent of all young people have experienced that strangers on the Internet has asked for pictures, phone number, address or similar information.

Source: Safe use survey 2008 (Norwegian Media Authority)

- AN INNOCENT PICTURE PUBLISHED ON THE HOME PAGE OF A BRITISH GIRL WAS FOUND USED AS THE COVER OF A PORNOGRAPHIC MOVIE.

- IN A SURVEY FROM 2005 EVERY SIXTH PERSON HAD EXPERIENCED THAT PERSONAL INFORMATION HAD BEEN LOST OR ABUSED.

Source: Privacy survey 2005 (The Norwegian Data Inspectorate)



Films:

- The Postman
- The Man in the Back Street

WHAT DO YOU THINK?

How can you avoid that someone abuses your personal information? What can you do to avoid unpleasant situations online? How much information do you think is needed to find out who somebody is and where they live?

TASKS

Look at the information about yourself on the Internet – on your profile or home page. Can you use this information to find out even more about yourself? Use a search engine, a phone directory or other public sources of information. Combine different types of input, such as name + year, nickname + school etc. Did you find something you didn't know was on the Internet? Is the information you found correct and true? Did you find anything that made you uncomfortable?

To some extent you are what I read about you. Many people might be interested in information about you: Friends and family, future employers, commercial interests and criminals. What impression will someone who combines all the information they can find about you on the Internet get? A search engine will register your computer (IP-address) every time you make a search. Can you find out if the search terms used are stored by Google or the other search engines, and for how long? How can this information be used (or abused)?

EDITORIAL RESPONSIBILITY

A PERSON WHO HAS A BLOG, A WEBSITE, A PROFILE ETC. on the web, is in effect the editor-in-chief of these pages. Information that is published online is made public to large or small groups, depending on where and how it is published. With the role of editor comes responsibility, both for what you can and can't publish, but also for what you should and shouldn't publish about other people. Something that doesn't bother one person at all can feel like a violation to another.

DID YOU KNOW?

23 per cent of young people between the age of 8 and 18 have experienced that someone has posted pictures or videos of them on the Internet without permission. As many as 41 per cent of those aged between 17 and 18 have experienced this. Within this age group 25 per cent also admit to having published pictures or videos of other people without their permission.

Source: Safe use survey 2008 (Norwegian Media Authority)

We distinguish between two types of images:

In some pictures the main focus is on one or more clearly defined persons. In such cases you should *always* get the permission of

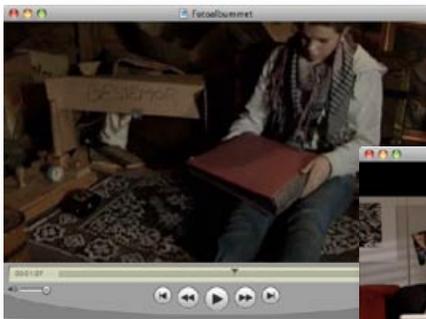
everyone that can be identified in the picture – directly or indirectly. Group pictures, such as of school classes, also fall under this definition. If any of the portrayed people are under the age of 15, permission has to be given by the parents or a legal guardian.

In other pictures the situation or the activity is the main focus. Who is portrayed is less important. Examples of this can be pictures of the audience at a concert or a band in a parade. Under normal circumstances such pictures can be published without permission as long as the images are harmless and in no way can be seen as a violation of the people portrayed. It is important to take into account that the pictures should not be demeaning in the context where they are used.

- TO PUBLISH IMAGES OF YOUNG PEOPLE UNDER THE AGE OF 15, THE PUBLISHER NEEDS THE PERMISSION OF THE PARENTS OR THE LEGAL GUARDIAN.

IN A SURVEY AMONG YOUNG PEOPLE FROM 2007 MORE THAN ONE IN EIGHT HAD FOUND DEMEANING INFORMATION ABOUT THEMSELVES ON THE INTERNET.

Source: The survey "Young people and privacy" 2007, (The Norwegian Data Inspectorate)



Films:

- The Photo Album
- Before You Know It ...
- It Was Just A Joke
- The Parent-teacher-student Conference Went OK ...



WHAT DO YOU THINK?

Have you ever published someone else's picture without asking their permission first?

Have you ever posted a picture of yourself or a friend that you wouldn't want your parents or your grandparents to see? What about if your teacher saw it?

Have you experienced that someone has posted pictures of you without your permission? How did you feel and what did you do about it?

How can something you post today become problematic tomorrow or in a few years, for example in relation to your employer, future romantic interest, children ...?

TASKS

Work in groups: Make your own guidelines for when it is OK to publish pictures on the Internet. What should be allowed and what can be problematic about publishing pictures of small children (1-2 years old)? How about publishing pictures of children who are 5 years old? 12? 15? 18? And what about pictures taken at the beach, at a party or at a football match?

Find out what is legal and what is illegal when it comes to publishing pictures of other people.

Can you think of cases where someone might have good reason not to want their picture or other information published on the Internet?

BULLYING

BULLYING IS when a person is exposed, repeatedly and over time, to negative actions by others (one or more). Bullying can go on for a long period of time – even years – if no-one intervenes. Bullying may cause long term effects for the person exposed to it.

Mobile phones and the Internet can be great tools, but they can also be used to send negative messages, images and movies that hurt others. This means that potential victims can be reached any time and place – also in the privacy of their own home.

Mobile phones and the Internet are also often used to send negative or hurtful messages that are not directed at the same person every time. It's so easy to post a negative comment to a forum or send a negative SMS. Research suggests that not seeing the reaction of the recipient makes it easier to write mean and hurtful things.

DID YOU KNOW?

15 per cent of young people between the age of 8 and 18 say that they have received a threatening or scary message on their mobile phone at least once. 23 per cent of the oldest in this group say that this has happened to them. In just over half of the instances the messages came from people they know.

8 per cent say they have experienced bullying via the mobile phone while as many as 32 per cent say they know someone who has experienced this.

15 per cent of those aged between 8 and 18 have received messages that have bothered them. This figure rises to 22 per cent in the group aged between 17 and 18.

Source: Safe use survey 2008 (Norwegian Media Authority)

- THE NORWEGIAN MEDIATION AND RECONCILIATION SERVICE EXPERIENCE AN INCREASE IN THE NUMBER OF CASES WHERE CHILDREN OR YOUNG PEOPLE HAVE BEEN THREATENED OR BULLIED ONLINE. ACCORDING TO THE POLICE, MANY CASES OF PHYSICAL VIOLENCE STARTS OUT ONLINE.

- 13.5 PER CENT OF YOUNG PEOPLE BETWEEN THE AGE OF 15 AND 18 HAVE FOUND DEMEANING INFORMATION ABOUT THEMSELVES ON THE INTERNET, FOR INSTANCE ON BLOGS OR HOME PAGES.

Source: The survey "Young people and privacy" 2007, (The Norwegian Data Inspectorate)



Film:
■ Marius

WHAT DO YOU THINK?

Is there a difference between face to face bullying and bullying on SMS/MMS? How about when the bullying takes place on the Internet? On a social networking site? Or on YouTube?

Is bullying worse when you don't know the perpetrators, or is it the other way round?

What can teachers, fellow students or parents do about bullying at school or online?

TASKS

Work in groups: Make five rules for how you want interpersonal relations to be in your class. Focus in particular on the use of Internet and mobile phones.

Find out what rules or sanctions different social networking sites have to avoid bullying and harassment. Do you think these rules work?

Use the media to find examples where mobile phones or the Internet has been used as an arena for bullying. What was done to stop the bullying in the different cases?

What should a person do if he or she is made aware of digital bullying?

SOCIAL NETWORKING WEBSITES

THE INTEREST IN JOINING SOCIAL NETWORKING WEBSITES has increased dramatically over the recent years, and it is not unusual to be active in several such communities at the same time. On a social networking site you can post descriptions and pictures of your self, find new and old friends and keep in touch with them, and establish contact with people that share your interests.

DID YOU KNOW?

When you register a profile on Facebook, you accept that Facebook can use all the information and pictures that you have posted for any purpose, for instance in advertising. This is also true after a profile has been deactivated. In addition, they can change the end user licence agreement any time they want. Facebook is not regulated by Norwegian privacy laws, but American.

A person who registers on Facebook should:

- Familiarise herself with the privacy options, in order to ensure that personal data is protected as well as possible. It is not necessary to share all information with everyone.
- Not authorise Facebook to download the address book during the registration process. Facebook stores all the e-mail addresses, even the addresses of friends that choose not to join the community. This also goes for friends that are invited to join later.

- THERE ARE SEVERAL POPULAR NORWEGIAN NETWORKING WEBSITES. NETBY IS THE LARGEST WITH APPROXIMATELY 770 000 MEMBERS (AUTUMN 2008).

-FACEBOOK IS THE MOST POPULAR FOREIGN COMMUNITY WITH OVER 1.2 MILLION NORWEGIAN MEMBERS. FACEBOOK HAS MORE THAN 100 MILLION MEMBERS WORLD WIDE.



Films:

■ Poke

■ Tagged on The Internet

WHAT DO YOU THINK?

What can be problematic about social networking sites?

Are there ethical guidelines for what you can and cannot say or publish on such sites?

TASKS

Are you a member of one or more social networking sites? Make a brief survey in class to find out which social networking the students are using. If it's possible to have profiles with different degrees of openness, you can also check what is more common: An open or a closed profile.

Check the end user license agreement (EULA). Who owns the pictures you publish, and who can use them?

Is the social networking site offering help if you need to remove offending material that has been posted by someone else?

FAQ – SOCIAL NETWORKING WEBSITES

What is a social networking website?

On a social networking site you can post descriptions and pictures of your self, find and keep in touch with friends, and establish contact with people that share your interests. You establish a profile by registering personal information, such as e-mail address, and usually optional information about interests, personal relations, work, friends etc. It is also possible to post pictures, videos, music and create a link to a personal blog. The main purpose of the mandatory information is to ensure that one person doesn't register many profiles.

On most social networking sites you can search for old and new friends, and share information with other people in the community according to the choices you made for your profile (all, just friends etc.). Many communities are financed through ads, and those ads may target certain users according to how well they fit a profile.

Is there a risk?

When you share personal information, there is always a risk that the information may get lost. It has also been observed that it is easier to spread "spam" and viruses and to make successful attempts to gather personal data on social networking sites than elsewhere on the Internet.

How can your profile be mapped?

It's easy to download and store user profiles. Even if the information in a profile – or the entire profile – is deleted, you can't be sure that the information is taken off the Internet entirely. If information from different networking sites is combined, and even coupled with information from public sources, it could provide a pretty detailed picture of an individual. Government agencies in many countries use such tools in their effort to identify potential terrorists.

How to mitigate the risk?

- Check the end user licence agreement: How does the website handle personal information and with whom do they share it?
- Check if it is possible to delete a profile at a later stage, if the need should arise.
- Check what information it is mandatory. It's better to start with a fairly private profile and open it more up later, than the other way round.
- Don't allow others access to private contact lists for e-mail. Never share the password to an e-mail account with others.
- Don't use the same password on a social networking site as in more important systems like an online bank account.
- A smart trick is to keep one or more extra e-mail addresses for insecure communication (registering for competitions etc.). This can help mitigate the amount of spam in the primary inbox.

Who owns the information?

As a rule, the material published on a website is protected by property rights, and is owned by the person who posts it. However; how this is handled may vary from website to website and it is therefore important to check the end user licence agreement before registering and publishing material.

What can be done if a person is abused on a website?

Most social networking sites have an abuse department. If they fail to deal with the problem satisfactory, you can contact the Data protection authorities or the Police (depending on the nature of the problem).

FALSE IDENTITY

WHEN YOU CREATE A PROFILE on a social networking site or a chat group you effectively decide for your self who you want to be. Many people experiment with different identities, such as sex or age, and use the Internet to test different aspects of their personality that they may not be comfortable displaying in the “real” world. But there are also users who create false profiles to deceive others, for instance adults who pose as children in an attempt to get in touch with potential victims.

The autumn of 2008 the Norwegian Police introduced

“The red button” on the Internet. When you click the button you are directed to a web page where you can report unacceptable behaviour and incidents on the Internet. An example can be if you think someone is using a false identity to achieve sexual contact with minors.

It can be difficult for children to navigate through the form on the Police web pages on their own. They can therefore be encouraged to confide in an adult they trust if they experience something unpleasant on the Internet.

DID YOU KNOW?

38 per cent of young people between the age of 8 and 18 have been asked to give up personal information like their picture, phone number, address etc. by someone they didn't know on the Internet. This is more common as the children get older and navigate the Internet more. In the group aged between 17 and 18, as many as 60 per cent state that this has happened, while in the group aged below 12, 21 per cent have been asked for this information. Only 3 per cent say they provided all the requested information.

Source: Safe use survey 2008 (Norwegian Media Authority)

- CONCEALING YOUR IDENTITY ON THE INTERNET, FOR INSTANCE BY USING A NICKNAME, CAN OFTEN BE A SENSIBLE CHOICE. THIS IS NOT THE SAME AS USING A FALSE IDENTITY OR POSING AS SOMEONE ELSE.

- GROOMING IS TO GAIN A CHILD'S TRUST WITH THE INTENTION OF SEXUAL ABUSE. IT IS ILLEGAL FOR AN ADULT TO SET UP A MEETING WITH A MINOR IN ORDER TO HAVE SEX.



Films:

- Bunnyboy
- Hotbabe

WHAT DO YOU THINK?

What information about yourself would you never publish on your profile? How about on your home page or in a chat room?

Have you ever talked with someone on the Internet that you didn't know the identity of in real life? Do you think any of them could have been using a false identity? Do you take precautions to ensure that the person you are talking to isn't lying about himself/herself?

Is it easier to insult someone on the Internet when you don't know each other? Is it more acceptable?

TASKS

Is it OK to meet with someone that you only know through the Internet? Make a list of precautions you should take if you were to go through with such a meeting.

There are many good reasons to conceal our identity online. Do you sometimes pretend to be someone else on the Internet? What kind of false information have you provided? Use the Internet and see if you can find some guidelines about when to hide your identity and how to do it.



WWW.DUBESTEMMER.NO

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