Personal Data of Emmanuel Resurreccion Congressional Integrated Senior High School Students: The Extent, Risks, and Value.

Biespel Rebo M. Pestañas
Emmanuel Resurreccion Congressional Integrated High School
STEM 12-3
p.biespel@gmail.com

Alexzander Joseph C. Baguyo
Emmanuel Resurreccion Congressional Integrated High School
STEM 12-3
officialzander.b@gmail.com

Alluind R. Dela Cruz
Emmanuel Resurreccion Congressional Integrated High School
STEM 12-3
winrcg123@gmail.com

John Arht A. Vivar
Emmanuel Resurreccion Congressional Integrated High School
STEM 12-3
vivar@gmail.com

Abstract

A summary of your study with approximately 250 – 300 words following Hyland's structure for writing abstracts which covers brief background, purpose/objectives of the study, the methodology used, key results, and conclusions. Use Bookman Old Style Font in 10 pt. Use 1.15 spacing the document must be submitted in Word file using the prescribed format.
Keywords: up to five keywords; separated by semicolons

(Do this at the end of your research endeavor.)

INTRODUCTION

In the digital age, personal data has become a valuable commodity that fuels communication and innovation. The sharing of information has grown immensely in the 21st century. According to a study on Statista.com (2024), it is estimated that 402.74 million terabytes of data are created each day. Data containing every movement, every thought, and every human being's life. As a result, this data carries unfathomable value if utilized wisely. An example is how Tik Tok's algorithm uses data algorithms to keep users engaged, helping it rise in popularity and compete for market share in the social media industry. From government monitoring for national security, to statistical treatment for academic research, to predicting trends in business ventures, all of this data has the power to change the world. On the other hand, cybersecurity threats, data breaches, and privacy violations have become common concerns as personal data is increasingly commodified - Issues regarding exploitation of data by conglomerates and unwarranted government surveillance. Additionally, many individuals are unaware that their data can be exploited without their consent through cookies or nefarious terms and conditions agreements. For students, especially those in senior high school, the internet serves as a platform for social interaction, education, and entertainment. However, the extent of personal information they share online may expose them to risks they are not fully aware of. This information can range from seemingly harmless data such as their name and age, to more sensitive information like location and even personal preferences. The consequences of data exposure may lead to privacy invasions, identity theft, or exploitation by data brokers and malicious entities. Therefore, understanding both the risks and the value of the data shared can empower individuals to make more informed decisions about their online presence.

Rationale and Background of the Study

Personal data is any information that is related to an identified or identifiable living individual as defined by the European Commission (2024). Additionally, they have stated many types of personal data, which include: Names, Home Address, IP Address, Phone Numbers, and Medical Information. Furthermore, any information you share that can be traced back to your identity, even if under a pseudonym, is considered personal data. Only when that information cannot be identified to a person and is under anonymity can data not be considered personal.

The importance of data in the 21st century is often overlooked. The Data Brokering Industry or Data brokers collect and gather many types of personal data to sell to third parties often without the individuals' consent. Data broker companies like Acxiom and Equifax have collected a large database full of personal data and the industry as a whole is estimated to be worth USD 471.25 Billion by 2032. Beauvisage et al. (2020). Governments worldwide have increasingly sought access to personal data for various administrative, regulatory, and security purposes. F. Cate et al. (2012). With the expansion of digital space, the government has taken more importance on individuals' activities and personal data to improve and develop a better administration and security capabilities. Personal data is essential in academic research as well, particularly in fields like biomedical research, where data from millions worldwide is analyzed to improve health outcomes. The digitalization of health data, aided by social media and devices like smartwatches, has increased the scope of research but also intensified concerns about privacy and secondary data use. Parimi et al. (2023).

Cybersecurity is critical in protecting people who use the internet through various electronic devices in their daily lives Sharma, P. (2023). Hackers and Data Brokers have posed a significant threat in unauthorized access data exploitation to personal data such as

Names, Home Address, IP Address, and Phone Numbers. They must, however, be protected when using the internet and secure against unauthorized access and cyber security plays a critical role in securing such data. Crimes involving personal data are crimes or illegal activities that use the internet, network, computer and digital devices. Examples of cybercrimes and activities involving personal data are fraud, the trafficking of child pornography, identity theft, and privacy violations. With the ever expanding digital space, a rise in data has been correlated with a rise in incidents of data theft Vaidya (2023). According to Federal Law, the term personal data refers to any information relating directly or indirectly to a certain or definable person (subject of personal data). Due to this broad understanding of personal data, questions arise concerning the attribution of particular information about an individual to personal data. Soldatova, V. (2020). With the current laws, several gaps in protection can be noticed especially with the continuous advancement of the digital space that laws need to be further strengthened and developed. Personal data sharing of students is becoming more common and normal among students. In return, they get personalized services, learning experiences, and tailored media content with the aim to get enhanced engagement. Buggenhout et al. (2023). The benefits and risks associated are needed to understand the understanding of data sharing among students. This study seeks to explore the extent of personal data that senior high school students at Emmanuel Resurreccion Congressional Integrated High School share on the internet and to evaluate the associated risks and value of this data.

Significance of the Study

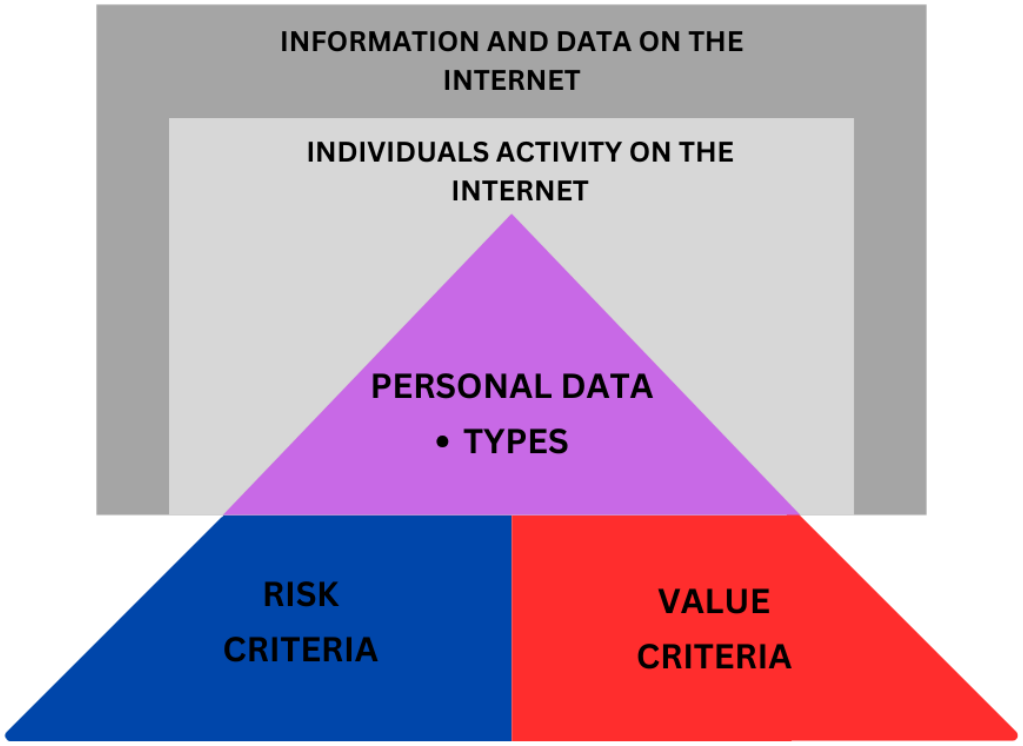
This study will aspire to shed more light on personal data's risks and value, as well as characterize personal data types, evaluate personal data shared, and the extent of personal data shared by students. Its impact will be similar to the impacts of other descriptive research. It can be used in predictions, evaluations, and analysis. The importance of personal data in this day and age is by no means insignificant. It affects each and every demographic and organization in modern society. Hence, this study is important to:

Businesses - The study will explore the proper way to effectively utilize personal data and quantify the levels of value associated with certain types of data. This can help businesses conduct efficient market analyses and monitor trends.

Governments - Personal Data is a great resource for maintaining national security. Conversely, it can also be a weakness in a nation's intelligence. By investigating the levels of risk and value of personal data, this study can help in developing policies on monitoring and privacy.

Individuals - The study will help individuals specifically ERCIHS senior highschool students understand the extent and risks of personal data and potential consequences associated with it. By understanding how much these individuals disclose, they can better understand the risks they may face, including possibilities of identity theft and privacy violations

Scientific Basis and Theoretical Framework



The Theory this study is built upon is that the sharing of personal data has risks and value for individuals. A part of an individual's activity online is sharing personal data. This is done consciously through inputting information on account creation or posting on accounts that is related to your identity. It can also be done unconsciously through the tracking of your activity on the internet by algorithms and cookies. And so, because of the vast amount of data, there will be entities who will consider them valuable. On the other hand, individuals will also find that there are risks in sharing personal data.

Hence, this study will investigate certain common types of personal data shared by individuals, ERCIHS students, and evaluate their risk and value. Doing so, a characterization of the extent of personal data shared will be accomplished.

Types of Personal Data to be categorized and evaluated

Personal data according to Privacy laws in the United States are information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records and any other information that is linked or linkable to an individual.

- Name, such as full name, maiden name, mother's maiden name, or alias.
- Address information, such as street address or e-mail address.
- Telephone numbers, including business, and personal numbers.
- Personal characteristics, including photographic image (especially of face or other identifying characteristic) or fingerprints

• IP Address
• Social Media Accounts social media platforms students are active on (e.g., Facebook, Instagram, X).

Milne (2017) created a typology of information types based on perceived associated risks. Information was analyzed with four perceived risks, physical, psychological, monetary, and social. It also included the respondents sensitivity or reluctance on sharing these informations and their willingness to provide it.

(1) monetary risk is the risk associated with potential financial loss,
(2) social risk is the risk associated with threats to an individual's self-esteem, reputation, and/or the perceptions of others,
(3) physical risk is the risk associated with bodily injury, and
(4) psychological risk is the risk associated with potential negative emotions such as anxiety, distress, and/or conflicts with self-image

Statement of the Problem

As people increasingly upload their information on the internet, industries, governments, and individuals have taken an interest in this data. The issue is that this data has the possibility of being used ineffectively and dangerously. One reason for this is a lack of information on the risks and value of certain types of data. Therefore, this study aims to characterize the extent of personal data shared by senior high school students of Emmanuel Resurreccion Congressional Integrated High School. This will be done by evaluating the categories of personal data and applying their values to data collected by the descriptive research.

The study will attempt to answer the following questions:

- What percentage of senior high school students in ERCIHS share personal data on the internet in terms of name, age, address, etc?
- What levels of risk and value do certain types of personal data have?
- How does the levels of risk and value of types of personal data characterize the extent of personal data shared by senior high school students in ERCIHS?

Personal Data must be researched so that not only companies and governments can make use of them, but also individuals can take advantage of their untapped potential. Additionally, Individuals can understand the value of their and others' personal data and mitigate any risks incurred by sharing personal data on the internet.

METHODOLOGY

The following section encompasses the methodology of the study, and will be presenting the descriptive research design and conceptual model that will be the guide for the investigation. Additionally, operational definitions of terms will be specified so as to identify the variables and parameters. Since the project is a descriptive quantitative research, an IPOE format will be employed; The paper will state the detailed Input method, Process, Output, and Evaluation. And lastly, it will give the method for data collection. This section aims to establish this research as robust and replicable so as to convey the scientific integrity of the paper.

Research Design

Descriptive research design, as defined by John W. Creswell in his 2022 publication, is a study that focuses on describing the characteristics of a population or phenomenon being studied. It is primarily used to gain an understanding of a particular group or situation and employs methodologies such as observation, surveys, interviews, and experiments to collect data. This type of research answers fundamental questions like "Who, What, When, Where, Why, and How" related to the phenomenon under investigation. A format for Descriptive quantitative research is IPOE. The IPOE format—standing for Introduction, Purpose, Overview, and Evaluation—is a structured approach used in descriptive research design to provide clarity and organization to the research process.

Conceptual Model

Types of Personal Data to be categorized and evaluated

De-identified and Anonymised Data
It's important to note that personal data that has been de-identified, encrypted, or pseudonymised but can be linked back to an individual is still considered personal data and is subject to data protection regulations such as the GDPR. In contrast, truly anonymised data, where the individual cannot be re-identified, does not fall under personal data regulations.
SENSITIVE PERSONAL DATA
Certain categories of personal data are considered more sensitive and are afforded a higher level of protection. These include:

Health Data: Information about an individual's physical or mental health.
Biometric Data: Information related to a person's unique biological traits used for identification.
Genetic Data: Pertaining to inherited or acquired genetic characteristics.
Racial or Ethnic Origin: Personal data revealing someone's race or ethnicity.
Political Opinions or Religious Beliefs: Information that can express an individual's ideological stance.

How to evaluate Value
How to evaluate Risk
How to characterize the Demographic

(Include paragraphs for conceptual/operational definition of terms.)

Project Design (This is applicable to Descriptive Quantitative Design with IPOE Model)

Input	Process	Output	Evaluation
The Extent of Personal Data Types of Personal Data • Name • Address • Email Address • Location • Identification Card Number • Internet Protocol (IP) Address • Biometric Data • Health Information • Financial Information • Data held by Medical Institutions	Calculate Levels of Risk and Value Criteria: Monetary Risk/Value Political Risk/Value Physical Risk/Value Level of Risk Very Low Risk Low Risk High Risk Very High Risk Level of Value Very Low Value Low Value High Value Very High Value	Awareness insights Online safety recommendations Identified risk factors Enhanced digital literacy Value of personal data.	Surveys to measure students' understanding of risks and data protection practices. Feedback from students on the applicability and clarity of the recommendations. Assessment of data types most prone to exploitation. Pre- and post-study comparison of cybersecurity awareness levels.

Input - Senior High School Student Data
Process - Evaluate risk and value
Output - quantified risk and value
Evaluate - Characterize Data

Project Making or Product Making Procedure

Data Collection
All Types of personal data
Specific types of personal data.

Making of Criteria

Characterization

(This is applicable to Descriptive Quantitative Design with IPOE Model)

Data Gathering Instrument or Testing Procedure (whichever is applicable)

Survey questions

Statistical Treatment

Evaluating Risk and Value through weighted criteria

High Risk, Medium Risk, Low Risk
HIgh Value, Medium Value, Low Value

RESULTS AND DISCUSSION

Results should be discussed thoroughly but concisely in this section with the aid of figures and tables whenever necessary. Main text/Content font: Bookman Old Style. Font size: Section Heading (10 pt, bold, center), Subsection Heading ((10 pt, bold, left) Main text (10 pt). Tables should follow APA 7th edition citation and formatting.

Conclusions and Recommendations must also be included in this section.

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About the Author
Name of the Author 1 *(email address)* their affiliation and research interests.

Name of the Author 2 *(email address)* their affiliation and research interests.

Name of the Author 3 *(email address)* their affiliation and research interests.

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Republic of the Philippines
Department of Education
Region IV-A CALABARZON
CITY SCHOOLS DIVISION OF DASMARIÑAS CITY
EMMANUEL RESURRECCION CONGRESSIONAL INTEGRATED HIGH SCHOOL
VIA VERDE VILLAGE, SAN AGUSTIN II, CITY OF DASMARIÑAS, CAVITE