

# Becoming an Activist

Like I said in the last lesson, this is THE MOST important part of the course: spreading the message and good information to the people around you. The more people who take their privacy and security seriously, the more companies and governments will need to cater to the public opinion.

*You know what's not changing?*

## *Promotional Spot*

Let's start with companies! *\*Play Facebook Cares Snippet\** *\*Play recording through Timeline of privacy issues\** Facebook doesn't care about your privacy, because there's no pressure for them to care. There are no regulations and not enough people making a negative impact on the company. If they lose 50% of their customers, and all of them left for privacy concerns, Facebook would start to take their privacy more seriously. The same idea applies to security concerns. My old bank, one of the largest banks in the United States, doesn't offer proper 2 factor authentication. If more people left the service because of security concerns, they would change their ways. Donate money and use products that are built to protect you. This is pretty self-explanatory, so let's move on to making an impact on the people around you.

The best thing you can do is to tell people why you do what you do. Trust me, they notice the precautions you take, and if they know you're not some weirdo, they're going to want to hear what you have to say. I constantly get questions about why I do what I do. *Why do I use a password manager, a VPN, \*show screen \*why is my screen always off from their point of view.* The goal here is to give an answer that makes the other person rethink privacy and security. Tell them you use a privacy screen protector because *shoulder attacks are a common way people get their passwords stolen*, and password managers allow you to make an infinite amount of secure passwords--something like that. Lastly, make sure to bring out the positives in services, it's easy for us to point out the bad things:

- *VPNs slow down your speeds*
- *DuckDuckGo isn't as good as Google*
- *Linux isn't as easy to use as Windows, etc.*

Instead of bringing out the negatives, bring out the positives. VPNs encrypt your traffic on a public wifi network and give you freedom from your ISP, *DuckDuckGo allows you to use a huge number of search engines all from one location, and*

*Linux runs from a flash drive that can be booted from any computer--not to mention it being free.*

On the topic of people, don't forget to join communities. *There's the subreddit privacy, there's my channel where we're all about that, and we have a Matrix room discord server, and Telegram group.* Join communities in person as well, *the EFF has meetups you can attend, and take a look at summits and events like Defcon.* Get involved! If nothing out there seems to be exactly what you're looking for, create your own community and have fun with it.

The very last thing I want to talk about is normalizing privacy. In our society, we associate privacy with criminality. We discussed why privacy is important in *lesson 1.2*. There are a few things we can do to improve this problem. First, implement and use the tools we've discussed throughout the course. That way people around you, who know you're not a bad person, realize it's not that weird to value your data. You should also keep them noticeable, *leave Tor and other tools in your toolbar or desktop so people can see you use them.* *\* show your swag \** You can take this to the next level by donating to these projects for merchandise. *The Tor project, the EFF, the FSF, and this course all offer merchandise like shirts and stickers to help you spread the message.* This helps people in public realize these services are nothing to be ashamed of. *Normalize privacy; if there's two words you should take home from this entire course, it's those. Normalize privacy!*

### *Queue Outro Promos*

To summarize, if you begin to take your privacy seriously, then you might find others will do the same. At first you may only have an impact on your circle of friends. If more and more begin to care, then politicians and businesses will find that they have to start paying attention. A small number can lead to big changes. Thank you for watching, and I'll see you in the section 6 finale.