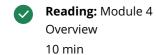
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Module 4 Overview



Reading: Module 4
Readings
10 min

Lesson 6: "Data, Data, Everywhere" – Identifying Valuable Data Sources

- Video: Lesson 6: Data, Data, Everywhere, Part 1 7 min
- Video: Lesson 6: Data, Data, Everywhere, Part 2 7 min
- Practice Quiz: Lesson 6
 Practice Quiz
 2 questions

Lesson 7: "New Media – New Data, New Opportunities, New Dangers" – Understanding The Promise And Pitfalls Of Digital Data

Module 4 Review

Module 4 Readings

Supplemental Readings

For Lesson 6:

- Collins, K. (2017, November 21). <u>Google collects Android users' locations even when location services are disabled</u>. *Quartz*.
- Jeffries, A. (2017, November 15). Why is this company tracking where you are on <u>Thanksgiving?</u> The Outline.
- Singer, N., & Ivory, D. (2017, November 3). <u>How Silicon Valley plans to conquer the classroom</u>. *The New York Times*.
- World Update. (2017, September 4). <u>Pay for Chinese fried chicken with your face</u>. BBC.

For Lesson 7:

- Mccabe, D. (2016). <u>Lawmakers wrestle with cellphone tracking for missing persons</u>. *The Hill*.
- Osipova, N., & Byrd, A. (n.d.). <u>Inside Russia's network of bots and trolls</u> [video]. *The New York Times.*
- Roth, A. (2016, September 2). <u>Putin denies that Russia hacked the DNC but says it</u> was for the <u>public good</u>. *The Washington Post*.
- Shane, S., & Mazzetti, M. (2018, September 20). <u>The plot to subvert an election</u>. *The New York Times*.
- Silverman, C. (2017, October 17). <u>Ad industry insiders profited from an ad fraud scheme that researchers say stole millions of dollars</u>. *BuzzFeedNews*.
- Skid, N., & Hall, D. (2015, September 23). <u>How much is a social media influencer's audience really worth</u>. *AdAge*.

Lecture Slides

- Lesson 6
- Lesson 7
- Module 4 printable slides (white background)

Feel free to find other resources and share them in the Module 4 discussion forum.

Mark as completed





