



# **CTRL + YOU:** Uncovering how the internet sees you

# Chaining names

REMEMBER THAT YOU MAY BE CALLED UPON AT RANDOM!



perfect peter

Adjective beginning with the letter of your name that describes you + your name

A person must mention all the previous combinations so far including their own.

If you forget a person's name, you must pair up with them and start over.



horrid henry

**Ever looked up something once... and then had  
ads following you *everywhere*?**

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# **Lightbeam Activity**

# **Who are third party trackers?**

Third-party trackers are external services embedded in websites that collect data about users' behavior across multiple sites.

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## **What kind of information are they tracking?**

google-analytics.com : Website visits, user behavior, device info

doubleclickbygoogle.com : Ad views, clicks, browsing habits

facebook pixel: User interactions, ad clicks, conversions

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## **SO WHAT?**

Why should you care about whether your data is being tracked?

**Trailing question to think about:  
Is it possible to use the internet without being tracked?**

# Milestones

## DAY 1

visualize data tracking +  
familiarize yourself with  
coding

## DAY 2

dig deeper into media  
consent +  
arrays and strings  
primer

## DAY 3

dynamics of censorship  
+ loops and a coding  
challenge

## DAY 4

encryption and  
encodings +  
design your own  
encryption/encoding!

## DAY 7

Communicating  
using network+  
Reflections

## DAY 6

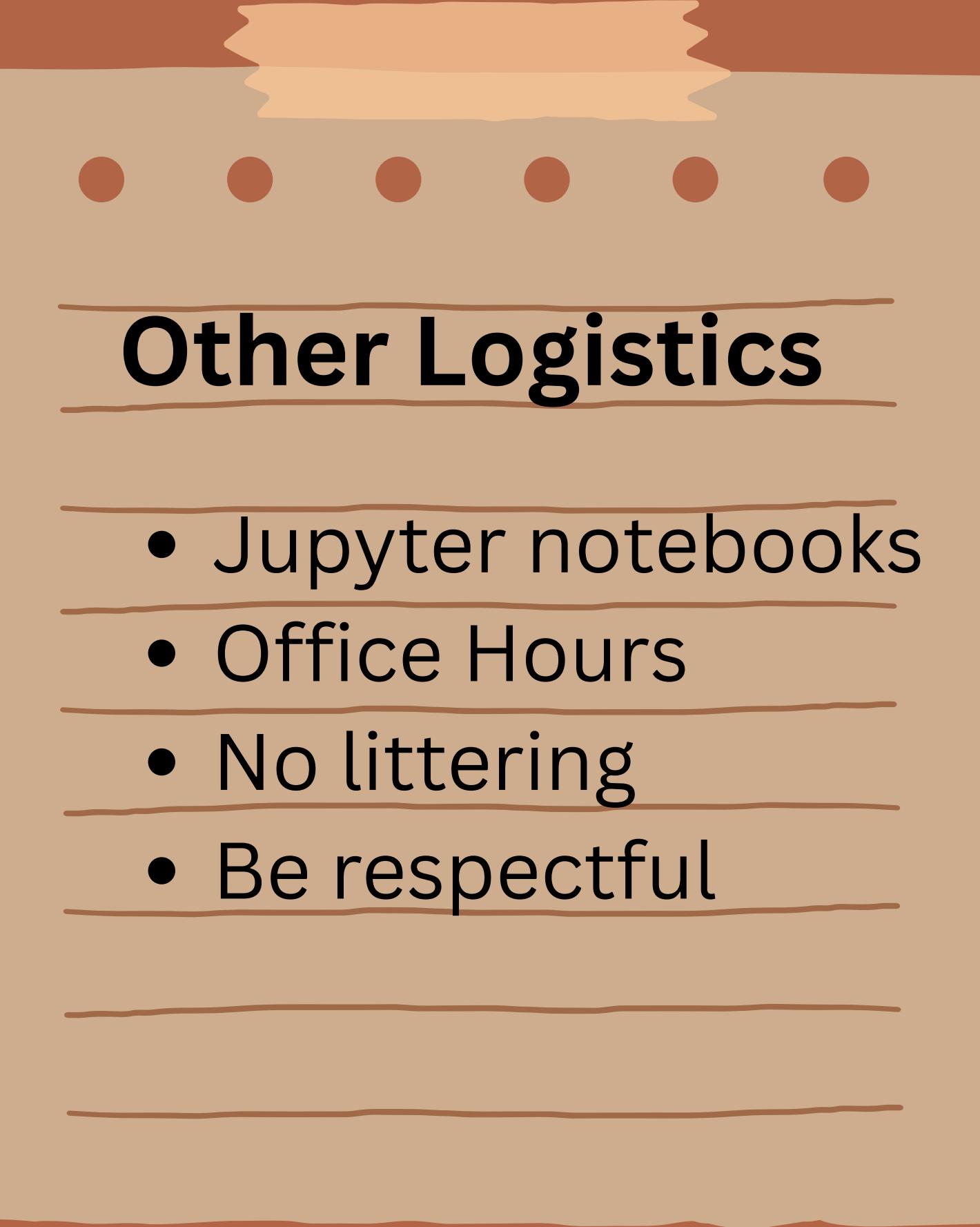
Setting up a network,  
how it works and  
games with it

## DAY 5

Understanding how the  
internet works +  
installations for Day 6-7



**challenge cards**



## **Other Logistics**

- Jupyter notebooks
- Office Hours
- No littering
- Be respectful

# Variables and Datatypes

Variables act as **placeholders for values** that we want to store and later use in our program.

There are different kinds of data that we may want to store such as integer numbers (**integers**), real numbers (**floats**), a Yes/No result (**boolean**), and a word/sentence (**string**).

**these are referred to as the datatypes of the variables.**

# Functions & return statements

functions act like **mini-programs** which we use to organize our overall programs.  
Say we want to make pasta, steps - boil pasta, make sauce, saute vegetables,  
combine ingredients.

A function would allow us to write code for each of these steps **separately**,  
making the whole procedure **more organized**.

We may also want to reuse the sauce to make Pizza. Functions also allow us to  
**reuse pieces of code** because we have written them separately.

**Return statements are results of functions - there can be only 1 result.**

# Making Pasta



Boiling Pasta



Making Sauce

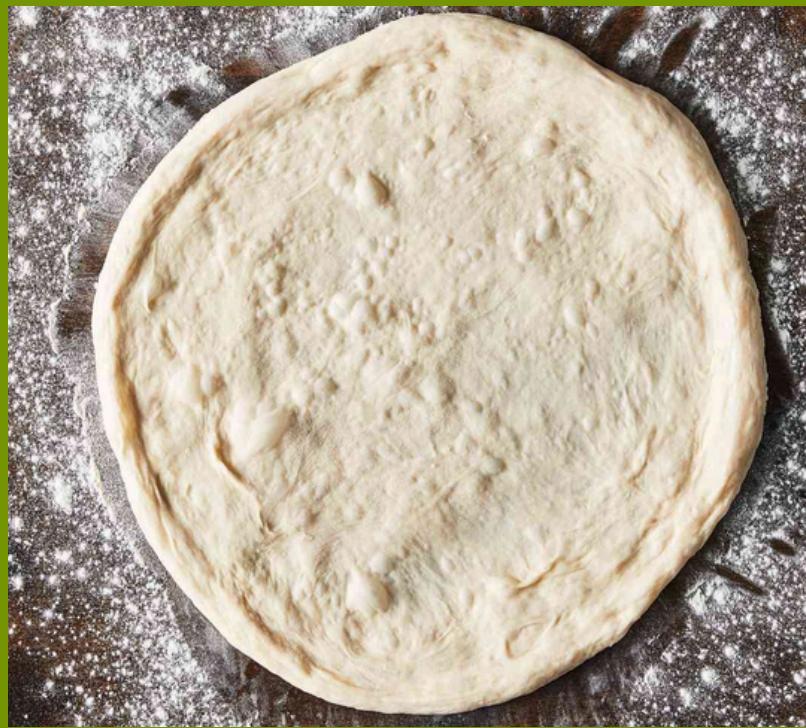


Saute Vegetables



Combine all

# Making Pizza



Prepare Pizza Base



Making Sauce

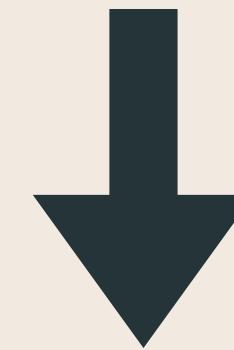


Collect toppings

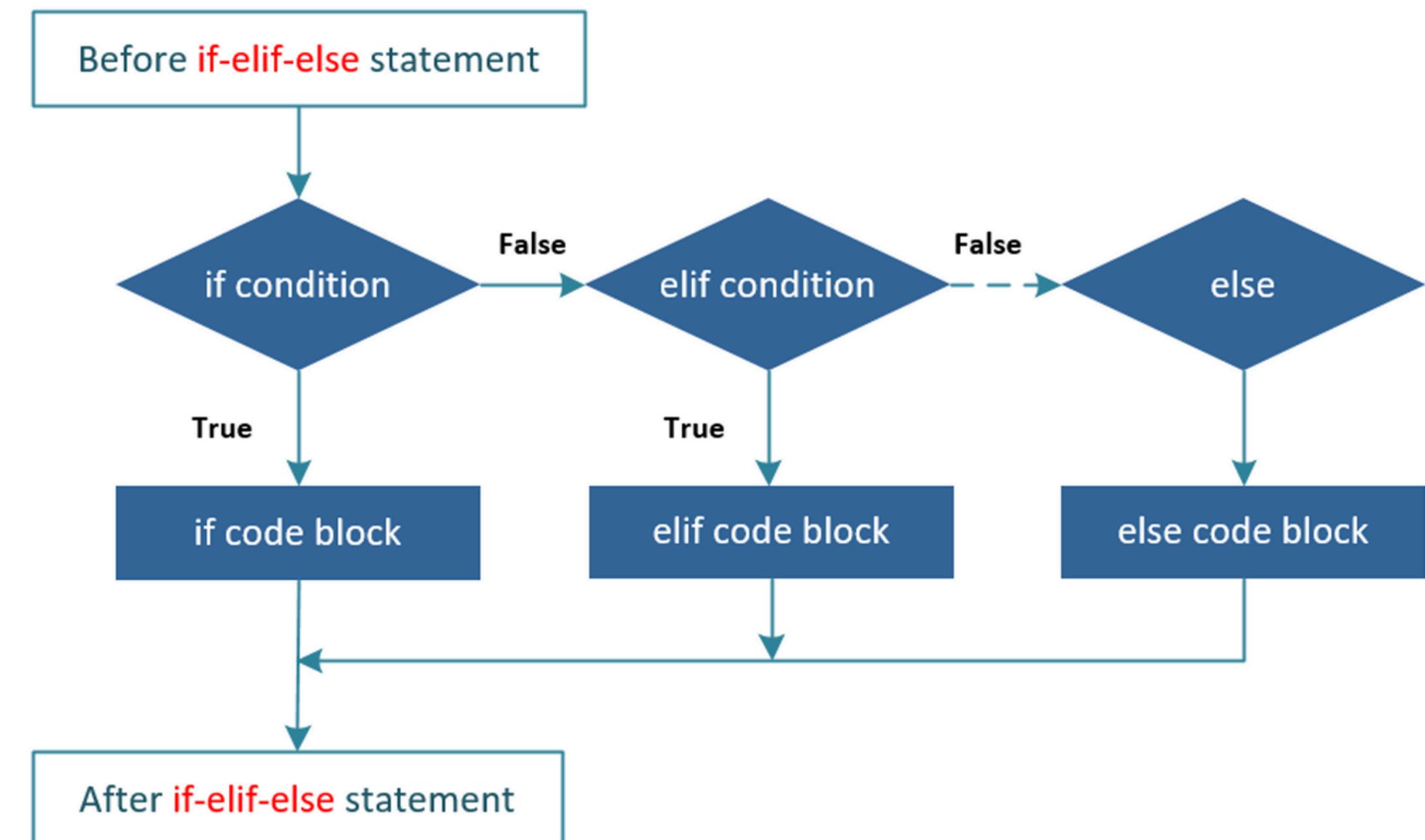
Combine and Bake in Oven

# if-else statements

if it is >30 outside, wear shorts  
Otherwise, if it is between 20 to 30,  
wear jeans  
Else the temperature must be >20, so  
wear a jacket



in code??



# Operators

math operations (int /float result)

+ - \* / // %

$17 // 4 = 4$  (quotient)

$17 \% 4 = 1$  (remainder)

checking a condition (boolean result)

== > < >= <=

$5 == 3$ , False

$5 >= 3$ , True

$5 <= 3$ , False

Your Turn!



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