

Ponder HumanData

Over the course of our research and data collection, we've worked with both students and educators in order to understand how our target demographic thinks about and prioritizes issues within the problem space of data privacy. Using our findings, we've imagined an extension of the Ponder site that we call HumanData.

This product seeks to take the same conversations we hope to inspire with our web app and bring them to educators and their classrooms in a form that is more engaging for our target demographic. Inspired by speculative design activities, HumanData is a simple card-based group thought exercise that asks you to consider your data, where and to whom it goes, and what you're doing to protect your privacy.

The following pages contain the Data Type cards and Prompt cards used in the exercise, which can be printed and cut out from this document.

Data Type Cards

These cards, shown on the following page, describe the five (5) primary data types that we have defined over the course of the Ponder project: **Textual Data**, **Image & Voice**, **Location**, **Relational Data**, and **Personal Metadata**.

Each Data Type card provides info about and examples of a specific category of your personal data. The Prompt cards will ask you

either to respond with a specific data type, or a more open-ended question for which the information presented there might serve as a useful reminder.

Each person taking part in the HumanData exercise should have their own set of Data Type cards, so make sure to print a copy of that page for each person.

Prompt Cards

These cards, shown after the following page, present questions to groups taking part in the HumanData exercise, as well as follow-up discussion topics that can be used to extend the conversation on data privacy.

The Prompt cards should be drawn one at a time, either by a single leader of the group or as part of a rotating leader role. Each Prompt either asks a question or is written in the form of a fill-in-the-blank question. Some Prompts should be answered with a particular type of data from among those displayed on the Data Type cards, while others are more open-ended questions to start a conversation.

The Exercise

It isn't necessary to cycle through all of the Prompt cards, nor is it a game where the goal is to win. Instead, the goal is to start conversations about data privacy.

You should use the HumanData exercise however best serves your specific group. If you have feedback on how you engaged with the exercise, you can submit them here:

[Submit Feedback](#)

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Data Type

Textual Data

Any textual content given to an internet-enabled app, site, or service.

Examples: Posts and comments on social media, private messages, texts and emails

Image & Voice

Photo, video, or audio content that contains your personal likeness or voice.

Examples: Image and video social media posts, security camera footage, phone calls

Location

Information about where you are and where you go throughout the day.

Examples: Where you live, go to school, work, places you go throughout the day

Relational Data

Information about how you are connected to other people and things.

Examples: People you know or who are related to you, personal interests, products you've bought

Personal Metadata

Information that describes your personal identity and who you are.

Examples: Name, contact information, bank account numbers, Social Security Number (SSN).

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Prompt

Prompt

What type of data do you think of when you think about data privacy?

Discuss: Are there other types of data you think you tend to forget about?

Prompt

I think privacy of _____ is the most important of these types of data.

Discuss: Why is this type of data more important to you than others?

Prompt

I think privacy of _____ is the least important of these types of data.

Discuss: Why is this type of data less important to you than others?

Prompt

I think _____ is the type of data I know the most about.

Discuss: Have you read or learned about this type of data somewhere before?

Prompt

I think _____ is the type of data I know the least about.

Discuss: What do you think you could do to learn more about it?

Prompt

When you think about data privacy issues, who do you imagine taking your data?

Discuss: What do you think they'd do with it?

Prompt

What kinds of data can you think of that you give to social media platforms?

Discuss: Do you trust them to keep that data secure?

Prompt

Do you think data privacy is more or less important to people older than you?

Discuss: Do you think they are more educated on the subject?

Prompt

Do you think people your age can have an impact on data privacy laws and policies?

Discuss: What changes would you make if you could?

Prompt

Do you think there'll be more or less data privacy issues in the future?

Discuss: What new technologies might be more vulnerable?

Prompt

Do you think about data privacy issues before you start using a new product or service?

Discuss: Can you think of any you don't use because of these issues?

Prompt

I would be least comfortable knowing that random strangers had access to my _____.

Discuss: Have you or anyone you know had a problem with this before?

Prompt

I would be least comfortable knowing that my parents had access to my _____.

Discuss: Do you do anything specific to keep this from happening?

Prompt

I would be least comfortable knowing that my school had access to my _____.

Discuss: Have you or anyone you know had a problem with this before?

Prompt

Have you ever given away personal data and gotten something worthwhile in return?

Discuss: Why do you think the tradeoff was worthwhile?

Prompt

Have you ever been tricked into giving away personal data?

Discuss: What do you do to avoid this happening again?

Prompt

I would be least comfortable knowing that the place I worked had access to my _____.

Discuss: Do you think it's likely for employers to check your social media?

Prompt

I think I do more to protect _____ than I do to protect other types of my personal data.

Discuss: What do you do to protect this type of data?

Prompt

I think I do less to protect _____ than I do to protect other types of my personal data.

Discuss: Is there anything you think you could be doing but aren't?

Prompt

I would be least comfortable knowing that the government had access to my _____.

Discuss: What do you think the government does/would do with it?

Prompt

I would be least comfortable knowing that my friends had access to my _____.

Discuss: Do you do anything specific to keep this from happening?

Prompt

I would be least comfortable knowing that advertisers had access to my _____.

Discuss: Do you think targeted ads are a worthwhile tradeoff?

Prompt

I would be least comfortable knowing that corporations had access to my _____.

Discuss: What companies do you think have or want your data?

Prompt

Do you know anyone who's had their identity stolen?

Discuss: What happened and how can you keep that from happening?

Prompt

How informed do you think people your age are on data privacy issues?

Discuss: Can you think of any big data privacy issues you've heard of?