



SfS Away from the Classroom!

T07: Digital Footprints (Recommended for Grades 3-8)

Please use the following resources to learn about digital footprints.

Watch this Video: [Follow the Digital Trail \(K-2\)](#)

Answer these questions:

- How do you get a digital footprint?
- Who has a digital footprint?
- Why do we need to be careful about our digital footprints?

Activities: In this activity, with an adult's permission, you will experiment with the ads that companies choose to show on social media platforms and see if you can change them.

You will need:

<ul style="list-style-type: none">• A computer, tablet or cellphone with an Internet connection	<ul style="list-style-type: none">• An adult willing to let you look at his or her social media account, like Facebook, Twitter, or Instagram	<ul style="list-style-type: none">• Notebook• Pencil
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1. Ask your adult to log into one or more of their social media sites.
2. Find the ads on the page. Write down at least five of the ads in your notebook.
 - a. The placement of the ads depends on which social media platform you are using; check the sides, top, and bottom of the page. Some ads show up in the middle of other posts.
3. Check a news website such as [usatoday.com](#), [washingtontimes.com](#), or [yahoo.com](#).
4. Open a new browser window and go to [www.google.com](#).
5. Type a phrase into the search bar. Write down the phrase you searched for in your notebook.
 - a. Try searching for something your adult does not usually read about or buy. For example, if your adult does not like baseball, search for baseball statistics. If your adult is a woman, search for men's shoes.
6. Click on a few of the search engine's results.
7. Go back to the social media site.
 - a. Reload the page by hitting the Refresh button (the circular arrow).
8. Check the ads again, and write down what the new ads are for.
9. Repeat steps 4-9 two to three more times. How difficult is it to change the ads?

Make observations & use Claims, Evidence, and Reasoning!

1. **Claim:** Companies use your digital footprint.

- **Evidence:**

- **Reasoning:**

2. **Claim:** Digital footprints can change what you see on your social media pages.

- **Evidence:**

- **Reasoning:**