




Syllabus N.1 - Making Money with Data

Your Data Is Money: Discover the Hidden Treasure

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| Target Group | Students in the first two years of secondary school |
| Group size | Minimum 15, maximum 25 students |
| Pre-requisites and previous knowledge | <p>The prerequisites for students are:</p> <ul style="list-style-type: none"> • Basic understanding of how social media, search engines and popular apps work • Ability to reflect on their own online behaviour, e.g. which sites they visit and how often • Basics of digital privacy and sharing personal data <p>Prepare access to devices with Internet connection (smartphones, tablets or laptops). Prepare any multimedia teaching aids (from the DATA PRO project or external). Provide adequate space for small group work and plenary discussion.</p> |
| Learning objectives from the DataPro Curriculum | <p>A.1 Translate Data Into an Asset: Understanding how technology companies monetise user data through targeted advertising, profiling and data sales. Students will analyse real-world examples and discuss the economic implications.</p> <p>A1. Treating Data like an Online Currency Introducing the concept of 'data economy', where data is traded as a valuable commodity. Students will discuss the meaning and implications of 'data trading'.</p> <p>A.2 Public Sharing: Exploring how online behaviour - such as clicks, mouse movements, purchase preferences - can become a unique identifier, often more accurate than a name or email address.</p> <p>A.3 Critical Evaluation: Promoting critical awareness with respect to the use of predictive technologies that influence individual decisions, habits and freedoms. Reflection on the importance of digital autonomy.</p> |
| Further specific learning objectives | Understanding the economic and social value of personal data in the digital age and how companies collect it for personalisation and monetisation. |



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| Total duration | 60 minutes |
| Technical requirements/ aids | <p>Stable Internet connection</p> <p>Multimedia whiteboard or projector</p> <p>Individual devices with up-to-date browser</p> |
| Training materials and tools from DataPro | <p>Fun multiple-choice quiz on Kahoot!</p> <p>The Value of Data</p> |
| Further specific materials or Training material | <p>Example from TikTok's privacy policy:</p> <p><i>"TikTok collects data such as: Information provided by the user: content created, messages sent. Technical data: device type, operating system, IP address. Usage data: time spent on the app, interactions with videos. Location information: GPS data, Wi-Fi networks. This information is used to personalise the user experience and to provide relevant advertisements, thus contributing to the monetisation of the platform."</i></p> <p> See TikTok's privacy policy: https://www.tiktok.com/legal/page/us/privacy-policy/en</p> <p>Article "Your personal data is the currency of the digital age" https://theconversation.com/your-personal-data-is-the-currency-of-the-digital-age-146386</p> |
| Tips for conducting a lesson | <p>1. Introduction and Brainstorming: "What is data?" (10 minutes)</p> <ul style="list-style-type: none"> ● Activity: Start the lesson by asking students: 'What is personal data? What data do we leave online every day?' ● Discussion: Lead a brief discussion on common examples (name, age, photo, music preferences, online searches). Explain that data is not just biographical information, but also online behaviour and interactions. ● Aim: To activate students' prior knowledge and introduce the concept of 'personal data' in a digital context. <p>2. Kahoot! The Value of Data (15 minutes)</p> <ul style="list-style-type: none"> ● Activity: Launch the Kahoot! quiz provided by DataPro (link above). Questions cover basic concepts about the value of data, its collection and use. ● Discussion: After each question or at the end of the quiz, discuss the correct answers and clarify any doubts. Use the |



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| | <p>quiz as a tool to introduce key concepts in an interactive way.</p> <ul style="list-style-type: none"> • • Aim: To assess initial understanding and introduce the topic of the value of data in a playful way. <p>3. App Data: The TikTok Case (15 minutes)</p> <ul style="list-style-type: none"> • Activity: Present the example of TikTok's privacy policy (link above). Read together or have students read the key sections on the types of data collected and their use (personalisation, targeted advertising, monetisation). • Discussion: Ask students: "Why does TikTok collect all this data? What is the benefit for TikTok? And for you?" Explain how personalisation of the user experience is closely linked to monetisation through advertising. • Aim: Provide a concrete example of data collection by a popular platform and link data collection to monetisation. <p>4. Data as "New Currency" (15 minutes)</p> <ul style="list-style-type: none"> • Activity: Introduce the concept of data as a "new currency" in the digital economy. Read together or summarise the key points of the article "Your personal data is the currency of the digital age" (link above). • Discussion: elaborate on why data is so valuable to companies. Explain that even if you don't pay with money for a service, you 'pay' with your data. • Objective: To gain an understanding of the intrinsic economic value of personal data and the data-driven business model. <p>5. Conclusion and Reflection (5 minutes)</p> <ul style="list-style-type: none"> • Activity: Ask students to summarise in one sentence what they have learnt about the value of data. • Reflection: Emphasise the importance of being aware of the value of their data and to start thinking about how to protect it. • Objective: To consolidate learning and prepare the ground for future lessons. |
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DataPro Syllabi

<Italy> Work Package 2

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