Lesson Plan #5

Grade 8 Primary School Level

Topic - Why is personal data valuable? Data economy and targeted advertising

Integration into School Subjects – Computer Science, Basics of Entrepreneurship, Social Studies

Target Group	Primary School Grade 8
Number of Students	Minimum number of students: 10 Maximum number of students: 30
Lesson Preparation	Prepare examples of targeted advertisements from social media and search engines. Prepare examples of privacy policies from applications and online platforms. Prepare short scenarios showing how companies use user data. Prepare technical resources, including a projector, laptops, or tablets with Internet access.
Learning Objectives Based on the DataPro Curriculum	**A. How can I protect my data (and trust in information)?** **A.6 Data Minimization:** Developing skills for conscious sharing of personal data. Learning how to limit the amount of data provided to applications and online services. Developing the habit of checking what information is required during registration for online services. **A.4 Verifying Information:** Critical analysis of advertisements and sponsored content. Recognizing mechanisms influencing user decisions. **B. What makes data protection a human right?** **B.2 Privacy – Self-Determination:** Understanding the user's right to decide about their personal data. Developing awareness of the consequences of sharing data online.

	B.3 The Power of Privacy: Learning about users' rights regarding companies processing their data. Developing the ability to consciously give consent for data processing. Learning how to read basic information included in privacy policies. **C. What makes data valuable (economically)?** **Making Money from Data:** Understanding that many free online services earn money through user data. Learning the basics of online advertising and data-based business models. Understanding the relationship between online activity and displayed advertisements. **Behavior as an Identifier:** Recognizing methods used to track users' online activity. Learning how to limit tracking through privacy settings and cookie management. **Against Behavioral Manipulation:** Recognizing manipulation techniques used in online advertising. Developing critical thinking toward sponsored content and algorithmic recommendations. **Selling Data:** Understanding the concept of data monetization. Awareness that user data may be used to create advertising profiles. Developing caution regarding public sharing of information online.
Other Learning Outcomes, if applicable	Development of digital competences. Development of critical thinking skills. Development of economic awareness. Improvement of teamwork skills. Development of presentation and argumentation skills.

Lesson Duration Including Homework Time	Lesson plan for 3 school lessons of 45 minutes each. Total: 135 minutes of lessons. Group project work will take approximately 45–60 minutes.
Technical Requirements / Materials	Laptops or tablets with Internet access. Projector. Worksheets related to targeted advertising. Examples of privacy policies and cookie notices.
DataPro Resources That Can Be Used During the Lesson	Business models of digital platforms (Kahoot) DATA MONETISATION – BEHAVIOURAL ADVERTISING
Additional Educational Resources	Online advertising – what is it? Definition and examples (PL)
Suggested Methodology or Lesson Delivery	Proposal 1 Introductory discussion: why are many applications and online platforms free? The teacher presents examples of targeted advertisements and discusses how companies know which products interest users. Students analyze their own experiences with online advertisements. Brief explanation of concepts: personal data, profiling, targeted advertising, cookies. Proposal 2 Group work: students analyze sample privacy policies of applications or websites. Students search for information about what data is collected by applications. Discussion: do users really know what they are consenting to? The teacher presents methods of limiting online activity tracking. Proposal 3 Project task: students prepare a poster or presentation titled “My Data Has Value”.

	Group presentations of student work. Creating a shared list of rules for conscious Internet use and privacy protection. Summary: what benefits and risks are associated with the data economy? Homework Students check the privacy settings of a selected application or social media platform and prepare a short note about what data is collected and how its sharing can be limited.

Syllabi DataPro Poland/CWEP

Work Package 2

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