

**Title of Session:** Cyber 3 - Online Reputation Management

**Moderator:** Davina Pruitt-Mentle

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Room: Cyber 3 Group

**DavinaP:** hello all

**BjB :** how about if we start with introductions, Davina?

**DavinaP:** Dolores and Elissa where are you from?

**ElissaD:** CT

**DavinaP:** small group tonight--everyone on vacation I assume

**DoloresG:** St. Louis, Mo

**BjB :** I'm a retired teacher located in Pennsylvania

**ElissaD:** congratulation

**ElissaD:** I truly admire retirees

**DavinaP:** Davina and director for ed tech policy research and outreach at UMd and director for the C3 institute (cyberethics, safety and security)

**DavinaP:** well tonight we were going to discuss Online Reputation Management -- anyone heard of it? what does it mean to you

**BjB . o O (** as background, Davina has spent several sessions discussing online safety )

**DoloresG:** there is a lot of talk about what kids are putting on online social sites

**ElissaD:** reputation mgt, being smart with social info online

**ElissaD:** for anyone, teachers, students, school websites

**DavinaP:** yes--part of it but online can also include text messages, email any form of digital content...

**DavinaP:** it's in wikipedia so it must be true correct?

**BjB** chuckles...

**DavinaP:** actually we need to share with students how to evaluate websites like wikipedia but they do share there (last time I say the posts)...

**DavinaP:** the fact that this form of reputation management and monitoring has been around for some time---

**BjB :** and do you have any suggestions for evaluation, Davina?

**DoloresG:** doesn't wikipedia actually have a very high accuracy?

**DavinaP:** more with politicians and actors--then they called it damage control

**BjB** is curious about accuracy of wikipedia

**DoloresG:** I thought I read that it was compared to Britannica and came out very favorably

**DavinaP:** the accuracy on wikipedia they do try to control but often the edits can be posted and seen before others flag as possible incorrect data

**DavinaP:** depends on the topic

**ElissaD:** I find it so easy to trust written word, in an encyclopedia, wonder if it's just a learned behavior

**DavinaP:** the content in wikipedia is very large and hard to control--but is a wonderful starting point for students but they need to find supporting evidence

**DavinaP:** at any rate--regarding ORM...

**DavinaP:** damage control was important for past communication ...newspapers, radio and even TV

**BjB** . o O ( ORM=Online Reputation Management )

**DavinaP:** it becomes hard to control with digital media as things are so quickly posted and circulated

**DavinaP:** so online reputation management and monitoring is yet another digital literacy skill students (and all citizens) need to learn more about

**DoloresG:** e-mail from people who are supposed to be educated

**ElissaD:** thinking...

**DavinaP:** Dolores explain?

**DoloresG:** I have seen e-mail come from people who hold high degrees with an unbelievable number of mistakes

**ElissaD:** is the skill determining the damage or managing it- not making mistakes as Dolores mentions

**ElissaD:** I see it too

**DavinaP:** monitoring what you post could include spelling etc.. mistakes but here we are talking more about content/pictures etc...

**ElissaD:** ok

**BjB :** spreading rumors and innuendo? It's SO easy to forward emails to your address book

**DavinaP:** I will also mention as I am sure you are aware--but in this type of environment (chatroom) you will see MANY mistakes--as it is common protocol to be allowed ..thought I'd toss that in because I am sure you will see a zillion tonight from me

**BjB** hopes Davina is going to tell us where to start

**DoloresG:** a radio announcer in St. Louis was fired over an e-mail

**ElissaD:** me too

**ElissaD:** fired

**DavinaP:** so..

**DoloresG:** he had a racial slur in it

**ElissaD:** ohh

**DavinaP:** placing things in context I first will share that in the past internet safety curriculum providers (in the past) have placed a heavy focus on telling students "just don't"

**DavinaP:** don't share your name, phone number picture etc...

**DavinaP:** anyone heard that message before?

**DoloresG:** yes

**BjB** nods

**ElissaD**: yes

**ElissaD** smiles

**DavinaP**: one of the reasons of course is because of the connection with information and predators etc...

**BjB** . o O ( unless you're in a safe and secure environment like Tapped in )

**DavinaP**: now I do not want to say these things do not or have not ever happened

**DavinaP**: I have worked with the center for exp and missing children right down the road in VA and can say I have known of the cases... and they are not to be taken lightly

**BjB** nods solemnly

**DavinaP**: however, the media has done a number of blowing it out of hand

**DoloresG**: that seems to be usual about too many things

**ElissaD**: agreed

**DavinaP**: new research indicates that cyberbullying is more of an issue than online predators...

**ElissaD**: what exactly is cyberbullying,

**ElissaD**: I chatted with a person taking a course in regards to it

**ElissaD**: curious

**DavinaP**: it is also not very realistic to tell kids not to have an online identity when in today's society you are really at a disadvantage if you do not have an image online do you agree?

**DoloresG**: I am in the elementary - I am sure that is true for HS and on up

**BjB** : with all the avatars available, I would think the kids would want to use those

**ElissaD**: A camper (I work at a summer camp) quit the CIT program for she is a "textaholic" and chatter

**BjB** : Elissa, Davina led several discussions on cyberbullying...

**ElissaD:** It must be what it sounds like

**BjB :** there are archived transcripts at [www.tappedin.org/transcripts](http://www.tappedin.org/transcripts)

**DavinaP:** we can come back to cyberbullying ...but basically-- is the use of electronic means by a minor to torment, threaten, harass, humiliate, embarrass or otherwise target another minor once 18 it's called online harassment

**ElissaD:** thank you

**ElissaD:** Yes kids have a online image

**ElissaD:** no doubt

**DavinaP:** online professionals have websites that post their name, contact information picture etc... do you have an online identity?

**ElissaD:** yes

**DoloresG:** no

**ElissaD:** all of the road races I have participated in

**ElissaD:** if I google my name it is scary

**DoloresG:** well, my name is up there with google, too

**DavinaP:** for example <http://www.jeffersonconsulting.com/bios.htm?id=6>

**ElissaD:** I didn't even mean to have that info available

**ElissaD:** And links to Board of Ed meetings, the district website

**ElissaD:** B/C I work for the town of EW all of my info is online

**DavinaP:** linked in profiles

[http://www.linkedin.com/profile?viewProfile=&key=12253699&authToken=qhx5&authType=NAME\\_SEARCH&locale=en\\_US&srchindex=1&pvs=ps&goback=.psr\\_\\*1\\_robert+mentle\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_\\*1\\_Y\\_us\\_21029\\_\\*1\\_\\*1\\_\\*2\\_\\*2\\_\\*2\\_Y\\_Y\\_\\*1\\_Relevance](http://www.linkedin.com/profile?viewProfile=&key=12253699&authToken=qhx5&authType=NAME_SEARCH&locale=en_US&srchindex=1&pvs=ps&goback=.psr_*1_robert+mentle_*1_*1_*1_*1_*1_*1_*1_*1_*1_Y_us_21029_*1_*1_*2_*2_*2_Y_Y_*1_Relevance)

**DavinaP:** not sure if that one worked but you know of linked in and other sites like it correct?

**DavinaP:** personal blogs <http://www.blogtoplist.com/personal/>

**DavinaP:** community blogs <http://weblogs.asp.net/communityblogs/default.aspx>

**DavinaP:** social networking sites, video and picture sites video feeds and the list goes on and on...

**DavinaP:** the key here is that to tell students not to post information is well...pretty silly and unrealistic

**ElissaD:** so we control it

**DavinaP:** first most information like phone number address etc... you can find online anyway

**DavinaP:** the key points to tell are NOT TO POST SSN and date of birth (perhaps also mothers maiden name)

**ElissaD:** there must be do nots

**DavinaP:** although a couple of weeks ago Carnegie Mellon figured out a software program to crack SSN's so ..

**ElissaD:** hold on to your identity as tight as you can

**DavinaP:** that would be the information not to share for identity theft but most other information you can find online anyway if someone snoops enough

**DavinaP:** what we need to share is understanding how best to craft the messaging you do post

**BjB** . o O ( telling an adolescent to DO NOT is like waving a red flag in front of a bull ;-)  
)

**ElissaD:** I understand

**BjB** agrees with Davina...HOW TO

**DavinaP:** what image do you want others to see--and even those not intended

**DavinaP:** some stats from the Pew Internet Life study 2008 (will be updated next year)  
75% of adults in the U.S. use the internet

**DavinaP:** up from 46% in 2000

**DavinaP:** what we already know....93% of teens ages 12-17 use the internet

**DavinaP:** up from 73% in 2000

**DavinaP:** What we know about our footprints

**DavinaP:** % of internet users who say the following is available about them online:

**DavinaP:** 35 % listed home address and employer/school

**DavinaP:** 32 % email address

**DavinaP:** 30 % home phone number

**DavinaP:** 24% Things you've written that have your name on it

**DavinaP:** photo 23% ---probably higher now with flickr and other image data bases

**DavinaP:** 23% again---Groups or organizations you belong to

**DavinaP:** 11% Political party or affiliation

**DavinaP:** cell phone 6%

**DavinaP:** video 2 % this has sky rocketed with youtube though

**DavinaP:** more interesting facts...

**DavinaP:** % of internet users who say they have searched for information about the following groups:

**DavinaP:** 36% Someone from your past or someone you have lost touch with

**BjB :** are these %s accurate?

**DavinaP:** Amada who did the study shared with me most of these folks were looking to see what their x boy/girl friend from high school was up to--hoping they were losers now

**ElissaD** smiles

**DavinaP:** these were numbers from the 2008 survey--so they would be low in 2009/10 but they will be doing another survey soon

**ElissaD:** so these were what people perceived as being available?

**DavinaP:** 26% stated they searched for friends

**DavinaP:** 23% Family members

**DavinaP:** 17% looked up info on their Neighbors or people in your community

**DavinaP:** 12% Someone you just met or someone you were about to meet

**DavinaP:** Someone you are dating or in a relationship with 9% (I'll be looking up my kids dates)

**ElissaD:** good

**DavinaP:** more interesting [data] that we like to share with students are...

**DavinaP:** 19% Co-workers, professional colleagues or business competitors

**DavinaP:** 11% Someone you are thinking about hiring or working with

**DavinaP:** have you ever looked up your neighbor? co-worker? I have

**ElissaD:** I looked up predators in my sister's town, she has a neighbor who is on the list

**ElissaD:** she says hi to him when she walks her dogs

**ElissaD:** we looked together

**ElissaD:** Did you find anything about your co-worker that you wish you hadn't?

**DavinaP:** I'm not sure I would be living there--or saying hi

**ElissaD:** It's a nice town

**ElissaD:** Each town website lists sexual predators

**DavinaP:** interesting

**DavinaP:** so it's important that students know that while posting is OK and important in today's online society it is important to realize that WHAT you post is more critical

**DavinaP:** Have you ever looked up yourself?

**BjB** nods

**ElissaD:** yes

**ElissaD:** on google

**DoloresG:** yes, that is how I know I can be found on google



**DavinaP:** anywhere and how often?

**ElissaD:** not very often

**DavinaP:** Just 3% of self-searchers say they make a regular habit of it and 74% have checked up on their digital footprints only once or twice

**DoloresG:** it has been a while but about 6 times

**DavinaP:** its important for students (especially with cyberbullying being out of control) to search and search often!

**ElissaD:** absolutely

**DoloresG:** explain that please

**DavinaP:** search using several (not just one search engine like google but google and yahoo or aol

**ElissaD:** for your own name

**DavinaP:** search not just the first page of links but all the way down to that page 20 with links

**DavinaP:** yes sorry I should have stated that

**ElissaD:** students I mean to search

**ElissaD:** I am just slow, I will be falling asleep soon.

**DavinaP:** no searching yourself --your name

**ElissaD:** ok

**ElissaD:** got it

**DavinaP:** there are also tools to help you search for yourself and/or search for your children--I wouldn't suggest searching your students but I am sure it occurs

**DavinaP:** we are running out of time but I will list some tools and add one more thing and then perhaps we can pick up next month...

**ElissaD:** I mis-communicated, I mean for students to search their own name on their own time to see how much info is out there

**DavinaP:** google alerts are you familiar with?

**DoloresG:** no

**ElissaD:** no

**ElissaD:** please share

**DavinaP:** Elissa yes this is an exercise ALL students/teachers citizens should be able to do search their own name to do online reputation management and monitoring

**BjB** looks at the clock on the wall

**ElissaD:** just the google alert

**DavinaP:** googlehas a tool <http://www.google.com/alerts> that allows you to have them send you email or text message when your name (or whomever) appears online

**ElissaD:** cool

**ElissaD:** you are great! I have learned so much from you, I appreciate your time!

**DavinaP:** let me list the others here before we close

**ElissaD:** Ok

**DavinaP:** <http://technorati.com/> searches blogs and <http://www.boardtracker.com/> searches forums

**DavinaP:** monitor this is another <http://alp-uckan.net/free/monitorthis/>

**BjB :** The next C3 discussion is Sept. 7, but I think that is Labor Day. Shall we schedule for the first Monday in October, Davina?

**DavinaP:** the other big ticket item that I can not let you leave without is that students should understand that anything in digital format ...

**DavinaP:** is permanent...there is no REAL deleting you can always get it back they need to know this

**DavinaP:** October would be GREAT

**BjB** nods.

**ElissaD:** great

**DoloresG:** Thanks, Davina, I have learned a lot this evening

**DavinaP:** a good exercise is to go to the waybackmachine--just google it just one of many websites that archive old websites

**BjB :** And you are correct, Elissa...Davina has amazing resources and advice! She's wonderful :-)

**DavinaP:** so much not enough time

**DavinaP:** thank you for joining!

**ElissaD:** This was spectacular!

**DavinaP:** hope to see everyone back in October

**ElissaD:** Thank you to **BjB** for helping me!

**DavinaP:** good night!

**ElissaD:** Night

**BjB :** Thanks, Davina. Always a pleasure

**DoloresG:** I won't promise, but thank you again so much