

Title of Session: C3 - Online Reputation Management (ORM)

Moderator: Davina Pruitt-Mentle

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Room: Cyber 3 Group

DavinaP: Hello all

DavinaP: where is everyone from?

DoloresG: I am in St. Louis

AzizE: I am from New York

DavinaP: we will wait a second to see if folks hop in and then get started

JeffC joined the room.

BJB2: Aziz, when you get a chance, click on the ME tab and then settings on the right in the yellow menu bar and edit your location...you have New Mexico instead of New York

JeffC waves

DavinaP: what is everyone's interest in C3 topics? Cyberethics, safety and security?

BJB2 waves hi to Jeff

JeffC: I can only stay a few minutes... out the door but will lurk.

AzizE: My friend, I am scared that I will lose you. So, I am going to stay here with my Mexico nationality!

BJB2: Davina, have you noticed a slight shift in focus on cyber safety or is it just the people I'm hanging out with?

DavinaP: Aziz that sounds fine

AzizE: thanks

BJB2 winks at Aziz. No problem. You can do that any time.

DavinaP: Dolores and Aziz do you both teach? where and what grades?

AzizE: I am studying to be a teacher

JeffC: I do have a topic though... I'm going to put a proposal together for the local IT department to allow internet access for a teacher who has salvaged 15 computers for his room. Trouble is they're not fast/large enough to hold the district software. Therefore they don't have Net access (do other stuff though). I have managed hybrid labs and personally handled anti-virus... I am willing to volunteer to get things rolling... and have to figure a way to convince IT to let them not have "hands on" access.

DoloresG: I teach in the Computer Lab at an elementary school -- K-8

JeffC will post this to Discussion.

JeffC is out the door

DavinaP: Excellent--well cyberethics, safety and security all play out in all levels of K12 and beyond

DavinaP: each month we discuss different topics related to C3 issues--for tonight the topic was to be Online reputation management--is that a fit with each of you or would you like to discuss something t=you might have come to find out more about

AzizE: that sounds a good topic

DoloresG: sure, that is fine

DavinaP: while it would be tough to have you view right now I invite you to go to <http://knowwheretheygo.org/tag/digital-reputation/> when you get a chance and watch the video Digital Dossier

AzizE: what can be done to maintain or improve the management of online reputation?

DavinaP: this does a great job sharing why and how managing your online reputation is so important

DavinaP: what things do you think--even at the elem level could be of concern for students (related to this topic)

DoloresG: Middle schoolers have been known to post things online that could later put them in a bad light

DoloresG: I even know of a 5th graders that put something up on youtube that was not wise

AzizE: maybe inappropriate posting of pictures

DavinaP: all excellent examples

DavinaP: Today most individuals' lives are being crafted, digitalized, collected, recorded, archived and are searchable

DavinaP: Online Reputation Management: becomes Another Dimension to Digital Literacy

DavinaP: Online Reputation Management and Monitoring (ORM)

DavinaP: every heard of it?

AzizE: no

BJB2: Aziz, it may help you read the scrolling text if you go to Actions in the top right of the chat and select DETACH

BJB2 . o O (you can also select Larger Text)

DoloresG: no, I have not either

DavinaP: it's in wikipedia so it must be true correct???
http://en.wikipedia.org/wiki/Online_reputation_management

DavinaP: actually managing reputations have been around for sometime

AzizE: I heard of this in business

DavinaP: most for politicians and celebrities --damage control

DoloresG: once something inappropriate is online though there is no way to "remove" it, correct

DavinaP: yes and businesses as well

DavinaP: correct Dolores --we will get more to that but yes you are correct

DavinaP: One thing to keep in mind however, when working with students is that as society has gone tech ie we can not expect kids to not post anything...

AzizE: that is true

DoloresG: true

AzizE: especially with their smart gadgets

DavinaP: Internet safety groups used to (I guess some still do) spread the word to tell

kids to not post anything--and that's sort of silly don't you think?

AzizE: yes

DoloresG: better to educate them for safety and appropriateness

AzizE: it is like telling a woman this is a secret

DavinaP: today to be competitive you need to have an online pres--we have professional blogs..

AzizE: I agree

SusanR joined the room.

DavinaP: linked in--personal blogs--community blogs--facebook and myspace pages...do any of you have facebook accounts?

SusanR: Yes

SusanR: Facebook and myspace

AzizE: there are also some concerns about people downloading other people's photos and videos and using them for their purposes

DoloresG: No, I am not on facebook nor myspace

DoloresG: I just do not have the time

DavinaP: we also use blogs to find out information--community blogs and information blogs--craigs list etc...

AzizE: I do

DavinaP: indeed organizations get ahead or fall behind with/without an online presence

DavinaP: so...

DavinaP: to tell kids not to post seems opposite to actually what we as adults and society are actually doing. instead...

DavinaP: we need to suggest ways to craft your message--and reflect a positive one

DavinaP: before I go there--examples of what to share--a few facts..

DavinaP: from the Pew and Internet life study...75% of adults in the U.S. use the internet

DavinaP: up from 46% in 2000

AzizE: wow

DavinaP: 93% of teens ages 12-17 use the internet

DavinaP: up from 73% in 2000

AzizE: it seems to be the daily means of communication

AzizE: I use emails more than the phone in my job

DoloresG: actually, I do, too

DavinaP: while we probably could guess the high number for kids--the high number for adults is a surprise to some

DavinaP: What we know about our footprints

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

AzizE: there are different

DavinaP: home address 35%

DavinaP: Company or employer

DavinaP: 35%

AzizE: I was scared that one day a person found me and my address , my job on whitepages

DavinaP: these numbers by the way are old as the study was 2008--their newer study should be out soon

AzizE: everything is exposed

DavinaP: Email address

DavinaP: 32%

DavinaP: Home phone number 30%

DavinaP: Groups or organizations you belong to 23%

AzizE: even the job title

AzizE: and the previous addresses

AzizE: no privacy

DavinaP: video was only 2%--I image that his more like 75% with Youtube now

DavinaP: More interesting...

DavinaP: Who we look for online

DavinaP: Someone from your past or someone you have lost touch with 36% Amanda who did the study shared...most of these were looking up old high school boyfriend girl friends

AzizE: it depends

AzizE: yea

DavinaP: Friends 26%

DavinaP: Family members 23%

DavinaP: but more interesting to share with students...

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

AzizE: yes! definitely

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

AzizE: the schools

DavinaP: so what you have posted can influence internships, college admission, employment etc...

DavinaP: will be very exciting to see folks run for office in the future--just think of all the juicy things that are being archived and will surface

AzizE: surface fast

DoloresG: no privacy - what can one do?

DavinaP: also know...One in ten internet users have a job that requires them to self-promote or market their name online

AzizE: i did not know that

DavinaP: One last stat

DavinaP: from the symantec study this past fall...called What Kids Search For When They Search the Web

AzizE: they must be sales people and service professionals

DavinaP: what do you think was the top search item--from the Top Ten Youth Searches: Symantec Study August 2009

AzizE: girlfriends

DoloresG: movie star?

DavinaP: Symantec is a security company--Norton anti virus protection etc...

DavinaP: youtube was number one

AzizE: music

DoloresG: video about someone

DavinaP: followed by google (they googled google???), facebook, sex and myspace

AzizE: it is frightening

DavinaP: 6th was porn, then Yahoo --followed by Michael Jackson--then Fred and eBay

AzizE: at least in the channels, there is a security control

DoloresG: not frightening, Aziz, but just what we have to work with

DavinaP: So..back to what can we do to help craft our own reputation and help students do the same...

AzizE: well, it is for me. You provide the internet to your kids to learn , then we get in trouble

DavinaP: first--how many google themselves?

SusanR . o O (twitter search topics and trends <http://search.twitter.com/>)

DoloresG: I have

AzizE: I did

DavinaP: good and how often?

AzizE: not much

DoloresG: I have done it more than once

AzizE: I did it 4

DavinaP: to make life easier try Google alerts--have you heard of this?

AzizE: no

DoloresG: yes

DavinaP: <http://www.google.com/alerts> you place in your name and when something shows up on the web with your name you will be contacted via email or text so you can go and check it out

AzizE: That is nice to know

DavinaP: <http://technorati.com/> Technorati is another that alerts for blog inputs

AzizE: do you mean if someone googles my name, I will get an alert

AzizE: from google

DavinaP: <http://www.boardtracker.com/> helps you stay abreast for alerts related to forums where your name may pop up

DavinaP: or no Aziz-- if your name appears in something --then google searches and finds your name and alerts you

DavinaP: <http://alp-ucan.net/free/monitorthis/> With MonitorThis you can subscribe to 20 different search engine feeds at the same time. Enter a search term and click the 'make monitor.opml' button to get a list of rss feeds in OPML format. RSS feeds of the following search engines are currently included:

DavinaP: all these are at least ways to help alert you if something pops up--good to bad

DavinaP: of course you also have to figure out if it is the correct person--unless you have an unusual name

AzizE: Interesting

DavinaP: also remember google is not the only search engine in town so also good to yahoo yourself or MSN yourself to see what comes u[p

AzizE: I will try that

DavinaP: Of course if you follow the rules that Shape your message....a positive one there shouldn't be any problems

DavinaP: Self-literacy:

DavinaP: A new dimension to digital literacy

AzizE: that is true

DavinaP: Although as one of you mentioned sometimes content and/or pictures are used by others for the wrong reasons

AzizE: like in facebook

DavinaP: so what should we tell ourselves and students to consider...What message do you want the world to see?

DavinaP: friends/family

DavinaP: teachers/coaches

DavinaP: employment/internships

DavinaP: if once you post you wouldn't mind your parents/grandparents/rabbi/pastor/next door neighbor/girlfriend/boyfriends parents seeing then you are probably good to go

AzizE: years ago, I did not hire a woman because I google her name and guess what

DavinaP: what

AzizE: her name popped up as an embezzler

DavinaP: and was it her or someone else?

AzizE: it was her

DavinaP: that's good you checked

AzizE: yea!

DavinaP: we should also not forget others can tag, comment, link, archive & copy

DavinaP: Content doesn't happen or stay in a vacuum

DavinaP: Content published interests others who also use content-- tag or tie to name, organization, school clubs etc...

DavinaP: Extending beyond the INTENDED audience to a broader network is the norm

AzizE: I agree

DavinaP: When individuals publish blog posts, podcasts, videos or other digital media, that content may be understood/misunderstood within the context of the top search results tied to that person's search intentions

AzizE: it is like a wild fire

DoloresG: yes, it certainly has become such

DavinaP: for example..

DavinaP: for one of our projects we were searching for research on programs to reduce drunken behavior--for curriculum content

DavinaP: One of the office mates a blog with her next door neighbor's kid's blog post regarding his weekend's activities

DavinaP: another example--a case where a student teacher was in a paly--something with drunken pirates--pictures were taken and posted

DavinaP: somehow the picture ended up somewhere else--totally out of context--and parents from the school she was student teaching at complained --she had to stop her student teaching

DavinaP: it that case it wasn't even her fault --but got well out of hand

AzizE: I can see that

DavinaP: anyone else have stories like these

DoloresG: no, but I can see where things like the above can happen

AzizE: I am glad I don't have any

DavinaP: running out of time here but wanted to touch on a few more points

DavinaP: one thing we try to explain to students is that once something is digital it permanent--you can think you have deleted but there is always a way of getting it back

AzizE: that is true. No privacy or secret once it is published

DavinaP: one exercise we do is have them take a picture on a cell phone--then delete it--then using software you can download for free--all sorts of diff ones out there we can recover the picture text messages calls or numbers etc...

DavinaP: very eye opening for them

AzizE: wowo

DoloresG: I would think so

DavinaP: another example to share is taking them to the waybackmachine
<http://www.archive.org/web/web.php>

DavinaP: explaining that companies are in the business now of archiving EVERYTHING

DavinaP: when you get a chance try the wayback machine yourself

SusanR . o O (my eyes are wide open, Davina)

AzizE: I will try it.

DoloresG: yes, I will

DavinaP: if something does happen or appear that they would like taken off--they should contact the admin for the website or SNS etc... of course it takes time and is not a sure thing but at least it is a try

DavinaP: also if someone posts something you feel is inapp--you can flag it--most SNS sites and others are starting this now

DavinaP: well we are over our time I hope you have enjoyed and have learned a few things

AzizE: I did

DoloresG: yes, thank you

AzizE: thank you so much Davina

DavinaP: wonderful--until next month thank you for joining!

DavinaP: if questions email is dpruitt@umd.edu

AzizE: Obrigado

DoloresG: Good night everyone!

SusanR: Thank you Davina

AzizE: Bye

DavinaP: good night all