“Ok Doomer”: Privacy instruction strategies to lighten the mood – and your workload

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Reference & Instruction Librarians | Penn State Berks
Penn State University Libraries Instruction COP Spring Workshop 2021
Teaching privacy can be a total BUMMER.
lighten the mood with gamification, simulation, & satire
Student-tested, librarian approved

With thanks to Thun Student Library Assistants
Tessa Eberlein
Destiny Taylor
Emely Astacio
for sharing their thoughts!
How normal am I?

From artist, technology critic, & privacy designer, Tijmen Schep

Interactive documentary about face recognition technologies

https://www.hownormalami.eu/
Highest beauty score

7.9

You are more attractive than 100% of the Spice Girls.

<table>
<thead>
<tr>
<th></th>
<th>You</th>
<th>Others</th>
<th>Normal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read terms?</td>
<td>Yes</td>
<td>No (94%)</td>
<td>No</td>
</tr>
<tr>
<td>Shared age?</td>
<td>No</td>
<td>Yes (81%)</td>
<td>No</td>
</tr>
<tr>
<td>Beauty</td>
<td>7.9</td>
<td>5.8-7.8</td>
<td>No</td>
</tr>
<tr>
<td>Age</td>
<td>19</td>
<td>12-32</td>
<td>Yes</td>
</tr>
<tr>
<td>Gender</td>
<td>Woman</td>
<td>Man (58%)</td>
<td>No</td>
</tr>
<tr>
<td>BMI</td>
<td>21.4</td>
<td>19.5-25.5</td>
<td>Yes</td>
</tr>
<tr>
<td>Life expectancy</td>
<td>81</td>
<td>75.7-85.7</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Privacy literacy concepts:
Algorithmic bias / injustice
Facial recognition
Biometrics
“It was very interesting! Especially when he [explained the technique behind sentiment analysis].”

“The data was interesting to learn, if terribly inaccurate.”

“I would say that you definitely cannot be someone who is sensitive to being judged in this way.”
The Endless Doomscooller

◎ From media scholar & artist, Ben Grosser
◎ Interactive digital art installation that promotes reflection on the interface design, rhetoric, psychology, and social architecture of doomscrolling

https://endlessdoomscooller.com/
Accountability Lacking

Bad Feelings Persist
Privacy literacy concepts:
Attention engineering
Persuasive design
Sentiment manipulation
Digital wellness
“That made me anxious, it really never ended.”
“I found it to be a cool time-waster, like those weird flash games.”
“It really didn’t stop when I kept scrolling lol.”
An Interview with ALEX

◎ From artist, Carrie Sijia Wang
◎ Interactive job interview simulation demonstrating the potential application of artificial intelligence in a 'total surveillance workplace'

http://theinterview.ai/
Thank you.
Privacy literacy

concepts:

Artificial intelligence
Surveillance
Biometrics (facial & voice recognition)
Disparate impacts
“It sounds like a cool game to give facts about myself that I'll forget in 10 minutes.”
BOT OR NOT?

From design & research studio, FOREIGN OBJECTS

Interactive game where you guess whether you are chatting with a bot or a human - highlights issues with artificial intelligence & chatbots

https://botor.no/
Welcome to BOT OR NOT...

FREE CHAT ZONE

hehe

What kind of software?

not sure what you mean

You don't know what kind of software you make?

huh

idk lol

Hmm...

Say something...

THANKS FOR PLAYING!

You are correct - this was a bot!

Many chat bots today use cheap tactics to keep the conversation going, but rarely self-identify to you who they “actually” are.

Images courtesy of BOT OR NOT?
Privacy literacy concepts:
Artificial intelligence
Machine learning
“That was so weird!”
“It was really fun!”
“It was super fun! Hearing other people’s experiences makes me wonder if there are ever any humans.”

[General observations about dated content]
From research driven designer, Tomo Kihara, 'YouTube filter bubble simulator' to examine recommender systems & explore how algorithms impact individuals' online experience / view of the world. 

https://www.their.tube/
Prepper

This persona is based on a person who was a doomsday prepper. The videos recommended in this YouTube account tend to explore apocalyptic scenarios and how to "prepare" for them.
Privacy literacy concepts:

- Recommender systems
- Filter bubbles / echo chambers
- Attention engineering
“That was really cool to see, did not expect some of those videos to be with the specific ideologies that they were.”

“I thought it was strange/interesting that the ‘climate denier’ was different from ‘conspiracy theorist’, and that their feed was sort of normal.”

“It was weird seeing that liberals listen to rap and hip hop and conservatives listen to ‘coffee shop’ radio.”
The Light Phone

satire videos

◎ From The Light Phone, a minimalist phone company
◎ Satire videos critiquing humanity’s relationship with technology

https://thelightphone.squarespace.com/smartphonetm
STRESS, ANXIETY, JEALOUSY, HOPELESSNESS

SMARTNESS OF PHONE

NOT ENOUGH EMAIL IN YOUR LIFE?

Images courtesy of The Light Phone
Privacy literacy concepts:
Digital wellness
Attention engineering / autonomy
“It was funny and I think most people might be able to relate.”

“It was funny, if a little over the top.”

“It was funny, and makes light of the situations we see ourselves in, kinda like Black Mirror.”
Privacy literacy teaching tips

- Build in metacognitive reflection prompts
- Include options for anonymous participation & allow identifiable responses to be optional
- Use small and large group debrief discussions to place topics into context
- Embrace intellectual humility in your teaching practice
Further reading & resources

◎ Digging deeper (privacy theory): https://sites.psu.edu/digitalshred/category/analysis/
◎ Case studies: https://sites.psu.edu/digitalshred/category/case-studies/
◎ Current awareness: https://sites.psu.edu/digitalshred/category/news/
◎ Additional teaching materials: https://sites.psu.edu/digitalshred/category/teaching-materials/
◎ Digital Shred Privacy Workshop Series: https://guides.libraries.psu.edu/berks/privacyseries
thanks!

ANY QUESTIONS?

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