

ACTIVITY 3.3: Online Investigation

Explore some of the themes in the lesson by completing an online investigation and making notes about what you learn through the activities.

ACTIVITY	COMMENTS
<p>Find out what Google knows about you. For example, find three YouTube videos you watched earlier this year. Select 'Filter by Date'. (https://myactivity.google.com/)</p>	
<p>Find an ad online that has been targeting you. Why are you seeing it? Dismiss it, and click 'why am I seeing this' or a similar option to learn more.</p>	
<p>Find the 'Terms of Service' for Snapchat – what rights do you give Snapchat when you post a 'Story' that is viewable by 'Everyone'?</p>	
<p>Look into buying a Facebook or Instagram ad. What segment of the population do you want to reach? See how narrow you can target your ad.</p>	
<p>Find a conspiracy theory on YouTube (e.g., Flat earth theory, fake moon landings, 9/11 cover up). How many views does it have? What related content is recommended?</p>	
<p>Go to google.com and type in "What is". Make note of the options Google suggests to complete your search. Select one option (i.e., What is love?). Now type in "What is" again. How did the list of options change?</p>	
<p>Look at the social media channel of a mainstream news organization (i.e., <i>The Globe and Mail</i>, <i>National Post</i>, <i>CBC News</i>). Compare what appears there with the homepage of its website.</p>	