Online Reputation Management

How to protect, manage & promote your online reputation
Digital Dossier

http://youthandmedia.org/video/
Issues/In the News

- Time Consumption
- Cyberbullying
- Sexting
- Dangerous
- Uploads/ORM
- SECURITY

- Inappropriate content
- Predators
- Plagiarism

Parent Information

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Sexting
Law

3 (c) For a third or any subsequent offense in violation of Paragraph (A)(2) of this Section, the offender shall be fined not less than five hundred dollars nor more than seven hundred fifty dollars, imprisoned for not less than thirty days nor more than six months, or both. Imposition or execution of the sentence shall not be suspended unless the offender is placed on probation with a minimum condition that he perform ten eight-hour days of court-approved community service.

MAINE
No distinction

MARYLAND
No distinction

MASSACHUSETTS
No distinction

MICHIGAN
No distinction
PHOTOGRAPH

PHOTOGRAPH FILM
PHOTOGRAPH Study guide
PHOTOGRAPH extras

Resource produced by CentaCare Sandhurst Loddon
Mallee Cyber Safety Project,
Developing Ethical Digital
Citizens and Australian Teachers of Media
Cyberbullying
Flash Mob for Anti-bullying

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Victims 3x’s more likely to show signs of depression

14% (7-10) are harassed through text messaging

(Cyber Psychology and Behavior 2(7))
Cyberbullying

- < 10% reported experiencing cyberbullying in the previous 30 days.
- ~8% admitted to cyberbullying others in the previous 30 days.
- ~5% were both cyberbullied and the cyberbully in the previous 30 days.
- As expected, these figures increase significantly when looking at lifetime experiences.

See Handout classroom-based survey - random sample of ~2,000 middle-school students from a large school district in the United States whether or not they had experienced cyberbullying.
defamation of character
threats
posting provocative pictures
inciting to perform illegal acts
Laws

- Cyberbullying Research Center: The Current State of Cyberbullying Laws
- Cyberbullying Research Center: A Brief Review of State Cyberbullying Laws and Policies
- NCAC Cyberbullying: Statutes and Policies
- National District Attorneys Association State Statutes: Cyberbullying
- What Can Schools Do To Combat Cyber-bullying Without Running Afoul of the First Amendment?
Proactive

Positive behavior

Proactively monitor

- ask to see websites and accounts
- search child’s real name, nickname, screen name, friends name, school, clubs etc.
- Check cell phone logs, stored pictures

Block it

- Use block settings

Document it

- List web addresses/emails and dates
- Screen shots

Report it

- Local law enforcement
- CyberTipLine
- ISP of bully /cell phone provider
  - abuse@yahoo.com
  - abuse@youtube.com
Final report of the Internet safety technical task force 2008/2009

The Multi-State Working Group on Social Networking, comprising 50 state AG asked Task Force to determine the extent to which today’s technologies could help to address these online safety risks, with a primary focus on social network sites in the US.
ISTTF

Review of literature:

It is going to take a village as well as technology: child safety experts, technologists, public policy advocates, social services, law enforcement, schools, libraries, community organizations, parents, caregivers, and peers.
Are there technologies that can limit harmful contact between children and other people?

- All eight social networking sites have mechanisms to report abuse
- Most of the eight social networking sites have a review process and implement technologies to prevent inappropriate or illegal content
- Facebook uses a peer verification system for user groups targeted to kids under 18
- Some sites do not let users change their birthdates
- Blocked access for kids who actually say they are under 13
- Restrictions for searching for minors

Non Technical Solutions

- Removal of registered sex offenders
- Amber Alerts
- Educational Resources and Safety Tips
Are there technologies that can limit the ability of children to access and produce inappropriate and/or illegal content online?

- Some social networking sites restrict access to age-inappropriate content

Are there technologies that can be used to empower parents to have more control over and information about the services their children use online?

- Some social networking sites have parental controls

Conclusions:

- Technology can play a role but should not be the sole input to improve safety for minors online.
- The most effective technology solution is likely a combination of technologies.
- Any and every technology solution has its limitations.
- Youth online safety measures must be balanced against concerns for the privacy and security of user information, especially information on minors.
Top two findings

- “sexual predation on minors by adults, both online and offline, remains a concern” but “bullying and harassment, most often by peers, are the most frequent threats that minors face, both online and offline”
Making connections online that lead to offline contact are not inherently dangerous.

Internet-initiated connections that result in offline contact are typically friendship-related, nonsexual, and formed between similar-aged youth and known to parents (Wolak et al. 2002).

For socially ostracized youth, these online connections may play a critical role in identity and emotional development (Hiller and Harrison 2007).
YOUTH SAFETY ON A LIVING INTERNET:
REPORT OF THE ONLINE SAFETY AND TECHNOLOGY WORKING GROUP

OSTWG established to review and evaluate:

- The status of industry efforts to promote online safety through educational efforts, parental control technology, blocking and filtering software, age-appropriate labels for content or other technologies or initiatives designed to promote a safe online environment for children;

- The status of industry efforts to promote online safety among providers of electronic communications services and remote computing services by reporting apparent child pornography, including any obstacles to such reporting;

- The practices of electronic communications service providers and remote computing service providers related to record retention in connection with crimes against children; and

- The development of technologies to help parents shield their children from inappropriate material on the Internet.

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GENERAL CONCLUSIONS & RECOMMENDATIONS REGARDING PARENTAL CONTROL TECHNOLOGIES

- No single “silver-bullet” solution or technological “quick-fix”
- **Empower** parents and guardians with diverse array of tools
- “Layered” approach to online safety that views them as one of many strategies or solutions
- Technical solutions can **supplement**, but can never supplant, the educational and mentoring role.
- Products and services need to be designed with the families’ needs in mind--easy to use, accessible, flexible, and comprehensible for the typical parent. They need to provide different features for the varying needs of all the children in the household.

- Government should **avoid inflexible, top-down technological mandates**. Instead, policymakers should focus on encouraging collaborative, multifaceted, multi-stakeholder initiatives and approaches to enhance online safety.

- **Engage our youth** in constant dialogue and always be willing to talk to them about difficult issues, challenges, or content they face online.

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Generation M2:
Media in the Lives of 8-18 yr Olds

Kaiser Family Foundation

http://www.kff.org/entmedia/
From Kaiser Foundation
M2 Study Press Release
Generation M2: Media in the Lives of 8-18 yr olds

- 8-18 yr – ave 7 hrs and 38 min (7:38) using entertainment media across a typical day (more than 53 hours a week).

- Due to ‘media multitasking’ they actually manage to pack a total of 10 hours and 45 minutes (10:45) worth of media content into those 7½ hours.

Kaiser Family Foundation            Released Jan 20, 1010
Mobile Media Consumption

Over the past five years

- 39% to 66% for cell phones
- 18% to 76% for iPods and other MP3 players
- young people now spend more time listening to music, playing games, and watching TV on their cell phones (a total of :49 daily) than they spend talking on them (:33)
Parents and Media Rules

3 in 10 say they have rules about how much time they can spend watching TV (28%) or playing video games (30%), and 36% say the same about using the computer.

But when parents do set limits, children spend less time with media: those with any media rules consume nearly 3 hours less media per day (2:52) than those with no rules.
Heavy Media Users
Lower Grades

Study *cannot* establish a cause and effect relationship between media use and grades, however….

47% of **heavy media users** say they usually **get fair or poor grades** (mostly Cs or lower), compared to

23% of light users
Symantec Study August 2009

OnlineFamily.Norton Kids’ Top Searches of 2009

Your kids are online. You’re in the loop.

Kids’ Top Searches of 2009
What Kids Search For When They Search the Web

- Top Ten Youth Searches: Symantec Study

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Also Michael Jackson, Fred (Fred Figglehorn is a fictional character whose YouTube channel has become a hit among kids.) & eBay

Top Ten Youth Searches: Symantec Study
Symantec Study

- Average number of threats per site on the Dirtiest Web Sites list is roughly 18,000, compared to 23 threats per site for all sites rated by Norton Safe Web.

- 40 of the Top 100 Dirtiest Web Sites have more than 20,000 threats per site.

- **Viruses** are the most common threat represented on the Dirtiest list, followed by **Security Risks** and **Browser Exploits**.

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Online Reputation Management
How to protect, manage & promote your online reputation
Online Reputation Management: Another Dimension to Digital Literacy?

Today most individuals’ lives are being crafted, digitalized, collected, recorded, archived and are searchable

Digital Mining is IN!
Online Reputation Management (ORM)

Online Reputation Management, or ORM, is the practice of consistent research and analysis of one's personal or professional, business or industry reputation as represented by the content across all types of online media. It is also sometimes referred to as Online Reputation Monitoring, maintaining the same acronym.

What is ORM?
ORM is a relatively new industry but has been brought to the forefront of professionals’ consciousness due to the overwhelming and many times unpredictable nature of both professional journalistic content and amateur user-generated content (UGC), the latter of which there is far more, and not the least because of the wide number of websites that offer such an opportunity to visitors, typically with very low barriers to entry—often just by creating a username, registering one’s birthday and a geographical location, and providing a valid email address to complete the account-creation process. Thus, the type of online content monitored in ORM spans professional journalism sponsored by traditional news and media giants as well as user-created and user-generated blogs, ratings, reviews, and comments, and all manner of specialized websites about any particular subject, be it a person, group, company, business, product, event, concept, or trend.

ORM partly formed from a need to manage consumer-generated media (CGM)(4)

As CGM grew with the rise of social media and other similar user-based online content aggregators, it began to affect search results more and more, bringing with it increased attention to the matter of managing these results. (5)

EBay was one of the first web companies to harness the power of CGM feedback. By using user-generated feedback ratings buyers and sellers were given reputations that helped other users make purchasing and selling decisions. ReputationDefender was one of the first companies that offered to proactively manage online reputations. ClaimID is another company that early on presented services designed to promote personal ORM.

The UK market for ORM will grow by around 30% in 2008, to an estimated value of £50 million. (9)

What types of online media are monitored with ORM?
Specifically, the online media that is monitored in ORM is:
- Traditional/mainstream websites
- Social networks (e.g. Facebook, MySpace, Bebo)
- Social newsgroup/booking sites
- Forums/discussion boards
- User-generated content (UGC)/Consumer Generated Media (CGM)
- Blogs
JULIA T. SUSMAN
President and Chief Executive Officer

Ms. Susman is a nationally recognized expert in government procurement and related areas in the fields of health care and information technology. As a senior business executive and savvy Washington insider, she provides clients with high-level consultation and advice on how to penetrate and succeed in federal and state markets.

Her specific areas of expertise are:
- Strategic and business planning
- Business development
- Market positioning and benchmarking
- Proposal management
- Federal health care and IT programs
- Congressional advocacy related to business capture and funding
- Decision and change management

For over 20 years, Ms. Susman has helped senior executives throughout industry work successfully within the federal procurement environment. In 1988, Ms. Susman created a unique Washington business consulting practice that marries knowledge of specific markets (Health and IT), specific understanding of procurement rules and how to bid and win government contracts, with her deep understanding of how Washington works. She knows how to impact decisions within agencies and on Capitol Hill to help achieve our clients’ business goals. During the past few years, Ms. Susman has expanded this practice to help our clients understand and capture state business. She has applied the same distinct approach to state business consulting projects that has been so successful in her federal consulting practice.

Ms. Susman advises government officials on how to align policy and program operations with acquisition reform and the shift to performance-based contracting. Ms. Susman developed and taught to both government and industry comprehensive health care training courses that addressed all aspects of federal contracting.

Brief Summary of Experience

Ms. Susman is the President and CEO and majority shareholder of Jefferson Consulting Group, LLC, a small, woman-owned Washington, DC-based business consulting, lobbying and government contracting. From 1988 to 1998, she was a senior executive, shareholder and a member of the Board of Directors of The Jefferson Group, the predecessor company to Jefferson Consulting Group.

Prior to joining The Jefferson Group, Ms. Susman managed the Washington operations of McDonnell Douglas’ Health Information Systems Corporation. She was responsible for strategic planning, federal marketing, business development, congressional advocacy, proposal development and contract negotiations. Previously, she served as Deputy Staff Director, Legislative Director, and Deputy Chief Counsel to the U.S. Senate Veterans’ Affairs Committee.

Ms. Susman also serves as Chair of the Health Affairs Committee of the National Defense Industrial Association (NDIA) and as a member of the Board of Directors of the Professional Services Council (PSC).
LinkedIn Profiles

Robert Mente
Program Manager at Northrop Grumman Information Systems
Baltimore, Maryland Area · Defense & Space

Current
- Program Manager at Northrop Grumman Information Systems

Past
- Manager at Northrop Grumman IT-TASC

Education
- Massachusetts Institute of Technology

Connections
76 connections

Public Profile
http://www.linkedin.com/pub/robert-mente/4/12b/317

Experience

Program Manager
Northrop Grumman Information Systems
Public Company, NOC, Defense & Space Industry
November 2000 – Present (10 years)

I have moved from technical contributor (digital signal processing, algorithm development), to technical and personnel management, to Technical Task Order management, and currently Program Manager with increasing amounts of technical, business, and financial leadership requirements. I am currently supporting a classified program for a government customer.

Manager
Northrop Grumman IT-TASC
Public Company, NOC, Defense & Space Industry
November 2000 – January 2008 (7 years 3 months)

I originally joined Litton/TASC, which was then bought by Northrop Grumman. When TASC was sold in December 2009, I remained with Northrop Grumman.

Education
Our Version of Normal

Sunday, August 31, 2008

Lilly is expecting a baby ticker.
Izzy (2)

ADHD & frustrated with school
HELP!!! My oldest has the diagnosis of ADHD-Inattention. He is not hyperactive, but struggles greatly with the inattention side of it. He loses homework (in his locker, in his back pack, in folders and even possibly a black hole). He doesn't...
I need advise for IEP for 8 year old boy with ADD>...

I need suggestions for my son who struggles with ADD.. has a math learning disability, HATES to write, is EASILY frustrated by failure, is EASILY distracted. my IEP meeting is on Monday.. he attends a private school but is dual-enrolled in the public.. thanks.. Denni!
SNS Pages

Facebook

News Feed

Technology Today
This week's episode talks about Cyber War - and what America can do to protect our critical infrastructure and win the war. We're joined by security guru, Tom Patterson. Read more on the show: http://wp.me/pHNJ6-5A. Join us this Thursday at 4pm on the VoiceAmericaBusiness.com network.

Secured by AVG LinkScanner...

Intercollegiate Horse Show Association stopped by the show @ Umass-Amherst today, as did our fearless leader, Bob Cocchine, and most tireless reporter, Steve Maxwell of CampusEquestrian.com. Great show - great judging - great coaching - BSA is proud of all of you! Thnx Jerry Schurink for hosting the show at your always-superb facility at Hedley Farm.

Christina Rambo
Tagged Christina Rambo

Events

USA Science and Engineering... Saturday, October 23 at 8:00pm RSVP: Yes - No - Maybe

Hallie Michelle Jewelry Tru... Wednesday, November 3 at 6:00pm RSVP: Yes - No - Maybe

People You May Know

Misun Lim
Add as friend

Eric Schaub
Elizabeth Brinkley Sponsler is a mutual friend.
Add as friend

Requests

5 friend requests
1 Page suggestion
7 cause invitations
10 other requests

Pokes

Robert Mentle - Poke Back

Get Connected

Who's on Facebook? Find your friends

Stephen Jones
Help Lists

[ Mon, 26 Jan 21:22:29 ]

Mon Jan 26

*missing - pic*

**LOST WALLET!!! REWARD IF FOUND!!!** - (new orleans)

*Yea ya is still Missing - (Terrina) - pic*

*Beagle - Jimmy Williamsen - (St. Bernard Parish) - pic*

**LOST TIGER CAT** - (uptown/tulane) - pic

**Lost Female Cat** - (Harvey-Badley Estates) - pic

**Lost Male Cat** - (Harvey-Badley Estates) - pic

I posted about the fluffy orange tabby - (Poynter/long)

Sun Jan 25

**CASH REWARD!!! CASH REWARD!!!** - (New Orleans)

**LOST DOG** - (Audubon) - pic

*lost bike lock in washington park -*

*Found: Black Pomeranian - (Algiers Point)*

*lost Sony Camera - (St. Charles Ave)*

Sat Jan 24

*Found Almost a Year ago Black/brownish persian cat - (Metairie New Burrow)*

Done
Welcome to the Google Hacking Database (GDB)

We call them Google Attacks; that is, to search for vulnerabilities on the Internet. They are often performed by hackers to find weaknesses in systems.

Donor Wall

Donate to the Wall

Donate:

Donor Cloud

Business hotel

Hidden Video Cameras

Looking For Hidden Video Cameras?

Search For The Best Deals Around.

FreshGadgets.com

Contribute to this web cam viewing list by emailing details of interesting webcams to webcams@netspionage.clh.net

This site shows a mix of girls and guys, scenery, beaches and offices the only thing missing is the chance to chat to the people you see. Maybe a chat room available from each page would be useful for the cam viewers. Let me know. Google Search for Inurl:ViewerFrame?Mode=

Live Panasonic Webcams Home Inurl:"ViewerFrame?Mode=" More Web Cams at WebCamCity

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Monster.com Hit With Possible Monster-Sized Data Breach

The company declined to cite the number of affected accounts, raising the possibility that every Monster user could be affected.

By Thomas Claburn
InformationWeek
January 27, 2009 07:30 AM

In addition to having lost their jobs, Monster.com job seekers may have lost some of their personal information to cyberthieves.

Monster reported Friday that cybercriminals had breached its database and stolen contact and account data, including user IDs, passwords, e-mail addresses, names, phone numbers, and demographic data. This last category includes date of birth, gender, ethnicity, and in some cases, the state where the person resides.

A similar warning was posted on USAJobs.gov, a federal jobs website that depends on Monster as a technology provider.

A spokesperson for Monster declined to cite the number of affected accounts, raising the possibility that every Monster user could be affected. She said the number of users of the site is proprietary business information, as if revealing the breach total would reveal the total number of site users.

The possibility that most of site's users could be affected is consistent with the company's decision to notify users of the breach via a posting on its website rather than an e-mail message. “We thought it was prudent to notify them all,” the spokesperson said, adding that certain job seekers outside the United States, such as those using its job alert service, were not affected by the breach.

Feature Security Resource

Application Delivery Networks: The New Imperative for IT Visibility, Acceleration and Security
Learn why a comprehensive approach to seeing, accelerating and securing your network traffic is essential to meet the challenges of consolidating resources and supporting a more mobile workforce. Read more »

The Latest Security News

Heartland Payment Systems Hit By Data Security Breach
Data Breaches Booming
more Security articles »
American Express earnings plunge 79%

Profits at the credit card issuer plummet in the latest quarter and fall short of analysts’ expectations.

By David Biddle, CNNMoney.com staff writer
Last Updated: January 26, 2002 7:26 PM ET

NEW YORK (CNNMoney.com) — American Express reported a steep decline in earnings in the latest quarter, the company said Monday, citing slower consumer spending and rising credit-card losses.

The credit-card giant said net income fell 79% to $172 million, or 15 cents a share, down from $651 million, or 72 cents a share, during the same period a year ago.

Earnings for the New York City-based firm, based on continuing operations were $235 million, or 21 cents a share. Analysts were expecting a profit of $230 million, or 32 cents a share, from continuing operations, according to Thomson Reuters.

Kenneth Chenault, America's chairman and chief executive, cited a decline in overall credit-card spending as well as a rising number of late payments for the company's latest performance.

"Our fourth quarter results reflect an operating environment that was challenging,\" Chenault said.
About Us

Northrop Grumman Corporation is a leading global security company whose 128,000 employees provide innovative systems, products and solutions in aerospace, electronics, information systems, shipbuilding and technical services to government and commercial customers worldwide.

On January 7, 2009, Northrop Grumman announced several structural actions to strengthen alignment with its customers, improve the company’s program performance and growth potential, and enhance its cost competitiveness. These actions, effective immediately, include reorganizing its organizational structure, reducing the number of sectors from seven to five. The five sectors will be Aerospace Systems, Electronic Systems, Information Systems, Shipbuilding, and Technical Services.

Below is a listing and description of each of our five business sectors. To find out specific product, program or services information, visit our Capabilities section, go to our A-Z List or click on one of the links below.

Our Business Sectors:

- Aerospace Systems
- Electronic Systems
- Information Systems
- Shipbuilding
- Technical Services

Related Links:
- About Us
- Our Business Sectors
- Corporate Leadership
- Corporate Lead Executives (CLEs)
- Ethics and Business Conduct
- Our Mission, Values, and Behavior
- Our Heritage
- Annual Reports
- Corporate Locations
- Frequently Asked Questions (FAQs)

Quick Links:
- Home
- Corporate Governance
- Lateral EEO Filings
- Americas Center
- Business-to-Business
- Business Sectors

NATION JOB

Communities Industries Employers

Job Search

Fire Alarm and Life Safety System Technician
Johns Hopkins University Applied Physics Laboratory

Job Location: Laurel, Maryland
Job Type: Full Time
Department: Technical Services Department
Facility: HHU Applied Physics Laboratory

Responsibilities

Install, repair, test, maintain and modify fire alarm systems in building and commercial environments. Work with the systems and supervisors to install and maintain fire alarm system equipment and other related systems as required. Participate in the installation of new systems and the repair of existing systems. Assist with the testing and inspection of systems, including fire alarm, fire protection, and other similar systems. Prepare and maintain system files and documentation. Ensure that all work is performed in accordance with local, state, and federal laws and regulations.

Requirements

High school diploma, or equivalent, and at least one year of experience in fire alarm systems or related fields. Must be able to read, write, and speak English. Must be able to work in a team environment. Must have a valid driver's license.

Fire Alarm and Life Safety System Technician
Johns Hopkins University Applied Physics Laboratory

Job Location: Laurel, Maryland
Job Type: Full Time
Department: Technical Services Department
Facility: HHU Applied Physics Laboratory

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Conducting Discovery in Discrimination Claims; Are Social Networking Sites Like Facebook Off-Limits or Untapped Treasure Trove?

Posted on November 13, 2008 by Daniel Schwartz

A fascinating article yesterday in Law.com entitled "Are Social Networking Sites Discoverable?" is well-worth a read to any company involved in litigating against former or even current employees.

While the authors write in the context of a product liability case, the premise and subject is equally applicable to claims involving employees as well as the conclusion that information on these sites is likely discoverable:

Although these sites provide users with a sense of intimacy and community, they also create a potentially permanent record of personal information that becomes a virtual information bonanza about a litigant’s private life and state of mind. The converse thus becomes the moral for litigation counsel -- this new generational front of potentially discoverable information should be high on the list of priorities when evaluating a new matter.

As a result, the authors suggest that defense counsel use some of these practice tips including running searches on the individuals and witnesses and investigating whether any of the key players use social networking sites. And if so, ask for information about postings and make a request that such information be preserved.

I’d add to the list of to-do items, a consideration of a subscription to a site like Spokeo.com. How does it work? Enter in a person’s e-mail address, and the site will conduct a search (a la Google) of several dozen social networking and information-sharing sites. Thus, so long as the person hasn’t set their privacy settings to “high,” you can find information about the person’s accounts with Amazon (shopping), Flickr (photos), LinkedIn (professional social network) and MySpace (largest social networking). Importantly, all this information is publicly available to...
Digital Footprints

- Personal blogs
- Professional blogs and websites
- Social networking sites
- News
- Recruiting efforts
- Presentations

Amount of Digital Data made, collected, stored, archived is growing
Shape your message....

**Self-literacy:**
A new dimension to digital literacy

- **Blogging**
- **Flickr**
- **YouTube**
- **Digg**
- **Wikipedia**
- **Facebook**
- **Twitter**

Most of us have histories online

What message do you want the world to see?
- friends/family
- teachers/coaches
- employment/internships

How do/will you manage your online reputation?

Don’t forget others can tag, comment, link, archive & copy
Know your story online…

- Search well and search often
- Don’t wait until something bad or embarrassing happens
Who am I? Self-Googling 101…

Did you mean: pruitt-mental

Davina Pruitt-Mentle (University of Maryland) | EDUCAUSE
Davina Pruitt-Mentle is Director of Educational Technology Policy, Research and Outreach (ET-FRO) within the College of Education at the University of...
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www.washingtonpost.com/ac2related/topic/Davina+Pruitt-Mentle - Similar pages

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File Format: Microsoft Word - View as HTML
www.edtechpolicy.org/Bios/DPM_2007_3_08_CV.doc - Similar pages

Davina Pruitt-Mentle serves as Director for Educational Technology ...

Ed/ITLib Digital Library → Search Results : Author=Davina Pruitt ...
A Second Opinion...
Wait a minute…
Sounds like a full-time job…

Alerts are your friend

Many users are naive or unaware of their own digital footprints

Setting up automatic alerts saves time and keeps you in the know
Manage your Online Reputation (ORM)

Positive
- Sell yourself

Check
- Google Alerts
- Twilert.com
- Yotify.com
- Me on the Web
- Trapit.com
- Reputation.com
- MetalRabbitMedia.com

(Suggestions from LifeHacker)
http://lifehacker.com/357460/manage-your-online-reputation
Managing Your Online Reputation

Multi-tiered strategy that includes the following:

- Monitoring third party information others put on the Internet about you
- Controlling information that you put on the Internet
- Controlling which search results rise to the top of search engines
Enter in a person's e-mail address, and the site will conduct a search.
What we know about our footprints
Who we look for online

<table>
<thead>
<tr>
<th>% of internet users who say they have searched for information about the following groups:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Someone from your past or someone you have lost touch with</td>
</tr>
<tr>
<td>36</td>
</tr>
<tr>
<td>Friends</td>
</tr>
<tr>
<td>26</td>
</tr>
<tr>
<td>Family members</td>
</tr>
<tr>
<td>23</td>
</tr>
<tr>
<td><strong>Co-workers, professional colleagues or business competitors</strong></td>
</tr>
<tr>
<td>19</td>
</tr>
<tr>
<td>Neighbors or people in your community</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>Someone you just met or someone you were about to meet</td>
</tr>
<tr>
<td>12</td>
</tr>
<tr>
<td><strong>Someone you are thinking about hiring or working with</strong></td>
</tr>
<tr>
<td>11</td>
</tr>
<tr>
<td>Someone you are dating or in a relationship with</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td><strong>Yes to at least one:</strong></td>
</tr>
<tr>
<td>53</td>
</tr>
</tbody>
</table>

Pew Internet & American Life Project (2008)
Studies how recruiters and HR professionals use online reputational information in their candidate review processes, and how consumers feel about this use of their information. It investigates the steps consumers take to monitor and protect their online reputation.

Online Reputation in a Connected World

The Recruiters and HR
<table>
<thead>
<tr>
<th>Type of Site</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engines</td>
<td>78%</td>
</tr>
<tr>
<td>Social networking sites</td>
<td>63%</td>
</tr>
<tr>
<td>Photo and video sharing sites</td>
<td>59%</td>
</tr>
<tr>
<td>Professional and business networking sites</td>
<td>57%</td>
</tr>
<tr>
<td>Personal Web sites</td>
<td>48%</td>
</tr>
<tr>
<td>Blogs</td>
<td>46%</td>
</tr>
<tr>
<td>News sharing sites (e.g., Twitter)</td>
<td>41%</td>
</tr>
<tr>
<td>Online forums and communities</td>
<td>34%</td>
</tr>
<tr>
<td>Virtual world sites</td>
<td>32%</td>
</tr>
<tr>
<td>Web sites that aggregate personal information</td>
<td>32%</td>
</tr>
<tr>
<td>Online gaming sites</td>
<td>27%</td>
</tr>
<tr>
<td>Professional background checking services</td>
<td>27%</td>
</tr>
<tr>
<td>Classifieds and auction sites</td>
<td>25%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
<tr>
<td>Types of Online Reputational Information That Influenced Decisions to Reject a Candidate</td>
<td>U.S.</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Concerns about the candidate's lifestyle</td>
<td>58%</td>
</tr>
<tr>
<td>Inappropriate comments and text written by the candidate</td>
<td>56%</td>
</tr>
<tr>
<td>Unsuitable photos, videos, and information</td>
<td>55%</td>
</tr>
<tr>
<td>Inappropriate comments or text written by friends and relatives</td>
<td>43%</td>
</tr>
<tr>
<td>Comments criticizing previous employers, co-workers, or clients</td>
<td>40%</td>
</tr>
<tr>
<td>Inappropriate comments or text written by colleagues or work acquaintances</td>
<td>40%</td>
</tr>
<tr>
<td>Membership in certain groups and networks</td>
<td>35%</td>
</tr>
<tr>
<td>Discovered that information the candidate shared was false</td>
<td>30%</td>
</tr>
<tr>
<td>Poor communication skills displayed online</td>
<td>27%</td>
</tr>
<tr>
<td>Concern about the candidate’s financial background</td>
<td>16%</td>
</tr>
</tbody>
</table>
Questions

Can’t I just delete it?
ALL Digital Media becomes a Digital Fossil
WayBack Machine

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WHAT IS PERSONAS?
Personas is a component of the Narratives Exhibit, recently on display at the MIT Museum by the Socio Alec Group from the MIT Media Lab. Please contact us if you want to show it next! It uses sophisticated natural language processing and the Internet to create a data portrait of one's aggregated online identity. In short, Personas shows you how the Internet sees you.

HOW DOES IT WORK?
Entire your name, and Personas scours the web for information and attempts to characterize the person - to fit them to a predetermined set of categories that an algorithmic process created from a massive corpus of data. The computational process is visualized with each stage of the analysis, finally resulting in the presentation of a seemingly authoritative personal profile.

PHILOSOPHY
In a world where fortunes are sought through data-mining vast information repositories, the computer is an indispensable but far from infallible assistant. Personas demonstrates the computer's uncertain insights and its inadvertent errors, such as the mischaracterizations caused by the inability to separate data from multiple owners of the same name. It is meant for the viewer to reflect on our current and future world, where digital histories are as important if not more important than oral histories, and computational methods of condemning our digital traces are opaque and socially ignorant.

CREDITS
Personas was created by Aaron Zimny, with help from Alex Dragulescu, Yannick Assensh and Judit Honvadt.

Where not in conflict with existing laws and licenses, the visual design and output of Personas is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License.
Digital Mining is IN!

Build, Protect and Manage your Online Identity
Dangerous Uploads

How to protect and manage your online reputation

Materials available at: http://knowwheretheygo.org/
Online Reputation Management

Resources

Student Video

Parent Video

Materials available at: http://knowwheretheygo.org/
Questions

Davina Pruitt-Mentle

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dpruitt@edtechpolicy.org
What Can Schools Do To Combat Cyber-bullying Without Running Afoul of the First Amendment?

- four tests used by courts to determine whether restrictions on student speech run afoul of the First Amendment.
- Courts will resolve lawsuits simply by figuring out which test applies and then determining whether the school’s actions, and supporting evidence, satisfy the test.

Here are the four tests, in a nutshell:

1. **Tinker Test**: The general test says school restrictions on speech are permissible if the speech caused, or was likely to cause, a “substantial disruption or material interference with school activities” or “invasion of the rights of others.” *Tinker v. Des Moines Independent Community School District*, 393 U.S. 503 (1967).

2. **Fraser Test**: Schools may also regulate “sexually explicit, indecent or lewd speech.” *Bethel Sch. Dist. v. Fraser*, 478 U.S. 675 (1986). Under this test, no showing of disruption is required.

3. **Morse Test**: Schools may regulate “speech that can reasonably be regarded as encouraging illegal drug use.” *Morse v. Frederick*, 551 U.S. 393 (2007). It is uncertain whether this test permits regulating speech that encourages other kinds of illegal activities.

4. **Hazelwood Test**: Schools may regulate “school sponsored” speech that is inconsistent with the school’s “basic educational mission.” School-sponsored speech is speech bearing the “imprimatur of the school,” “part of the school curriculum” or “supervised by faculty members” (e.g., school paper, play). *Hazelwood Sch. Dist. V. Kuhlmeier*, 484 U.S. 260 (1988).
Google Issues: Other Search Engines

https://www.duckduckgo.com/lite

one search engine is Blekko: http://blekko.com/