



Lesson 14: Online Reputation

Learning Objectives

- Introduce cyber safety concepts of safe behavior when sharing online and using a social network.
- Raise the player's awareness on issues related to having an online reputation and the use of social networking sites.
- Raise the player's awareness about consequences related to having a negative online reputation and the misuse of social networking sites.

Materials You Will Need

- Computers with a web browser installed
- Worksheet for Lesson 14: Online Reputation
- Writing utensils
- Hint Sheets 05 and 07 from the Appendix

Classroom Activities (Duration: 45 minutes)

Timeline	Teacher Instructions	Student Activities
Introduce Concepts (15 min)	<ul style="list-style-type: none">• Ask students "What is an Online Reputation?" (3 min)• Lead the students to the "Cyberspace Communications" faculty page at the Carnegie Cyber Academy website: http://www.carnegiecyberacademy.com/facultyPages/cyberspaceCommunications.html• Have them launch the game "Growing an Online Reputation" and read the instructions. (5 min)• Hand out the worksheet and have students attempt the questions in Part 1 (7 min)	<ul style="list-style-type: none">• Click the "Next" button to progress through the instructions for "Growing an Online Reputation"• Refer to the instructions to answer Part 1 on the worksheet, "Managing your Online Reputation".
Develop and Practice (20 min)	<ul style="list-style-type: none">• Let students play the game. (20 min)<ul style="list-style-type: none">• Make sure they roll over the branches to get feedback on their answers.• Remind students that the "Hint" button is available if they need help.• After answering all the questions, students can replay each branch (or start to grow the plant again) to try for a better score.	<ul style="list-style-type: none">• Click the "Grow your Online Reputation" button on the last screen of the instructions to start the game.
Reinforce (10 min)	<ul style="list-style-type: none">• Have students read Part 2 of the worksheet: "Damaging your Online reputation." Discuss Erika and Dana's situations. (5 min)• Have students read Part 3 of the worksheet: "How can you fix a damaged online reputation?"• Hand out Hint Sheet 07, "Growing a Positive Online Reputation," and Hint Sheet 05, "Tips for Reporting Cyberbullying." Discuss discovering and reporting damage to your online reputation and cyberbullying. (5 min)	<ul style="list-style-type: none">• Read Part 2 of the worksheet and discuss what Erika and Dana should have done to avoid these situations.• Read Part 3 of the worksheet• Read the two Hint Sheets and discuss ways to discover and report damage to your online reputation.

Learning Outcomes

At the end of this lesson, students will be able to:

- Define what an online reputation is.
- Understand the importance of having a positive online reputation.
- Understand the consequences of a negative online reputation.
- Understand how to grow, manage, and repair their online reputation.
- Use sound judgment before accepting friends and sharing information with them.



Worksheet 14: Online Reputation

Date: _____

Name: _____

1. Managing your Online Reputation

_____ share things that would _____ your reputation as a good student, a good friend, and a team player.

_____ share things that would _____ your reputation as a good friend and a respectable and trustworthy person.





_____ share things that will make you a _____ for weirdo strangers or bullies.

Be _____ about whom you _____ with your reputation when you add them to your friends and share things with them.





_____ for others damaging your reputation and _____ to minimize the damage.

2. Damaging your Online Reputation

Sharing something inappropriate

<p>Erika took a picture of herself wearing a skimpy outfit.</p> 	<p>Looks good! I'm going to post this on my wall so everyone can see!</p> 	<p>The Academy Scholarship committee checked her Social Network profile when judging her application.</p> <p>Oh, my...</p> 	<p>Her application was rejected because of the inappropriate photo.</p> <p>But my friends said I looked good in that picture!! Why?!</p> 
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Sharing your opinion

<p>Dana loves microblogging every day to talk about her classmates.</p> <p>I liked Sofia's hairstyle!</p> 	<p>"But Olivia's hair was so funny today. She really should change it, she looks like a nerdy hedgehog! LOL!!"</p> <p>Click!</p> <p>Click!</p> 	<p>Dana was just trying to be funny. But...</p> <p>That comment was hurtful. It's cyberbullying!</p> 	<p>Dana's blog created a flame war and people spread her mean comments throughout Cyberspace.</p> <p>Dana's carelessness damaged her own online reputation and made her a cyberbully!</p> 
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3. How can you fix a negative online reputation?

Once your online reputation has been damaged, it's not easy to fix because it's everywhere in Cyberspace. If someone else damaged it, you can report it to a trusted adult. But if you damaged it yourself, act immediately. Delete or correct what you posted, apologize if you need to, and be a good cyber citizen!



Betty,
Clubhouse
Supervisor

CARNEGIE CAPETS: THE MYSECURECYBERSPACE GAME

Hint Sheet

05

Tips For Reporting Cyber Bullying For Grown-ups

Cyber bullying is using the Internet to threaten, embarrass, pick on, or put-down people. Remember to save evidence of cyber bullying. Here are some tips for deciding whom to report cyber bullying to:

1 *If the bullying happens through email or instant message...*

Contact the bully's Internet Service Provider (ISP) to see if it qualifies as abuse. They may send a warning or suspend the user's account. Contact your own ISP for help with blocking an account.

2 *If the bullying happens through a website...*

Contact the webmaster, site owner, or customer service and request that the offensive materials be removed. If that doesn't work, contact the website host and ask them to pull down the site if it violates the terms of agreement.

3 *If the bullying happens through a cell phone...*

Contact the phone service provider - most calls can be traced and they may be able to block the calls or let you know where they are coming from so you can report the abuse.

4 *If the bully goes to school with your child...*

Contact the school principal or counselor. If the cyber bullying happens at school or is affecting the school environment they may be able to intervene. If the school does not have a cyber bullying policy, ask them to create one.

5 *If there is the threat of physical danger...*

Contact the local law enforcement if there is the threat of physical harm. They may also have a special cyber crimes unit that can investigate.



CARNEGIE CAPEETS: THE MYSECURECYBERSPACE GAME

Hint Sheet

07

Tips For Growing a Positive Online Reputation

Your online reputation can be positive or negative, it all depends on how you behave when you're in cyberspace and what other people say about you.

- 1 Do share things that would improve your reputation as a good student, a good friend, and a team player.
- 2 Don't share things that would damage your reputation as a good friend and a respectable and trustworthy person.
- 3 Don't share things that will make you a target for weirdo strangers or bullies.
- 4 Be careful about whom you trust with your reputation when you add them to your friends and share things with them.
- 5 Be on the lookout for others damaging your reputation and act quickly to minimize the damage.