

AI for Humanity | Module 2 | Lesson 1

Your Data, Your Story: Navigating AI and Your Online Identity

Middle School & High School

Consuming Technology: Cookies, Footprints & Data, Oh My!

Overview & Purpose

This lesson zooms in on the consumer and how AI and algorithms personalize their digital experience. Students examine how data drives what they see online, helping them become more intentional and informed users of technology.

Objectives

Students will:

1. Investigate how AI influences their daily use of technology (social media, streaming, gaming, etc.).
2. Analyze their online habits to see how data shapes what they view and engage with.
3. Reflect on how personalization of content affects their perceptions, preferences, and feelings.

Materials Needed

1. Chart paper/poster paper and sticky notes
2. AI in My Apps Handout (found on page 5)
3. Devices with internet access (optional)
4. Video: AI-recommended [algorithms](#) [0:55]
5. Projector or Smart TV
6. Markers

Assessment

Students will demonstrate understanding by:

1. Completing the “AI in My Apps” handout.
2. Collaboratively creating a visual poster that illustrates AI’s role in shaping their digital experience.
3. Sharing personal reflections on how personalized technology makes them feel, both online and off.

Warm-Up - 5 minutes

Teacher Will	Students Will
<p>1. Display the following prompt:</p> <p><i>Why do you think your social media feeds look the way they do?</i></p>	<p>1. Respond to the prompt in their notebooks.</p>
<p>2. Give the students a couple of minutes to respond in their notebooks, then lead a class discussion.</p>	<p>2. Share insights and examples from their feeds.</p>

Introduction - 5 minutes

Teacher Will	Students Will
<p>1. Show the short video [0:55] explaining AI-recommended algorithms.</p>	<p>1. Watch the video and jot down what stands out.</p>
<p>2. Ask:</p> <p><i>Based on the content on your feed, what has AI learned about you?</i></p>	<p>2. Discuss how their own behavior (likes, searches, etc.) shapes recommendations.</p>

Discovery Activity: AI Data Mapping - 30 minutes

Teacher Will

1. Allow students to work with a partner or in small groups to discuss and reflect on the questions asked in the “AI in My Apps” handout (found on page 5).

2. Distribute the handout and review expectations.

3. Distribute chart/poster paper (1 per pair/group). The purpose of the poster is for students to detail how AI shapes their digital lives. (If possible, assign 1-2 unique apps to each pair/group so there are no repeats.) Ask the students to create a visual representation of their discoveries during the last discussion. Have them include the following:

- 1-2 key apps, including their logos, brand colors, and commonly used visuals such as emojis
- Examples of personalization
 - Explore the feed for repeated topics
 - Recommended channels
 - Reappearing influencers
- One quote per group member describing their user experience
- One quote per group member reflecting on their feelings towards social media.

4. Circulate and support the groups, focusing the conversation.

Students Will

1. Complete the table at the top of the handout.

2. Share their findings with a partner, and complete the think-pair-share portion on the handout.

3. As a group, share their findings and discuss the different or similar experiences AI is creating on their personal social media feeds.

Possible student answers:

- One quote per group member describing their user experience:
 - *YouTube recommends videos on Fortnite because I watch livestreams about video games and ask questions on the Discord channel.*
 - *“Instagram shows me ads for makeup because I follow different beauty influencers.*
- One quote per group member reflecting on their feelings towards social media:
 - *I don't like how social media filters out content; I feel controlled.”*
 - *“I like the amount of animal videos on my feed – it helps me unwind.*

Teacher Will	Students Will
<p>5. Facilitate a gallery walk or ask each group to stand and share out.</p>	<p>4. Design a poster detailing the different ways apps personalize their feeds and how that affects the group.</p>
<p>6. Ask the students:</p> <ul style="list-style-type: none"> • <i>What similarities did you notice?</i> • <i>Do most people enjoy how personalized social media has become? Why or why not?</i> • <i>How might AI influence your real-life experiences, even outside of apps or digital platforms?</i> 	<p>5. Share their posters with the class.</p> <p>6. Reflect and respond to the discussion questions asked by the teacher.</p>

Closure - 5 minutes

Teacher Will	Students Will
<p>1. Prompt the class with the following questions:</p> <ul style="list-style-type: none"> • <i>How does AI shape your daily tech experience?</i> • <i>Does your use of social media look similar or different from that of your peers? How so?</i> 	<p>1. Respond to the closure questions, and share if called on by the teacher.</p>

AI in My Apps

Name: _____

Dates: _____

Period: _____

Think about your favorite apps (e.g., TikTok, Instagram, YouTube), and how they seem to know exactly what you like. Explore three apps that you use on a daily basis and reflect on your experience and how that makes you feel. Also, think about which app knows you best, which one you trust most, and any surprises you may have seen.

Part 1: Choose 2-3 apps you use every day (e.g., TikTok, Spotify, Instagram). Describe what the app is used for, and how it personalizes your experience.

	App Name	What do you use it for?	How is the app personalized towards you and your interests?
1.			
2.			
3.			

Part 2: Think-Pair-Share

- 1. Does your app experience differ from your friends? How?

- 2. How does user personalization make you feel? (e.g., helpful, limited, engaging, trapped)

- 3. Which app do you think knows you the best? Why?

- 4. Have you ever felt surprised by what an app recommended to you? Explain.

