

AI for Humanity | Module 2 | Lesson 2

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

Middle School &amp; High School

## Who's Watching? Exploring Data Collection & AI

### Overview & Purpose

From targeted ads to recommended videos, much of what we see online is shaped by the data we share—often without realizing it. In this lesson, students investigate how companies collect, use, and sell personal data, and how AI systems depend on that data to function. By understanding how data drives digital decisions, students learn to think critically about privacy, consent, and control in their online lives.

### Objectives

Students will:

1. Identify how major tech companies collect and use personal data.
2. Analyze how AI systems are trained and powered by user data.
3. Evaluate their own comfort levels with data sharing and digital privacy.
4. Discuss how AI-driven personalization impacts individual choice and trust.

### Materials Needed

1. Data & AI Company Scorecard (found on page 5)
2. Video: [Social Media Collects, Sells More Personal Data Than Most Realize, Study Finds \[5:49\]](#)
3. Projector or Smart TV
4. Whiteboard
5. Devices with internet access
6. Sticky notes

### Assessment

Students will demonstrate understanding by:

1. Identifying and categorizing the types of personal data collected by a tech company through a group investigation.
2. Using evidence from company policies to evaluate how AI uses personal data.
3. Reflecting on their own comfort level with data collection and sharing in a group discussion or written response.

## Warm-Up - 7 minutes

### Teacher Will

1. Ask:
  - *Have you ever gotten an ad that made you think that your phone was listening to you?*
  - *What do you think causes this?*

### Students Will

1. Respond to the opening question in their journals before sharing responses with the class.

## Introduction - 8 minutes

### Teacher Will

1. Explain to the class:
 

*AI doesn't think like humans—it learns from data. Every photo, search, and click helps train its predictions.*
2. Show the video: [Social Media Collects, Sells More Personal Data Than Most Realize, Study Finds \[5:49\]](#)
3. Prompt the students with the following questions:
  - *What kinds of data does AI learn from?*
  - *What surprised you about the data tracking?*
  - *What surprised you about the lack of policies for children and teenagers?*

### Students Will

1. Watch the video and respond to the questions prompted by the teacher.
 

Possible student responses:

  - What kind of data does AI learn from?
    - [Pixels](#)
    - [Bought data](#)
    - [Data from personal devices](#)
    - [Apps](#)
  - What surprised you about the data tracking?
    - [Answers may vary.](#)
  - What surprised you about the lack of policies for children and teenagers?
    - [Answers may vary.](#)

## Discovery Activity: Data Deep Dive - 30 minutes

Teacher Will	Students Will
<ol style="list-style-type: none"> <li>1. Group students into 4-5 teams.</li> </ol>	<ol style="list-style-type: none"> <li>1. Use the handout to explore a company's data practices by looking up its privacy policy, which is usually located in the footer of its website.</li> </ol>
<ol style="list-style-type: none"> <li>2. Assign each team to a tech company (Google, Meta, Amazon, Apple, TikTok, etc).</li> </ol>	<ol style="list-style-type: none"> <li>2. Prepare to share your group's findings.</li> </ol>
<ol style="list-style-type: none"> <li>3. Give each group the the Data &amp; AI Company Scorecard (found on page 5).</li> </ol>	<ol style="list-style-type: none"> <li>3. Listen to other groups' findings.</li> </ol>
<ol style="list-style-type: none"> <li>4. Invite each group to share one key finding and one surprising or concerning AI insight. Prompt the class with the following question:  <i>Which company do you trust the least, and why?</i></li> </ol>	<ol style="list-style-type: none"> <li>4. Reflect and share personal reactions to the use of AI, and the similarities or differences between each company.</li> </ol>



## Closure - 5 minutes

### Teacher Will

1. Prompt the class with the following questions:

*Do you feel in control of how AI uses your data? Why or why not?*

2. Provide this closing reflection:

*If data is power—and AI runs on data—what power do we give away every time we click 'Accept'?*

### Students Will

1. Respond to the prompt and share when directed by the teacher.



## Data & AI Company Scorecard

Name: \_\_\_\_\_

Dates: \_\_\_\_\_

Period: \_\_\_\_\_

For this assignment, you have been assigned one company to focus on. Go online and access the company's privacy policy. This is typically found in the footer of the website, or by doing a Google search. Use the policy to answer the question below.

### Part 1: What Data is Collected?

- Essential Question: What kinds of personal data does your company collect from users?
- Check all that apply and add your own examples.
  - Name and contact info
  - Location
  - Search history
  - Purchase history
  - Voice or audio recordings
  - Face or image data
  - Browsing behavior across apps/websites
  - Messages or comments
  - App usage time
  - Device info (IP Address, hardware, etc.)
  - Other items: \_\_\_\_\_

### Part 2: How Does the Company Use AI?

- Essential Question: How is AI being used by this company?
- Check all that apply and add your own examples.
  - Recommending content (videos, posts)
  - Personalizing ads or promotions
  - Predicting user behavior (when you will open the app, where you will open the app)
  - Auto-tagging images or recognizing speech
  - Detecting fraud or harmful content
  - Managing logistics (products like Amazon warehouse robots)
  - Other areas: \_\_\_\_\_

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### Part 3: Reflection

- A. Complete the sentence: AI is used to \_\_\_\_\_  
\_\_\_\_\_.
- B. What surprised or concerned you about the data and AI use?
- C. Does the company share your data with others? (advertisers, third parties, etc.)
- D. Do you feel comfortable with how this company uses your data with AI? Why or why not?
- E. Trust Score: On a scale of 1 to 5, how much do you trust this company to use your data responsibly? [1 = I don't trust them at all. 5 = I trust them completely]

Circle one:    1    2    3    4    5

Explain your score: