

# #StudentsNotProducts Simulation

## Facilitator's Guide



### Materials Needed:

- Dot stickers (5+ different colors)
- #StudentsNotProducts Simulation PowerPoint

### Learning Goals/Objectives:

- Students will be able to identify and describe how EdTech and AdTech companies violate students' privacy by collecting, buying, and selling students' data.

### Set-Up/Roles:

- Choose 2-5 students to play the role of assistants. These students will be standing at the front of the room and the facilitator will be handing them the stickers they need for each statement.
  - The stickers represent data points.
- Before the simulation, explain to the assistants that they are the only students that will have access to the stickers. When the facilitator reads each statement, they will give the assistants a certain color sticker and will be walking around placing those stickers on the hands of people that are standing up.
  - The assistants represent Education Technology (EdTech) companies like GoGuardian, Gimkit, Google Classroom, or Kahoot.
- The rest of the students will be seated at their desk/table until further instruction.
  - These students represent the student body.
  - The facilitator represents advertising companies (AdTech) that sell information to governments, private companies, or law enforcement agencies.
- *Important Note: Do not share that the assistants represent EdTech companies, and the facilitator represents AdTech companies until the simulation is revealed.*

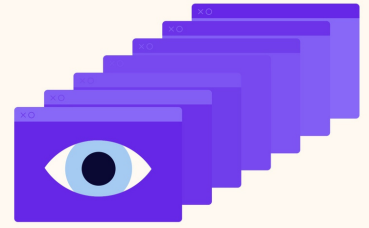
**Choose five sample statements or create your own statements for the simulation:**

### Sample Statements (choose five):

- I am a student.
- I have a sibling.
- I speak more than one language.
- I play a sport.
- I have a pet.
- I own a pair of Crocs.
- I prefer McDonald's fries over Wendy's fries.
- I like to watch Anime.
- I listen to rap music.
- I like cookies more than cake.

## Each statement the facilitator chooses will have an assigned sticker color:

- Statement 1 = red sticker
- Statement 2 = orange sticker
- Statement 3 = yellow sticker
- Statement 4 = green sticker
- Statement 5 = blue sticker

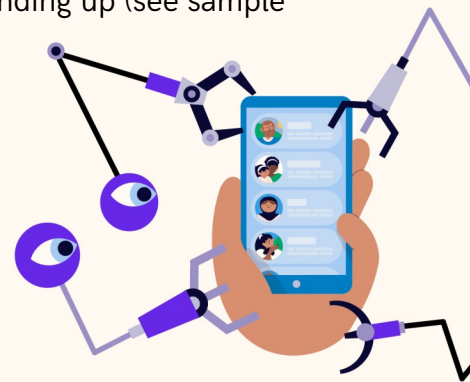


## Instructions:

- Facilitator: Today we are going to start with an icebreaker. I am going to read statements to the class so we can get to know each other better. For each statement, you are going to stand up if it is TRUE or stay seated if it is NOT true.
  - Example: My family owns a pet dog.
  - Students will stand up if it's true. If it is not true, they will stay seated.
- Facilitator: You may notice that a few of your classmates are walking around with stickers. We are going to call them our assistants. Based on each statement, each assistant will place a sticker on the hands of the people that are standing up.
- The sticker will be placed on top of the hands of students that are standing up. The assistants will continue doing this until the end of the series of statements.
- Once the assistants are ready, read each statement aloud. Give the assistants enough time to walk around the room and place a sticker on the hands of the people that are standing up (see sample statements above).

## Discussion:

- With your hand, show me how many stickers you ended up with?
- What do you think was the purpose of the stickers?
  - *Possible answer: (accept any responses)*
- Based on the information you gave:
  - Name people in your life that you think know this information about you.
    - *Possible answer: (accept any responses)*
  - Do you think people that you did not name know this information about you?
    - *Possible answer: (accept any responses)*
- What does privacy mean to you?
- How many of you know that privacy is a human right?



## Revealing the Simulation:

- What if I told you that each sticker represented a data point about you?
- What if I told you that the assistants represent companies like Google Classroom, Zoom, GoGuardian, etc. and were collecting information about you as they put a sticker on you?
- What if I told you that I represent advertising companies and the assistants were selling your data to me?
- What if I told you I can sell your data to law enforcement, the government, or back to your school?

## #StudentsNotProducts:

- Play the #StudentsNotProducts Video
  - <https://www.youtube.com/watch?v=qBWpnRllydA&t=1s> (1:33)
  - <https://www.youtube.com/watch?v=LGw-E4Ea6VQ> (1:08)
  - <https://www.youtube.com/watch?v=sq6VrvpbxPQ> (2:12)
- **Facilitator:** Human Rights Watch investigated serious EdTech privacy violations and that is when #StudentsNotProducts was created. You have a human right to privacy including digital privacy. This year is the 75th anniversary of the Universal Declaration of Human Rights (UDHR). To celebrate its anniversary our Student Task Force (STF) team is advocating for our rights. These rights are represented in the Universal Declaration of Human Rights (UDHR):
  - Article 12: Freedom from interference with privacy, family, home, and correspondence
  - Article 26: Right to education
  - Article 30: Freedom from state or personal interference in the above rights
- Display definitions of Educational Technology (EdTech) and Advertising Technology (AdTech) using this glossary <https://www.hrwtf.org/wordpress/studentsnotproducts-glossary/>

## Reflection Prompts:

- How does it make you feel that companies are collecting data without your consent?
- What if the statements I had you respond to were about your identity? Topics including your gender identity, sexual activity, immigration status, or anything else you may consider private information. How would you feel about that information being sold to advertising companies or the government?
- Does this change how you feel?

## Taking Action - Advocacy Ask (Optional):

- For more information, contact an STF on-campus member and learn how you can join in on acting. Also, take the time to visit: [HRW #StudentsNotProducts - Celebrating 75 Years of Human Rights Toolkit](#)
- Join your STF chapter we meet \_\_\_\_\_ .
- The STF chapter is going to speak with our school administration, the PTA, and/or Board of Education to investigate the steps the school district is taking to protect your digital privacy.
- We can all call, write, email, and demand our lawmakers to pass national modern child data protection laws using the following script: <https://www.hrwtf.org/wordpress/wp-content/uploads/2023/09/StudentsNotProducts-Legislator-Outreach.pdf>

## If time allows, students can explore the following websites for more information:

- [HRW #StudentsNotProducts](#)
- [#StudentsNotProducts Toolkit](#)

