

DATA PRIVACY,
HIGHER EDUCATION
Why Should We Care?
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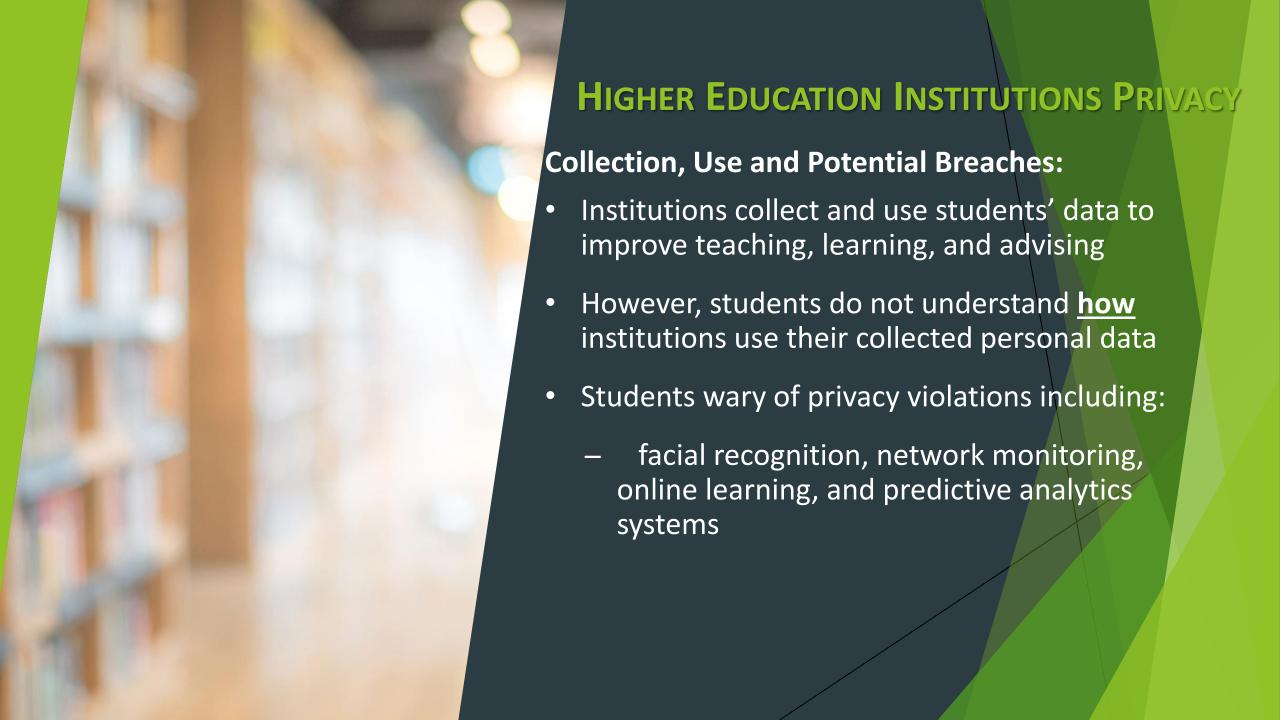
## **AGENDA**

**Higher Education Institutions** (University, College, other post secondary):

- Need to teach data privacy, ethics, and digital literacy courses
- Must communicate how and why they collect, use and share students' personal information
- Are obligated to document importance of understanding students' attitudes, expectations and behaviors regarding data privacy

## **DIGITAL NATIVES**

- 2018 Pew Research Center survey for students aged 18 to 24 regarding use of social media:
  - 94% YouTube
  - 80% Facebook
  - 78% Snapchat
  - 71% Instagram
  - 45% Twitter



## **PRIVACY EXPECTATIONS**

- Students expect boundaries between information collected about their personal versus academic lives
- Expectation that Institutions use student data for educational purposes only
- Students opposed to data collection to analyze students' activities:
  - IDs, smart cards, smartphones
  - Geolocation
  - Social media
- Students unaware of <u>which</u> information Institutions collected <u>and</u> <u>purposes for collection</u>



# **COVID & PRIVACY**

- Students concerned about increased monitoring of social media activities to ensure strict adherence to COVID-19 safety protocols
- Students expect institutions to:
  - Respect their privacy
  - Commit to ethical, equitable data privacy practices
- Students require a clear relationship between the information their institutions collect and its (data) use for educational purpose



# **COVID & PRIVACY**

- If such information is collected, the university will have to consider a range of issues:
- Will screening information be collected daily? Weekly?
- What modes of collection will be used?
   Paper forms, online tools?
- Consider the use, storage, and retention of such data. Should aggregate data be available to public health officials, or researchers?

# **BIOMETRICS**

- Students opposed to biometric information
- In 2020 UCLA and about 50 other schools voted to ban facial recognition
- "Facial recognition does not improve security and may actually make it worse" Anonymous

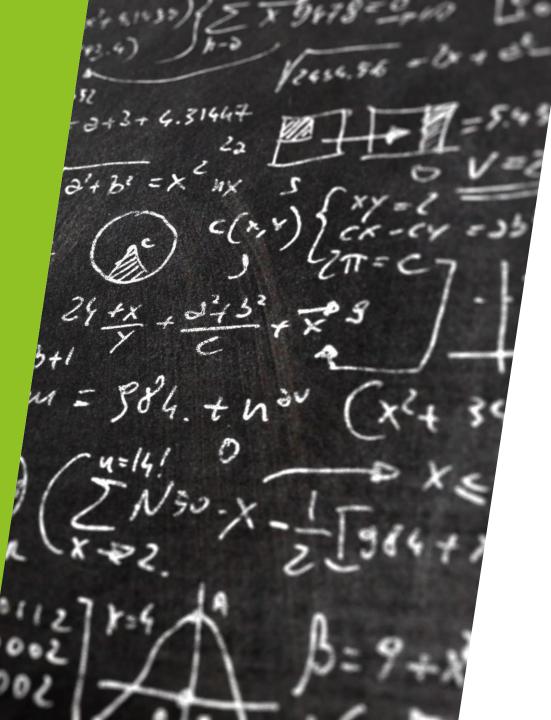


## **PRIVACY PROTECTION**

- Students have greater confidence that Institutions (including Government) will protect privacy securely compared to technology companies
- 2021 survey by Generation Lab (a polling and research firm studying young people and the trends that shape their world)
  - 51% believe government should regulate major technology companies
  - 77% believe social media companies have too much power (e.g. Google, Facebook, Amazon and Apple)
- Belief that Governments exist to serve **people's** interests, versus companies' primary obligation to shareholders' interests

# LEARNING MANAGEMENT SYSTEM (LMS)





# LEARNING MANAGEMENT SYSTEM (LIMS)

- Students concerned active learning not reflected when Institutions spend time tracking:
  - LMS (Learning Management Systems) and
  - Library books borrowed and time spent on Blackboard
- Students want proof:
  - Institutions' collection and use of their personal information is justified to improve educational experiences; and
  - Collected personal information serves this intended purpose



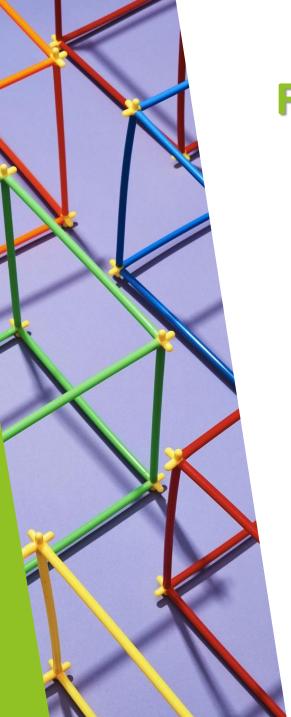
# LEARNING MANAGEMENT SYSTEM (LIMS)

- Concern that Institutions use predictive analytics data to determine future possibilities
- Student **objections**:
  - LMS that used predictive data to recommend course pathways
  - Systems used incomplete or inaccurate data to discourage students from courses or majors that interested them
  - Career/educational support was not received from informed, trustworthy faculty instead of automated Al only

# **EQUITY AND BIAS**

- Students expressed concern over equity and bias:
  - Fear that teachers who can see grades may give preference to students receiving higher grades and not others who are struggling
  - "Potential to be treated differently based on certain parties gaining access to my personal information." Anonymous





# FIND - AND READ! THE STUDENT DATA PRIVACY POLICY

According to Inside Higher Ed - Student Voice:

40% Students think it's very important that Institutions have a data privacy policy

12% Students found and read their Institutions data privacy policy

51% Students think their Institutions have a data privacy policy, or don't know if there is a existing policy

## CONSIDER AVAILABLE OPT-OUT OPTIONS

- **39%** Students say they personally **opt out** of allowing cookies or other web data to be tracked when possible
- 69% Students aren't sure whether they can set permissions for the data their college collects about them (22% believe they can)

"I am really annoyed with how my school shares my enrollment information and email with student loan companies who then harass me to take out their loans."

Anonymous

# ASK QUESTIONS ABOUT WHAT HAPPENS TO PERSONAL DATA

Sampling of questions from an **Educause Review** article:

- 55% Students think it's somewhat (29%) or very (26%)
   unacceptable for an Institution to share students' personal
   information with third parties
- 58% Students think it's somewhat (27%) or very (31%)
   unacceptable for an Institution to track websites that students
   visit while on campus Wi-Fi
- 31% Students think it's somewhat (17%) or very (14%) unacceptable for an Institution to use monitoring or proctoring technology during exams
  - Are there aspects of your identity or life that you feel would put you in a place of special vulnerability if certain data were known about you or used against you?



# DISCUSS DATA IN COURSES AND ACROSS CAMPUS

Students who are at least somewhat concerned about the way:

- big technology companies handle their data (48%)
- apps on their smartphones handle their data (58%)

"I am worried they will profile me, accurately or not, and make assumptions about me politically, religiously, etc. and be less likely to give me scholarships and grants because of it."

**Anonymous** 



## **RECOMMENDATIONS**

- 1. Institutions must educate students about privacy:
  - Teach
     data privacy, ethics, and digital literacy courses to encourage
     students to think critically about data privacy
  - Prepare
     students to fully comprehend implications of collection, use
     and sharing personal information without prior knowledge
     and consent
  - Develop
     curricula that includes instruction on data privacy and ethics
     to keep pace with tech developments and cultivate data literate citizens

# 2. Higher Education Institutions (and technology companies) must follow basic Privacy Principles:

### Communicate:

How and why they collect, use and share students' personal information

## Build Credibility & Trust:

Foster trust and cooperation

### Increase Awareness:

Improve awareness of data collection, use and disclosure practices

## o Full Transparency:

Disclose that institutions use their information for educational purposes only

## RECOMMENDATIONS



## **RECOMMENDATIONS**

3. To understand student needs, researchers should conduct more studies on specific privacy topics, such as:

## O Privacy Concerns / Beliefs:

How do students' privacy attitudes differ based on race, ethnicity, socio-economic status, special needs, citizenship status, gender, etc.

### Al System Bias:

Relying on algorithms (criticized for racial and gender bias) that disproportionally discriminate against, and unintentionally excludes, students of color and other marginalized student groups



# **RECOMMENDATIONS**

Develop Privacy Policies, Procedures and Practices about:

### Communication:

Effectively communicating good privacy policies and practices to students can help eliminate general mistrust and apprehension about privacy protection

### Collection:

Institutions must collect and use only the information necessary to improve students' education

### Clear Options:

Policies written in plain language ensure students can understand and elect to change or opt out of data collection



QUESTIONS?

- Slide 9 <u>Biometrics</u>. Picture credit: MIT News.
   Search term "Facial Recognition" from Google Images.
- Slide 11 <u>Learning Management System</u>. Picture credit: matchr.com. Search term "Learning Management System" from Google Images.
- Slide 14 <u>Equity and Bias</u>. Picture credit: lwv.org.
   Search term "Equity and Bias" from Google Images.
- Slide 15 <a href="https://www.insidehighered.com/student-voice">https://www.insidehighered.com/student-voice</a>
   Data Defense: Privacy Protection Actions
   September 14, 2021

## **CITATIONS**