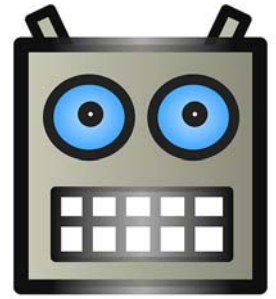


Name \_\_\_\_\_

## Clues from the Clicks!

Every time you search online, you leave digital footprints that can tell a story about who you are, what you like, and where you go. In this activity, you'll play **Search History Detective** - examining a list of fictional searches to uncover what someone could learn about the user and how an AI system might use that information. For each data point, answer: **What could be learned about this person? How might an AI use this info?** Then finish with the reflection question at the end.



### Data Point #1 - "How to get to Oak Park Middle School"

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

### Data Point #2 - "Oak Park basketball team schedule 2025"

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

### Data Point #3 - "Best ankle braces for basketball players"

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

### Data Point #4 - "Pizza near Oak Park after 8 p.m."

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

### Data Point #5 - "How to study for science midterms fast"

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

### Data Point #6 - "Cool gifts for 13-year-olds under \$20"

What could be learned about this person? \_\_\_\_\_

How might an AI use this info? \_\_\_\_\_

**Final Reflection - How could this kind of data be used safely - and how could it be misused?** *(Think about how personalization, ads, or recommendations could cross the line into privacy problems.)*