

Name \_\_\_\_\_

## Clues from the Clicks! Answer Key

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

**What could be learned about this person?** They likely attend or plan to visit Oak Park Middle School - possibly a student or family member who lives nearby.

**How might an AI use this info?** It could use the location to offer directions, show local ads, or track daily routines (like school commute patterns).

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

**What could be learned about this person?** They're probably involved with or interested in the school's basketball team - maybe as a player, fan, or friend of someone on the team.

**How might an AI use this info?** It might recommend sports videos, basketball gear ads, or event reminders for local games.

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

**What could be learned about this person?** They play sports, possibly basketball, and may have had an injury or concern about staying safe while playing.

**How might an AI use this info?** It could target ads for sports medicine, athletic shoes, or health apps. Over time, this data might even suggest health or injury risk trends.

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

**What could be learned about this person?** They live near Oak Park, go out in the evening, and might be a teen who hangs out with friends after practice or school events.

**How might an AI use this info?** It could serve local restaurant ads, promote delivery apps, or use the timing to predict habits (like late-night food searches).

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

**What could be learned about this person?** They're a student - probably middle or high school - who's feeling stressed about exams and looking for quick study help.

**How might an AI use this info?** It might show ads for tutoring services, flashcard apps, or productivity tools - or even adjust what educational videos are suggested.

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

**What could be learned about this person?** They're likely around 13 themselves or shopping for someone that age - suggesting their general age group and interests.

**How might an AI use this info?** It could tailor ads to teen-related products, YouTube channels, or games - possibly building a profile that assumes the user is a young teen.

### Final Reflection (Sample Answer)

**How could this data be used safely - and how could it be misused?**

**Safe use:** AI could use search data to improve recommendations, learning tools, or local results that make life easier.

**Misuse:** It could expose private details (like age, location, or daily habits), be used for manipulative ads, or share info without permission.