

GOOGLE PROJECT



- 81% of 18-24 year olds Google or Facebook their date before going out
- 79% of recruiters and hiring managers screen applicants by information available online
- 86% of hiring managers have rejected someone based on information available online

7 in 10 Internet users search online for information about others

Step One:

Google yourself! You may use quotations around your name to get more accurate results. You can also use keywords to narrow things down.

- What information is available about you for free?
- What kinds of information might be available about you if you were to pay?
- What kinds of info might be available via sites you can join (like facebook, livejournal etc).

Step Two

Google a classmate (or your professor) or both!

- What information can you find about this person?
- What do you know about one of these people that you didn't know before?
- Why might you be able to find more info about some people than others?

Step Three

Thinking about it!

- The information about us online is sometimes called our "digital footprint." Why is management of our digital footprint important?
- What kinds of issues might arise from having negative information about us in a digital footprint?
- Are there any risks that might arise from not having enough information about us?

One page summary of your findings is due on Weds Nov. 7th.