



# Online Reputation Management

How to protect, manage & promote your online reputation

# **Digital Dossier**

### Digital Dossier

Photos

Recent Albums Mobile Uploads Tagged Friends

Displaying 1-20 of 1600 friends' recent albums.



Halloween / Emo Piks! Iol by Sultan Al-Saud Updated 5 hours ago



Lake District by Marigold Wood Updated on Sunday



Take me on a trip, I'd like to go someday by Noutchka NK Updated 7 hours ago



Summer Time!!! by Candy Wong Updated 20 hours ago



+ Create a Photo Album

old pics found!! u happy dina?? by Karima El Hakim Updated 22 hours ago



Summer//Pyramids,( by Nadine Abdelmohsen Updated on Sunday



U+D Festival. (Unseen + Death By Stereo) by Nader Maslic Updated on Sunday



SUMMERRR '08. II by Claire Henry Updated on Saturday

http://youthandmedia.org/video/

1 2 3 4 5 Next

## Issues/In the News

- <u>Time Consumption</u>
  <u>Cyberbullying</u>
  <u>Sexting</u>
  <u>Dangerous</u> Uploads/ORM
- SECURITY

Inappropriate content
Predators
Plagiarism

**Parent Information** 



## Law



3 (c) For a third or any subsequent offense in violation of Paragraph (A)(2) of 4 this Section, the offender shall be fined not less than five hundred dollars nor more 5 than seven hundred fifty dollars, imprisoned for not less than thirty days nor more 6 than six months, or both. Imposition or execution of the sentence shall not be 7 suspended unless the offender is placed on probation with a minimum condition that 8 he perform ten eight-hour days of court-approved community service.

### MAINE

No distinction

### MARYLAND

No distinction

### MASSACHUSETTS

No distinction

### MICHIGAN

No distinction

### PHOTOGRAPH

• •

PHOTOGRAPH FILM PHOTOGRAPH Study guide

PHOTOGRAPH extras

Resource produced by CentaCare Sandhurst Loddon Mallee Cyber Safety Project, Developing Ethical Digital Citizens and Australian Teachers of Media

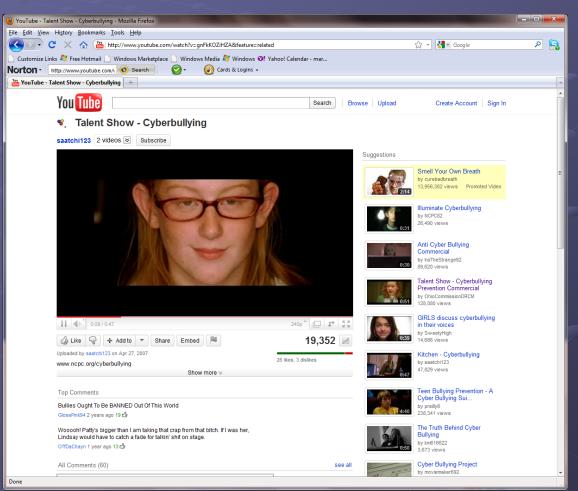






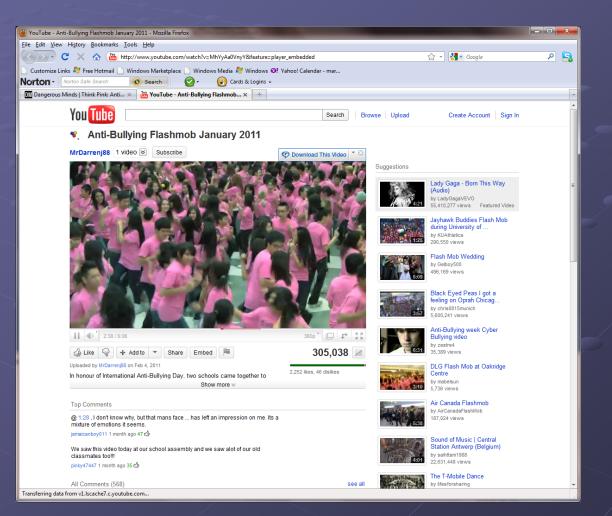
# Cyberbullying

# Cyberbullying Prevention Commercial



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# Flash Mob for Anti-bullying



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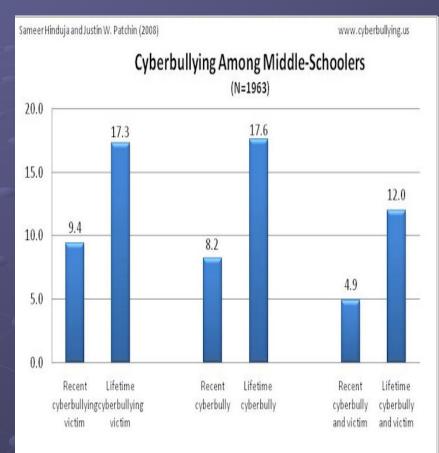
Sending "flame" mail Creating online polls intended to humiliate Posting private messages to public sites Posting lies or embarrassing photos Enticing others to do criminal acts



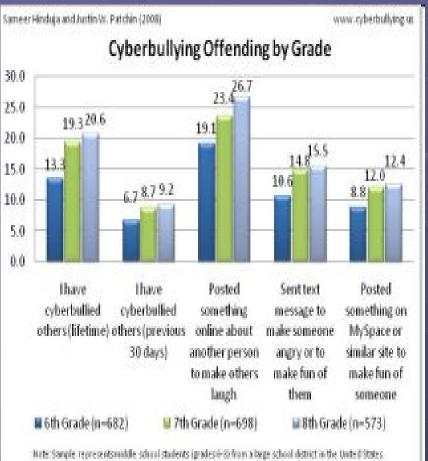
 Victims 3x's more likely to show signs of depression
 14% (7-10) are harassed through text messaging (*Cyber Psychology and Behavior 2(7)*)

# Cyberbullying

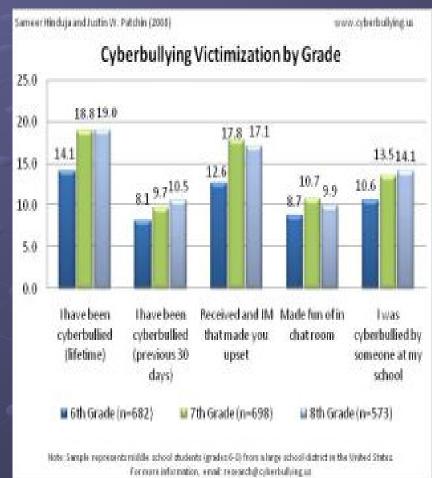
- < 10% reported experiencing cyberbullying in the previous 30 days.
- ~8% admitted to cyberbullying others in the previous 30 days,
- ~ 5% were both cyberbullied and the cyberbully in the previous 30 days.
- As expected, these figures increase significantly when looking at lifetime experiences.

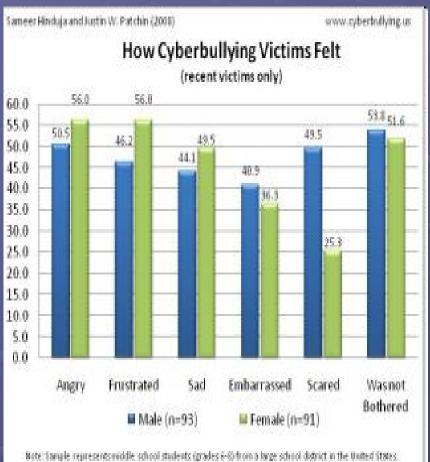


See Handout classroom-based survey - random sample of ~2,000 middle-school students from a large school district in the United States whether or not they had experienced cyberbullying

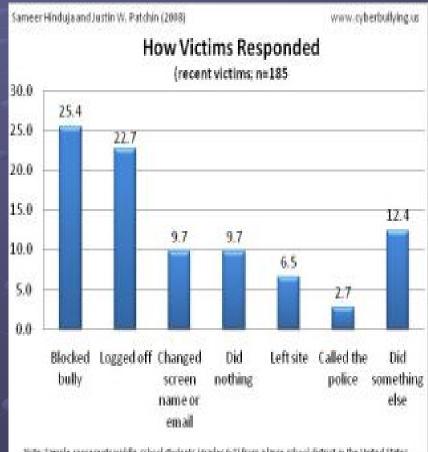


Forenore information, arreal, researchijkeyberbullying an









Note: Sample represents middle school students (grades 6-0) from a large school district in the United States, Formore information, email: researchigh cyberballuing us



defamation of character threats posting provocative pictures inciting to perform illegal acts

## Laws

- B

IND. CODE ANN. § 35-43-2-3 (2009). Computer trespass	33
IOWA	
IOWA CODE § 708.7 (2008). Harassment	
KANSAS	35
KAN. STAT. ANN. § 21-3438 (2009). Stalking	
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ME. REV. STAT. ANN. tit. 17 § 506-A (2009). Harassment	
MARYLAND	42
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MICH. COMP. LAWS SERV. § 750.411h (2010). Stalking; definitions; violation as misdemeanor;	
penalties; probation; conditions; evidence of continued conduct as rebuttable presumption;	
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MISS. CODE ANN. § 97-29-45 (2010). Obscene electronic communications	54
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MISS. CODE ANN. § 97-45-17 (2010). Posting of messages through electronic media for purpose of	
causing injury to any person; penalties	56
Act of Apr. 1, 2010, ch. no. 453, 2010 Miss. Laws Adv. Sh. (LexisNexis), (codified as amended at	
MISS CODE AND \$ 07 3 107 (2010))	57
Superior Contraction (1997) Unknown Zone   Protected Mode: On	

- Cyberbullying Research Center <u>The Current State of</u> <u>Cyberbullying Laws</u>
- Cyberbullying Research Center: <u>A</u> <u>Brief Review of State</u> <u>Cyberbullying Laws and Policies</u>
- NCAC Cyberbullying: Statutes and Policies
- National District Attorneys Association State Statutes: <u>Cyberbullying</u>
- What Can Schools Do To Combat Cyber-bullying Without Running Afoul of the First Amendment?

# Proactive

### Positive behavior

- Proactively monitor
  - ask to see websites and accounts
  - search child's real name, nickname, screen name, friends name, school, clubs etc.
  - Check cell phone logs, stored pictures

- Block it
  - Use block settings
- Document it
  - List web addresses/emails and dates
  - Screen shots
- Report it
  - Local law enforcement
  - CyberTipLine
  - ISP of bully /cell phone provider
    - abuse@yahoo.com
    - abuse@youtube.com



### The Berkman Center for Internet & Society at Harvard ISTTF

http://cyber.law.harvard.edu/sites/cyber.law.harvard.edu/files/ISTTF Final Report.pdf

### Enhancing Child Safety & Online Technologies:

FINAL REPORT OF THE INTERNET SAFETY TECHNICAL TASK FORCE To the Multi-State Working Group on Social Networking of State Attorneys General of the United States  Final report of the Internet safety technical task force 2008/2009

 The Multi-State Working Group on Social Networking, comprising 50 state AG asked Task Force to determine the extent to which today's technologies could help to address these online safety risks, with a primary focus on social network sites in the US

DECEMBER 31, 2008





### ISTTF

### **Review of literature:**

It is going to take a village as well as technology: child safety experts, technologists, public policy advocates, social services, law enforcement, schools, libraries, community organizations, parents, caregivers, and peers.



### ISTTF

 Are there technologies that can limit harmful contact between children and other people?

- All eight social networking sites have mechanisms to report abuse
- Most of the eight social networking sites have a review process and implement technologies to prevent inappropriate or illegal content
- Facebook uses a peer verification system for user groups targeted to kids under 18
- Some sites do not let users change their birthdates
- Blocked access for kids who actually say they are under 13
- Restrictions for searching for minors
- Non Technical Solutions
  - Removal of registered sex offenders
  - Amber Alerts
  - Educational Resources and Safety Tips



### ISTTF

 Are there technologies that can limit the ability of children to access and produce inappropriate and/or illegal content online?

Some social networking sites restrict access to age-inappropriate content

- Are there technologies that can be used to empower parents to have more control over and information about the services their children use online?
  - Some social networking sites have parental controls
- Conclusions:
  - Technology can play a role but should not be the sole input to improve safety for minors online.
  - The most effective technology solution is likely a combination of technologies.
  - Any and every technology solution has its limitations.
  - Youth online safety measures must be balanced against concerns for the privacy and security of user information, especially information on minors.



ISTTF

### Top two findings

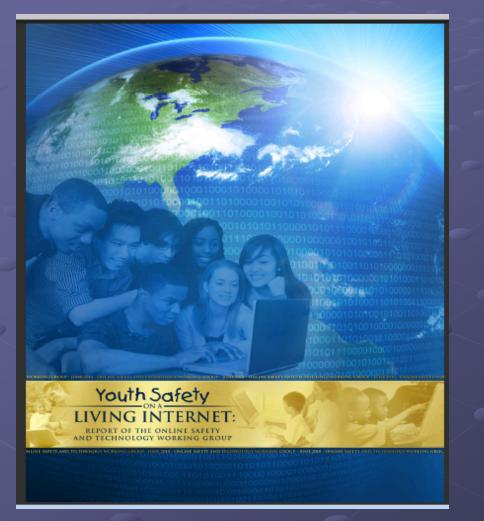
 "sexual predation on minors by adults, both online and offline, remains a concern" but "bullying and harassment, most often by peers, are the most frequent threats that minors face, both online and offline"



 Making connections online that lead to offline contact are not inherently dangerous.

- Internet-initiated connections that result in offline contact are typically friendship-related, nonsexual, and formed between similar-aged youth and known to parents (Wolak et al. 2002).
- For socially ostracized youth, these online connections may play a critical role in identity and emotional development (Hiller and Harrison 2007).

### YOUTH SAFETY ON A LIVING INTERNET: REPORT OF THE ONLINE SAFETY AND TECHNOLOGY WORKING GROUP



- OSTWG established to review and evaluate:
- The status of industry efforts to promote online safety through educational efforts, parental control technology, blocking and filtering software, ageappropriate labels for content or other technologies or initiatives designed to promote a safe online environment for children;
  - The status of industry efforts to promote online safety among providers of electronic communications services and remote computing services by reporting apparent child pornography, including any obstacles to such reporting;
- The practices of electronic communications service providers and remote computing service providers related to record retention in connection with crimes against children; and
- The development of technologies to help parents shield their children from inappropriate material on the Internet.

### GENERAL CONCLUSIONS & RECOMMENDATIONS REGARDING PARENTAL CONTROL TECHNOLOGIES

- No single "silver-bullet" solution or technological "quick-fix"
- Empower parents and guardians with diverse array of tools
- "Layered" approach to online safety that views them as one of many strategies or solutions
- Technical solutions can supplement, but can never supplant, the educational and mentoring role.
- Products and services need to be designed with the families' needs in mind--easy to use, accessible, flexible, and comprehensible for the typical parent. They need to provide different features for the varying needs of all the children in the household.
- Government should avoid inflexible, top-down technological mandates. Instead, policymakers should focus on encouraging collaborative, multifaceted, multi-stakeholder initiatives and approaches to enhance online safety.
- Engage our youth in constant dialogue and always be willing to talk to them about difficult issues, challenges, or content they face online.

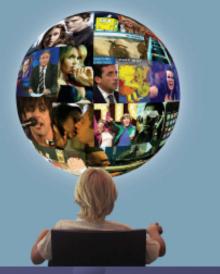
## Generation M2: Media in the Lives of 8-18 yr Olds



GENERATION M<sup>2</sup> Media in the Lives of 8- to 18-Year-Olds

> A Kaiser Family Foundation Study JANUARY 2010

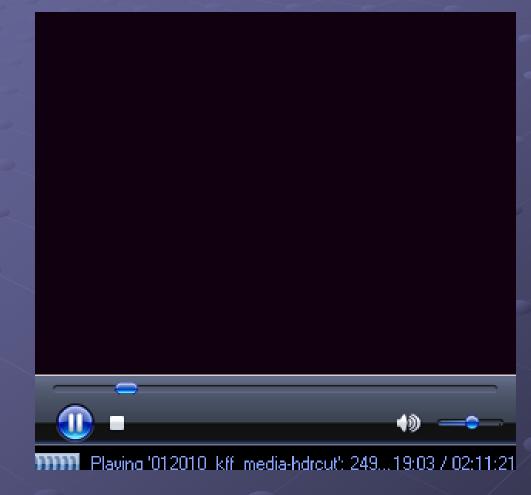




### http://www.kff.org/entmedia/

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# From Kaiser Foundation M2 Study Press Release



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# Generation M2: Media in the Lives of 8-18 yr olds

• 8-18 yr – ave 7 hrs and 38 min (7:38) using entertainment media across a typical day (more than 53 hours a week).

 Due to 'media multitasking' they actually manage to pack a total of 10 hours and 45 minutes (10:45) worth of media content into those 7<sup>1</sup>/<sub>2</sub> hours.

Kaiser Family Foundation

Released Jan 20, 1010

# **Mobile Media Consumption**

Over the past five years
39% to 55% for cell phones
18% to 75% for iPods and other MP3 players
young people now spend more time listening to music, playing games, and watching TV on their cell phones (a total of :49 daily) than they spend *talking* on them (:33)



# **Parents and Media Rules**

 3 in 10 say they have rules about how much time they can spend watching TV (28%) or playing video games (30%), and 36% say the same about using the computer

 But when parents *do* set limits, children spend less time with media: those with *any* media rules consume nearly 3 hours less media per day (2:52) than those with no rules.



# Heavy Media Users Lower Grades

 Study <u>cannot</u> establish a cause and effect relationship between media use and grades, however....

47% of heavy media users say they usually get fair or poor grades (mostly Cs or lower), compared to
 23% of light users

## Symantec Study August 2009





### What Kids Search For When They Search the Web

	Teen (13-18)	Tween (8-12)	7 & Under
1	Youtube	Youtube	Youtube
2	Facebook	Google	Google
3	Google	Facebook	Facebook
4	Sex	Sex	Porn
5	MySpace	Club Penguin	Club Penguin
6	Porn	Youtube.com	Yahoo
7	Yahoo	You Tube	Webkinz
8	Youtube.com	Miniclip	You Tube
9	eBay	Yahoo	Games
10	Wikipedia	eBay	Miniclip

Also Michael Jackson, Fred (Fred Figglehorn is a fictional character whose YouTube channel has become a hit among kids.) & eBay Top Ten Youth Searches: Symantec Study

## Symantec Study



- Average number of threats per site on the Dirtiest Web Sites list is roughly 18,000, compared to 23 threats per site for all sites rated by Norton Safe Web
- 40 of the Top 100 Dirtiest Web Sites have more than 20,000 threats per site
- Viruses are the most common threat represented on the Dirtiest list, followed by <u>Security Risks</u> and <u>Browser Exploits</u>





# Online Reputation Management

How to protect, manage & promote your online reputation

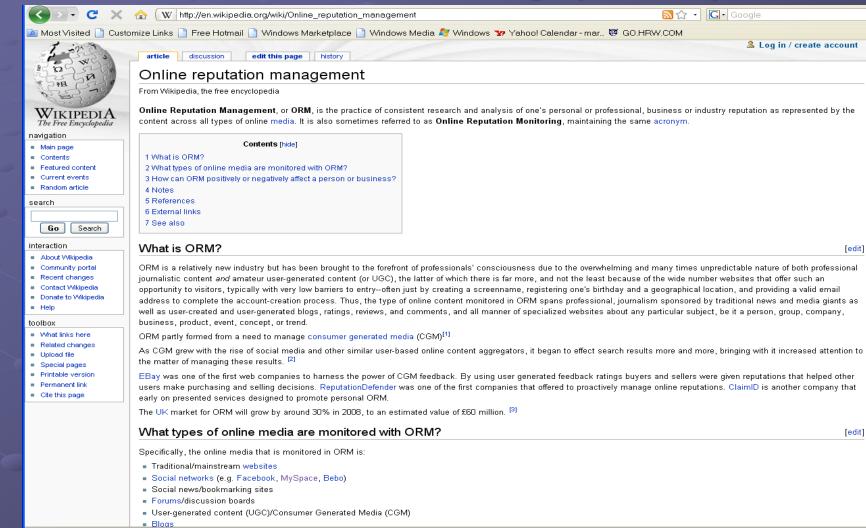


Online Reputation Management: Another Dimension to Digital Literacy?

Today most individuals' lives are being crafted, digitalized, collected, recorded, archived and are searchable

**Digital Mining is IN!** 

# Online Reputation Management and Monitoring (ORM)



### **Professional Bios**

HOME | PROFILE | SERVICES | CLIENTS | PROFI





1401 K Street, NW Suite 900 Washington, DC 20005 Telephone: (202) 626-8550 Facsimile: (202) 626-8578 contact@ieffersonconsulting.com

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Employee Resources

JULIA T. SUSMAN President and Chief Executive Officer

Ms. Susman is a nationally recognized expert in government procurement and related areas in the fields of health care and information technology. As a senior business executive and sawy Washington insider, she provides clients with high-level consultation and advice on how to penetrate and succeed in federal and state markets.

Her specific areas of expertise are:

- Strategic and business planning
- Business development
- Market positioning and benchmarking
- Proposal management
- Federal health care and IT programs
- Congressional advocacy related to business capture and funding
- Decision and change management

For over 20 years, Ms. Susman has helped senior executives throughout industry work successfully within the federal procurement environment. In 1988, Ms. Susman created a unique Washington business consulting practice that marries knowledge of specific markets (Health and IT), specific understanding of procurement rules and how to bid and win government contracts, with her deep understanding of how Washington works. She knows how to impact decisions within agencies and on Capitol Hill to help achieve our clients' business goals. During the past few years, Ms. Susman has expanded this practice to help our clients understand and capture state business. She has applied the same distinct approach to state business consulting projects that has been so successful in her federal consulting practice.

Ms. Susman advises government officials on how to align policy and program operations with acquisition reform and the shift to performance-based contracting. Ms. Susman developed and taught to both government and industry comprehensive health care training courses that addressed all aspects of federal contracting.

### Brief Summary of Experience

Ms. Susman is the President and CEO and majority shareholder of Jefferson Consulting Group, LLC, a small, woman-owned Washington, DC-based business consulting, lobbying and government contracting. From 1988 to 1998, she was a senior executive, shareholder and a member of the Board of Directors of The Jefferson Group, the predecessor company to Jefferson Consulting Group.

Prior to joining The Jefferson Group, Ms. Susman managed the Washington operations of McDonnell Douglas' Health Information Systems Company. She was responsible for strategic planning, federal marketing, business development, congressional advocacy, proposal development and contract negotiations. Previously she served as Deputy Staff Director, Legislative Director and Deputy Chief Counsel to the U.S. Senate Veterans' Affairs Committee.

Ms. Susman also serves as Chair of the Health Affairs Committee of the National Defense Industrial Association (NDIA) and as a member of the Board of Directors of the Professional Services Council (PSC)



-- Thomas Jefferson

"Information is the currency of democracy"

🚑 Printer Friendly Version

### LinkedIn Profiles

Basic Account: Upgrade		Welcome, Robert Mentle + Add Connections + Settings + Help + Sign Out
Linked in Ho	me Profile Contacts Groups Jobs Inbox (1) More	People - Advanced
Edit Profile View	Space & Satellite Courses - Training in space, satellite, defense, sonar, rad / Profile	ar & systems engineering! - From Jim Jenkins
	at Northrop Grumman Information Systems d Area   Defense & Space	<ul> <li>Forward this profile to a connection</li> <li></li></ul>
Current	<ul> <li>Program Manager at Northrop Grumman Information Systems</li></ul>	
Past	● Manager at Northrop Grumman IT-TASC 🖆	SMALL JUST GOT BIG.
Education	<ul> <li>Massachusetts Institute of Technology</li> </ul>	The all-new Chevrolet Cruze.
Connections	70 connections	Leam more 💲
Public Profile	http://www.linkedin.com/pub/robert-mentle/4/12b/317	
Experience		
Public Company; NOC; D November 2000 – Pro I have moved from te technical and persor Program Manager w	n Information Systems ڭ efense & Space industry	Robert's Activity     edit       Robert Mentle has an updated current title: Program Manager at Northrop Grumman Information Systems 7 minutes ago + Like + Comment + Send a message       See more Activity >
Manager Northrop Grumman Public Company; NOC; D	n IT-TASC 岱 efense & Space industry	Robert's Connections (70) Richard Lattanzio

November 2000 - January 2008 (7 years 3 months)

I originally joined Litton/TASC, which was then bought by Northrop Grumman. When TASC was sold in December 2009, I remained with Northrop Grumman.

Education

### Ashruf El-Dinary Vice President, Commercial Applications

of international affairs

economic advisor at the u.s. department of the treasury, office

Paul Napier Disease of Description and the second s

### **Personal Blogs**

RCH BLOG | = FLAG BLOG | Next Blog»



### Our Version of Normal

Lilypie Expecting a baby Ticker

izzy (2)

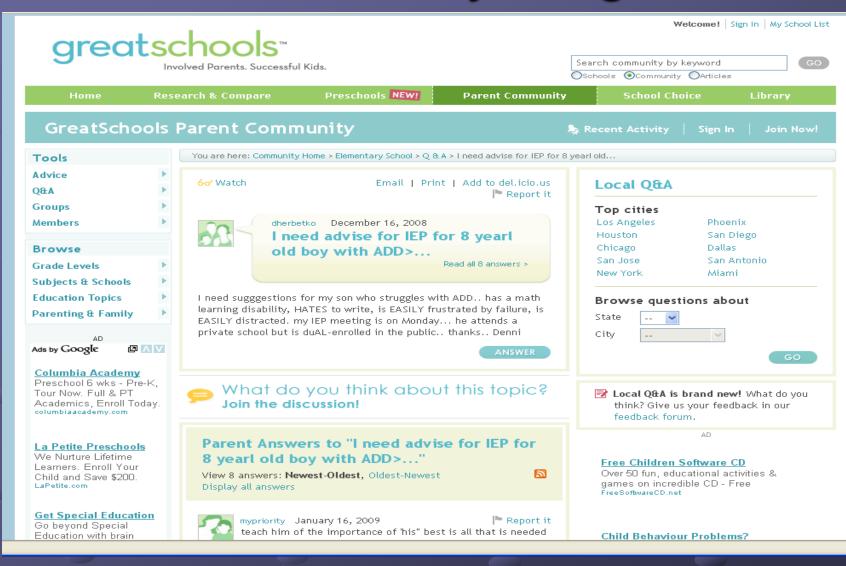


### sunday, august 31, 2008

### ADHD & frustrated with school

HELP!! My oldest has the diagnosis of ADHD-Inattention. He is not hyperactive, but struggles greatly with the inattention side of it. He loses homework (in his locker, in his back pack, in folders and even possibly a black hole). He doesn't

### **Community Blogs**



# SNS Pages

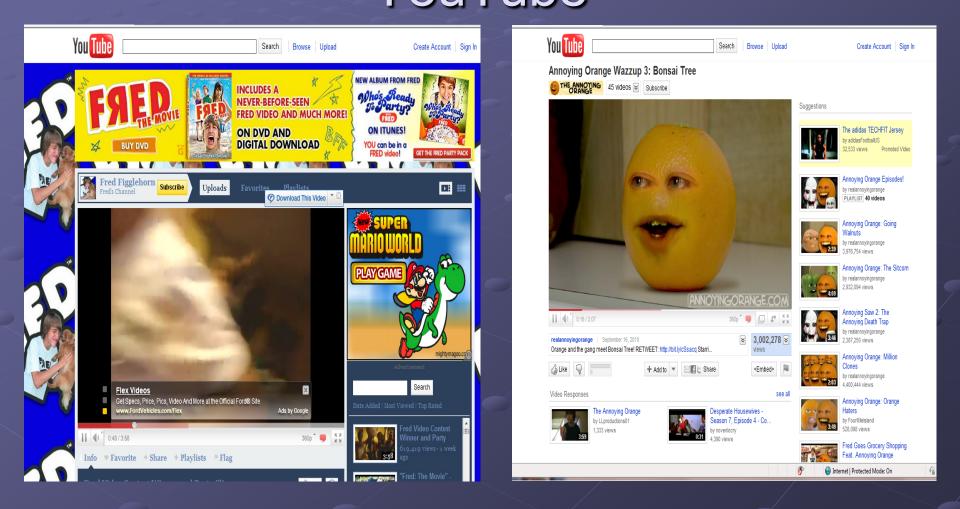
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Davina Pruitt- Mentle Edit My Profile	News Feed     Top News · Most Recent 6		
Rews Feed	What's on your mind?	Events	See All
Messages 96 Events 2 Friends 5	Technology Today This week's episode talks about Cyber War - and what America can do to protect our critical infrastructure and win the war. We're joined by security guru, Tom Patterson. Read more on the show: http://wp.me/pNN6j-5A. Join us this Thursday at 4pm on the VoiceAmericaBusiness.com network.	What are you planning? USA Science and Engineeri Saturday, October 23 at 8:00am RSVP: Yes 'No 'Maybe Mali Michelle Jewelry Tru Wednesday, November 3 at 6:00 RSVP: Yes 'No 'Maybe	×
Game Requests 1	Secured by AVG LinkScanne See More	People You May Know	See All
More -	Cyberspace – the new Wild, Wild West « Technology Today wp.me Cyberspace is the 21st Century's Wild, Wild West. We've built Cyberspace and its great – the Internet and global communications systems let you do almost anything (including reading this blog, and listening to Technology	Misun Lim Add as friend	×
	Today), but its almost completely unsecured. And right now, the outlaws (orga 7 hours ago : 🖒 1 · Comment · Like · Share	Eric Schaub Elizabeth Brinkley Sponsel mutual friend. Add as friend	× ller is a
	Intercollegiate Horse Show Association stopped by the show @ UMass -Amherst today, as did our fearless leader, Bob Cacchione, and most tireless	Requests	See All
	<ul> <li>reporter, Steve Maxwell of CampusEquestrian.com</li> <li>Great show - great judging - great coaching - IHSA is proud of all of you!! thnx</li> <li>Jerry Schurink for hosting the show at your always-superb facility at Hadley</li> <li>Farm</li> <li>22 hours ago · 22 28 Comment · Like</li> </ul>	<ul> <li>№ 5 friend requests</li> <li>№ 1 Page suggestion</li> <li>№ 7 cause invitations</li> <li>№ 10 other requests</li> </ul>	
	Christina Rambo	Pokes	
	Tagged: Christina Rambo	🖉 Robert Mentle · Poke Back	×
		Get Connected	
		Who's on Facebook? Find your friends	
	FHI '10	Whe's pot on Escoback 2 Inv Stephen Jones O	1• Chat (1)

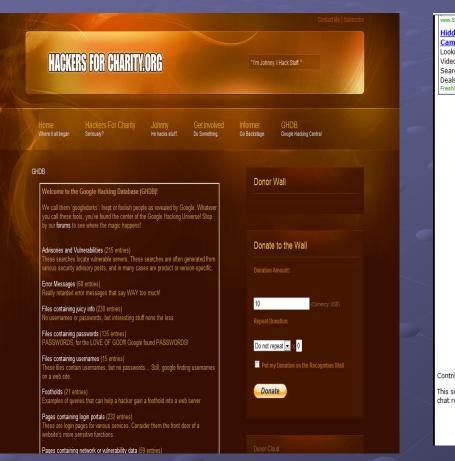
# Help Lists

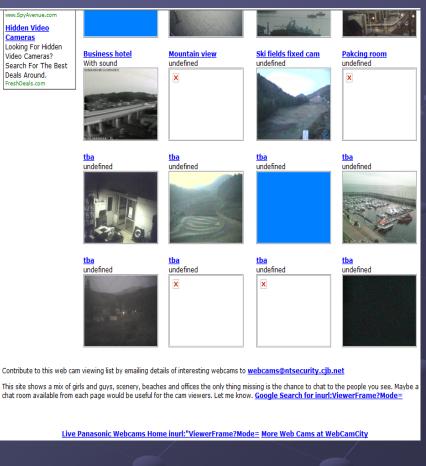
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				□ has image	
[	Mon, 26 Jan 21:25:29 ]			[ PERSONAL SAFETY TIPS ] [ AVOIDING SCAMS & FRAUD ] [success story]	2]
	Mon Jan 26				
m	<u>iissing -</u> pic				
L	OST WALLET!!! REWARD IF FOUND!	<u>   -</u> (new orleans)			
Y	eaux-Yeaux is still <u>Missing -</u> (Gretna) pic				
B	<u>eagle-Jimmy Williamson -</u> (St. Bernard Parish)	pic			
L	<u>OST TIGER CAT -</u> (uptown/tulane) pic				
Le	<u>ost Female Cat -</u> (Harvey-Barkley Estates) pic				
L	<u>ost Male Cat -</u> (Harvey-Barkley Estates) pic				
ĪI	<u>posted about the fluffy orange tabby -</u> (Pryta	nia/Jena)			
	Sun Jan 25				
<u>C</u> .	ASH REWARDIII CASH REWARDIII - (	(New Orleans)			
L	<u>OST DOG -</u> (Audubon) pic				
<u>lo</u>	st bike lock in washinton park -				
Fe	<u>ound: Black Pomeranian -</u> (Algiers Point)				
<u>lo</u>	<u>est Sony Camera –</u> (St Charles Ave)				
	Sat Jan 24				
F	ound Almost a Year ago Black/browish per	<u>sian cat -</u> (Metairie Near Bucktow	m)		
Done					

### Puppy Cam <u>Google Hacking</u> YouTube





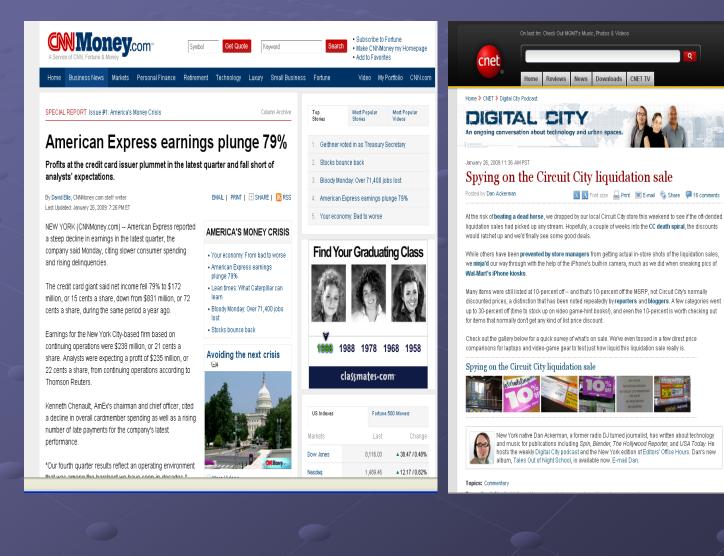


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### In the News...

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Monster.com Hit With Pos	ssible Monster-Sized Data Breach		
The company declined to cite the Monster user could be affected. by <u>Thomas Claburn</u> InstrnationWeek January 5, 2009 07-20-00	umber of affected accounts, raising the possibility that every	<b>Tech</b> Careers <b>Click</b> Reach the Best Talent in the Ind	
their personal information to cybert Monster reported Friday that cyberc contact and account data, including names, phone numbers, and dem	Monster.com job seekers may have lost some of hieves. riminals had breached its database and stolen user IDs, passwords, e-mail addresses, bographic data. This last category includes date of a cases, the state where the person resides.	Featured Security Resource Application Delivery Networks: The New Impo IT Visibility, Acceleration and Security Learn why a comprehensive approach to seeing, a and securing your network traffic is essential to mu- challenges of consolidating resources and support mobile workforce. read more »	accelerating eet the
More Security Insights White Papers * Special Report on Modernizing	A similar warning was posted on USAJobs.gov, a federal jobs Web site that depends on Monster as a technology provider.	The Latest Security News » Heartland Payment Systems Hit By Data Security News	ecurity
Alternatives for Securing Virtual     Networks     Webcasts	A spokesperson for Monster declined to cite the number of affected accounts, raising the possibility that every Monster user could be affected. She said the number of users of the site is proprietary business information, as if revealing the breach total would reveal the total number of site users.	Breach » Data Breaches Booming more Security articles »	
<ul> <li>Calculating Today IIIs Strong Authentication ROI</li> <li>Clickjacking and Browser Security</li> </ul>	The possibility that most of site's users could be affected is consistent with the company's decision to notify users of the breach via a posting on its Web site rather than an e-mail message. "We thought it was prudent to notify them all," the spokesperson said, adding that certain job seekers outside the United States, such as the spokespect.	Let us make IT	

### **Few Secrets**



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Laptop Deals

0

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(about)

### About Digital City Podcast

Live (on tape) from New York, CNET's Dan Ackerman, Julie Rivera and Joseph Kaminski explore the impact of new technology on city life and urban environments, from municipal Wi-Fi to high-tech crime to tricks for cutting the line at the Apple Store.

### **Organizations** Footprints



Below is a listing and description of each of our five business sectors. To find out specific product, program or services information, visit our Capabilities section, go to our A-to-Z List or click on one of the links below.

### Our Business Sectors:

### Aerospace Systems

Northrop Grumman's aerospace systems operate from the high ground. The company is a premier developer, integrator, producer and supporter of manned and unmanned aircraft, spacecraft, high-energy laser systems, microelectronics and other systems and subsystems critical to maintaining the nation's security and leadership in science and technology. More ...

### Electronic Systems

Northrop Grumman's electronic solutions span the spectrum. The company is a leading developer, manufacturer, integrator and supporter of a variety of advanced electronic and maritime systems for U.S. and international customers for national security and non-defense applications. More ...

### Information Systems

Northrop Grumman puts information to work. As a trusted partner, the company develops systems and solutions that deliver timely, enabling information where it is needed most for its military, intelligence, federal, state and local government, and commercial customers. More ....

### Shipbuilding

Ships built by Northrop Grumman project power worldwide. The company is the nation's sole industrial designer, builder and refueler of nuclear-powered aircraft carriers and one of only two companies that design and build nuclear-powered submarines. The business is also one of the nation's leading providers and life-cycle supporters of major surface ships for the U.S. Naw, U.S. Coast Guard, international navies and commercial vessels. More ...

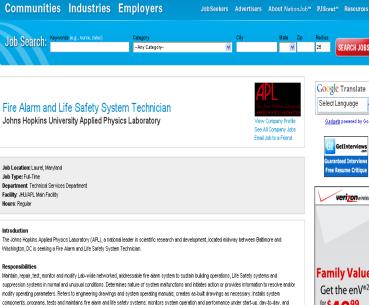
### Technical Services

- Annual Reports
- Company Locations Frequently Asked Questions (FAQs)

### Quick Links:

Home Corporate Governance Latest SEC Filings Analysis Center Business-to-Business <

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drawings, and schematics of system expansions and modifications. Provides direction to other trades staff during the installation of alarm and detection equipment. Provides informal training to plant services, fire and Security Force personnel in the daily functions and operation of fire systems. Supports other trades to meet customer requirements

### Qualifications Required:

High school diploma, or the math and language skill set equivalent to that of a high school graduate. Skills and knowledge normally associated with completion of a formal on-the-job training program in a related skilled building service trade and/or at least four years of experience as a Building Systems Technician or related alo E alvill and assess unte with in une unce level work is new ined. MCET contification in Fire Dedection Engineering Technology Fire Alexen Custom Done

unusual/energency conditions. Determines compatibility of fire alarm devices (prover supplies, cables, smoke detectors, interface modules, manual pull stations).

with existing building systems. Determines locations and appropriate fire alarm input and output devices to meet Howard County and NFPA Codes. Troubleshoots

system malfunctions, repairs and replaces components to restore system to fully compliant operations promptly. Maintains Network Command Center computer systems. Responds to operational questions concerning system capability. Modifies system bardware and software programs to meet operational requirements.

Identifies materials, labor, and equipment resources needed to modify detection and alarm systems for special facilities. Maintains and updates diagrams, prints,



### Connecticut Employment Law Blog

NEW & NOTEWORTHY DEVELOPMENTS IN THE LABOR & EMPLOYMENT LAW FIELD

Published by Daniel A. Schwartz of Pullman & Comley, LLC

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### Conducting Discovery in Discrimination Claims; Are Social Networking Sites Like Facebook Off-Limits or Untapped Treasure Trove?

Posted on November 13, 2008 by Daniel Schwartz

A fascinating article yesterday in Law.com entitled "Are Social Networking Sites Discoverable?" is well-worth a read to any company involved in litigating against former or even current employees.

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While the authors write in the context of a product liability case, the premise and subject is equally applicable to claims involving employees as well as the conclusion that information on these sites is likely discoverable:

Although these sites provide users with a sense of intimacy and community, they also create a potentially permanent record of personal information that becomes a virtual information bonanza about a litigant's private life and state of mind. The converse thus becomes the moral for litigation counsel -- this new generational fount of potentially discoverable information should be high on the list of priorities when evaluating a new matter.

As a result, the authors suggest that defense counsel use some of these practice tips including

running searches on the individuals and witnesses and investigating whether any of the key players use social networking sites. And if so, ask for information about postings and make a request that such information be preserved.

I'd add to the list of to-do items, a consideration of a subscription to a site like Spokeo.com. How does it work? Enter in a person's e-mail address, and the site will conduct a search (a la Google) of several dozen social networking and information-sharing sites. Thus, so long as the person hasn't set their privacy settings to "high", you can find information about the person's accounts with Amazon (shopping), Flickr (photos), LinkedIn (professional social network)



d Muchaes (largest cosial notworking) - Importantly - all this information is publicly -

# **Digital Footprints**

Personal blogs
Professional blogs and websites
Social networking sites
News
Recruiting efforts
Presentations

### Shape your message....

### **Self-literacy:**

### A new dimension to digital literacy

- Blogging
- Flickr
- YouTube
- Digg
- Wikipedia
- Facebook
- <u>Twitter</u>

Most of us have histories online

What message do you want the world to see? friends/family teachers/coaches employment/internships

How do/will you manage your online reputation?

Don't forget others can tag, comment, link, archive & copy

### Know your story online...

 Search well and search often
 Don't wait until something bad or embarrassing happens

# Who am I? Self-Googling 101...

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## A Second Opinion...

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minimum recommended screen resolution: 1024 x 768 px. this site requires Flash Player 8 or later.

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# Sounds like a full-time job...

Alerts are your friend

Many users are naive or unaware of their own digital footprints

Setting up automatic alerts saves time and keeps you in the know



# Manage your Online Reputation (ORM)

Positive
Sell yourself
Check
<u>Google Alerts</u>
<u>Twilert.com</u>
<u>Yotify.com</u>

- Me on the Web
- Trapit.com
- Reputation.com
- MetalRabbitMedia.

<u>com</u>

(Suggestions from LifeHacker) http://lifehacker.com/357460/manage-your-onlinereputation



### Managing Your Online Reputation • Multi-tiered strategy that includes the following: • Monitoring third party information others put

- on the Internet about you
- Controlling information that you put on the Internet
- Controlling which search results rise to the top of search engines

### Enter in a person's e-mail address, and the site will conduct a search



Uncover personal photos, videos, and secrets...



### Supported Services

You can track friends over 30 services, as well as any blog or website that has RSS feed:

Supported Service	Description
🎒 Amazon Wish List	Online shopping
6 Bebo	The largest social network in UK
Blogger	Blog
😪 Buzznet	Social network
🐻 dailymotion	Video
🚈 deviantART	Graphic designer social network
觉 Digg	Social news
flickr Flickr	The largest photo service
E Fotolog	Photo blogging
😳 Friendster	One of the oldest social networks
hõ Hi5	Top 5 social network in the world
Imeem	Music playlist social network
in LinkedIn	Professional social network
📶 Last.fm	Music social network
🔊 LiveJournal	Blog
🛎 MySpace	The largest social network
Netlog	Social network from Europe
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### What we know about our footprints Who we look for online

### % of internet users who say they have searched for information about the following groups:

Someone from your past or someone you have lost touch with	36
Friends	26
Family members	23
Co-workers, professional colleagues or business competitors	19
Neighbors or people in your community	17
Someone you just met or someone you were about to meet	12
Someone you are thinking about hiring or working with	11
Someone you are dating or in a relationship with	9
Yes to at least one:	53

Pew Internet & American Life Project (2008)

### Microsoft/Cross-Tab



### Online Reputation in a Connected World

 Studies how recruiters and HR professionals use online reputational information in their candidate review processes, and how consumers feel about this use of their information. It investigates the steps consumers take to monitor and protect their online reputation.

http://www.microsoft.com/privacy/dpd/research.aspx

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# The Recruiters and HR



### Percent of recruiters and HR professionals who use these types of sites when researching applicants

Search engines	78%
Social networking sites	63%
Photo and video sharing sites	59%
Professional and business networking sites	57%
Personal Web sites	48%
Blogs	46%
News sharing sites (e.g. Twitter)	41%
Online forums and communities	34%
Virtual world sites	32%
Web sites that aggregate personal information	32%
Online gaming sites	27%
Professional background checking services	27%
Classifieds and auction sites	25%
None of these	2%

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Types of Online Reputationa Decisions to Re			Influenced	
	U.S.	U.K.	Germany	France
Concerns about the candidate's lifestyle	58%	45%	42%	32%
Inappropriate comments and text written by the candidate	56%	57%	78%	58%
Unsuitable photos , videos, and information	55%	51%	44%	42%
Inappropriate comments or text written by friends and relatives	43%	35%	14%	11%
Comments criticizing previous employers, co-workers, or clients	40%	40%	28%	37%
Inappropriate comments or text written by colleagues or work acquaintances	40%	37%	17%	21%
Membership in certain groups and networks	35%	33%	36%	37%
Discovered that information the candidate shared was false	30%	36%	42%	47%
Poor communication skills displayed online	27%	41%	17%	42%
Concern about the candidate's financial background	16%	18%	11%	0%



### Questions

Can't I just delete it?

### ALL Digital Media becomes a Digital Fossil WayBack Machine

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Login OF Register











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### WHAT IS PERSONAS?

Personas is a component of the <u>Metropath(ologies) exhibit</u>, recently <u>on display</u> at the <u>MIT Museum</u> by the <u>Sociable Media Group</u> from the <u>MIT Media Lab</u> (Please contact us if you want to show it next)). It uses <u>sophisticated natural language</u> processing and the <u>Internet</u> to reate a data portrait of one's aggregated <u>online</u> <u>identity</u>. In short, Personas shows you how the Internet sees you.

### HOW DOES IT WORK?

Enter your name, and Personas scours the web for information and attempts to characterize the person - to fit them to a predetermined set of categories that an algorithmic process created from a massive corpus of data. The computational process is visualized with each stage of the analysis, finally resulting in the presentation of a seemingly authoritative personal profile.

### PHILOSOPHY

In a world where fortunes are sought through data-mining vast information repositories, the computer is our indispensable but far from infallible assistant. Personas demonstrates the computer's uncanny insights and its inadvertent errors, such as the mischaracterizations caused by the inability to separate data from multiple owners of the same name. It is meant for the viewer to reflect on our current and future world, where digital histories are as important if not more important than oral histories, and computational methods of condensing our digital traces are opaque and socially ignorant.

### CREDITS

Personas was created by <u>Aaron Zinman</u>, with help from <u>Alex Dragulescu</u>, <u>Yannick</u> <u>Assogba</u> and <u>Judith Donath</u>.

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Done

Internet | Protected Mode: On

# Today's Youth Tomorrow's Workforce





### **Digital Mining is IN!**

### Build, Protect and Manage your Online Identity



### Dangerous Uploads

### Real Life Digital Reputation

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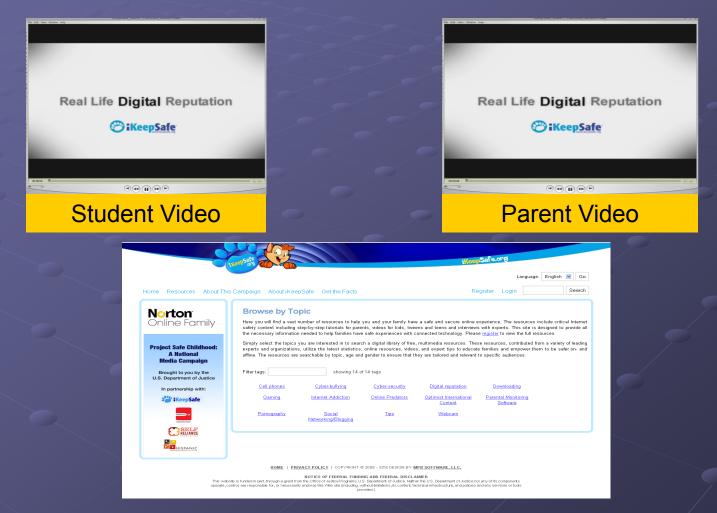
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😁 iKeepSafe

How to protect and manage your online reputation

Materials available at: <u>http://knowwheretheygo.org/</u>

### Online Reputation Management Resources



Materials available at:

### http://knowwheretheygo.org/

# Questions

Davina Pruitt-Mentle <u>dpruitt@umd.edu</u> dpruitt@edtechpolicy.org



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### What Can Schools Do To Combat Cyber-bullying Without Running Afoul of the First Amendment?

- four tests used by courts to determine whether restrictions on student speech run afoul of the First Amendment.
- Courts will resolve lawsuits simply by figuring out which test applies and then determining whether the school's actions, and supporting evidence, satisfy the test.
- Here are the four tests, in a nutshell:
  - I. Tinker Test: The general test says school restrictions on speech are permissible if the speech caused, or was likely to cause, a "substantial disruption or material interference with school activities" or "invasion of the rights of others." *Tinker v. Des Moines Independent Community School District*, 393 U.S. 503 (1967).
  - 2. Fraser Test: Schools may also regulate "sexually explicit, indecent or lewd speech." Bethel Sch. Dist. v. Fraser, 478 U.S. 675 (1986). Under this test, no showing of disruption is required.
  - 3. Morse Test: Schools may regulate "speech that can reasonably be regarded as encouraging illegal drug use." Morse v. Frederick, 551 U.S. 393 (2007). It is uncertain whether this test permits regulating speech that encourages other kinds of illegal activities.
  - 4. Hazelwood Test: Schools may regulate "school sponsored" speech that is inconsistent with the school's "basic educational mission." School- sponsored speech is speech bearing the "imprimatur of the school," "part of the school curriculum" or "supervised by faculty members" (e.g., school paper, play). Hazelwood Sch. Dist. V. Kuhlmeier, 484 U.S. 260 (1988).

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