

HOW DATA WOKE ARE YOU?

HOW DATA WOKE ARE YOU?

Take a quick self assessment to find out how aware you are of the usages and implications of your data. There is an answer key at the end which will help you.



1 What do you think personal data is?

- A. Your name, Instagram handle and home address- nothing else
- B. Passport details, Aadhaar card, insurance and bank details
- C. All of the above- personal data is information that can be directly or indirectly used to identify individuals



2 How much do you think big tech companies know about you and your personal data?

- A. Not much apart from my name, passwords and phone number
- B. How I'm feeling, my best friends, family, music taste and a lot of other creepy stuff
- C. They only know whatever I give them access to



3 Do you think it's fine that these companies have so much information on you?

- A. Not at all. It violates my right to privacy
 - B. I don't really care
 - C. I'm completely fine with them knowing everything about me. I have nothing to hide
- 
- 



4

Have you ever thought about why search engines and social media apps are all free?

A. Nope! Doesn't figure in my life

B. Yes, I've definitely given it some thought

C. I've thought about it once or twice but then realized I have better things to do with my time



5

Do you know why social media companies give you their services for free?

A. Yes! They do it so that they can get personal information about me and use this information to target me with specific ads

B. They do it because they are generous

C. They do it because the government subsidizes them





6

Do you allow apps unnecessary access to your phone's data, like Instagram or Google Search asking for location access when it's not needed?

- A. I don't allow apps access when it isn't required
- B. I've noticed that some access isn't necessary to the app's functioning but I grant it anyway
- C. I almost always allow any sort of permission access to my phone



7

Do you think your personal data can be used to influence people's actions?

- A. Not at all. People can't be fooled that easily
 - B. Maybe a few people
 - C. Yes! I've heard of the Cambridge Analytica scandal where data was used to influence thousands of voters
- 
- 



8 Do you think you're anonymous online?

- A. Yes. I use a fake names and incognito mode when I'm on online forums so I can't be identified
 - B. I maybe identifiable to a certain degree but surely no one can figure out my entire life just by my online profile
 - C. I'm not anonymous online at all. Because I leave bits of personal information across a lot of sites. Put them all together and you could figure out a lot of my personal data
- 



9 Is anyone listening in on your conversations?

- A. Yes! Voice Assistants are constantly listening to you even if you don't call on them. This data is uploaded to company database and can be traced back to the individual
 - B. Nope. My conversations aren't that interesting
 - C. I don't really know but even if someone is then I don't mind
- 
- 

10 Are you familiar with the phrase 'data footprint'?

- A. Nope! I'm not that into Sherlock Holmes
- B. Crumbs of yourself you leave intentionally or unintentionally whenever you're online in the form of cookies, location data and much more
- C. Information about yourself you leave online with full knowledge of your actions



ANSWER KEY

1 C

2 B

3 A

4 B

5 A

6 A

7 C

8 C

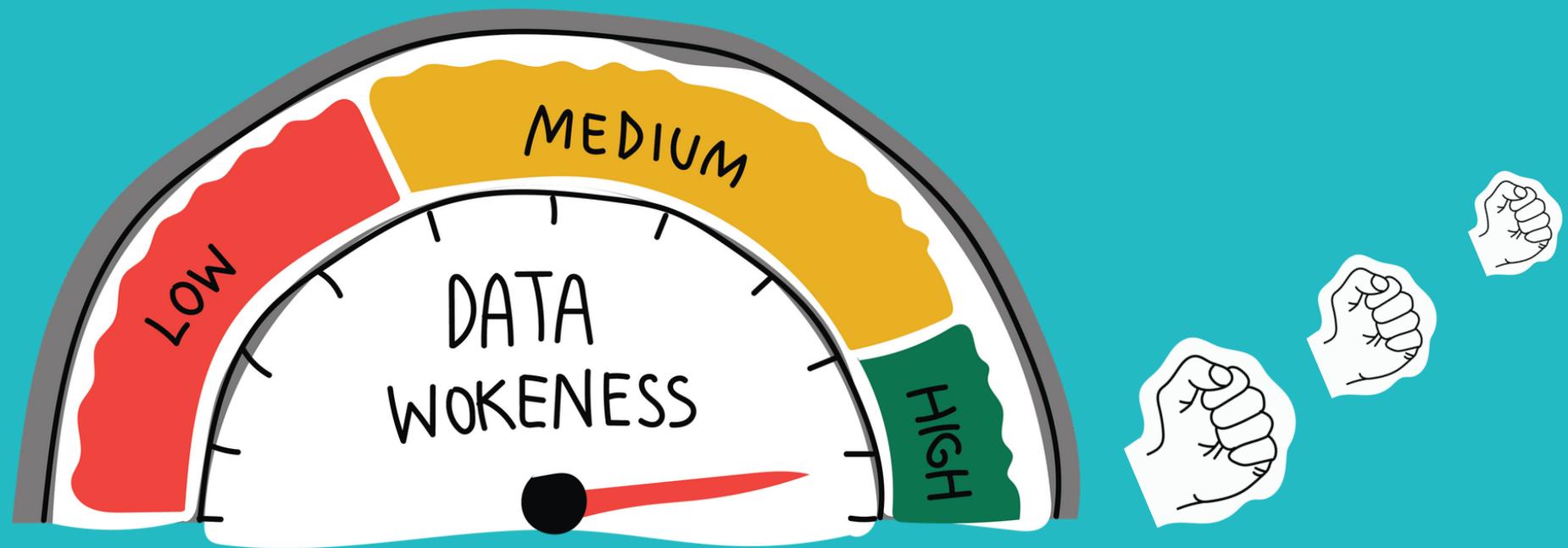
9 A

10 B



**What is your data
wokeness score?**

DATA WOKENESS METER:

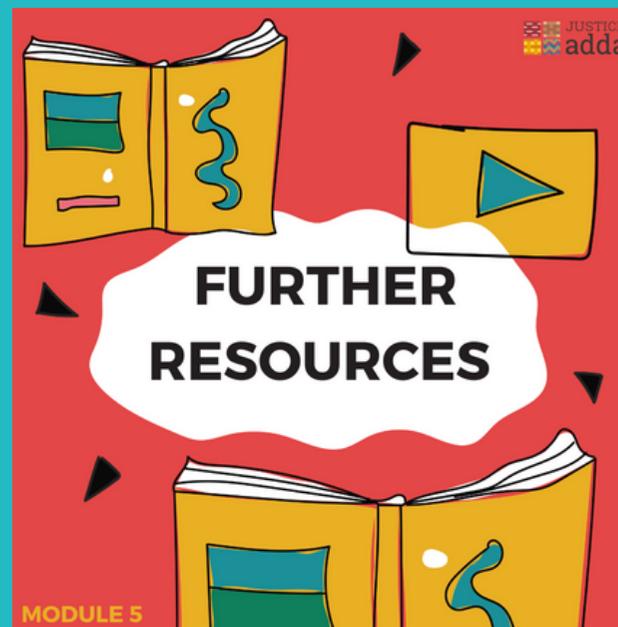
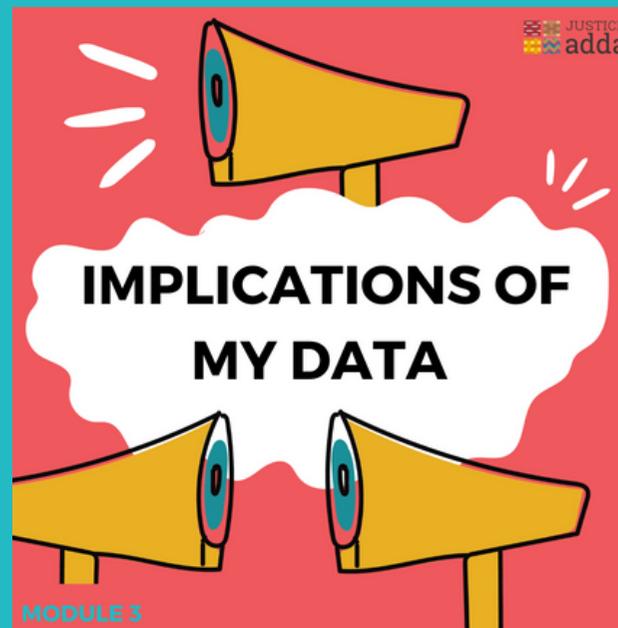
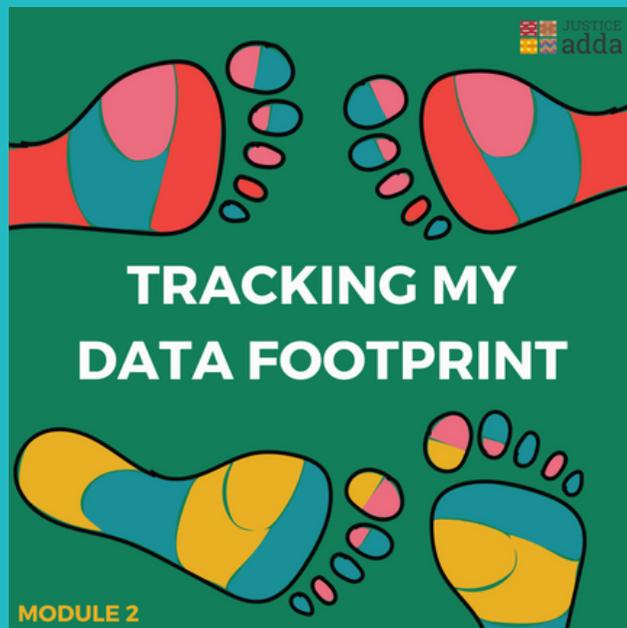


0-3 -> Sorry! You need to work on your data wokeness.

4-7 -> Not bad! You have a basic understanding of data and privacy but you still have a some way to go!

8-10 -> Oof, You've aced it!

Also Check Out:





This resource has been conceptualised, written and designed by Ravi Mathews, Siddharth deSouza and Sharada Kerkar.