

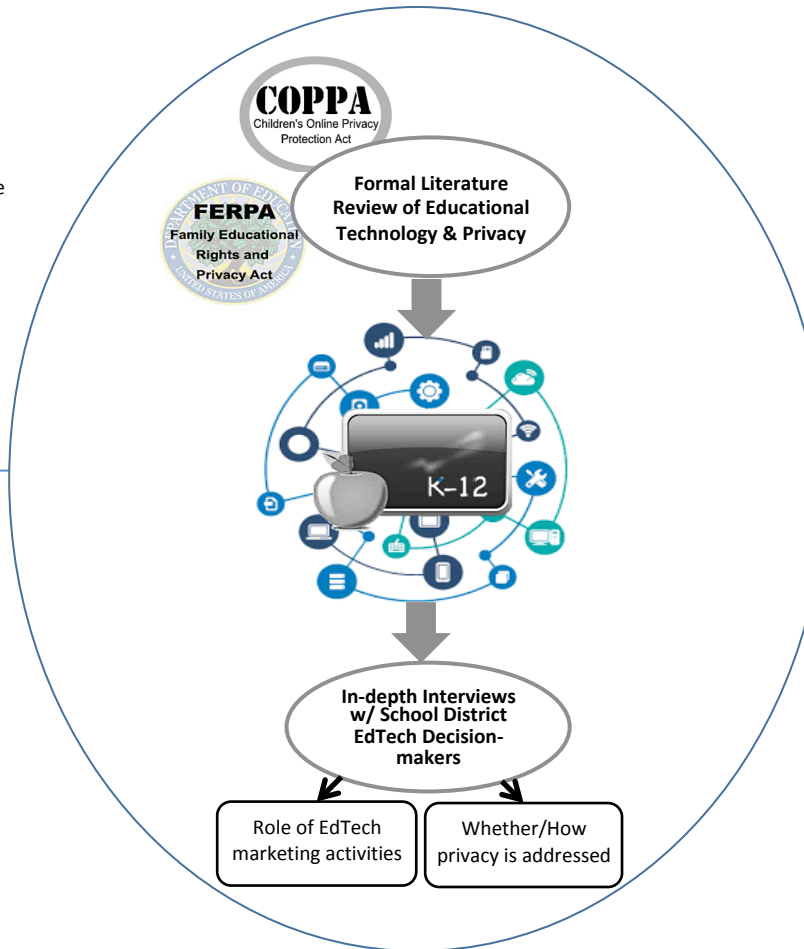
An Exploratory Study of Technology Adoption in K-12: Educational Benefits vs Privacy Costs

Challenge:

- Start of a child's device use and ownership sets in motion their digital literacy
 - K-12 educational use of technology is increasingly the foundation of a child's device use
- Harvesting youth data adds to profiles for inferring and predicting behaviors, often comingled for commercial purposes
- Self-regulatory trend and gap in understanding:
 - Relationship between educational technology offered by private/public companies
 - Long-term consequences

Solution:

- Formal review of literature
 - Privacy and educational technology (EdTech) in relevant disciplines
 - Marketing efforts in EdTech procurement decisions
- In-depth interviews of K-12 educational technology decision-makers
 - In-depth interviews covering whether/how issues of youth and family privacy are addressed
 - Role of EdTech marketing activities in adoption process



Scientific Impact:

- Online information exchanges with educational technology involve vendors and third parties, including commercial entities
- Discover how EdTech decisions may have long-term costs for schools and families
- How might the project improve the research community's understanding of security or privacy

Broader Impact:

- Children are exposed to technology and becoming digital citizens before they have the digital literacy to adequately protect privacy
- Societal benefit from discovering whether/how key parties involved in EdTech adoption processes understand risks and privacy-breaching consequences
 - Schools often face needs to improve student achievement with reduced funding, necessitating technology adoption
- Research will advance discussion of privacy across commercial, public policy, and education interests