

W.O.W. FACTOR

Words Of Wisdom for FPS Coaches and Students

SHOWING RESEARCH

As you know, showing evidence of your research is worth 10 points. Exactly how can your team show such evidence? Read on to review three basic techniques.



1. Incorporate specific terms.

The FPS International Office (FPSPI) provides a list of terms and definitions in their publication *Readings, Research and Resources (RRR)*. This is a great jumping off point for learning specific vocabulary related to the topic. In addition, when you come across terms as you research, add them to your vocabulary list. When writing challenges, a UP or solutions, look for opportunities to use some of this terminology. Some examples from our last topic (surveillance society) are written below with terms in bold.

- **Challenge** -- Since **social media** was designed to facilitate communication among friends, **data mining** by department stores might erode **privacy** and undermine confidence in apps, damaging a useful and powerful tool of the Internet.
- **Challenge** -- Because so much information is gathered about ClassicMart shoppers, an unethical employee may engage in **bluesnarfing**, thus compromising shoppers' **privacy**.
- **UP** -- Since some customers (like Jane) may have made poor choices in the past, how might we decrease ClassicMart's **profiling** for surveillance, so that those stores are not violating **civil liberties** regulations in 2035?
- **Solution** -- SecureLock will **encrypt** all data gathered by ClassicMart. This will make it more difficult for **hackers** to obtain private information.

2. Cite specific facts/studies.

When applicable, research information can be added to strengthen a challenge or solution. The following examples show the information from research in bold.

- **Challenge** -- **Research shows that credit rating bureaus will seldom fix inaccurate data.** Since stores like ClassicMart depend so heavily on surveillance technology capable of error, the potential for harming individuals could be considerable.
- **Challenge** -- **A University of Berkley survey indicated that people have a significant misunderstanding of security and privacy of information on their cell phones. For example, many thought that their cell phones were as private as a personal computer.** If shoppers at ClassicMart have a similar misunderstanding, they may unknowingly provide access to even more information.
- **Solution** -- Customers will wear **anti-Drone garments**, such as those featured in **Adam Harvey's Stealth Wear clothing line.** These garments will have **highly metallized fibers that protect against thermal imaging surveillance**, thereby masking the wearer's thermal signature.

3. Choose agencies from your research that have the PIE.

Rather than use generic implementers of solutions (WHOs), use specific institutions or individuals who have the **PIE** – **Power**, **Interest** and **Expertise** – to implement them. As you research the topic, keep a list of all the agencies and people you read about. Use this as a “data base” for experts who might implement certain solutions. The following examples use specific people/agencies from the research as WHOs:

- **Civil liberties advocates** will pay for advertisements to alert customers of the extent to which ClassicMart uses surveillance to gather personal information. When customers are informed of what occurs when they shop, they can more effectively determine the appropriate actions to take that will protect their privacy.
- **The European Telecommunications Standards Institute** will meet with all executives of companies like ClassicMart who are using surveillance technology to monitor their customers. Together they will agree on ethical standards to abide by when using surveillance, thus diminishing the chance that customer's privacy rights will be violated.
- **Internet Eyes, an England-based website**, will develop an app that can be downloaded to one's phone. Surveillance cameras will only film customers who have activated the app upon entering the store. This way, those who do not wish to be filmed in the store can maintain their privacy.