

ADAPT Undergraduate Internship Programme 2017

PROJECT DESCRIPTION

Institution/Team:	Trinity College Dublin	
Project Title:	BigFoot – Driving Private Data Awareness among the Public	
Suitable for students who are studying in the following areas:	Digital marketing, social media, science communications – all with a strong focus on digital.	
Skills needed:	A love of digital marketing, knowledge of how to run marketing campaigns to drive strong public interest, familiarity with social media channels and tools, and an ability to communicate key messages in interesting ways to diverse audiences.	
Project Description:	<p>The ADAPT Bigfoot initiative (www.bigfoot.ie) seeks to increase the public awareness of personal data usage by showing users what their behaviour is. For this the Bigfoot team has developed a mobile app that analyses the mismatch between what the user thinks they are doing online and what they are actually doing.</p> <p>To increase the reach of Bigfoot, we are seeking an intern to support the outreach of the Bigfoot initiative. This includes running online and social media marketing campaigns, analysing and publishing user feedback data, as well as engaging with the public about privacy data awareness topics.</p> <p>To date 300 users have downloaded and used the app. We seek to increase this to 1,000 with the help of this internship.</p>	
The Role of the student & benefits gained from participation in this project:¹	The intern will conceive, develop, implement and evaluate an online communications campaign designed to increase public awareness of the BigFoot initiative and to drive engagement with the app and signups to wider BigFoot activities. The intern will experience working in on leading-edge research project with a multi-disciplinary team, and will lead and roll out the campaign from start to finish.	
Who will be working with you?	The intern will work closely with Dr Kevin Koidl and the ADAPT Ethics & Privacy Working Group. He/she will also consult with the Centre's marketing and public engagement teams to ensure maximum impact, and with the graphic designer in the development of engaging interfaces for the Bigfoot.ie website and app.	
Short description of the group:	The ADAPT Ethics & Privacy Working Group promotes the ongoing research that advances the state-of-the-art and practice in ethics and privacy being undertaken within the Centre. Research is underway in the following areas: ethics of personalisation technologies; personal privacy in world of Internet of Things; ethics in mHealth app development; personal data agent to manage digital footprint; machine readable terms and conditions; encoding legislation into machine enforceable policies. The Working Group also coordinates apps and initiatives arising out of research in ADAPT to practically engage people in addressing ethical and privacy concerns in their use of technology and its development.	
Recommended Reading Material:	http://www.irishtimes.com/business/technology/data-protection-day-to-be-marked-at-trinity-college-dublin-1.2512757 https://www.siliconrepublic.com/innovation/what-size-is-your-digital-footprint-ask-big-foot	
For further details on this project please contact:	Name: E-Mail:	Dr Kevin Koidl Kevin.koidl@adaptcentre.ie

¹ This is an initial description of the role of the student and it is liable to change following discussions between the investigators and the student.