

**Gary Kovacs**

**Tracking Our Online Trackers**

TED Lectures

Note-taking Activity

**Directions:** First listen to the lecture and take notes. Then using your notes, you will answer the following questions.

1. At the time of this talk, how many people worldwide have access to the internet?
2. According to the speaker, how many hours a day do children and teens spend online?
3. What kind of personal information is being tracked by companies on the internet?
4. Why is the practice of behavioural tracking something to be worried about?
5. How is collusion software revealing?
6. How many sites were tracking the speaker at the end of the day?
7. Why is this happening on the internet today?
8. What should people do to stop this?