

Ayana

Age: 41

Occupation: Business owner, designer

Connects: Personal laptop through library wifi



Description

Ayana is a fashion designer and owner of a successful small business. As part of her work, she utilizes social media sites regularly to promote her business brand, advertise her products, and interact with customers. Ayana uses the library to do design research and she finds she can focus on business tasks, like bookkeeping, in the quiet library spaces. She brings her laptop or tablet, connecting on the library wifi. Her 12 year old son sometimes joins her--he likes to play video games on his smartphone while she works.

Scenario

Ayana notices an ad for a shirt she's been eyeing on her favorite apparel website has appeared on seemingly every webpage she's visited over the past week and finds this troubling. She approaches you about this and asks if she should be concerned and if there's any way she can avoid having ads like this appear in her web activity in the future. How might you respond to her?

Ruth

Age: 67

Occupation: retired

Connects: library computers



Description

Ruth lives one block from her local library, and comes in daily to use library computers to email her children and grandchildren, who live in Texas. She is uncomfortable with new technologies, and is even hesitant about using the flip-phone her son gave her. Ruth is on public benefits. She uses city and state agency websites to access benefits and services.

Scenario

After attending a workshop at the library, Ruth approaches you to show appreciation for all of the services that

your branch offers--she's really enjoyed programs she's attended over the past year. Ruth mentions that she uses her oldest child's first name as a password for all of her online accounts because she tends to forget if she uses something different. Later on in your conversation she also mentions that she is concerned about recent data breaches, and would like to know what kinds of information is vulnerable to collection. How might you respond?

Dian

Age: 22

Occupation: Student, restaurant worker

Connects: iPhone, library computers



Description

Dian is a recent immigrant to the US from Indonesia and currently lives in Queens. Dian attends CUNY part-time while working in the restaurant industry. They usually connect to the web via their iPhone, and use library computers to do school work, update social media accounts, and chat with friends.

Scenario

Dian comes to the library concerned about an email they received from a friend in Indonesia. In the email, the

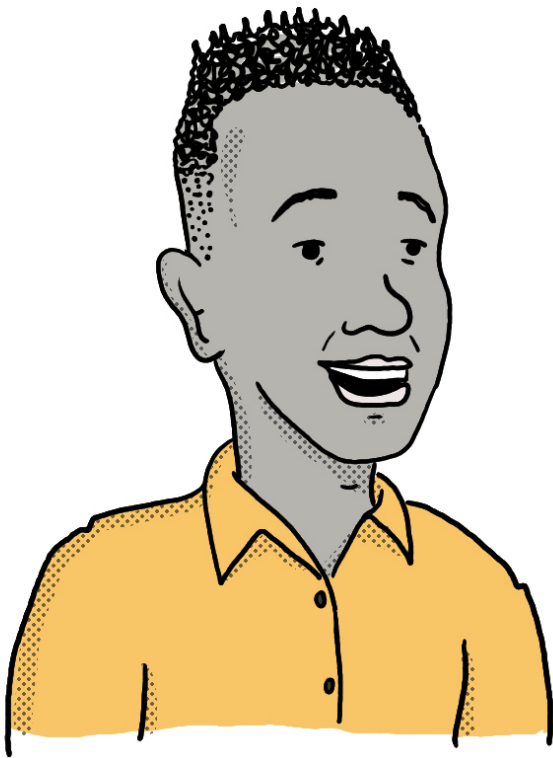
friend says that they've had their wallet stolen and are on vacation in country where they don't speak the dominant language. The friend asks Dian to wire them \$2,000 right away and says that they'll be stuck in the country if Dian doesn't help out. What might you advise to Dian?

Kimani

Age: 29

Occupation: Blogger, musician, community activist

Connects: Android phone



Description

Kimani is a blogger, musician, and community activist in his 20s. His family immigrated to NYC from Guyana when he was four years old. He is undocumented; in summer of 2016 Kimani registered under DACA, the Deferred Action for Childhood Arrivals program. Kimani uses an Android device to connect, and comes to the library several times a week to update his blog, check out favorite news and politics sites, and search for jobs using library wifi, to avoid maxing out his mobile data plan.

Scenario

Recently, Kimani has received several threatening messages from strangers in response to political articles he's recently shared on social media, and has also received some password reset emails for his social media accounts, which leads him to believe that someone else is attempting to log in to his accounts. Kimani stops by the library and asks about how he might protect his data. He is concerned about his physical safety should his information be intercepted by third parties. How might you support Kimani?

Pilar

Age: 16

Occupation: High school student

Connects: Android phone, public library and school computers



Description

Pilar is a junior in high school. She lives in Brooklyn with her close-knit family, most of whom are originally from Mexico. Because her parents and older siblings immigrated before she was born, and she is the youngest and only U.S. citizen in her family; the rest of her family members are green card holders.

Scenario

Since Pilar is taking honors-level classes and has always been a strong student, her parents have never been concerned about the amount of time she spends with friends. Pilar has a large circle of friends and enjoys posting updates about her social life on her public Instagram page, where she has thousands of followers. Recently, Pilar posted several photos of her and her 19-year-old brother drinking beer with friends at a party.

Pilar is planning to spend the next year preparing college admissions applications, and is currently searching for internships that will help strengthen her applications. She schedules a 1:1 meeting with you to learn more about internship and job search resources at the library, and to see if a librarian would be willing to review her resume. As you get to know Pilar through your conversation, you learn that she seems to conflate Instagram with the internet as a whole. Additionally she doesn't seem concerned that her Instagram posts can be viewed by anyone online. How might you support Pilar in her internship search moving forward?