

The Duolingo logo is displayed in a green, lowercase, rounded font.

Image Source:

https://upload.wikimedia.org/wikipedia/commons/thumb/1/15/Duolingo_logo.svg/2000px-Duolingo_logo.svg.png

DUOLINGO: SOCIAL MEDIA RESOURCE PACKAGE

Resources for using Duolingo to support French
language learning in the classroom

OVERVIEW

Information and forms pertaining to the use of Duolingo
in the classroom.

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OLTD 506, Fall 2016; Professor J. Hengstler

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About This Social Media Tool

TOOL Name	Duolingo
TOOL URL	https://schools.duolingo.com
General Description	Duolingo is a tool to help learn / reinforce learning of a language. Users sign up for a free account and engage in game-like activities that are organized into topics or grammatical themes. Progress is tracked by points (XP), which translate into a percentage rating of your fluency in the language. Duolingo is a gamified environment with achievement 'lingots' that can be used to purchase things in the lingot store. 'Encouragement' is provided through emails when you have been off the site for periods of time. It is also possible to share your progress through social media services such as Facebook or LinkedIn and compete with friends (although this feature will not be used for my purposes)
<ul style="list-style-type: none"> Is it Open or Fenced? 	Open or Partially Fenced – Through the basic sign up, students enrol by creating a username and providing an email. If linked to social media, user's progress is visible as well as handle. Through the schools sign up, the teacher can assign accounts to students without the need for email addresses. There is, however a link for the students to search for friends and add them through Facebook. Students can also change their screen name and password, thus identifying themselves.
<ul style="list-style-type: none"> Storage External to Canada? 	IP search shows that it is located in the US and hosted by Amazon Technologies Inc.
<ul style="list-style-type: none"> Accessible External to Canada? 	Accessible External to Canada – Students can access service wherever Internet service is available. If students have linked a profile, it is publicly viewable.
Name of school/location where I plan to use this	Intermediate class
<ul style="list-style-type: none"> Is it public or private? 	Public
<ul style="list-style-type: none"> Level? 	Intermediate Grade 5 and up
<ul style="list-style-type: none"> Particular subject, class, or course 	French
<ul style="list-style-type: none"> User groups 	Classroom students studying French as a Second Language (FSL)
Applicable Legislation/Policies in My Context	<ul style="list-style-type: none"> - FIPPA - SD72 Acceptable Use Policy - Guidelines for student use of Duolingo (created by teacher)
Activity Idea 1	Students will have regular class time (15 minutes 3 times a week) to work

	on their learning. Students also have the possibility to work on their progress at home.
Activity Idea 2	As part of a linked Internet and social media exercise, students can add each other to their profiles and compete on a leaderboard. Each student is give an @schools.duolingo.com email for the purpose of tracking their progress. This email contains no personal information unless the administrator has set up the username to be the student's first/last name. Adding 'friends' is like adding them on social media services. You need to search for them and add them. Through this activity, students can be made aware of digital footprints and that if they have a profile that can be searched; they also have information that can be retrieved/viewed. Therefore they should be careful about what they post/share.
Necessary Resources	<ul style="list-style-type: none">- create student accounts/passwords for Duolingo- consent forms (FIPPA)- copy of school/district AUP- guidelines for students re: changing account info or using the Facebook link.

Tool Backgrounder

Backgrounder for Duolingo

What is Duolingo?

Duolingo (www.duolingo.com) is a free language learning tool that allows users to choose a language and learn at their own pace in a gamified environment. Users can choose different categories based on themes or grammatical elements to work on and gain XP (experience points) which lead to a progressive fluency in the desired language. As part of the gamified experience, users gain 'lingots' for certain conditions (passing an XP threshold, number of consecutive days active, etc.) which they can use in the lingot store to purchase a variety of things such as a consecutive days streak freeze, or a timed quiz. Duolingo also allows users to connect to each other and compete based on progress and XP.

Why use Duolingo in an educational setting?

Beginning in Grade 5, students are required to learn a second language as part of the curriculum. For the most part this is French, however it could be another language depending on the school. One of the most critical factors in learning a second language is the ability and opportunity to use it in out of class settings. Although the second language requirement is in the curriculum from Grade 5 onward, there is not a significant amount of class time devoted to it. By giving students the opportunity to work independently during computer time or at home if desired, they can gain the valuable practice and review time they need to become functional and then fluent in the language.

For our class, we will be learning French and using Duolingo as a review and supplemental learning tool. Students will be given class time three times a week to use the service to review class topics or proceed at their own pace to further concepts. While students may also continue outside of school time as desired, this will not be a requirement for the class.

Duolingo, social media, and your child; what are the risks?

There are many kinds of social media available today and it is likely that a child knows more of and about them than their parent. Social media is an incredibly powerful tool in today's society and it is important to learn how to use the various forms of it in appropriate ways. In Duolingo, by connecting with peers, students are engaging in the most basic form of social media by making connections and

sharing information. Along with social media, however come certain risks that students may or may not be fully aware of. Some of the potential risks associated with Duolingo include:

- a) Sharing of personal identifiable information. According to BC's Freedom of Information and Protection of Privacy Act (FIPPA):

Personal information is any recorded information that uniquely identifies you, such as your name, address, telephone number, age, sex, race, religion, sexual orientation, disability, fingerprints, or blood type. It includes information about your health care, educational, financial, criminal or employment history. It also includes anyone else's opinions about you and your own views or opinions (p.4)

During the creation of an individual user account, Duolingo asks for an email address and gives the option for first and last name input as well as an avatar photo under a basic user profile. In the case of our class, however, we will be using the Duolingo for schools version where I create anonymous user IDs and passwords for the students in the class. There is no personal email or information, as described above, collected about the student. (For more information on the information that Duolingo collects, please see their privacy policy at:

<https://www.duolingo.com/privacy>). Having said this, the reason I point out the FIPPA provisions is that there is a place in Duolingo where users can connect with others by searching for them on Facebook. They also have the ability to alter their screen name and account password or add a photo for their avatar.

One of the activities we will be doing before using Duolingo is to add our classmates to our network. We will do this by adding them by their Duolingo email addresses that have been assigned to their created account. Students will be explicitly told NOT to alter usernames or passwords, add a photo for their avatar, or to connect their Duolingo accounts to any other service. As a part of this process we will be having a class lesson on the risks of sharing personally identifiable information over the Internet.

Students will be explicitly directed to maintain privacy and not share their, or any other student's username or password with anyone.

- b) Duolingo servers are located outside Canada. At present, the servers that house Duolingo's services and content are based in the United States. This means that all the information is governed by US privacy laws and falls under the umbrella of the Patriot Act, which allows for the

government to look at, monitor, and seize it for use as it sees necessary without permission of the owner of the content. It is for this reason that I will be creating anonymized accounts for each student that do not connect them to their account in any identifiable manner.

Even with all the available precautions and training in place, there is no 100% risk free environment on the Internet. Failure by a student to follow the guidelines as outlined in a) could result in the student becoming identifiable through social network connections, a picture, or a username that identifies them. I will continuously monitor student use and take reasonable action in order to reasonably avoid any potential risks.

More information about Duolingo can be found at: <https://www.duolingo.com>. The Duolingo for schools platform can be accessed at: <https://schools.duolingo.com>.

Note: Logging in from either site with your child's ID and password will work and bring you to the same user account home page.

While using Duolingo in our school setting, students will be required to abide by School District #72's Acceptable Use Policy found here:

[http://www.sd72.bc.ca/districtadmin/operationalprocedures/Operational%20Procedures/OP%20140%20District%20Technology%20and%20Acceptable%20Use%20\(Replaced%20I-07\).pdf](http://www.sd72.bc.ca/districtadmin/operationalprocedures/Operational%20Procedures/OP%20140%20District%20Technology%20and%20Acceptable%20Use%20(Replaced%20I-07).pdf)

Participation and grading

For the purpose of this activity, student participation is expected during class time, however no grades will be assessed with regard to their progress in Duolingo.

If, for any reason, your child is unable to participate in this activity, please contact me to discuss your questions or concerns so we may find an appropriate alternative for him or her. I can be contacted through the school or by email at: felipe.sequeira@sd72.bc.ca

Consent Form

Consent Form for Duolingo

Dear Parent/Guardian and Student

As part of our French second language learning this year, our class will be using an online service called Duolingo. Duolingo (www.schools.duolingo.com) is a free language-learning tool that allows users to choose a language and learn at their own pace in a gamified environment. As we only have one hour of class time a week for French, the use of Duolingo will allow students an excellent opportunity to do review and self-directed study in class and on their own time to reinforce their learning.

For our purpose, we will be using Duolingo for schools. While no personal information is required on the part of the students, the data related to this service is stored on US servers and therefore is under the umbrella of US law. As part of the use of this service students are expected to follow the usage guidelines (attached) as well as School District 72's Acceptable Use Policy in order to protect their identity from being tied to Duolingo. Any issues with respect to Duolingo including negative experiences or breach of privacy, should be reported to the teacher immediately. Should students be found to be in violation of these guidelines, they will have their account deleted by the teacher and lose their privilege to use the service at school.

While there will be no grades associated with a student's use of and progress in Duolingo, I am able to view this information as the teacher for anecdotal purposes. Parents/Guardians may withhold permission for this activity if they choose to. Should a student decline to use the service during the provided class time, they will be given paper-based or offline review material to work on.

While I will be making every reasonable effort to assure the safe usage of this service, no online activity or tool can be 100% safe. Please complete the information below and return it to Mr. Sequeira. If you have any questions or concerns, please do not hesitate to contact me at the school or by email at felipe.sequeira@sd72.bc.ca

I have read the attached Duolingo Backgrounder and Student Guidelines for use, and am aware that while no personally identifiable information will be collected, this activity will involve the storage and accessibility of data on servers external to Canada. I have read and understood the possible risks associated with this service and what steps the teacher has taken/will take to mitigate these risks.

By our signatures below, we agree to the use of Duolingo for the purposes described in this package and to abide by the Student Guidelines for use.

Parent/Guardian Signature

Student Signature

Full Name (print)

Full Name (print)

Student Guidelines for Use (Duolingo)

- Students will abide by the School District 72 District Technology and Acceptable Use Guidelines which states that sending or receiving “defamatory, inaccurate, abusive, obscene, profane, sexually oriented, threatening, bullying, racially offensive, or illegal material or other inappropriate activities is strictly prohibited”(Operational Procedure 140, 8.2).
- Students will not link their Duolingo account to any outside service such as Facebook (ability to search for Duolingo friends on Facebook is built in). This is to protect the student’s identity and personal information.
- Students are expected to maintain privacy and not share their, or any other student’s, usernames or passwords with anyone.
- All account settings should remain unchanged. This includes: avatar pictures, screen names, and passwords. Only the teacher should make changes to account settings if and as necessary.
- The teacher has the right to revoke privileges to or delete a student’s account for failure to adhere to the above guidelines. Deletion of an account will result in the loss of a student’s data regarding progress in the language.

Duolingo Risk Assessment

Person Conducting Risk Assessment: Felipe Sequeira

Name of Technology: Duolingo

URL/Address: <https://schools.duolingo.com>

Owner/Company Responsible: Duolingo Inc.

Nature of Provider: Canadian Foreign Proprietary Open Source

Data storage location: BC Canada Global Mix Unknown

Personal data users expected to contribute:

- **To create account/access service:**
 Username First Name Last Name Email Mailing Address
 Other (describe): While the single user account creation requires First/Last name and email address, the schools version is set up by the teacher and requires no personally identifiable information from the student. Students will not be required to take the available English Test.
- **To complete activities/assignments:** None required

End User License Agreement (EULA)/Terms of Service (ToS)

- **There is an EULA or ToS:** Yes No
- **EULA/ToS URL/address:** <https://www.duolingo.com/terms>
- **EULA /ToS language:** English
- **EULA/ToS text re. information collected:** (see privacy below)
- **EULA/ ToS text re. information use:** (see privacy below)
- **EULA/ToS text re. ownership of uploaded content or rights to use:**

Proprietary Rights in Service Content and Activity Materials

All content available through the Service, including designs, text, graphics, images, information, software, audio and other files, and their selection and arrangement (the "Service Content"), are the proprietary property of Duolingo or its licensors. No Service Content may be modified, copied, distributed, framed, reproduced, republished, downloaded, scraped, displayed, posted, transmitted, or sold in any form or by any means, in whole or in part, other than as expressly permitted in these Terms and Conditions. You may not use any data mining, robots, scraping or similar data gathering or extraction methods to obtain Service Content. As between you and

Duolingo, all data, information and materials generated from your access and use of the educational activities made available on or through the Service, including translated content generated by you (collectively, the "Activity Materials"), shall be exclusively owned by Duolingo, and you shall not have any right to use such Activity Materials except as expressly authorized by these Terms and Conditions. Activity Materials will not include Translation Materials. By using the Service, you hereby assign to Duolingo any and all rights, title and interest, including any intellectual property rights or proprietary rights, in the Activity Materials. All rights of Duolingo or its licensors that are not expressly granted in these Terms and Conditions are reserved to Duolingo and its licensors. (Duolingo, 2015a)

Privacy Policy Exists: Yes No

- **Privacy Policy URL/address:** <https://www.duolingo.com/privacy>
- **Privacy Policy language :** Clear Unclear
- **Privacy Policy text re. information collected:**

INFORMATION WE COLLECT

When you use Duolingo you provide us with two types of information: (i) information you submit via the Service and (ii) information regarding your use of the Service collected by us as you interact with the Service.

*When you enter the Website, we collect your browser type and your IP address (a unique address that identifies your computer on the Internet). When you use our mobile Application, we collect your device type, your device ID, and your IP address. In addition, we store certain information from your browser using "cookies." A cookie is a piece of data stored on the user's computer tied to information about the user. We use session ID cookies to confirm that users are logged in. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to deny or accept the cookie feature; however, you should note that cookies may be necessary to provide you certain features available on the Website (e.g., customized delivery of information). **Note: Disabling cookies may prevent you from logging on to the service.***

Through the registration process you may provide us with your name and email address, hometown, and other information that may be requested during the registration process. If you register for the Duolingo English Test, each time you take a test you must also provide a picture or scan of a current, valid driver's license, passport or other government issued ID and a picture of your face (a "Testing ID"). Your Testing ID will be stored for ninety (90) days after validation to help resolve any disputes.

When you use the Service you may submit information and content to your profile, generate Activity Data through engaging in educational activities on the Service, or send messages and otherwise transmit information to other users. We store this information so that we can provide you the Service and offer personalized features.

When you use the Service to take an examination in the Duolingo English Test you must provide access to your computer's webcam and microphone. We will use them to record you during the

entire examination period (“Testing Video”). We store this recording to validate that you took the examination without improper assistance. While using the Duolingo English Test you will submit answers to questions and other information as part of the testing and evaluation process. We will store that information and use it to evaluate your performance on the test, to report results and to evaluate the usefulness, accuracy and other aspects of the Duolingo English Test.

We do not share your personal information with third-parties unless it is necessary to offer the Service or required by law (see below for specifics). (Duolingo, 2015b)

- **Privacy Policy text re. how content uploaded by user is used:**

USE OF INFORMATION OBTAINED BY DUOLINGO

*We may use your contact information to send you notifications regarding new services offered by Duolingo that we think you may find valuable. Duolingo may also send you service-related announcements from time to time through the general operation of the Service. Generally, you may opt out of such emails. **Note: In Duolingo for Schools, the assigned email address for the account is an @duolingo.com address, which students cannot access.***

Profile information is used by Duolingo to be presented back to and edited by you when you access the Service and to be presented to other users. In some cases, other users may be able to supplement your profile, including by submitting comments (which can be deleted by you).

Duolingo may use or share aggregate or anonymous data collected through the Service, including Activity Data, for purposes such as understanding or improving the service.

When you take a test in the Duolingo English Test, Duolingo will use your Testing ID, and other information available to Duolingo to validate your actual identity so that we may provide accurate testing results to Score Recipients (as defined below). During the test, we will use your PC’s camera and microphone throughout the test to collect a Testing Video. Your User Testing ID will be compared to your Testing Video to ensure that the person who registered for the examination (and whose identity Duolingo has validated) is the same person who took the examination. Testing Video may also be used by our research team for examination validation and improvement purposes. (Duolingo, 2015b)

- **Privacy Policy text re. how content uploaded by user is shared (e.g. 3d parties):**

SHARING YOUR PERSONALLY-IDENTIFIABLE INFORMATION WITH THIRD PARTIES

Duolingo shares your personally-identifiable information only when it is reasonably necessary to offer the Service, legally required, or permitted by you. For example:

We may provide personally-identifiable information to service providers who help us bring you the Service, such as hosting the Service at a co-location facility or sending email updates. In connection with these operations, our service providers may have access to personally-identifiable information for a limited time. When we utilize service providers for processing any personally-identifiable information, we implement reasonable contractual protections limiting the use of that personally-identifiable information to the provision of services to Duolingo.

We may be required to disclose personally-identifiable information in response to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. Additionally, we may share account or other personally-identifiable information when we believe it is necessary to comply with law, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through the Service or using the Duolingo name, or to prevent imminent harm. This may include sharing personally-identifiable information with other companies, lawyers, agents or government agencies.

Duolingo will share the complete and accurate results of Duolingo English Tests with such institutions, including universities, potential employers, or other third parties, (collectively, "Score Recipients") as you specify when you finish an examination. We will never share examination results with any party without your direction, except that anonymized examination results may be used by Duolingo and its partners to improve the examination and for research and analysis. We will not share your Testing ID with any Score Recipients, except with your consent upon initiation of a dispute by a Score Recipient. (Duolingo, 2015b)

- **Privacy Policy text re. custody/control of user data if provider goes out of business or sells company:**

If the ownership of all or substantially all of the Duolingo business, or individual business units or assets owned by Duolingo that are related to the Service, were to change, your personally-identifiable information may be transferred to the new owner. In any such transfer of information, your personally-identifiable information would remain subject to this section. (Duolingo, 2015b)

- **Contact provided for dealing with privacy issues:** Yes No

- **Contact information:**

To understand more about our Privacy Policy, access your information, or ask questions about our privacy practices or issue a complaint, please contact us at privacy@duolingo.com (Privacy Policy, 2015)

- **Language provided detailing how privacy breaches will be dealt with:**
 Yes No
- **Privacy breach protocol text:** None

Intellectual Property (IP) Language:

- **There is language in the EULA or ToS that addresses ownership/copyright of content created and uploaded by users:** Yes No
- **Text of IP related section(s):**

Notice for Claims of Copyright Violations and Agent for Notice

If you are a copyright owner and have a good faith belief that any material available through the service infringes upon your copyrights, you may submit a copyright infringement notification to Duolingo pursuant to the Digital Millennium Copyright Act by providing us with the following information in writing:

- *an electronic or physical signature of the copyright owner or the person authorized to act on behalf of the owner of the copyright interest;*
- *a description of the copyrighted work that you claim has been infringed;*
- *a description of where the material that you claim is infringing is located on the Service, with enough detail that we may find it on the Service;*
- *your address, telephone number, and email address;*
- *a statement by you that you have a good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; and*
- *a statement by you, made under penalty of perjury, that the above information in your notice is accurate and that you are the copyright owner or are authorized to act on the copyright owner's behalf.*

Please consult your legal counsel for further details or see 17 U.S.C. §512(c)(3). Duolingo's Agent for Notice of claims of copyright infringement can be reached as follows:

By mail: 5900 Penn Avenue, Pittsburgh PA 15206, USA

By email: abuse@duolingo.com

(Duolingo, 2015a)

Technology requires interaction with others: Yes No Depends

- **Rules of Behaviour/Etiquette Provided:** Yes No
- **Rules of Behaviour/Etiquette URL/Address:**

<https://www.duolingo.com/terms> - #5

<https://www.duolingo.com/guidelines>

Behavior Reporting:

- **Procedure provided for dealing with cyberbullying or similar behaviours:**
 Yes No
- **Comment:** As the service does not offer chat or communication functions, cyberbullying should not be a problem.
- **Contact provided for dealing with cyberbullying or similar behaviours:**
 Yes No

Site Settings & User Control:

- **Profile is Visible to:** only user his/herself specified users on system
 specified users external to system public
- **Users can restrict access to own profile:** Yes No Depends
- **Comment:** Students can limit who sees their progress by not linking with others. The teacher can still see their progress.
- **Users can restrict access to content as:** single item a category full site
- **User can delete own account:** Yes No Depends
- **Support documentation available for deleting or deactivating accounts:**
 Yes No
- **Account deletion/deactivation support documentation URL:**
<https://www.duolingo.com/privacy> - #5

IT Considerations:

- **Technology is permissible under current technology policies:**
 Yes No Depends
- **There are site security policies/practices that may interfere with the use of the technology:** Yes No Depends
- **Technology support is required (e.g. software installs, server space, etc.):**
 Yes No Depends

Comment: If students are using school iPads, passwords and installation/setup help might be necessary depending on the user.

Administrative Considerations:

- **Technology use requires administrator/administrative consult or approval:**

Yes No Depends

- **Comment:** Any external initiative should be run by the Principal for permission before use.

Institutional Considerations:

- **There are existing media relations protocols and guidelines relevant to this technology:** Yes No Depends
- **The technology is considered problematic by media relations or privacy officers either at my institution or elsewhere:** Yes No Depends

Media Search:

- **I have researched credible technology review sites for critiques of this technology:**
 Yes No Depends
- **Findings:**
 - Research links provided by Duolingo: <https://www.duolingo.com/research>
 - <http://revistas.uned.es/index.php/ried/article/download/14581/13569>
 - <https://works.bepress.com/arabworldenglishjournal-awej/72/download/>

Tool Search

I reviewed other similar technologies before selecting this tool:

Yes No

Alternatives Considered & Reasons for Non-Selection

Name:	Reason for not selecting

Alternative Activities for Users Considered In-Case of Non Consent:

Students will be given paper-based activities as language review.

Sources:

[Office of the Information & Privacy Commissioner in British Columbia. \(February 2012\). "Cloud Computing Guidelines for Public Bodies"](#)

Portal, P. (February 2011). "Privacy Guide for Faculty Using 3rd Party Web Technology (Social Media) in Public Post-Secondary Courses", Vancouver Island University & BC Campus.

References

Duolingo (2016a, February 15). *Terms and conditions of service*. Retrieved from <https://www.duolingo.com/terms>

Duolingo (2016b, February 15). *Privacy policy*. Retrieved from <https://www.duolingo.com/privacy>

Freedom of Information Protection of Privacy Act: What is personal information? *Guide to access and privacy protection under FIPPA (2015)* Retrieved from <https://www.oipc.bc.ca/guidance-documents/1466>

School District #72 (2015, September). *Operational procedure 140: District technology and acceptable use guidelines*. Retrieved from [http://www.sd72.bc.ca/districtadmin/operationalprocedures/Operational%20Procedures/OP%20140%20District%20Technology%20and%20Acceptable%20Use%20\(Replaced%20I-07\).pdf](http://www.sd72.bc.ca/districtadmin/operationalprocedures/Operational%20Procedures/OP%20140%20District%20Technology%20and%20Acceptable%20Use%20(Replaced%20I-07).pdf)