



# Video Topic Series: Data for Good

In Mastercard's ongoing partnership with Discovery Education girls are empowered via STEM learning through Mastercard's signature Girls4Tech (G4T) program. The newest videos in the program provide girls with the stories of inspirational female and nonbinary professionals who are using data in innovative and inclusive ways. Through the program's diverse offerings, young people can begin to learn how to have a voice in solving the problems that matter to them using technology.

## ABOUT THIS VIDEO SERIES

Through *Data for Good*, a two-part video Topic Series, students will explore data-driven solutions and evolving technology such as; blockchain, Tokenization and A.I. Both episodes in the series highlight an element of using or protecting data for social good.

## VIDEO OVERVIEWS

### Video 1: Data-Driven Social Impact

This video provides insight on Mastercard's philanthropic and social impact arm, the Center for Inclusive Growth. It highlights Smita Jain, a young, queer woman of color, the Center's Director of Data & Analytics, and explains how to use data to drive social impact. The video explains MasterCard's Inclusive Growth Score™ that measures economic health and inclusion geographically. This data can assist in making sure that society's economic growth is inclusive. Also featured is Howard University's Center for Applied Data Science and Analytics, which pairs students' passion for social issues with in-depth education in data science. Emphasized is the point that data can be used as a tool to do things better and to help people—*find your voice and help the people around you find theirs*.

### Video 2: Technology & Impact

This video explains blockchain, a database that stores the records of financial transactions in blocks of encrypted data, and features Laluy Garduno, the Director of Crypto and Blockchain for Mastercard. The video explains the role that blockchain plays in a tokenized economy, and its goal of enhancing security and trust around the use of cryptocurrency. Also highlighted is Katie Priebe, the Vice President of Communications, who discusses the importance of weighing the risks and opportunities of Artificial Intelligence (AI) and the potential learning opportunity for students who are interested in the role AI plays—*learn about the technology, so you can have a voice and design a world that includes you*.

## DISCUSSION QUESTIONS

Consider using one or more of the following open-ended discussion questions to engage students in the viewing of the Topic Series videos:

1. What is a social issue about which you feel strongly? (Examples might include homelessness, food deserts, educational equity, racism, etc.)
2. How has technology helped you or your community?
3. Do you think everyone in your community has the same opportunity to be successful? Why or why not?
4. Do you feel like you have a voice in the decisions that affect you or your community?
5. What do you know about cryptocurrency? Do you think it is a positive innovation or too risky?
6. What do you know about artificial intelligence (AI)? Do you think it is a positive innovation or too risky?
7. Do you have any ideas for how cryptocurrency or AI could be used to solve problems or help people?

## MASTERCARD RESOURCES

In addition to these Topic Series videos, MasterCard offers the following resources:

- **[Girls4Tech Student Lessons and Teacher Guides](#):** These activities and step-by-step instructions are designed to connect the foundation of MasterCard's business to STEM principles through inquiry-based activities and real world challenges. Students are presented with the opportunity to play the role of several MasterCard STEM professionals as they explore interests and skills needed to pursue careers in STEM and data science.
- **[All Things Digital Digital Lesson Bundle](#):** With this set of resources, students will first learn the basics of technology and its evolution before moving on to investigate binary code. Through a series of activities, students will discover what technology is, how it is built, how it has evolved, and how it is used. They will learn the purpose and role of binary code before engaging in a binary "rescue mission."
- **[Career Bundles](#):** With a focus on careers that work to keep people and their data safe in an increasingly digital world, each bundle provides students with an in-depth look at the characteristics of several MasterCard STEM careers. Each career profile outlines what the professional does, the educational trajectory of the career, and the career outlook. Bundles also include a student activation, which outlines common student interests that might align to a future in the specified career and ways to begin practicing the skills required to be successful in that career.
- **[Behind the Network Video Topic Series](#):** In this three-part video Topic Series, students will explore fraud, cybersecurity, and biometrics firsthand. Each episode in the series highlights an element of using technology, featured careers, and "must know" information about the topic. Using MasterCard's Girls4Tech core series as a foundation, these topic series videos and accompanying activities tie together the themes of cybersecurity.