



Keeping your child safe online



# This presentation is about..

- Why Internet safety is **more important** than ever before
- **Five tips** to becoming an Internet parent
- **Five everyday ways** to help your child keep themselves safe online





# Who am I..?

- Dr Martyn Wild
  - ▶ eLearning expert, Cybersafety advocate, academic
- Honorary position at La Trobe University, Melbourne
- Uses research programme ('trends' based research) to inform and refine [SuperClubsPLUS](#) - a safe, social [learning](#) network for young children 6-12 years..
  - ▶ an alternative to Bebo, Club Penguin, etc.
  - ▶ used not only as a safe online space for kids, but to teach them how to keep themselves safer online..



# SUPERCLUBS PLUS *Australia*

**Welcome to SuperClubsPLUS.**  
The safer place to make friends, be creative and learn. For children aged 6 - 12 years in Australia and around the world. **Take the TOUR.**

Click to **register online**  
Or call 03 868 99 409.

Teachers go free with your class.

**Username:**

**Password:**

Login

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**Live Times**

Weekdays 8am-8pm

Weekends

9am-12pm and 4pm-8pm



STAR  
AWARDS  
TO  
COLLECT



BUILD  
A  
WEBSITE



JOIN  
A  
FORUM



THINK U  
KNOW'S  
CYBERCAFE



CHAT  
TO  
FRIENDS



WRITE  
AN  
ARTICLE

TEACHERS

PARENTS

CONTACT US

MORE INFO



# SuperClubsPLUS is safe..

Because we..

- ▶ **Validate every child as being a 'real child'** - age and identity verification
- ▶ **Mediate every article, every email, every chat from all 150,000 children online** - using highly trained mediators who are constantly stimulating, moderating, responding, helping..
- ▶ **Educate** - constantly reinforcing children, how to keep themselves safe online - through rules, behaviours, sanctions
- ▶ **Graduate**.. and finally graduate the children at 12 years..



# Cybersafety - what do we know?

- **99%** of kids have regular access
- **80%** of all parents have access at home
- **25%** of 12-15 yr olds in their bedrooms
- **16%** of 5-7 yr olds have their own phone
- **42%** of 5-7 yr olds have a games machine – capable of wirelessly connecting to the Internet



# Cybersafety - what do we know?

- 35% of kids by 15 years have been bullied or harassed online
- Doubling of kids' weekly use of the Internet in 2 years..
  - ★ from 7.1 hrs in 2005 to 14 hrs in 2007 (12-15 yr olds)



# Cybersafety - what do we know?

- Almost **one in seven** 8-17 year-olds say they have come across potentially harmful or inappropriate material in the past six months
- **One in ten** parents do not know this
- The likelihood of coming across such material **increases with the age of the child**, as does the likelihood of the parent not knowing if the child has done so



# Cybersafety - what do we know?

- **Parents seriously underestimate** the extent their children give out personal information online
- **57%** of parents don't know what to do in times of adversity, what options they have available to them for prevention and reporting..
  - ★ inappropriate content - sexual, violence
  - ★ **cyberbullying**
  - ★ grooming
  - ★ identity theft



# Cybersafety - what do we know?

- Growing **gap** between what parents think their children are doing online and what they are actually doing
- Social networking is the trend
  - ★ **55%** of kids **12-15** have SNS profile - **27%** of kids **8-11**
  - ★ **Two in every three** parents don't know this..
  - ★ **80%** of children don't use private settings on their profiles
- Ask your child, 'which would you rather do without...'
  - ★ TV / **Internet** / mobile



# Cybersafety - what do we know?

**More parents than children** say that they have rules in place for using the Internet..



# Cybersafety - the main points

- For children, **the Internet is not an option**: it is a necessity, **a core part of their life..**
- Their use is about **communication**, not content
  - ▶ as are the dangers
- **Its all about social networking..**
- **Parents are the key to their kids safety online**
  - ▶ most parents unsure about this responsibility
  - ▶ most think they don't have the technical skills



# 5 steps to being an Internet parent

- **Familiarise** - yourself with the sites your children visit, the tools they use
- **Explore** - these places for yourself, with your child
- **Restrict** - inappropriate sites, content
- **Talk** - with your child about what they do online, what they publish about themselves, where they use the Internet
- **Know** – be aware of potential dangers in the online world, find out what the more recent research says of the most common problems



# Familiarise

- **Talk** with your child about their use of the Internet
- **Ask** about their favourite sites, activities
- **Celebrate** their use
- **Talk up** the value of the Internet - educational, social



# Explore

- **Explore** these sites and technologies yourself
- **Ask for advice** about them from your child
- **Know which ones** are the most popular for different ages
- **Read** their Terms and Conditions; 'acceptable use' policies; age restrictions; privacy controls; type of content allowed
- **Discuss** how they keep themselves safe on each of them, what features they use to protect their identity, their privacy, their own content, their well-being



# Restrict

- Consider **technology controls** - filtering, monitoring, scheduling
- **Have rules** for your child going online
  - ▶ **how long** - especially for multi-user Internet games
  - ▶ **what sites** are safe; what is appropriate content to view
  - ▶ **where they use** their computer (open, family room settings are better than closed-door bedrooms)
  - ▶ **what information** they should be sharing online



# Talk

- Have **regular conversations** about their online life
- **Make it easy** for them to talk about what is upsetting, offending, scary
- **Don't threaten** to remove access
  - ▶ a sure-fire way of ensuring they never consult you again!



# Know

- Know about **potential dangers**
  - ▶ they change all the time, with the technology, with changed behaviours
- Know to **gather evidence** (screen copy)
- Know **where to report** illegal, inappropriate content
  - ▶ Internal Affairs - [censorship@dia.govt.nz](mailto:censorship@dia.govt.nz)
  - ▶ NZ Police - local, emergency
  - ▶ Internet Watch Foundation - [www.iwf.org.uk](http://www.iwf.org.uk)
  - ▶ NetSafe - [www.netsafe.org.nz](http://www.netsafe.org.nz)



# Helping your children **stay** safe

- Keep it **private**
- Keep it **friendly**
- Keep in **online**
- Keep it **locked**
- Keep it **real**



# Keep it private

- Ensure your child knows the difference between **private and public** settings
- **Avoid** divulging personal, identifying information - especially photographs
- Understand that once uploaded, **content is often non-retractable** - deleting it doesn't remove it, someone can always find it



# Keep it friendly

- Cyberbullying is poised to turn into the biggest online concern, already **affecting up to 35%** of all children
- Ensure your child knows what to do when they encounter cyberbullying (**Stop, Block and Tell!**), and who to report it to – make sure you are on their list!
- **‘Think before you send’** is a great online rule for your child to live by:
  - ▶ ask them to think about the potential consequences on themselves and on others - of every video uploaded, every comment, every txt, every email



# Keep it online

- Ensure your child **only ever** meets online friends for the first time in the company of yourself or a trusted adult - **always**
- **Never, ever meet an online friend** for the first time face-to-face on their own – **no exceptions**



# Keep it locked

- Make sure your **child's password remains private** - always - change it frequently, don't write it down anywhere, don't share it - not even with a 'bestie'
- Make sure your child's **mobile phone uses a PIN**, so when lost or stolen it can't be used to auto-sign into their online profiles (*\*auto-sign-on is where a web site auto-remembers a password*)
- If in doubt, ask to **set their Bluetooth-enabled phone to 'undiscoverable'** – strangers can otherwise potentially access your children's phone and its data



# Keep it real

- Children find the Internet **an easier place to explore their identity**, to take risks
  - without understanding how the consequences are often amplified online
- Reinforce **strong and positive personal** and **social values** and **behaviours** online
- Help build **resilience** in your child to what they will undoubtedly come across on the Internet: inappropriate content, inappropriate contact, cyberbullying



# Check out..

- [www.superclubsplus.com.au](http://www.superclubsplus.com.au)
- [www.cyberbullying.co.nz](http://www.cyberbullying.co.nz) (Telstra Clear)
- [www.dia.govt.nz](http://www.dia.govt.nz)
- [www.netsafe.org.nz](http://www.netsafe.org.nz)
- [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)
- [www.netalert.net.au](http://www.netalert.net.au)
- [www.cybersmartkids.com.au](http://www.cybersmartkids.com.au)

