



**Do you want to be
able to keep up with
your kids online?**

**internet
matters.org**

“My kids know more about the internet than I do...”





There are lots of positives...



Online games can enhance teamwork and creativity



Add to the child's store of knowledge



Households with computers perform better academically



Improve both visual intelligence and hand-eye coordination

89% of 8-11 year olds said that using social media made them feel happy and 82% said it helped them to feel closer to their friends

2020 Ofcom

But technology can affect children's development...

- **Sleep cycles** are affected by blue light from screens
- Screen-based entertainment **increases central nervous system arousal**
- Children today are **more forgetful** than OAP's
- One study found that the **more distracted** you are, the less able you are to experience empathy
- Gaming platforms use persuasive design in order to keep people using their product, and **children are particularly vulnerable** to these tactics.



Media usage by age

6 in 10 use any device to go online

2% have their own tablet



27% use a smartphone to go online and **63%** use a tablet to do the same



62% play games for just over **6 hours a week**

66% play games online



25% use a smart speaker in the home



74% who own a smartphone are allowed to take it to bed with them



81% use their phone to go online and **69%** to do the same

36% more likely to watch streams on a mobile device



35% play games online



45% use a smartphone to go online and **72%** use a tablet to do the same



37% own their own smartphone

98% spent over 11 hours of streaming from a device per week



83% have their own smartphone

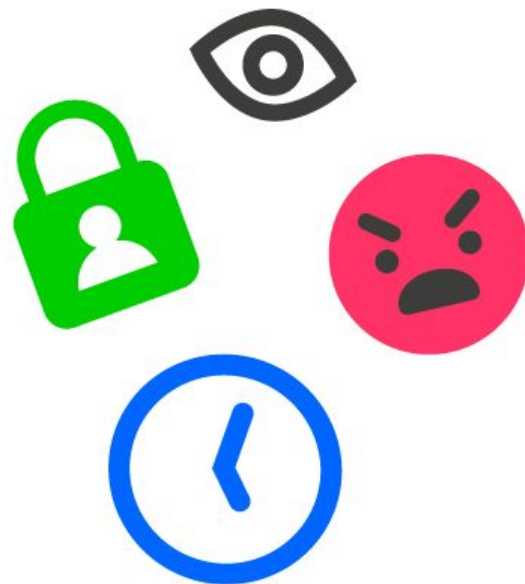
51% use YouTube in 2019 compared to **37%** in 2016



5% have their own smartphone

Risks parents are concerned about

Concerns	% of parents
Encouraging self-harm	62%
Privacy and data collection	50%
Cyberbullying	45%
Radicalisation	41%
Excessive screen time	25%



Risk is not harm

Positive action can limit risks becoming harmful. Here are 5 tips for parents:

- 1 Understand the risks
- 2 Communicate regularly
- 3 Keep the risks in proportion
- 4 Agree on helpful mediation strategies
- 5 Develop coping strategies that foster resilience



The 4 C's of Online Safety



01

Content

Being exposed to illegal, inappropriate, or harmful content, for example: pornography, fake news, racism, misogyny, self-harm, suicide, anti-Semitism, radicalisation, and extremism.



02

Contact

Being subjected to harmful online interaction with other users; for example: peer pressure, commercial advertising and adults posing as children or young adults with the intention to groom or exploit them.



03

Conduct

Online behaviour that increases the likelihood of, or causes, harm; for example, making, sending and receiving explicit images, online bullying etc,



04

Commerce

Risks such as online gambling, inappropriate advertising, phishing and or financial scams. If you feel your pupils, students or staff are at risk, please report it to the Anti-Phishing Working Group (<https://apwg.org/>).

Dealing with inappropriate CONTENT

4.7
million

URL's showing
pornographic content –
more than 12% of the internet

11
years

Average age to **first**
view porn online

1/3

of children have **seen explicit**
images by age of 10

Dealing with inappropriate CONTENT

What to talk about

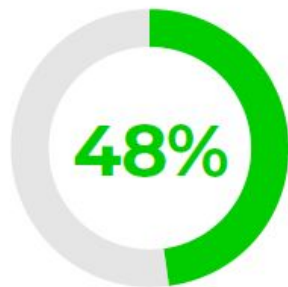
- They can come to you if they see anything that upsets them
- If they have seen pornography... that it presents an unrealistic image of sex and relationships
- The importance of respect for each other and the meaning of consent

Top tips / tools to use

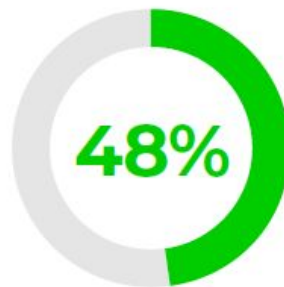
- Parental controls on home broadband
- Content lock on mobile networks
- Safe search on Google (& other browsers) & YouTube; child-friendly search engines



Dealing with inappropriate CONTACT



of secondary school children
have talked to strangers
on social media



of 11 year olds **have** a
social media profile

Dealing with inappropriate CONTACT

What to talk about

- Sometimes people hide behind fake profiles for dishonest reasons
- Agree how they will respond to requests from people they don't know in real life
- Never ever to meet up with anyone they don't know in real life

Top tips / tools to use

- Set up safe social media profiles that don't share personal information
- Turn off geolocation settings on devices
- Use the strongest privacy settings on social media
- Learn how to report/block/mute

Dealing with inappropriate CONDUCT



of children **will**
experience cyberbullying



of children **say someone**
has been nasty online

Dealing with inappropriate CONDUCT

What to talk about

- Talk to a trusted adult if they experience anything upsetting online
- Think carefully about sharing images of others
- Be responsible online, remembering they are creating their own digital footprint

Top tips / tools to use

- Report inappropriate posts/content to the social media providers
- Think carefully about using monitoring apps that identify inappropriate behaviour

What are children taught in school?

KS1

Use technology safely and respectfully, keeping personal information private; identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies

KS3

Understand a range of ways to use technology safely, respectfully, responsibly and securely, including protecting their online identity and privacy; recognise inappropriate content, contact and conduct, and know how to report concerns

KS2

Use technology safely, respectfully and responsibly; recognise acceptable/unacceptable behaviour; identify a range of ways to report concerns about content and contact

KS4

Understand how changes in technology affect safety, including new ways to protect their online privacy and identity, and how to report a range of concerns

In addition, schools embed it across...

ICT
curriculum

PSHE
lessons



Appropriate
filters and
monitoring
system

Curriculum
and safeguarding
assessed as
part of Ofsted
framework

Controlling tech time

Your children will be watching the way you use technology and they will copy; make sure there is some consistency in how you **role model** good behaviour:

1

Turn off notifications on apps to avoid that constant 'ping'

2

Buy an alarm clock so you don't have devices in the bedrooms

3

Keep phone on silent in your pocket or bag when you pick the kids from school

4

'No phones at the table' rule or 'no phones between 6 and 7' rule

5

Family tech-free days!



Controlling tech time

And there are tactics you can put in place **to help manage** their screen time....

1

Set a good example

2

Talk together about the time spent online

3

Agree on appropriate length of time they can use their device

4

Get the whole family to unplug & create screen-free zones

5

Use technology/apps to help manage screen time e.g. Forest App



Three things to teach your child



Be a confident
communicator



Be a critical
thinker



Be a capable
tools user

Age Restrictions for Social Media Platforms

What is the minimum age for account holders on these social media sites and apps?

Under 13



Roblox



PopJam



FaceTime

13+



Twitter



Facebook and Messenger



Viber



WeChat



Monkey



Yubo



Dubsmash



Instagram



TikTok



Skype



Google Hangouts



Reddit



Snapchat



Pinterest

16+



WhatsApp



Telegram Messenger



Tumblr

17+



Line



Sarahah



Tellonym

Parents Evening Presentation

CYBERBULLYING

internet
matters.org

Social media is their online playground

Percentage of children
using social media



44%

of 8-11 year olds

87%

of 12-15 year olds

Percentage of children using
chat/messaging apps/sites



64%

of 8-11 year olds

91%

of 12-15 year olds

How children aged 5-15 are using the internet



56%
live broadcast
TV



91%
video-on-demand
content



71%
gaming



55%
social media



65%
messaging
apps/sites



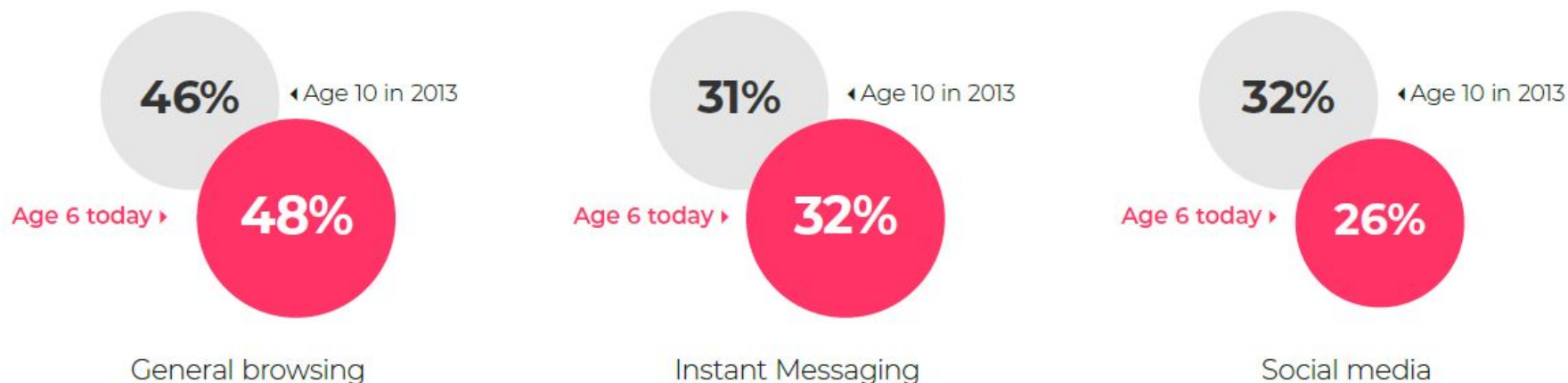
97%
video-sharing
platforms



45%
live streaming
apps/sites

Internet use by young children is increasing

6 is the new 10



New pressures for the digital age



Lauren Seager-Smith

CEO of Kidscape

FOMO – Fear of missing out

"The pull to be part of the 'in' crowd is strong and as a parent it can be easy to forget how that felt at 13 or 14 and some of the associated risks. In the online world that can include pressures to share personal images that a child might think will improve their social status."



Dr. Linda Papadopoulos

Psychologist & Internet Matters Ambassador

Selfies and Mental health

"The selfie phenomenon is like having a mirror following you around 24 hours a day. And not just following you, but giving you a minute-by-minute account of friends, peers and celebrities."



Katie Collett

The Diana Award

Social media and Self-Esteem

"Many young people revealed that they would delete a selfie they've posted if it didn't get enough 'likes' and some told me that getting fewer than even 50 'likes' would make them feel"

What is cyberbullying?

The Anti-bullying Alliance define bullying as:

*The **repetitive, intentional** hurting of one person or group by another person or group, where the relationship involves an imbalance of **power**. Bullying can be **physical, verbal** or **psychological**.*



Bullying has
evolved

....**Cyberbullying**
is the new kid
on the block.

Why is cyberbullying different?



Hard to
escape



Instantly reach
audience



Repetative



24 hour
access



Anonymity



Hard to
police

Cyberbullying terms

Cyberstalking

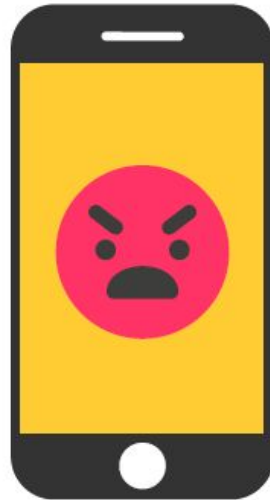
Outing

Harassment

Masquerading

Fraping

Roasting



Dissing

Flaming

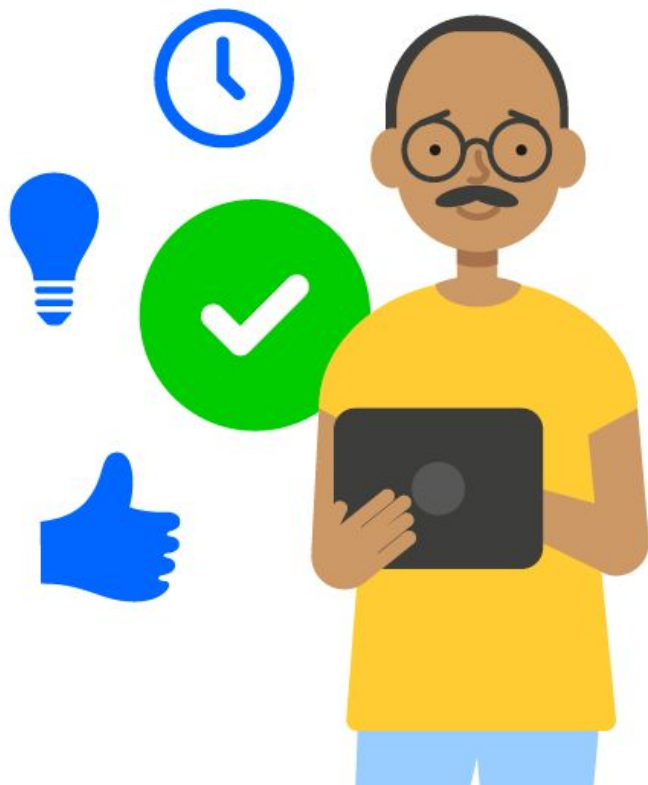
Griefing

Exclusion

Trolling

Catfishing

How to protect your child



Guide your child to be safe online

- 1 Think before you post
- 2 Be share aware
- 3 Be a good role model
- 4 Time online
- 5 Get involved

Spotting the signs

Spotting the signs

1 in 10

parents are unaware
their child has
been bullied

54%

of parents
worry about
Cyberbullying

Why children might not report being bullied:

- embarrassment (39%)
- being labelled a snitch (38%)
- fear it will get worse (38%)
- worry they won't be taken seriously (30%)
- nothing was done about reported bullying in the past (23%)



The do's



Block



Report



Keep the
evidence



Know when to
take it further

The dont's



Retaliate



Stop them
going online

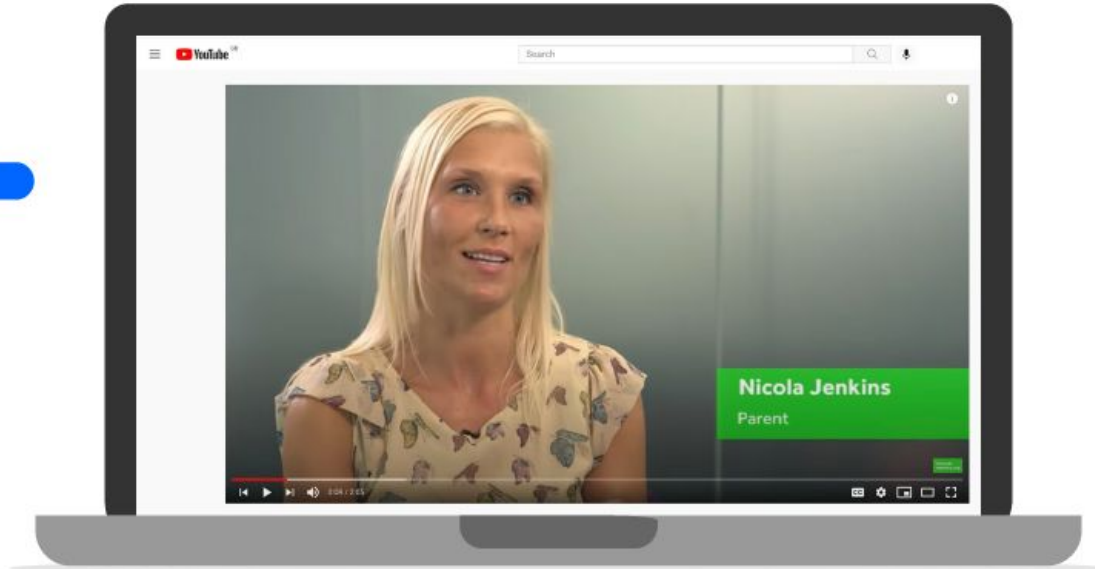


Deal with
it alone



Stop when the
bullying stops

What if my child is the bully...



https://youtu.be/cvYzYde_EpY

The do's



Find out
why



Talk it
through



Stay
calm



Teach by
example



Learn
from it

The don't's



Ignore it



Get upset



Be judgmental



Condone it



Take away
their devices

How can you help?



Remember this is an emotionally-charged problem



Stay calm, patient, and ask how you can help



Believe them, refrain from judging or belittling and acknowledge their feelings



Encourage them not to treat bullying as a secret – they can use you as release for their emotions; importantly keep the dialogue open



Praise them for being brave enough to share with you



Think very carefully about approaching other parents

Always report cyberbullying to the school



Face to face



Call us



Email/Letter

Final thoughts

Remember:



Get engaged with
their digital life



Visit Internet Matters
for more support

More resources to explore



NSPCC

