

<https://www.net-aware.org.uk/>



kik.



# Which apps do you know?

Can you match the apps to the name – age –  
content – potential risks

Get sorting!



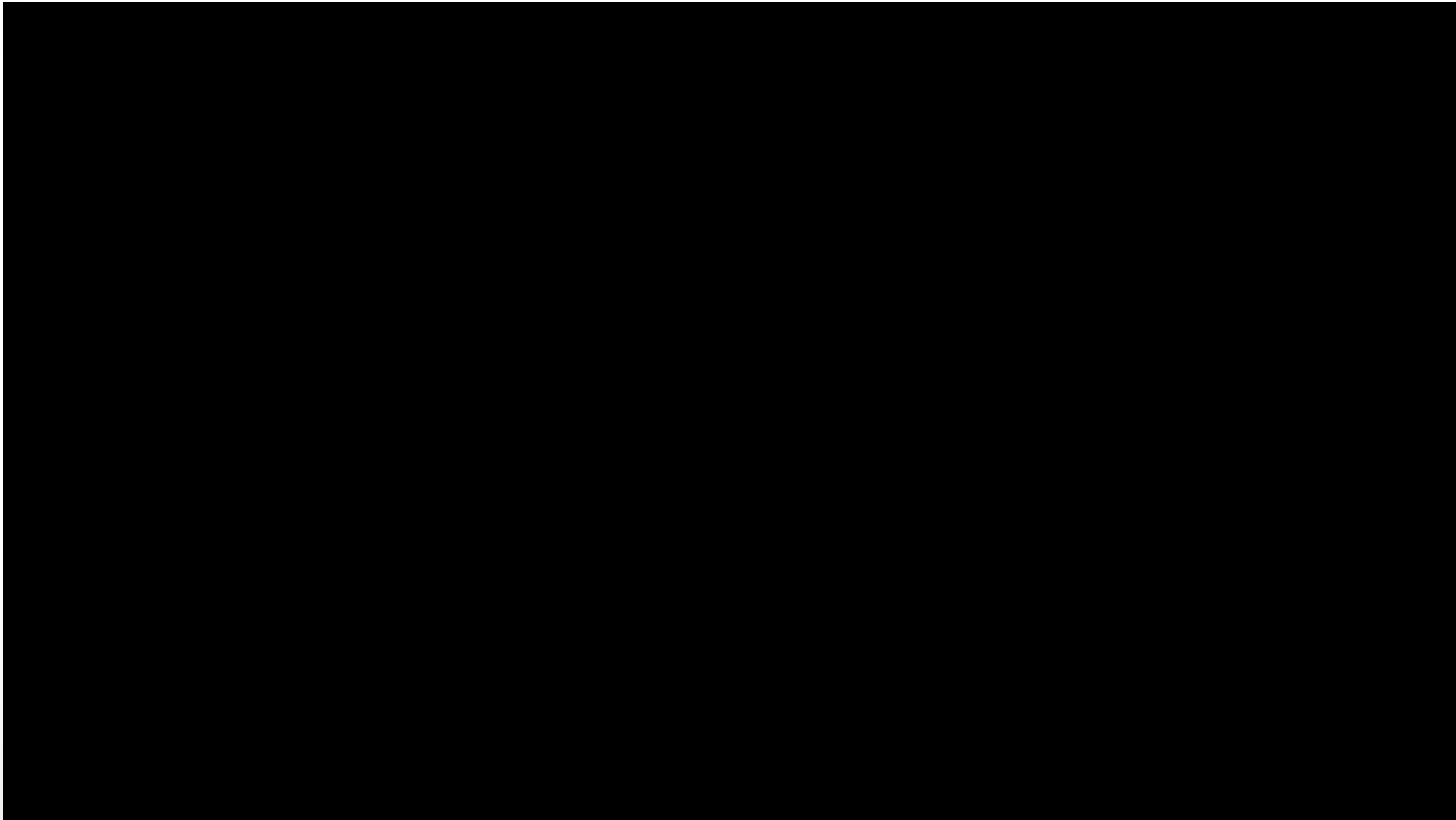


# Online Safety

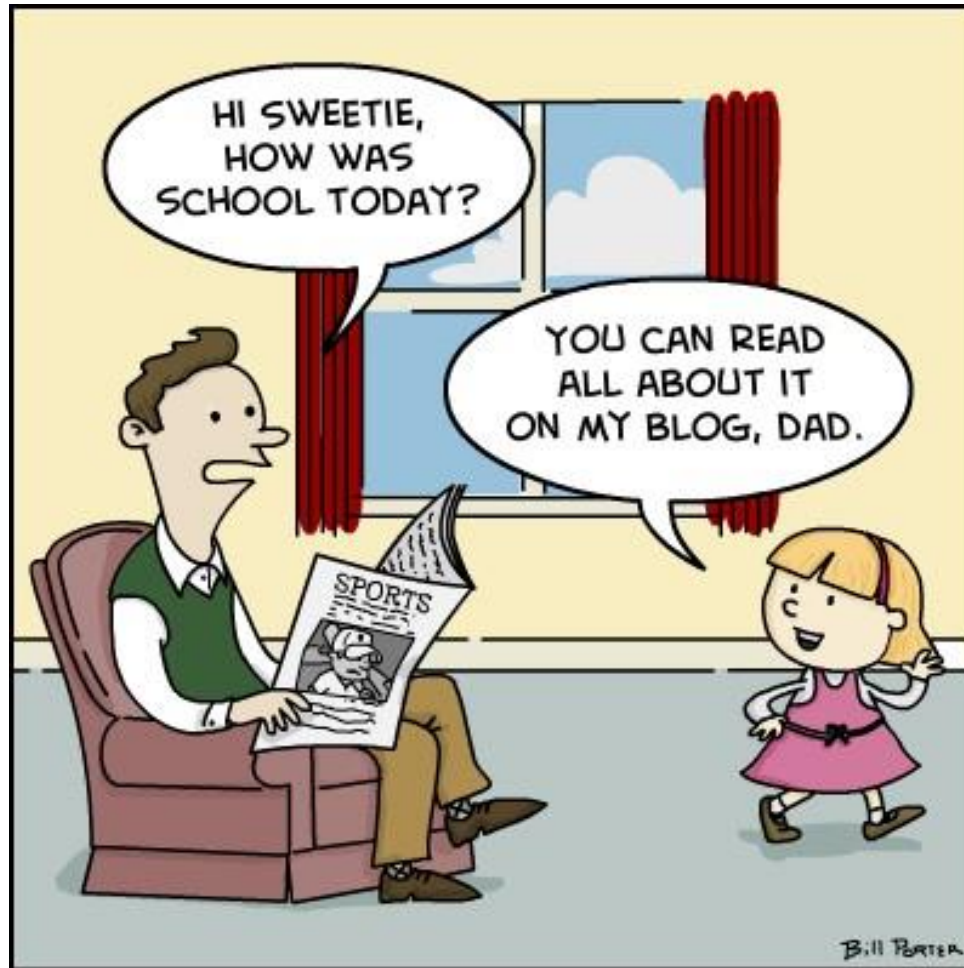
M Zawadzka

Tuesday 24<sup>th</sup> September 2019

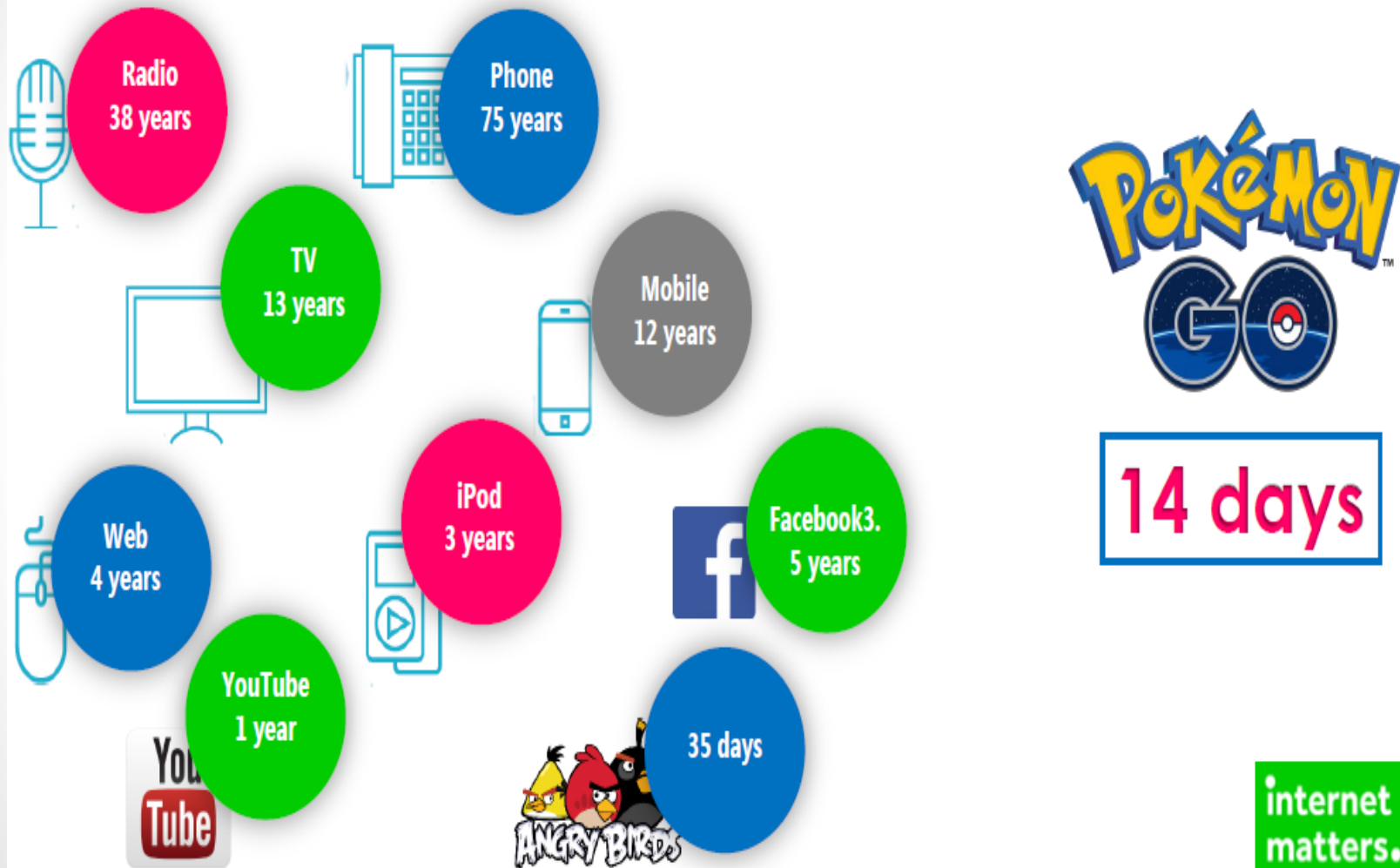




# Digital Immigrants vs Digital Natives



# Penetration rate: Years to reach c.50m users



internet  
matters.org

62% of  
children use a  
tablet at  
home

1 in 3  
children  
have their  
own tablet

11% of 3-4  
year olds  
have their  
own tablet

Girls aged 12  
– 15 send 163  
SMS a week

Children aged 9-  
12 are the most  
likely to lie  
about their age

Pupils with SEND  
are 16% more  
likely to suffer  
online abuse



# 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

**Research shows the outcomes for children are better if they benefit from connected technology**

**internet  
matters.org**





- **Sleep cycles** are affected by blue light from screens
- Screen-based entertainment increases central nervous system arousal
- Millennials are **more forgetful** than OAP's
- One study found that the **more distracted** you are the less able you are to experience empathy





# Key Life Moments

Children

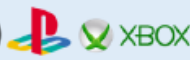
Age 3-4  
1% own a mobile phone, 16% own a tablet, 0% have a social media profile

Age 5-7  
67% of children are online.  
Average time spent per week: 8 hours 42 minutes  
3% have a social media profile  
Children start to browse internet for school work and general browsing

Under 10  
Internet use limited to gaming, streaming video and TV and video calling



Age 10-11  
Phone ownership rises from 21% to 43%,



Age 8-11  
90% of children are online, 49% own a tablet  
Average time spent per week: 12 hours and 54 minutes  
56% play games online, 12% against people who they've never met



43% of 11 year olds have a social media profile and are messaging, sharing and liking throughout the day

Age 12-13  
Phone ownership rises from 50% to 74%  
74% of 13 year olds have a social media profile

12-15  
98% of children are online  
Average time spent per week: 20 hours and 6 minutes  
27% play games against people they've never met

Secondary school children use an average of 5 social networks



Start Secondary school

Learn to read & write



4

5

6

7

8

9

10

11

12

13

14

15

16

Parents

Age 3-4  
55% of parents think the benefits of the internet outweigh the risks  
10% think their child knows more about the internet than they do

Age 5-7  
35% of parents have never spoken to their children about managing risks online  
4% never supervise online access and use

Under 10  
Parental concern is limited to sexual content, inappropriate content, violent content and strangers/grooming

Age 8-11  
68% of parents think the benefits of the internet outweigh the risks  
41% think their child knows more about the internet than they do  
34% are concerned about their child being bullied through their mobile phone

Age 10-13  
Parental concerns around online bullying increase



Age 5-15  
42% of parents have no awareness of content filters



Age 5-15  
16% of parents have never spoken to their child about managing risks online

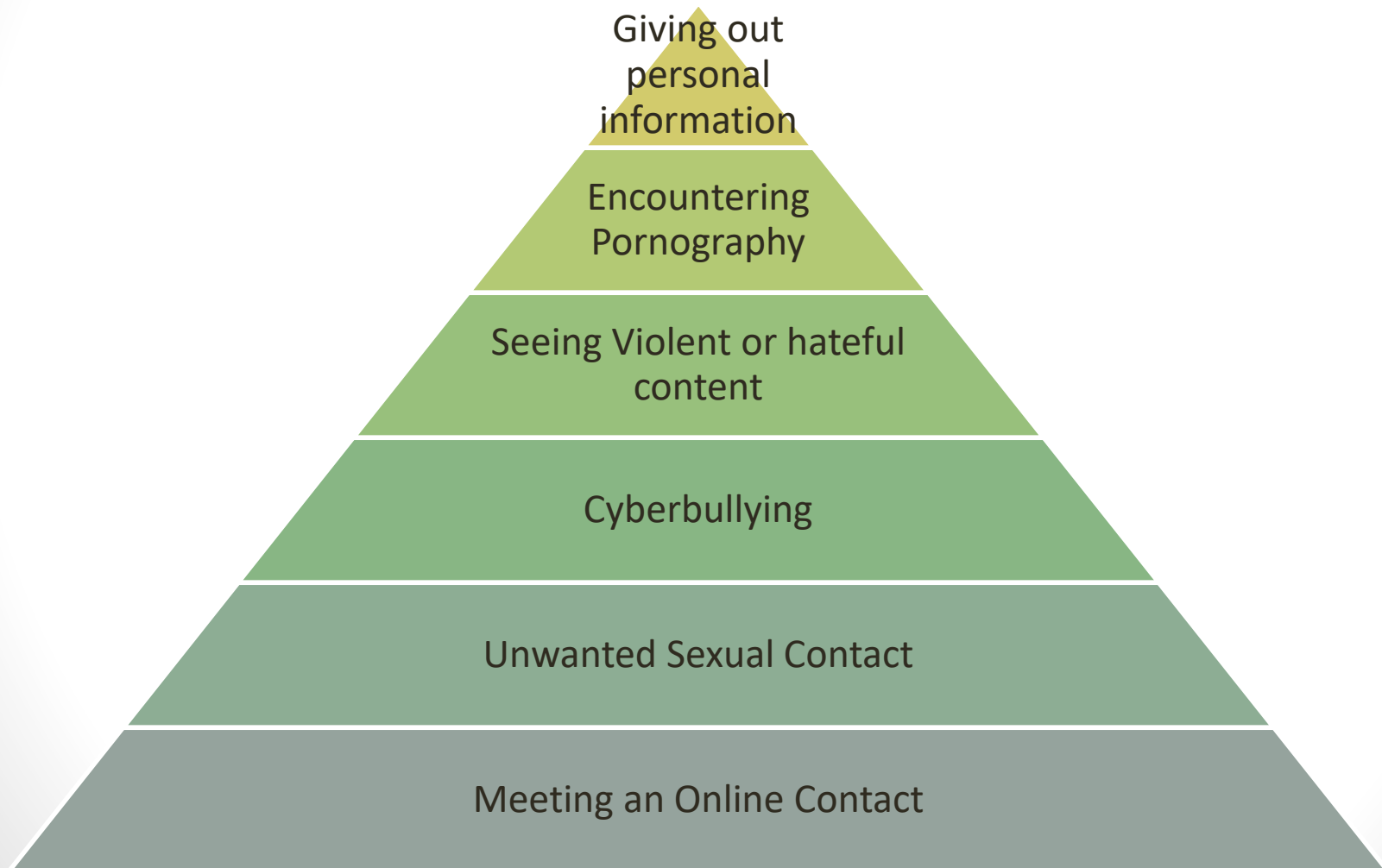


Age 12-15  
8% of parents do nothing to regulate or monitor their child's activity online

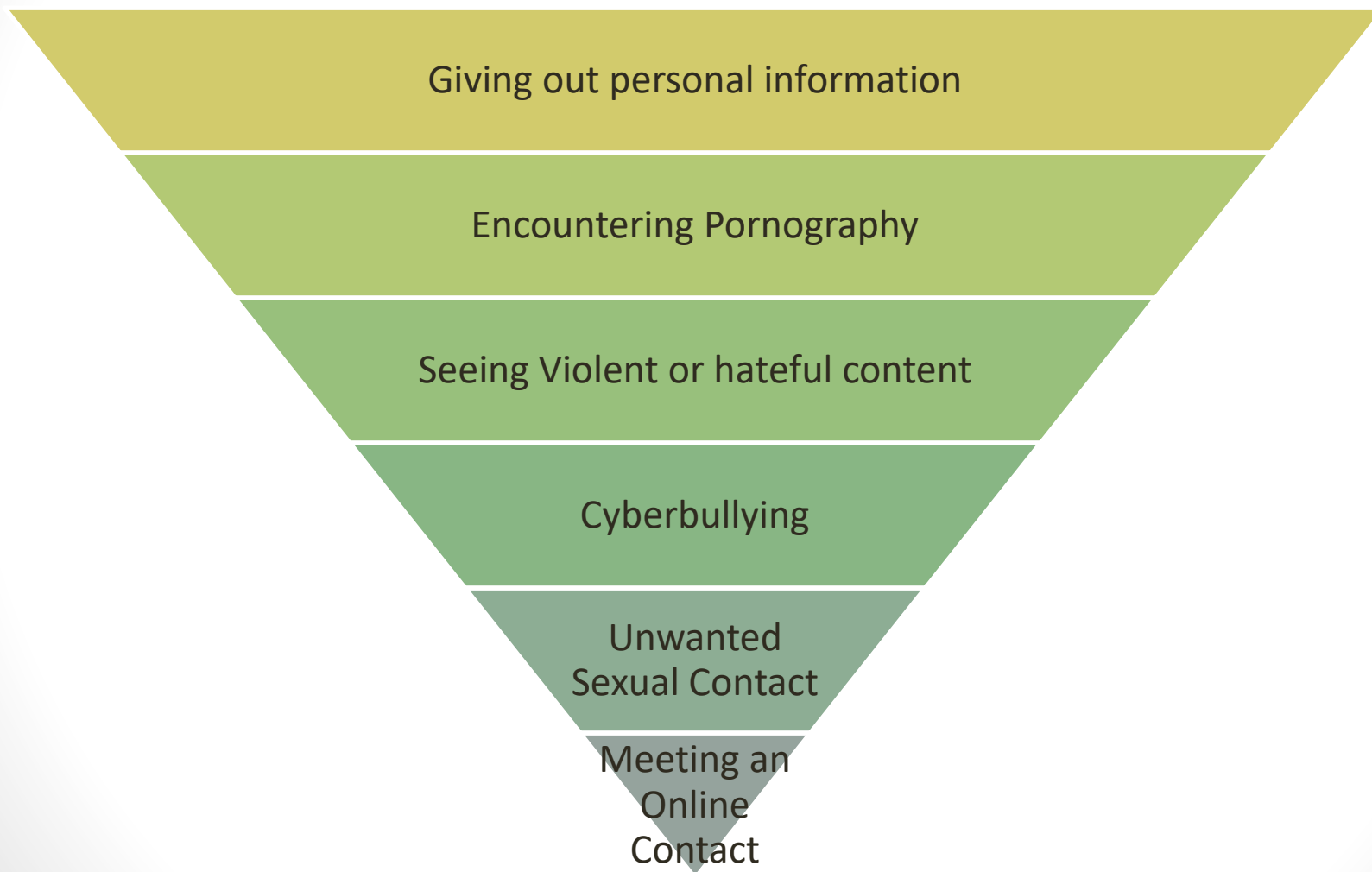
Source: 2016 OFCOM Children and parents: media use and attitudes report, 2013 Cybersafe Report



# What are the risks?




# What are the risks?



**“Children are not really responsible for managing their online activity. If a parent gives permission for a child to use the internet, they are responsible for managing, supervising and providing guidance to their children”.**

**CEOP, 2014 LSCB Conference**



“Children and young people need to be empowered to keep themselves safe – this isn’t just about a top-down approach. Children will be children – pushing boundaries and taking risks. At a public swimming pool we have gates, put up signs, have lifeguards and shallow ends, but we also teach children how to swim.”

Dr Tanya Byron

Safer children in a digital world: The report of the Byron Review

	<b>Content</b> (Child as receiver of mass productions)	<b>Contact</b> (Child as participant in adult-led activity)	<b>Conduct</b> (Child participation, perpetrator or victim)
Aggressive	Violent	Harassment	Cyberbullying
Sexual	Pornographic	Grooming, sexual abuse	Sexual harassment, 'sexting'
Values	Racist / hateful	Ideological persuasion	Harmful user generated content
Commercial	Marketing	Personal data misuse	Gambling, copyright infringement



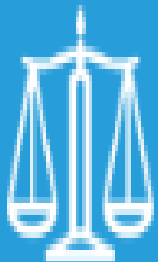
# Content



Some online content is not suitable for children and may be hurtful or harmful. This is true for content accessed and viewed via social networks, online games, blogs and websites.



It's important for children to consider the reliability of online material and be aware that it might not be true or written with a bias.



There can be legal consequences for using or downloading copyrighted content, without seeking the author's permission.



# Contact



It is important for children to realise that new friends made online may not be who they say they are and that once a friend is added to an online account, you may be sharing your personal information with them.



If you have concerns that your child is, or has been, the subject of inappropriate sexual contact or approach by another person (including, but not limited to, a request to meet up or a request for images/videos), it's vital that you report it to the police via the Child Exploitation and Online Protection Centre ([www.ceop.police.uk](http://www.ceop.police.uk)).





# Conduct



Children need to be aware of the impact that their online activity can have on both themselves and other people, and the digital footprint that they create on the internet.



It's easy to feel anonymous online and it's important that children are aware of who is able to view, and potentially share, the information that they may have posted.



When using the internet, it's important to keep personal information safe and not share it with strangers.



# At School



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

KS1



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

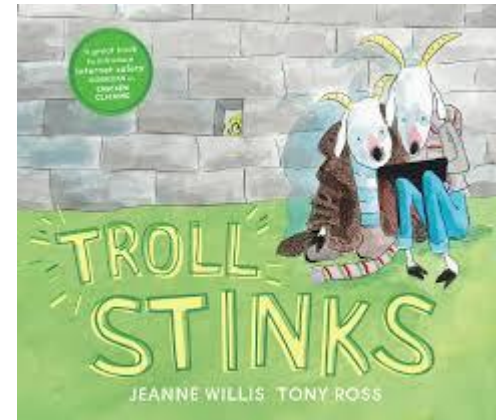
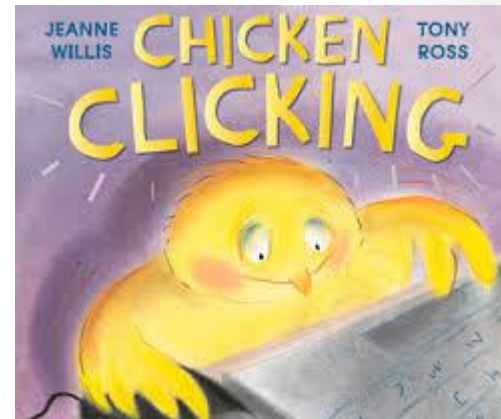
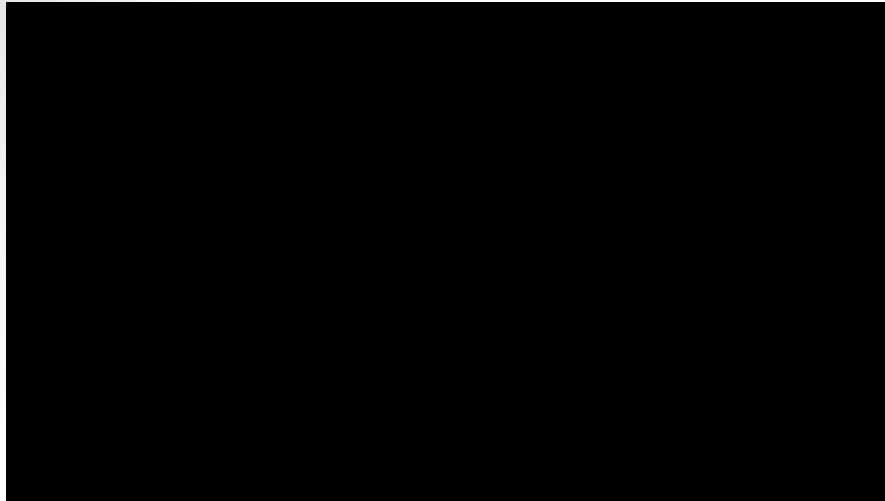
KS2



# At School

- Esafety Policy
- Acceptable Use Policy (AUP)
- Curriculum Lessons - CEOP and other materials
- Pupil Led Delivery – Ecadets
- Esafety Governors and Staff Lead
- Constantly reviewing the provision





S = SAFE

M = MEETING

A = ACCEPTING

R = RELIABLE

T = TELL

# At home



# Screen Time

<https://www.o2.co.uk/help/nspcc/parents-vs-kids/play#/quiz>

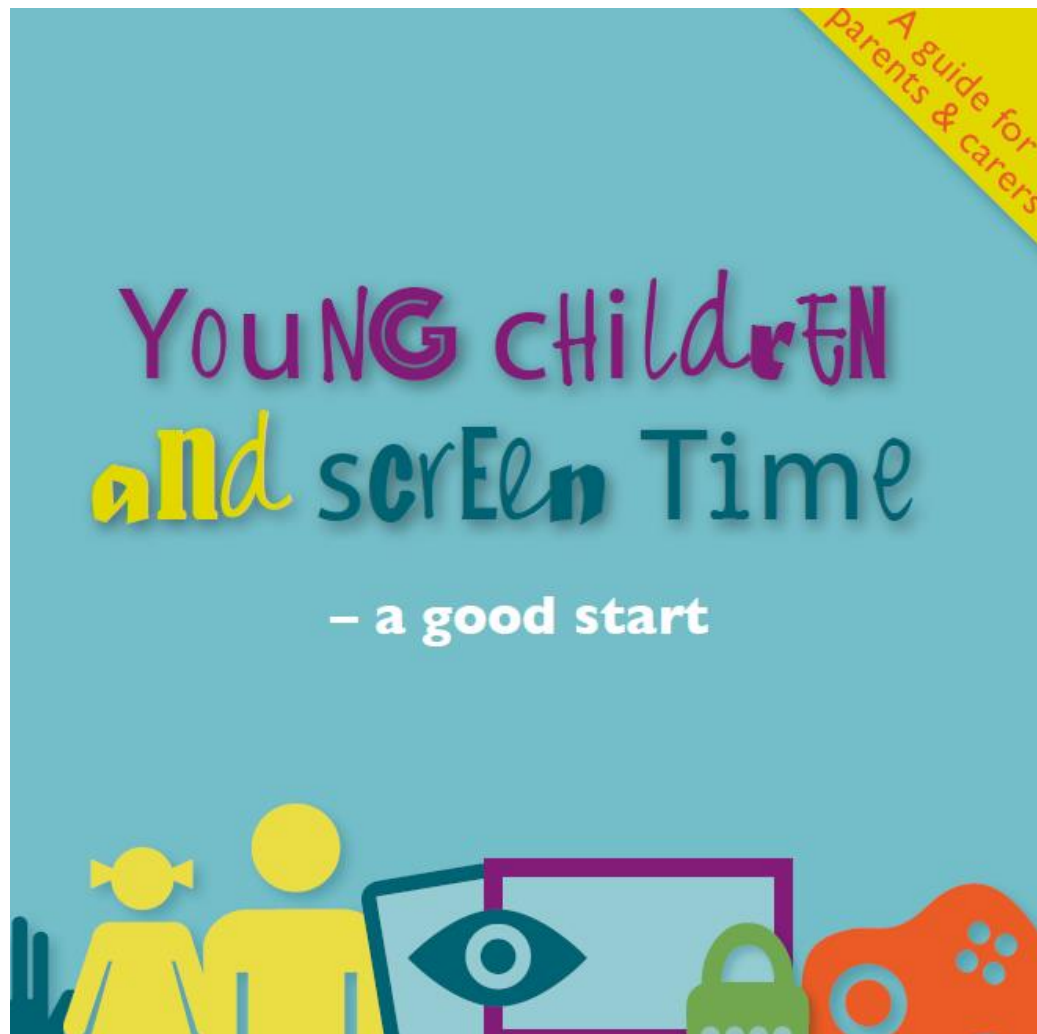




# Screen time advice for parents

- Monitor your child's time online
- Establish rules/limits
- Consider where your child is accessing the internet and on what device
- Have screen break before bedtime
- Parental role modelling
- Screen-free dinners
- Charging devices overnight out of the bedroom





<https://www.childnet.com/ufiles/Young-children-and-screen-time---a-guide-for-parents-and-carers.pdf>

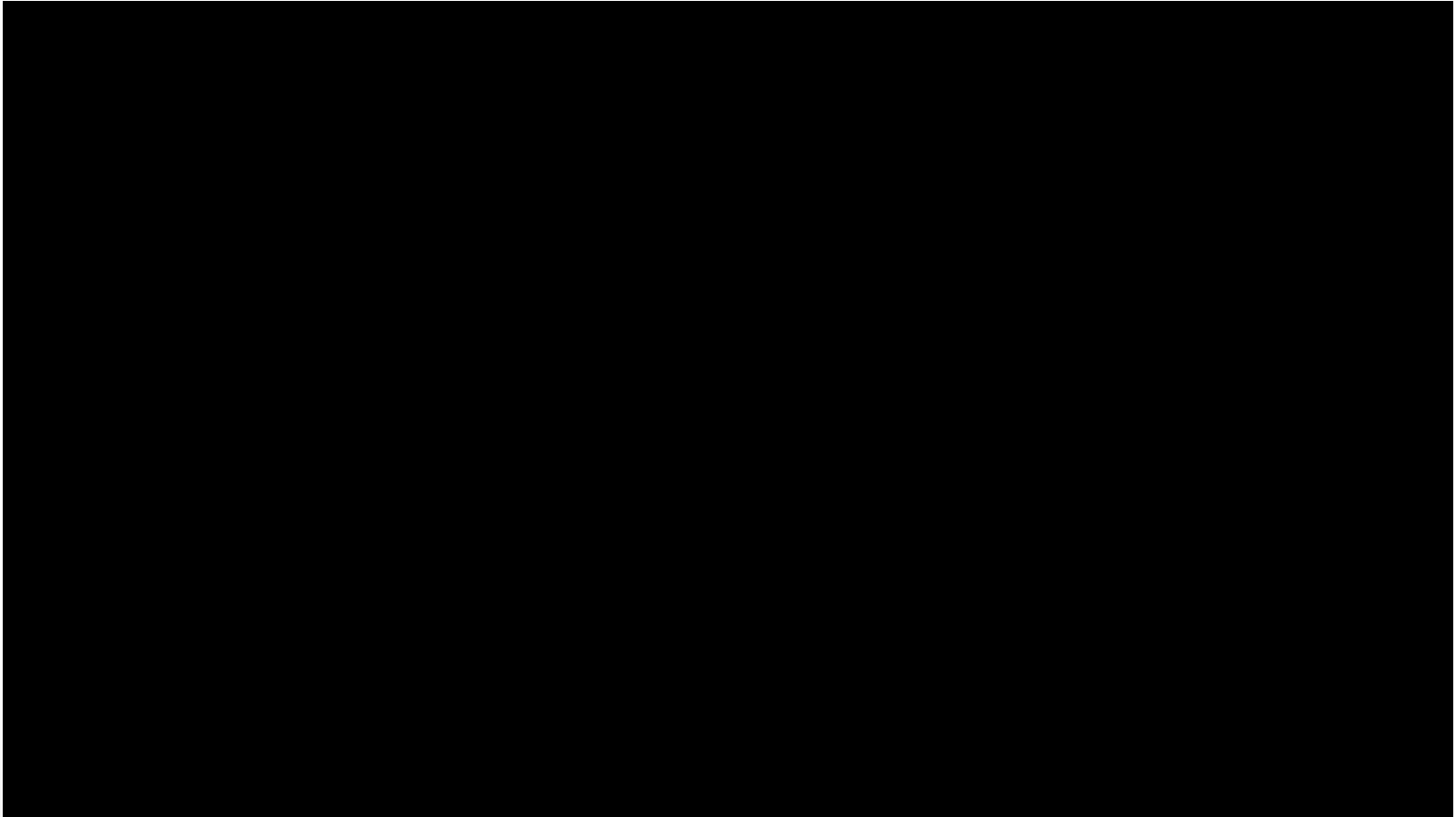
# Protect their curiosity



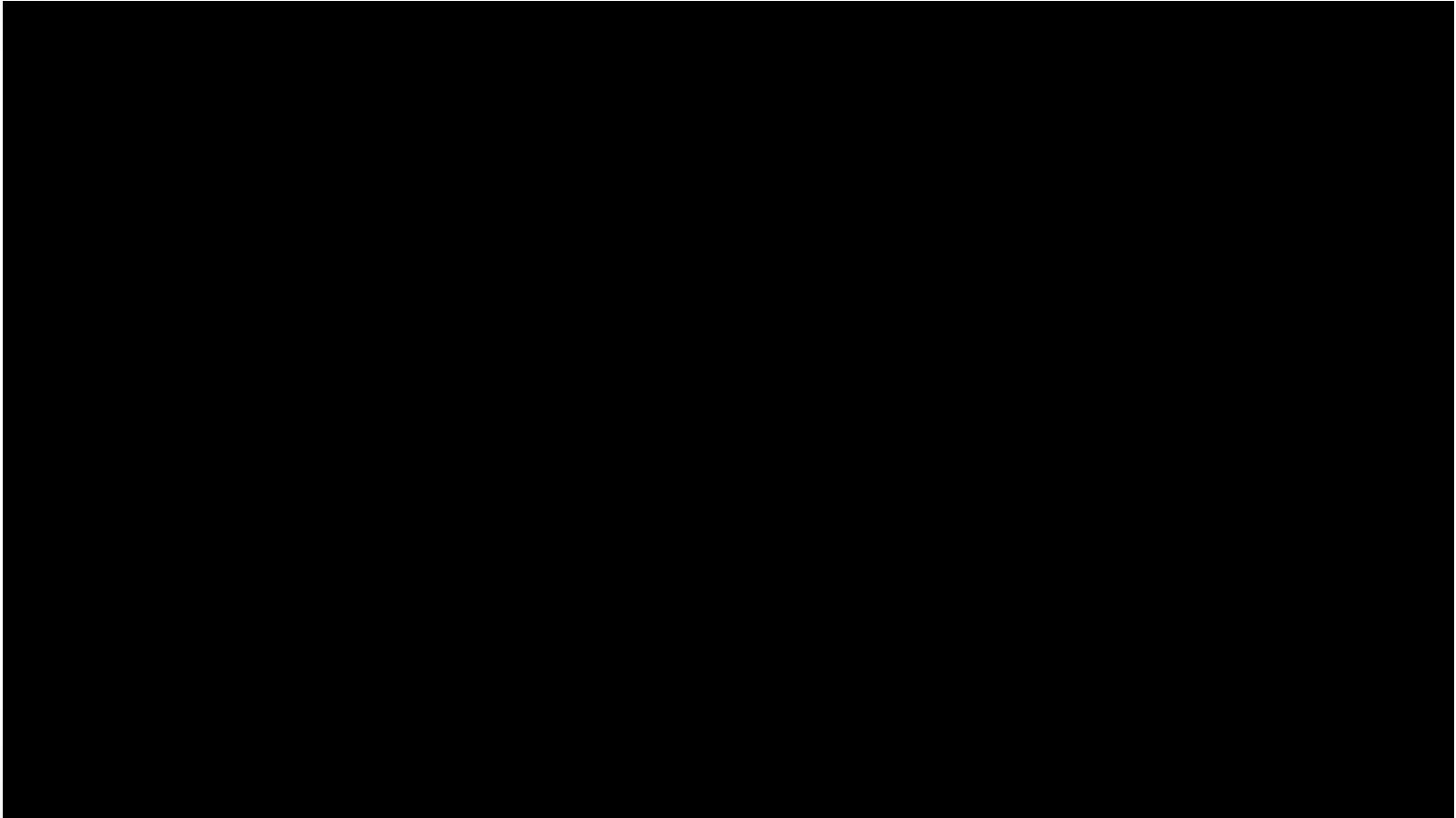
<https://www.internetmatters.org/parental-controls/interactive-guide/>



# Protect their curiosity



# Protect their curiosity - Fred



# Age Restrictions for Social Media Platforms

action for  
children

Twitter  
Facebook  
Instagram  
Pinterest  
Google+  
Tumblr  
Reddit  
Snapchat  
Secret



LinkedIn



Whatsapp



Vine  
Tinder



Path



YouTube  
Foursquare  
VnChat  
Kik  
Flickr  
Kik



# All about Apps

  **NSPCC NetAware** )))

Type and select network

Explore all networks

[A-Z](#)[Most popular](#)[News](#)

## Your guide to the social networks your kids use

Stay up to date and keep your child safe in today's digital world



Search for a site, game or app to find out more

Explore other networks

[All networks A-Z](#)[Most popular](#)

<https://www.net-aware.org.uk/>







# Musical.ly

[Content sharing](#)



**Minimum age according to Musical.ly**

This is Musical.ly's minimum age. What do you think is the right age for this app? [Share your thoughts](#)▼

Music  
friend:

## Is content on Musical.ly suitable for children and young people?

We asked young people and parents to tell us about the content they came across on Musical.ly. Here are the types of inappropriate content that they reported:

**Sexual**



Medium Risk

**Violence and hatred**



Medium Risk

**Bullying**



Low Risk

**Suicide and self-harm**



Low Risk

**Other**



Low Risk





I would like advice on...



Home

Get Advice ▾

Concerned about your child?

How to get help ▾

Who are we?

Support tools ▾

# Help your children get the most out of the Internet

I'm concerned about my child

➤ I'm concerned about my child

Reporting an incident to CEOP

➤ Reporting an incident to CEOP

I'd like information and advice on keeping my child safe

➤ I'd like information and advice on keeping my child safe

<https://www.thinkuknow.co.uk/parents/>





How to set up the parental controls offered by BT



How to set up the parental controls offered by Sky



How to set up the parental controls offered by TalkTalk



How to set up the parental controls offered by Virgin Media

<https://www.saferinternet.org.uk/advice-centre/parents-and-carers/parental-controls-offered-your-home-internet-provider>



HOME

ABOUT PEGI

ADVICE

FACTS

FAQ

SEARCH

NEWS

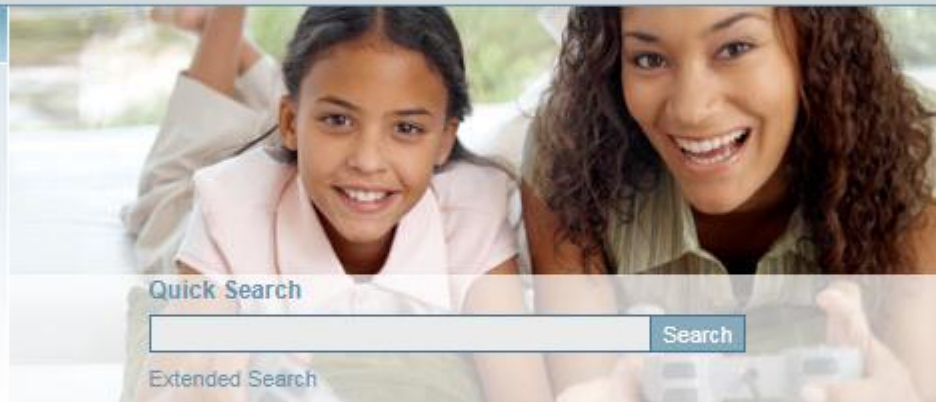
CONTACT

LOGIN



United Kingdom   
SELECT COUNTRY

HOME



Quick Search

Search

Extended Search

## FAQ

You have questions about age rating? We have the answers.

[Read more...](#)



## PEGI Expands to Mobile

Introducing IARC - Internatio...



New Games

## What are ratings?



Age ratings are systems used to ensure that entertainment content, such as films, videos, DVDs, and computer games, are clearly labelled for the age group for which they are most suitable. Age ratings provide guidance to

## PEGI iPhone App



[Available on the AppStore](#)

[Available on Android](#)







## What is PEGI?

The Pan-European Game Information (PEGI) age rating system was established to help European parents make informed decisions on buying computer games. It was launched in spring 2003 and replaced a number of national age rating systems with a single system now used throughout most of Europe, in 30 countries (Austria Denmark, Hungary, Latvia, Norway, Slovenia, Belgium, Estonia, Iceland, Lithuania, Poland, Spain, Bulgaria, Finland, Ireland, Luxembourg, Portugal, Sweden, Cyprus, France, Israel, Malta, Romania, Switzerland, Czech Republic, Greece, Italy, the Netherlands, Slovak Republic and the United Kingdom)

The system is supported by the major console manufacturers, including Sony, Microsoft and Nintendo, as well as by publishers and developers of interactive games throughout Europe. The age rating system was developed by the Interactive Software Federation of Europe (ISFE).



# Safer Internet Day 2020



**SAVE the DATE**

**Safer Internet Day**

**2020** | **Tuesday**  
11 February

**Together for a better internet**

**[www.saferinternetday.org](http://www.saferinternetday.org)**



# Other useful resources



@CEOPUK

[www.stpeters.herts.sch.uk](http://www.stpeters.herts.sch.uk)

- [www.internetmatters.org](http://www.internetmatters.org)
- [www.thinkyouknow.co.uk](http://www.thinkyouknow.co.uk)
- [www.childnet.com](http://www.childnet.com)
- [www.common sense media.org](http://www.common sense media.org)
- [www.pegi.info](http://www.pegi.info)
- <https://www.internetmatters.org/parental-controls/interactive-guide/>
- <https://www.net-aware.org.uk/>
- <https://www.saferinternet.org.uk/advice-centre/parents-and-carers/parental-controls-offered-your-home-internet-provider>



ClickCEOP





# Key Messages

- Have a conversation
- Establish boundaries
- Be clear on support and strategies
- Get to know the safety features on your devices at home
- Be curious not furious
- Keep the conversations going

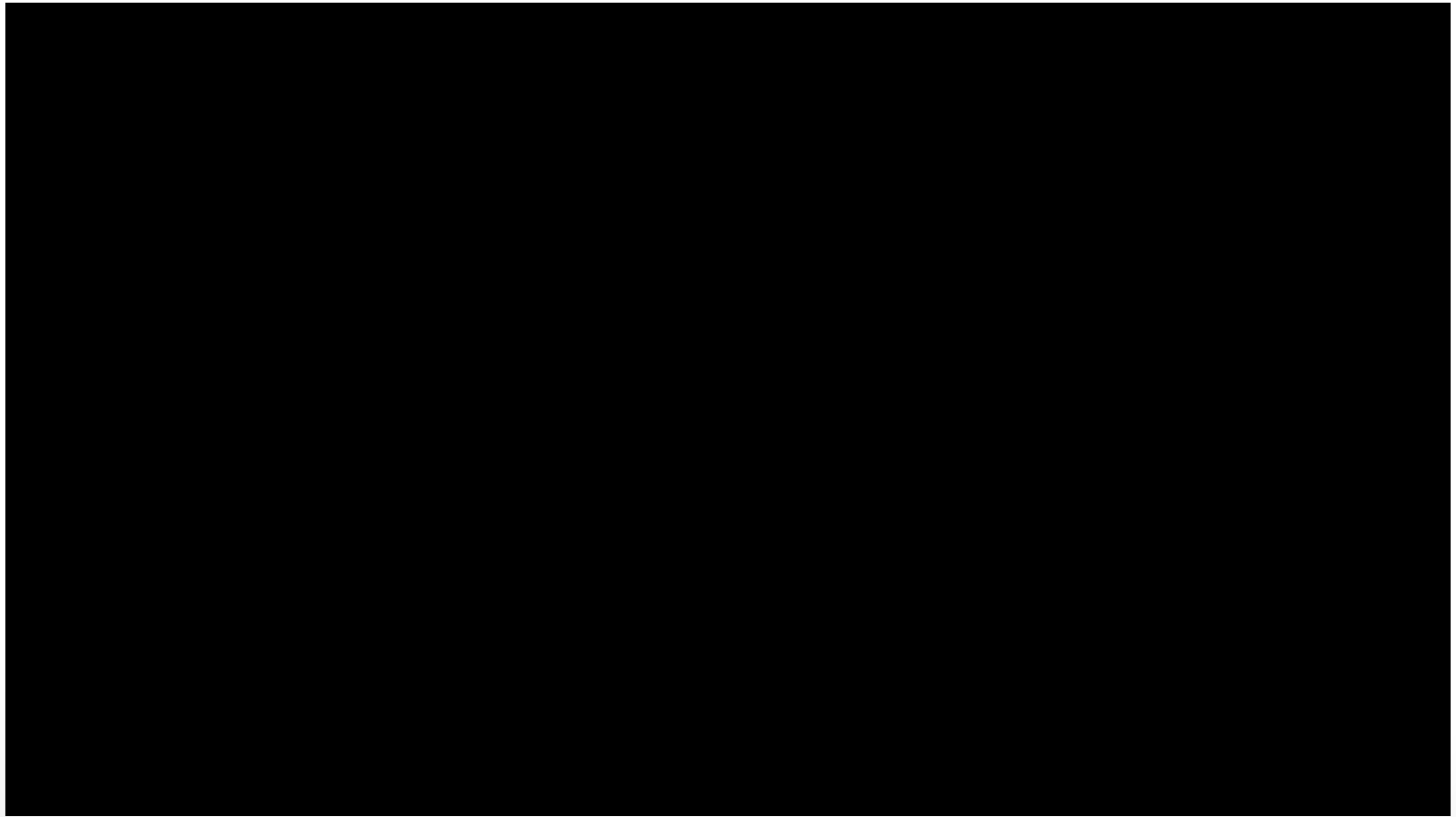




# Final Final Thought



# Live Streaming





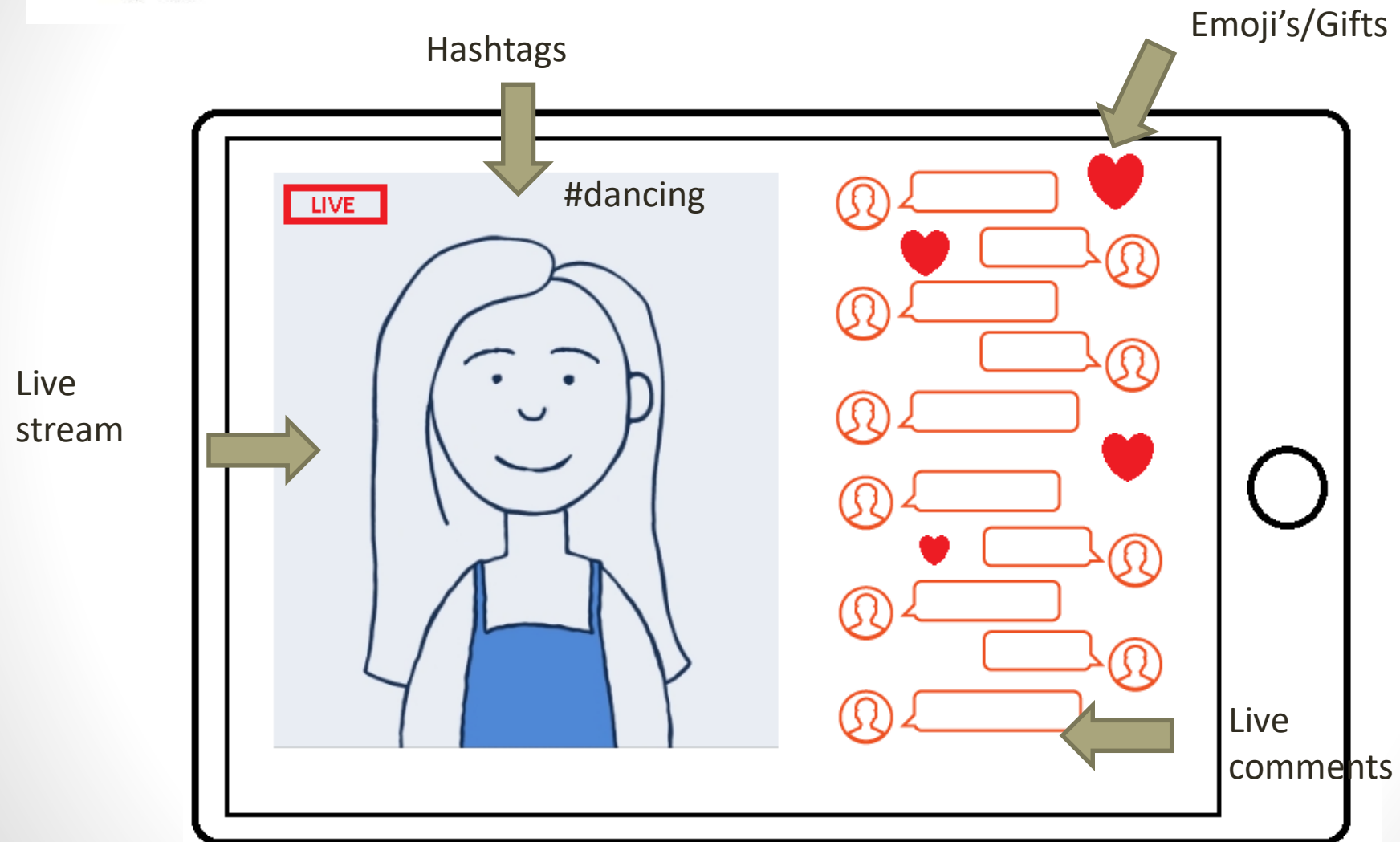
# What is live streaming?

- Visual broadcast live over the internet via any smart phone or tablet with a camera
- Live streamed videos are unedited and shared without delay
- Unmoderated, unrehearsed & unpredictable
- Viewers can send gifts, comment and talk directly with the person live streaming





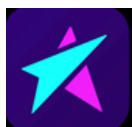
# What does it look like?





# Popularity

Live streaming is highly appealing to children and young people as it offers the opportunity for them to be a creator and presenter and be seen by a potentially huge audience.



Live.me: Over 20,000,000 downloads



YouNow: 10,000,000 – 50,000,000 downloads



Live.ly: 5,000,000 – 10,000,000 downloads



Periscope: 10,000,000 – 50,000,000 downloads



Musical.ly: 100,000,000 – 500,000,000 downloads

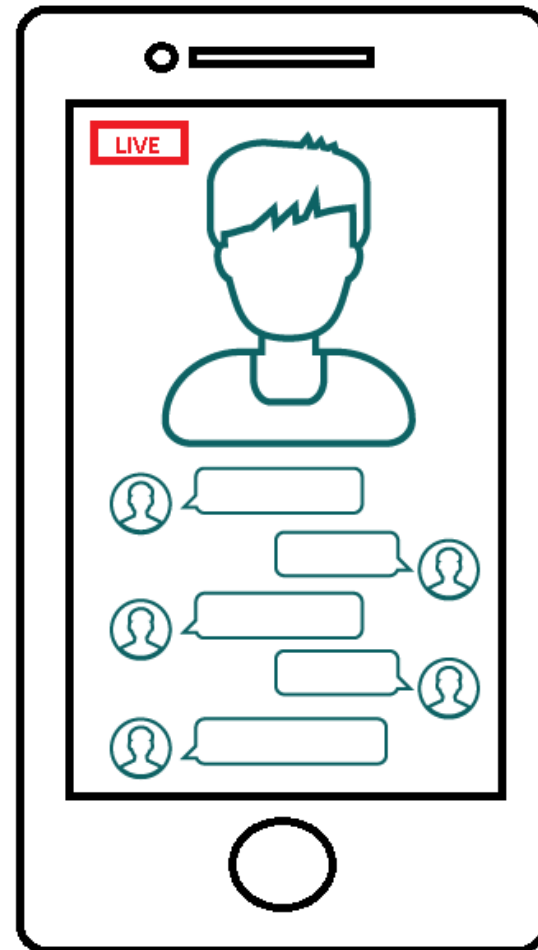
\* References: Google Play October 2017. All referenced have an age limit of 13+ years





# Risk factors

- Developmental stage
- Reduced inhibition online
- Live streaming is 'in the moment'
- Tactics such as trickery
- Affirmation
- Power of multiple comments
- Fear







# What can you do?

- Ongoing conversations with your child about their internet use
- Children should only live stream in public rooms
- Look out for children moving to private platforms
- Build resilience, particularly where children are feeling lonely
- Encourage children to identify safe and trusted adults
- Make sure children know where to go for support





# Positive vs unhealthy attention



- Schedule planned attention
- Give personal and positive feedback
- Be a positive role model
- Encourage choice and consent from an early age





# Thinkuknow website for parents/carers

