Parenting 2.0
Raising Responsible Digital Citizens
I. The Digital Landscape
II. Cyberbullying
III. Solutions and Strategies
Digital Natives

• Born after 1990
• Highly connected
• 97% play video games
• 75% have cell phones
• 68% use IM
• 70% use SN sites
• Easily adapt and adopt
• Generate content
Brave New World

- Personal relationships heavily influenced by “bubble” that the Internet represents
- Accept web as dominant medium for social interaction with peers
- More comfortable with a public persona
The Time Machine

- Time spent online up to 13 hours per week from 8 hours five years ago
- Social Networking and games dominate time spent
- Pediatricians recommend no more than 2 hours/day for youth
Friend or Foe?

- Easy to fake online persona
- Predators adapting to Social Networks
- Practice of “Sextortion” includes using digital content for blackmail

15-year-old girl on Facebook
Adults Only?

- Pornography more available and graphic than ever before
- Increasing chances of accidental exposure due to spam attacks on social networks
- Average age for first exposure to pornography is 11
I. The Digital Landscape

II. Cyberbullying

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WHAT IS CYBERBULLYING?

- Bullying through electronic means
- Text, Facebook, YouTube common mediums
- Potentially fatal (Megan Meier, Phoebe Prince, Alexis Pilkington)
HOW IS IT DIFFERENT?

• **Ubiquitous**
  Phones, computers

• **Public**
  Visible to anyone

• **Constant**
  School, play, home

• **Viral**
  Social mediums

• **Serious**
  Risk of suicide
Communication

• Ask specific questions about online activities
• Ask them what they think about online bullies
• Tell them to tell you if they encounter kids being mean online
Vigilance

- Changes in online activities
- Changes in mood
- Shifts in attitude towards social activities
Be a Parent

- Decide when your kids are ready
- Stress respect of others
- Consider maturity of peers and child
- Set clear rules
- Set clear consequences
Cyberbullying

• Take the problem seriously
• Assure your child you will make it stop
• Don’t react to the bully
• Record and report
Be Proactive

• Download and sign InternetSafety.com Gameplan
• Get savvy
• Get interactive
• Get the right tools
Solutions

**Websites**
Monitor and filter websites based on categories and auto enablement of Safe Search.

**Videos**
Monitor and filter Online TV by show rating and block inappropriate YouTube clips.

**Music**
Monitor music downloaded through iTunes and limit access to explicit content.

**Games**
Limit online interactions with popular games and restrict access to gaming websites.

**Instant Messaging**
Monitor or block instant messaging applications and online chat rooms.

**Social Networking**
Monitor postings on social network sites for personal information or block social networking sites.
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<thead>
<tr>
<th>SOLUTIONS</th>
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<tr>
<td><strong>Email</strong></td>
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<td>Choose to block email, allow it with only approved contacts, or allow unrestricted email.</td>
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<tr>
<td><strong>Instant Alerts</strong></td>
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<tr>
<td>Text Message, Email or Phone alerts when someone visits inappropriate content.</td>
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<td><strong>Activity Reports</strong></td>
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<tr>
<td>Smart, informative reports of online activity with summary reports sent to your inbox.</td>
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<td><strong>Remote Management</strong></td>
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<tr>
<td>Change your settings anytime from anywhere using only your web browser.</td>
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<td><strong>Time Limits</strong></td>
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<tr>
<td>Choose the times of the day that the Internet is available or set a total time that can be spent online.</td>
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<td><strong>Multiple Profiles</strong></td>
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<td>Setup monitoring and filtering policies for each user.</td>
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Questions?