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
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
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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
HOW TO DETECT?

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

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

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

**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.
**Email**
Choose to block email, allow it with only approved contacts, or allow unrestricted email.

**Instant Alerts**
Text Message, Email or Phone alerts when someone visits inappropriate content.

**Activity Reports**
Smart, informative reports of online activity with summary reports sent to your inbox.

**Remote Management**
Change your settings anytime from anywhere using only your web browser.

**Time Limits**
Choose the times of the day that the Internet is available or set a total time that can be spent online.

**Multiple Profiles**
Setup monitoring and filtering policies for each user.
Questions?