Internet Matters

Do you feel **left behind** when it comes to the latest Apps that your children are using?

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Parenting in the digital age

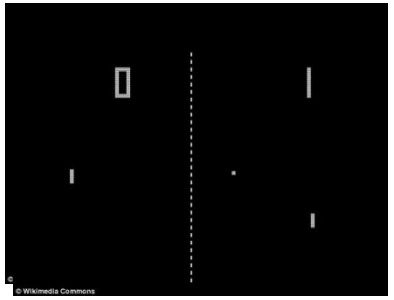
Carolyn Bunting

CEO Internet Matters

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









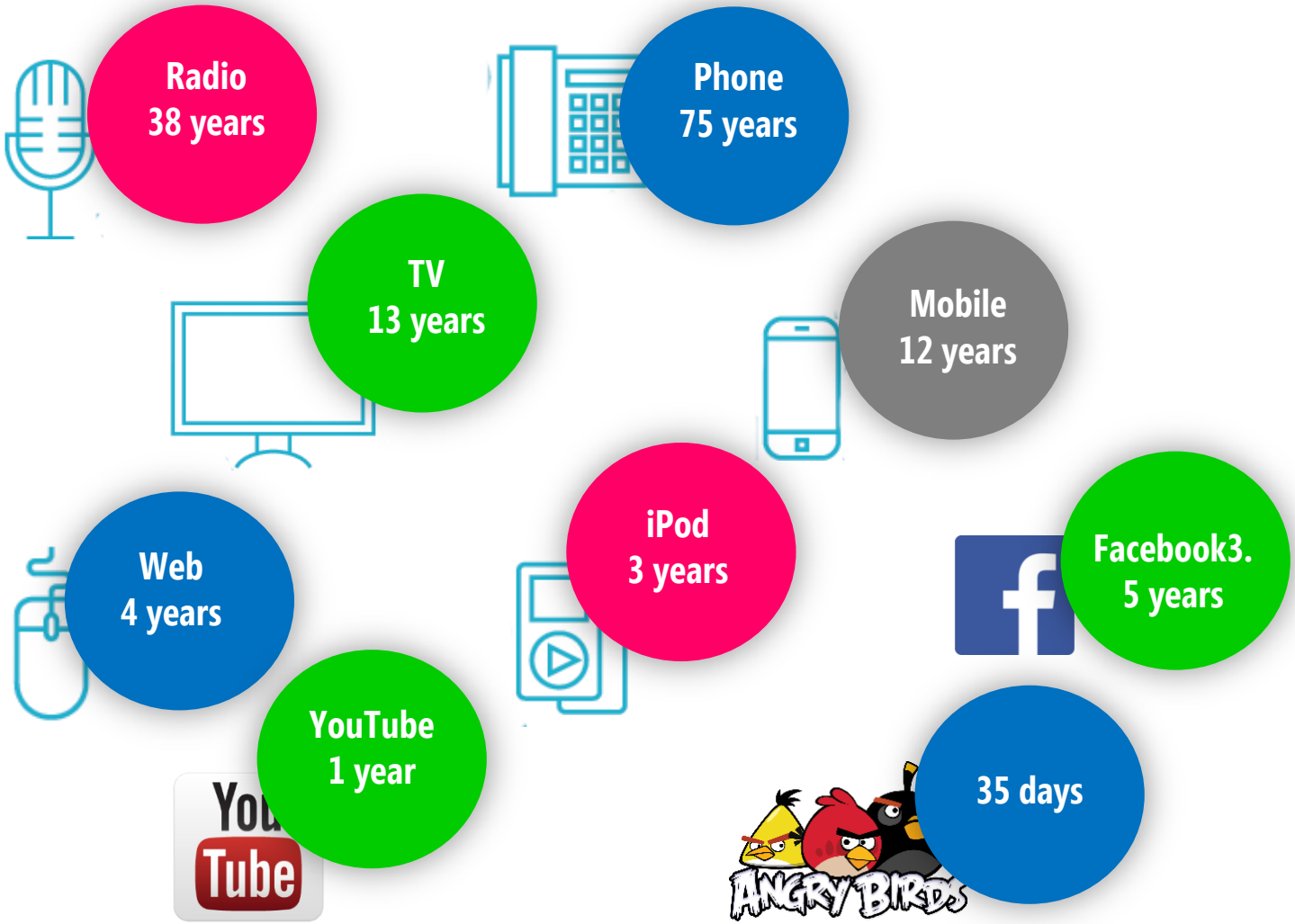






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Penetration rate: Years to reach c.50m users





14 days

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L. Rosen, 2014

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

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

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EU Kids Online 2013

But technology can affect children's development…

- **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






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Key Life Moments

Children

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

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

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

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

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

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

Learn to read & write

Start Secondary school

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

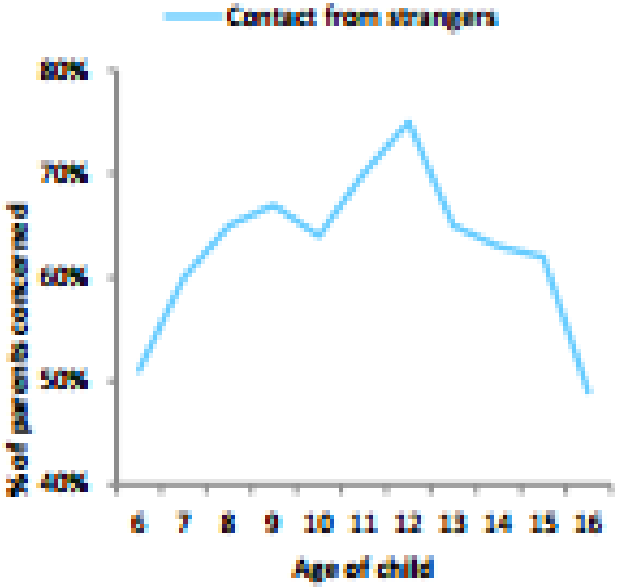
And there are of course risks…

	Content (Child as receiver of mass productions)	**Contact** (Child as participant in adult-led activity)	**Conduct** (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

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Risks parents are concerned about

	2016	2013	
Viewing sexual content	67%	62%	Up 8%
Contact from strangers	67%	58%	Up 16%
Viewing violent content	64%	57%	Up 12%
Online bullying	60%	52%	Up 15%
Encouraging self-harm	48%	-	
Sharing sexual images	44%	-	
Pro-anorexia content	42%	-	
Radicalisation	41%	32%	Up 28%



- Parents concern is increasing around online risks, perhaps due to **media coverage** & **pace of change** of technology
- Concern typically peaks at **11-12 years old** which coincides with moving to secondary school

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Risk is not harm. Positive action can limit risks becoming harmful

5 tips for parents:

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

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Dealing with inappropriate CONTENT

4.7m

URL's showing pornographic content

More than 12% of the internet

11yrs

Average age to first view porn online

1/3

of children have seen explicit images by age of 10

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Dealing with inappropriate CONTENT

What to talk about

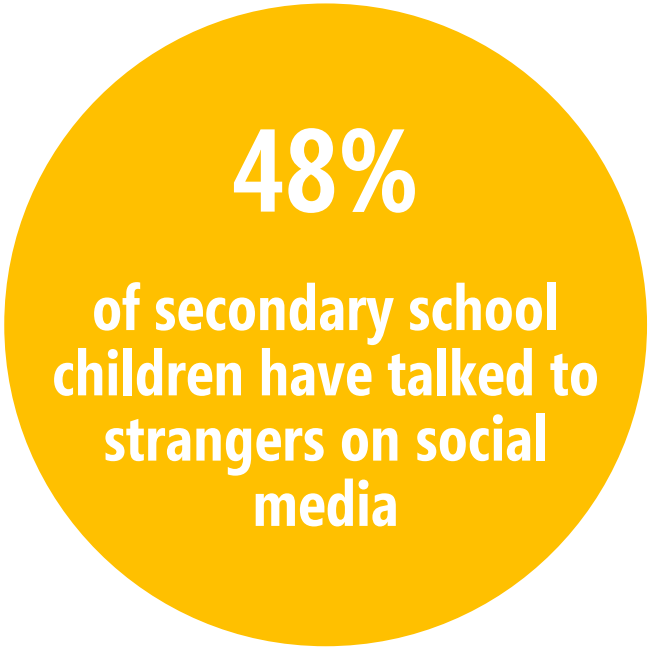
- They can come to you if they see anything that upsets them
- If they have seen pornography…that it presents an unrealistic image of sex and relationships
- The importance of respect for each other and the meaning of consent

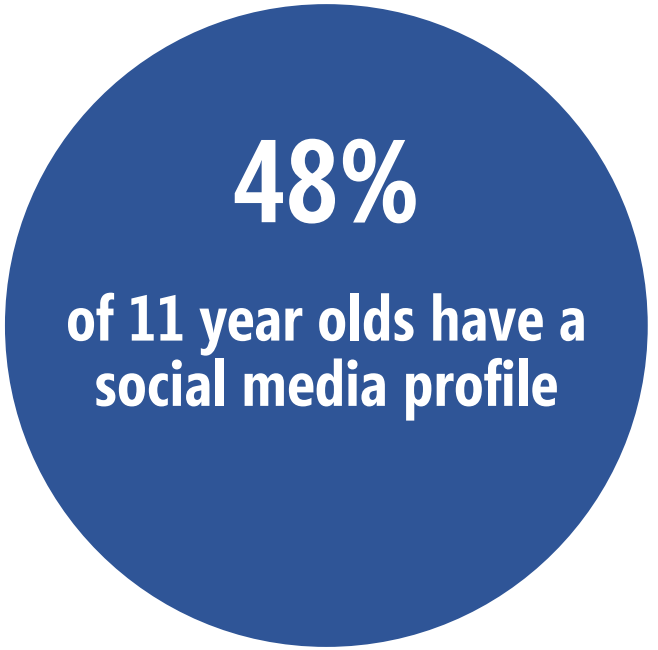
Top tips / tools to use

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

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Dealing with inappropriate CONTACT





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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 geo location settings on devices
  - Use the strongest privacy settings on social media
  - Learn how to report / block/ mute

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Dealing with inappropriate CONDUCT





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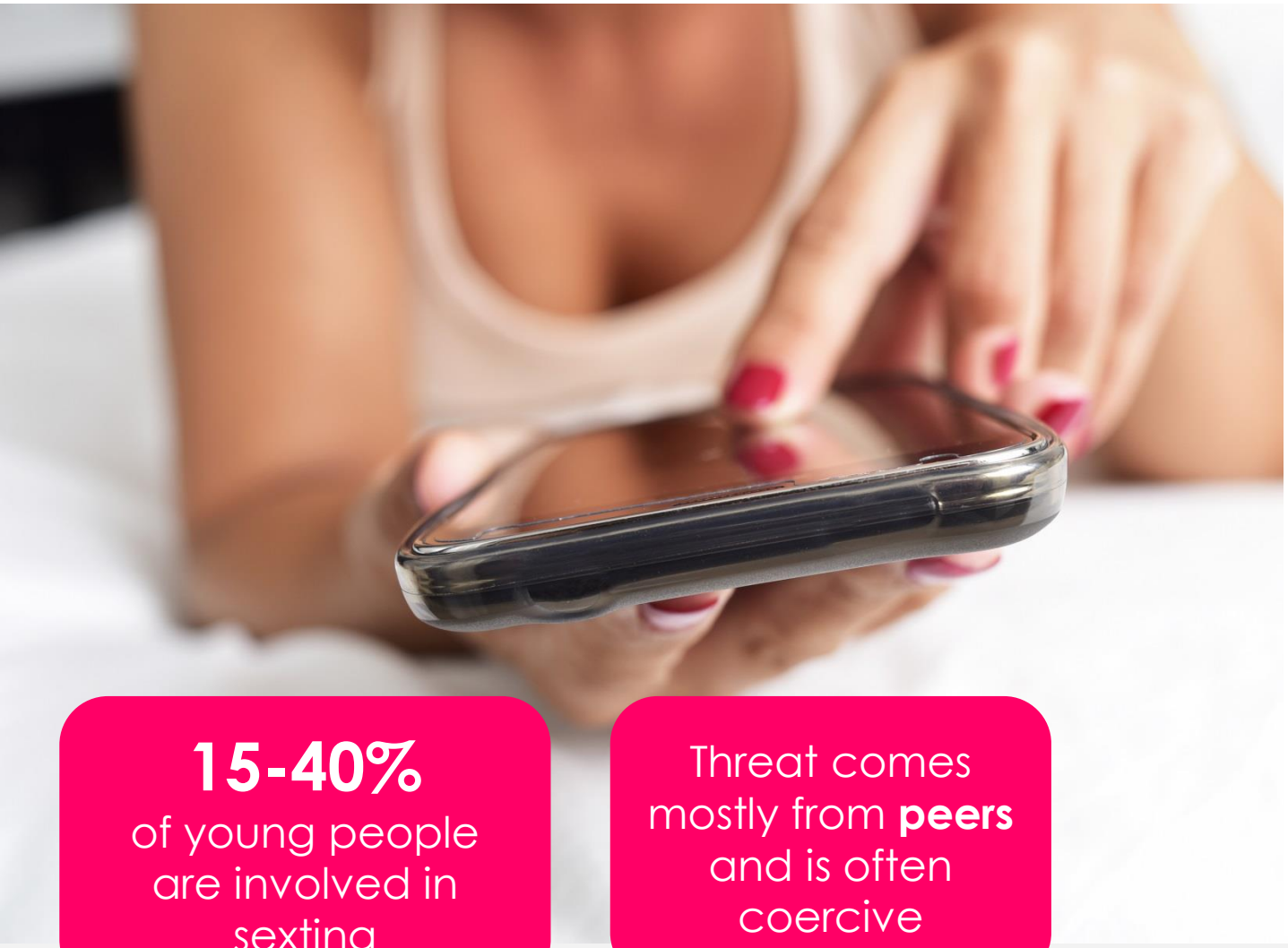
Dealing with inappropriate CONDUCT

- **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

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Dealing with ‘SEXTING’



15-40%
of young people are involved in sexting

Threat comes mostly from **peers** and is often coercive

- **What to talk about**
  - It’s hard to control where images might be shared
  - It’s illegal to create or share a sexual image of a child under 18
- **Top tips / tools to use**
  - The T-shirt test – if you wouldn’t wear the picture on your T-shirt, don’t share online
  - If you child is involved in sexting contact CEOP & Childline who can help to remove images

What are children taught in 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



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

KS3



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

KS4

In addition, schools embed it across…



ICT curriculum

PSHE lessons

Appropriate filters and monitoring system

Curriculum and safeguarding assessed as part of Ofsted framework

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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!**

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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**

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Three things to teach your child



Be a confident communicator

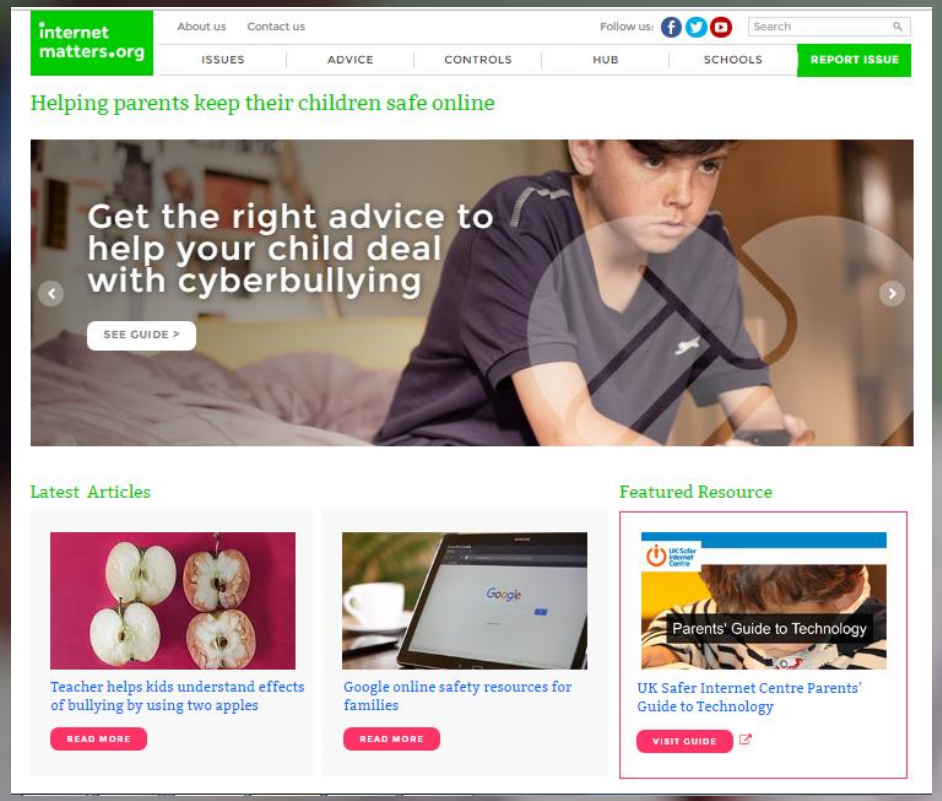


Be a critical thinker



Be a capable tools user

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Our vision is to motivate & educate parents to guide their children to stay safe online

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Other useful support services

- **Child Exploitation & Online Protection Centre**
  - For concerns about online sexual abuse or the way someone has been communicating online ceop.police.uk/CEOP-Reporting/

- **NSPCC Net Aware**
  - A guide to social networks that children use net-aware.org.uk/#

- **Childline 0800 1111**
  - 24 hour free helpline service for children and young people

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Helping parents keep their children safe online

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