CYBER-REALITY
CYBER-PARENTING

North Kitsap School District
Charles Leitch
NEW TECHNOLOGY POSES CHALLENGES
IT IS NOT DOOMSDAY
WHAT ARE YOUR RULES?
DO YOU HAVE RULES?
RULES FOR WHAT??
THESE SITES ARE FREE
THESE SITES ARE NOT FREE
ETIQUETTE IS NOT CLEAR
87% have computer
81% have gaming console
73% have smartphone
58% have tablet
30% have a “basic” cell phone
– 15% of teens have both types of phone
• American teens (13-17) send or receive 3,000 - 4,000 texts per month
24% of teens (13-17) go online “almost constantly”
• 92% go online daily
• 56% go online several times a day
Teens post info on social media

- 92% post real name to profile they use most
- 84% post interests
- 82% post birth date
- 62% post relationship status
- 24% post videos of themselves

http://pewinternet.org
Cyberbullying = ?

• Posting mean things
• Pretending to be someone
• Telling everyone to ignore someone
• Sharing confidential stuff
• Sending mean things over and over
• **1.39 Billion** active users
• **300 Million** photos uploaded a day
• **83 Million** fake profiles
• Market research
• Self censorship
Instagram

- Photosharing
- **300 Million** monthly users
- **75 Million** daily users
- More females than males
- Embarrassing images
- Hateful comments
- Hurtful captions
You can report

You may report a comment for spam or obscenity

Delete & Report Abuse

Delete

Cancel
Twitter & Vine

- **288 Million** monthly active users
- **500 Million** Tweets are sent per day
- 80% of Twitter active users are on mobile
- 77% of accounts are outside the U.S.
- **Vine**: Video-sharing App
Twitter Reporting

• Twitter only responds to reports from parties that are direct victims of abusive conduct
• Advise victims to report incident to Twitter
• Submitting report requires:
  – Twitter username
  – Description of the incident
  – Direct links to the tweets
Snapchat

• Photo messaging App
• **700 Million** “snaps” a day
• Users set time limit to view (1-10 seconds)
• **Supposedly** disappear after that
• Can report impersonation, abuse, harassment or inappropriate use
tumblr

• Micro-blogging site
• 225 Million blogs
• 87 Million posts a day
• Content policy has changed to ban certain topics such as suicide, eating disorders, or advocate self-harm
• Adult content is present
Cyberbullying

Students may face disciplinary consequences for off-campus conduct.
Search & Seizure

Cell phones at school can be searched under certain circumstances.
Warrants can be issued for websites sometimes
Criminal Laws Apply?
Reporting to Websites

Reporting to social media site is easiest way to address concern officially.
Communications Decency Act

Website publishers and users insulated from certain claims related to User Generated Content where created by third-party
OPPORTUNITY FOR MISCHIEF
If your child signs up for a new messaging app/platform:

• What are the privacy settings?
• What are the identity controls?
Make lists of acceptable websites for newer users

Keep a list of sites they routinely visit
PROTECTING PRIVACY IS DIFFICULT ONLINE
DO YOU UNDERSTAND HOW SOCIAL MEDIA INFORMATION IS TRACKED?
DO NOT SURPRISE YOURSELF

• Check your privacy settings
• And check them often
• Responsible image use
• Limited friends - “Pruning”
WE ALL MAKE MISTAKES

• Anticipate it
  – Understand how you use technology & social media
  – Educate yourself about privacy settings
TEACH GOOD DECISIONS
HOW TO APPROACH WITH OUR YOUNG PEOPLE
“Texting while driving blamed in girl’s fatal crash”
TEASING “FUN” vs. BULLYING “MEAN”

There is a line but it moves AROUND!
Not only what we say
and how we say it
But what they hear

and how they take it
Encourage attention to how others are feeling
Do what’s **right**

Not what others do
Use Cameras the RIGHT way

- No posting of images without their permission
- Any use of camera where privacy expected (bathrooms) will get you in trouble
SOCIAL MEDIA & REPUTATION
Sexting
Losing Control

IWF Study of UG sexual content

– 7,147 images & 5,077 videos
– 10,776 on “parasite” websites
– 88% was taken from original source site
Sexting should be a focus

• Multi-dimensional issue
  – Can be considered child pornography
  – Often a tool for cyberbullying
  – Courtship issues
Encourage Understanding

• **Sending** naked pictures or videos is a BAD IDEA

• **Pressure** by someone to send naked pictures is WRONG
Everything can be TRACKED
Encourage them to think:

• Where does it go?
• Who might see it?
• Want world to see it forever?
• Will it cause concern?
DON’T CREATE A MONSTER
Protect Passwords!
Supporting Expectation

• Watch for potential:
  – Malice in technology use
  – Bad judgment
  – Dumb mistakes
TAKEAWAYS
REMAIN CALM
THE EARLIER YOU START WITH YOUR CHILD, THE BETTER
ESTABLISH KNOWLEDGE OF TECHNOLOGY
GET THE SAME TECH
LEARN ABOUT SENDING TEXTS
USE FACEBOOK
USE TWITTER
MAKE TIME TO SURF THE WEB TOGETHER
TALK TO YOUR CHILD ABOUT EXPECTATIONS
HELP YOUR CHILD
PROTECT THEIR BRAND
ESTABLISH RULES
TEACH
GOOD
CHOICES
LET THEM DEVELOP AS AN INDIVIDUAL
BUILD A SUPPORT NETWORK BY TALKING TO OTHERS
BE VIGILANT
IF YOUR CHILD SHARES CONCERNS:

• Explore Referrals
• Calm Support
IF IT IS A CRISIS - REPORT IF YOUR CHILD WILL NOT
PRESERVE EVIDENCE
DON’T BE MUTE
ON EXPECTATIONS
You will have to be adaptive!
BE NICE
BUT BE STRONG
STAY POSITIVE