



We Are

The Nation's leading nonprofit organization dedicated to improving the lives of kids and families by providing the **trustworthy information, education, and independent voice** they need to thrive in a world of media and technology.

Kids and Their Digital Lives:

An Overview and Tips for
Ensuring Safe, Responsible
Digital Citizens



Presenter Intro

Merve Lopus
Education Director, Western US
Common Sense Education



@molapus
@CommonSenseEd



Our Mission

Our Vision

We envision a world in which every kid knows how to make safe, responsible, and respectful choices to harness the learning potential of digital media in a 24/7 connected world.



What We Do ...





*Kids! I don't know
what's wrong with
kids today? Kids!*

*Who can
understand
anything they
say...*

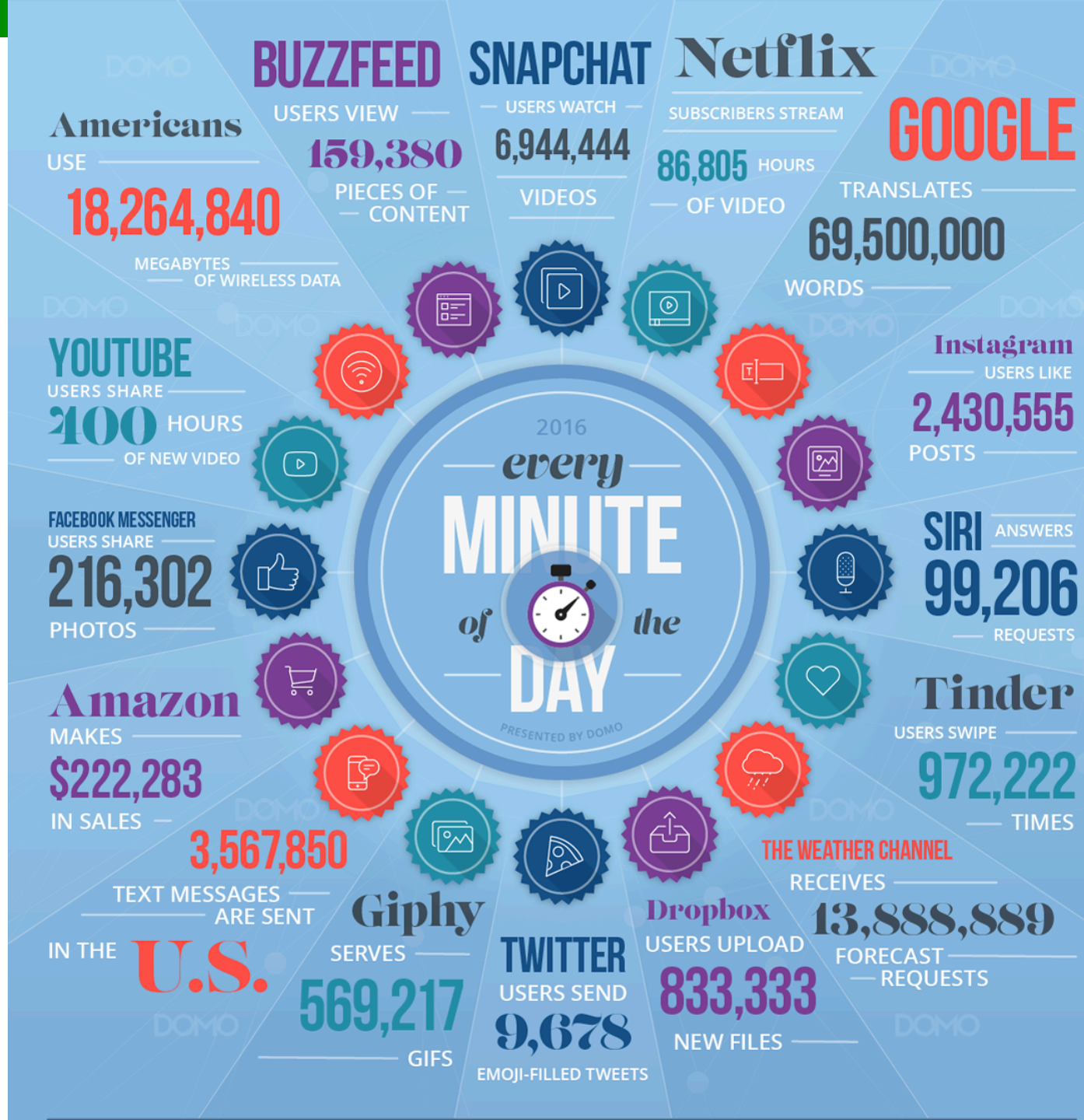


Kids in Today's Technology Landscape ...

- increasingly have access to the Internet and mobile technologies at home and school
- hold the promise for learning, communicating, and sharing in the palm of their hands
- are not always aware of the consequences of their actions in the digital world



Yep ...
Every
minute
of every
day ...



How many hours per week does the average American child between 8-12 spend with media and technology?

a) 35

b) 63

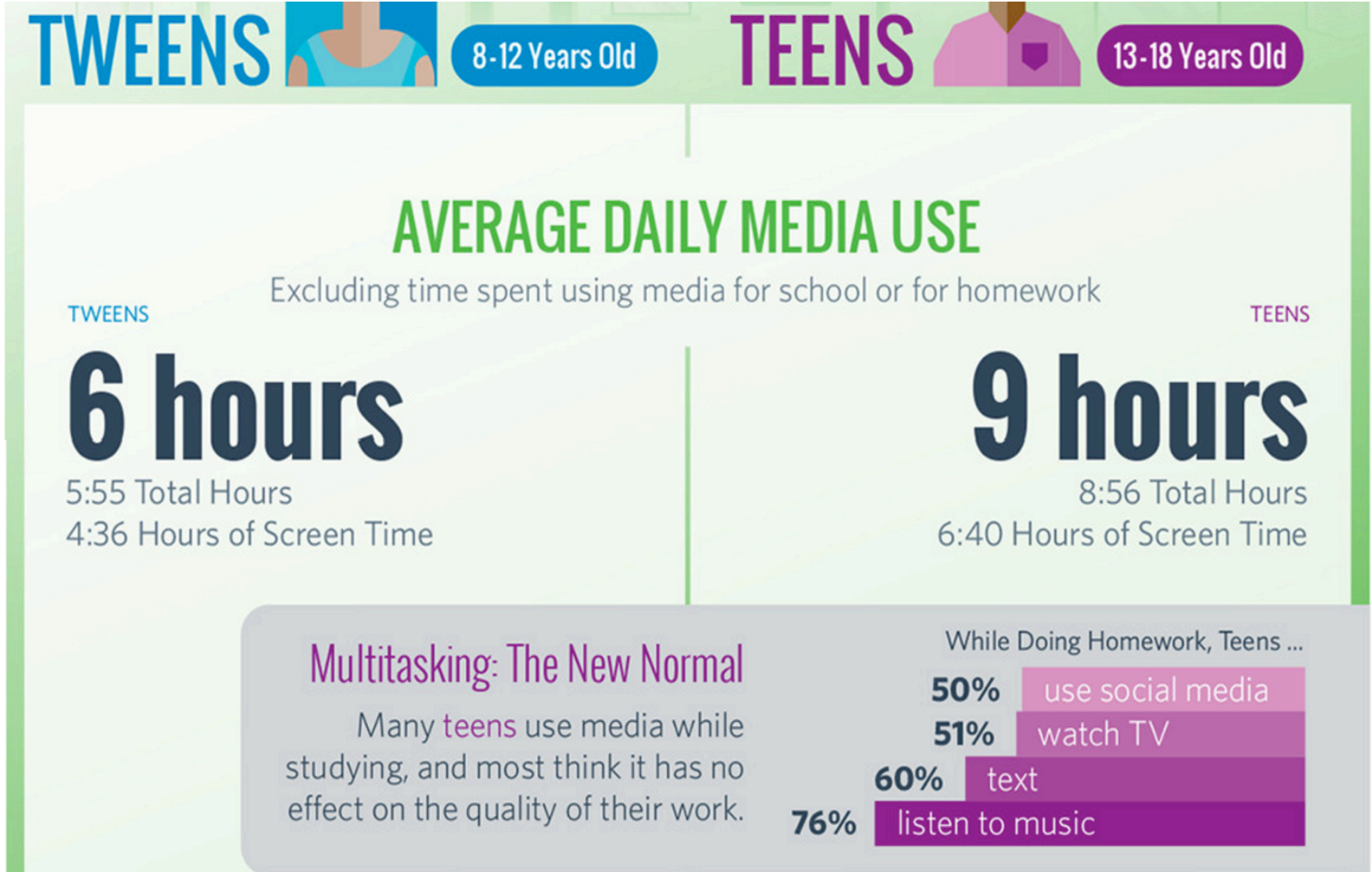
c) 42

Kids 13-18 spend an
avg. of 9 hours

d) 77



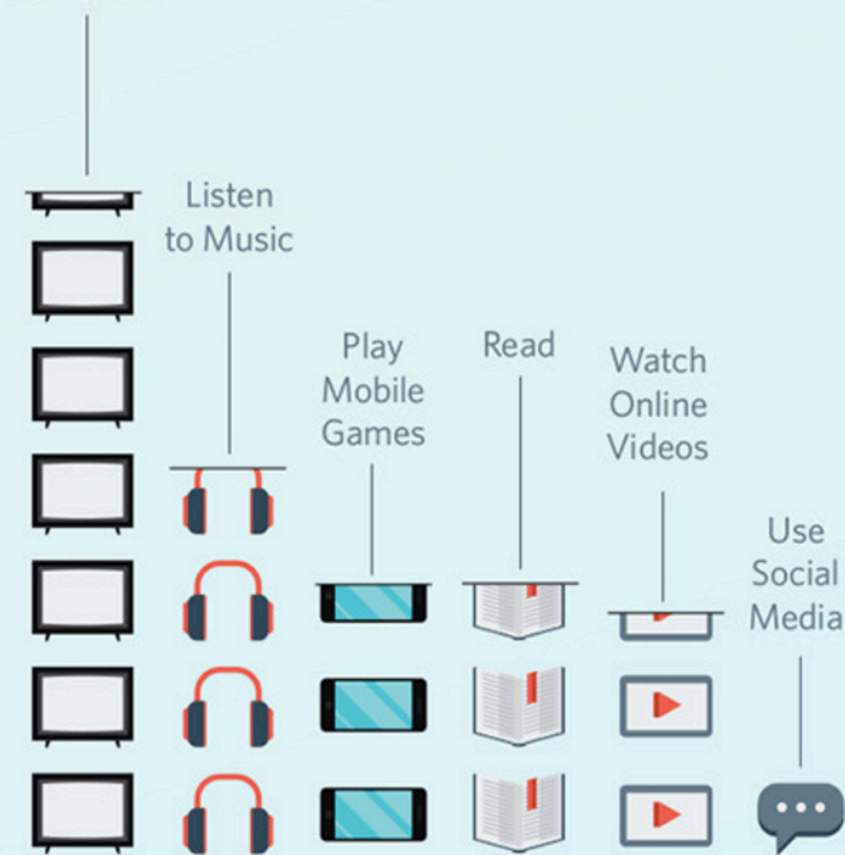
Media use is off the charts



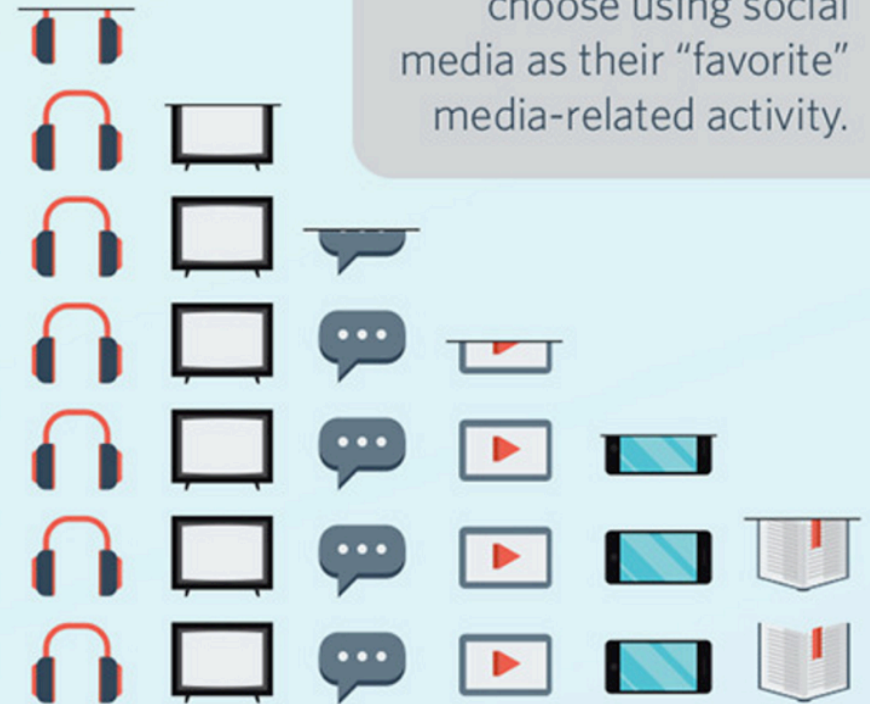
The Common Sense Census: Media Use by Teens and Tweens, November, 2015.

SURPRISE! TV AND MUSIC STILL DOMINATE DAILY MEDIA DIET

Watch TV



TWEENS WHO DO ACTIVITY EVERY DAY.



TEENS WHO DO ACTIVITY EVERY DAY.

Social Media = #meh

Teens spend on average 1:11 using social media, but only 10% of teens choose using social media as their "favorite" media-related activity.

How much time does the average adult in the U.S. spend using media & technology daily?

a) 3 hours

1.5 Hours on average for work.

b) 5 hours

c) 7 hours

d) 9 hours

80% parents report that they think they are good role models for technology use.



What percent of tweens feel like their parents are addicted to their technology?

a) 41%

b) 15%

c) 30%

d) 60%



**Adults don't get it. They think
I'm addicted to technology –
but I'm not.
I'm addicted to my friends.**

Of the ~20 million minors who actively used Facebook in 2011, how many were younger than 13?

- a) 100,000**
- b) 3 million**
- c) 5 million**
- d) 8 million**



Social media can...

Strengthen friendships

Offer a sense of belonging

Provide genuine support and facilitate collaboration

Help us express ourselves

Help us do good

Potential Pitfalls

Exposure to inappropriate content & lurking

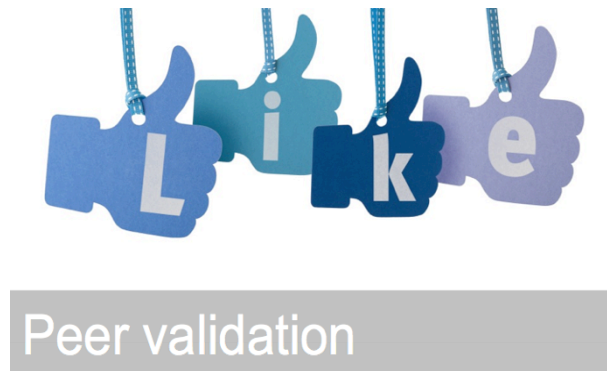
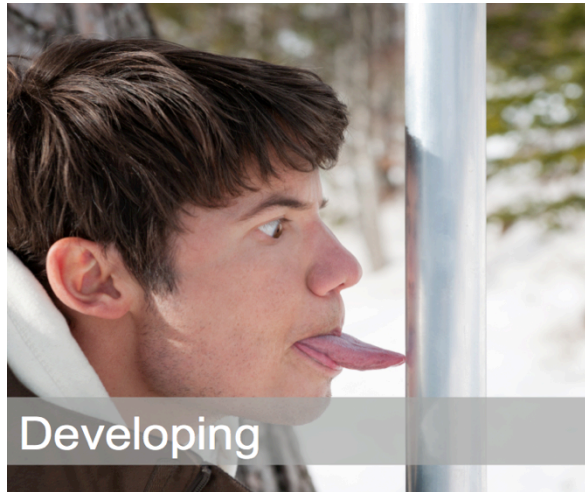
Unintentional sharing of private information or Over-sharing

Cyberbullying and Digital Drama

Too much screen-time, multi-tasking, and distraction

Identity theft/impersonation

Marketers use of kids' data





Public



Anonymity



Replicable

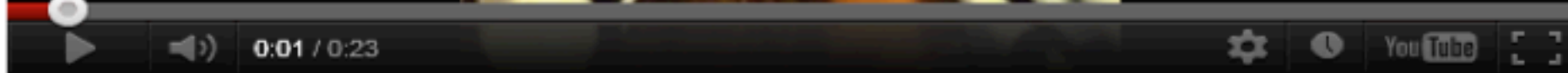
A magnifying glass is held over a computer screen. The screen displays a search interface with a blue header bar. The text 'Eind...' is visible on the left, and 'Ctrl+F' is on the right. Below the header, the text 'Find Next' is visible, followed by a large number '5' and a smaller number '3'. The magnifying glass is positioned over the 'Find Next' text and the large number '5'.

Eind... Ctrl+F
Find Next 5 3

Searchable



Persistent



TEENAGERS

Tragic Trend: Teens Ask YouTube Commenters If They're Ugly

I thought **Formspring** was bad, but this

disturbing new trend of YouTube videos in

which young women (and a few men) ask

commenters whether they're ugly or not might be even worse.

BY KATIE J.M. BAKER +

FEB 18, 2012 1:05 PM

Share

+1

Like

511



GET OUR TOP STORIES
FOLLOW JEZEBEL



Posting not-so-smart stuff

"People say I'm ugly, so tell me, am I?" asks the girl above, whose video has 14,000+ views. She received a variety of responses, ranging from the cruel ("your forehead scares me") to blunt

A young man and woman are looking at a smartphone together. The woman is on the left, smiling and pointing at the screen. The man is on the right, also smiling and looking at the phone. They are outdoors, with a blurred background of a building with large windows.

Cyberbullying

Sexting

RESUME

OBJECTIVE

To obtain a position in the

QUALIFICATIONS

Four years

Damaging reputations



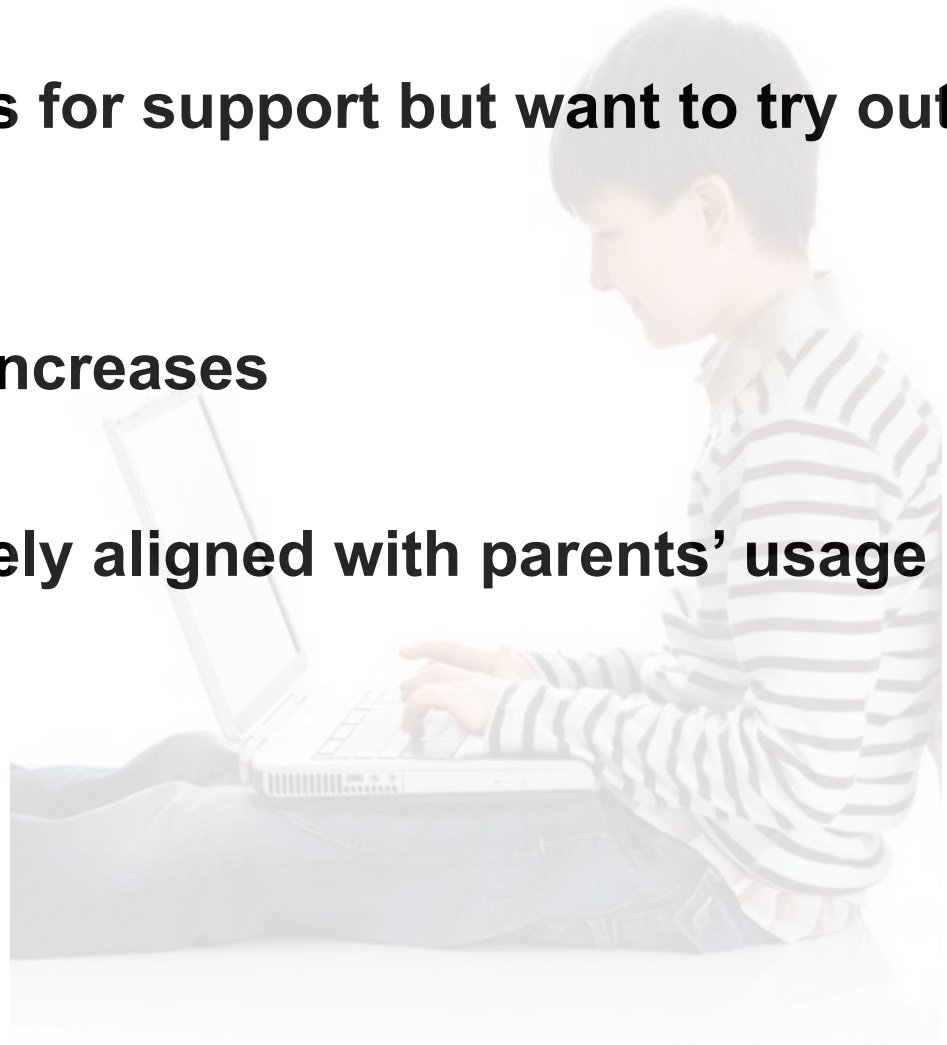
Building digital footprints

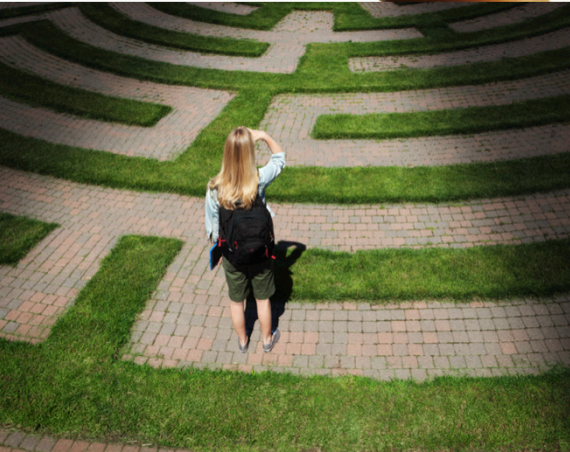
At age 8 kids begin to have their own relationship with technology

Kids still rely on parents for support but want to try out their independence

Usage of digital media increases

Kids' usage not as closely aligned with parents' usage





ACCESS
ANYTIME
ANYWHERE
ON THE GO
PERSONALIZE
CREATE
PUBLISH
CONNECT

A photograph of a happy family of four. A mother with long brown hair is smiling in the background. In the foreground, a father with dark curly hair is smiling broadly. To his left, a young girl with brown hair is smiling and has her hand on his shoulder. To his right, a young boy with curly hair is laughing with his mouth open. The text "For Families ..." is written in a black, italicized serif font across the center of the image.

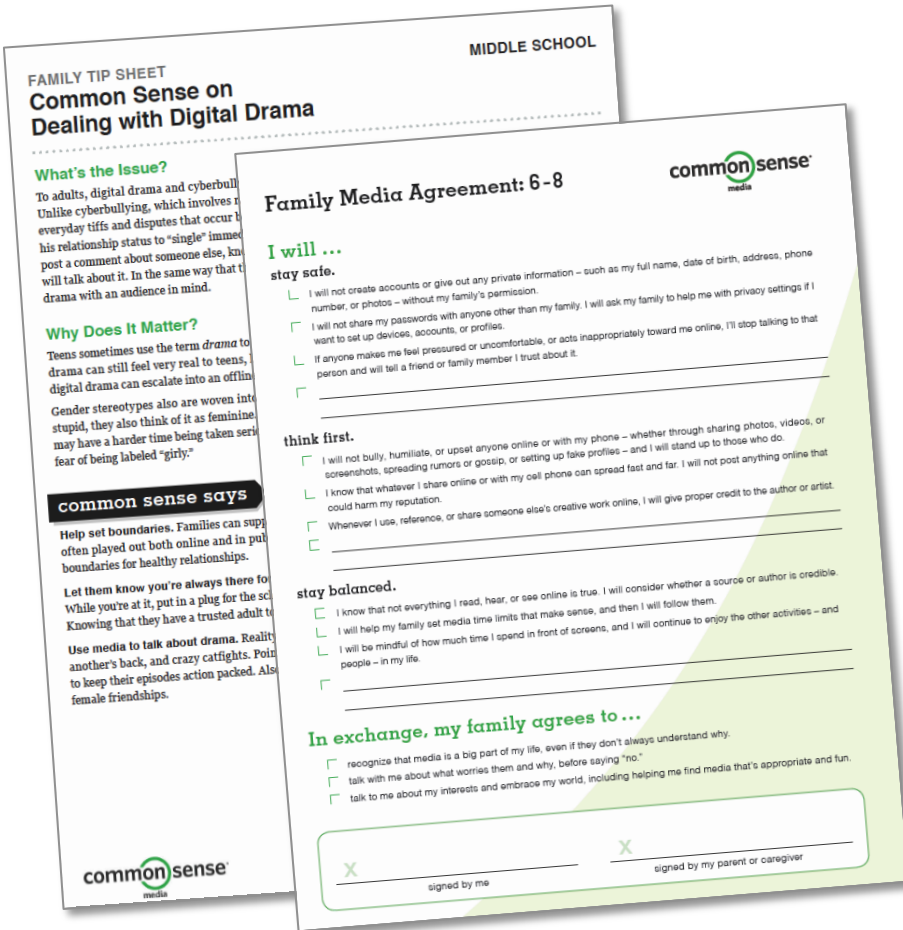
For Families ...

#RealTime



- <https://www.youtube.com/watch?v=sClQsKuafO4>
- <https://www.youtube.com/watch?v=19EW551nCS4>
- <https://www.youtube.com/watch?v=Ny9lRd2Sarg>

Connecting Families Program



- FREE, year-long program that provides schools and other organizations resources to engage and support parents in raising young people as digital citizens
- Turn-key program with handbooks on how to host a teen panel and small group parent conversations, conversation starters, videos, and printable resources
- Currently 16 topics with more to come:
 - Cyberbullying
 - Digital drama
 - Digital footprints and photo sharing
 - Distraction, multi-tasking, and time management
 - Privacy, surveillance, and self-disclosure
 - Sexting and nude photos
 - Sexual imagery and Internet
 - Social media and body image



Cyberbullying Prevention
Tips for Kids



Smart Online Search



Junk Food Ads and Kids

Background

A 2010 study by AVG, an Internet security firm, found that 81 percent of children worldwide have an online presence before the age of 2. For some, this digital footprint starts before birth when excited parents share prenatal sonograms; for others, it comes later with snapshots capturing a toddler's "firsts," or even full-fledged profiles on various social networking sites that document adorable details of young life. If we were to look at just those children here in the U.S., that number increases to 92 percent.



Click to see our latest video!



<https://www.youtube.com/watch?v=txqiwrbyGrs>



Consider

- What's your gut reaction to this video?
- Why do you think David's father decided to share this video?
- Would you ever share a video like this of your kid(s)?
- Do you have criteria that you follow on what to share when it comes to content that showcases your kids?
- Do you have the same approach on all of your social media accounts, or are you more comfortable sharing on some sites than others? Why or why not?
- Take a minute to think about your approach to sharing (or not sharing) pictures or videos of your kids online.
Has it changed at all over the past few years? Why or why not?





What parents can do

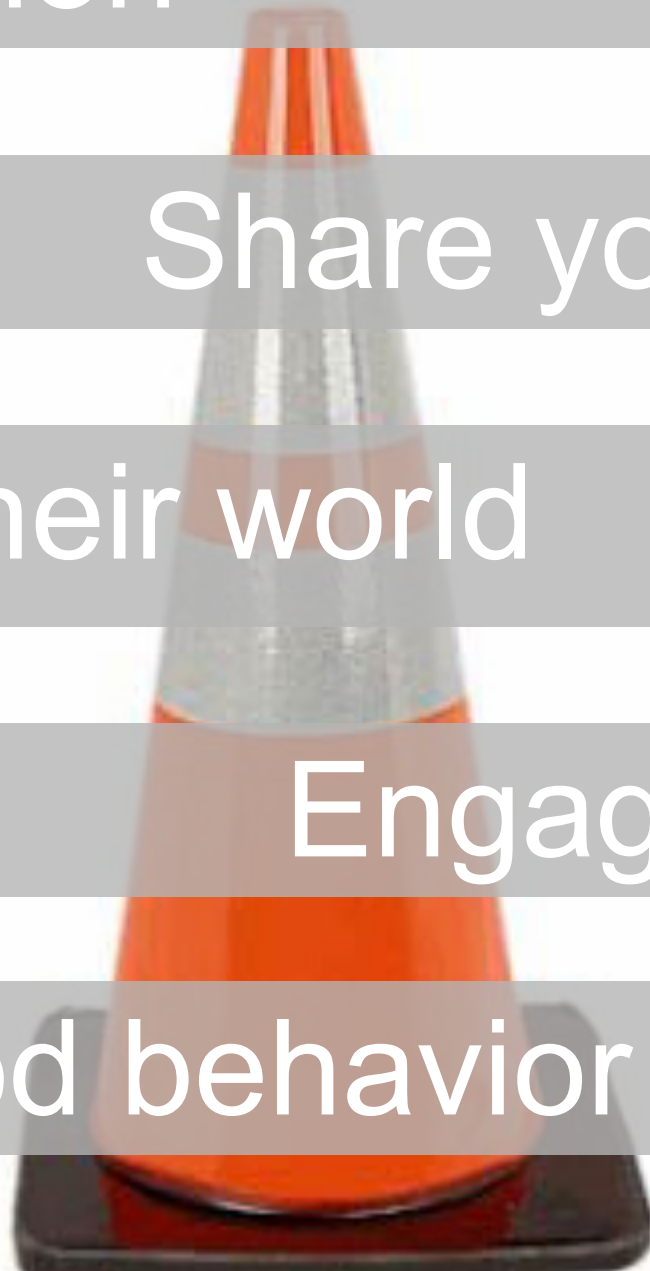
Pay attention

Share your values

Embrace their world

Engage together

Model good behavior





Explain digital footprints

Set rules

Don't dismiss the pressures

Teach self-reflection

A young woman with dark hair is looking at a laptop screen. The image is partially obscured by four horizontal grey bars, each containing white text. The woman is wearing a light-colored shirt with a blue and pink striped collar.

Explain legal issues

Use privacy settings

Keep passwords private

Build positive online rep



Respect others

Encourage “upstanding”

Share resources

Use Common Sense

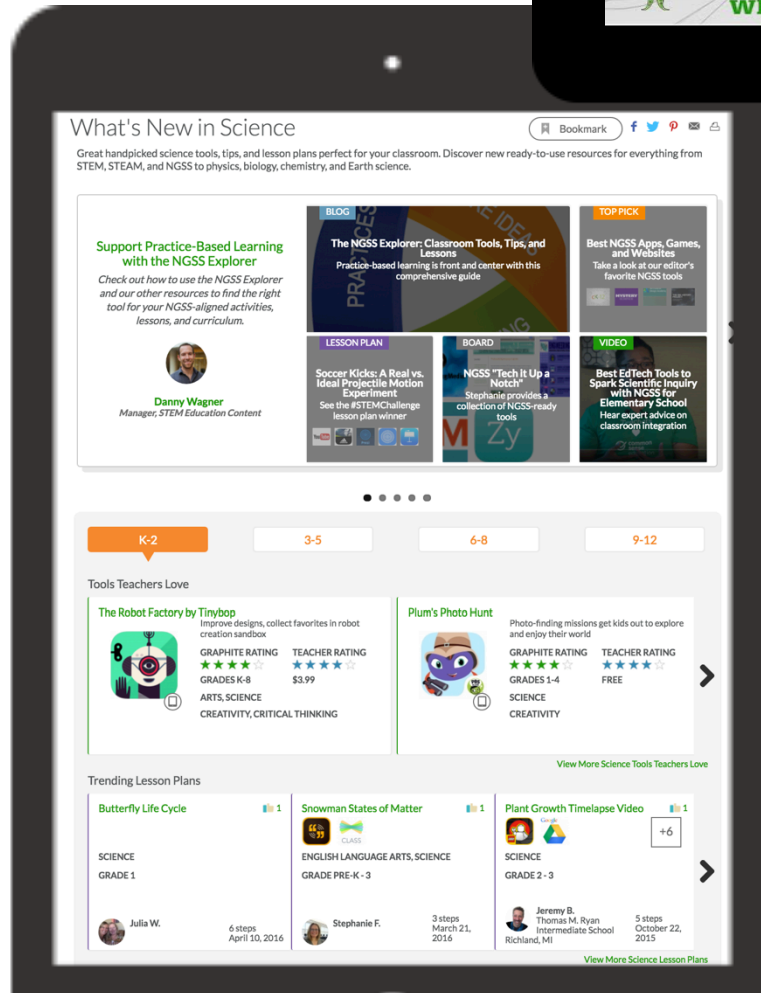
"Schools must prepare students for jobs that do not yet exist, creating ideas and solutions for products and problems that have not yet been identified, using technologies that have not yet been invented."

-Linda Darling Hammond, Stanford University

A photograph of a classroom scene. A male teacher with a beard, wearing a light blue shirt and a grey sweater, is leaning over a desk. He is smiling and looking at a tablet held by a young boy. The boy is also smiling and looking at the tablet. To the left, a girl with brown hair tied in a ponytail with a blue hair tie is looking towards the boy. In the foreground, the back of a girl's head with long brown hair is visible, looking towards the group. On the desk, there are several colorful markers (red, yellow, blue, green) and some papers. The background shows a bulletin board with various papers and a clock. The text "For Schools ..." is overlaid in the center of the image in a large, black, serif font.

For Schools ...

Digital Citizenship & Digital Learning



They can't learn to swim...

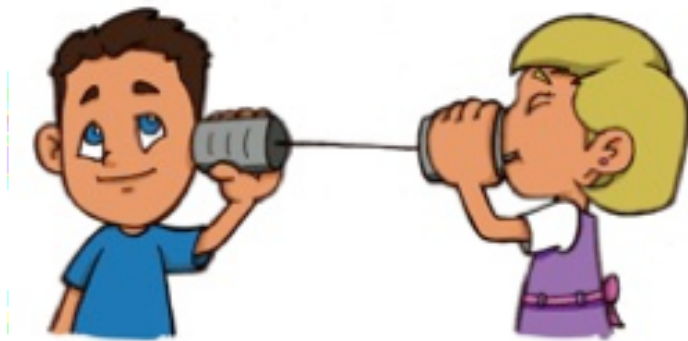


..if we don't let them in the water.



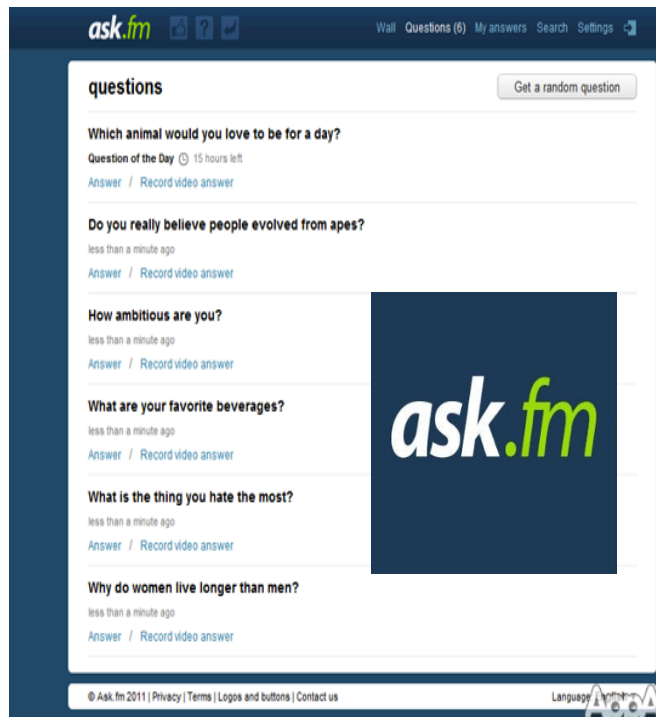
Parent Survey: <http://bit.ly/DC-Survey-2016>

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Anonymous Sharing Apps



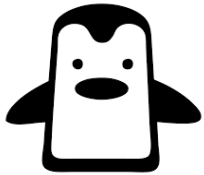
Kids ask questions & answer questions posted by other users

Some kids ask innocuous questions; others ask inappropriate ones

Can encourage over-sharing and allow for “meanness” or bullying

Anonymous Message Board Apps

Street Chat



Hyper-local social networking Apps lets people anonymously post photos and captions about anyone they want

Like a virtual “bathroom wall”

After School



Content ranges from simple questions/opinions to negative messages aimed at specific people or sexually explicit and drug/alcohol related messages

Yik Yak



Can encourage over-sharing and allow for “meanness” or bullying

These apps are not for kids and should be discouraged

More Safety Tips

Always log-off from shared or public computers.

Only use secure and trusted websites when registering personal and financial information.

Be aware of Pfishing. Stop and think before sharing information on a website or in an email.

Read the fine-print when signing up for certain apps.

Don't allow apps to share data (eg., contacts lists).



<https://www.youtube.com/watch?v=PRUp-45OLN8>