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

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Our Mission

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.
the children ...
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 ...

Source: Domo, 2015
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  

Source: Common Sense Census, 2015
Media use is off the charts

<table>
<thead>
<tr>
<th>TWEENS</th>
<th>TEENS</th>
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<tbody>
<tr>
<td><strong>6 hours</strong></td>
<td><strong>9 hours</strong></td>
</tr>
<tr>
<td>5:55 Total Hours</td>
<td>8:56 Total Hours</td>
</tr>
<tr>
<td>4:36 Hours of Screen Time</td>
<td>6:40 Hours of Screen Time</td>
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**Average Daily Media Use**

Excluding time spent using media for school or for homework

**Multitasking: The New Normal**

Many teens use media while studying, and most think it has no effect on the quality of their work.

- 50% use social media
- 51% watch TV
- 60% text
- 76% listen to music

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

Common Sense Media
The Common Sense Census: Media Use by Teens and Tweens, November, 2015.
How much time does the average adult in the U.S. spend using media & technology daily?

- a) 3 hours
- b) 5 hours
- c) 7 hours
- d) 9 hours

1.5 Hours on average for work.

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

Source: Common Sense Technology Addiction, 2016 & Plugged in Parents 12/2016
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
Anonymity
Persistent
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 whether they’re ugly or not might be even worse.

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...
RESUME

OBJECTIVE
To obtain a position

QUALIFICATIONS
Four years experience in the accounting field

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
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
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.
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
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
For Schools
Digital Citizenship & Digital Learning
They can’t learn to swim...

..if we don’t let them in the water.
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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

Hyper-local social networking Apps lets people anonymously post photos and captions about anyone they want
Like a virtual “bathroom wall”

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

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).