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.
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

Source: Common Sense Census, 2015
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

What media do kids spend the most time with daily?

Watch TV
Listen to Music
Play Mobile Games
Read
Watch Online Videos
Use Social Media

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.

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  
1.5 Hours on average for work.

b) 5 hours

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

c) 7 hours

d) 9 hours

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%

Source: Common Sense Technology Addiction, 2016 & Plugged in Parents 12/2016
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
Developing
Independence
Identity
Relationships + sexuality
Peer validation
Cognitive development
Public
Anonymity
Anonymous Sharing Apps/Sites

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
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 strangers if they’re ugly, whether they actually are or not might be even worse.

"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
Cyberbullying

Sexting
RESUME

OBJECTIVE
To obtain a position

QUALIFICATIONS
Four year experience in the accounting field

Damaging reputations
Building digital footprints
For Families ...
#RealTime

- https://www.youtube.com/watch?v=sClQsKuafO4
- https://www.youtube.com/watch?v=19EW551nCS4
- https://www.youtube.com/watch?v=Ny9IRd2Sarg
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
Breaking the Ice

What piece of technology do you remember longing for, or being really excited about as a kid?
https://www.youtube.com/watch?v=SCaKuAdKumA
• In one word, what is your reaction to the clip? What were you feeling while you watched the segment?

• What do you think of Ellen’s decision to do this segment on her show? Is it okay? Why or why not?

• What kinds of content would you be embarrassed to have broadcasted in this way (for yourself or for your child)?

• At the end of the clip, Ellen shows embarrassing pictures of Megan. Megan is in the audience with her mom, who doesn’t follow Megan on Facebook. How would you feel if you saw/learned about something your child did because of what someone else saw on Facebook? Does this seem like a realistic possibility?

• Megan’s friend who is also in the picture did not choose to share it and did not even go to the show, yet her embarrassing photo was also shared publicly. How can we manage what pictures other share?

• How can we support kids in a world with new and shifting privacy norms? What role can parents play?
What parents can do
Model good behavior
Share your values
Pay attention
Engage together
Embrace their world
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
Important 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 Phishing. 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).
For Schools
"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
Digital Citizenship & Digital Learning
They can’t learn to swim…

..if we don’t let them in the water.
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