



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

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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...*

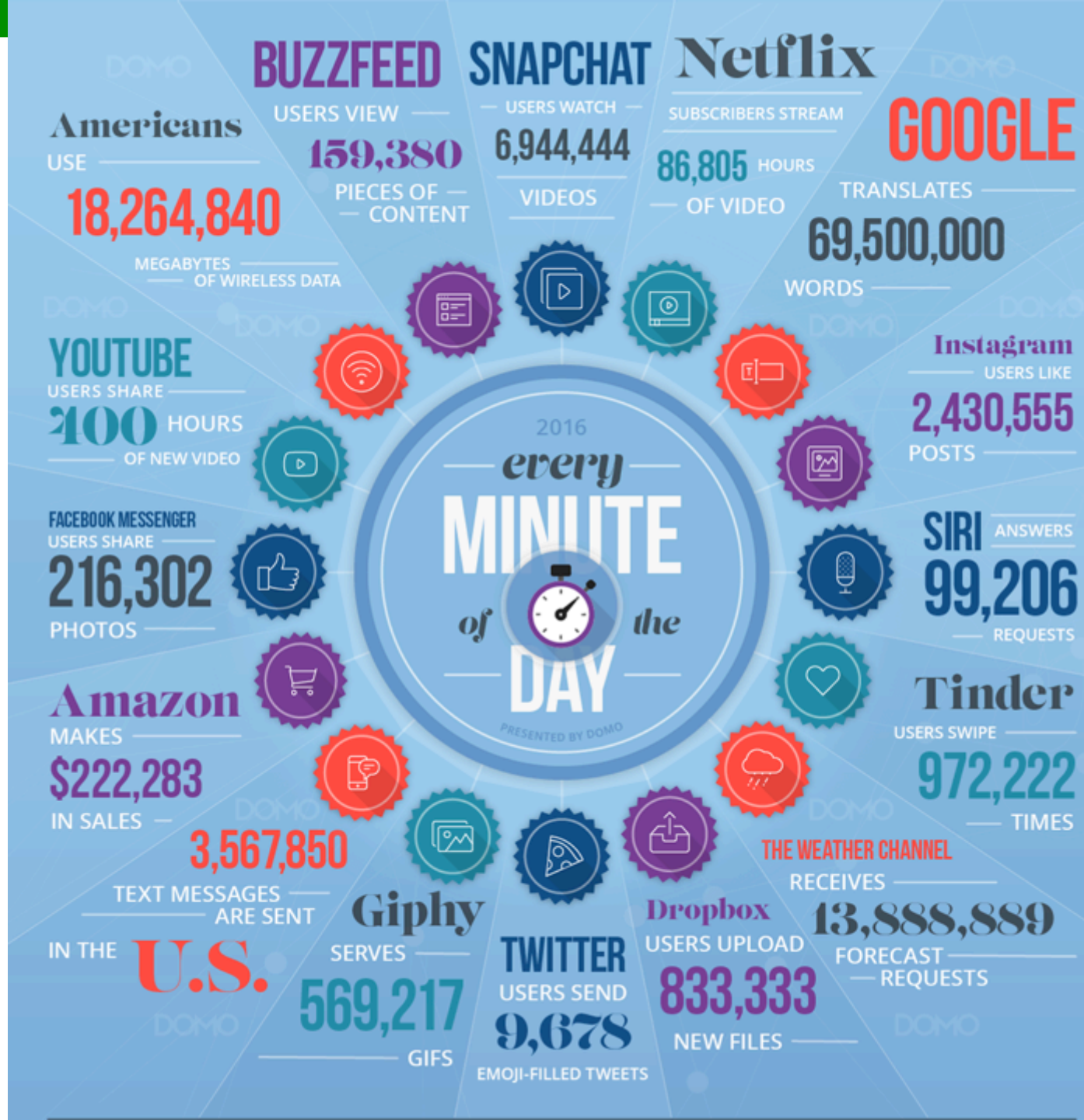


Kids in Today's Technology Landscape ...

- 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 ...



Source: Domo,

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

a) 35

b) 63

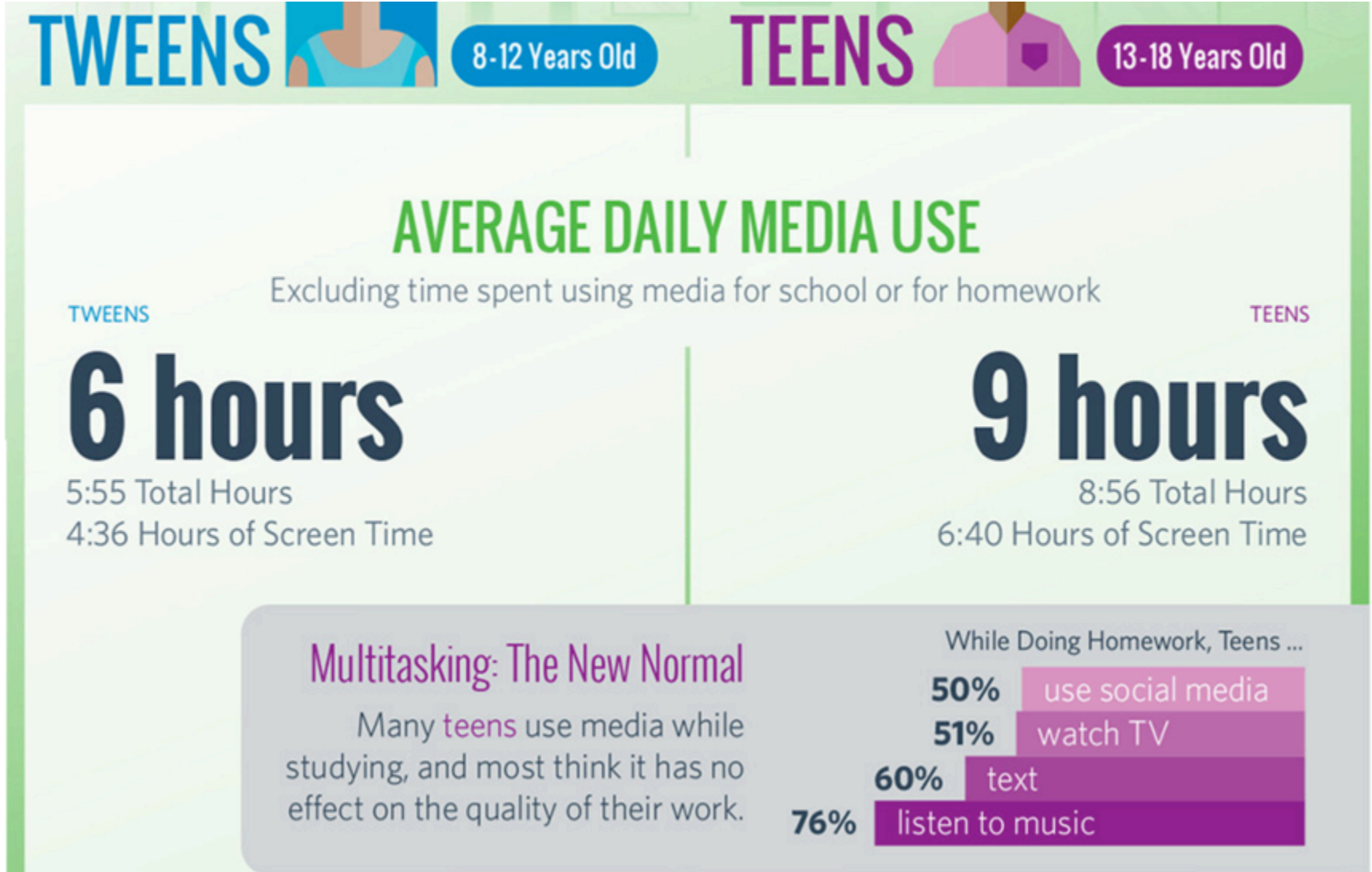
c) 42

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

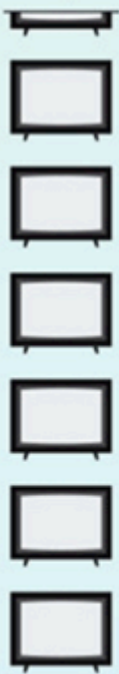
Listen
to Music

Play
Mobile
Games

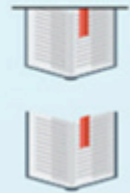
Read

Watch
Online
Videos

Use
Social
Media



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.



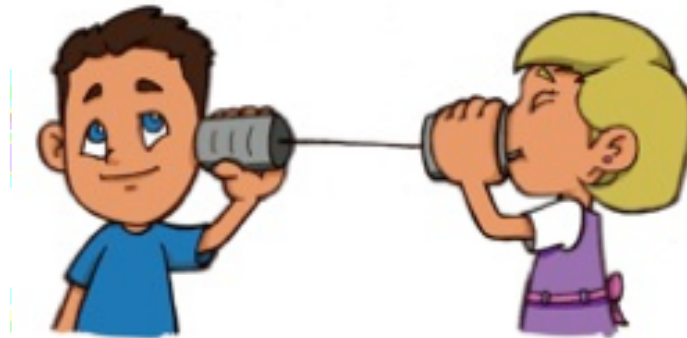
What percent of tweens feel like their parents are addicted to their technology?

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

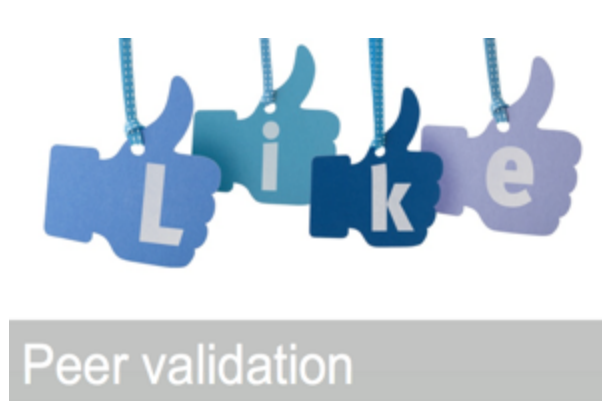
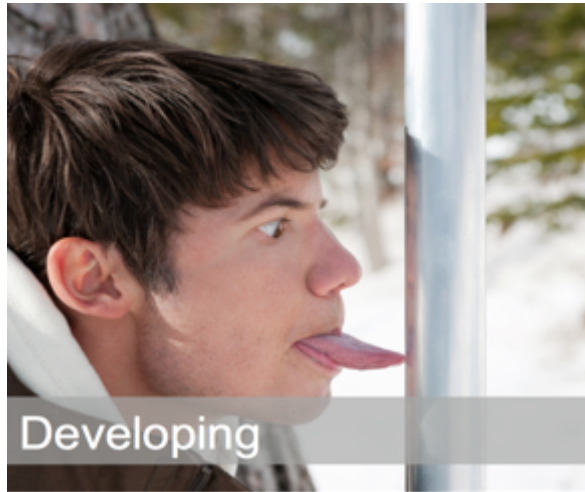
Unintentional sharing of private information or Over-sharing

Cyberbullying and Digital Drama

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

Identity theft/impersonation

Marketers use of kids' data





Public



Anonymity

Anonymous Sharing Apps/Sites



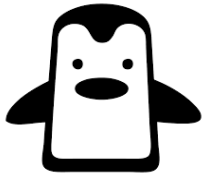
Kids ask questions & answer questions posted by other users

Some kids ask innocuous questions; others ask inappropriate ones

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

Anonymous Message Board Apps

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



Replicable

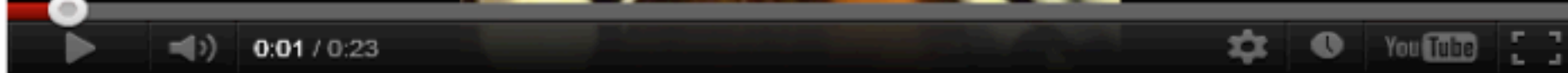
A magnifying glass is held over a computer screen. The screen displays a search bar with the text "Find..." and a search icon. Below the search bar, the text "Find Next" and "F3" are visible. The magnifying glass is positioned over the search bar and the "Find Next" text.

Find... Ctrl+F
Find Next F3

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 acc

QUALIFICATIONS

Four years experie

Damaging reputations



Building digital footprints



ACCESS
ANYTIME
ANYWHERE
ON THE GO
PERSONALIZE
CREATE
PUBLISH
CONNECT

A photograph of a family of four. A woman with long brown hair is smiling at the top. A man with dark hair is smiling in the center, wearing a grey tank top. A young girl with brown hair is smiling on the left, wearing a pink and white striped shirt. A young boy with curly brown hair is laughing on the right, wearing a white shirt. The text "For Families ..." is overlaid in the center in a black, italicized font.

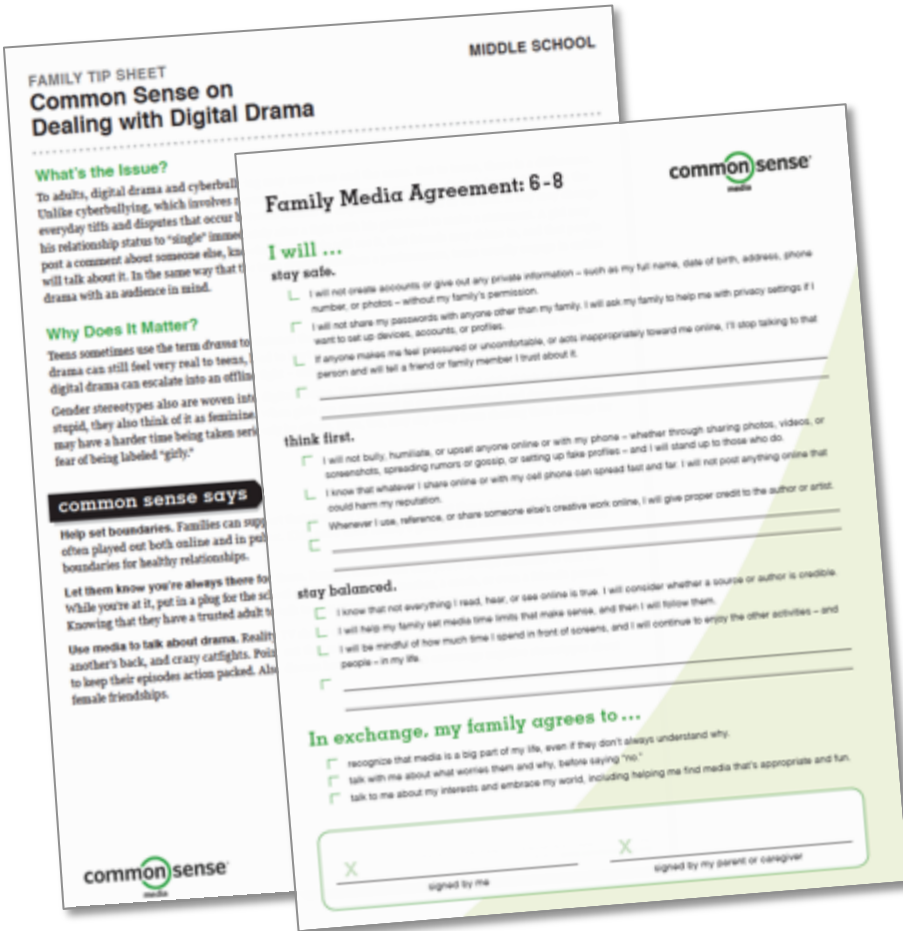
For Families ...

#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

Breaking the Ice

What piece of technology do you remember longing for, or being really excited about as a kid?





Ellen Show

Facebook Time Line

<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

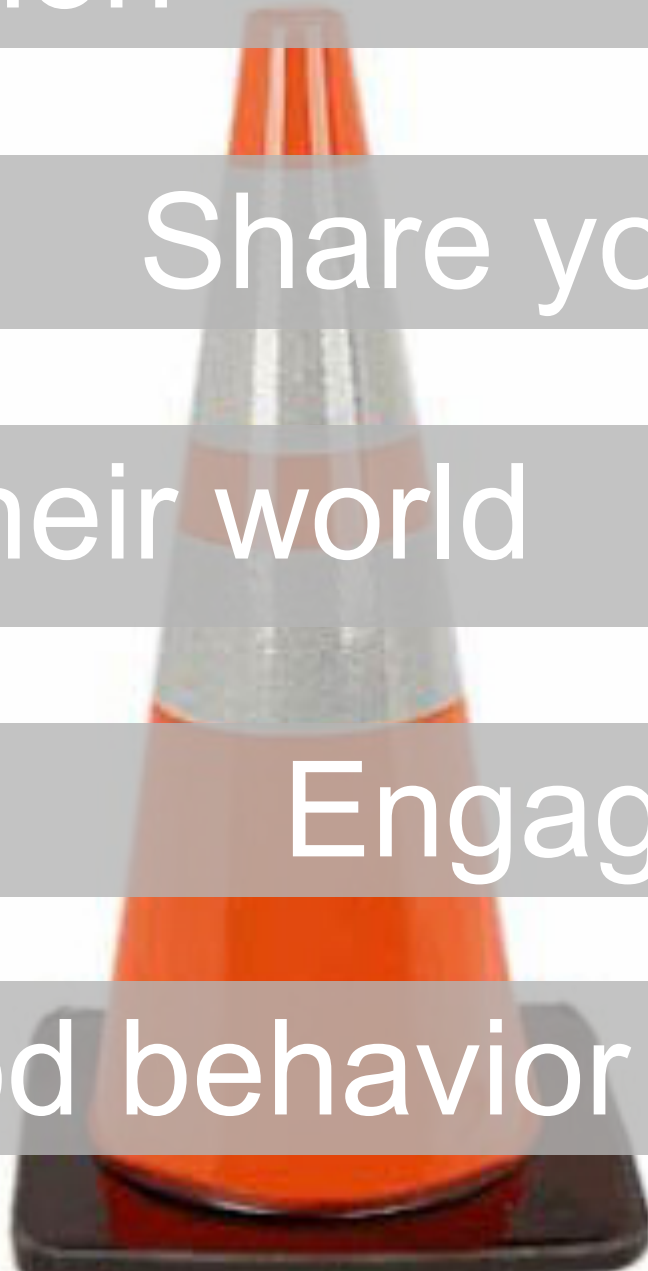
Pay attention

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 sleeve. The background is a solid teal color.

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 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).

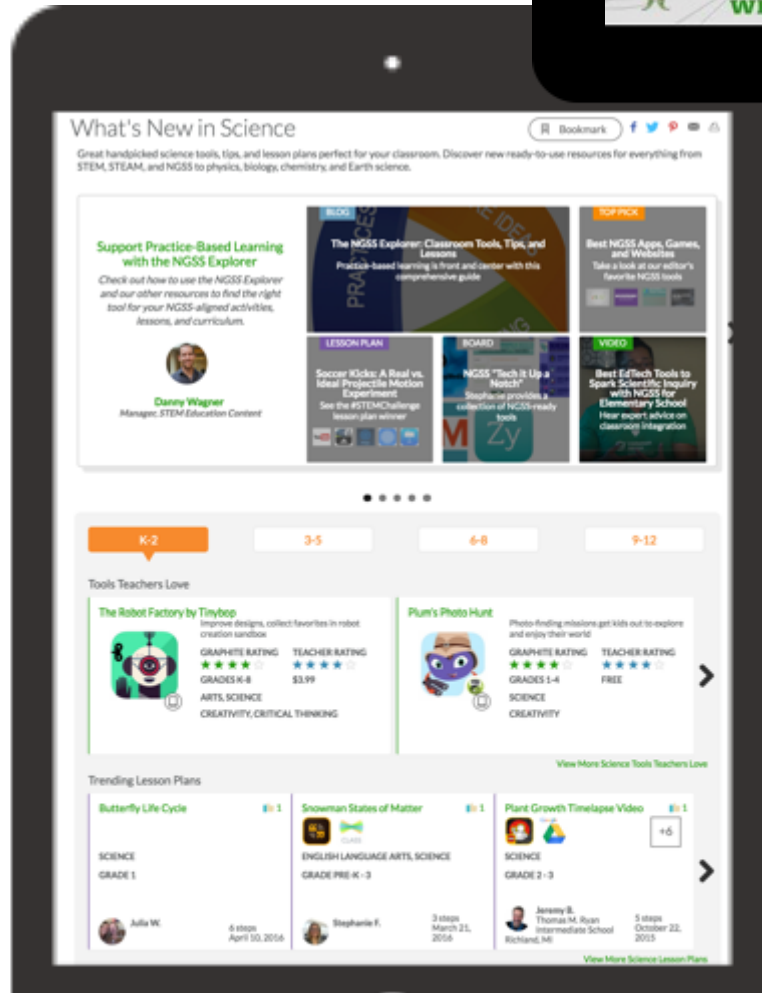
A photograph of a classroom scene. A male teacher with a beard, wearing a light-colored shirt and a blue lanyard, is leaning over a group of four young students. The students, two boys and two girls, are gathered around a table. One boy is holding a tablet computer, and the teacher is pointing at the screen. The students are all smiling and looking at the tablet. On the table, there are several colorful markers and a red container. In the background, there are educational posters on the wall, including one with a clock face and another with a map of the world. The overall atmosphere is collaborative and educational.

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...

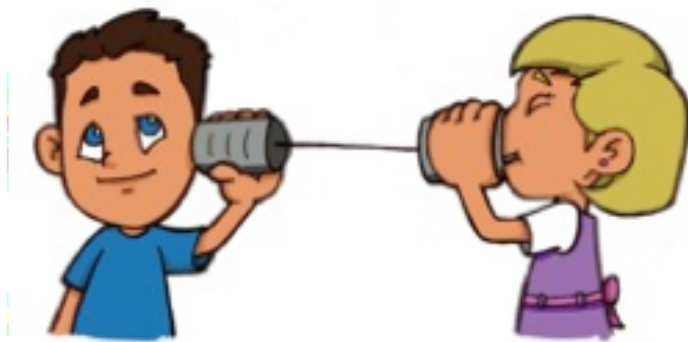


..if we don't let them in the water.



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

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