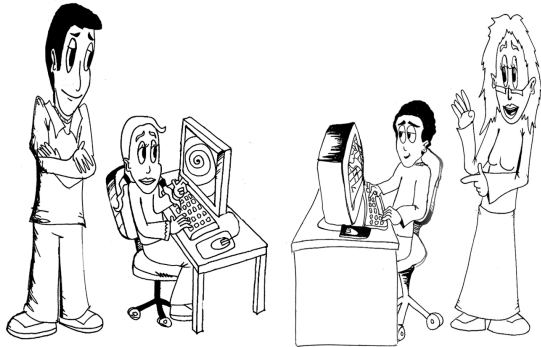


Cyber Savvy Kids

A Guide for Parents



A Fenced Online Play Yard

When children are young, it is a parent's responsibility to make sure their Internet use is in a safe online environment.

- ✓ Remain actively and positively involved. Keep the computer in a public place in your house so you can remain engaged in what your child is doing online. Help your child make good choices based on your family's values.
- ✓ Limit your child's access to sites you have selected as appropriate ~ unless you are present to closely supervise more expansive explorations. Jointly review new sites for addition. Do not think you can rely solely on filtering ~ lots of garbage can get through. Some companies are selling "white lists" of reviewed children's sites.
- ✓ Help your child create a safe and fun username that does not disclose personal details and a safe password. Use your email address for any site registrations.
- ✓ Make sure you know everyone your child is able to communicate with through personal communications ~ email and instant messaging. Limit communication with strangers to moderated children's sites.
- ✓ Check out the newer family safety features of your operating system, browser, provided as a service by sites, and on interactive gaming consoles. These family safety features allow parents to limit their child's access to selected sites, control who has the ability to communicate privately, manage time spent online, and review the history file.
- ✓ Make sure you have implemented appropriate computer security against malware. Use a spam blocker. Block pop-up ads. Use the safe search features. Never allow peer-to-peer software ~ this is a significant source of malware and other garbage.
- ✓ Do not allow your child to register on sites for users over the age of 13. If your child's friends are on these sites, talk with their parents. Find a safer place where the friends can communicate and share.
- ✓ Your child should know that everything he or she does online is open to your review. Teens will expect and deserve more privacy.
- ✓ Never overreact if your child reports an online concern. You want your child to feel very comfortable reporting online concerns.
- ✓ If your child engages in inappropriate or harmful behavior, respond in a way that will focus your child's attention on the harmful consequences of his or her actions. Require that your child remedy any harm.

Introduction

The Internet is a great place for children to spend part of their time. As long as their time online is balanced with other important activities - playing outside, reading, creative activities, spending time with friends and family - the Internet can be fun and beneficial.

This brief guide will provide suggestions for parents of elementary students on the important steps you can take to ensure your children's time spent online is safe and fun.

Online Risks Faced by Children

- ✦ Spending too much time online.
- ✦ Posting or sending personal contact information or material that could damage their reputation or place them at risk.
- ✦ Receiving or sending hurtful messages.
- ✦ Accidentally accessing pornography or other damaging material.
- ✦ Being profiled and targeted with advertising.

Children's Eyeballs ~ Your Wallet

- ✦ Commercial children's sites provided for free make money through advertising ~ or are themselves an advertisement.
 - Sites by non-profit organizations and sites that charge a fee do not generally advertise.
- ✦ Advertising to children is associated with consumption of junk foods, obesity, harm to self image, excessive consumption, sexualization, and parent-child conflict.
- ✦ The Children's Online Privacy Protection Act has created false security that children's privacy is well-protected online. It is not. Their privacy should be better protected.
- ✦ Commercial sites with advertising may seek to determine your child's age, gender, location, and interests. Some sites use surveys, quizzes, or contests to obtain more information. They create a market profile to target advertisements that are more likely to be of interest to your child ~ and more likely to cause your child to nag you to buy. This is called "behavioral advertising."
 - Some sites are trying to make this activity more transparent and under user control. But should they even be allowed to profile children?
- ✓ Watch out for the online activities of market profilers and advertisers when you select sites. Make your site selections carefully - based on your own degree of comfort with these practices.
- ✓ Read privacy policy carefully. Look for the ability to opt out your child out of behavioral advertising.
- ✓ Teach your child to recognize profiling techniques and these online advertising techniques:
 - Advergaming ~ ads integrated into games.
 - Permission marketing ~ sign up to receive ads.
 - Viral marketing ~ send ads to your friends.

Key Safety Issues for Children

Online and Real World Predators

- ✦ Significant disinformation about this concern. Incidents are rare ~ 1% of arrests for sexual abuse. Predators are not targeting children or pretending to be children. They are not tracking victims based on personal contact information posted online. Victims are teens who are willing to talk with adults about sex and meet to engage in sex.
- ✓ Watch out for any adult trafficking in child pornography ~ frequently also molest. Signs: addictive access, excessive secrecy, sophisticated equipment for no obvious reason.

Addictive Access

- ✓ Help your child learn to balance time spent online with other important activities ~ like getting together in person with friends, homework, and physical activities.
 - Use time monitoring features, set time limits, or simply say "Enough screen time."

Posting or Sending Information

- ✓ Your child must understand that anything posted or sent online has the potential to become public and will be used to judge his or her values, character, and decision-making.

- ✓ Ensure your child knows not to provide his or her full name, address, or phone number, send a picture, complete an online form without permission ~ or disclose a password.

Interacting Safely with Others Online

- ✓ Don't allow your child to communicate with anyone not known in person through email and instant messaging.
- ✓ If someone is rude or hurtful on a public site, your child should say "stop," leave the site, file a complaint, and/or ask for your assistance. Teach your child how to file a complaint or abuse report. If a friend has been hurtful, share your concerns with the child's parent.
- ✓ Ensure your child knows not to be hurtful online.

Accidental Access to Pornography

- ✦ If you follow the guidance in selecting safe sites, it is unlikely your child will stumble into inappropriate material. But any computer can get infected. Or your child could use a less protected computer.
- ✓ Ensure your child knows that if anything "yucky" appears on the screen, he or she should quickly turn off the screen and tell an adult. If this occurs, applauding your child's reaction will help eliminate a negative impact.

Guidelines for Your Child

Be Safe Online

Have Fun Online in Safe Places

- ✓ Use the fun sites that you and your parents have selected.
- ✓ Ask permission if you want to go to a new site or talk with a new friend.
- ✓ Tell an adult if something feels wrong

Keep Your Life in Balance

- ✓ Have fun online ~ but make sure you also get together with your friends and go outside to play.

Think Before You Post

- ✓ Be the best "You" online.
- ✓ Remember anything you post or send online can be sent to others. Other people will judge you by what you post.
- ✓ Never type your name, address, or phone number, send a picture, or complete an online form or survey without first checking with your parent.
- ✓ Never share your password.

Connect Safely

- ✓ If someone sends you a mean or nasty message on a public site, you can say "stop," leave the site, file a complaint, or ask a parent for help.
- ✓ If a friend sends you a mean or nasty message, tell your friend to stop or tell your parent.
- ✓ Never send mean or nasty messages.

Turn It Off & Tell

- ✓ If anything yucky ever appears when you are online ~ quickly turn off the screen and tell an adult.

Spot the Ads

- ✓ Many web sites have ads for things kids like. Other sites are ads. Some have games that are really ads. Some want you to sign up to receive more ads. Some want you to send ads to friends.
- ✓ See if you can spot the ads. Remember, you do not need to buy everything you see in ads.

To the person reviewing this document for possible reproduction:

The Center for Safe and Responsible Internet Use is pleased to provide two documents for schools and other non-profit organizations - with permission granted to reproduce and provide to parents. One document is appropriate for parents of children. The second is appropriate for parents of tweens and teens. I would like to provide the person considering this document with some additional insight into my background, the contents, and approach taken.

I have degrees in special education and law. I taught "at risk" students, practiced in the area of technology law, and was an educational technology consultant prior to turning my attention to Internet use management in schools and youth risk online in 1995. It has always been my perspective that scare tactics and fear-based messages are not effective in preventing risk or encouraging effective parenting. It is also essential to ground guidance on youth risk online in the research insight, which fortunately is now emerging.

It is of significant concern to me that many of the current Internet safety messages are not grounded in fact, especially in the area of sexual predation. The research of the Crimes Against Children Research Center has demonstrated that these incidents are rare - constituting only 1% of all arrests for sexual abuse of minors. Predators are not targeting children. They form relationships with teens who are willing to talk about sex with strangers. There is no known incident where a predator tracked down and abducted a teen based on personal contact information posted online. Teens meet willingly knowing they have been communicating with an adult and intending to engage in sex. These predators are taking advantage of "at risk" teens.

Cyberbullying and other forms of electronic aggression are a significant concern. The relationship altercations that have traditionally been faced by teens are now also occurring online or through use of cell phones. This appears to be increasing the harm because these altercations are ongoing, frequently involve groups, and sometimes involve anonymous communications. A concern that has not yet reached public awareness is that "at risk" youth are becoming involved in online communities with other "at risk" youth, which is leading to contagion of risky behaviors.

The young people who are at the greatest risk online are the ones who are already at greater risk in the Real World. We have to address these issues in the context of school and community youth risk prevention programs.

The majority of young people are generally making good choices online and effectively handling the negative incidents that occur. This means that we can effectively address concerns using the social norms risk prevention approach - encouraging young people to follow the lead of their savvy peers and making sure that all young people understand the risks and effective protective strategies. Social norms risk prevention is highly effective.

Research has also demonstrated that many parents are "clueless" when it comes to what their teens are doing online. But teens whose parents are actively and positively involved in their online activities engage in less online risk taking. My approach to parenting is ages old. When children are young, parents must ensure they are in safe places and understand the simple guidelines they need to keep themselves safe in these places. But as they become teens, they need a comprehensive understanding of the risks, harmful consequences, and how they can independently protect themselves, engage in ethical behavior, and take responsibility for the well-being of others.

The Center for Safe and Responsible Internet Use is pleased to announce the availability of other materials. Narrated slides presentations are available for parent workshops - one for parents of children and the other for parents of tweens and teens - and a 45 minute presentation for tweens and teens - narrated by my two teens. More extensive handouts for parents and teens are also provided. The teen material can support a wide range of instructional activities. Additional materials are under development to address consuming and creating in Web 2.0.

The Center also provides material for professional development for educators and other professionals who work with youth. This includes narrated slides presentations and comprehensive handouts that set forth important information in an easy-to-read outline format. The Center has made arrangements with the University of Oregon Continuing Education Center for professionals to receive Continuing Education Units for viewing these materials. Material that is either available or will soon be available includes: Cyber Safe and Savvy Youth: A Guide for Educators (important insight for all educators); Cyberbullying and Cyberthreats: Responding to the Challenge of Electronic Aggression (safe school professionals); Web 2.0 in Schools: Effective Internet Use Management and Legal Issues (educational technology professionals and administrators); Youth Risk Online: Insight for Health and Mental Health Professionals. Additional titles and online classes for graduate credit will soon be available.

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