

Raising Kids In A Digital World

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How Did It Get So Complicated?

- Blurred lines between work/home
- 24/7 media
- Web 2.0 and beyond
- Bigger communities/bigger problems
- Internet is in your pocket
- An industry that builds first; asks questions later
- A generation gap/Screen-agers



Teenager Don't Change **Tools Do**



The Givens:

- Say things without thinking
- Play practical jokes
- Take dares and bets
- Have shaky self esteem
- Posture for Popularity
- Need Validation
- Lack of Experience and Maturity

Tech fuels these normal predilections

What Makes Kids So Tech Savvy?

They're NOT!

They are risk takers

They don't anticipate consequences

They don't understand underlying technologies

View encounters as "part of life" not scary

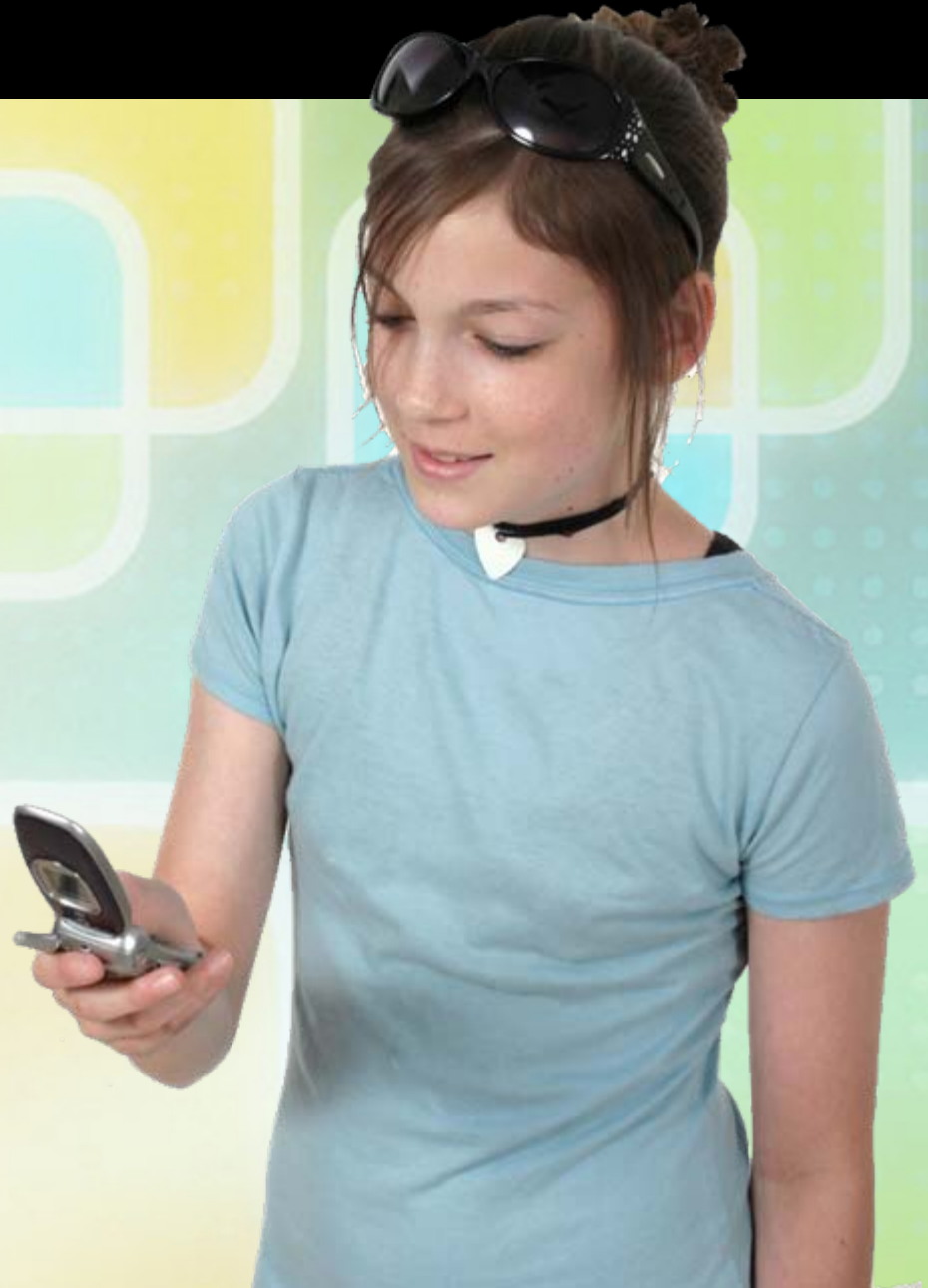
Parents apply real-world experience to web-world



The New Mobility is Frightening

No time delay from party to post
Egging on by peers
Constant distraction
Few tools for safety

Rules must be set



When Hormones Meet High Speed

- Inappropriate Sites
- Predatory Behavior (financial and sexual)
- Inappropriate Communications
- Gaming and Social Networking
- Cyberbullying
-





Five Rules

1. When kids understand how the Internet works they are smarter.
2. Your job is to delay and moderate.
3. Every software and hardware has settings to make them safer.
4. Kids **MUST** believe that everyone can see everything on the web. There is no “under the radar” on the web.
5. On the Internet its easier to let everything through than to block things.



When Trouble
Finds Them

Children are casualties of Internet Economics

- Searching (Porn-napping)
 - Cheerleaders = cheerleader.com
 - Toys for girls = sex toy site
 - Daisy (Image) = naked girl
- Typo-squatting
 - Mistyping and misspellings
- Emails requests to visit a site
 - how they find your kids names?
 - spiders/crawlers/software/lists
- Entrapment
 - links, mouse trapping



Tools:

Filtering/Blocking Software

Block web sites: Modify lists, control words kids can type, and ease up on the reins.

Limit access: Chat sites, shopping, activity or time

Monitor activity: sites visited, blocked or not

Inventory of your children's computer.



Tools: Can Find Tools

Built into browser

Built into Search ([Google](#))

Built into [iTunes](#)

Built into ISPS (Earthlink, AOL, MSN, Yahoo)

Available for a fee

In hardware (Xbox, Routers, TiVo)

Making Google Safer

S

The screenshot shows a browser window titled "HowStuffWorks 'HowStuffWorks Auth...' Preferences". The main content area is titled "Prefer pages written in these language(s):" and contains a grid of 32 checkboxes for various languages. Below this is a section titled "SafeSearch Filtering" with a description and three radio button options.

Prefer pages written in these language(s):

<input type="checkbox"/> Arabic	<input type="checkbox"/> English	<input type="checkbox"/> Indonesian	<input type="checkbox"/> Russian
<input type="checkbox"/> Armenian	<input type="checkbox"/> Esperanto	<input type="checkbox"/> Italian	<input type="checkbox"/> Serbian
<input type="checkbox"/> Belarusian	<input type="checkbox"/> Estonian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Slovak
<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Filipino	<input type="checkbox"/> Korean	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Catalan	<input type="checkbox"/> Finnish	<input type="checkbox"/> Latvian	<input type="checkbox"/> Spanish
<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> French	<input type="checkbox"/> Lithuanian	<input type="checkbox"/> Swedish
<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> German	<input type="checkbox"/> Norwegian	<input type="checkbox"/> Thai
<input type="checkbox"/> Croatian	<input type="checkbox"/> Greek	<input type="checkbox"/> Persian	<input type="checkbox"/> Turkish
<input type="checkbox"/> Czech	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Polish	<input type="checkbox"/> Ukrainian
<input type="checkbox"/> Danish	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Dutch	<input type="checkbox"/> Icelandic	<input type="checkbox"/> Romanian	

SafeSearch Filtering [Google's SafeSearch](#) blocks web pages containing explicit sexual content from appearing in search results.

- Use strict filtering (Filter both explicit text and explicit images)
- Use moderate filtering (Filter explicit images only - default behavior)
- Do not filter my search results.


iPod Safety

General Podcasts Playback Sharing Store Advanced **Parental Control** Apple TV Syncing

Sources: Disable Podcasts
 Disable Radio
 Disable iTunes Store
 Disable Shared Libraries

Ratings for: ▾

iTunes Store: Restrict movies to ▾
 Restrict TV shows to ▾
 Restrict explicit content

 Click the lock to prevent further changes.

Even Phones... (for a small fee)

AT&T: call blocking, hours of use, number of messages, download allowance

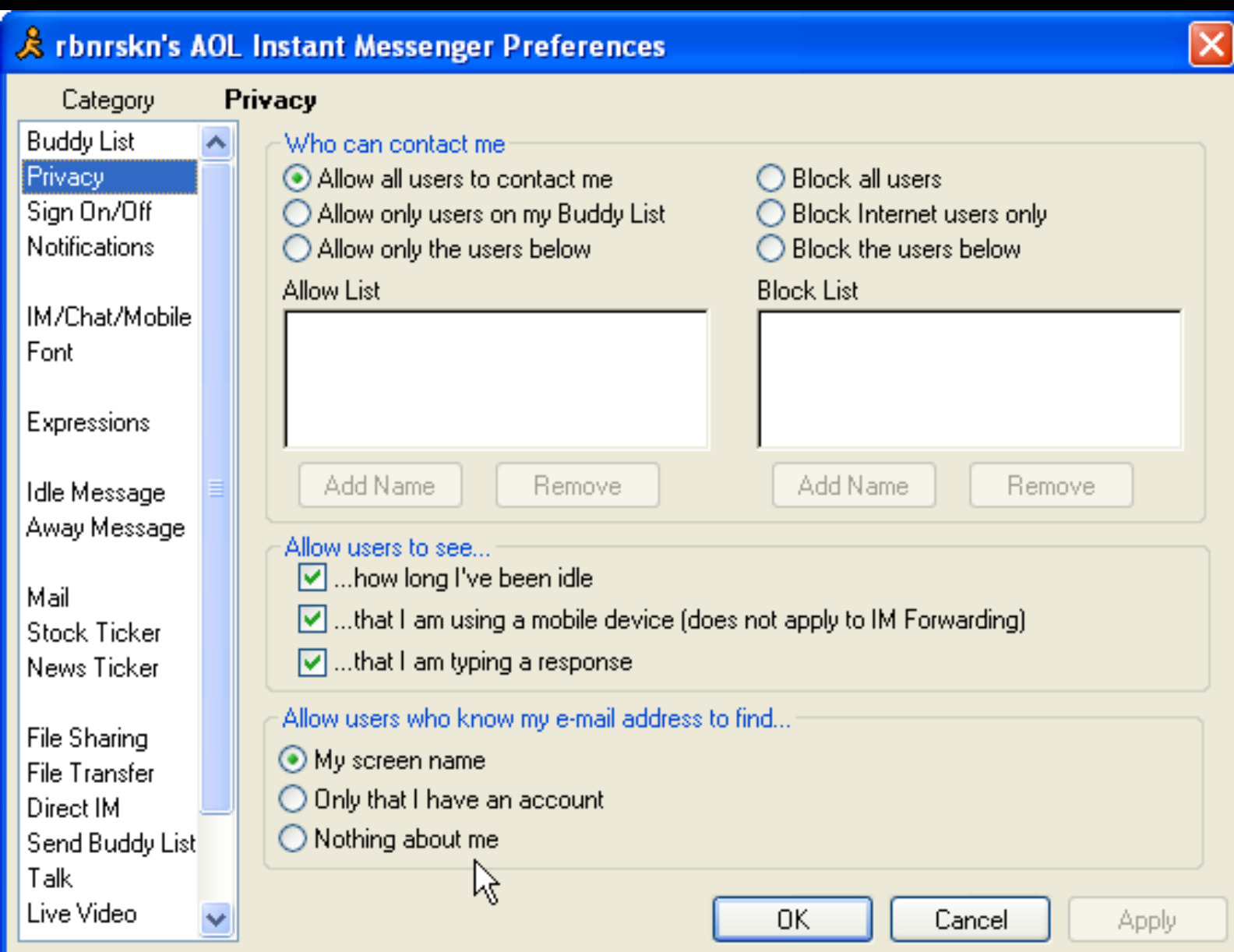
Kajeet Phone: no fee, pay as you go, built in monitoring and location monitoring

Sanyo Phones – a few have parental controls

Verizon introducing this fall



IM: A Simple Option



Parenting Without Technology



- Computer in well trafficked area
- Open door policy
- Search history files
- Be a pain!
- Protect and Defend!
- Share “we all make mistakes”!
- Express an Interest in the Conversation
- Let them know they can turn to you

Daily Encounters



The Profiteers

The net is age blind

No advantage to telling the truth

Online pharmacies

Phishing Sites

Poker and gambling sites

Shopping clubs

If it sounds too good to be true...



Contests: Join One, Join Hundreds

What Was Johnny Depp's Debut Movie?

- Edward Scissorhands
- A Nightmare On Elm Street
- Platoon

Answer To Get A Free Palm Treo!*

*See Site For Details

Screensavers, lyrics sites, gaming sites

Chain Mail



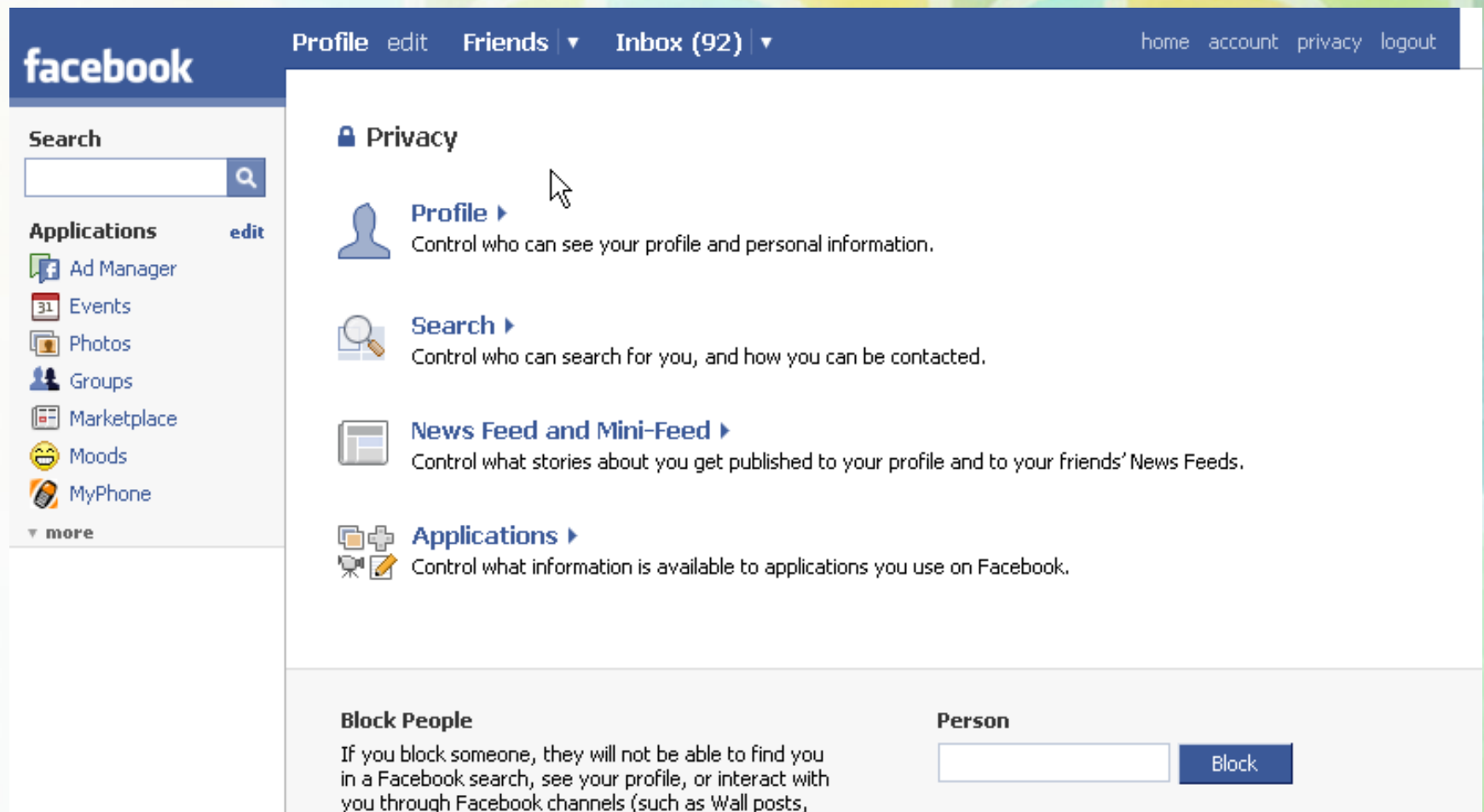
.....i am 7 years old with black hair and red eyes. i have no nose or ears.... i am dead. if you do not send this 15 people in the next 5 minutes i will appear tonight by your bed with a knife and kill you.. this is no joke Something good will happen to u 2nite at 9:22. This is not a joke some1 will either call u or will talk to u online and say that they love u. do not break no send bak sorry!

Club Penguin

Adorable and Engaging
Play is free but you'll be the only homeless, naked penguin
Parents can choose **ultimate safe**
Some words "hate" "ugly"
never get through
Midnight on Sat. night



Staying Safer on Facebook



The image shows a screenshot of the Facebook interface, specifically the Privacy settings page. The top navigation bar includes the Facebook logo, 'Profile edit', 'Friends', 'Inbox (92)', and links for 'home', 'account', 'privacy', and 'logout'. The left sidebar contains a search bar and a list of applications: Ad Manager, Events, Photos, Groups, Marketplace, Moods, and MyPhone. The main content area is titled 'Privacy' and lists four categories: Profile, Search, News Feed and Mini-Feed, and Applications. Each category has a brief description of what it controls. At the bottom, there is a 'Block People' section with a 'Person' input field and a 'Block' button.

facebook Profile edit Friends ▾ Inbox (92) ▾ home account privacy logout

Search

Applications edit

- Ad Manager
- Events
- Photos
- Groups
- Marketplace
- Moods
- MyPhone

▼ more

Privacy

- Profile** ▶
Control who can see your profile and personal information.
- Search** ▶
Control who can search for you, and how you can be contacted.
- News Feed and Mini-Feed** ▶
Control what stories about you get published to your profile and to your friends' News Feeds.
- Applications** ▶
Control what information is available to applications you use on Facebook.

Block People

If you block someone, they will not be able to find you in a Facebook search, see your profile, or interact with you through Facebook channels (such as Wall posts,

Person

MySpace has similar settings

[Account](#) | [Password](#) | [Privacy](#) | [Spam](#) | [Notifications](#) | [Mobile](#) | [Calendar](#) | [Miscellaneous](#)

Settings Descriptions:

Whether you want to build an audience or communicate with your closest friends, the MySpace Privacy Control Panel allows you to control what information is shared, who can contact you, how you are notified and the tools to eliminate unwanted spam.

Privacy (Edit)

Here you control who can see you are online, who knows your birthday, who can view your profile, who can share your photos and how to block specific users and users by age.

Spam (Edit)

Here you control spam security levels, who can message you, who can request to be friends, approval of comments, group invitations, event and IM invitations.

Notifications (Edit)

Here you control your subscription to the MySpace newsletter featuring exclusive content and promotions and email notifications about friend requests, comments, blog subscriptions and event invitations.

Mobile (Edit)

Here you control SMS (text message) alerts for MySpace messages, friend requests, content and when you receive mobile content subscriptions.

Calendar (Edit)

Here you control how your calendar is set up and how you are reminded of important events.

Other Potential Problems: Game Playing

MiniClip

Addicting Games

Sims

Runescape

Everquest

Free and pay

Watch chat

Don't share passwords

Stay on site (not eBay)

ADDICTING GAMES Get new game updates:

Enter **Now!** All Games Games for Your Site

New Games Updated December 8

 Terrorlympics - Bulletproof Punk Osama catches bullets with his teeth!	 Bowmaster Prelude Bowmaster returns!	 Playing Field 2 An almighty sequel!
 Quick Cards Play cards with a 'puter.	 Wildboyz - Animal's Revenge What's brown and sounds like a bell?	 Wipeout hairy surf, friend. sharks = gnar gnar!
 Speed Chase Impress your criminal buddies.	 Stickman Steve II Scribblebeasts and squiggleworms!	 BMX Extreme String tricks; impress chicks.
Bashing hippies and baby seals! Christmas has come early!		
 Dolph - Operation Thule Angry, angry hippo!	 Ski Battle Create the perfect ski run!	 Monster Joust Madness Saddle up your lizard!



Red Flags

We have clues about “bad” people in cyberspace even if we can’t see them

- ask for more information than you're comfortable giving out
- can't keep their story straight
- initiate sexual conversation
- pressure to send photos or meet in person

Try the New Site Advisors

*.ppt - Google Desktop

webkinz.com | Web Safety Ratings fr...

[Privacy policy](#) | [Terms of service](#) | [Contact us](#)

McAfee SiteAdvisor™



Save \$5
instantly!
Now \$19.99

Want to add your comments? [Log in](#) or [Register](#).

[HOME](#) [DOWNLOAD](#) **[ANALYSIS](#)** [SUPPORT](#) [BLOG](#) [ABOUT US](#)

Look up a site report:

webkinz.com



We tested this site and didn't find any significant problems.

Are you the owner of this site? [Leave a comment](#)

Contact information: Established in

2003



Canada

Popularity



Some users

AUTOMATED WEB SAFETY TESTING RESULTS FOR WEBKINZ.COM



E-MAIL TESTS FOR WEBKINZ.COM: ?

We have not found any e-mail sign-up forms on this site.



DOWNLOAD TESTS FOR WEBKINZ.COM: ?

No downloads tested

We have not tested any downloads on this site.

[Submit a download for analysis](#)



ONLINE APPLICATIONS FOR WEBKINZ.COM: ?



What You Should Know

These are databases

The content is owned by the site and remains its property

All it takes is one dumb friend

There's a false sense of safety and not enough regard to privacy

Regular scrutiny by Teachers, College Counselors, Marketers, Predators

The sites have built-in privacy features

You might want to have access to your children's passwords and accounts and determine, together, their privacy settings



A Graduated Approach

- A 6 year old should have a VERY limited list
- Gauge responsibility; award privilege
- Use simple tools to send a message that you care
- Use tech in healthy ways to establish digital rituals
- Know who's on your child's buddy list, where they surf
- Watch for signs of unhealthy behavior and REACT
- It's fine to take Internet privilege away (for a time)

The Swimming Pool Analogy

- Can protect kids from pools by putting up fences
- Can deploy pool alarms
- Can legislate laws holding pool owners responsible
- **But the best strategy is teaching kids to swim**

