

Internet Safety Presentation Fact Sheet

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- 170 million iPads sold to date and Increasing Everyday
- 9 million iPhones sold in one weekend, with launch of 5S

uSwitch Survey 16/1/2014

- **More than a quarter of British kids (27%) have a tablet by the time they are eight years old[1]**
- **Nearly 4 million kids in Britain (29%) first learned to use a tablet or smartphone by the time they were three – one in ten (11%) were under two years old[2]**
- **Parents spent £5.6 billion on gadgets for their kids in 2013 - splashing out £462 each on average[3]**
- **Nearly a fifth of parents (16%) believe their under 16s are “addicted” to gadgets, while more than a quarter (26%) say their kids would feel lost without them[4]**
- **More than one in ten kids (12%) have run up bills on their tablet or smartphone through in-app purchases[5]**

Trends

- **Tablets are becoming the must-have device for children...**
- **...while older children opt for smartphones...**
- **... and children are less likely to have other media devices in their bedrooms**
- **One in seven parents of 3-4s feel their child knows more about the internet than they do**

Some Digital Activities

- **Communication** – Skype, What’s App, Snapchat, Kik Messenger, Whisper
- **Social Networks** – Facebook, Twitter, Instagram, Chatroulette, Ask FM
- **Media** – YouTube, Spotify; creation of media
- **Gaming** – Candy Crush Saga, Minecraft
- **Learning and education**
- **Purchasing** – Apps, Content, Lives in Games

‘EU Kids Online’

<http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/Home.aspx>

What are the potential risks?

- Do things online that you would not do offline!
- Share too much information with people you don’t want to/do not know.
- Meeting up with a stranger.
- Seeing upsetting or disturbing images
- Being exposed to bad language
- Feel pressured to do things that you don’t want to do.
- People lying to you online

Helpful websites

- <http://www.common sense media.org/>
- <https://www.herts.police.uk/>
- <https://www.thinkuknow.co.uk/>
- <http://www.moshimonsters.com/parents>
- <http://www.clubpenguin.com/parents/>
- <http://www.habbo.com/groups/officialparentsguide>
- <http://support.xbox.com/en-GB/billing-and-subscriptions/parental-controls/xbox-live-parental-control>
- <http://manuals.playstation.net/document/en/ps3/current/basicoperations/parentallock.html>
- http://www.nintendo.com/consumer/systems/wii/en_na/ht_settings.jsp?menu=pc

Tips for parents

- **Explain consequences.** What parent hasn't heard "but there's no blood" as an excuse for watching a movie or playing a video game? Explain the true consequences of violence. Point out how unrealistic it is for people to get away with violent behaviour.
- **Keep an eye on the clock.** Don't let children spend too long with virtual violence. The more time spent immersed in violent content, the greater its impact and influence.
- **Teach conflict resolution.** Most children know that hitting someone on the head isn't the way to solve a disagreement, but verbal cruelty is also violent. Teach children how to use their words responsibly to stand up for themselves without throwing a punch.
- **Know your kids' media.** Check out ratings and, when there are none, find out about content. Content in a 1992 18 rated movie is now acceptable for a PG-13. Streaming online videos aren't rated and can showcase very brutal images.