



**Do you want to be
able to keep up with
your kids online?**

**internet
matters.org**

“My kids know more about the internet than I do...”



What happened in an Internet minute - 2020?



Google
4.1m search queries



Facebook
1.3m logged in



Instagram
698k scrolls



Twitter
194k tweets



WhatsApp &
FB Messenger
59m messages sent



TikTok
1.4k downloads



Twitch
1.2m views



400k apps
downloaded



1.1m
spent online

There are lots of positives...



Online games can enhance teamwork and creativity



Add to the child's store of knowledge



Households with computers perform better academically



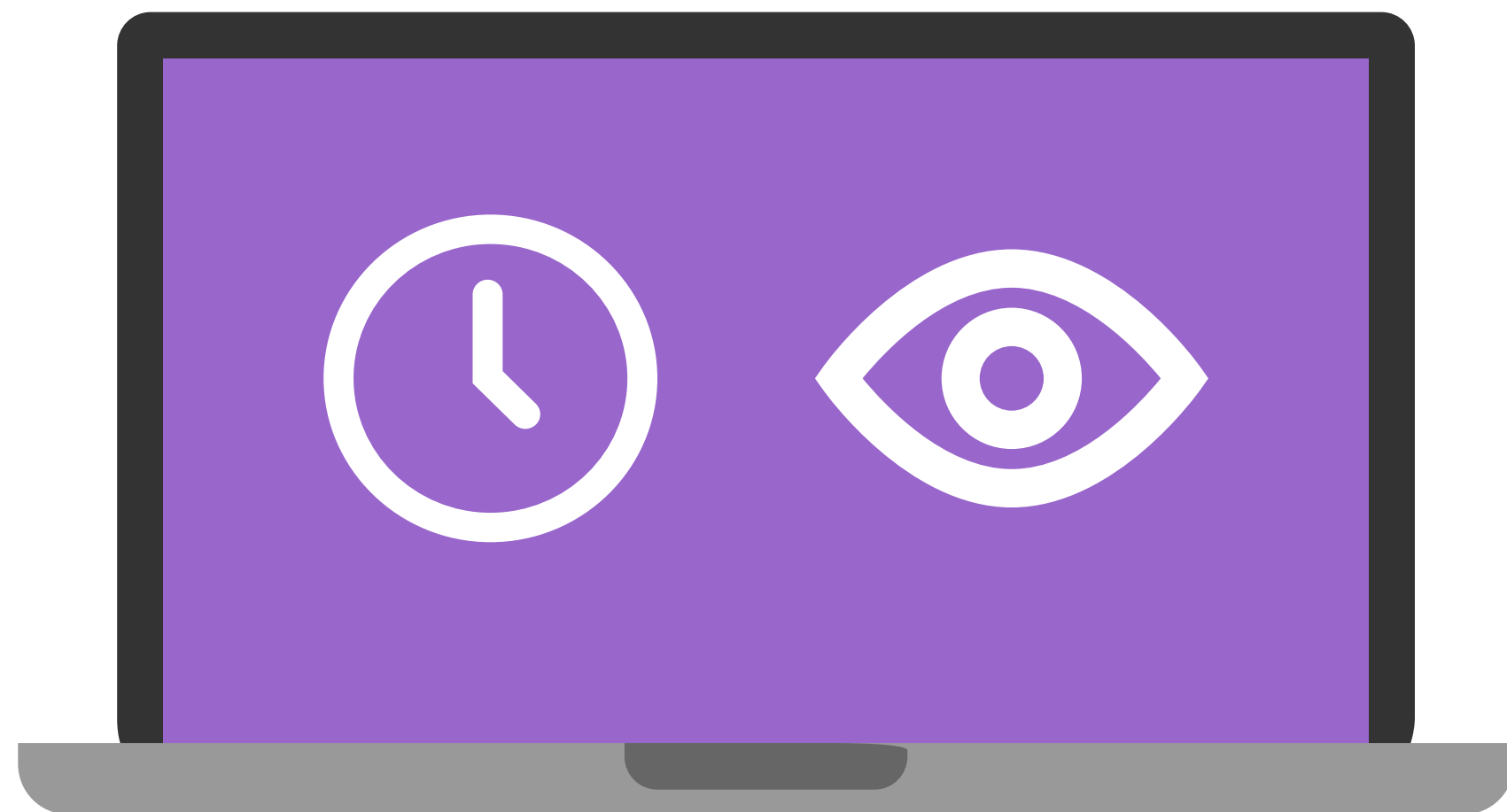
Improve both visual intelligence and hand-eye coordination

89% of 8-11 year olds said that using social media made them feel happy and **82%** said it helped them to feel closer to their friends

2020 Ofcom

But technology can affect children's development...

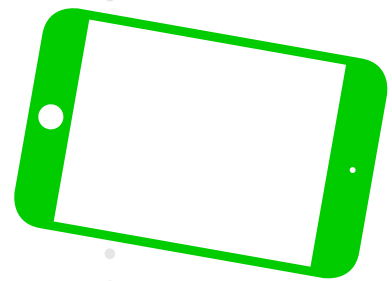
- **Sleep cycles** are affected by blue light from screens
- Screen-based entertainment **increases central nervous system arousal**
- Children today are **more forgetful** than OAP's
- One study found that the **more distracted** you are, the less able you are to experience empathy
- Gaming platforms use persuasive design in order to keep people using their product, and **children are particularly vulnerable** to these tactics.



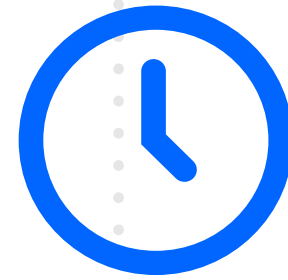
Media usage by age

6 in 10 use any device to go online

2% have their own tablet



27% use a smartphone to go online and **63%** use a tablet to do the same



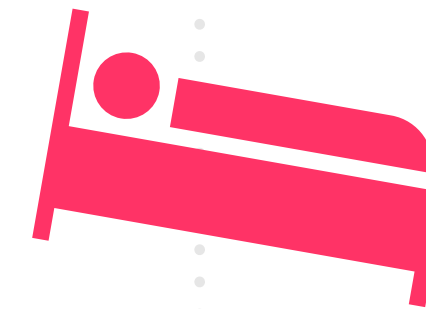
62% play games for just over **6 hours a week**

66% play games online



25% use a smart speaker in the home

74% who own a smartphone are allowed to take it to bed with them



81% use their phone to go online and **69%** to do the same

36% more likely to watch streams on a mobile device



35% play games online



45% use a smartphone to go online and **72%** use a tablet to do the same



37% own their own smartphone

98% spent over 11 hours of streaming from a device per week



83% have their own smartphone

51% use YouTube in 2019 compared to 37% in 2016



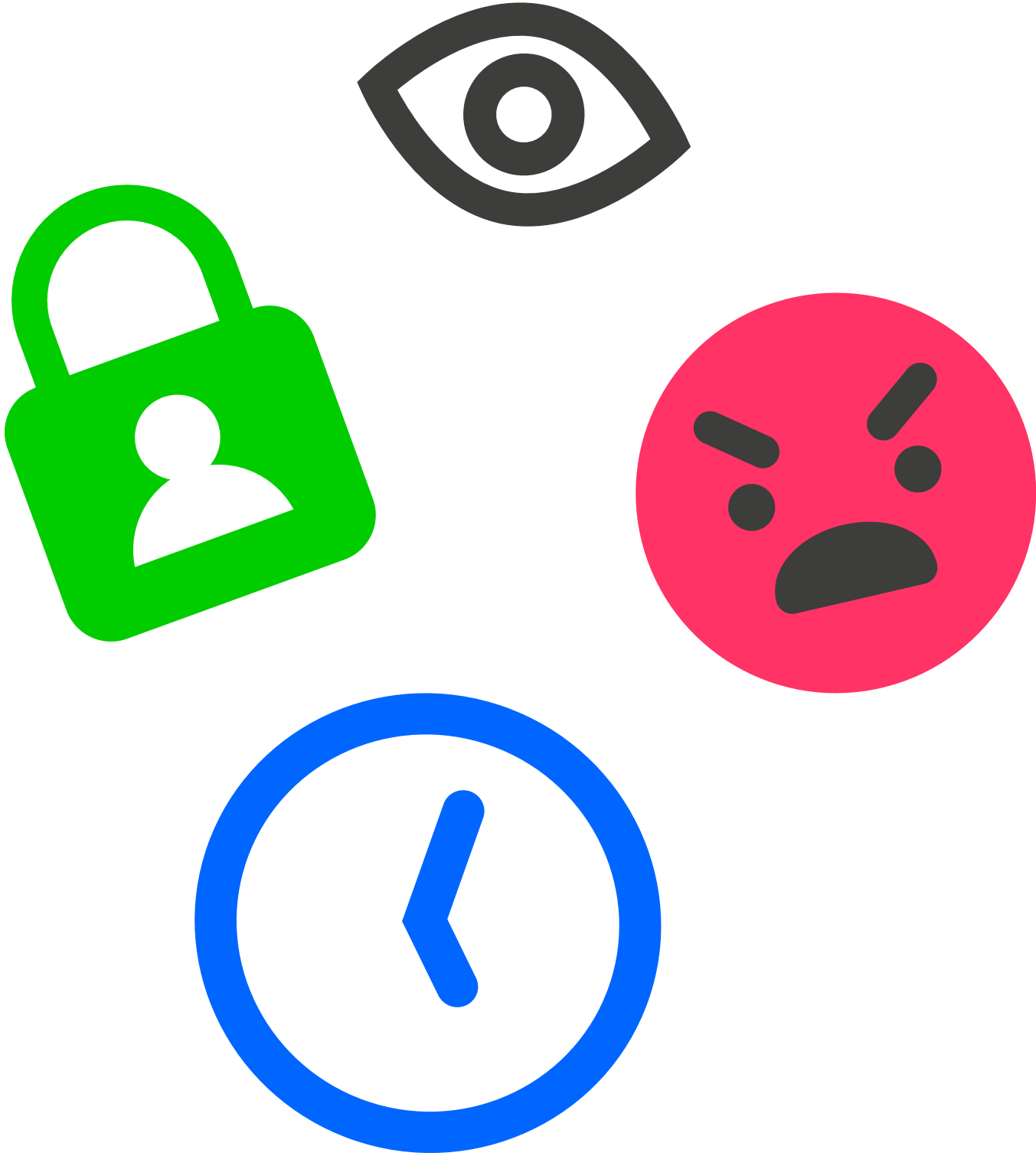
5% have their own smartphone

And there are risks...

High-Risk Online Scenarios					
Risks	Contact	Content	Conduct	Cyber scams	Overall risk – all 4Cs' together
Vulnerabilities					
Special Educational Needs	Predicts contact risks. Includes sexting under pressure, coercion, blackmail, or threats to send more images				Significantly higher score for basket of all high-risk online scenarios
Communication			Predicts conduct risks. More likely to visit gambling sites and chat rooms	May struggle to understand T&Cs - can leave them more susceptible to scams	Significantly vulnerable to the basket of all high-risk online scenarios
Family / Social (care-experienced)		Higher exposure to harmful content		Particularly susceptible to cyber scams. This can link to being a victim of online aggression.	High overall risk for the basket of all high-risk online scenarios
Mental health difficulties					Significantly high risk for the basket of all high-risk online scenarios
Physical disabilities			Predicts conduct risks. More likely to visit sites with adult content.		Significantly more likely to experience a basket of all high-risk online scenarios

Risks parents are concerned about

Concerns	% of parents
Encouraging self-harm	62%
Privacy and data collection	50%
Cyberbullying	45%
Radicalisation	41%
Excessive screen time	25%



Reference: Ofcom (2021) https://www.ofcom.org.uk/_data/assets/pdf_file/0025/217825/children-and-parents-media-use-and-attitudes-report-2020-21.pdf

Risk is not harm

Positive action can limit risks becoming harmful. Here are 5 tips for parents:

1

Understand the risks

2

Communicate regularly

3

Keep the risks in proportion

4

Agree on helpful mediation strategies

5

Develop coping strategies that foster resilience



Dealing with inappropriate CONTENT

**4.7
million**

URL's showing
pornographic content –
more than 12% of the internet

**11
years**

Average age to **first
view porn online**

1/3

of children have **seen explicit
images** by age of 10

Dealing with inappropriate CONTENT

What to talk about

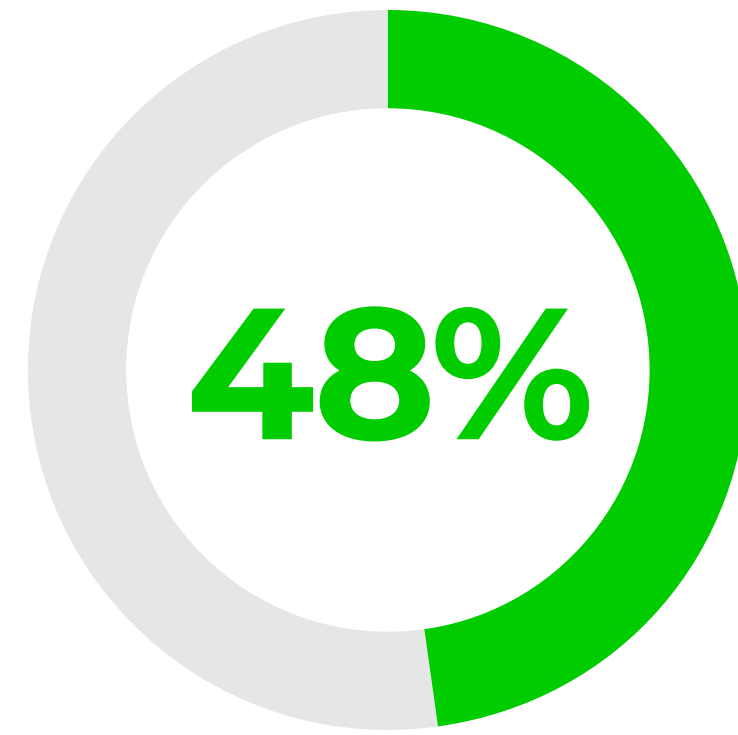
- They can come to you if they see anything that upsets them
- If they have seen pornography... that it presents an unrealistic image of sex and relationships
- The importance of respect for each other and the meaning of consent

Top tips / tools to use

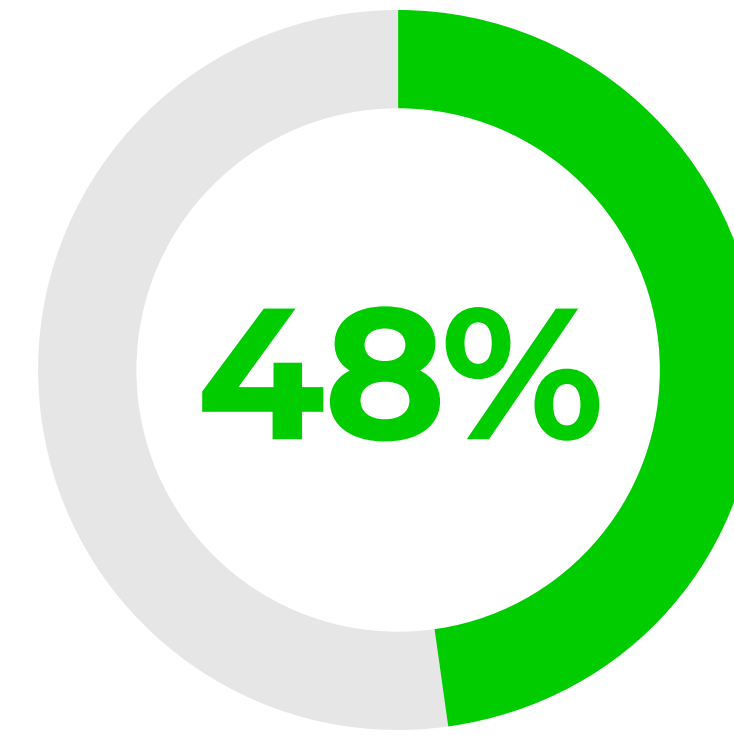
- Parental controls on home broadband
- Content lock on mobile networks
- Safe search on Google (& other browsers) & YouTube; child-friendly search engines



Dealing with inappropriate CONTACT



of secondary school children
**have talked to strangers
on social media**



of 11 year olds **have a
social media profile**

Dealing with inappropriate CONTACT

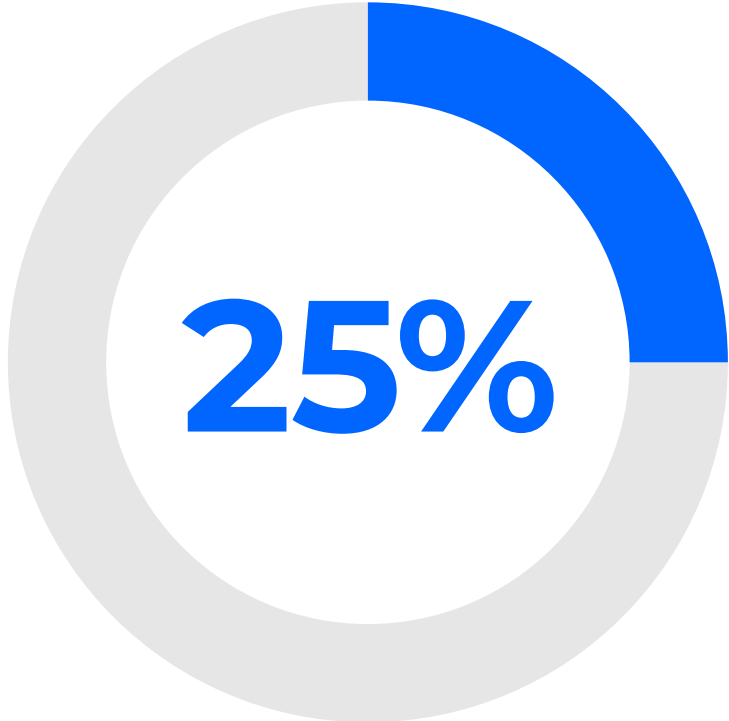
What to talk about

- Sometimes people hide behind fake profiles for dishonest reasons
- Agree how they will respond to requests from people they don't know in real life
- Never ever to meet up with anyone they don't know in real life

Top tips / tools to use

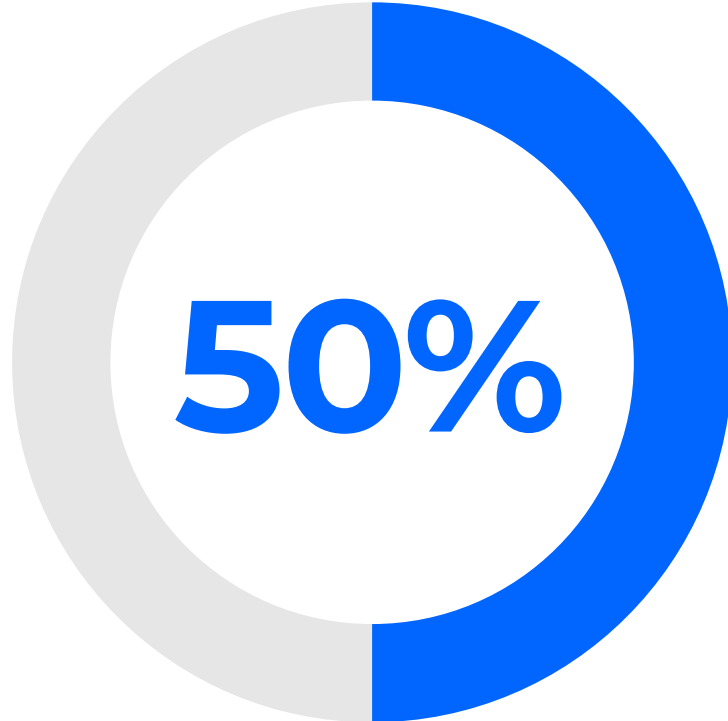
- Set up safe social media profiles that don't share personal information
- Turn off geolocation settings on devices
- Use the strongest privacy settings on social media
- Learn how to report/block/mute

Dealing with inappropriate CONDUCT



25%

of children **will**
experience cyberbullying



50%

of children **say someone**
has been nasty online



Dealing with inappropriate CONDUCT

What to talk about

- Talk to a trusted adult if they experience anything upsetting online
- Think carefully about sharing images of others
- Be responsible online, remembering they are creating their own digital footprint

Top tips / tools to use

- Report inappropriate posts/content to the social media providers
- Think carefully about using monitoring apps that identify inappropriate behaviour

Dealing with 'SEXTING'

15-
40%

of young people are
involved in sexting
Threat comes **mostly
from peers** and
is often coercive

What to talk about

- It's hard to control where images might be shared
- It's illegal to create or share a sexual image of a child under 18



Top tips / tools to use

- **The T-shirt test** – if you wouldn't wear the picture on your T-shirt, don't share it online
- If your child is involved in sexting, contact CEOP & Childline who can help to remove images

What are children taught in school?

KS1

Use technology safely and respectfully, keeping personal information private; identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies

KS2

Use technology safely, respectfully and responsibly; recognise acceptable/unacceptable behaviour; identify a range of ways to report concerns about content and contact

KS3

Understand a range of ways to use technology safely, respectfully, responsibly and securely, including protecting their online identity and privacy; recognise inappropriate content, contact and conduct, and know how to report concerns

KS4

Understand how changes in technology affect safety, including new ways to protect their online privacy and identity, and how to report a range of concerns

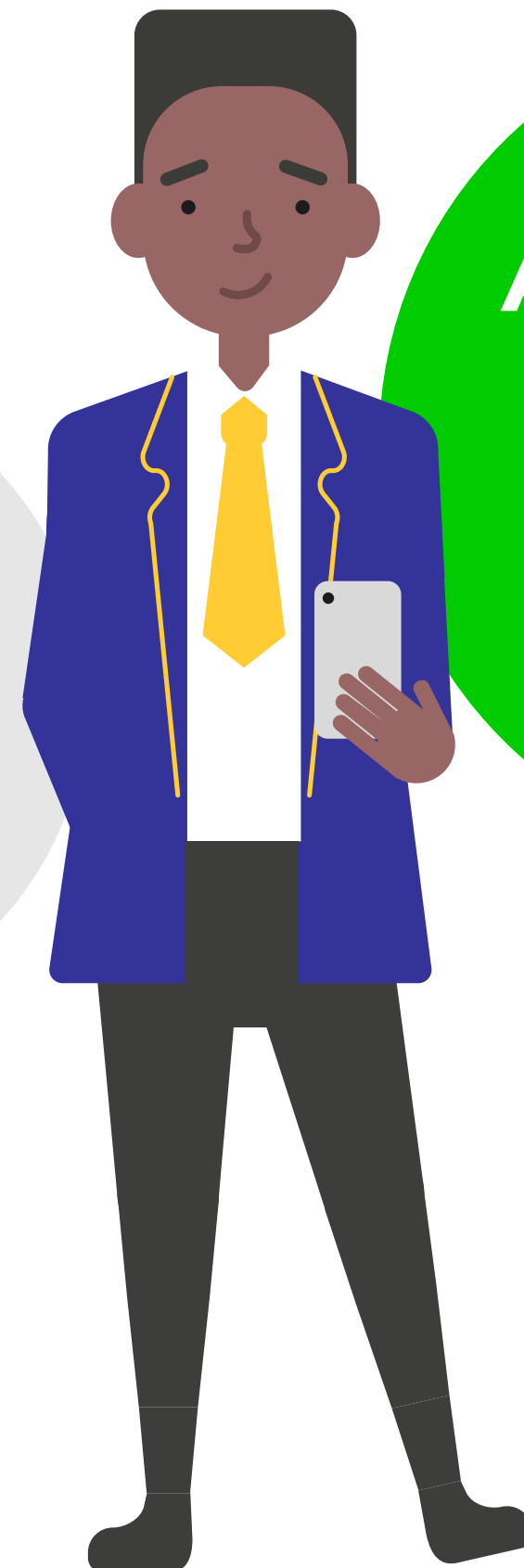
In addition, schools embed it across...

**ICT
curriculum**

**PSHE
lessons**

**Appropriate
filters and
monitoring
system**

**Curriculum
and safeguarding
assessed as
part of Ofsted
framework**



Controlling tech time

Your children will be watching the way you use technology and they will copy; make sure there is some consistency in how you **role model** good behaviour:

1

Turn off notifications on apps to avoid that constant 'ping'

2

Buy an alarm clock so you don't have devices in the bedrooms

3

Keep phone on silent in your pocket or bag when you pick the kids from school

4

'No phones at the table' rule or 'no phones between 6 and 7' rule

5

Family tech-free days!



Controlling tech time

And there are tactics you can put in place **to help manage** their screen time....

1

Set a good example

2

Talk together about the time spent online

3

Agree on appropriate length of time they can use their device

4

Get the whole family to unplug & create screen-free zones

5

Use technology/apps to help manage screen time e.g. Forest App



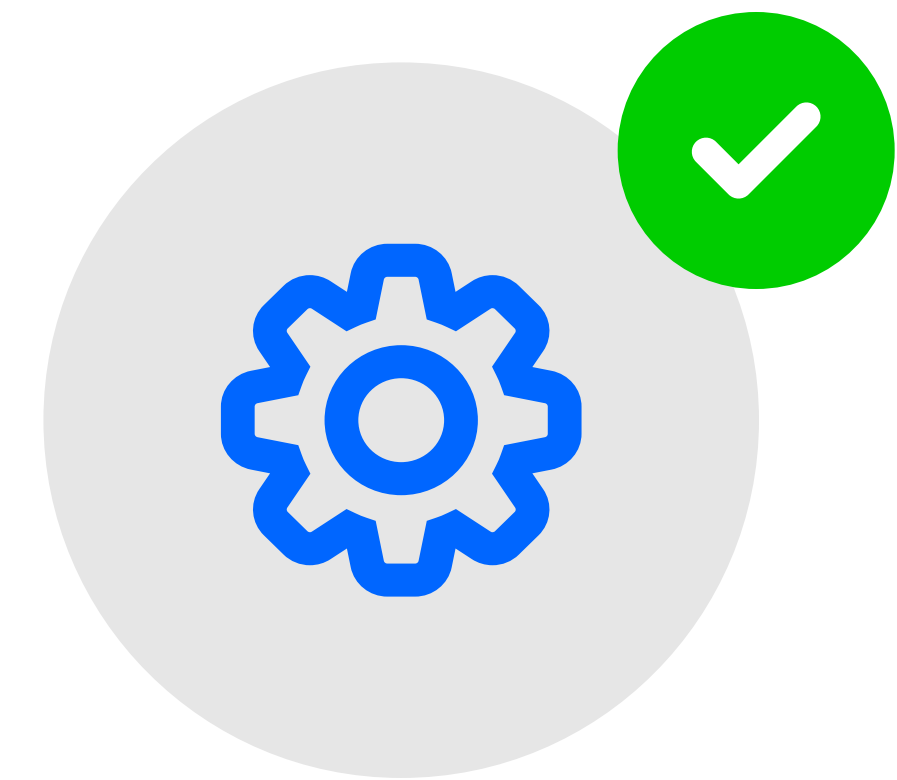
Three things to teach your child



**Be a confident
communicator**



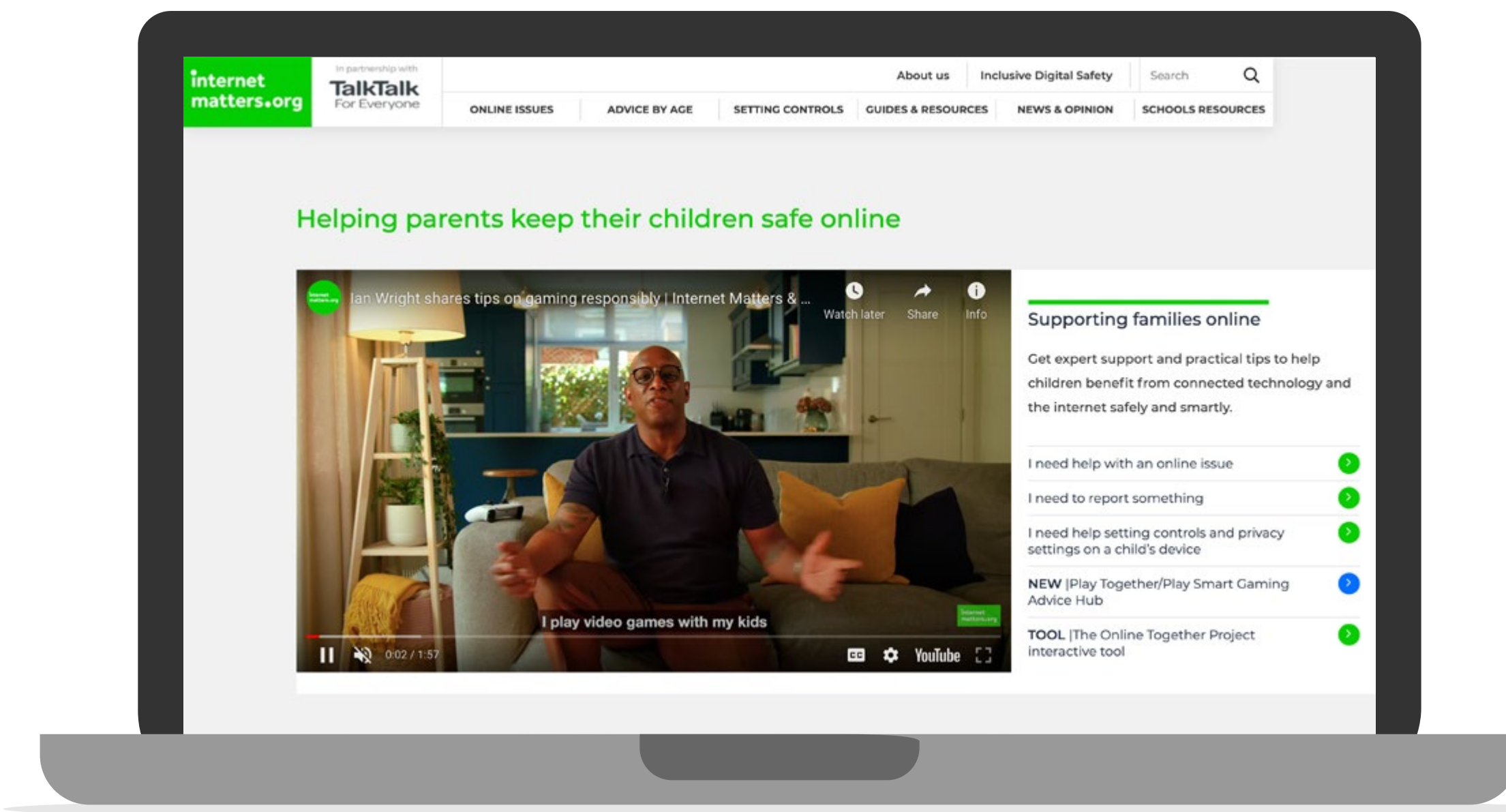
**Be a critical
thinker**



**Be a capable
tools user**

Internet Matters

Our vision is to motivate & educate parents to guide their children to stay safe online



InternetMatters



internetmatters



@im_org

Other useful support services



Child Exploitation & Online Protection Centre

For concerns about online sexual abuse or the way someone has been communicating online
ceop.police.uk/CEOP-Reporting/



NSPCC Net Aware

A guide to social networks that children use
net-aware.org.uk



Childline 0800 1111

24 hour free helpline service for children and young people