

Internet Matters

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Welcome to Queens C of E Academy!

Please help yourself to leaflets.

Feel free to take notes during the presentation.

Thanks to Carolyn Bunting, CEO of Internet Matters, for presentation material.



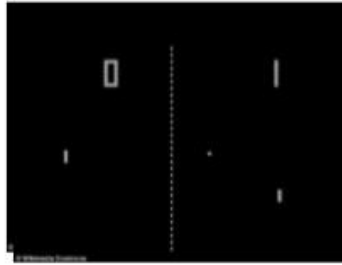
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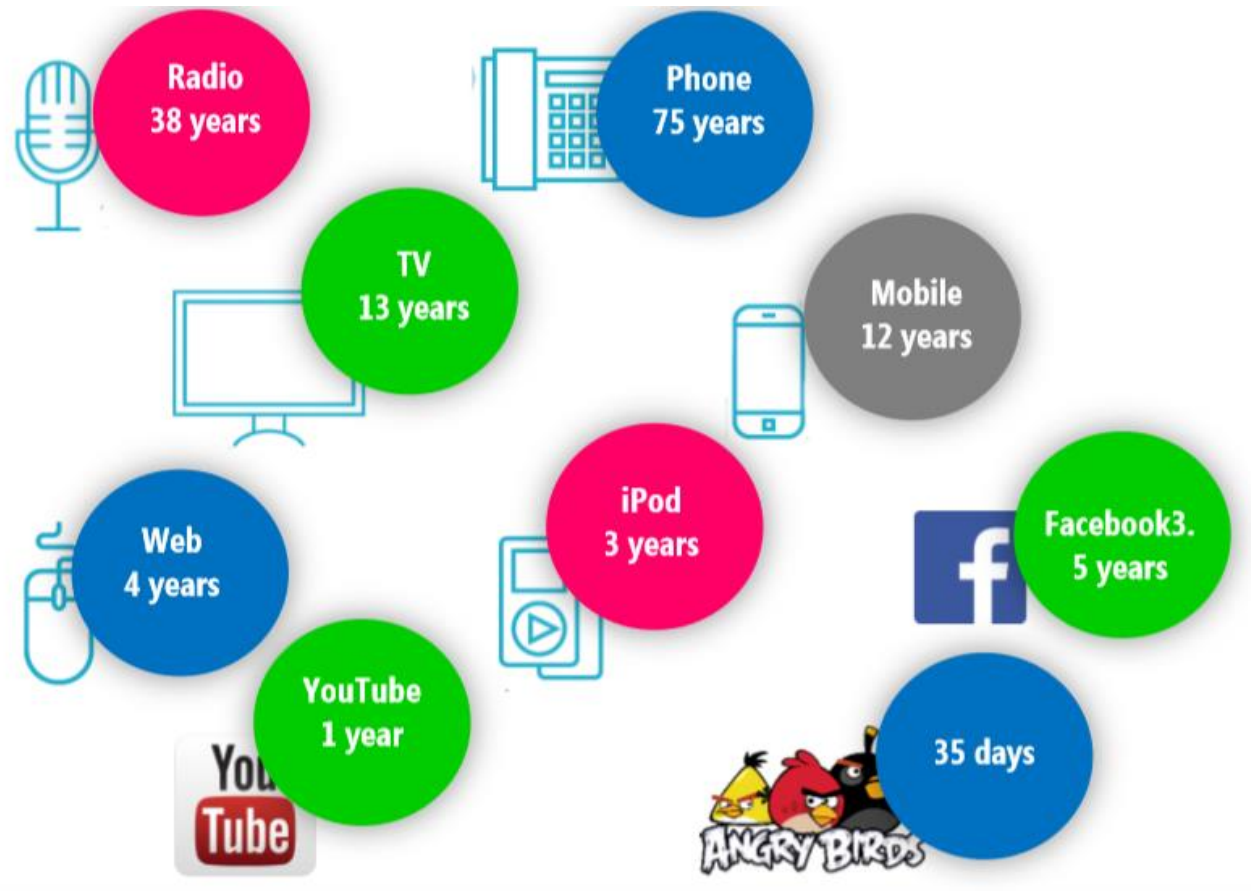
Helping parents
keep their children
safe online



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



Penetration rate: Years to reach C.50m users



14 days

Loads of positives!



Online games can
build children's
team working
ability



Add to what the
children already
know



Households with
computers
perform better
academically.



Improve both
visual intelligence
and hand-eye
coordination.

**Research shows the outcomes for children are better
if they benefit from connected technology**

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Key Life Moments

Age 3-4
1% own a mobile phone, 16% own a tablet, 0% have a social media profile



Google

Age 5 - 7

67% of children are online.
Average time spent per week: 8 hours 42 minutes
3% have a social media profile
Children start to browse internet for school work and general browsing

Learn to read & write



Age 3-4
of parents think the benefits of the internet outweigh the risks
% think their child knows more about the internet than they do

Age 5-7
35% of parents have never spoken to their children about managing risks online
4% never supervise online access and use

Under 10
Internet use limited to gaming, streaming video and TV and video calling



XBOX

Age 8 - 11

90% of children are online, 49% own a tablet
Average time spent per week: 12 hours and 54 minutes
56% play games online, 12% against people who they've never met



Age 10 - 11
Phone ownership rises from 21% to 43%,



43% of 11 year olds have a social media profile and are messaging, sharing and liking throughout the day

Age 12 - 13
Phone ownership rises from 50% to 74%
74% of 13 year olds have a social media profile

12-15

98% of children are online
Average time spent per week: 20 hours and 6 minutes
27% play games against people they've never met



Start Secondary school

Secondary school children use an average of 5 social networks

Under 10
Parental concern is limited to sexual content, inappropriate content, violent content and strangers/grooming

Age 10-13
Parental concerns around online bullying increase



Age 5-15
42% of parents have no awareness of content filters



Age 5 - 15
16% of parents have never spoken to their child about managing risks online

Age 8-11
68% of parents think the benefits of the internet outweigh the risks
41% think their child knows more about the internet than they do
34% are concerned about their child being bullied through their mobile phone

Age 12-15
8% of parents do nothing to regulate or monitor their child's activity online



But technology can affect children's development...

- ▶ Sleep cycles are affected by blue light from screens
- ▶ Screen-based entertainment increases central nervous system arousal
 - ▶ You are quicker to feel stronger emotions
- ▶ Millennials are more forgetful than OAP's
- ▶ One study found that the more distracted you are the less able you are to experience empathy



And there are of course risks...

	Content (Child as receiver of mass productions)	Contact (Child as participant in adult-led activity)	Conduct (Child participation, perpetrator or victim)
Aggressive	Violent	Harassment	Cyberbullying
Sexual	Pornographic	Grooming, sexual abuse	Sexual harassment, 'sexting'
Values	Racist / hateful	Ideological persuasion	Harmful user generated content
Commercial	Marketing	Personal data misuse	Gambling, copyright infringement

Dealing with inappropriate content

- ▶ Inappropriate content
 - ▶ Material that is not suitable for your child is

Let's
Talk
About It



your child is

4.7m

URL's showing pornographic
content

More than 12% of the internet

11yrs

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
- Use child friendly search engines



Dealing with inappropriate contact

48%

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

48%

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

**Let's
Talk
About It**



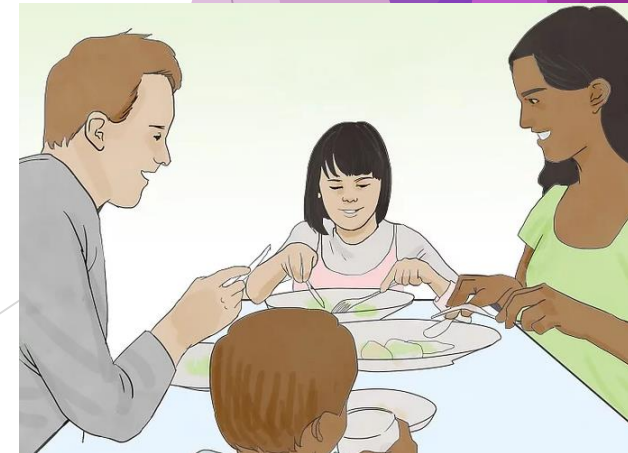
Dealing with inappropriate contact

► 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 geo location settings on devices (i.e. when your Instagram tags you at a location)
- 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

**Let's
Talk
About It**



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

Mainly for older children



► 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 online
- If your child is involved in sexting contact CEOP & Childline who can help to remove images



15-40%
of young people
are involved in
sexting

Threat comes
mostly from **peers**
and is often
coercive

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!

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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 the 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

Useful Resources

▶ Internet Matters

- ▶ Useful website with useful information on how to support your child



▶ Child Exploitation & Online Protection Centre

- ▶ For concerns about Sexual Abuse or the way someone has been communicating online



▶ NSPCC Net Aware

- ▶ A guide to social networks that children use



▶ Childline 0800 11 11 11

- ▶ 24 hour free helpline service for children and young people



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