

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, digital aesthetic. The central area is a plain white space where the text is located.

ONLINE SAFETY: THE DIGITAL GENERATION

We will look at:

- ▶ Attitudes to the internet & online safety
- ▶ Benefits and drawbacks of having access to internet & digital tech
- ▶ Tips to support children
- ▶ Information from SWGFL, UK Safer Internet Centre, One Collective Power, Breck Foundation

Which of these statements do you most identify with

- ▶ - the internet is awesome
- ▶ - the internet can be awesome when used safely
- ▶ - the internet can be a scary place
- ▶ - the internet is scary

Perpetrators

- ▶ The UK Safer Internet Centre state that there are not more perpetrators
- ▶ There are the same but internet has lowered barriers

How many connected devices near you through the day?

- ▶ Anywhere between 15 to 45 devices
- ▶ Smart TVs, washing machines, fridges, heating controls, tv box...as well as all the portable devices

How old are these people now?



C64

56



mouse

32



Mid-90s laptop

42



Children are now introduced to interacting with tech by swiping

Children's interactions with tech begin before this age

- ▶ 25% of unborn children have a social media presence: parents create content (sonograms/scans)
- ▶ Child's digital journey started before they are born
- ▶ 81% children online presence by 6 months
- ▶ 40% of 2 year olds have an iPad/similar
- ▶ Each child receives an ID no.: FB believes they can profile a child to about 95% accuracy by age of 18
- ▶ Children will receive ads targeted for them - with an attention span for an ad of <1.5 seconds

We are the first generation to experience this -
knowing life before and with instant tech



Children's interactions with tech begin before this age

- ▶ 6-7 year olds: 50% have an online profile
- ▶ 8-9 year olds: 75% have shared images online
- ▶ 9-10 year olds: 75% have experienced bullying online
Online bullying: not cyberbullying simply bullying - have to deal with the person behind the screen
- ▶ 10-12 year olds: see a spike in use of different apps (as a result of the secondary school transition)
- ▶ 10-12 year olds: use of mobile rises at this age

We are the first generation to experience this -
knowing life before and with instant tech

And we are learning too:
12 minutes - an adult reaches for their Smartphone every 12 minutes



FB believes they can profile a child to about 95% accuracy by age of 18

We are profiled by more than just social media



What are the T&Cs of all these companies? TLDR (Too Long Didn't Read)

If we are not paying for the product - WE are the product

If using a FREE service - everything we do/our children do, belongs to that service

We need to develop critical thinkers

- ▶ Where can we enable critical thinking as the school community?

SODAS Technque:

Situation

Options

Disadvantages

Advantages

Solution

- Children reflect on their day: Two stars and a wish or Three Things I'm Grateful For are...

4C Framework Approach:

Questions for online users

- **Content (Being Exposed):** Is the content illegal, inappropriate, or harmful material, including pornography, violent content, self-harm content, disinformation, and extremist material.
‘Does it make me feel uncomfortable?’
- **Contact (Being Targeted):** Am I interacting with people I know? Refers to harmful online interactions with other people, such as grooming, peer-to-peer pressure, or online bullying.
‘How can I be sure these people are who they say they are?’
- **Conduct (Behaving Risks):** Am I behaving online? Relates to a child’s own online behaviour, which can put them at risk, such as sharing personal data, sexting, cyberbullying, or engaging in illegal acts.
‘Would I like this if this were done to me?’
- **Commerce (Being Exploited):** Involves hidden costs, online gambling, in-app purchases, or scams that target children, often leading to financial harm or exploitation.
‘Have I given away ANY of my personal details or spent any money?’
- What about reporting content? ROBLOX - those reporting have said they end up being blocked

Big Tech's Little Victims campaign and research

Breck Foundation

NOT to be viewed with children present

- ▶ [Three Minutes to Harm Report - Big Tech's Little Victims](#)
- ▶ [breck's last game youtube - Google Search](#)
[\(Alternative link\)](#)

Tips for children and online users: 3Ts

- ▶ Turn Away
- ▶ Turn It Off
- ▶ Tell Someone

JAN
2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



THE UNITED
KINGDOM



‘Advances’ in tech:

- ▶ Infinite scrolling - 2006 (the creator has recently testified against Meta)
- ▶ Front-facing camera - 2010 (led to spike in images shared online)

Why is it difficult to not use your smart devices?

- ▶ Colour
- ▶ Infinite scrolling - our mind can cope with the bottom of a page
- ▶ Autoplay - immediate dopamine hit
- ▶ Refresh - for new content
- ▶ Streaks - gameifying the app (Duolingo)
- ▶ ... - Whatsapp
- ▶ Notifications - in a red 'obey' sign (traffic light) - do not ignore me!
- ▶ Takes 23 minutes to refocus after checking Smartphone (Attention Residue)
- ▶ No end to games - endless gaming
- ▶ What is the first thing you touch in the morning?
- ▶ An expensive alarm clock (approx. £1000)

Healthy Digital Habits

- ▶ Be aware that NO system is 100% safe
- ▶ Set a time-limit and stick to it - endless scroll
- ▶ No phones at the table
- ▶ Keep devices out of the bedroom (TikTok most used app amongst teens AFTER midnight)
- ▶ Don't look at device first thing in the morning (adds to cortisol stress)
- ▶ No multi-screening - watching tv, keep phone out sight
- ▶ Let the children be bored - allows them to problem-solve
- ▶ Use the tech with intention
- ▶ No screens 1-2 hours before bed - the blue light prevents melatonin & leads to a dopamine hit (which means you'll want another one)

Healthy Digital Habits

- ▶ Have open discussions about tech
- ▶ What game are you playing? What level are you on? When you 'die' it's dinner
- ▶ Older children to focus on healthy boundaries and a balanced day
- ▶ Look at which location services you want to have access
- ▶ Check algorithms and content together
- ▶ Be prepared for negative conversations - what content are they seeing?
- ▶ Reminder that every click shapes their feed
- ▶ Don't engage with 'Not interested' or 'Hide feed' - they only help to create their algorithm
- ▶ Digital Fasting
- ▶ [Swiggle.org.uk](https://www.swiggle.org.uk) - Child Friendly Search Engine for Kids

Future of Social Media

- ▶ [Growing up in the online world: a national consultation - GOV.UK](#)
- ▶ Consultation for professionals, parents and children & young people
- ▶ Trial in Bradford assessing the impact of social media on CYP
- ▶ Trial cutting social media to 300 homes
- ▶ Fewer than 50% of adults now post on Facebook
- ▶ 'Every media turns into video'
- ▶ Meta & You Tube fined \$6m in California for designing deliberately addictive algorithms - 1000s of other cases waiting
- ▶ \$375m fine for Meta in New Mexico - but this is only 0.62% of Meta's (net) income in 2025
(source *Private Eye*)

What else can we do?

► Social Media Checklists | SWGfL



Working together
to stop child sexual
abuse online



NSPCC