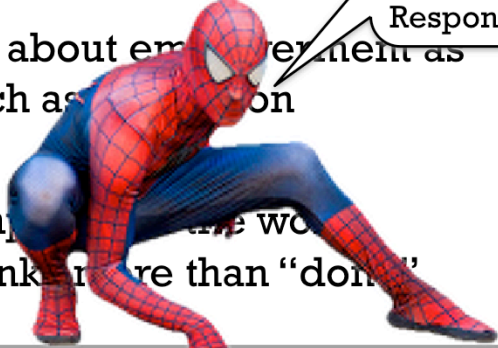



- Emphasizes the **POSSIBILITIES** of technology
- It's about empowerment as much as protection
- Emphasizes the words "think" more than "don't"

With great power Comes great Responsibility!

Digital Citizenship Framework

So the framework I bring to you is about empowerment as much as protection. It's a shift away from rules and threats and toward developing a moral online compass. Kids know how to use technology but don't understand how it accelerates, amplifies and expands what we do. Online actions have offline consequences.

Challenge the young people you know to see themselves as citizens of online communities, to use social media for something greater than themselves, and couple online activism with offline action.

What is your main role in your school or district?

What is of greatest interest to you today?

1. MultiMedia & Kids

2. Cyberbullying – Research & Risks

3. Resources & Strategies



Agenda

Cyberbullying
By Adrienne DeWolfe



How many of you have heard of the term, “Digital Citizen?” (show of hands)

This is a new way of looking at online safety for children, which emphasizes the possibilities of technologies. AS you know those possibilities are vast.

Important Presenter Notes

Presentation Length: 1.5-2.5 hours depending on which activities you include.

Preparation: Make sure that you have an LCD projector, projection screen, speakers and Internet connection.

Familiarize yourself with the latest technologies and trends. Explore popular social networking sites and other current technologies.

Familiarize yourself with the resources featured on the “Resources” handout.

If possible, localize your presentation by including local cases with which your audience may be familiar.

- 94% of teens ages 12-17 go online daily

Online



- 75% own cell phones

Cell Phones



- 72% are texting

Texting



- 97% are playing video games

Gaming



- 73% use a social networking site

Social Networks



Multi-media & Kids

Pew Internet & American Life
2010

■ More teens now use Facebook (50%) compared to MySpace (38%) and Twitter (6%)².

■ SN is illegal for children under 13 - COPPA.

• 73% use a social networking site

Social Networks

Some Stats

Social Media and Young Adults
 Pew Internet & American Life
 2010

Did you know that it is illegal for children under 13 to use FaceBook or MySpace? Sure they can lie about their age, but as a parent, I like having the law behind me when my 12 year old asks for a FaceBook account.

What is COPPA? – Children’s Online Privacy Protection Act applies to the online collection of personal information from children under 13. It details what a website must include in a privacy policy, when and how to seek verifiable consent from a parent or guardian, and what responsibilities a website has to protect children's privacy and safety online including restrictions on marketing.

Citations: 1 Social Media and Young Adults from the Pew Internet and American Life Project by Amanda Lenhart, Kristen Purcell, Aaron Smith, Kathryn Zickhur. February 3, 2010, <http://pewinternet.org/Reports/2010/Social-Media-and-Young-Adults/Part-3/1-Teens-and-online-social-networks.aspx?r=1>, Accessed June 1, 2010.

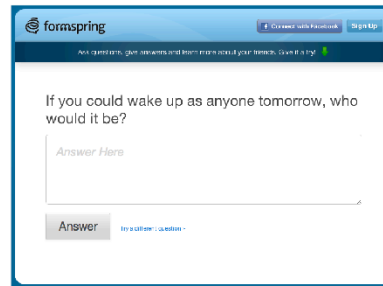
2 Cyberbullying Research by Hinduja, S. and Patchin, J. W. Cyberbullying Research Center. February, 2010, www.cyberbullying.us, Accessed June 1, 2010.

+ Facebook Add-ons

Honesty Box



Formspring



Facebook Add—ons:

Honesty Box – is an app you can add to your Facebook page that allows people who visit your Facebook page to leave anonymous messages.

Formspring is another anonymous question forum. First, you set up an account. During the set up process, you can find friends already on Formspring through your favorite social networks. After that, you can begin asking questions, either anonymously or openly.

Foursquare and Facebook Places are also add-ons that utilize the GPS locator in most smart phones to allow your friends to see where you are. This can be a problem if their Facebook account is not set to private because it allows any user to see where they physically are.

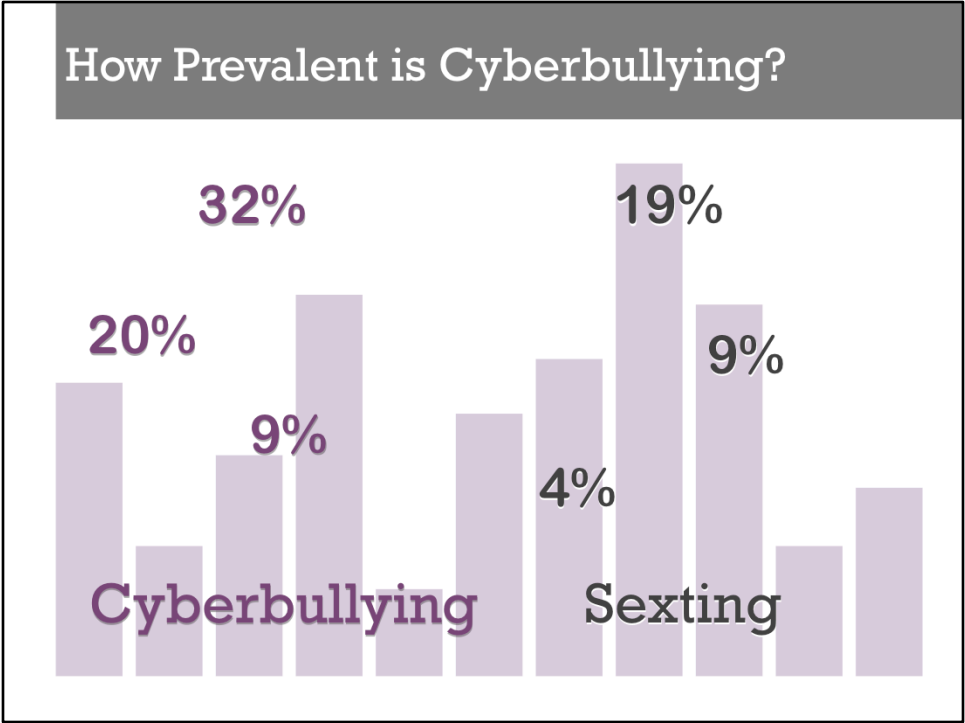
+ What is cyberbullying?

- Bullying through email, social networks, web site posts or text messages.

- Often involves:
an imbalance of power,
aggression
a repeated negative action

Why are students (cyber) bullied?





Variations in sexting and cyberbullying statistics—unsure of incident rate
 Please note that other research shows the prevalence of cyberbullying between 19% (Cox Communications) and 32% (Lenhart) of youth ages 12-18. Much of the difference is definitional and depends on how the question was asked.

+ Cyberbullying Research Center

20% of teens, ages 12-18, have been cyber-bullied; girls more often at 26% vs. 16%.

Mean, hurtful comments (13.7%) and rumors spread (12.9%) online are most commonly-cited.

The type of cyberbullying tends to differ by gender; girls are more likely to spread rumors while boys are more likely to post hurtful pictures or videos.

Cyber-
bullying
Research
Center
2010

So now let's talk about inappropriate contact.

This study surveyed a random sample of approximately 4000 youth between the ages of 12 and 18. They defined cyberbullying as when someone "repeatedly makes fun of another person online or repeatedly picks on another person through email or text message or when someone posts something online about another person that they don't like.

The research quoted here, is the most current (February, 2010), from well-respected PhDs. in the field.

Citations: Cyberbullying Research by Hinduja, S. and Patchin, J. W. Cyberbullying Research Center. February, 2010, www.cyberbullying.us, Accessed June 1, 2010.

Cox Communications, May, 2009, http://www.cox.com/takecharge/safe_teens_2009/media/2009_teen_survey_internet_and_wireless_safety.pdf

Lenhart, 2007, http://www.pewtrusts.org/our_work_report_detail.aspx?id=30797

How often do students report concerns regarding bullying or cyberbullying?

- Never
- Occasionally
- Often
- Very often

Raise your hand if your site/district has protocol for responding to a report of bullying or cyberbullying.

Signs of Bullying and Cyberbullying

- Lower grades
- Loss of interest
- Withdrawn from friends & family
- Avoids use of computer, cell phone, etc.
- Avoids conversations @ computer use
- Appears stressed when receiving a text or IM
- Acts reluctant to attend school

POST: Encourage reporting

+ Types of Cyberbullying

- Trickery
- Impersonation
- Exclusion
- Denigration
- Outing

Here are some examples of cyberbullying.

Real-life Cyberbullying Cases

Kylie was in eighth grade when two of her classmates started a facebook page called “Kill Kylie Incorporated.” On this page, the cyberbullies posted degrading comments and made threats of physical harm. Another cyberbully also created an IM screen name very similar to Kylie’s and sent people messages that made Kylie look bad. Kylie was devastated; she told her parents and the police. After an investigation, the police filed charges against the cyberbullies for the death threats. In the end, Kylie transferred to another school.

Real-life Cyberbullying Cases

What kind of cyberbullying was it?

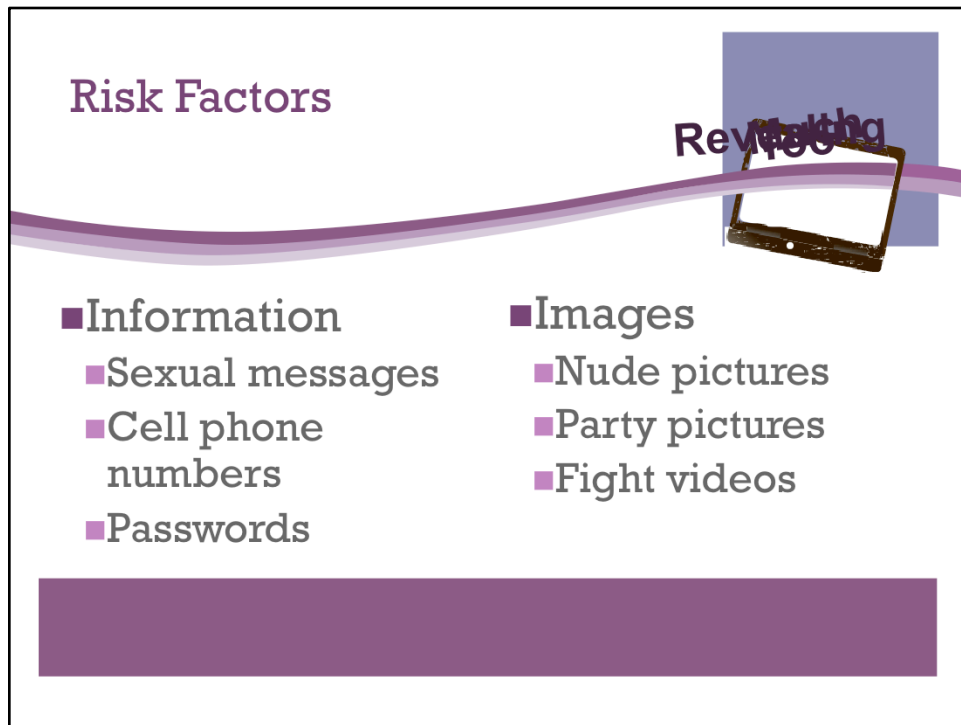
What steps, if any, were taken by trusted adults to stop the cyberbullying? Were they effective?

Were there consequences?

(Trainer's Notes:

- 1. Use the handout "NSTeens Terrible Text Lesson" (.pdf) and have each group select a scenario.**
- 2. In their table groups, have them assign each member a question to answer.**
- 3. Have groups select one person to share out and summarize to the rest of the class.)**

Risk Factors



<ul style="list-style-type: none"> ■ Information <ul style="list-style-type: none"> ■ Sexual messages ■ Cell phone numbers ■ Passwords 	<ul style="list-style-type: none"> ■ Images <ul style="list-style-type: none"> ■ Nude pictures ■ Party pictures ■ Fight videos
---	---

The more information that your kids put online, the more cyberbullies have to work with, and sometimes kids reveal **a lot online**.

Posting information and images isn't bad. But if you're not careful about what you post, you might get into trouble, lose opportunities, and end up regretting your decisions like the kids in these stories.

- Two teens posted a fight video to YouTube and were suspended from school.¹
- A group of teens was arrested for underage drinking after police saw the party pictures they posted on Facebook.²

Imagine how embarrassed you would be if your parents knew you posted videos and pictures like this online? How about your grandparents? Or your teachers?

Being humiliated, getting suspended, and getting arrested—these things might not seem like a big deal **now**, but they might when you apply for college or try to get a job. Kids have actually been denied college acceptance and fired from jobs because of things they've posted online. This doesn't have to be you. You don't have to make a decision you're going to regret later. You can control what you put online, so think before you post. And "online" means cell phones, too.

Citation

¹<http://www.thebostonchannel.com/education/14298312/detail.html>

²<http://abclocal.go.com/wls/story?section=news/local&id=5890815>

³http://www.associatedcontent.com/article/1290331/kfc_girls_strip_down_to_bra_panties.html

+ Digital Reputation

Digital Footprint or Digital Tattoo



Digital reputation is starting to have serious implications for teens and young adults. Sometimes referred to as your digital tattoo or your digital footprint, because of the trail everyone leaves behind themselves on the Internet, it's important to get kids to start thinking about this now.

Show Digital Footprint video from CommonSense Media linked to the footprint on the slide.

+ Digital Reputation



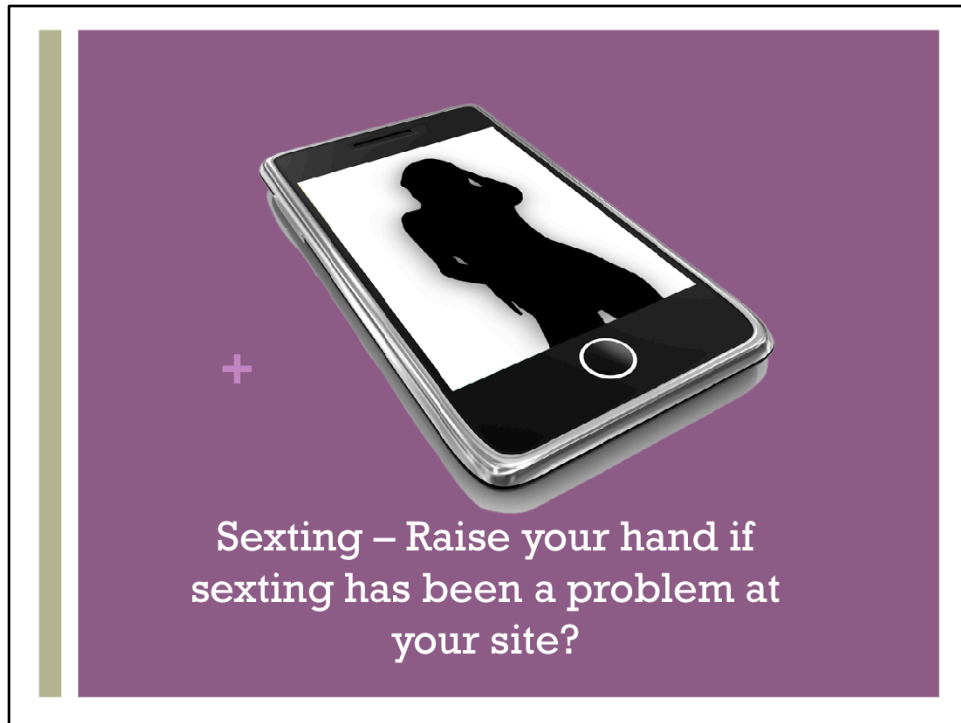
Kids need to know that what they post now may cause problems in their future. Privacy settings aren't infallible. Others can pass on information that is supposed to be private. It's up to kids to protect themselves by thinking twice before they post anything that could damage their reputation or that someone else could use to embarrass or hurt them.

Three teenage girls lost their jobs at a KFC® after posting pictures on MySpace of themselves bathing in the restaurant sink.¹

Just like you need to be careful about your friends list, you have to be careful about what you say. One teen got arrested for posting this comment on his MySpace page next to a picture of a marijuana plant: "My Mary Jane that's growing in my closet right now."²

¹http://www.associatedcontent.com/article/1290331/kfc_girls_strip_down_to_bra_panties.html

²<http://www.myfoxtwincities.com/myfox/pages/News/Detail?contentId=2685736&version=1&locale=EN-US&layoutCode=TSTY&pageId=3.2.1>



How many of you have heard of “sexting”?

(Audience Response)

Sexting is the sending of sexual messages, pictures, or videos through cell phones. Sometimes sexting is considered child pornography, which is a crime. Even teenagers can be registered as sex offenders for sexting.

Listen to this true story: a 14-year-old girl took a nude picture on her cell phone and sent it to a few friends as a joke. Those friends sent it to a few of their friends, and then a few of theirs, until as many as 200 people had seen it. Not only was she humiliated, she was arrested for creating child pornography.¹ You might think that you can do anything with **your** body on **your** phone, but do you want to take that chance?

Even if you’re not the one taking the picture, you could still be arrested for forwarding it to your friends, like six boys were in Massachusetts.²

Citation

¹<http://www.detnews.com/apps/pbcs.dll/article?AID=/20081016/METRO/810160408/1413/METRO04>

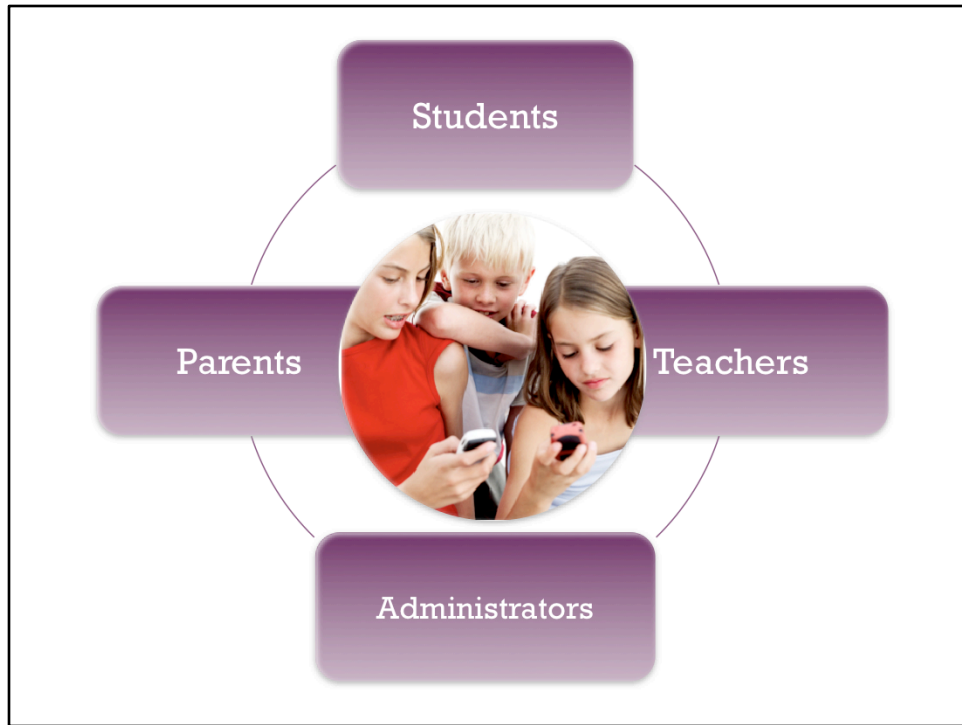
²<http://www.foxnews.com/story/0,2933,491624,00.html>

+ Strategies and Resources

Frame it as a positive opportunity to educate

- Require social problem-solving
- Focus on Digital Citizenship
- Support positive uses of technology in school

Here are recommended strategies for your site.



We must involve all stakeholders in the prevention and education around these issues.

If you're ever cyberbullied

- Don't respond
- Block/ban the bully
- Save the evidence
- Set up new accounts
- Tell a trusted adult

BLOCK

DELETE

BAN

Students

I know most of you may want to get back at someone who's rude to you; that's a normal feeling, but it's only going to make the situation worse. And responding to a cyberbully in anger makes you a cyberbully too. Instead:

- Block or ban the bully
- Save the evidence
- Set up new accounts
- Tell an adult you trust
- And report it to your Internet Service Provider, cell phone company, or gaming website
 - Block or ban the bully
 - Save the evidence
 - Set up new accounts
 - And tell your trusted adult so they can help you report the bully

Guard Your 411

Privacy Settings



How many of you currently use privacy settings on your Facebook or other accounts?

(Audience Response)

It's a good step, but it's not a license to post anything you want. Anything you post online can be saved, copied, and posted somewhere else by anyone on your friends list.

Show how to go to Facebook help (at the bottom of any Facebook page) and learn about privacy settings. Demo how to change privacy settings. Also demo how to block or unfriend someone (scroll below their profile on left margin).

(Talk briefly about Facebook in Education uses.)

Facebook has a group to support educators using it. Some teachers are setting up Facebook pages or groups to support a class since it's far more likely kids will get the course information there than on the school site. Your students don't have to be your "friend" in order to "like" your facebook pages or groups.

Be an Upstander

Dear Olivia, I read your story about LETTERS TO A BULLIED GIRL



"I lived through many years of bullying. Try not to remember that life with you, and you can become stronger in spite of the scars of my tears."

OLIVIA GARDNER

WITH EMILY AND SARAH BUDER

FOREWORD BY BARBARA COLORADO,
AUTHOR OF THE BULLY, THE SOLICIT, AND THE BYSTANDER



“David Shepherd, Travis Price and their teenage friends organized a high-school protest to wear pink in sympathy with a Grade 9 boy who was being bullied...[They] took a stand against bullying when they protested against the harassment of a new Grade 9 student by distributing pink T-shirts to all the boys in their school. ‘I learned that two people can come up with an idea, run with it, and it can do wonders,’ says Mr. Price, 17, who organized the pink protest. ‘Finally, someone stood up for a weaker kid.’ So Mr. Shepherd and some other headed off to a discount store and bought 50 pink tank tops. They sent out message to schoolmates that night, and the next morning they hauled the shirts to school in a plastic bag. As they stood in the foyer handing out the shirts, the bullied boy walked in. His face spoke volumes. ‘It looked like a huge weight was lifted off his shoulders,’ Mr. Price recalled. The bullies were never heard from again.”

Olivia Gardner, a northern California teenager, was severely taunted and cyber-bullied by her classmates for more than two years. News of her bullying spread, eventually reaching two teenage girls from a neighboring town, sisters Emily and Sarah Buder. The girls were so moved by Olivia's story that they initiated a letter-writing campaign to help lift her spirits. It was a tender gesture of solidarity that set off an overwhelming chain reaction of support, encouragement, and love.

- Keep computer in a public place
- Talk about it
- Tell your children you won't blame them
- Show a willingness to listen




Parents

Raise your hand if your site/district shares resources with parents on cyberbullying.

- Bring awareness into your classroom
- Tie it to character education
- Make students aware of reporting
- Show a willingness to listen
- Make students aware of consequences

Teachers

- 
- Assess the Problem Locally
 - Provide Staff Training
 - Define bullying and cyberbullying for all
 - Share Resources with Parents
 - Encourage Reporting

Administrators

- Use incident reports
- Develop clear rules/policies
- Support teacher innovation with technology
- Plan school-wide action
- Tie it to character education

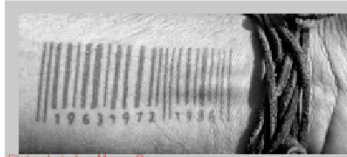
Administrators

Questions

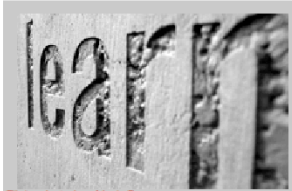


Resources

<http://dcwebinar.pbworks.com>



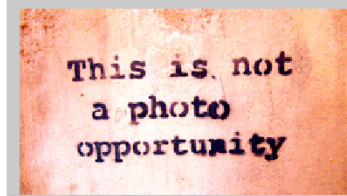
Flickr photo by: Marco Ho



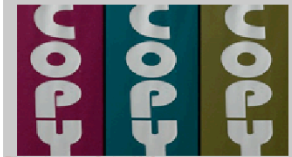
Flickr photo by: Mark Brannan



Flickr photo by: Mark Brannan



Flickr photo by: Dan Taylor



Flickr photo by: CarbonNYC



Flickr photo by: Daniel1977

All resources can be found on our wiki.