

internet
matters.org



Alder Grove
Church of England Primary School

Parenting in a Digital World

Thursday 6th February 2023



Kindness



Service



Truthfulness



Forgiveness



Courage



Perseverance

'They are like trees planted along the riverbank, bearing fruit each season' Psalm 1:3



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

**internet
matters.org**



'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

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



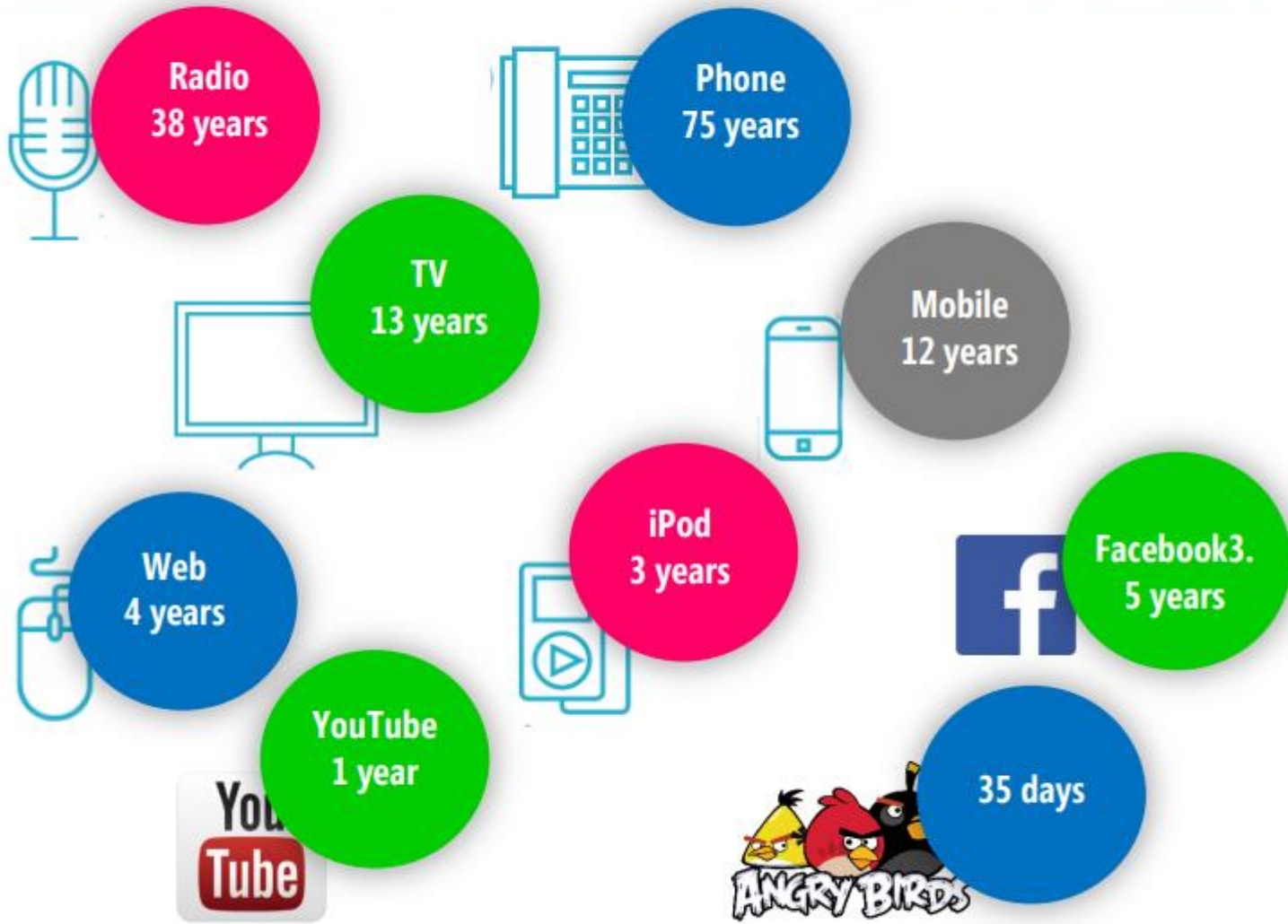
1.1m
spent online

internet
matters.org



'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

Penetration rate: Years to reach c.50m users



14 days

internet matters.org

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

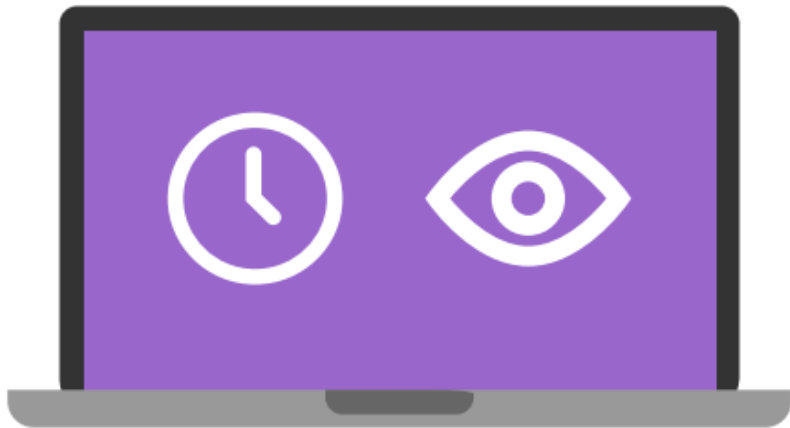
internet
matters.org



'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

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 use by age: a snapshot

3-4



17% have their own mobile phone
To go online: 39% use a mobile phone, 78% use a tablet and 10% use a laptop
89% use video sharing platforms
32% use live streaming apps/sites
50% use messaging sites/apps
21% use social media and 24% have their own social media profile
18% play games online
81% watch TV or films on any type of device other than a TV set (85% on a TV set)
47% watch live TV vs 72% who watch SVoD¹

5-7

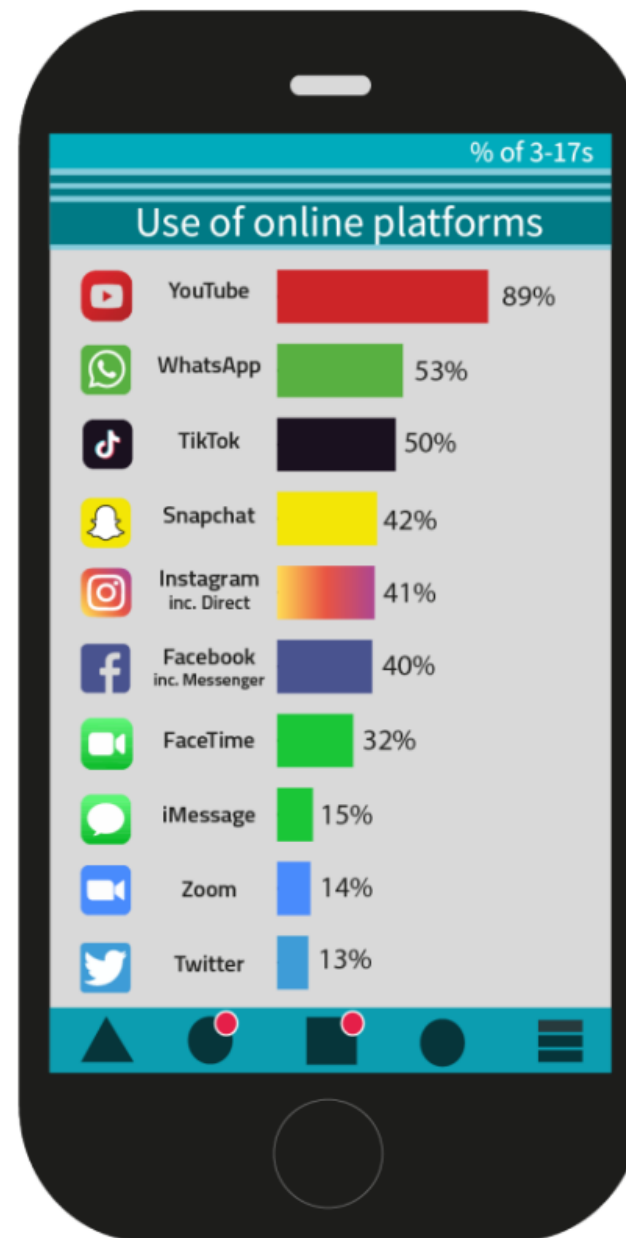


28% have their own mobile phone
To go online: 50% use a mobile phone, 83% use a tablet and 27% use a laptop
93% use video sharing platforms
39% use live streaming apps/sites
59% use messaging sites/apps
33% use social media and 33% have their own social media profile
38% play games online
74% watch TV or films on any type of device other than a TV set (88% on a TV set)
48% watch live TV vs 77% who watch SVoD¹

8-11



60% have their own mobile phone
To go online: 71% use a mobile phone, 79% use a tablet and 55% use a laptop
95% use video sharing platforms
54% use live streaming apps/sites
84% use messaging sites/apps
64% use social media and 60% have their own social media profile
69% play games online
79% watch TV or films on any type of device other than a TV set (90% on a TV set)
51% watch live TV vs 76% who watch SVoD¹
32% have seen something worrying or nasty online 📶
32% were able to correctly identify sponsored search results 🔍



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



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

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



5% have their own smartphone

37% own their own smartphone



83% have their own smartphone

Reference: Ofcom (2019) https://www.ofcom.org.uk/_data/assets/pdf_file/0023/190616/children-media-use-attitudes-2019-report.pdf

internet matters.org



'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

And there are risks...



Content

Child engages with or is exposed to potentially harmful content

Contact

Child experiences or is targeted by potentially harmful *adult* contact

Conduct

Child witnesses, participates in or is a victim of potentially harmful *peer* conduct

Contract

Child is party to or exploited by potentially harmful contract

Aggressive

Violent, gory, graphic, racist, hateful or extremist information and communication

Harassment, stalking, hateful behaviour, unwanted or excessive surveillance

Bullying, hateful or hostile communication or peer activity e.g. trolling, exclusion, shaming

Identity theft, fraud, phishing, scams, hacking, blackmail, security risks

Sexual

Pornography (harmful or illegal), sexualization of culture, oppressive body image norms

Sexual harassment, sexual grooming, sextortion, the generation and sharing of child sexual abuse material

Sexual harassment, non-consensual sexual messaging, adverse sexual pressures

Trafficking for purposes of sexual exploitation, streaming (paid-for) child sexual abuse

Values

Mis/disinformation, age-inappropriate marketing or user-generated content

Ideological persuasion or manipulation, radicalisation and extremist recruitment

Potentially harmful user communities e.g. self-harm, anti-vaccine, adverse peer pressures

Gambling, filter bubbles, micro-targeting, dark patterns shaping persuasion or purchase

Cross-cutting

Privacy violations (interpersonal, institutional, commercial)

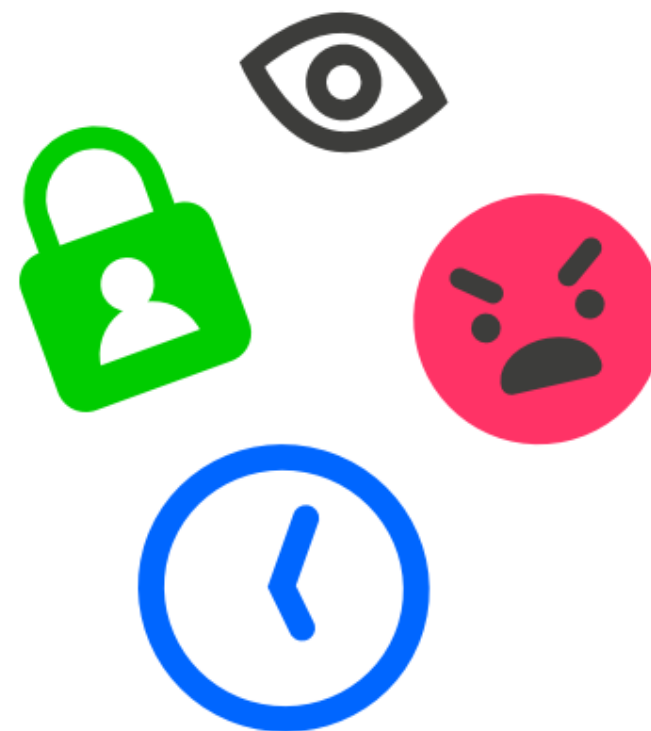
Physical and mental health risks (e.g., sedentary lifestyle, excessive screen use, isolation, anxiety)

Inequalities and discrimination (in/exclusion, exploiting vulnerability, algorithmic bias/predictive analytics)

‘They are like trees planted along the riverbank, bearing fruit each season.’ Psalm 1:3

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

internet
matters.org

“They are like trees planted along the riverbank, bearing fruit each season.” Psalm 1:3

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

internet
matters.org

“They are like trees planted along the riverbank, bearing fruit each season.” Psalm 1:3

Dealing with inappropriate CONTENT

What to talk about

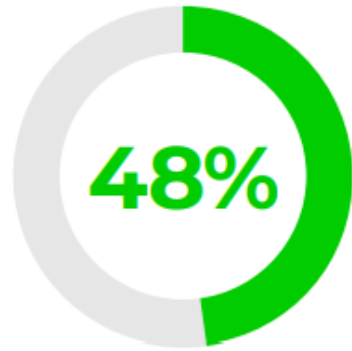
- They can come to you if they see anything that upsets them
- If they have seen pornography... that it presents an unrealistic image of sex and relationships
- The importance of respect for each other and the meaning of consent

Top tips / tools to use

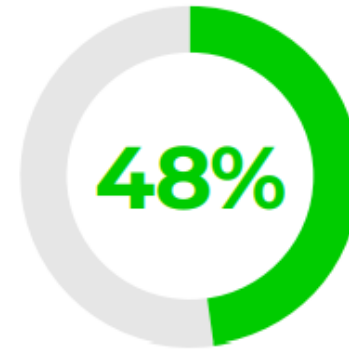
- Parental controls on home broadband
- Content lock on mobile networks
- Safe search on Google (& other browsers) & YouTube; child-friendly search engines



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

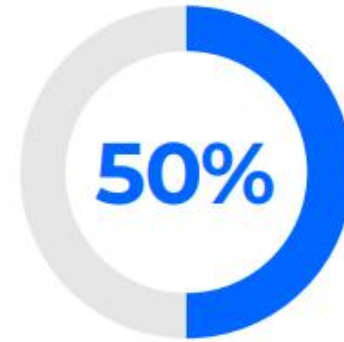
- Set up safe social media profiles that don't share personal information
- Turn off geolocation settings on devices
- Use the strongest privacy settings on social media
- Learn how to report/block/mute



Dealing with inappropriate CONDUCT



of children **will**
experience cyberbullying



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



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

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

KS2

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

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!



internet
matters.org

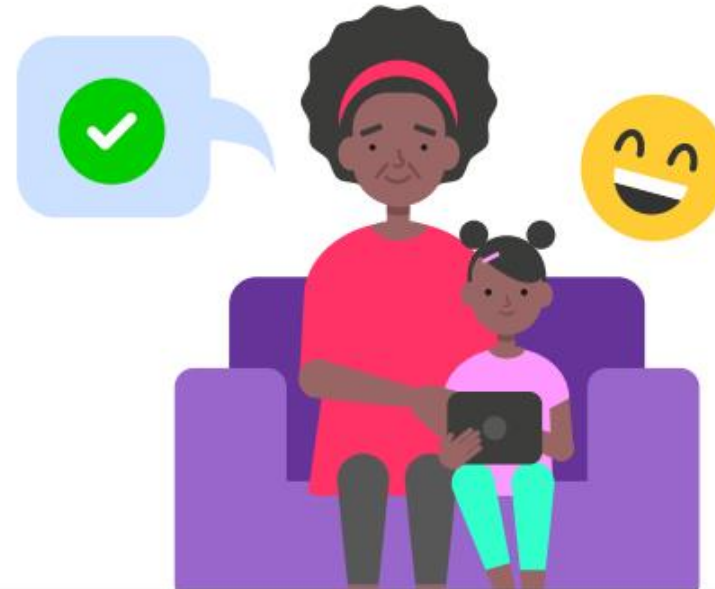


'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

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



internet
matters.org

'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3

Three things to teach your child



**Be a confident
communicator**



**Be a critical
thinker**



**Be a capable
tools user**



NSPCC



'They are like trees planted along the riverbank, bearing fruit each season.' Psalm 1:3