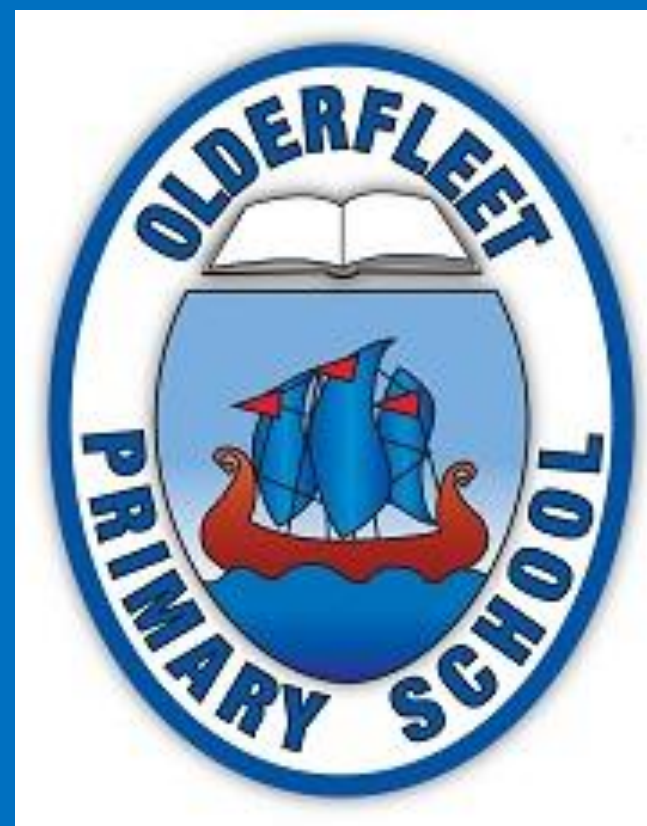


Primary Online Safety

Parents Information Presentation 2024-25

Knowsley CLCs September 2024



What are your children doing online?

Their childhoods may be very different from yours because of the digital playground that is available to them. While this digital playground affords them a whole new set of opportunities it also brings its own new set of risks.

Using social media?



Creating or watching videos?



Playing or streaming games?



Using AI



Home learning or home work?



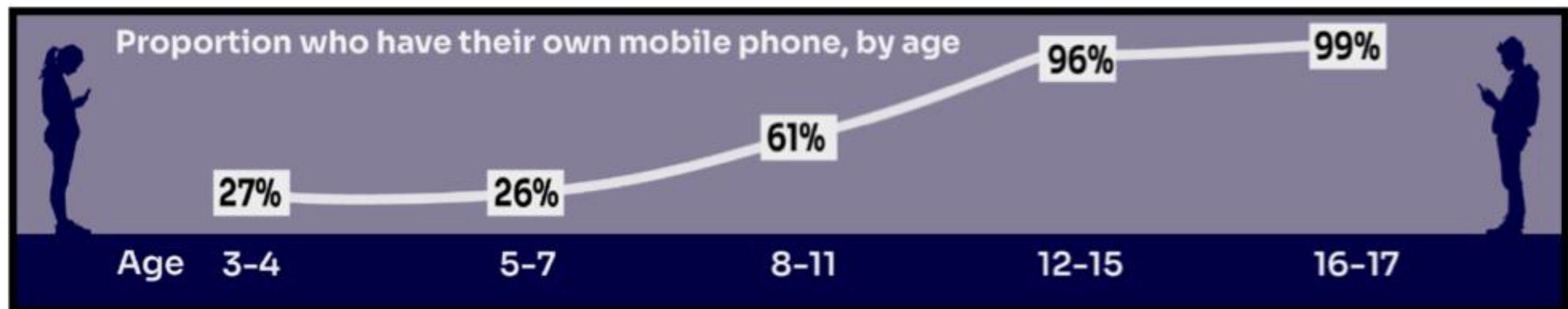
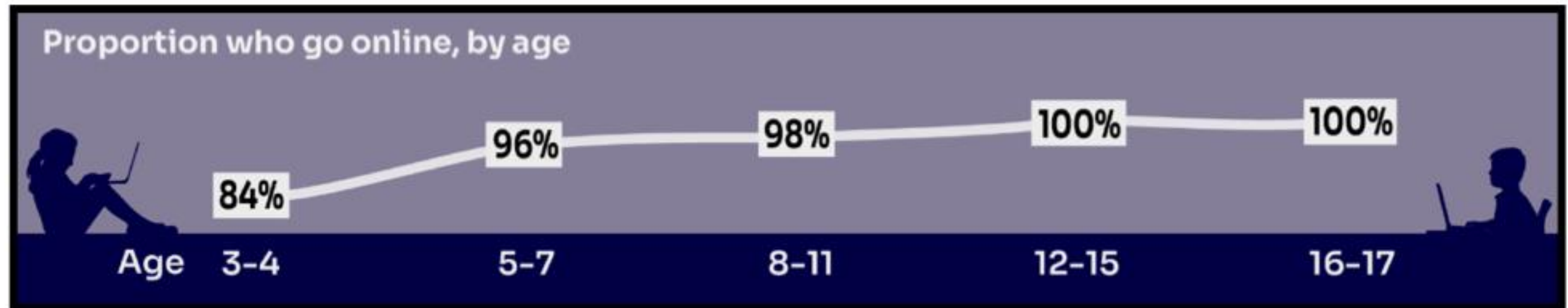


Children's Tech Trends

Via Ofcom children's media use and attitudes report

<https://www.ofcom.org.uk/siteassets/resources/documents/research-and-data/media-literacy-research/children/children-media-use-and-attitudes-2024/childrens-media-literacy-report-2024.pdf?v=368229>

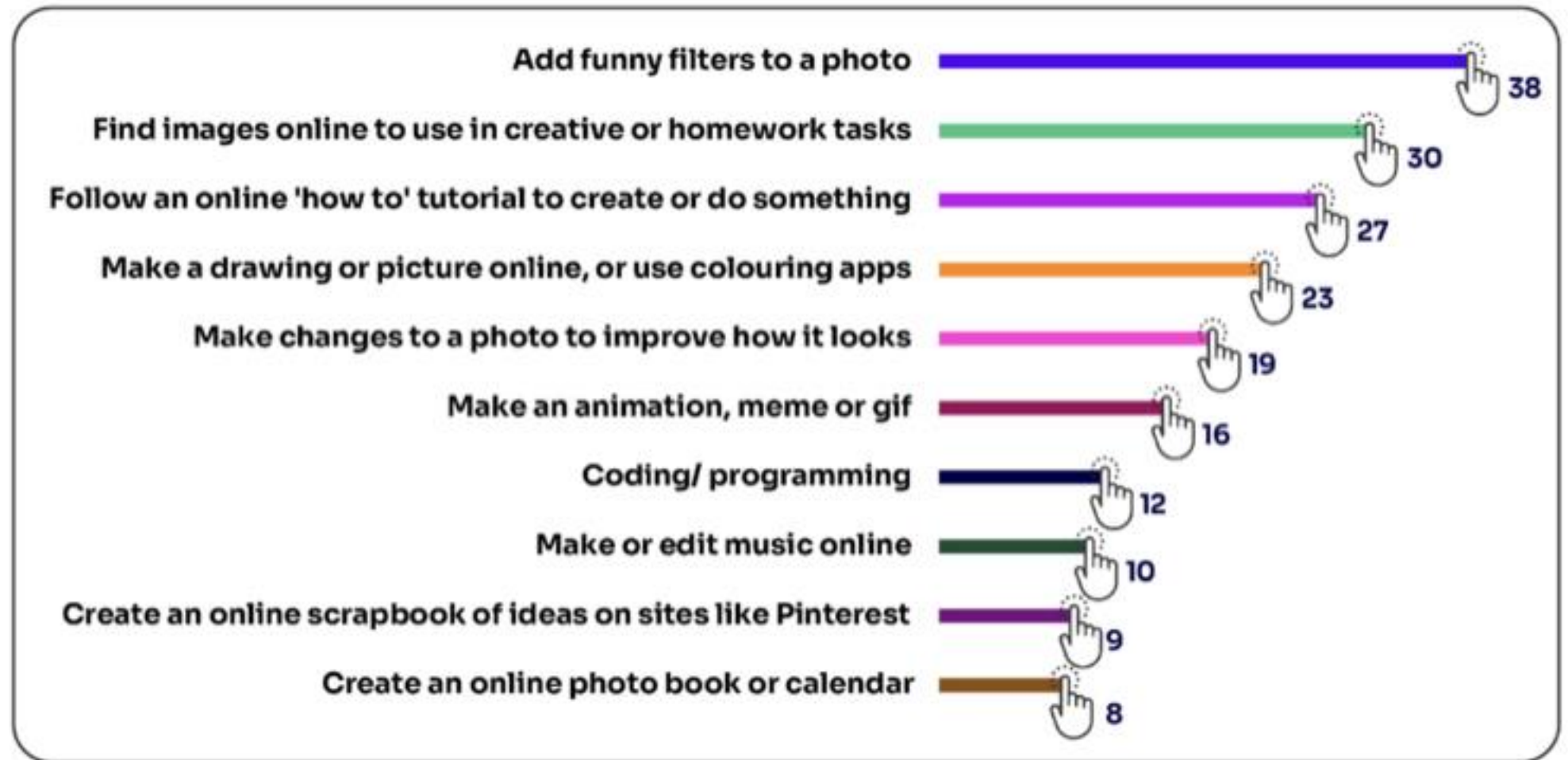
Children have greater access to the internet than ever before.



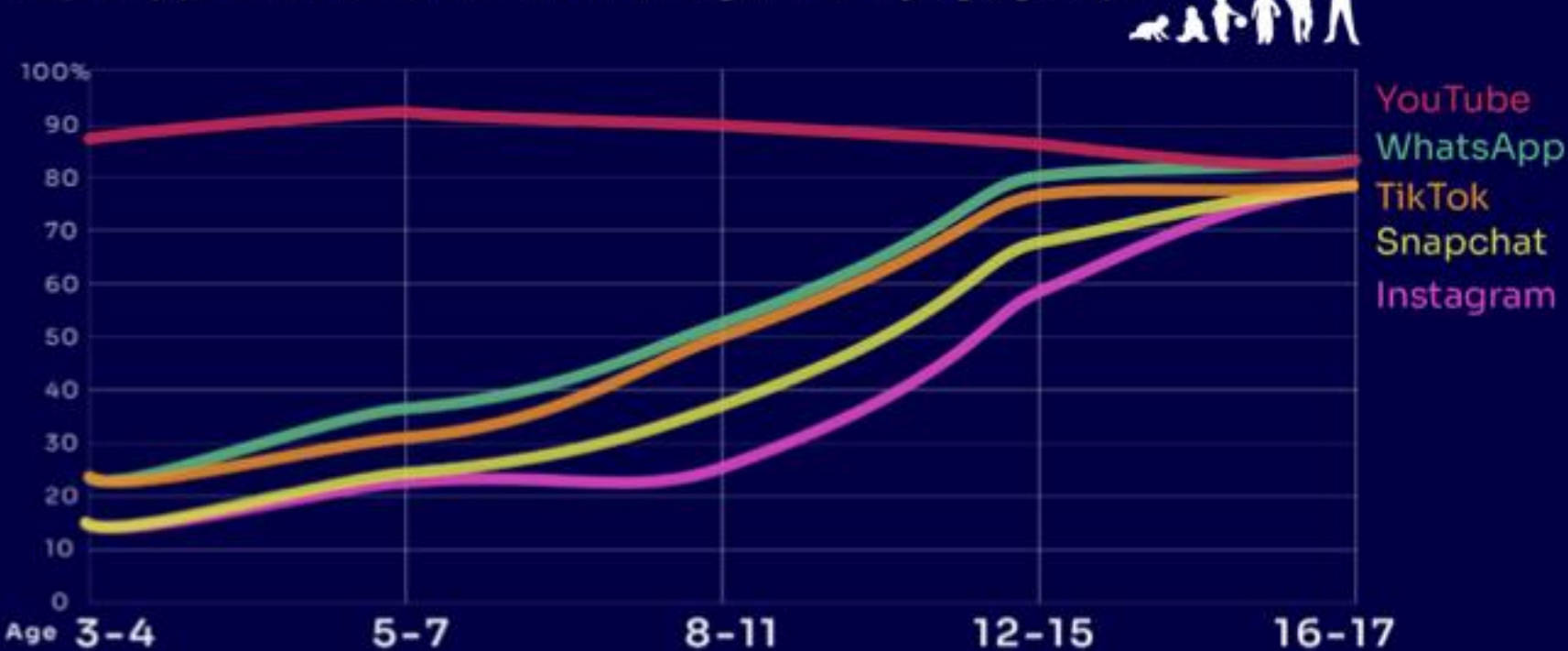
But this means the internet has greater access to children than ever before.

**Are our
children
using
technology
to be
creative?**

Creative activities undertaken on devices by children aged 8-17 (%).



Top 5 apps/sites used across all categories - by age group



**Or are they
simply a
generation
who consumes
technology
mindlessly?**

British kids spend obsessive amount of time on TikTok, new study finds

British children spend 127 minutes a day on TikTok – more than in any other country.

Children in the UK are using TikTok for more than two hours a day, making British youngsters some of the heaviest users of the social media app worldwide, a new report has claimed.

In the last four years, the average watch time on TikTok has doubled since back in 2020, children spent 70 minutes every day on TikTok.



Jan 25, 2024

TikTok used by 16% of British toddlers, Ofcom report reveals

Internet safety risks for school-age children

There are 4 main kinds of internet safety risks for children.

Content Risks

Illegal, inappropriate, harmful, e.g. Fake news, deep fake images, racism, misogyny, self-harm, extremism, pornography.

Contact Risks

Bullying, grooming, sexual harassment, exploitation, influencing, 'end-to-end encryption.

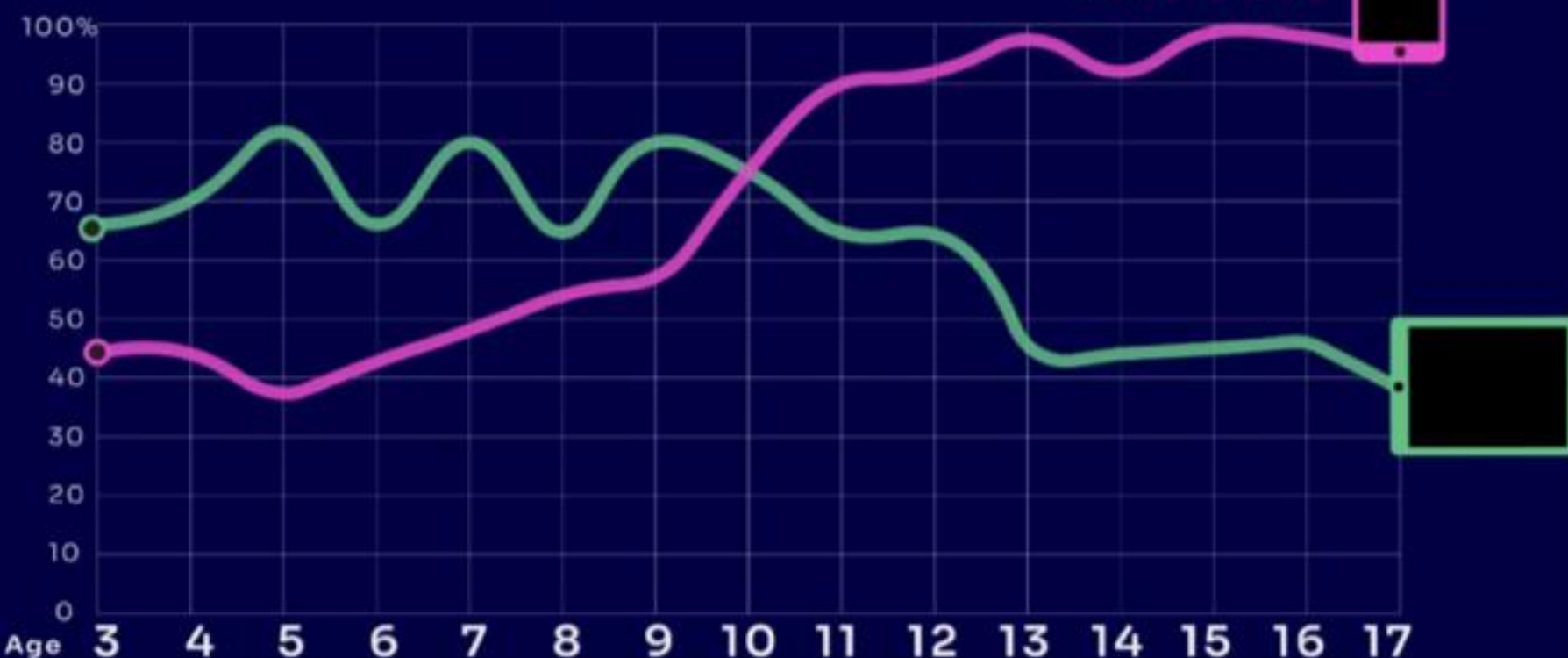
Conduct Risks

Acting in ways that might hurt others or being victims of this behaviour—privacy, digital footprint, health and wellbeing, nudes and semi-nudes, copyright and live streaming.

Contract Risks

Contracts, membership agreements, or terms and conditions that they aren't aware of or don't understand. Online gambling, advertising, phishing scams, financial scams and micro-transactions.

Use of **mobile phone** or **tablet** to go online: by age

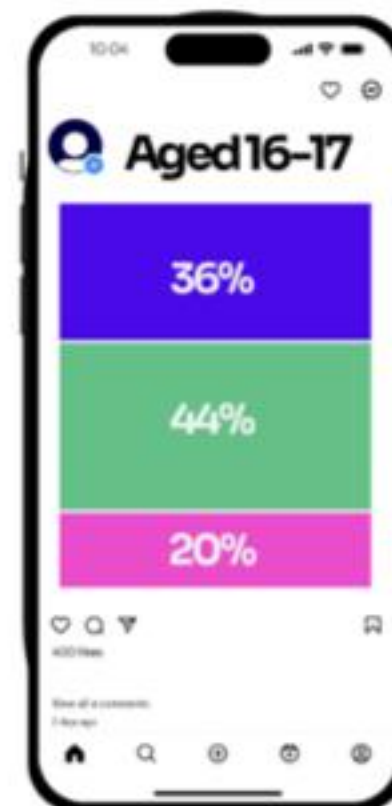
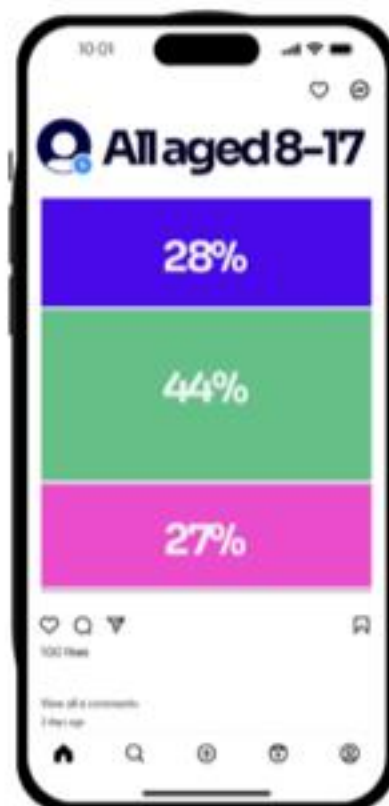


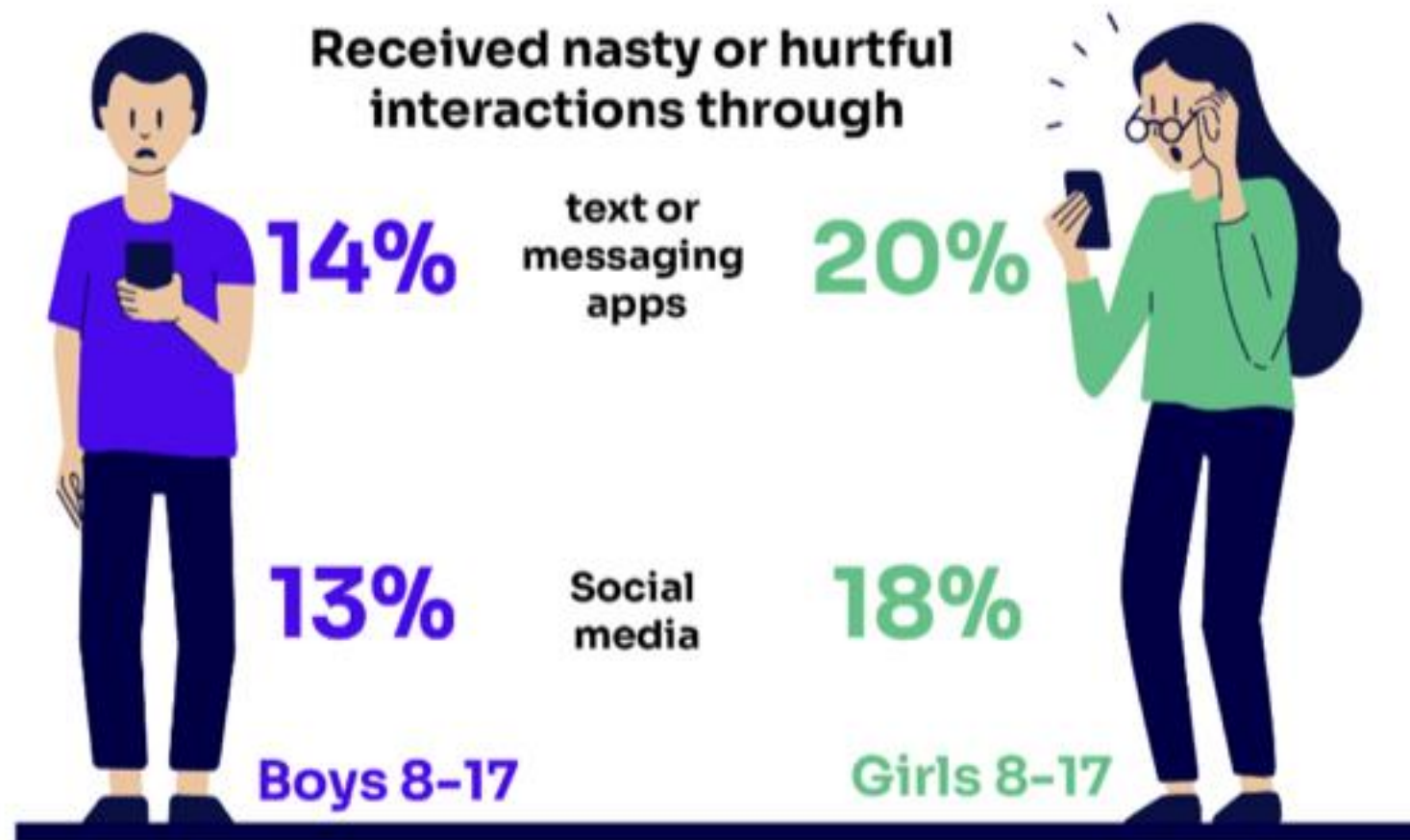
The way children interact with what they see online changes as they grow up.

Share, comment or post things

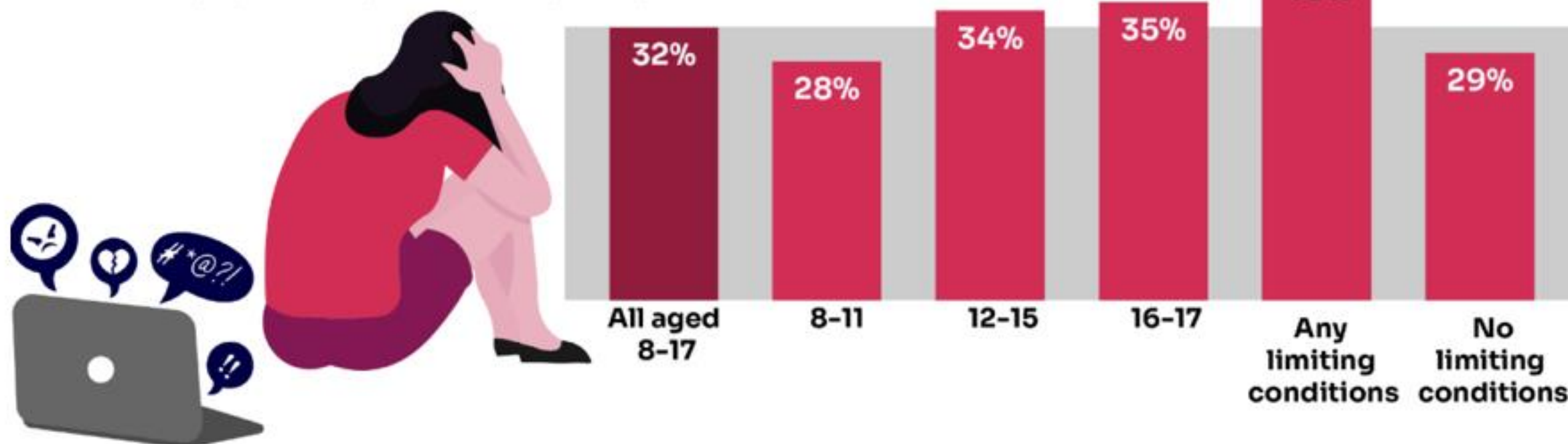
'Like' things and follow accounts, but don't share, comment or post

Only really read or watch things





In the past 12 months, have you seen anything online that you found worrying or nasty in some way that you didn't like?



**What's in the
news?**

How social media is making young people accidental election influencers



<https://www.bbc.co.uk/news/articles/cd1rl6p5p32o>

Influencers in firing line as France tackles scams

© 18 June 2023

 Social media regulation debate



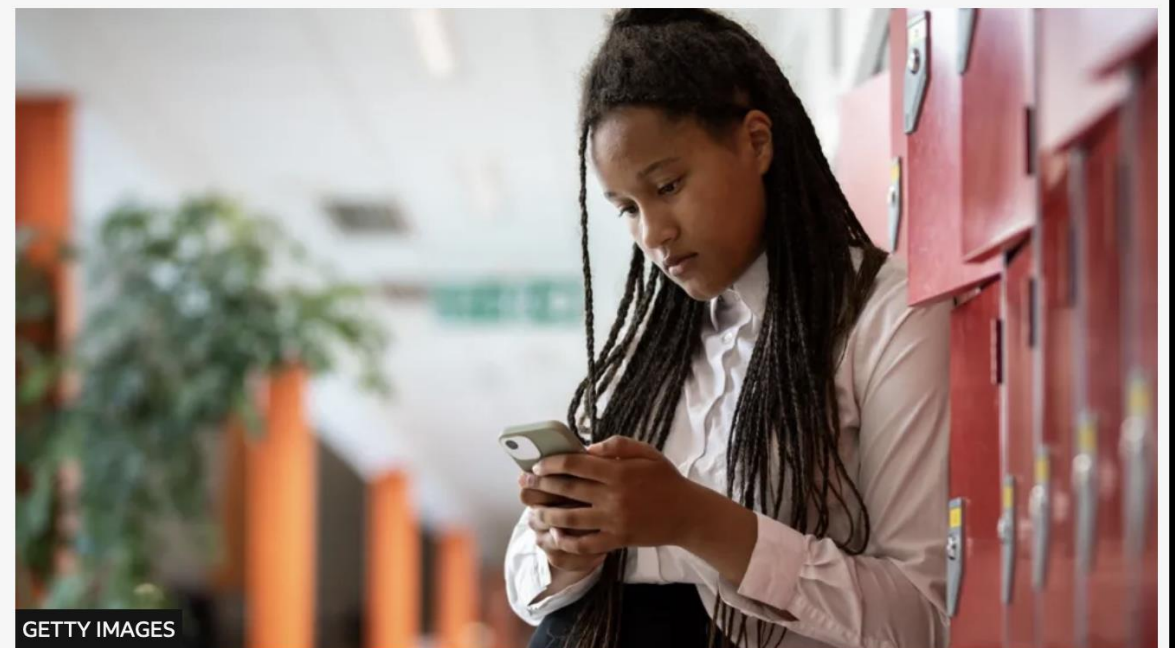
<https://www.bbc.co.uk/news/world-europe-65916250>

Pair arrested after boy died trying social media craze



<https://www.bbc.co.uk/news/articles/cyjipkn4p7no>

Tech firms told to hide 'toxic' content from children



<https://www.bbc.co.uk/news/articles/czrx13jj9p3o>

A "Prime" example of the strength of influencer marketing

A Gen Z craze

Prime, which launched in the US, UK and Australia, became the most sought-after energy drink when YouTube content creators, Logan Paul and KSI, promoted it.

With a subscriber list of 47 million, the brand began to trend, with Gen Z especially keen to get their hands on the drink, leading to thousands of people happy to queue overnight to get a bottle.

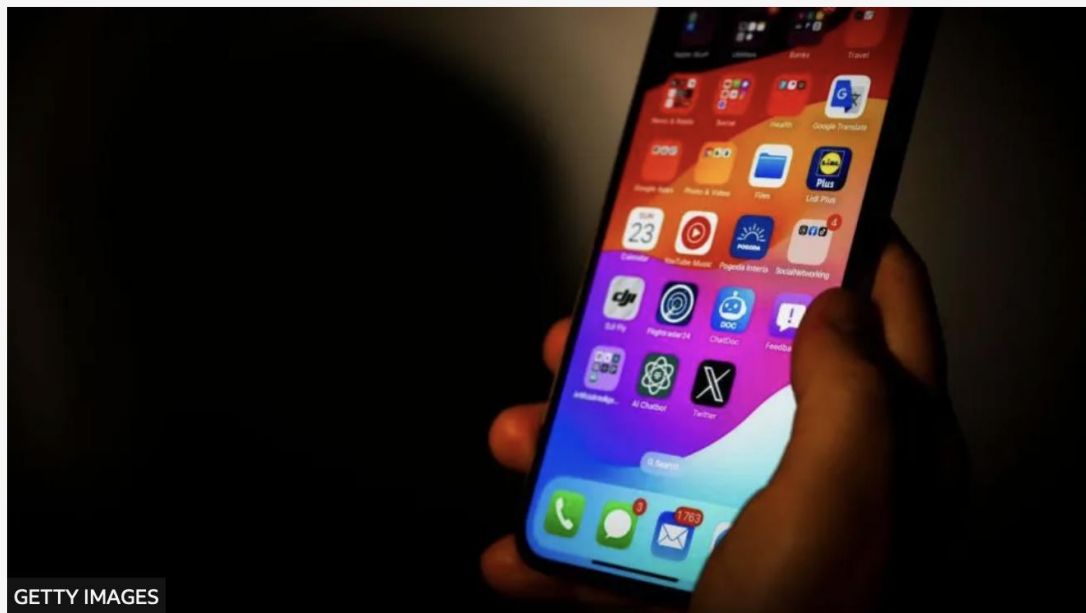


Is AI the future of education in the South East?



<https://www.bbc.co.uk/news/articles/c999k57ky7ro>

How mobile phone networks are embracing AI



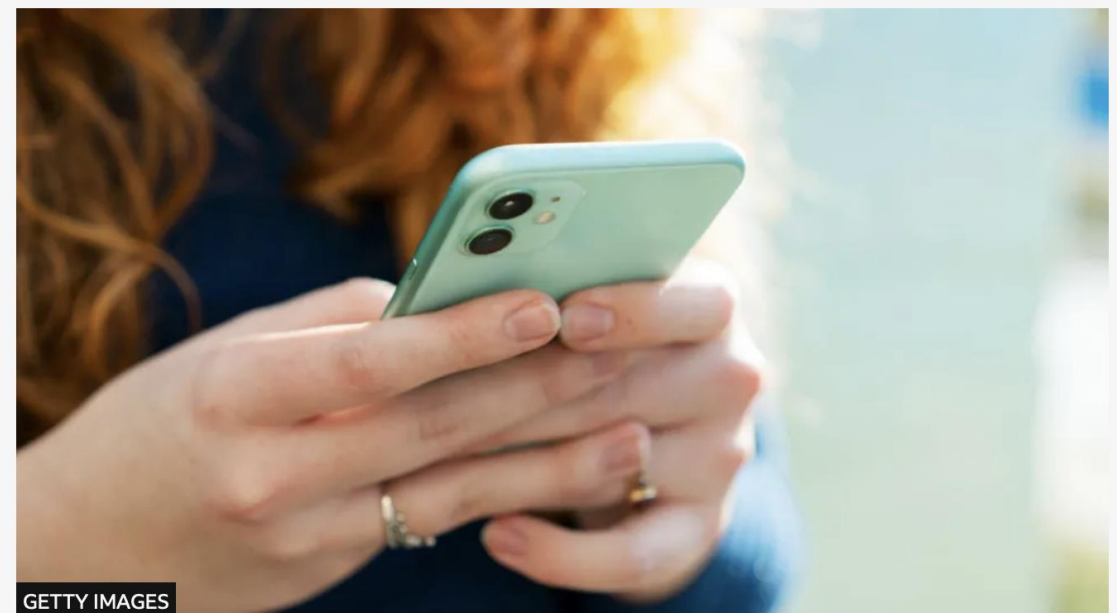
<https://www.bbc.co.uk/news/articles/c6pp1nvw5zwo>

AI can beat university students, study suggests



<https://www.bbc.co.uk/news/articles/cqqqln0eg65o>

SheerLuxe defends use of AI influencer



<https://www.bbc.co.uk/news/articles/c3gw720vz3lo>

Who is the most popular virtual influencer?

Miquela Sousa, better known as @lilmiquela, is one of the most popular virtual influencers on Instagram.

With over **2.9 million followers**, she has partnered with fashion brands like Prada and Calvin Klein.



Top stories :

 The Good Men Project
ParentsTogether Warns Parents, Says AI-Generated TikTok Influencers Promot...
9 hours ago



 NBC News
Parents worry AI influencers promote unrealistic beauty standards
1 week ago



 Financial Times
How AI-created fakes are taking business from online influencers
1 month ago

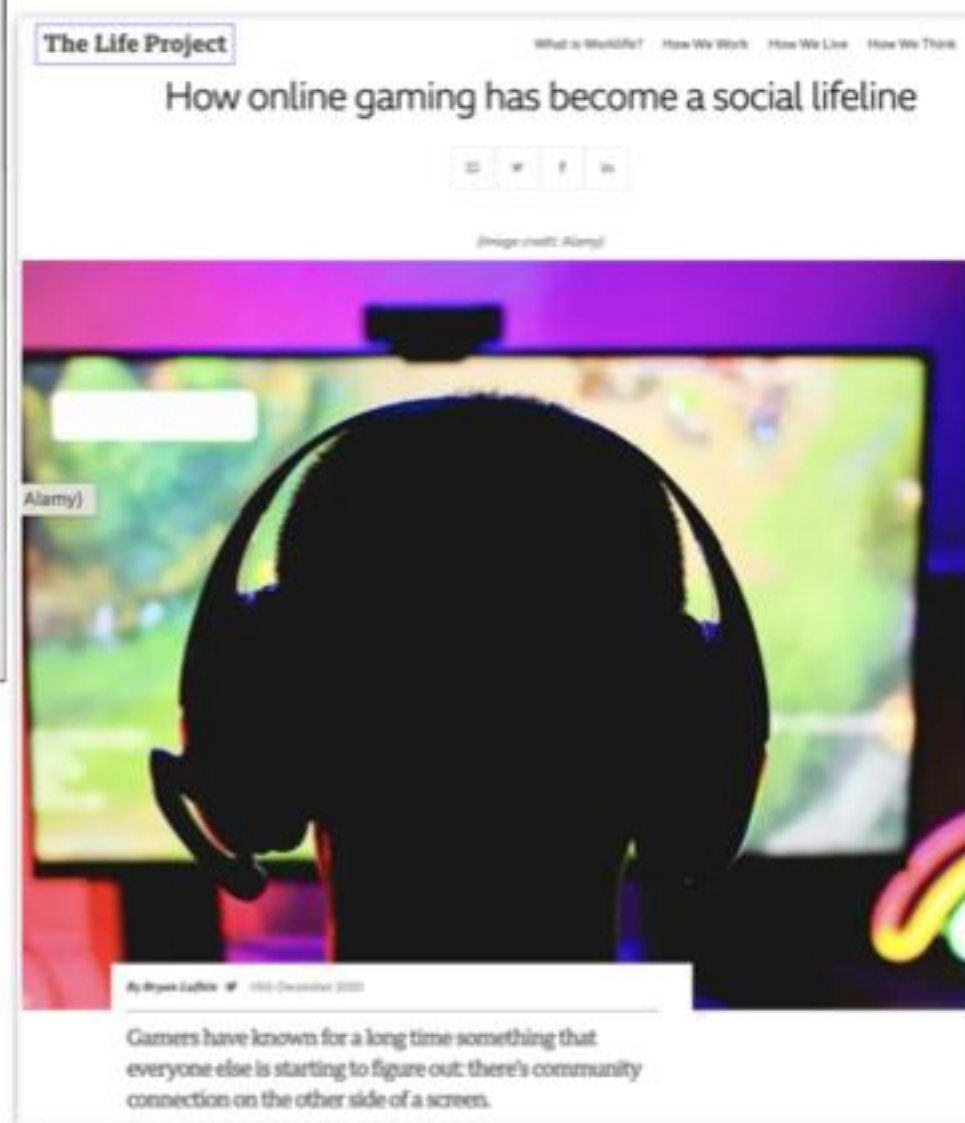
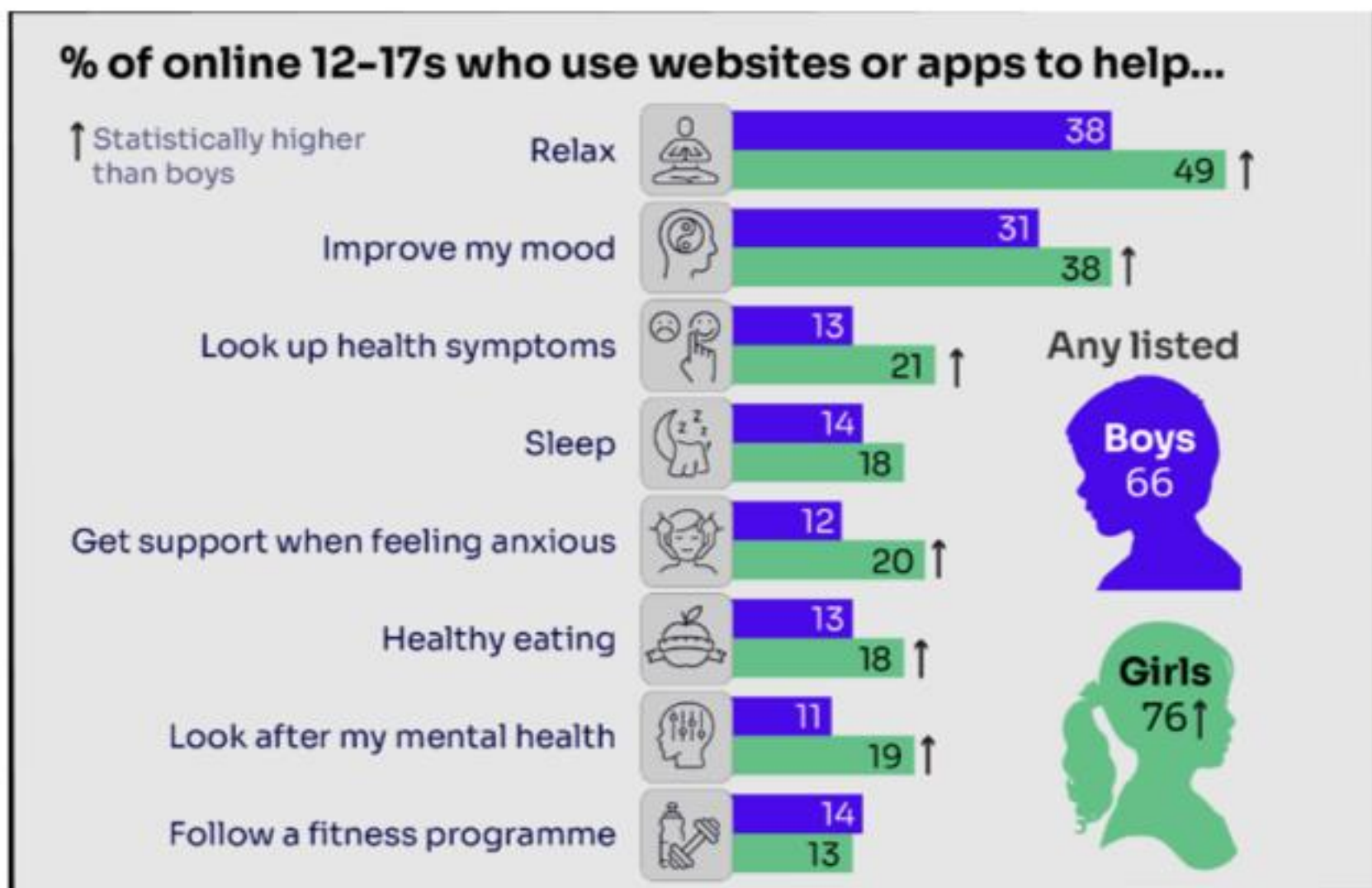


 Business Insider
AI is already coming for human Instagram influencers
1 month ago



**What can you
do?**

Acknowledge the positives!



Acknowledge the positives!

96% of parents of 3-17s believe that going online has at least one of the following benefits

Being online helps them...

with schoolwork / homework



71%

to develop creative skills



54%

to develop skills with reading and numbers



54%

to learn a new skill



48%

to build or maintain friendships



41%

to find useful info about personal issues



33%

to find out about the news



32%

to understand what other people think and feel



23%

to find out more about, or to support causes



15%

Understand the world our children grow up in.



Support your children

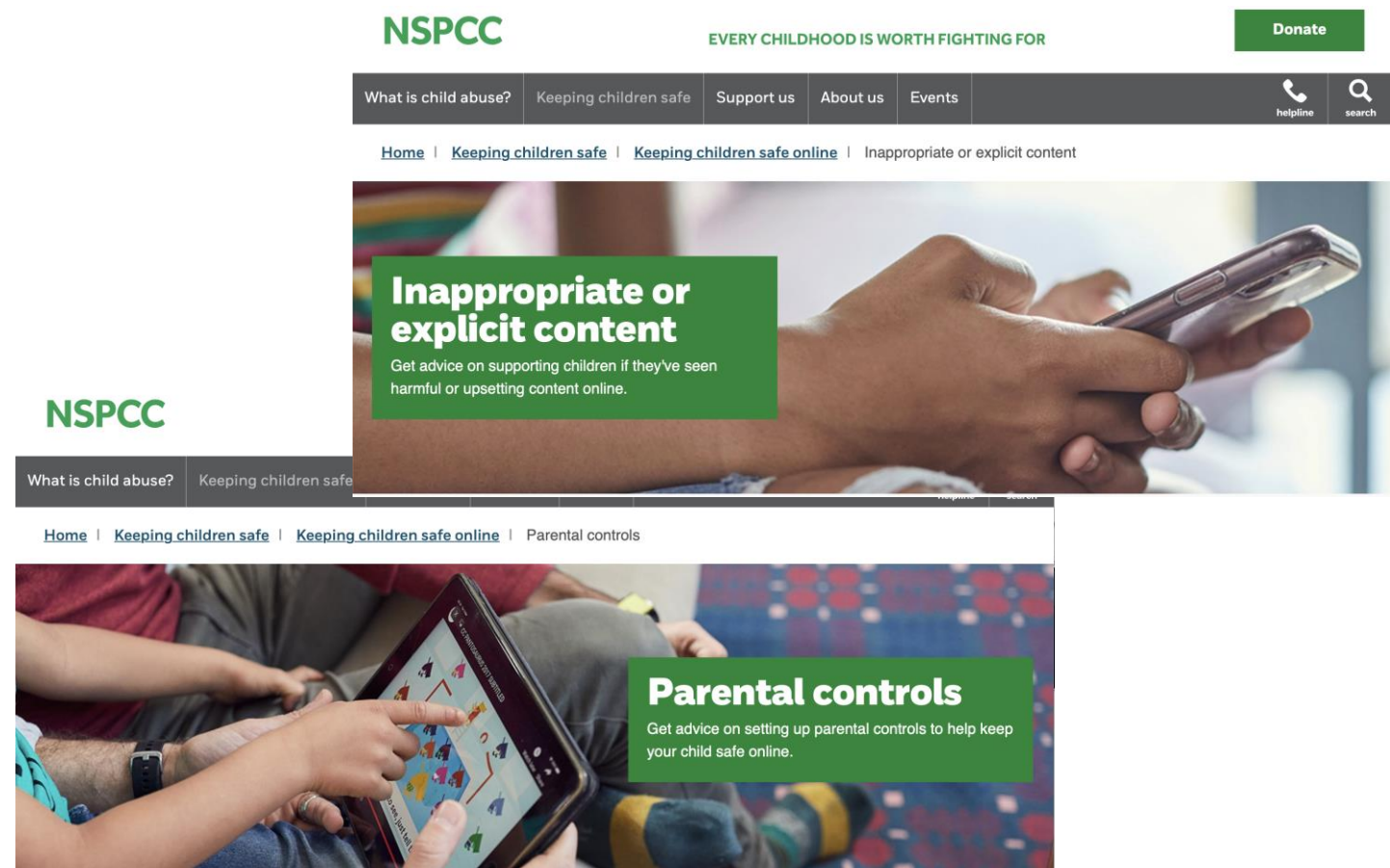
- Take an interest.
- Listen and don't judge.
- Engage with them.
- Use technology with them.
- Do not become a 'sharent' - lead by example.
- Talk to other parents about any issues - join social media parents groups.
- Be open minded to technology.



Be Knowledgeable



<https://www.internetmatters.org/>



<https://www.nspcc.org.uk/keeping-children-safe/online-safety>

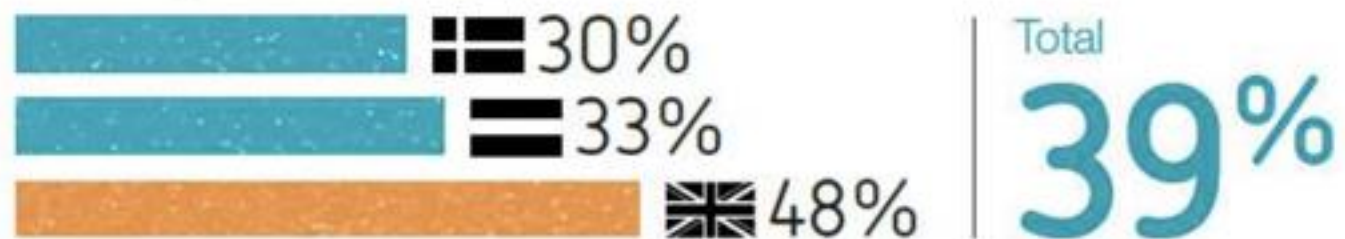
Children will make mistakes...

Create a culture where they will tell...

"I wouldn't want to be called a snitch"




"I'd worry that I was to blame"



"My parents/carers would stop me using the internet"



Test your home filtering




Results for Filter Test: Passed

Establishment Type:	Personal
Organisation:	Joe Bloggs
Postcode:	L31 3VE
IP Address:	62.252.201.33
Network:	NTL


Child Sexual Abuse Content


Tests whether you are blocking websites on the IWF Child Abuse Content URL list.

 It appears that your Internet Service Provider or filtering solution includes the IWF URL Filter list, blocking access to Child Sexual Abuse content online


Adult Content Filter Test

Test whether your Internet filter blocks access to pornography websites

 It appears that your filtering solution includes blocking for online pornography.



Personal Schools Business Public Sector



Personal Internet Filter Test

Children, particularly younger children, can be bothered by things they see online, and filters can be a helpful tool in reducing the chances of coming across something upsetting.

Managing access to online content is very much an art and whilst no filter or parental controls tool is 100% effective, this utility will help you test the main components of any filtering or parental controls (if they are active) on your Broadband or mobile connection.

All the major Broadband and mobile operators provide filtering or parental controls. To find out more about these including instructions on activating them can be found on the Internet Matters website.

Test My Internet Filter

<http://testfiltering.com/>

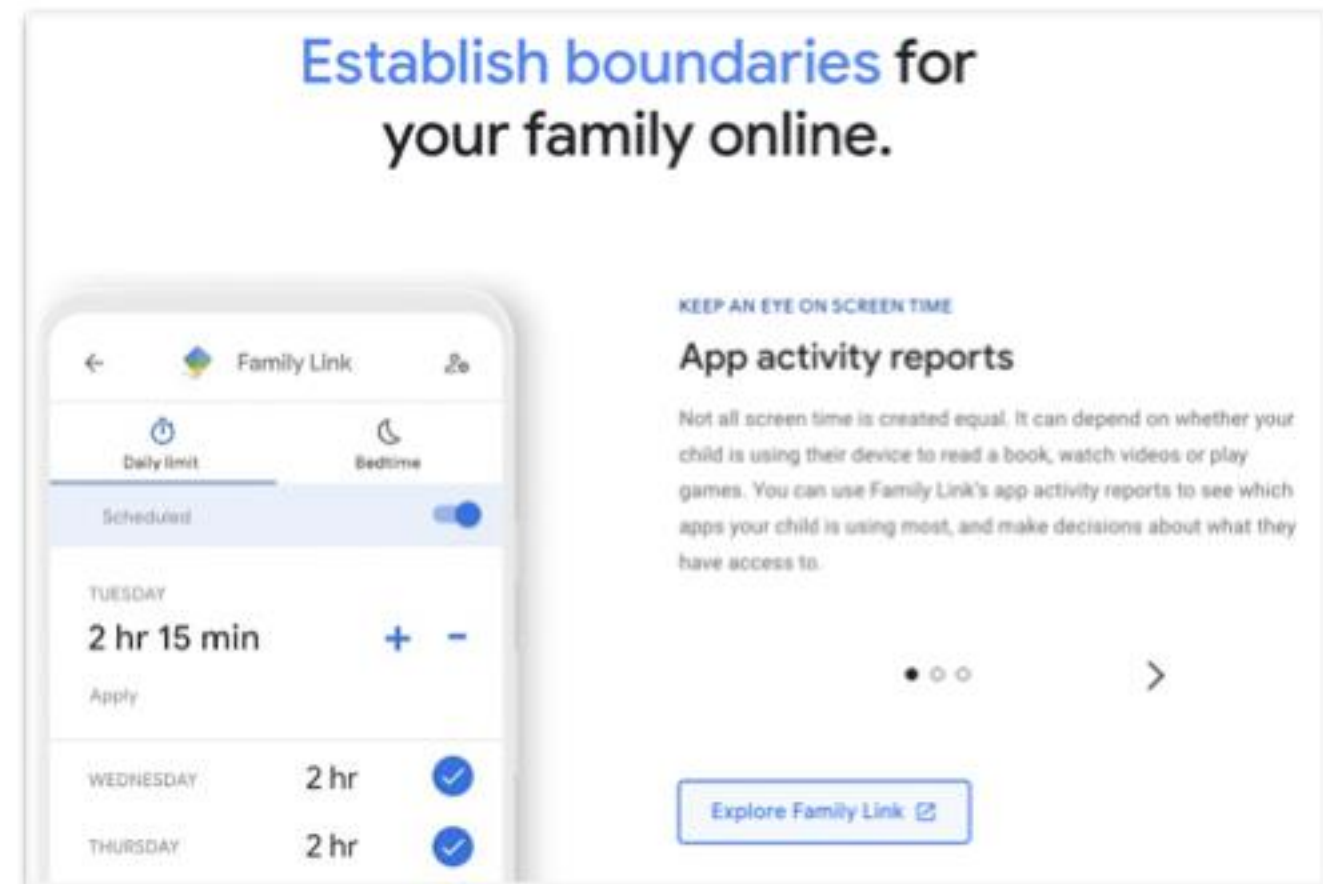
Parental Controls



Google Family Link

Available on App and Android Stores and from here you can:

- Monitor Screen Time.
- Manage Apps.
- Set sleep time.
- See where they are.

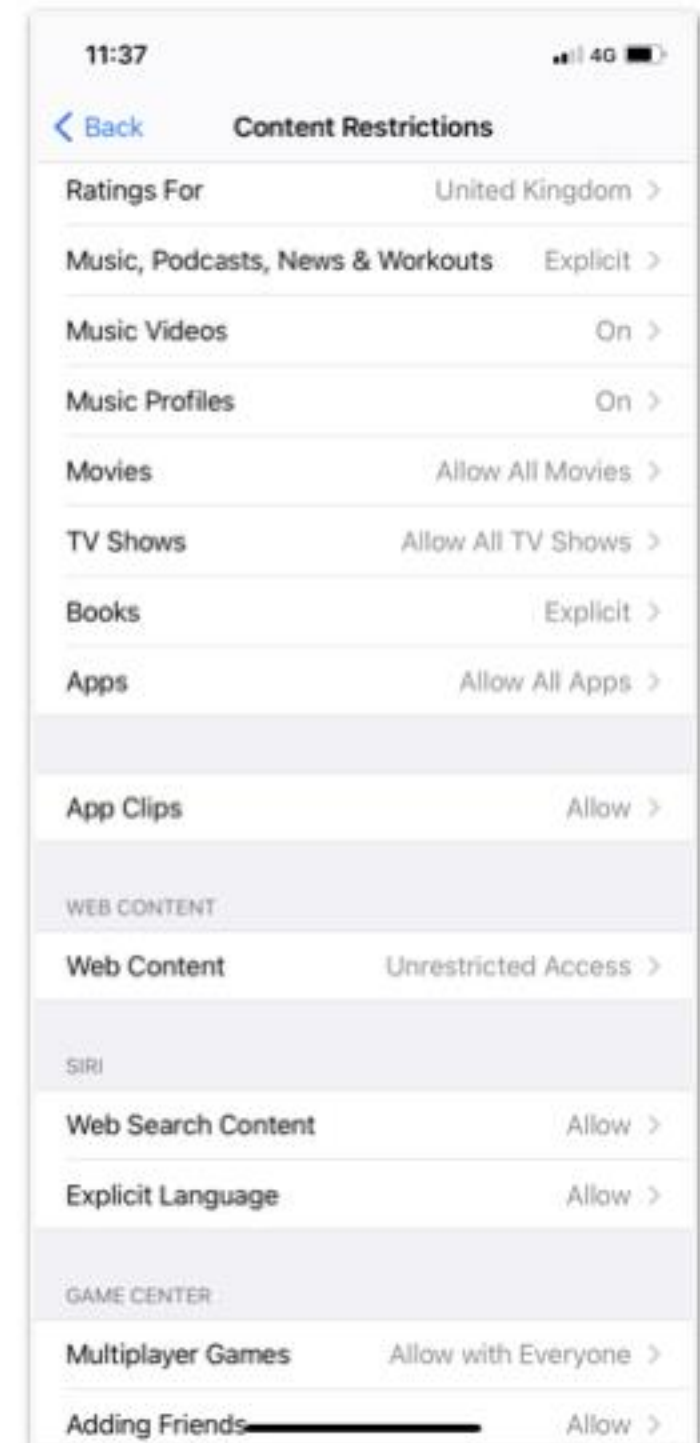
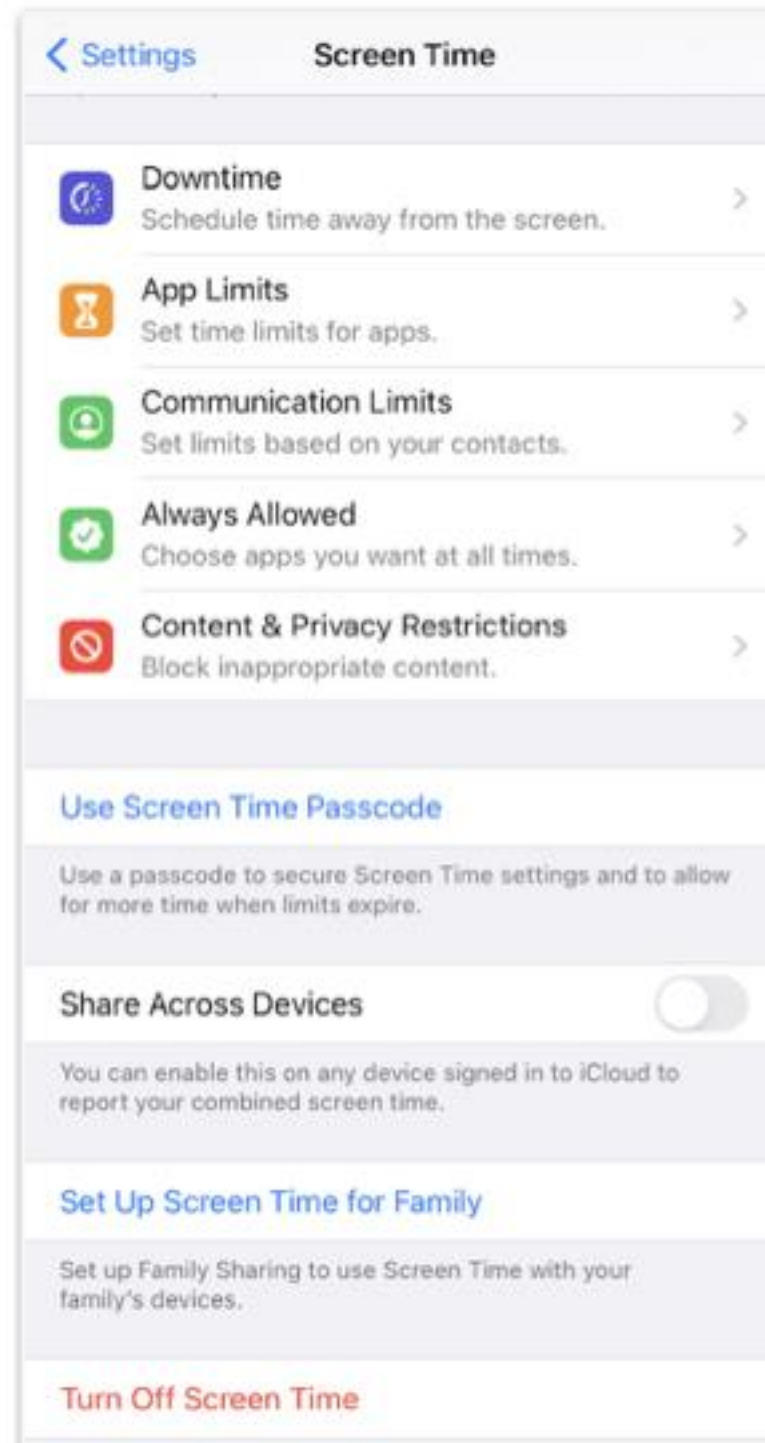




Apple Parental Control

From here you can:


- Restrict Apps
- Set time limits
- Filter web content
- Restrict the game centre.



Internet matters also contains parental control guides for dozens of other devices including games consoles and smartphones

Gaming console


Select the device from the dropdown list



[VIEW ALL](#)

Social media


Select the device from the dropdown list



[VIEW ALL](#)

Broadband & mobile networks


Select the device from the dropdown list



[VIEW ALL](#)

Entertainment & Search engines


Select the device from the dropdown list



[VIEW ALL](#)

Smartphones and other devices

Select the device from the dropdown list



[VIEW ALL](#)

<https://www.internetmatters.org/parental-controls>

Support for you

- You can always speak to:
 - CEOP
 - NSPCC
 - School
- Or for more general information you can visit these sites:
 - UK Safer Internet Centre (<https://www.saferinternet.org.uk/>)
 - Internet Matters (<https://www.internetmatters.org/>)
 - The Parent Zone (<https://parentzone.org.uk/home>)
 - Webwise (<https://www.webwise.ie/>)