



# USING I.T. AS A TOOL FOR ENGAGEMENT

NICKY FENWICK

UK YOUTH e-PARTICIPATION OFFICER



Google<sup>TM</sup>  
UK



facebook



bebo



YouTube

ukyouth   
THE NETWORK FOR QUALITY WORK WITH YOUNG PEOPLE



Everyday **half** of all young teens (13-15) use instant messaging, one third visit YouTube, and one quarter use Social networking Sites

**19%** of students feel safer in the cyber world than the real world

**31%** find it easier to talk to someone online than in person

# HOW DO YOUNG PEOPLE USE THE INTERNET?



## Access:

13 – 15 = Once a day

16 – 19 = Several times a day

## Most Popular Usage:

13 – 15 = Watching videos from others

16 – 19 = Social Network Sites

# HOW DO YOUNG PEOPLE USE THE INTERNET?



Contribution:

13 – 19 = Commenting

Which Social Network Sites?:

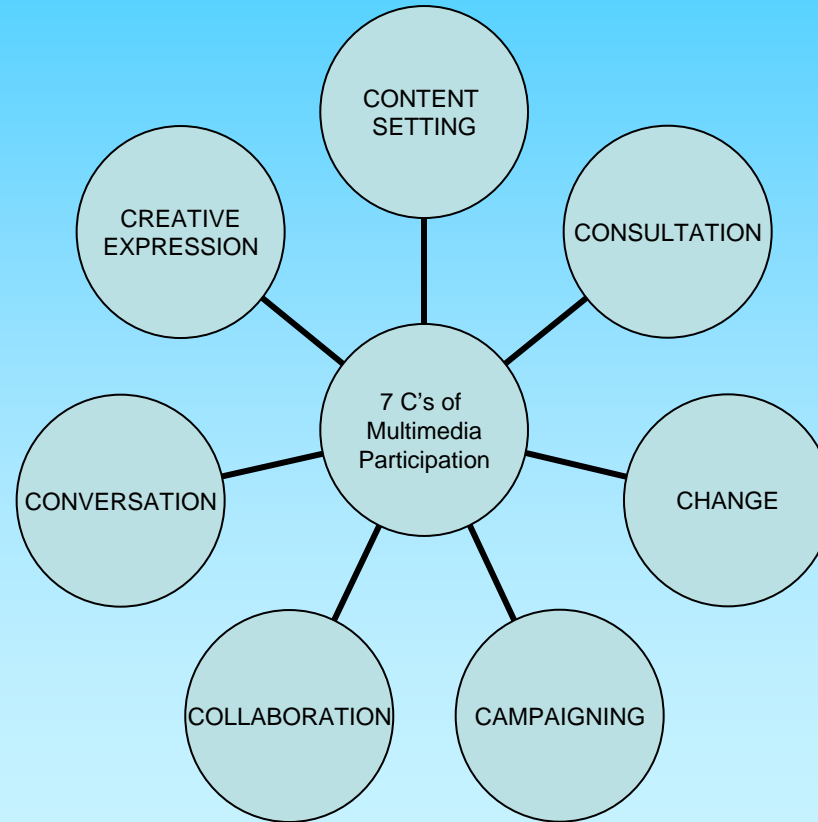
13 – 15 = Bebo

16 – 19 = Facebook



ARMED WITH THIS  
KNOWLEDGE, HOW CAN  
WE BEST USE I.T. TO  
ENGAGE WITH YOUNG  
PEOPLE?

# 7 C's OF MULTIMEDIA PARTICIPATION



## WHAT ABOUT SAFETY?



Last year your odds of becoming a cyber victim dropped from **1 in 4** to **1 in 6**

**HOWEVER**

It is important to remember your odds are **1 in 6**



Nearly **half** of all young people who use the internet are concerned about privacy

Yet, **22%** have never received an internet safety talk

# THERE IS A CLEAR NEED TO EDUCATE



51% of parents do not have, or know if they have, internet monitoring software on their computer

95% of parents could not identify common 'chat room language' warning of parents being present

- POS (Parents over shoulder)
- P911 (Parent Alert)

# HOW WELL CAN YOU READ 'CHAT ROOM' LANGUAGE?



- ISDO GISDO
- A/S/L/P
- ROTFLOL
- EMA
- Are you paying attention?
- Age/Sex/Location/ Picture
- Rolling on the floor laughing out loud
- What is your e-mail address?



SO WHAT IS THERE TO  
BE AWARE OF?

# CYBERBULLYING, HARASSMENT & STALKING



*“Cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group, that is intended to harm others”*

Bill Belsey, President, Bullying.org

**1 in 17** young people (aged 10-17) have been threatened or harassed online

**52%** of young people have said hurtful things to one another online

# PHISHING



*"[The] process of attempting to acquire sensitive information such as usernames, password and credit card details, by masquerading as a trustworthy entity in an electronic communication"*

<http://www.en.wikipedia.org.uk/wiki/Phishing>



IMAGE FROM WWW.SADCOM.COM

# PHISHING



**45%** of teens (aged 13-17) have been asked for personal information by someone they didn't know

**20%** report it is safe to share personal information online when blogging or using social networking sites

**37%** are not concerned that this information will be used by someone else in a way they do not want

# IDENTITY THEFT



*"[When] your personal information is stolen and used without your personal knowledge to commit fraud or other crimes"*

<http://www.ftc.gov/bcp/edu/idtheft>

UK identity fraud is up by nearly **50%**, with almost **1 in ten** Britons claiming to have been victims.

It is estimated that identity theft is costing the British economy over **£1.7 billion** annually.

# FLAMING



*“Flaming is the hostile and insulting interaction between Internet users...most often flames are angry or insulting messages transmitted by people who have strong feelings about a subject”*

[http://www.en.wikipedia.org.uk/wiki/Flaming\\_\(internet\)](http://www.en.wikipedia.org.uk/wiki/Flaming_(internet))

# PREDATORS



*"Predators establish contact with kids through conversations in chat rooms, instant messaging, e-mail, or discussion boards. Online predators try to gradually seduce their targets through attention, affection, kindness, and even gifts, and often devote considerable time, money, and energy to this effort. They're aware of the latest music and hobbies likely to interest kids. They listen to and sympathize with kids' problems. They also try to ease young people's inhibitions by gradually introducing sexual content into their conversations or by showing them sexually explicit material."*

<http://www.microsoft.com/protect/family/guidelines/predators.aspx>

# PREDATORS



- 71% of teens (aged 13-17) reported receiving messages online from someone they didn't know
- 40% reported that they will usually reply and chat with that person
- 30% considered meeting up with someone they met online
- 14% have followed through with a meeting
- 50% of young people trust those they chat to online
- 1 in 4 young people (aged 10-17) have been exposed to sexually explicit pictures online without seeking or expecting them

[www. ISAFE.org](http://www.ISAFE.org)



SO, HOW DO WE  
PROTECT THE YOUNG  
PEOPLE WE WORK  
WITH, & OURSELVES,  
FROM THESE RISKS?



Software

Trust the source

Think before you type

Never speak to strangers

Report anything suspicious

AND MOST  
IMPORTANTLY...



TRUST YOUR  
INSTINCTS!



[www.truetube.co.uk](http://www.truetube.co.uk)

Create your own issue based films

[www.communitykit.co.uk](http://www.communitykit.co.uk)

Build your own free community website

[www.btworkspace.com](http://www.btworkspace.com)

Create your own project collaboration web space

[www.facebook.com](http://www.facebook.com) / [www.bebo.com](http://www.bebo.com)

Most popular social networking sites