



St. Mac Dara's
Community College, Templeogue

Your child and the Internet

Eric Clarke

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- Lecture to third level healthcare students
- 3 three children (ages 6, 11 and 14)
- Always connected whether I like it or not
 - *7 devices connected to wifi at home*

Overview

- You, your child, available technology and being online
- What are we actually dealing with?
- Precautions - Help and support
 - *Eileen will post slides on school web site*



STOP

“Old” advice

- The advice of keeping the “home” computer in a visible and easily accessible place (like the kitchen) is no longer valid due to.....
 - Proliferation of devices
 - Ease of connection and available WiFi
 - 3G internet enabled mobile phone

EU Kids online

- **59%** of 9-16 year olds have a social networking profile
 - 26% aged 9-10
 - 49% aged 11-12
 - 73% aged 13-14
 - 82% aged 15-16
- The most common location of internet use
 - Home (87%)
 - School (63%)
 - 49% use in bedroom
 - 33% via a mobile phone or handheld device



- **83%** concerned about that child seeing inappropriate content on internet
- **86%** do not think it's okay for an 11 year old child to use Facebook without permission
- **55%** regularly check what child is doing online by viewing browser history files, emails and other records.
 - **74%** of parents with teenage children do this
- **86%** of Irish parents think using the internet is important for their child's education



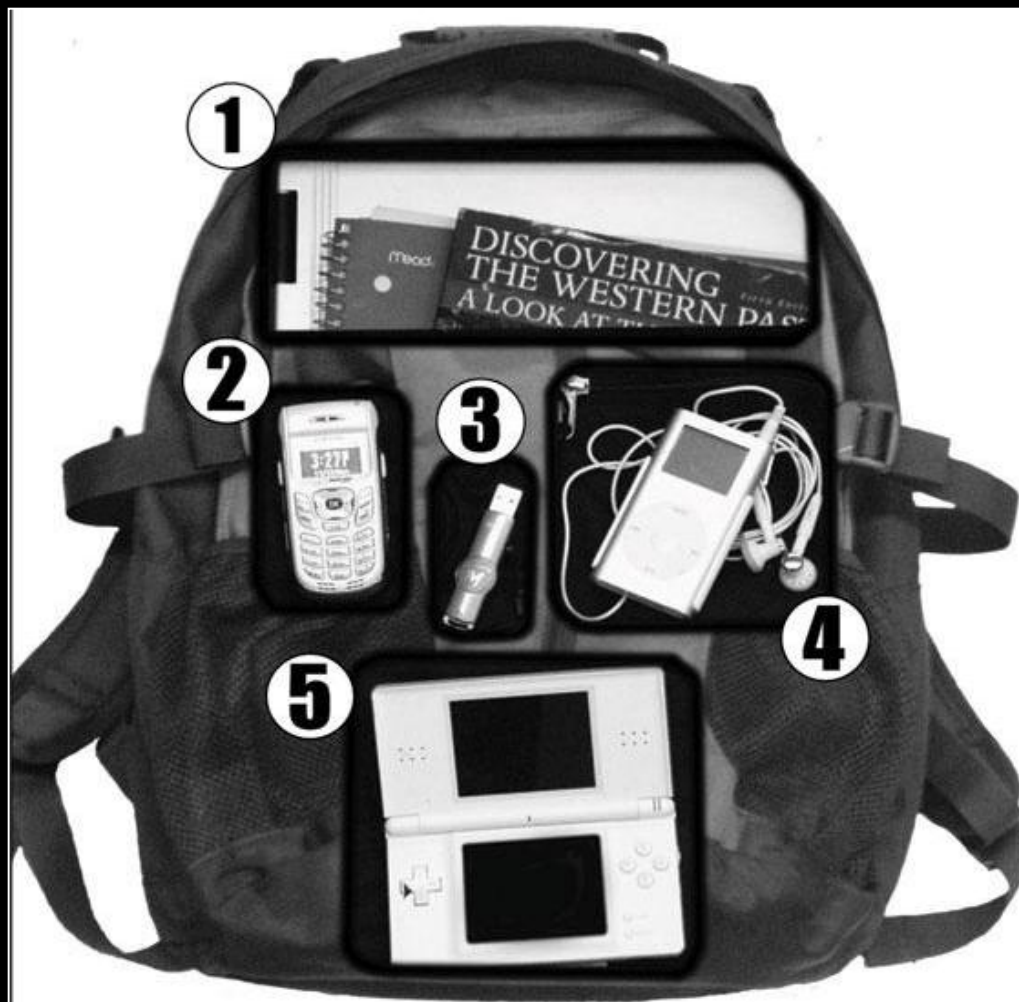
- **50:50** split between parents who said they trusted their child to use the internet safely versus those who didn't.
- **74%** disagree that their child knows more about the internet than they do

Generation Y (Why?)

- Connected at home
- Own PC, laptop, ipod touch, playstation, ipad....
- Online via phone with camera
- Child has spoken about something that concerned you?
- Have you read/heard a story that concerned you?

Generation Y

- Older people are 30+
- Generation Y - Do not accept values
- Generation Y – Are channel hoppers
- I should..
 - Be happy
 - Have fun
 - Have friends
 - Be good looking



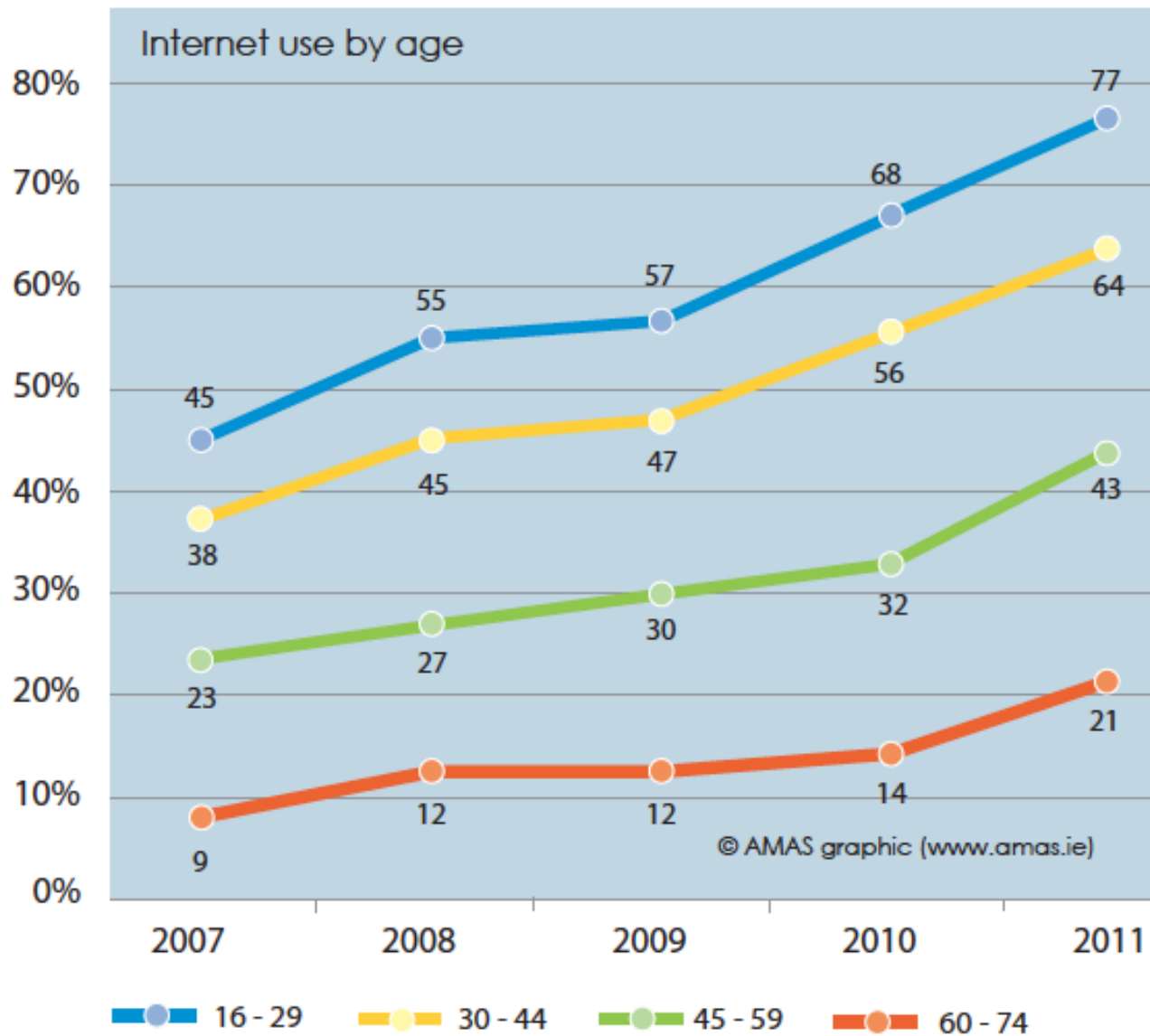
1 Laptop

2 Cellular phone

3 Flash drive

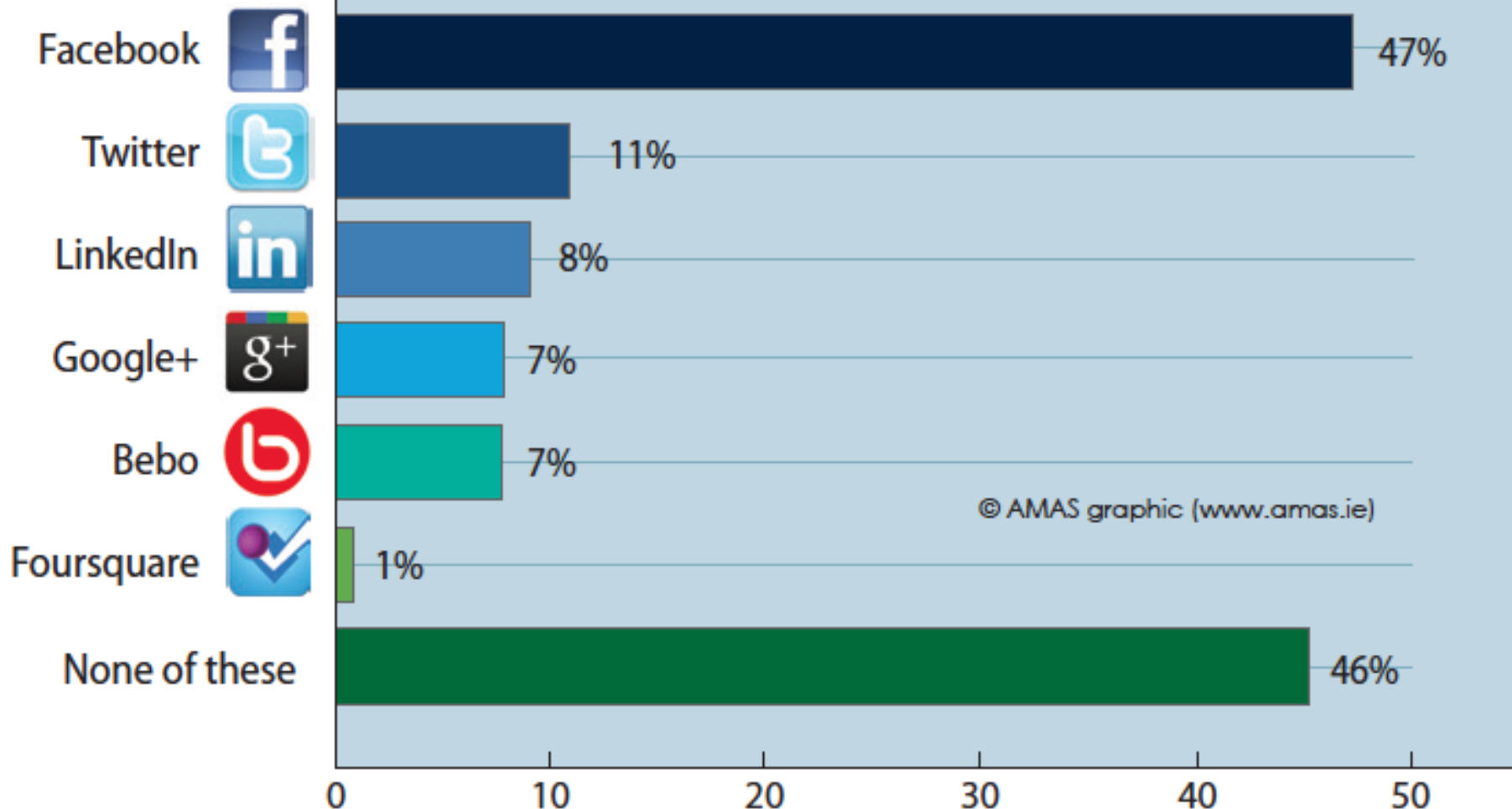
4 iPod

5 Nintendo DS



Source: Central Statistics Office, Information Society (2007-2011 figures)

Percentage of Irish adults with social media accounts



© AMAS graphic (www.amas.ie)


Source: Ipsos MRBI, Quarterly Social Networking Survey, November 2011, based on nationally representative sample of 1,000 adults


Top Irish sites - www.alexa.com/topsites/countries/IE





Top Sites in Ireland


The top 500 sites in Ireland. 

- 1 Google**
google.ie
The local version of this pre-eminent search engine, offering Irish pages as well as world resu... [More](#)
 [Search Analytics](#) ▶ [Audience](#) ▶


- 2 Google**
google.com
Enables users to search the world's information, including webpages, images, and videos. Offers... [More](#)
 [Search Analytics](#) ▶ [Audience](#) ▶

- 3 Facebook**
facebook.com
A social utility that connects people, to keep up with friends, upload photos, share links and ... [More](#)
 [Search Analytics](#) ▶ [Audience](#) ▶

- 4 YouTube**
youtube.com
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... [More](#)
 [Search Analytics](#) ▶ [Audience](#) ▶

- 5 Yahoo!**
yahoo.com
A major internet portal and service provider offering search results, customizable content, cha... [More](#)
 [Search Analytics](#) ▶ [Audience](#) ▶

- 11 **RTÉ**
rte.ie
Specialising in cultural, educational, and information programmes
★★★★★ Search Analytics ▶ Audience ▶
- 12 **BBC Online**
bbc.co.uk
The BBC Homepage - Your gateway to BBC Online
★★★★★ Search Analytics ▶ Audience ▶
- 13 **Allied Irish Banks**
aib.ie
Bank holding company with subsidiaries which perform commercial banking
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 14 **PayPal**
paypal.com
Online payment service for individuals and merchants. Allows users to send and receive payments
★★★★★ Search Analytics ▶ Audience ▶
- 15 **eBay Ireland**
ebay.ie
Online auction where Irish people can buy and sell new and used goods
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 16 **Amazon.co.uk**
amazon.co.uk
Online retailer of books, movies, music and games along with electronics
★★★★★ Search Analytics ▶ Audience ▶
- 17 **Amazon.com**
amazon.com
Amazon.com seeks to be Earth's most customer-centric company
More
★★★★★ Search Analytics ▶ Audience ▶
- 18 **DoneDeal.ie**
donedeal.ie
Buy and sell anything on Ireland's best site for classified ads. Classifieds
★★★★★ Search Analytics ▶ Audience ▶
- 19 **boards.ie**
boards.ie
Popular Irish bulletin board site, offering web hosting, chat rooms, and more
★★★★★ Search Analytics ▶ Audience ▶
- 20 **Irish Independent**
independent.ie
Online version of the daily and Sunday newspaper.
☆☆☆☆☆ Search Analytics ▶ Audience ▶

- 26 **t.co**
t.co

★★★★★ Search Analytics ▶ Audience ▶
- 27 **MSN**
msn.com
Portal for shopping, news and money, e-mail, search, and more
★★★★★ Search Analytics ▶ Audience ▶
- 28 **Banking 365 Online**
365online.com
Online service for Bank of Ireland customers.
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 29 **eBay UK**
ebay.co.uk
Person to person online auction site where you can buy and sell
★★★★★ Search Analytics ▶ Audience ▶
- 30 **The Internet Movie Database**
imdb.com
Features plot summaries, reviews, cast lists, and theater information
★★★★★ Search Analytics ▶ Audience ▶
- 31 **Microsoft Corporation**
microsoft.com
Main site for product information, support, and news.
★★★★★ Search Analytics ▶ Audience ▶
- 32 **Vodafone**
vodafone.ie
Mobile phone operator offering a complete range of phone services
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 33 **googleusercontent.com**
googleusercontent.com
★★★★★ Search Analytics ▶ Audience ▶
- 34 **Apple Inc.**
apple.com
Official site, with details of products and services.
★★★★★ Search Analytics ▶ Audience ▶
- 35 **The Guardian**
guardian.co.uk
Home of the Guardian, Observer and Guardian Weekly
★★★★★ Search Analytics ▶ Audience ▶
- 36 **O2 Ireland**
o2online.ie
★★★★★ Search Analytics ▶ Audience ▶

- 80 **Go Daddy**
godaddy.com
Domain registrations and hosting services.
★★★★★ Search Analytics ▶ Audience ▶
- 81 **British Sky Broadcasting**
sky.com
Provider of sports, movies, entertainment and news. Services include
★★★★★ Search Analytics ▶ Audience ▶
- 82 **argos.ie**
argos.ie
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 83 **Stack Overflow**
stackoverflow.com
A language-independent collaboratively edited question and answer site
★★★★★ Search Analytics ▶ Audience ▶
- 84 **xvideos.com**
xvideos.com
★★★★★ Search Analytics ▶ Audience ▶
- 85 **pof.com**
pof.com
★★★★★ Search Analytics ▶ Audience ▶
- 86 **Premierleague.com**
premierleague.com
The official site with news, fixtures, results, league table, statistics
★★★★★ Search Analytics ▶ Audience ▶
- 87 **isoHunt**
isohunt.com
Welcome to isoHunt, the most complete BitTorrent search engine
★★★★★ Search Analytics ▶ Audience ▶
- 88 **Breakingnews.ie: News As It Happens!**
breakingnews.ie
☆☆☆☆☆ Search Analytics ▶ Audience ▶
- 89 **kat.ph**
kat.ph
★★★★★ Search Analytics ▶ Audience ▶

Barbie - A Real Threat

- Do you think your 8-year-old daughter searching for the latest Barbie doll can't be harmed?
- So I searched Googled for Barbie....





Search Se

Search results

Languages

Location

Help



Barbie



Search

About 342,000,000 results (0.29 seconds)

Everything

Images

Videos

News

More

Dublin

Change location

The web

Pages from Ireland

Any time

Past hour

Past 24 hours

Past 2 days

Past week

[Barbie - Games, Videos & Fun Activities For Girls Online | Barbie](#)

www.barbie.com/

Join **Barbie** online and have fab fun playing games, watching videos, doing makeovers, creating designs, dressing up and more! Hang out with **Barbie** and enjoy ...

[Games](#)

Enjoy a variety of fun **Barbie** games, including puzzles ...

[Barbie Princess Charm School](#)

The **Barbie** Princess Charm School offers activities and ...

[Hair Salon Game - Snip 'n ...](#)

Play the **Barbie** Snip 'n Style Salon game. Match and create your ...

[Let's Play Princess Dress-Up](#)

Let's have fun with Princess Dress-Up game. Create a glamorous ...

[Fashion](#)

Step into the **Barbie** closet for doll-icious fashion dress-up and ...

[Barbie Designable Hair](#)

Design hair extensions for you and your Barbie doll with Barbie ...

[More results from barbie.com »](#)

[Barbie - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Barbie

Barbie is a fashion doll manufactured by the American toy-company Mattel, Inc. and launched in March 1959. American businesswoman Ruth Handler is ...

Google for Barbie – 342 million hits

1 – The official Barbie site

20 - *I'm a human Barbie!*

Promotions girl, 24, spends £10,000 to look like plastic doll

Daily Mail

55 - Barbie-shaped women more fertile

New Scientist

How long would it take to find something inappropriate?



Search

Everything

- Videos of birth
- videos of **birth**
- videos of **women giving birth**
- videos of **death** [I'm Feeling Lucky »](#)
- videos of **tornadoes**

[Medical Videos - Natural Vaginal Child Birth Delivery Video ...](#)

And we still use it!!!

Social Media Landscape



Social Networking



Social Networking



Social Networking

- A social network service is social software specifically focused on the building online social networks for.....

whatever purpose

Digital Life

Fake Dalai Lama removed from Twitter

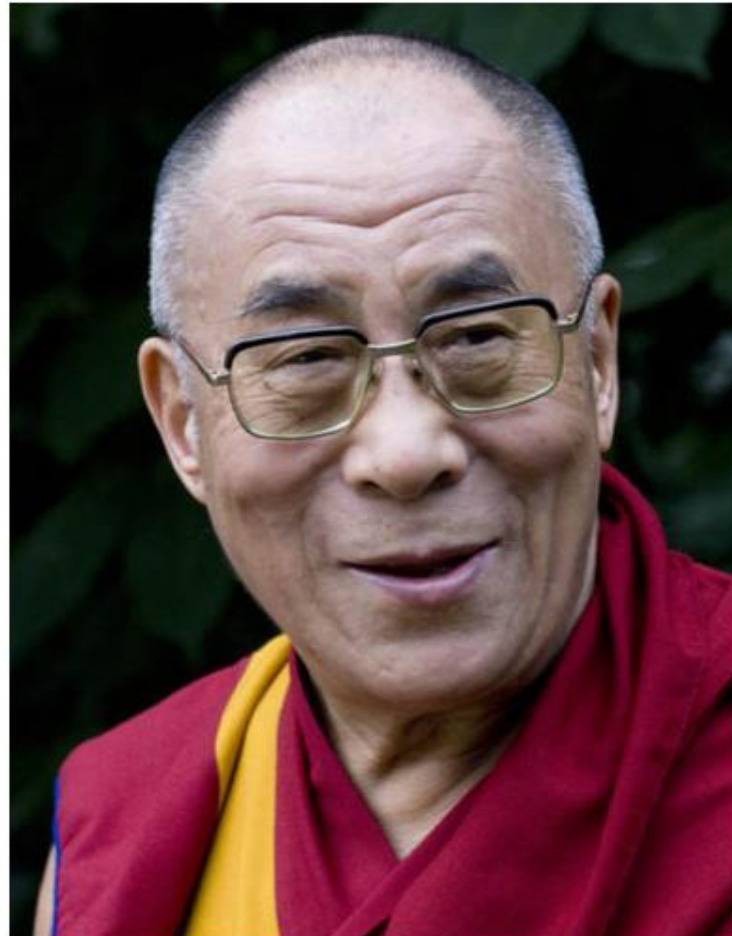
10.02.2009

The Twitter account of an imposter claiming to be the Dalai Lama has been suspended after members of the micro-blogging community suddenly found themselves being 'followed' by the spiritual leader of the Tibetan people.

The Office of His Holiness Dalai Lama (OHHDL) began following members of the Twitter community, and many were surprised to see such messages as: "His Holiness thought it was prudent to make his office open and accessible to a more youth and technologically advancing audience."

Very soon some 13,000 people were following @OHHDL and were discussing events the 14th Dalai Lama would be speaking at.

@OHHDL joins @God, who



Social Networking

- Growing concerns about users giving out too much personal information
- Threat of predators and impersonators
- Digital life is hard to erase!

The threat is real

Makes good press

Decries parental supervision

**Evokes questions about trust,
vigilance, communication**

Beatbullying

VIRTUAL VIOLENCE II: Progress and Challenges in the Fight against Cyberbullying

Commissioned by Nominet Trust
In Association with the
National Association for Head Teachers (NAHT)

Beat Bullying

- **28%** of 11-to-16-year-olds have been deliberately targeted, threatened or humiliated by an individual or group through the use of mobile phones or the internet.
- **1 in-13** secondary-aged school children have experienced persistent and intentional cyberbullying.
- **33%** in 2009 to **17%** in 2011
 - reporting cyberbullying others
- May suggest that cyberbullying is becoming increasingly recognised as **socially unacceptable**.

Beat Bullying

- Mobile phone operators and Internet Service Providers must do more
- Voluntary industry codes of practice
- More education programmes for children, parents and teachers

EU Kids online

- Risk does not necessarily result in harm
- **Active mediation of use**
 - Parents talk to their child about the internet, stay nearby or sit with them while they go online, encourage them to explore the internet, and share online activities with them.
- Reduce children's exposure to online risks without reducing online opportunities
- Parental technical mediation such as using a filter is not shown to reduce online risk encounters among children.

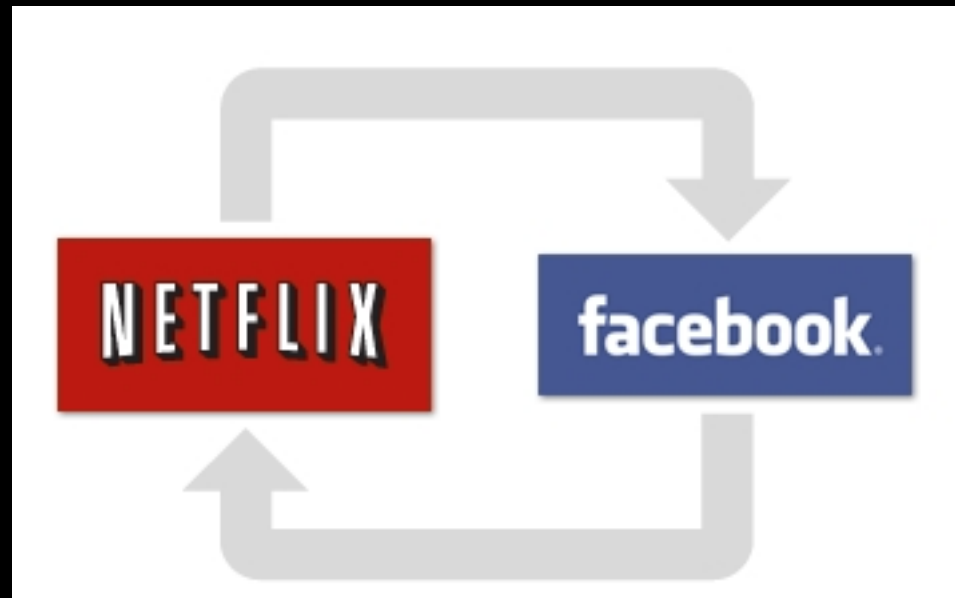
Internet safety tips 1

- Know what your children are doing online and who they are talking to
- Know where to find their Facebook page
- Be their friend on Facebook
- Ask them to teach you to use any applications you have never used

Internet safety tips 2

- Help your children to understand that they should never give out personal details to online friends - personal information includes their messenger id, email address, mobile number and any pictures of themselves, their family or friends
- If your child publishes a picture or video online - anyone can change it or share it.
- Shout now, regret it forever

Also about habits and preferences...



Internet safety tips 3

- If your child receives spam/junk email & texts, remind them never to believe them, reply to them or use them.
- It's not a good idea for your child to open files that are from people they don't know.
- They won't know what they contain - it could be a virus, or worse - an inappropriate image or film

YOU KIDS TODAY,
WITH YOUR "CLOUD
COMPUTERS" AND YOUR
"GOOGLY DOCS."

IN MY DAY, WE
ATTACHED FILES
TO OUR EMAILS...
...AND WE LIKED
IT THAT WAY.

DAVE,
YOU'RE LIKE
TWO YEARS
OLDER THAN
ME.



Internet safety tips 4

- Help your child to understand that some people lie online and that therefore it's better to keep online mates online.
- They should never meet up with any strangers without an adult they trust.
- Always keep communication open for a child to know that it's never too late to tell someone if something makes them feel uncomfortable.

Internet safety tips 5

- Teach young people how to block someone online and report them if they feel uncomfortable.
- All sites have reporting tools or contact the police



internet safety software
protecting an online generation

HOME PRODUCTS HOW TO BUY SUPPORT PARTNERS ONLINE SAFETY COMPANY MY ACCOUNT

HOME
At Home

Schools & Libraries

Home Office & Small Business

Affiliate & Reseller Program

LATEST NEWS

Child Exploitation and
Online Protection Centre

Making every child matter...
...everywhere



Monitor. Filter. Protect.

CyberPatrol's Internet safety software lets you take control of your Internet access

...even when you can't be there! [Learn more](#)



explicit images
spyware
P2P
Harmful Sites
INSTANT MESSAGING
privacy
Phishing
PREDATORS
CHAT

Safeguard Against Internet Threats

FREE UPGRADE
CyberPatrol 7.6

FREE TRIAL
14-DAYS

BUY NOW
USD \$39.95
GBP £21.95
EURO €31.95

<http://www.cyberpatrol.com/>

webwise.ie

WHAT DID YOU DO
ONLINE TODAY?



DISCOVER
THE INTERNET
TOGETHER

webwise.ie



Talk about the risks associated with meeting online friends. It is important that children do not meet strangers they have met on the net without being accompanied by an adult, friends or others they trust.



Technologies

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SAFER INTERNET DAY 2012

7 FEBRUARY

The Safer Internet Day 2012 Talks in School Programme

Working with Webwise as part of the digital safety drive, almost 200 industry volunteers from Microsoft Ireland, UPC and O2 will be visiting over 15,000 pupils in schools across Ireland for Safer Internet Day (SID) 2012.

Connecting Generations theme for SID

The theme of SID 2012 is "Connecting Generations" and the interactive presentation by industry volunteers will encourage children and their parents to "Discover the digital world together...safely!"

Safer Internet Talks will take place in schools across the country



Internet Safety Video

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Links

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Hello...

5-7?

8-10?

11-16?

**THINK
U
KNOW**
co.uk

Parent?
Carer?

Teacher?
Trainer?

Welcome to CEOP's thinkuknow website



**THINK
U
KNOW**

**Watch the
Parents' and
Carers'
Guide to the
Internet -**

from 7 February 2012

Come in to find the latest information on the sites you like to visit, mobiles and new technology. Find out what's good, what's not and what you can do about it. If you look after young people there's an area for you too – with resources you can use in the classroom, at home or just to get with it. Most importantly, there's also a place which anyone can use to report if they feel uncomfortable or worried about someone they are chatting to online. All the information here is brought to you by the team at the **Child Exploitation and Online Protection (CEOP) Centre**. We hope you like it!



Do you have a
Facebook profile?

Protect yourself

Protect your mates

Make it easy

ClickCEOP is now on Facebook
Update your profile now ➔



thinkuknow friends:
CEOP
Virtual Global Taskforce

Other thinkuknow sites:
5-7s
8-10s
11-16s
Parents & Carers
Teachers & Trainers

Site Info:
Contact us
Terms and conditions
Credits
Accessibility



co-funded by the European Union

<http://www.thinkyounow.co.uk>



Office for Internet Safety

An Oifig Sábháilteachta Idirlín



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PRINT VERSION

Welcome to Internetsafety.ie, the website of the Office for Internet Safety

The Office for Internet Safety is an Executive Office of the Department of Justice and Equality.

The Office for Internet Safety has been established by the Government to take a lead responsibility for internet safety in Ireland, particularly as it relates to children. The Office for Internet Safety aims to build linkages and cohesion between all Departments and agencies to ensure that the State provides the best possible protection for the community and promotes internet safety, particularly in relation to combating child pornography.

The Office for Internet Safety will build on and oversee the current self-regulatory framework which is in place under the [Internet Service Providers Association of Ireland \(ISPAI\)](#).



SAFER INTERNET DAY 2012

7 FEBRUARY

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Enter keywords here

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CONTACT DETAILS

The Office for Internet Safety
Block 2, Floor 3
Harcourt Centre
Harcourt Street
Dublin 2
Ph: (01) 4086122
Email: internetsafety@justice.ie

RECENT NEWS & PUBLICATIONS

29/02/2012 [Speech by Alan Shatter, T.D., Minister for Justice, Equality and](#)

[Defence at the Seanad Private Members Motion On Child Abuse Material on the Internet Wednesday 29 February 2012](#)

20/02/2012 [SIP-BENCH 2: Benchmarking of parental control tools for the online protection of children](#)

07/02/2012 [ISPPC Press Release marking Safer Internet Day](#)

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A GUIDE TO INTERNET
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JARGON BUSTER

SAFER INTERNET DAY
2012

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Internet Safety

Overview

Children and Teenagers in Ireland today are becoming increasingly sophisticated in their use of the ever increasingly powerful communication tools on the internet such as [social networking](#) sites, internet enabled camera phones and video and photograph sharing websites.

While this technology offers fantastic opportunities for them to learn, play and to interact with their peers, there can be downsides too. The anonymous and instantaneous nature of the internet can leave people exposed to greater risks from potential sexual predators.

There are loads of great sites which will help you have fun on the internet while ensuring that you protect yourself from unnecessary risk . (Click [here](#) for a list)

The aim of this section is to focus on the most popular technologies that children and teenagers use and to provide them with some simple advice on how they can have fun on the internet, stay in control and to give them the heads-up on what they should do if they encounter experiences that make them feel uncomfortable or scared.

In this Section, find out about:

[A Guide to Internet Safety for Parents](#)

[A Guide to Internet Safety for Children](#)

[Jargon Buster](#)

SEARCH THIS SITE

Enter keywords here

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REPORT ILLEGAL CONTENT

Click here to
report suspected
illegal content





ISPai is a member of



Latest ISPai News



Update: 6th March ISPai is disappointed that the Government chose to ignore the ISP industry, many legal practitioners and the large number of Internet users who asked that the Copyright SI should not be signed in its present form. However, he has done so and With Ireland being the European headquarters for many multinational Internet businesses, we are now just waiting for the first few test cases to be lodged.
We believe the SI was not necessary at this time, especially as Minister Bruton last year established the Copyright Review Committee to thoroughly examine the Copyright law in relation to innovation - a move that ISPai welcomed as a very positive initiative.

More News Items



8th March 2012: ISPai Internship in Public and Industry Liaison.

ISPai currently has an open offer for an Intern to gain experience in stakeholder liaison and PR activities.

This opportunity has been made possible by the Jobbridge scheme and application details may be found at <http://jobbridge.ie/i.aspx?v=666790>.

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for parents

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<http://www.childnet-int.org/kia/parents/cd/>

A part of life



Thank you

eclarke@rcsi.ie