

# Raising Good Digital Citizens

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# About Trend

- Founded 1988
- Security software & services
- 5,000 employees worldwide
- \$1.2 billion revenue



Security



Social Network  
Monitoring



Back-up

## FREE SERVICES



BrowserGuard



Housecall



DirectPass



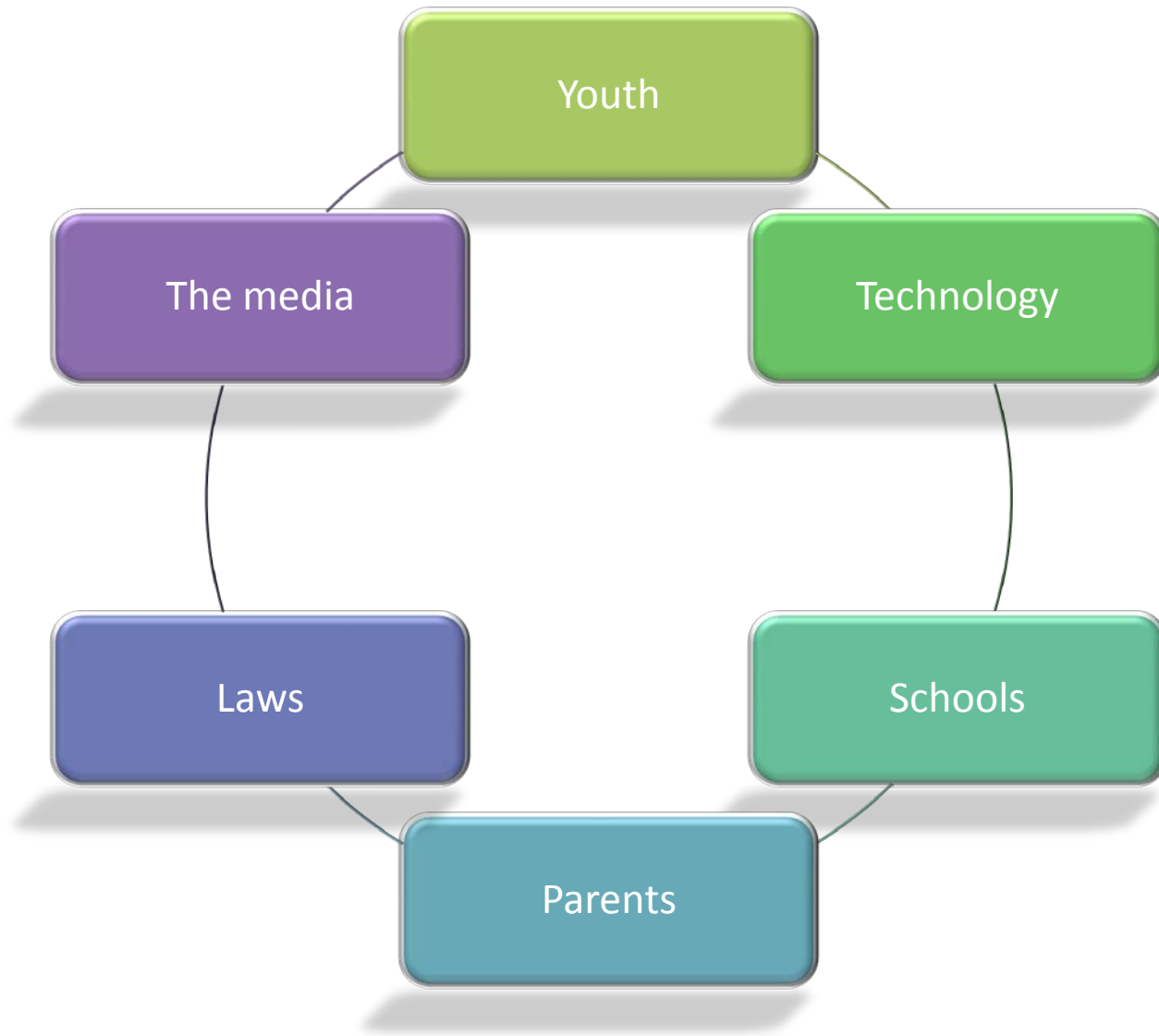
SmartSurfing for iOS

Today is the beginning of an  
on-going conversation...

# Today is the beginning of an on-going conversation...

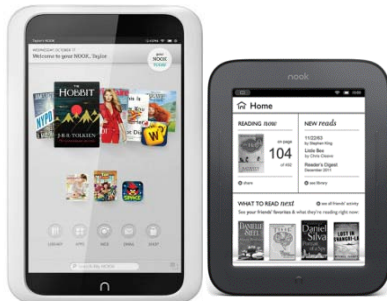
- The way things are
- Why we need to go beyond online safety
- A framework you can use
- The issues to know and what to teach your kids
- What to do after today

# The Forces at Play



# There are many new ways to connect.

Barnes & Noble's  
Nook Simple Touch/ Nook HD



The Nook HD is available on Nook HDs. © Barnes & Noble. All Rights Reserved. Photo © Steve Delaney. Nook Simple Touch is available on Nook Simple Touch. © Barnes & Noble. All Rights Reserved. Photo © Steve Delaney.

Apple's iPad/iPad mini/iPhone



Samsung Galaxy



Microsoft's Surface & Xbox Kinect

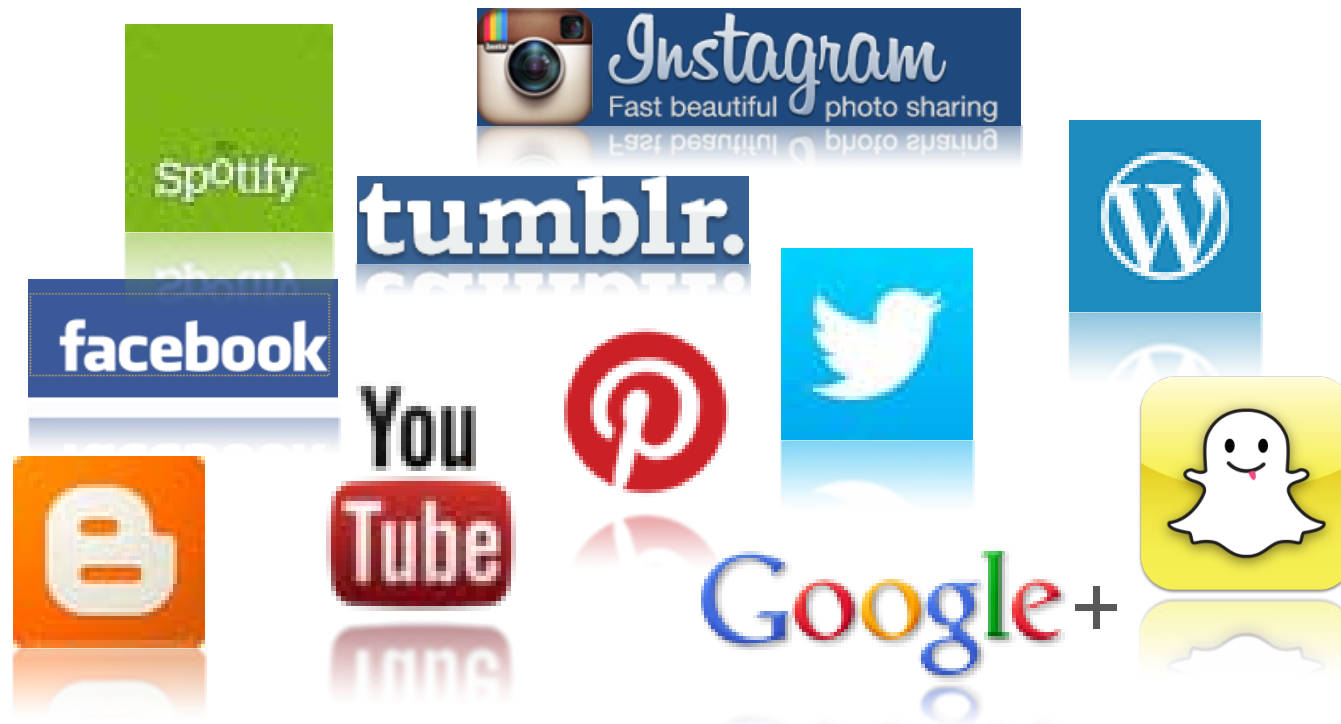


Amazon's Kindle/ Kindle Fire



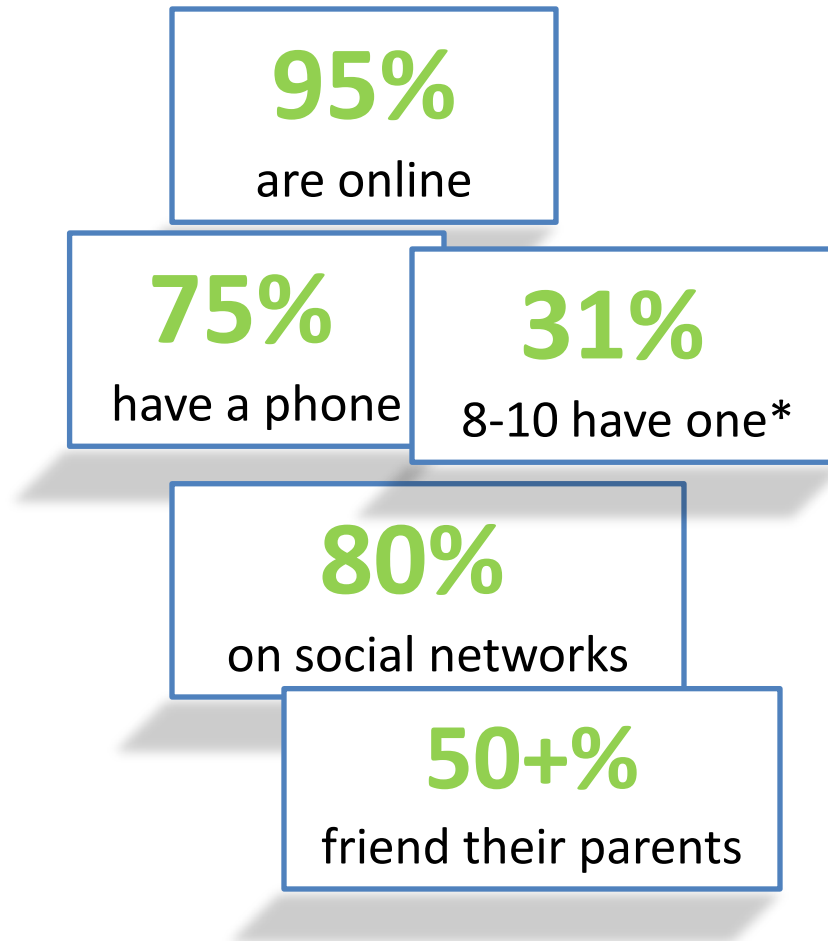
The Kindle is available on Amazon Instant Video.  
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All other trademarks are the property of their respective owners.

We're not just passive consumers...



...we're participants and producers.

# The Reality







1:1



Technology is transforming education.



BYOD



Being great at using technology is important to our kids' futures.

## **REPORT: Facebook Profiles Are Now Part Of 80% Colleges' Admissions Outreach**

Jackie Cohen on February 25, 2011 12:06 PM

Recruiters aren't the only ones looking at candidates' Facebook profiles. Four out of every five college admissions officers

facebook

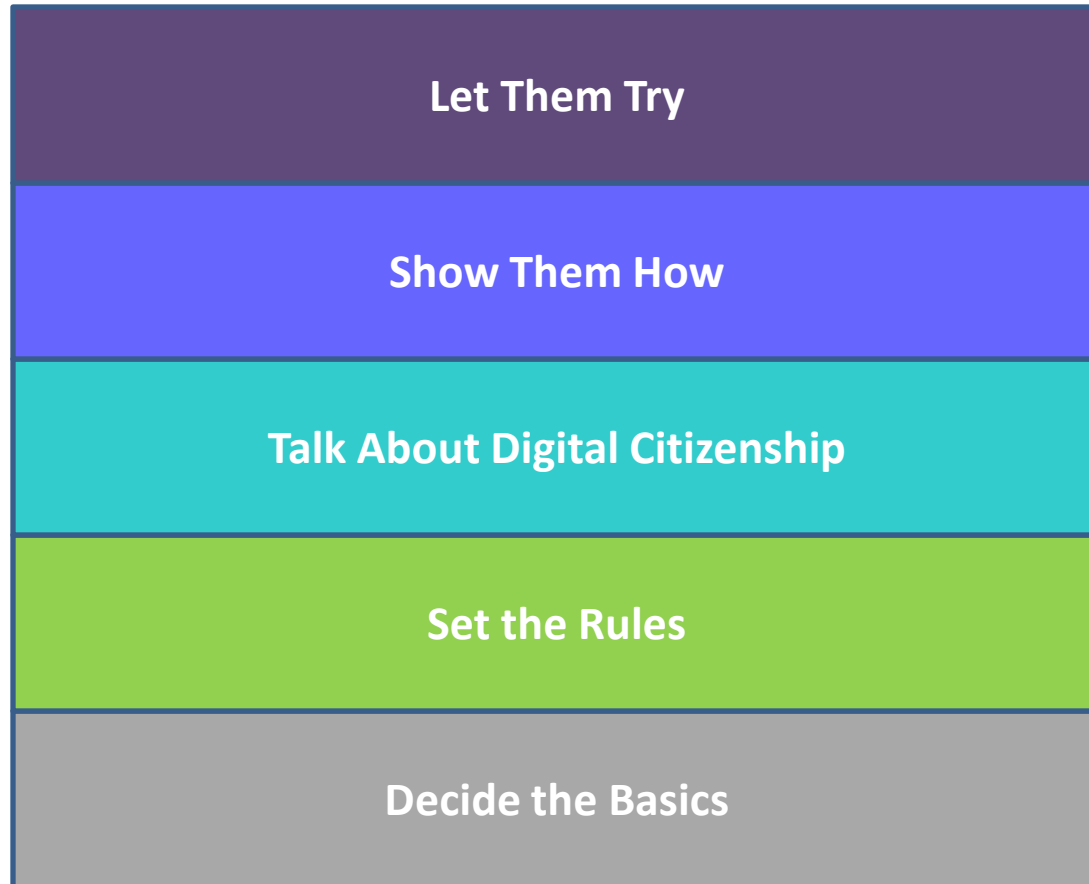
Talking about safety only is not enough.

# It's about *Digital Citizenship*

Helping kids practice good digital citizenship includes:

1. Safety & Security
  - knowing and avoiding risks
2. Digital Literacy
  - finding, evaluating, creating information
3. Ethics & Community
  - behaving responsibly for oneself and others

# How to Help Kids Become Good Digital Citizens



How will you use teachable moments?

How do you role model using it?

How should they use it?

Where, when, with whom will they use it? How will you make sure of this?

Why will they use it?  
Are they ready for it?

# Regardless of the technology, we should remind ourselves & our kids:

- Anything I post is there forever.
- Information I post can easily be copied.
- Things I post can quickly be sent to many.
- You're never sure who can see what you're posting.
- It's not clear if you're just sharing with a few.
- People behave differently when they can't see you.

# The Issues

How to Act and  
Treat Others

How To Protect  
Your Info



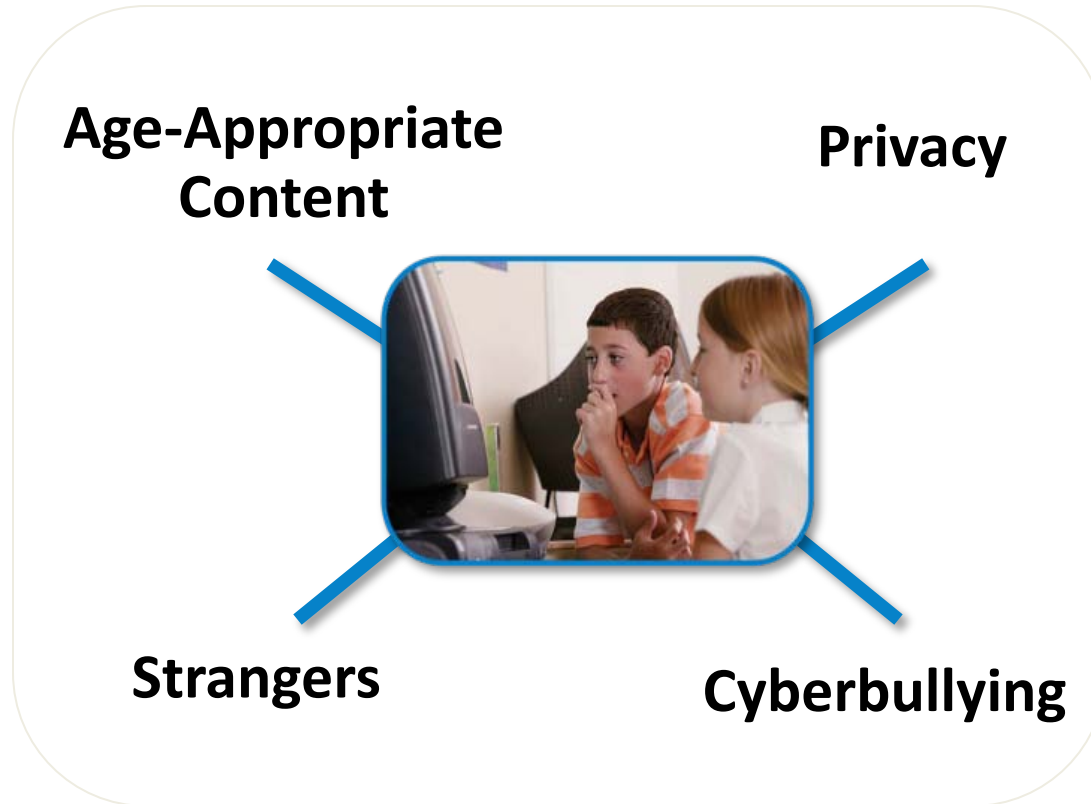
How To Stay On the  
Right Side of the Law

# How to Act and Treat Others





# How to Act and Treat Others



# How to Act and Treat Others

## *Sticking to Age-Appropriate Content*

### Content you may be worried about:

- Pornographic, Violent, Self-Destructive
- Inaccurate or Extreme
- Against family values

### Basic tips:

- Keep PC in common area.
- Set time limits.
- Agree to websites they can visit. Visit them yourself.
- Tell them to tell you if something that disturbs them.
- Use parental controls or monitoring software.
- If needed, check browser history.

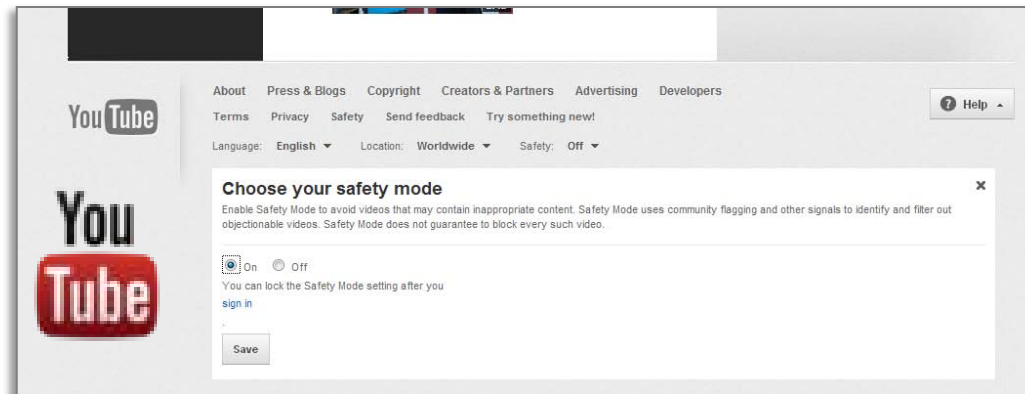
# How to Act and Treat Others

## *Sticking to Age-Appropriate Content*

Available  
Tools



Google Safe Search



YouTube Safety Mode

# How to Act and Treat Others

## *Sticking to Age-Appropriate Content*

### Available Tools

For mobile devices:

- Apple
  - iTunes and within iOS device
  - Safari Browser -> Mobicip
- Android
  - Apps within device
  - Browser -> Trend Micro Mobile Security



For videogame consoles

- Set age ratings filter within console
- Block Internet access
- Use filtering software

# How to Act and Treat Others

## *Sticking to Age-Appropriate Content*

### Available Tools

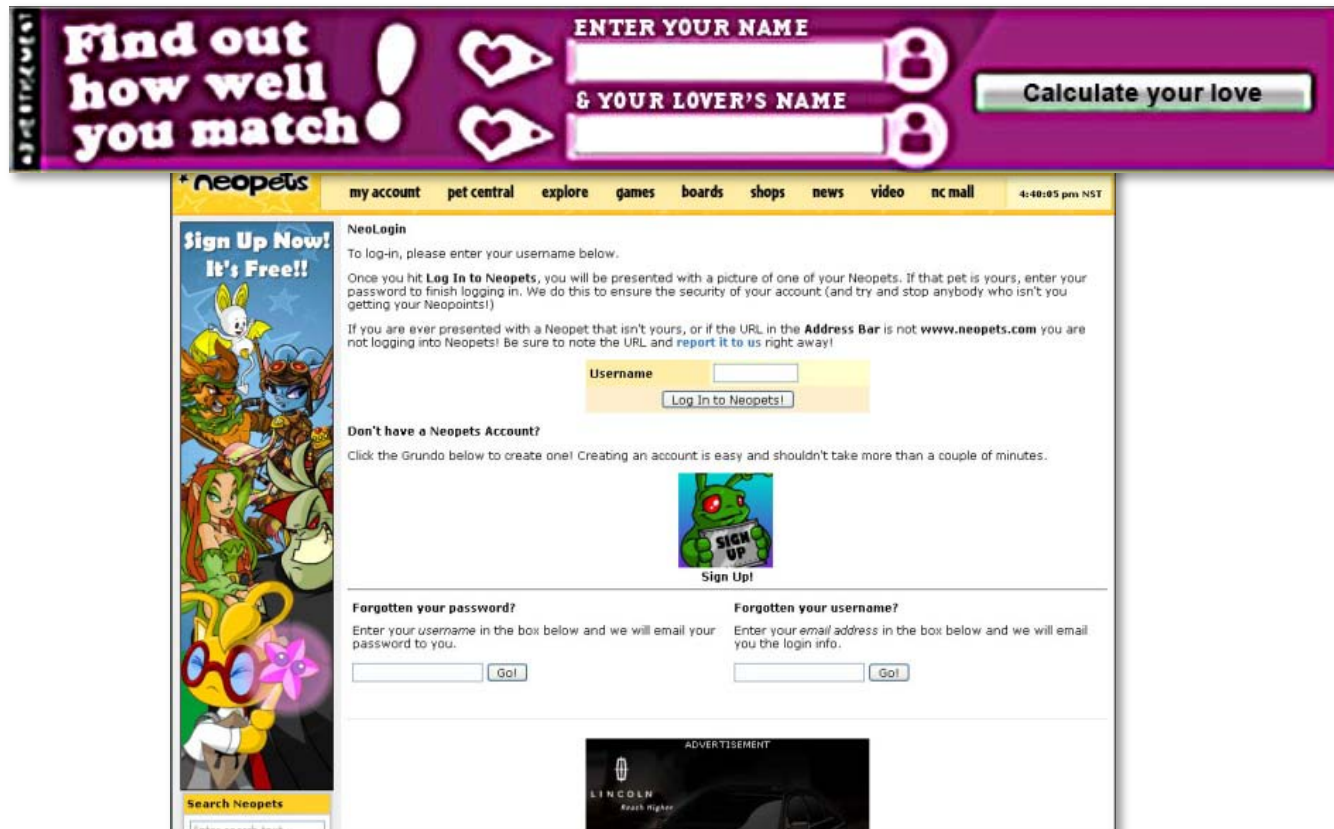
Age rating resources



# How to Act and Treat Others

## *Sticking to Age-Appropriate Content*

Don't let technology do all the work....



The screenshot shows the Neopets website interface. At the top, there is a purple banner with the text "Find out how well you match!" and a "Calculate your love" button. Below the banner is a navigation bar with links for "my account", "pet central", "explore", "games", "boards", "shops", "news", "video", and "nc mall". The main content area is divided into sections: "NeoLogin" with a login form, "Don't have a Neopets Account?" with a sign-up button, "Forgotten your password?" with a password recovery form, and "Forgotten your username?" with a username recovery form. A sidebar on the left features a "Sign Up Now! It's Free!!" banner and a "Search Neopets" box. An advertisement for "LINCOLN" is visible at the bottom.

# *Managing Online Privacy*



**TREND**  
**M I C R O**<sup>TM</sup>

Securing Your Web World

# How to Act and Treat Others

## *Managing Online Privacy*

How do we teach our kids to balance their sharing?

- Use privacy tools.
- Be a minimalist.
- Assume it's public.

The best way to protect your privacy?  
Think about what you post **before** you post it!



# How to Act and Treat Others

## *Facebook privacy*

The screenshot shows the Facebook interface for a user named Lynette T. Owens. At the top, the Facebook logo and search bar are visible. The main content area displays a public view of the timeline, indicated by the text "This is how your timeline looks to the public." Below this, there is a search box for a friend's name and a "Back to Timeline" button. The profile picture of Lynette T. Owens is shown on the left, and a large landscape photo of a city skyline is displayed in the background. The name "Lynette T. Owens" is prominently displayed below the profile picture, along with a "Message" button. At the bottom, there are tabs for "About", "Photos", and "Map".

*What does your profile look like to the public?*

# How to Act and Treat Others

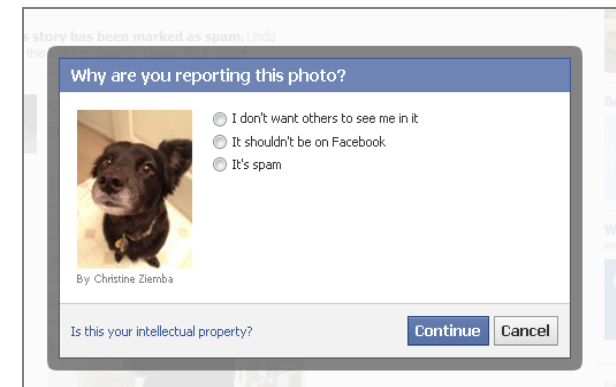
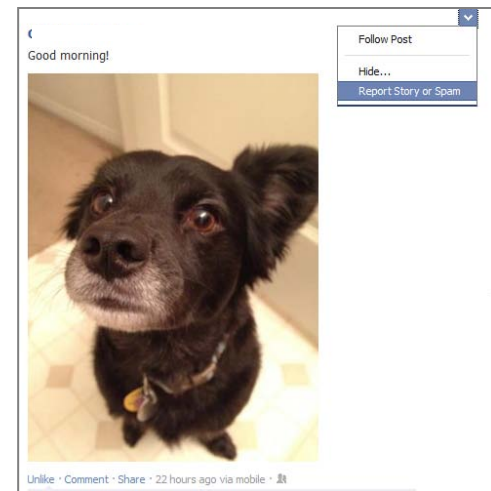
## Cyberbullying

### What is it?

- Someone using the Internet, cell phone or other device to send or post text or images that can hurt or embarrass another person.

### What you can do:

- Remind kids to treat others with respect always.
- Focus on and support prevention.
- If they're targeted: tell someone.
- If they see it: do something.



# How to Act and Treat Others

## *Dealing with Strangers*

### **Online Grooming: What is it?**

- When an adult tries to build a relationship with someone underage in order to meet and hurt them later.

### **Advise Your Kids:**

- Ignore unwanted contact from strangers.
- Have them tell you if a stranger keeps trying to contact them.
- Remind them to never meet someone they don't know.
- Report it to local authorities.

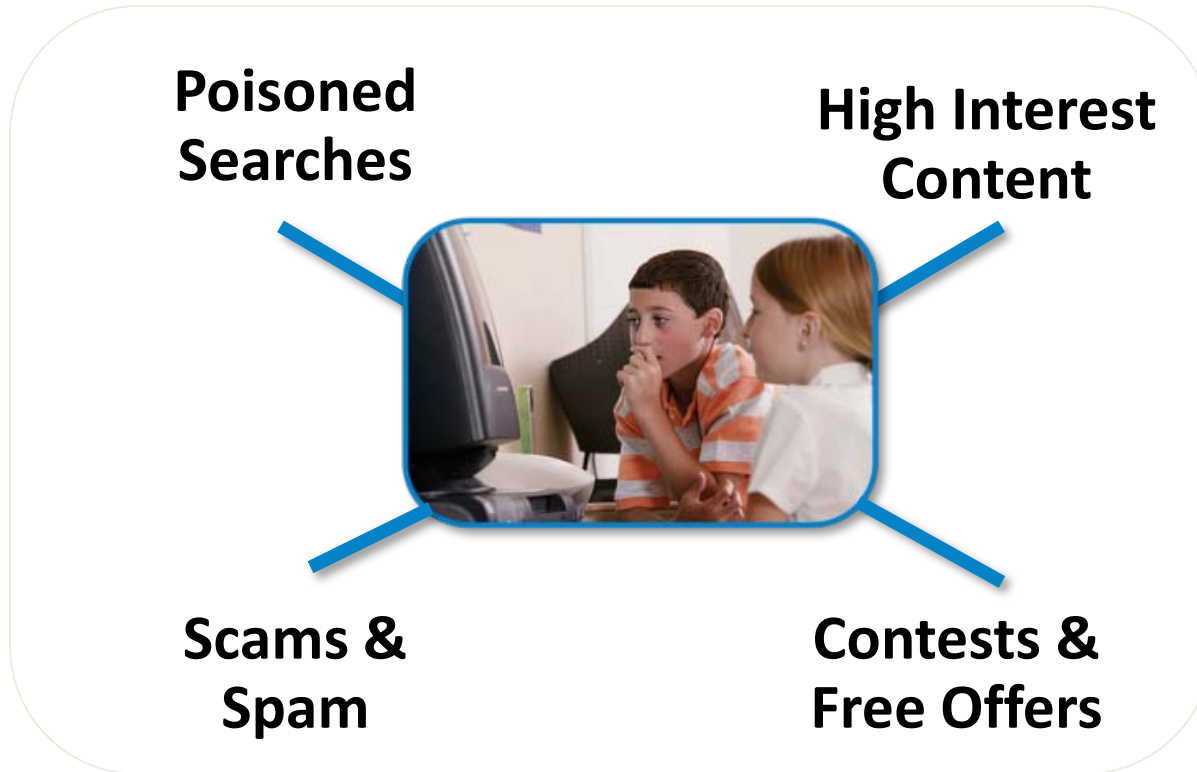
**REMEMBER:**

**Report it to 1-800-THE-LOST**

# How To Protect Your Information



# How to Protect Your Information



# How to Protect Your Information

## Poisoned Search Engine Results



The screenshot shows a Google search for "michael jackson". The search results include:

- Web:** [www.michaeljackson.com/](http://www.michaeljackson.com/) - Official Michael Jackson website including Michael Jackson videos, music, news, albums, pictures and more. Your number one source for all things Michael ...
- Wikipedia:** [Michael Jackson - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Michael_Jackson) - Michael Joseph Jackson (August 29, 1958 – June 25, 2009) was an American recording artist, entertainer and businessman. Often referred to as the King of Pop ...
- YouTube:** [Michael Jackson - YouTube](https://www.youtube.com/channel/HC4R9bSGuJN-4) - Michael Jackson was unquestionably the biggest pop star of the '80s, and certainly one of the most popular recording artists of all time. In his prime, Jackson ...

On the right side, there is a knowledge panel for Michael Jackson with a small portrait photo and biographical information:

- Michael Jackson**
- Michael Joseph Jackson was an American recording artist, entertainer and businessman. Often referred to as the King of Pop, or initials MJ, Jackson is recognized as the most successful entertainer of all time by Guinness World Records. *Wikipedia*
- Born:** August 29, 1958, Gary
- Died:** June 25, 2009, UCLA Medical Center
- Children:** Michael Joseph Jackson, Jr., Michael Jackson II, Paris-Michael Kathlene Jackson
- Siblings:** Janet Jackson, Jermaine Jackson, La Toya Jackson, Rebbie Jackson, More

Below the knowledge panel is a table of songs:

Song	Year	Album
Billie Jean	1982	Thriller
Thriller	1982	Thriller



### Remember:

- Stick to sites that you know have a good reputation.
- Avoid clicking on links directly from suspicious emails or text.
- Make sure there is up-to-date security software on your devices.



# How to Protect Your Information

## High-Interest Content



### Remember:

- Stick to sites that you know have a good reputation.
- Make sure there is up-to-date security software on your computer.
- Most online videos don't require extra software to view them.

# How to Protect Your Information

## *Contests and Free Offers*



### Remember:

- If it seems too good to be true, it probably is.
- Don't enter personal info without talking to your parents first.
- Have up-to-date security software and use ad-blocking feature if necessary.



# How to Protect Your Information

## *Scams and Spam in Social Networks*



### Remember:

- Be wary of such news stories
- Contact the person to verify or if you're concerned.
- Keep reputable security software up-to-date.

# How to Stay On the Right Side of the Law



# How to Stay on the Right Side of the Law

**Respecting  
Copyrights**

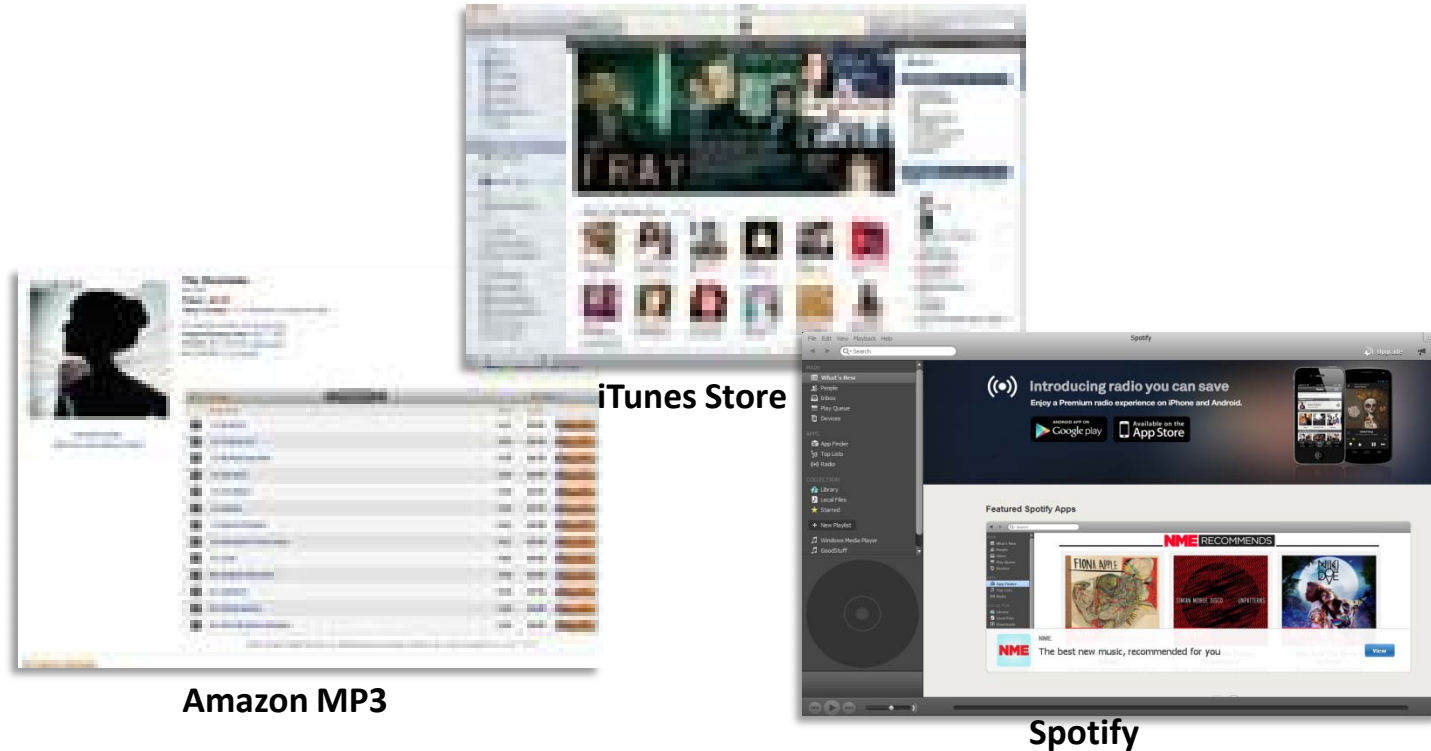
**Privacy &  
Harassment**



**Appropriate Use of  
Cell Phones**

# How to Stay on the Right Side of the Law

## *Respecting Copyrights*



### Remember:

- Always give credit to the original content creators.
- Avoid uploading, downloading, or distributing copyright protected files.

# How to Stay on the Right Side of the Law

## *Privacy & Harassment*

### Remember:

- Always treat others with respect.
- Everyone has a right to privacy.
- Don't post photos/videos of others without permission.
- If you see others behaving badly, take action.



## *Appropriate Use of Cell Phones*



# How to Stay on the Right Side of the Law

## *Appropriate Use of Cell Phones*

### **Sexting: What is it?**

- When you use a cell phone to take and then send an inappropriate photo of yourself or someone else.
- If the photo is of someone who is underage, sending or receiving such images is a crime.

### **Remember:**

- Don't take, send, or share inappropriate photos.
- Anything you send can be out there forever.
- Treat others with respect when you are using a cell phone.



# Remember

- Technology is a powerful tool, but kids must use it to be successful.
- We have to play an active role in helping them do it. It's not rocket science! But it takes time.
- The focus is digital citizenship: safety, literacy, ethics, & community.
- There 's lots to know and new technology constantly, so use the tools that are already out there.



How to  
Act and  
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Others



How To  
Protect  
Your Info

How To Stay  
On the Right  
Side of the  
Law



Do one new thing.

# Tools You Can Use – the Best Resources

## Tips, Trends, New Tech, Policy, Research:

- ConnectSafely: [www.connectsafely.org](http://www.connectsafely.org) → Tips for Parents & Teens
- Center on Media & Child Health: [www.cmch.tv](http://www.cmch.tv) → Medical research-based tips on healthy media use (Harvard Medical, Children's Hospital Boston, Harvard School of Public Health)
- NetFamilyNews: [www.netfamilynews.org](http://www.netfamilynews.org) → Weekly newsletter
- Internet Safety for Kids & Families: <http://internetsafety.trendmicro.com> → Blog on all things online safety, digital literacy & digital citizenship

## Media-specific Tips:

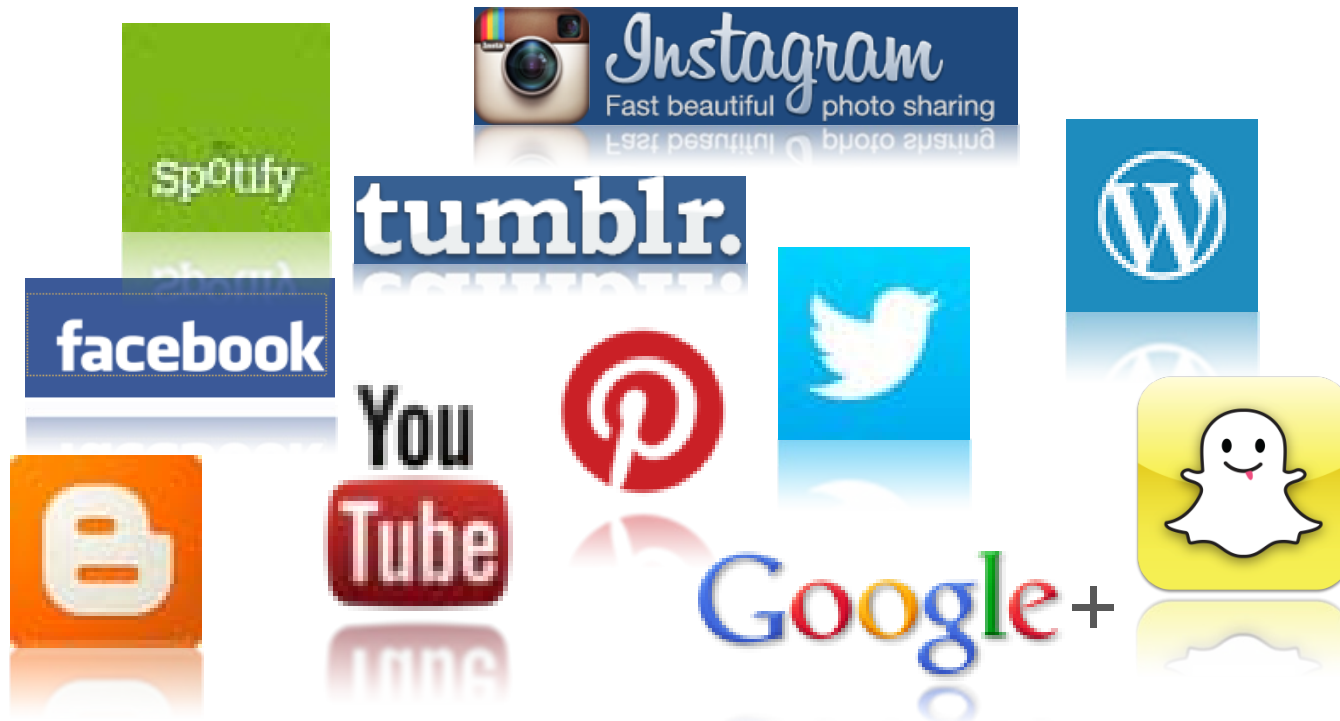
- CommonSenseMedia – [www.commonsensemedia.org](http://www.commonsensemedia.org)
  - Media ratings, parent tips for websites, apps, movies, books, etc.
- Family Friendly Video Games – [www.familyfriendlyvideogames.com](http://www.familyfriendlyvideogames.com)
  - Media ratings for video games

# Tools You Can Use – the Best Resources

## Social Media Safety Tips:

- Facebook: <http://www.facebook.com/safety/groups/parents/>
- Flickr: <http://in.safely.yahoo.com/flickr-safety-guide-000000241.html>
- Instagram's Tips for Parents:  
<http://help.instagram.com/customer/portal/articles/615900-tips-for-parents>
- Twitter: <http://support.twitter.com/articles/470968-safety-tips-for-parents#>

Pick 1 and try it.



**Questions?**



**Thank You!**

**Matt Hubbard**

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# Resources



[www.trendmicro.com/internetsafety](http://www.trendmicro.com/internetsafety)  
free safety guides, flash demos and videos



## Safety Guides



[www.internetsafety.com/](http://www.internetsafety.com/)  
Safety tips, FAQs, Other expert resources



[internetsafety.trendmicro.com](http://internetsafety.trendmicro.com)  
Bi-weekly blog w/ insights & tips for parents & schools



[whatsyourstory.trendmicro.com](http://whatsyourstory.trendmicro.com)

User-generated videos to educate youth & general public