

# Young people & the 'IT' factor



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**The following slides are a summary of the full presentation  
which is updated weekly**

# Schools and Internet

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- Within schools we provide a very **safe** environment because we have a range of **filtering** mechanisms on the internet so **inappropriate** sites cannot be accessed, but of course students access the internet **outside** of **schools**.
- The access of students to the internet **outside** of that safe environment requires some **care** and **attention** by parents and the community generally.

NSW Education Department director for Illawarra and southeast region Graeham Kennedy (on ABC radio following the Crookwell incident)

# Young people & the 'IT' factor

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- Social networking sites:  
60% of 12 to 17 year olds and  
80% of 18 to 21 year olds  
(US data Forrester Research report, June 2007)
- Girls (83%) are more likely than boys (74%) to  
post pictures of themselves  
(Pew Internet & American Life Project, 2007)
- One in 25 online youth (aged 10 to 17) were  
asked to send sexual pictures of themselves  
(Crimes against Children Research Center,  
Journal of Adolescent Health, 2007)

# Young people & the 'IT' factor

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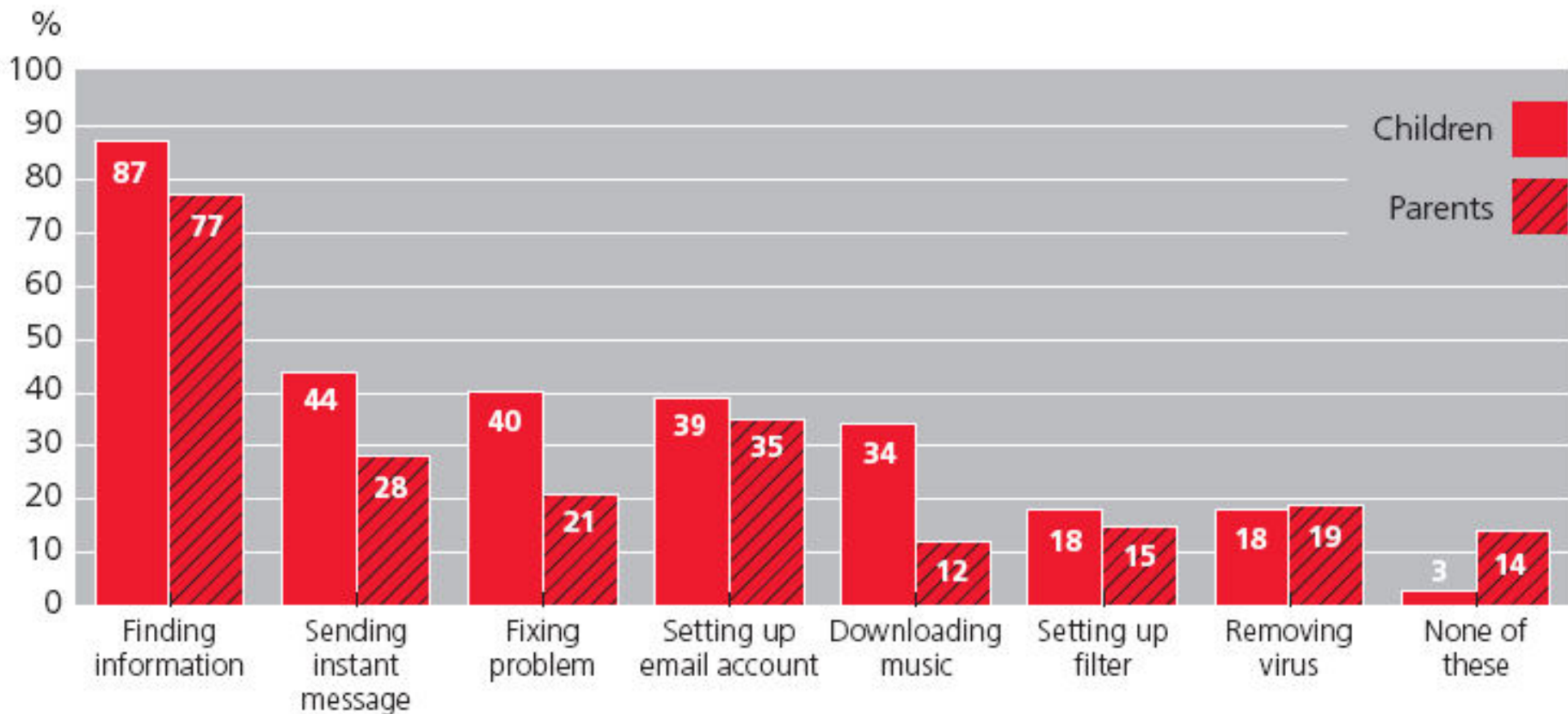
- July 2007 Global **Youth Study** on Differences in **Technology** Use undertaken by **MTV** and **Nickelodeon**, in association with **Microsoft** Digital Advertising Solutions
- **59%** of 8-14 year olds **prefer TV** to their PCs
- **favourite pastimes** among 14-24 year olds was
  - listening to music (**70%**)
  - watching TV (**65%**)
  - hanging out with friends (**65%**)
- technology has enabled young people to have more and closer friendships thanks to constant **connectivity**

# Young people & the 'IT' factor

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- Young people watch **TV** for **stress relief**: 60% said they watched most of their TV lying down
- The **Internet**, on the other hand, is **cognitive** and **active**, especially if kids are using it for **homework** or **social situations**
- Despite advances in communication technology, almost all young people use technology to **enhance**, rather than **replace**, **face-to-face interaction**
- **Social networking** has also become a frequent online activity for over half of youth, with 35 percent claiming they now use these sites because all their **friends** are on them

# Young people & their parents



Base: 9-19 year olds who use the internet at least once a week (N=1,257); Parents who have ever used the internet (N=629)

UKChildrenGoOnline

Final report of key project findings

# Young people & the 'IT' factor

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Young people have found **electronically** more advanced ways of **communicating** and we parents and teachers are **struggling** if not failing to keep up with the **technology**

So what do children and adolescents do when they access the internet?

# Technologies: Mobile Phone

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## – Mobile Phone

- Parent driven: accessibility: "are you safe?"
- Peer driven: SMS technology: 4.1 billion per year in Australia
- Digital Camera: 5 Megapixels (photo & video)
- GPRS and 3G: give internet capabilities to the phone: IM & video chat

## □ What next

- Internet Tablets, smart phones means Social Networking goes mobile

# Access & availability

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- Young person feels/is **underprivileged**
  - “everybody has a .....
- **Schools** rely on availability:
  - searches for homework, study
  - homework posted and or emailed by teachers
  - study forums run online by teachers

# Entertainment

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- Game Playing
  - ▣ Age of Empires, Lego Star Wars
- Music
  - ▣ Windows Media Player, iTunes (iPod)
- Video, Photo
  - ▣ YouTube, Flickr
- Online Game Playing
  - ▣ WoW, Runescape
- Online Virtual Worlds
  - ▣ Second Life

# MMORPG

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- Massively Multiplayer Online Role-Playing Game (**MMORPG**) is online role-playing video games in which a large number of players interact in a virtual world
- players assume the role of a fictional character and take control over many of that character's actions
- **MMORPGs** combined global memberships exceeding 15 million as of 2006
- revenues for **MMORPGs** exceeded
  - ▣ half a billion dollars Worldwide in 2005
  - ▣ one billion USD Western revenues in 2006

# File sharing - P2P - Peer to Peer

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- Software used

- Napster, LimeWire, eMule, Torrents, Usenet

- Downloading of

- Music

- Movies

- TV shows: Lost, Heroes, Scrubs, House

# Communication with peers

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- **IM** technology: (Instant Message)
  - **MSN**, ICQ, AOL, Yahoo, Google Talk, Orkut
- IRC technology: **Chat** rooms (Internet Relay Chat)
  - Interest groups
  - Community and commercially run
  - Age limitations monitored 24/7
  - Text based or
  - **Visual interface** (Habbo Hotel)

# Social Networking

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- Personal Websites: **MySpace, Facebook**
- Video Sharing: **YouTube**
- Photo sharing: **Flickr**
- Travel log sharing: **Get Jealous**
- Virtual worlds & lives: **Second Life**

# MySpace

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- MySpace is the US **most** trafficked website
- More than **70 million** active monthly unique users
- **one in every four** Americans used MySpace last month
- **80% of 12-17** year olds uses MySpace at least weekly
- 80% of all visits to all online social networking websites
  
- world's **fifth** most popular English-language website
- world's **fifth** most popular website in any language
- **100 millionth account** was created on August 9, 2006
- the site reportedly attracts new registrations at a rate of **230,000 per day**

# Social Networking & religion

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- Christian social sites like
  - [www.holypal.com](http://www.holypal.com)
  - [www.hisholyspace.com](http://www.hisholyspace.com)
  - [www.xianz.com](http://www.xianz.com) Faith-Based MySpace
  - [www.mypraise.com](http://www.mypraise.com) Christian MySpace Alternative
  
- Muslim users can log onto
  - [www.muslimspace.com](http://www.muslimspace.com)
  - [www.naseeb.com](http://www.naseeb.com)
  - [www.muslimsocial.com](http://www.muslimsocial.com)
  
- Jewish sites include
  - [www.shmooze.com](http://www.shmooze.com)
  - [www.koolanoo.com](http://www.koolanoo.com).

# Second Life

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- Second Life (SL) is an **Internet-based virtual world**
- Residents interact with each other through **avatars**
- Residents **socialise** and participate in education
- Residents create and trade **virtual property** and **services**
- Linden is working ways for users to use hand-held devices that allow Second Life **access** away from the PC
- Tablets or mobile phones are likely to be the first such bridge Linden Labs is also currently working on.
- **Teen** Second Life is Second Life for **teenagers** aged 13-17

# Second Life expansion

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- October 18, 2006      1 million accounts
  - December 14, 2006    2 million accounts
  - December 29, 2006    20,000 concurrent Residents
  - January 28, 2007      3 million accounts
  - February 1, 2007      30,000 concurrent Residents
  - February 24, 2007     4 million accounts
  - March 26, 2007        5 million accounts
  - May 1, 2007            6 million accounts
  - by March 2008         25 million account
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- Second Life:            100,000 active users
  - World of Warcraft:    8 million active users

# Issues

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- **Financial Interests:** Advertising dollars on social-networking: \$350 million in 2006, \$900 million in 2007
- **Risks of IT usage:**
  - **Personal privacy concerns:** internet users and their parents and educators are needing to adjust
  - **Addiction** WOW
  - **Inappropriate content:** online Pornography
  - **Bullying** a more intense experience

# Cyber bullying & relational aggression

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- Aggression in schools is not only physically and verbally harmful behaviours
- Another form of aggression targets victims' relationships and peer standing
- Relational aggression is associated with social anxiety, loneliness and depression, peer difficulties and substance use

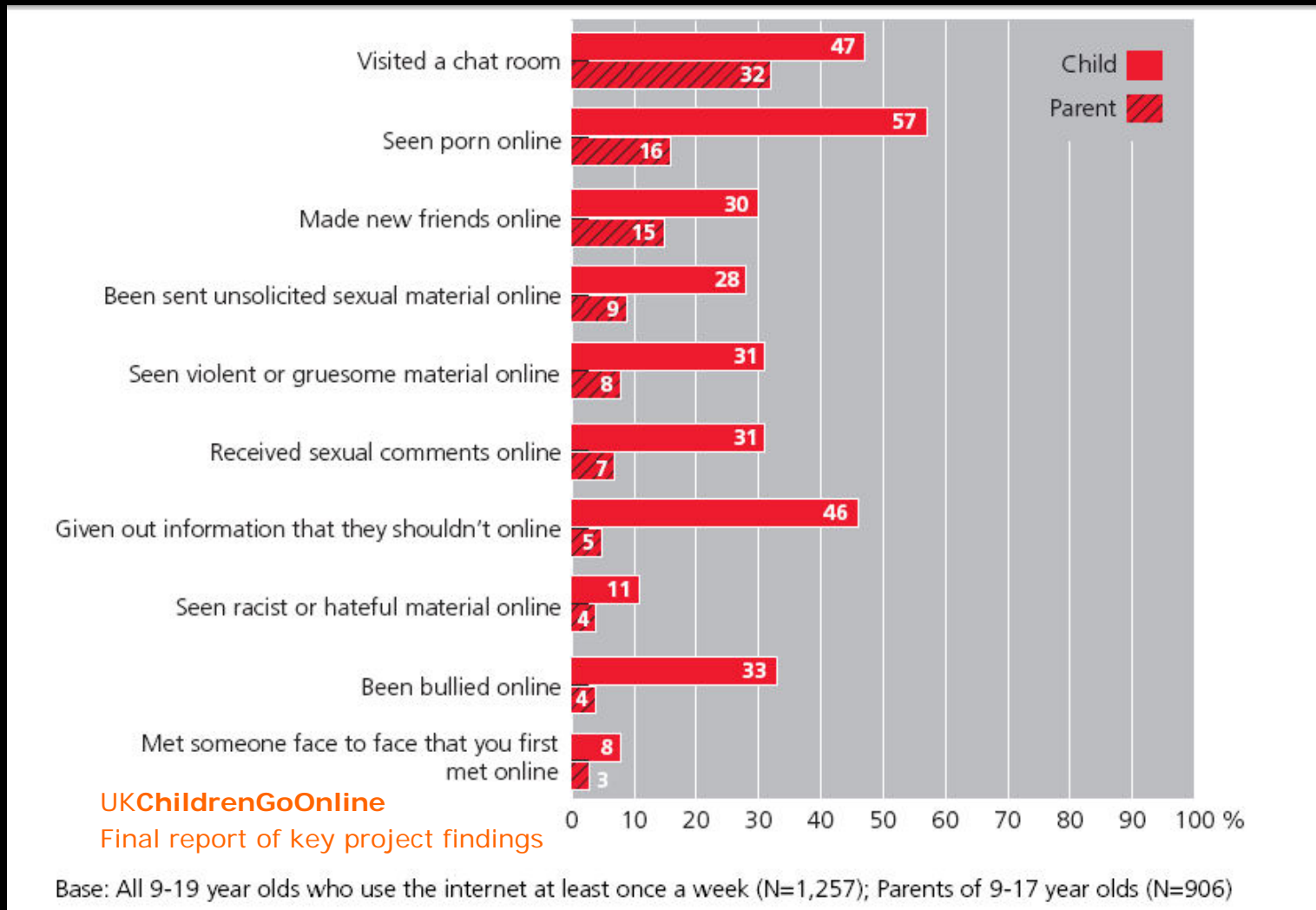
Goldstein SE, Young A, Boyd C (2007). "Relational aggression at school"

# Inappropriate sexual exposure

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- Access to **inappropriate sexual information**: Pornography
  - Searched for
  - Accidental discovery (deliberate misnaming)
  - Pushed (spam email)
  - Asked for (photos)
- Social networking allows communication between friends however they can also be contacted by **strangers**
- Kids tend **not** to **report** the incidents to their parents because of fear of having internet access or the computer **taken away** from them

# Inappropriate sexual exposure



# Inappropriate sexual exposure

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- More than half have seen **pornography** online: 57%
- Most porn is viewed **unintentionally**:
  - 38% have seen a pornographic advertisement
  - 36% have accidentally come across a porn site
  - 25% have received pornographic junk mail
  - 45% of 18-19 year old internet users think they were **too young** to have seen it when they first did
- **46%** say that they have given out **personal information** to someone that they **met** online.
- 30% have made an **online acquaintance** and 8% have met **face to face** with someone whom they met online

# Control options

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- Access restrictions
  - time restrictions
  - content restrictions
  - financial restrictions
- Check virtual footsteps
  - Check chatlogs
  - Log movements
  - Key stroke software

# Parental Control

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## ■ Hardware

- Content filtering ISPs
- Switch it off!
- Remove the cable

## ■ Software

- Filtering programmes
  - NetNanny, CyberPatrol, CyberSitter
- Access control Programmes
  - ComputerTime
- Checking programmes
  - SpyBuddy, ChatBlocker

# Ethical issues

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- Is it OK...
  - ▣ to read a young person's diary?
  - ▣ to read a young person's chat logs?
  - ▣ to check a young person's net movements?
  
- What if...
  - ▣ serious Mental Health concerns exist?
  - ▣ serious Bullying concerns exist?
  - ▣ serious Stalking/Preying concerns exist?

# Parental Control

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- Keep the computer in an **open area**,
- Use the Internet **with** your kids
- **Be open to learning** about the technology
- Explain why it's important to **keep safe information**
- Caution about sharing any information like **school** etc
- Make sure your kids' **screen names** are untraceable

# Parental Control

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- Your kids should post only **information** that you — and they — are **comfortable** with
- Remind your kids that once they post information online, they **can't take it back**
- Warn your kids about the dangers of **flirting** with strangers online
- Tell your children to trust their gut if they have **suspicious and do tell**
- Check sites' **privacy policies**

# Internet safety websites

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- ❑ NetAlert (Australian Government)  
<http://www.netalert.net.au/>
- ❑ UK children internet  
<http://www.children-go-online.net/>
- ❑ A nonprofit public service providing "kid-tech news" for parents and educators
- ❑ <http://www.netfamilynews.org/>
- ❑ the world's largest Internet safety and help group  
<http://www.wiredsafety.org/>  
<http://www.wiredkids.com/>

# Internet links

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- ❑ Set time limits on your kid's computer use  
<http://www.softwaretime.com/>
- ❑ Computer Monitoring Spy Software Solutions  
<http://www.exploreanywhere.com/>
- ❑ Mapping online gaming: Genres, characteristics and revenue  
[http://www.game-research.com/art\\_mapping\\_online.asp](http://www.game-research.com/art_mapping_online.asp)
- ❑ Explore the World of Massively Multiplayer Online Gaming  
<http://www.microsoft.com/windowsxp/using/games/learnmore/mog.mspx>
- ❑ Internet Filter Software—Shield Your Family from Pornography  
<http://internet-filter-review.toptenreviews.com/>
- ❑ What to Do If You or Your Child Experiences Problems on MySpace  
<http://www.wiredsafety.org/internet101/myspaceguide.html>

# Internet links Cyber Bullying

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- **Cyber Bullying**  
<http://www.stopcyberbullying.org/index2.html>
- **Cyber Bullying**  
<http://www.theage.com.au/news/national/schools-ban-youtube-sites-in-cyberbully-fight/2007/03/01/1172338796092.html>
- **Cyber Bullying**  
<http://www.theage.com.au/news/national/cyber-cop-starts-internet-beat-as-bullies-run-rampant/2007/04/01/1175366078758.html>
- **Cyber Bullying**  
<http://en.wikipedia.org/wiki/Cyber-bullying>
- **Cyber Bullying**  
<http://www.netalert.net.au/01569-What-is-Cyber-Bullying.asp>
- **Cyber Bullying**  
<http://www.bullyingnoway.com.au/talkout/spotlight/cyberBullying.shtml>

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Jeroen Decates



Further enquiries

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

[info@jdpsy.org](mailto:info@jdpsy.org)

0402 028588

Workshops

for teachers and school staff  
parents and children/adolescents