Kid Safe Internet

Understanding and controlling children's internet usage

What are kids doing on-line?

4-6	7-10	11-12(13)	13-14	15-17
Games	Minecraft	Minecraft	Social	Social
YouTube	YouTube	YouTube	networking	networking
(limited)	Games – fantasy	Games – war	TV shows	TV shows
	worlds	games	Music videos	YouTube
	Friv	Instagram	YouTube	War games
		Music videos	War games	"God knows"

How are parents feeling?

4-6
Confident and in control – able to keep bad stuff away
Time limits
Kids are good anyway

7-10
Parents still generally feel in control but a little anxious.
Focused on keeping them away from bad stuff
Some push back from kids

11-12 (13)
Crunch age
Parents on shaky ground
More outside influences
Social networking creeping in
Kids get sneaky and resist
Some games really taking hold

13-14
Lots of anxiety – worry about length of time on-line
Losing control
Feel paralysed – all other kids doing it, just part of life
Major source of conflict

15-17
Guilt and sadness
Feels too late – horse bolted
Kids have the upper hand – some parents feel bullied
Parents feel they've failed

Lack of balance in life

Miss out on other things: interests, reading, socialising, school work, physical activity, sleep

Makes kids deficient in other areas:
- Physically unfit
- Behind academically
- Lacking social skills
- Gullible, lack of discernment
- Lack of focus

Worry about their future:
- Career / success
- Health and fitness
- Brain development
- Eye sight

Bad influences

- "dodgy" people
- Violence, pornography, bad language
- Bullying
- Lack of consequences

Undermines the protection and values parents provide for their kids

- Low self esteem
- Shallowness – all about looks
- Poor values and lack of respect for others
- Worrying precociousness
- Behave irresponsibly on-line

Personality Changes

◦ Conflict with family

◦ Dishonesty

◦ Manipulation

◦ Anger

◦ Lack of respect

◦ Family values break down

"With mine, their personality changes. My younger one with his war games, he gets really aggro. The older one gets really narky." (Mum of teenagers)

Addiction

This creates anguish for parents who see their kids behaving desperately because they want to stay on-line.

A real signal that the internet has taken over and the parents have lost control

"It feels like an addiction. They want it so bad. They will do anything they can to get around some guidelines. And they're really good girls. They just want it so badly." (Mum of teenagers)

"They're desperate don't you think? It's like a drug." (Mum of teenagers)

What do parents need?

Parents need:

- **Reassurance** that they are doing the best for their kids and that they need to do this

- **To be empowered** – the parent is back in the driver's seat

- **Real life solutions:**
  - Very easy to use so that parents feel in control
  - Cover all devices (and update without needing to download updates)
  - Focus on time management (what parents of older kids really need, yet is not what they associate strongly with parental control products)
    - Especially effective if sold in as something that will stop kids getting distracted from homework
  - Reducing the internet to a child friendly version for parents of younger kids – significantly reducing the size of what they can access, directed by the parent
    - Important to reassure about the ability to block negative content especially for younger kids

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Innovation reduces the cost of compliance

Thank you

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