

KEEPING YOUR KIDS SAFE ONLINE

TEACHING THEM THE ROAD RULES
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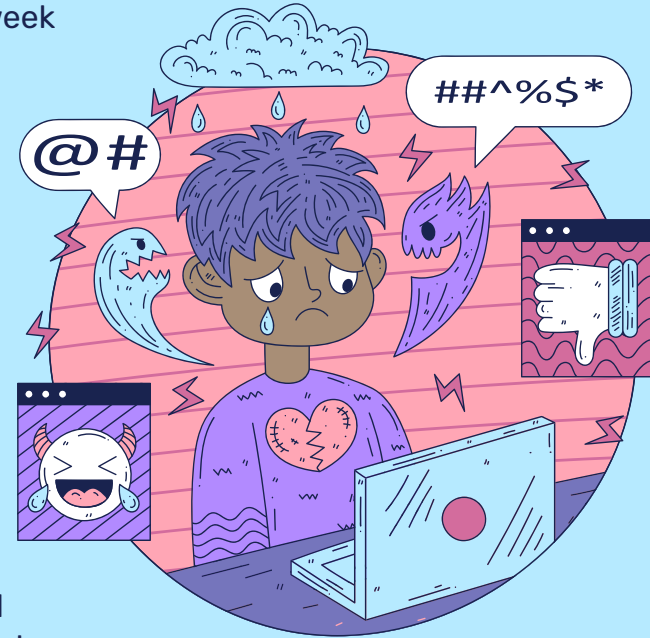
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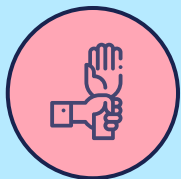
INTERNET USAGE

- Globally, in 2020 a typical 15 year old had been using the internet for 10 years and is spending more than 2 hours a day online during the week and more than 3 hours a day in the weekend.
- OECD research shows that a little bit of internet use is positive while excessive use has a negative impact on mental wellbeing.
- Using screen entertainment for more than 2 hours a day has been found to create emotional and conduct problems in 5 year olds.
- 59% of adolescents that use Tik Tok have reduced self-esteem, with 4% experiencing body shaming.
- Cyberbullying increases suicidal thoughts by 14.5% and suicide attempts by 9%.
- The number of suicides in young females has increase 87% and in young males by 30% since the introduction of social media.
- Facebooks own research found that Instagram is having a harmful impact on a significantly large portion of young users. Their research found that Instagram makes body image issues worse for 1 in 3 teen girls with 6% of suicide attempts traced back to Instagram.



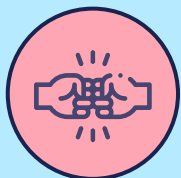
SCARY FACTS - 2021

In 2021, Social Media Companies reported that they actively removed the following number of pieces of content (posts or images) in New Zealand [and globally] that violated their relatively lenient policies.



SEXUAL EXPLOITATION OF KIDS

56,000 on Facebook from NZ
20,000 on Instagram from NZ
[20 million images on Facebook]
[3.2 million on Instagram]
[3 million on You Tube]



ULTRA VIOLENT CONTENT

40,000 on Facebook from NZ
34,000 on Instagram from NZ
[120 million posts on Facebook]
[40 million images on Instagram]
[11,500 channels on You Tube]



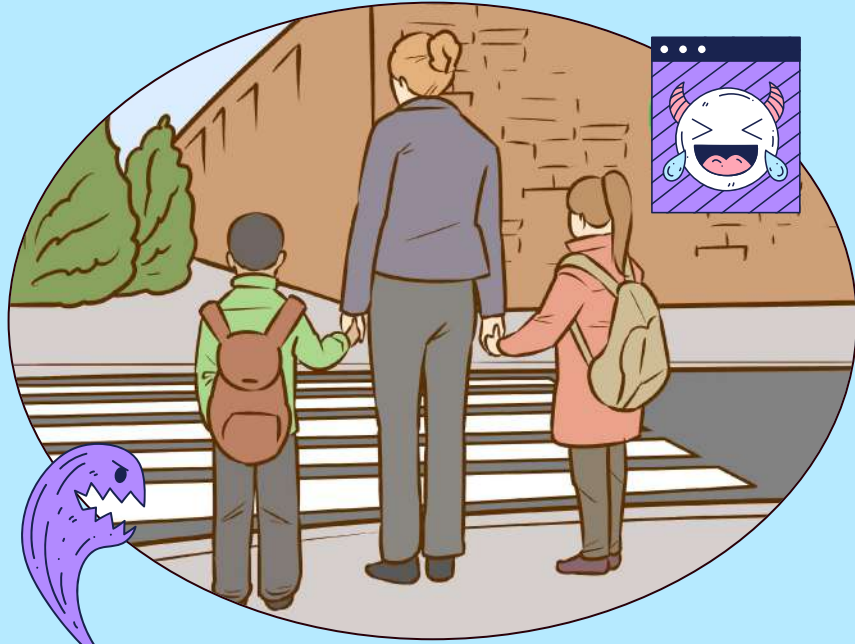
CYBER BULLYING

140,000 on Facebook from NZ
130,000 on Instagram from NZ
[36 million posts on Facebook]
[28 million posts on Instagram]
[4.5 million videos on You Tube]
[140 million messages on Twitch]



MISINFORMATION

In 2021, Facebook identified and removed **6.8 billion** posts with fake news



LIKE ROAD SAFETY

Much like learning road safety, effective online safety requires parental supervision and a phased release of the child as they demonstrate understanding and capability.



ROAD SAFETY ANALOGY

When a kid is very young you carry them across the road.

As they get older you hold their hand and stop on the side of the road and explain how it works and to look for cars. You introduce little methods and tools to help them remember like “look both ways” or “look one way, look the other way, and then look again”. To show you trust them you start letting go of their hand and asking them to tell you what they are doing before they cross the road.

Eventually you let them cross without you while you watch, then eventually you let them cross while you aren't watching. Along the way you've taught them to use pedestrian crossings, to avoid crossing really dangerous roads or in dangerous places.

Finally, you start teaching them how to get on the road and be safe, like riding a bike or eventually driving a car.

Each new step requires your support, experience and supervision and done well it keeps your child safe.

The same approach is needed for the Internet.

