

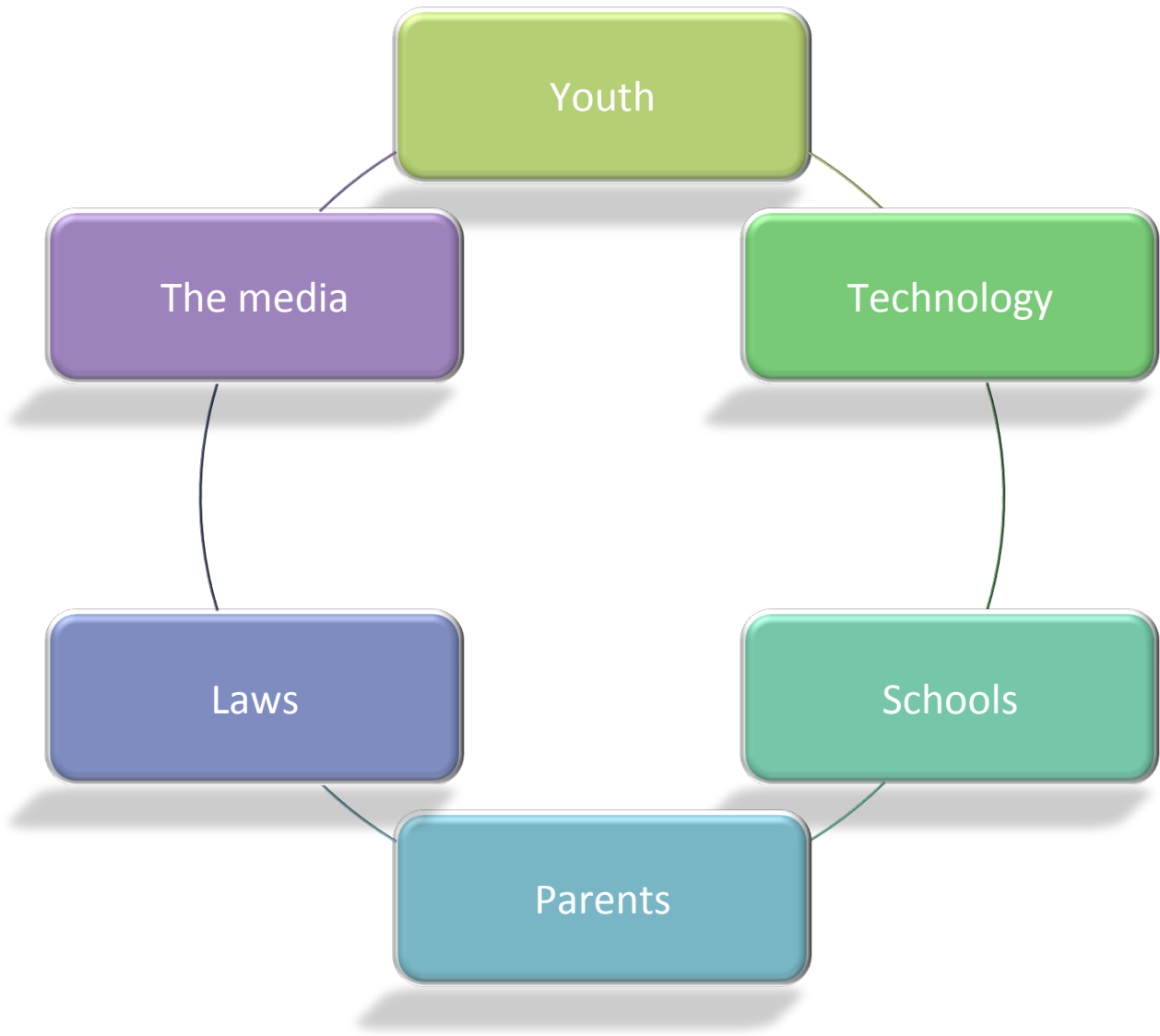
# Raising Good Digital Citizens

**Lynette Owens**

Global Director, Internet Safety for Kids & Families Program

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



We should look at technology  
in context.

# There are many new ways to connect.

Barnes & Noble's  
Nook Simple Touch/ Nook HD



The Nook HD is available on Nook HDs. © 2012 Barnes & Noble. All Rights Reserved. Photo © David Reed/WireImage.com. All Rights Reserved.

Samsung Galaxy



Apple's iPad/iPad mini/iPhone



Microsoft's Surface & Xbox Kinect

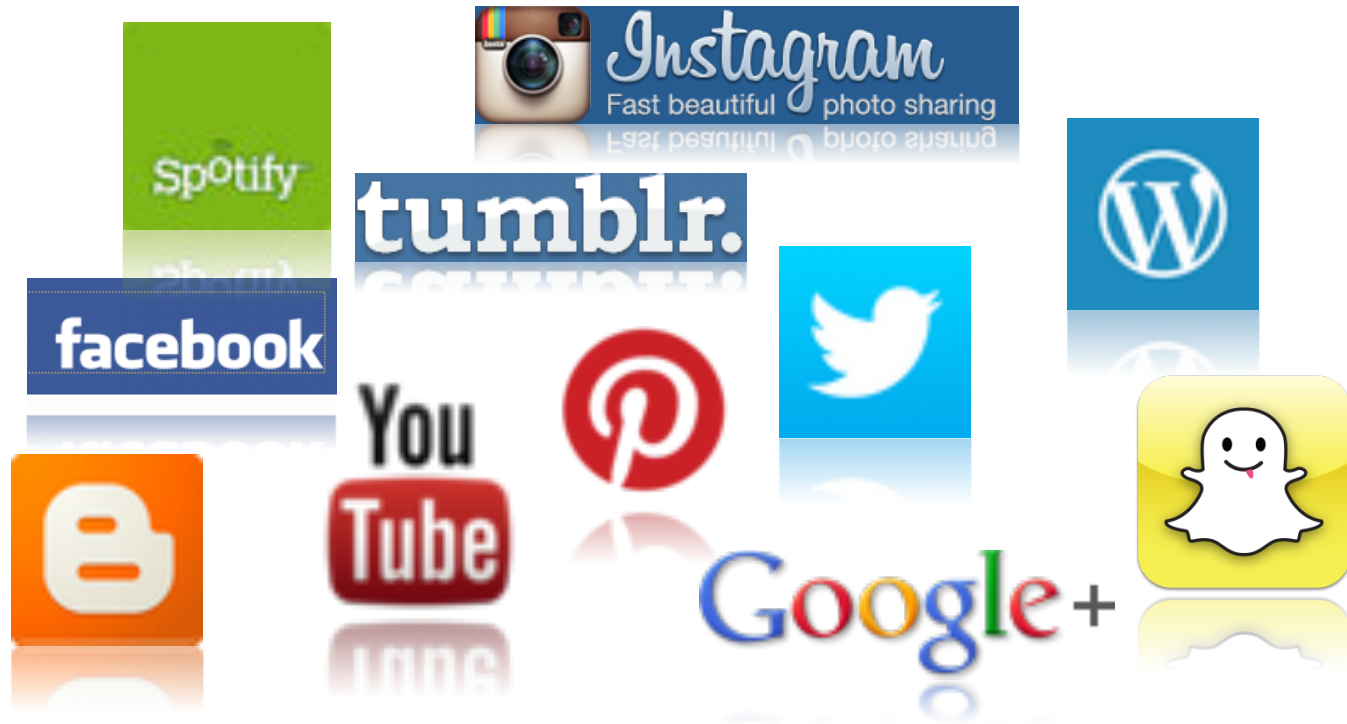


Amazon's Kindle/ Kindle Fire



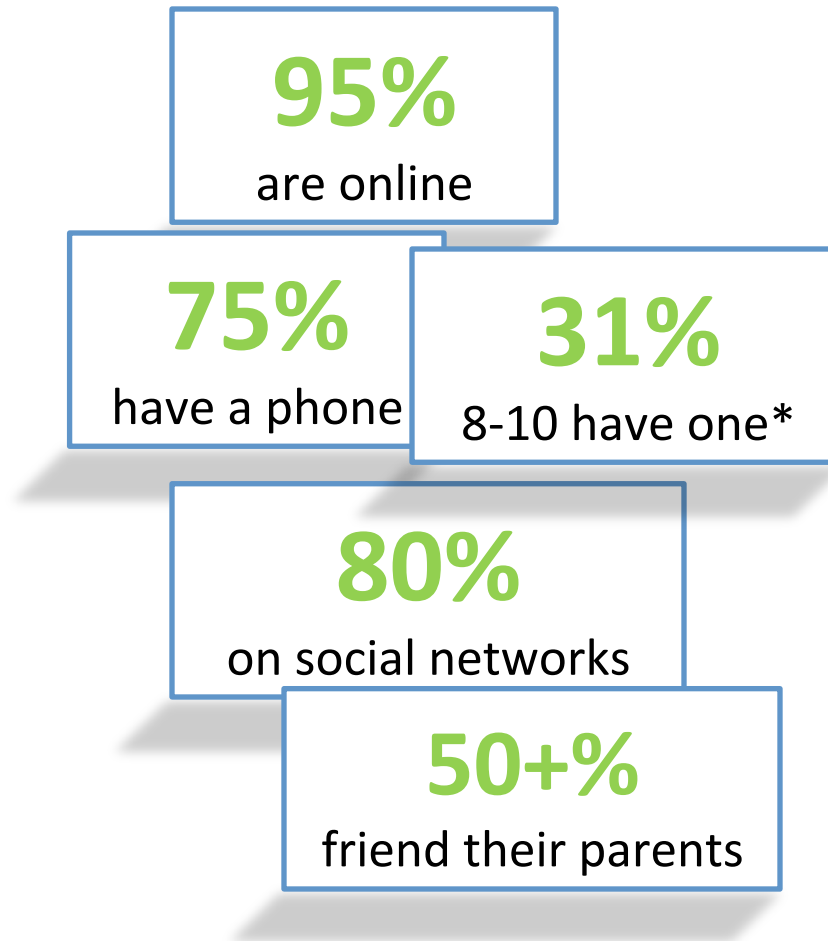
The Lorax is available on Amazon Instant Video.  
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All other trademarks are the property of their respective owners.

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

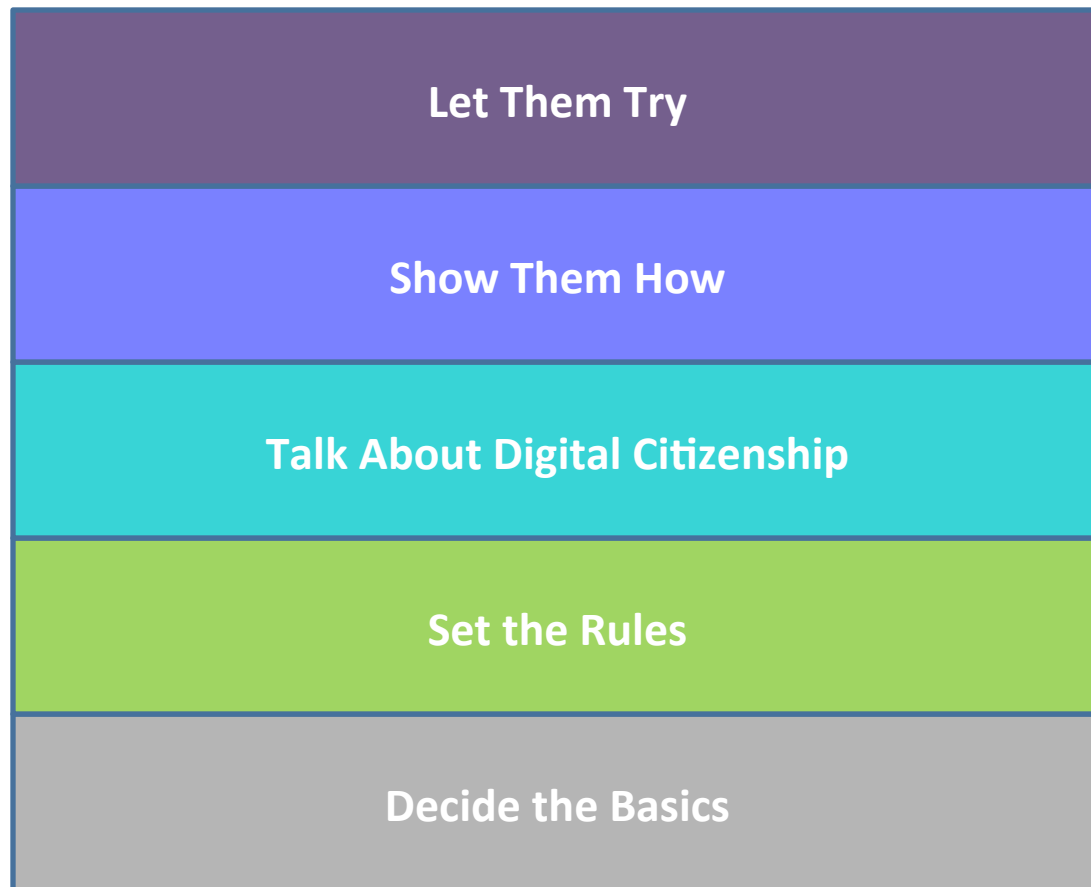
Talking about safety only is not enough.

# 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.

# Digital Citizenship: The Issues

## How to Act and Treat Others

- Age-appropriate media
- Managing privacy
- Handling cyberbullying
- Dealing with strangers



## How To Protect Your Info

- Poisoned searches
- Scams, spam
- Immersive advertising
- Social engineering

## How To Stay On the Right Side of the Law

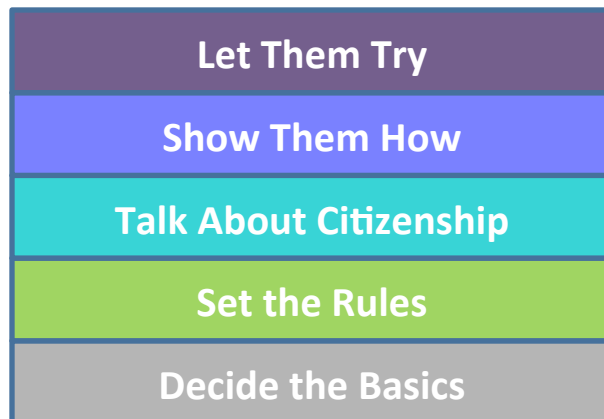
- Respecting copyright
- How we treat others
- Appropriate use of cell phones

# Your Questions



# 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  
Treat  
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:

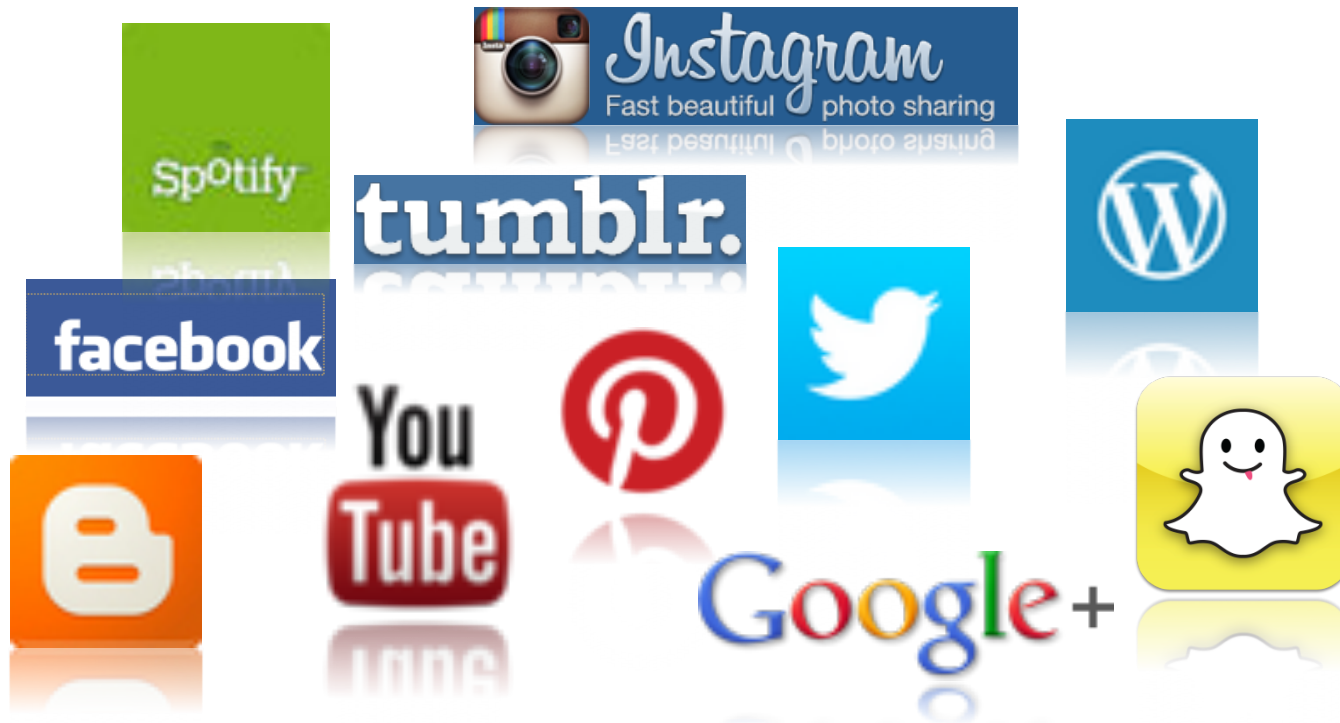
- CommonSenseMedia – [www.commonsensemedia.org](http://www.commonsensemedia.org)
  - Media ratings, parent tips for websites, apps, movies, books, etc.
- Family Friendly Video Games – [www.familyfriendlyvideogames.com](http://www.familyfriendlyvideogames.com)
  - Media ratings for video games

# 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.



**Thank You!**

**Lynette Owens**

**Global Director, Internet Safety for Kids & Families Program**

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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

# Trend Micro Internet Safety for Kids & Families: Our Mission

Enable and empower kids, parents, teachers, and schools around the world to be safe, responsible users of the Internet.

*Web:* [www.trendmicro.com/internetsafety](http://www.trendmicro.com/internetsafety)

*Blog:* <http://internetsafety.trendmicro.com>

*Twitter:* [lynettetowens](https://twitter.com/lynettetowens)

