

Parenting in a **DIGITAL WORLD**



From Internet Matters “Children’s Wellbeing in a Digital World” report (2022)

85% of children felt technology was very or fairly important for them in staying in contact with friends or family they wouldn’t otherwise be able to.


67% of children say they’ve seen something online that’s worrying or upsetting.

75% of children surveyed answered that technology was important for learning about things that no one would teach them in real life.

21% of children said that they stay up late (until the early hours of the morning) on their phone, playing games or watching TV.

Main findings of Internet Matters “Children’s Wellbeing in a Digital World” report (2022)

- As children get older they spend more time with digital technology, they experience more of the positives and more of the negative impacts on wellbeing.
- While displaying positive impacts, greater social media use was associated with increased negative impacts on social wellbeing – particularly for girls. (Highest negative impact on the 9-10yr olds)
- Greater time spent gaming was associated with increased negative impact on developmental and physical wellbeing – particularly for boys.
- Vulnerable children experience more of the negative impacts of digital technology on wellbeing than their less vulnerable peers.
- Children and their parents are broadly aligned on how digital activity affects them, but having a supportive environment appears critical.



**Do you want to be
able to keep up with
your kids online?**

**internet
matters.org**

“My kids know more about the internet than I do...”



What happened in an Internet minute - 2020?



Google

Google
4.1m search queries



Facebook
1.3m logged In



Instagram
698k scrolls



Twitter
194k tweets



WhatsApp &
FB Messenger
59m messages sent



TikTok

TikTok
1.4k downloads



twitch

Twitch
1.2m views



400k apps
downloaded



£££

1.1m
spent online

There are lots of positives...



Online games can enhance teamwork and creativity



Add to the child's store of knowledge



Households with computers perform better academically



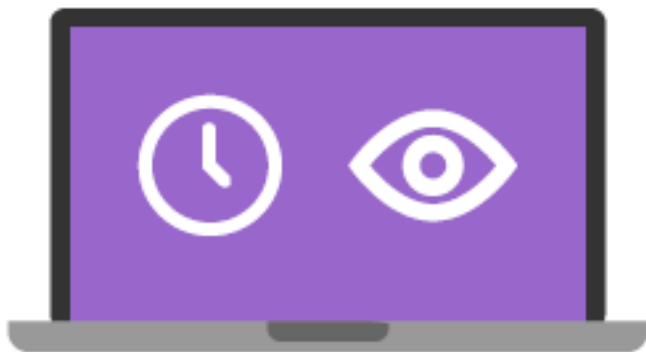
Improve both visual intelligence and hand-eye coordination

89% of 8-11 year olds said that using social media made them feel happy and **82%** said it helped them to feel closer to their friends

2020 Ofcom

But technology can affect children's development...

- **Sleep cycles** are affected by blue light from screens
- Screen-based entertainment **increases central nervous system arousal**
- Children today are **more forgetful** than OAP's
- One study found that the **more distracted** you are, the less able you are to experience empathy
- Gaming platforms use persuasive design in order to keep people using their product, and **children are particularly vulnerable** to these tactics.



Media usage by age

6 in 10 use any device to go online

2% have their own tablet



27% use a smartphone to go online and 63% use a tablet to do the same

62% play games for just over 6 hours a week



66% play games online



25% use a smart speaker in the home



74% who own a smartphone are allowed to take it to bed with them



81% use their phone to go online and 69% to do the same

36% more likely to watch streams on a mobile device



35% play games online



45% use a smartphone to go online and 72% use a tablet to do the same



37% own their own smartphone

98% spent over 11 hours of streaming from a device per week



83% have their own smartphone

And there are risks...

High-Risk Online Scenarios

Risks	Contact	Content	Conduct	Cyber scams	Overall risk – all 4Cs' together
Vulnerabilities					
Special Educational Needs	Predicts contact risks. Includes sexting under pressure, coercion, blackmail, or threats to send more images				Significantly higher score for basket of all high-risk online scenarios
Communication			Predicts conduct risks. More likely to visit gambling sites and chat rooms	May struggle to understand T&Cs - can leave them more susceptible to scams	Significantly vulnerable to the basket of all high-risk online scenarios
Family / Social (care-experienced)		Higher exposure to harmful content		Particularly susceptible to cyber scams. This can link to being a victim of online aggression.	High overall risk for the basket of all high-risk online scenarios
Mental health difficulties					Significantly high risk for the basket of all high-risk online scenarios
Physical disabilities			Predicts conduct risks. More likely to visit sites with adult content.		Significantly more likely to experience a basket of all high-risk online scenarios

Risks parents are concerned about

Concerns	% of parents
Encouraging self-harm	62%
Privacy and data collection	50%
Cyberbullying	45%
Radicalisation	41%
Excessive screen time	25%



Risk is not harm

Positive action can limit risks becoming harmful. Here are 5 tips for parents:

- 1 Understand the risks
- 2 Communicate regularly
- 3 Keep the risks in proportion
- 4 Agree on helpful mediation strategies
- 5 Develop coping strategies that foster resilience



Dealing with inappropriate CONTENT

4.7
million

URLs showing
pornographic content –
more than 12% of the internet

11
years

Average age to **first**
view porn online

1/3

of children have **seen explicit**
images by age of 10

Dealing with inappropriate CONTENT

What to talk about

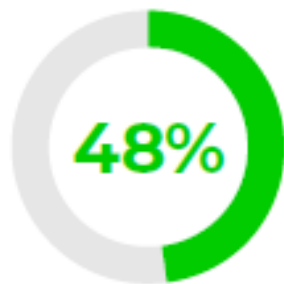
- They can come to you if they see anything that upsets them
- If they have seen pornography... that it presents an unrealistic image of sex and relationships
- The importance of respect for each other and the meaning of consent

Top tips / tools to use

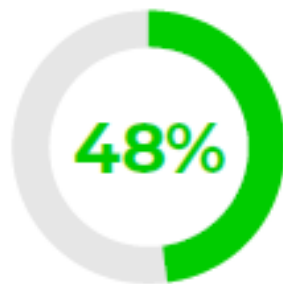
- Parental controls on home broadband
- Content lock on mobile networks
- Safe search on Google (& other browsers) & YouTube; child-friendly search engines



Dealing with inappropriate CONTACT



of secondary school children
have talked to strangers
on social media



of 11 year olds **have a**
social media profile

Dealing with inappropriate CONTACT

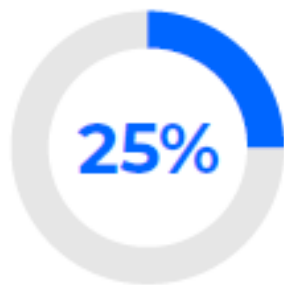
What to talk about

- Sometimes people hide behind fake profiles for dishonest reasons
- Agree how they will respond to requests from people they don't know in real life
- Never ever to meet up with anyone they don't know in real life

Top tips / tools to use

- Set up safe social media profiles that don't share personal information
- Turn off geolocation settings on devices
- Use the strongest privacy settings on social media
- Learn how to report/block/mute

Dealing with inappropriate CONDUCT



of children will
experience cyberbullying



of children say someone
has been nasty online



Dealing with inappropriate CONDUCT

What to talk about

- Talk to a trusted adult if they experience anything upsetting online
- Think carefully about sharing images of others
- Be responsible online, remembering they are creating their own digital footprint

Top tips / tools to use

- Report inappropriate posts/content to the social media providers
- Think carefully about using monitoring apps that identify inappropriate behaviour

Dealing with 'SEXTING'

15-
40%

of young people are involved in sexting
Threat comes **mostly from peers** and is often coercive

What to talk about

- It's hard to control where images might be shared
- It's illegal to create or share a sexual image of a child under 18



Top tips / tools to use

- **The T-shirt test** – if you wouldn't wear the picture on your T-shirt, don't share it online
- If your child is involved in sexting, contact CEOP & Childline who can help to remove images

What are children taught in school?

KS1

Use technology safely and respectfully, keeping personal information private; identify where to go for help and support when they have concerns about content or contact on the internet or other online technologies

KS3

Understand a range of ways to use technology safely, respectfully, responsibly and securely, including protecting their online identity and privacy; recognise inappropriate content, contact and conduct, and know how to report concerns

KS2

Use technology safely, respectfully and responsibly; recognise acceptable/unacceptable behaviour; identify a range of ways to report concerns about content and contact

KS4

Understand how changes in technology affect safety, including new ways to protect their online privacy and identity, and how to report a range of concerns

In addition, schools embed it across...

ICT
curriculum

PSHE
lessons

Appropriate
filters and
monitoring
system

Curriculum
and safeguarding
assessed as
part of Ofsted
framework



Controlling tech time

Your children will be watching the way you use technology and they will copy; make sure there is some consistency in how you **role model** good behaviour:

1 Turn off notifications on apps to avoid that constant 'ping'

2 Buy an alarm clock so you don't have devices in the bedrooms

3 Keep phone on silent in your pocket or bag when you pick the kids from school

4 'No phones at the table' rule or 'no phones between 6 and 7' rule

5 Family tech-free days!



Controlling tech time

And there are tactics you can put in place **to help manage** their screen time....

- 1 Set a good example
- 2 Talk together about the time spent online
- 3 Agree on appropriate length of time they can use their device
- 4 Get the whole family to unplug & create screen-free zones
- 5 Use technology/apps to help manage screen time e.g. Forest App



Three things to teach your child



Be a confident
communicator



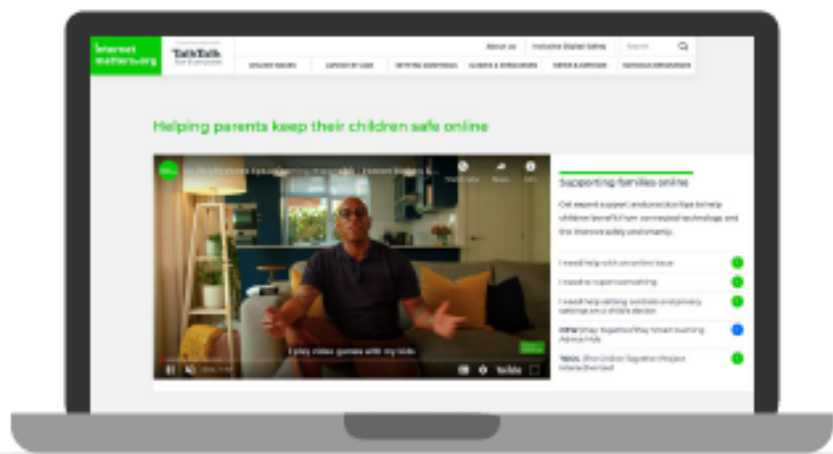
Be a critical
thinker



Be a capable
tools user

Internet Matters

Our vision is to motivate & educate parents to guide their children to stay safe online



InternetMatters



internetmatters



@im_org

Other useful support services



Child Exploitation & Online Protection Centre

For concerns about online sexual abuse or the way someone has been communicating online
ceop.police.uk/CEOP-Reporting/

The logo for the National Society for the Prevention of Child Abuse (NSPCC). It consists of the letters 'NSPCC' in a bold, green, sans-serif font.

NSPCC Net Aware

A guide to social networks that children use
net-aware.org.uk

The logo for Childline. It features the word 'childline' in white lowercase letters on a blue rectangular background. Below it, in smaller white uppercase letters, is the slogan 'SPEAK ON THE PHONE ANYTIME'.

Childline 0800 1111

24 hour free helpline service for children and young people



National
Online
Safety®

Download your Free
Online Safety App for
Parents & Carers



Be #OnlineSafetySavvy

Keep up with the latest apps
games and tech your children
are using, with the worlds
most comprehensive online
safety app for parents.

If you haven't already, don't forget to sign up to the National Online Safety or download the app.

This has a wealth of information to keep you up to date with apps, games and so many other aspects of technology.

There are weekly top tips posters that are really informative and helpful, as well as more in depth videos on a plethora of subjects relating to online safety.

On the National Online Safety app you'll find:

- ✔ Hundreds of online safety guides on the topics you need to know about – from screen addiction, fake news and trolling to hacking, social media influencers and sexting;
- ✔ An online safety training course for parents – developed by our experts and delivered by online safety ambassador Mylena Klasić;
- ✔ A user-friendly interface with increased functionality – find exactly what you need, when you need it;
- ✔ The option to get notifications to your phone as soon as new content becomes available – so you can stay up-to-date with the latest online crazes (and risks);
- ✔ An in-app voting system so you can help determine the subjects you'd like us to cover in future;
- ✔ The facility to personalise your content by favouriting key resources.

Download the free app today



Scan to download on
Apple App Store



Scan to download on
Google Play Store

or search for 'National Online Safety' in the store

