What’s Really Lurking on the Information Super Highway

We Stand as the Global Voice for Forgotten Youth
- Regardless of Economic Circumstances,
  ALL Children Deserve A Chance...

Find us on the web at: www.protect-us-kids.org
Who We Are

*Protect Us Kids Foundation* is a nonprofit organization with a global mission to protect youth from being victimized by predators who leverage cyberspace as an international exploitation tactic. We accomplish this in promoting widespread awareness by:

- Educating youth about the dangers of cybercrime and providing them with methods of protection
- Stimulating the development of technology-driven safety solutions
- Establishing strategic partnerships with other organizations to identify key technological and human indicators that lead to exploitation.

While our overall goal it to protect all youth, we have a special interest in those living in underserved and rural areas who may be more vulnerable to predatory maneuvers.
Vision

Based on our research, we have come to understand that there does not currently exist viable data to effectively identify and measure the true number of youth exploited online globally, let alone within underserved and rural communities.

*Protect Us Kids Foundation is working to change that...*

We envision that our aggressive efforts will have a widespread impact on an international scale and that our advocacy, research and practical approaches to meaningful solutions will dramatically reverse the rising rate of online child exploitation. We anticipate that our strategic worldwide partnerships will be a key factor in developing cybersecurity international standards, guidelines and best practices and that online commercial sex trafficking will one day be no longer a threat to our youth.
Purpose

• The purpose of this webinar is to bring an awareness of the specific risks that adolescents face while connecting and utilizing Internet resources and to give employees knowledge that they can readily use to help their immediate family or those they know to protect children from becoming victims to the various Internet threats.
Webinar Topics

• The Changing World Wide Web
• How our youth are accessing and using the Internet
• Risks Associated with Internet Use
• Safeguards parents can employ to help protect their children
• Support options available in the event that your child becomes a victim
How Web Content Has Changed

Web 1.0 Internet
- Content created by Big Business
- Content was created by those with “know how”
- Content was Static and Infrequently updated
- Consumers of data by reading and downloading

Web 2.0 Internet
- Uploading Content
- Content is Interactive
- Almost Immediate and Instant Feedback for Content
- Intention of Content is to be Shared
- Little Expertise Needed To Create Content
- Dynamic Content
How Children Access The Internet

91% of youth go online from a mobile device
Frequency of Internet Use by Teens

% of teens ages 13 to 17 who use the internet with the following frequencies

- Daily: 92%
- Weekly: 6%
- Less Often: 2%

Almost constantly: 24%
Several times a day: 56%
About once a day: 12%
Several times a week: 5%
1x Less a week: 12%


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## What Youth Do Online

<table>
<thead>
<tr>
<th>Digitally Communicate</th>
<th>Social Media Apps (Facebook, Snapchat, Instagram)</th>
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<td>Texting</td>
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<th>Create, View and Post Content</th>
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<td>Take Pictures</td>
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<th>Play Games</th>
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<td>Play MMOs / MMRPGs</td>
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The Top Social Platforms for Teens

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...

- Facebook: 71%
- Instagram: 52%
- Snapchat: 41%
- Twitter: 33%
- Google+: 33%
- Vine: 24%
- Tumblr: 14%
- Different social media site: 11%


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### Behavior Statistics For Youth

<table>
<thead>
<tr>
<th>Category</th>
<th>Statistics</th>
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| **Internet Use**    | • 23% have experienced unwanted exposure to pornography  
                     • 9% of teens have experienced unwanted sexual solicitation                                                                 |
| **Social Media**    | • 75% of teens have an online profile on a social networking site  
                     • 60% of teens create profiles without parents' knowledge  
                     • 2 in 5 teens say they tell their parents very little or nothing about what they do and where they go online |
| **Cyber Harassment**| • 66% of young Internet users are being harassed primarily through social media websites and app  
                     • 1/3 of teens surveyed have experienced cyberbullying or online harassment, or engaged in it, or have done both |
## Behavior Statistics For Youth

### Sexting
- 1 in 5 teens have engaged in sexting
- 1 in 10 sext senders say they sext because they are asked to or to have fun
- 44% of teen girls/boys surveyed say they sent sexually suggestive messages or images in response to the same type of content

### Online Sexual Solicitation
- Internet offenders pretended to be teenagers in only 5% of the crimes
- 75% of victims who met offenders face to face did so more than once
- 76% of child victims surveyed said that their first encounter of a predator took place in an online chat room

### Technology Addiction
- 66% of Parents feel that their teen spend too much time on their mobile devices
- 52% of teens agree with their parents assessments that they spend too much time on their mobile devices
Why Focus On Internet Safety?

• To help minimize the potential risks and to prevent our children from becoming victims
• Our children need to be educated on how to conduct themselves online
• Our children need to be able to respond appropriately to varying situations ranging from Judging Online Conversations, Content, Cyberbullying to Sexual Solicitation
• Parents need to understand the varying threats and risks associated with Internet use in order to help protect their children
Risks Associated with Internet Use

• **Risk #1 High exposure to Inappropriate Content**
  – Pornographic Media
  – Terrorism Recruiting Websites
  – Sites that encourage Racism, Hate Speech, White Supremacy, vandalism, eating disorders, suicide
  – Violent media depicting cruelty to people/animals
  – Gambling sites
  – Unmoderated chatrooms where there is no moderation or supervision of the conversation
Risks Associated with Internet Use

• *Risk #2: Cyberbullying*
Risks Associated with Internet Use

- Cyberstalking
- Spreading Rumors
- Impersonating / Creating Fake Profiles
- Flaming
- Text Messaging
- Website Creation

Cyberbullying
Risks Associated with Internet Use

- **Risk #2: Cyberbullying (ctd)**
  - Warning signs
    - Complaining that other children or a group of children do not like them
    - Preoccupation with friendship concerns
    - Poor Self-Esteem. Feeling they are not as good as others
    - Not wanting to go to school or other activities
    - Spending a great deal of time on the computer
    - Being secretive about online activities
Risks Associated with Internet Use

- **Risk #3: Sexting**
  - the sending, receiving or forwarding of sexually suggestive nude or nearly nude photos through text message, IM or email
  - Consequences of Sexting
    - Revenge Porn (after breakup)
    - Permanent Expulsion from School / Fired from Job
    - Online Harassment / Cyber Bullying
    - **Police Involvement / Possible Criminal Charges (Listed as a sex offender)**
    - Loss of job opportunities
Risks Associated with Internet Use

• **Risk #4: Online Sexual Solicitation**
  – Any *unwanted* sexual request **OR** any sexual request by an *adult*
    • Predators find adolescents through social media / social apps to target
    • Predators prefer social media apps / sites that have IM services and are location based
    • Once contact has been made, the predator initiates the *cybergrooming* process
Risks Associated with Internet Use

• **Risk #4: Online Sexual Solicitation (ctd)**
  – *Cybergrooming* – the process a predator uses in order to develop a relationship with the intention of sexually exploiting the target
  – The following behaviors are used as part of the grooming process:
    • Exploiting the child’s natural curiosity
    • Gradually introducing explicit images
    • Using adult status to control a child’s behavior
    • Offering gifts like cell phones and gift cards
Risks Associated with Internet Use

• **Risk #4: Online Sexual Solicitation (ctd)**
  – Sexual predators communication modality of choice is Instant Messaging
  – Predators use social apps that use location based services
  – Adolescents are more easily targeted in MMOs/MMRPGs/Virtual Worlds because of the ease of establishing a game play relationship and then capitalizing on shared interests
  – *Lewis Danes - 19 / Breck Bednar - 14*
Risks Associated with Internet Use

• **Risk #5: Cybergambling**
  – Extends beyond traditional online gambling but is completely legal
  – Game developers are using psychology to entice children in continuing to play their games through the use of Virtual Currencies and Virtual Economies
  – Youth must pay a monthly/yearly fee to play
  – In order to “level-up” or progress beyond the lower levels of the game, individuals must pay for additional online currency within the game
Risks Associated with Internet Use

• **Risk #5: Cybergambling (ctd)**
  
  – Online currency (i.e., microtransactions) can be exchanged for uniform modifications, body / avatar modifications, additional skills/skill points that helps to progress through the game
  
  – Games have transitioned from earning the rewards in the game to paying for them. Once purchases are made, more often than not, the purchase does not help the individual with gameplay or leveling-up.
  
  – Youth are enticed by this; parents give the youth a credit card to make purchases with. Purchases are often unnoticed until the amount of bill becomes unpayable
Risks Associated with Internet Use

- **Risk #6: Technology Addiction**
  - Called Internet Use Disorder (IUD), Internet Addiction Disorder (IAD)
  - An umbrella term that can include one or more of the following behaviors: Cybersex and online pornography, video gaming, gambling, online auctions, shopping, social media, excessive texting, or smartphone overuse as well as media information overload
Risks Associated with Internet Use

- **Risk #6 Technology Addiction (ctd)**
  - IAD can bring on chemical changes in the brain similar to those caused by substance abuse
  - Viewed as a public health threat in other parts of the world (*US does not recognize IAD as such*)
  - Symptoms of technology addiction
    - Weight gain or weight loss
    - Carpal Tunnel syndrome
    - Headaches, Neck or backaches along with Dry, red eyes
    - A shift in mood, attitude, and motivation
    - Poor performance at school or work and/or being absent
Risks Associated with Internet Use

- **Risk #6 Technology Addiction (ctd)**
  - Symptoms of technology addiction
    - Secretive behavior such as lying
    - Sudden unexplained increase in spending
    - Bloodshot eyes or enlarged pupils
    - Giving up once favorite pastimes and hobbies
    - Strange body odors, trembling hands
    - Unusual changes in sleeping patterns or schedule
    - Angry outbursts, move violent and unpredictable
Safeguards To Protect Your Kids

**Educate**
- Educate yourself on the various popular social media apps so you can talk with your child about their uses and potential pitfalls
- Educate your child about safe Internet practices (What this looks like, what to post, talking to strangers, consequences for nefarious online activity, etc.)

**Technical Solutions**
- Install Content Filtering Software for all devices (computers and mobile devices)
- Install monitoring software on your child’s computer and cellphone
- Enable and Elevate Privacy Settings on social networking apps

**Monitoring**
- Place computer in living room or another “common” area in your home
- Regulate length of time your child spends on Internet
- Request list of email and social networking sites being used along with usernames and passwords
- Perform random checks on your child’s cellphone to view text messages sent/received
Cyberbullying

- Preserve Evidence (dates, times, description of incidences, screenshots)
- Enlist the assistance from the ISP
- Enlist the assistance of the social networking site/app
- If able to identify the bully, contact him/her and their parents
- Use available blocking technology (i.e., block the user on IM, email, chat)
- Meet with school administrators to discuss their bullying policy and a plan of action to eradicate the bullying
- In serious cases, seek assistance from the police (i.e., threats of physical harm, unrelenting harassment, sexual solicitation)
What To Do – Support Options

Sexting / Sexual Solicitation

• Preserve Evidence (dates, times, aliases, description of incidences, screenshots)
• Seek immediate assistance from the police (i.e., threats of physical harm, sexual solicitation, child pornography)
• Report the Sexual Solicitation to the NCMEC’s CyberTipline by going to the site or calling 1-800-THE-LOST
• Enlist the assistance from the ISP
• Enlist the assistance of the social networking site / app
• Use available blocking technology (i.e., block the user on IM, email, chat)
What To Do – Support Options

Suicide Prevention
• Report a potential suicide threat: https://www.suicidepreventionlifeline.org

Human Trafficking
• If you suspect your child is in immediate danger, call 911 or your local authorities
• You can report human trafficking to the National Human Trafficking Hotline
  • 1-888-373-7888
  • Email: help@humantraffickinghotline.org
• Submit a tip online: https://humantraffickinghotline.org/report-trafficking
What To Do – Support Options

Cybergambling / Technology Addiction

- **Hospitals and Treatment options available for Technology Addiction** (1-844-768-1129)
  - Boston McLean Hospital
  - Harvard Medical School
- **reStart (NetAddiction Recovery)**
- **Computer Gaming Addicts Anonymous**
- **The Center for Internet and Technology Addiction**
- **GamerWidow**
Sources Cited

- Cox Communications: Teen Online and Wireless Safety Survey
Sources Cited


Sources Cited

- Picture Citations: