

Social Networking, Internet Safety, & ...

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The Collision Called MySpace!

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Social Networking



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Social Networking

- Every one does it every day
- We want our kids to do it well
- It's the way we learn from each other
- It's a skill we need throughout our lives

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But where do we socially network?

Barriers for kids today

- No soda shops
- No safe street corners
- Few teen clubs and dances
- Changing mall rules



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New options for kids

■ Virtual meeting places

- Cell phones
- Web pages
- IM and chat rooms
- MySpace, Facebook and more each day

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Digital Natives, Digital Immigrants...

Marc Prensky

■ Digital Natives

- ❖ are used to receiving information really fast
- ❖ like to parallel process and multi-task
- ❖ prefer their graphics *before* their text rather than the opposite
- ❖ prefer random access (like hypertext)
- ❖ function best when networked
- ❖ thrive on instant gratification and frequent rewards
- ❖ prefer games to "serious" work

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The screenshot shows the CNN Planet in Peril website. The main headline is "Winds push wildfires out of control" with a sub-headline "Residents are hearing a fast-moving wildfire that spread inside San Diego city limits this morning. A line of cars, trucks and RVs is streaming away from the city after evacuation orders were issued." There are several other news items listed, including "Newly Subur falls two female colleagues", "GOP rivals fight for 'most conservative' crown", and "Fischer: Thompson gets aggressive". The website also features a "Video" section and a "Popular News" section.

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Studies on Social Networking

■ Justine Cassell, professor of communication studies, Northwestern University

- "The Internet is not diminishing community activity, but simply transferring it to online communities. Young people who use them are getting just as much practice in leadership and social skills and community involvement as they did before the Internet."

Source: Fox News, 2/24/2006,
<http://www.foxnews.com/story/0,2933,185823,00.html>

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Studies on Social Networking

■ Danah Boyd, Northwestern University

- MySpace members use the site to develop their identities and to meet friends or form new relationships.

Source: Fox News, 2/24/2006,
<http://www.foxnews.com/story/0,2933,185823,00.html>

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Educational benefits

■ Collaborative learning environments

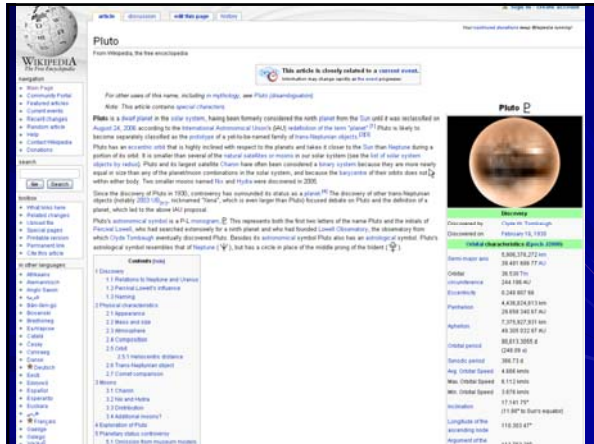
- Wikipedia
- Other collaborative spaces for sharing data

■ Publication to authentic audiences

- Blogging
- Podcasting

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- 96% of students with online access use social networking technologies (National School Boards Association, 9/2007)
- Nearly 60% of online students report discussing education-related topics; 50% say they talk specifically about schoolwork. (NSBA)
- 57% of online teens create content for the internet (Pew Internet & American Life Project, 11/2005)
- Teens who use social networking sites spend about 9 hours a week online, compared to 10 hours a week watching television. (NSBA)

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"You have zero privacy anyway. Get over it."

Scott McNealy,
CEO Sun Microsystems
January, 1999

What about Internet Safety?

Can your child really protect and police himself?

- Monitor your child's cognitive ability. When is he or she old enough to make good judgments?
 - Children progress from concrete to abstract thinking.
- Disinhibition
 - Unrestrained behavior resulting from a lessening or loss of inhibitions or a disregard of cultural constraints.
- Technology often provides
 - a perceived buffer from regular consequences
 - a buffer from traditional social cues

Psychology of CyberSpace

- John Suler
- www-usr.rider.edu/~suler/psycyber/psycyber.html
- Ongoing updates 1996 to 2007

Start with 4 simple rules.

Internet Safety for kids

- Never reveal personal information online
 - Names, email addresses, IM names
 - Info on your whereabouts or your habits
- If it feels creepy, it probably is. Report it to an adult UNTIL you get action.

Internet Safety for kids

- Understand: What you put online can remain online indefinitely
- Understand: Putting small bits of information in many places on the web enables searchers (human or computer) to identify you, your interests, your activities and your location

The screenshot shows a New York Times article from August 9, 2006, titled "A Face Is Exposed for AOL Searcher No. 4417749". The article discusses how AOL released a list of 20 million web search queries, and one user's identity was discovered through a search for "60 single men" and "dog that urinates on everything". The article includes a photo of a woman holding a dog and a quote from the reporter: "It did not take much investigating to follow that data trail to Thelma Arnold, a 60-year-old widow who lives in Lilburn, Ga., frequently researches her friends' medical ailments and loves her three dogs. 'Those are my searches,' she said, after a reporter read part of the list to her."

Why is this fun? Why does it feel safe?

- Feels like “my space”
- Opportunity to personalize the space and exhibit creativity
- Feels like only your friends are viewing and involving themselves with you

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New Yorker Magazine,
July 5, 1993

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Who's not safe on MySpace?

- Young children who are only 2 clicks away from soft porn or inappropriate content
- Those who inadvertently expose personal information
- Those who leave a trail of information that they really don't want to persist or be public
- Individuals who choose to engage in risky behaviors

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Unsafe behaviors

- Disclosing personal information -- by open profiles
- Using the comment space for ongoing conversations
- Communicating with people who aren't known in real life...but

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What can I manage?

- Profile
- Privacy settings
- Persona

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Unsafe behaviors

- Posting pictures or movies...even without identification
- Exposing others intentionally or unintentionally

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Dangers online

- Teen-to-teen sexual solicitation
- Cyberbullying
- Predators
- Losing control of information

Insert disclaimer here.

What can parents do?

40% of children do not discuss Internet safety with their parents

37% of survey respondents said their parents would disapprove of their Internet behavior

(source: 2004 national study conducted by internet safety education foundation i-SAFE America Inc.).

Online

- Ask your child to show you his or her site and guide you in creating a page
- Get your own space and learn more about MySpace and Facebook
- Search for your son or daughter, especially following comments and looking at pictures

Blocking and Monitoring Software for Home Use

- NetNanny
- AOL Parental Controls
- Software4parents.com
- Features include:
 - Records emails, chats, IM, web sites visited, keystrokes typed and takes screenshots
 - Blocking pop-up and pop-under ads
 - Filtered searches

What is MySpace doing?

- Algorithms to identify and remove underage users
- Review of every picture that gets posted
- Parent links to report and remove underage or inappropriate users
- Cooperation with law-enforcement agencies
- Hired a Security Chief, Hemanshu Nigam

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What is MySpace doing?

- Children under 14 are banned.
- Children 14 or 15 years old can display their full profiles only to people already on the teen's list of friends.
- People over 18 can only search by full name or full email address.

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Privacy Options

- Profile of anyone under 16 is automatically set to 'private'
- Users over 18 attempting to contact users under 16 have to type in the child's actual first and last name or email address in order to initiate contact
- 14 and 15 year olds can only be contacted by users they add to their own buddy lists

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What is MySpace doing?

- Creating Sentinel Safe to aggregate all publicly available sex offender databases into a real-time searchable form to cross-reference and remove known registered sex offenders

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What is MySpace doing?

- Developing Zephyr software
 - Tool to alert parents of the username, age and location a child lists on personal MySpace pages known as profiles
 - Won't let parents see their kids' password-protected profiles or any communication
 - Expected availability summer, 2007
 - Must be installed on the computer

*Wall Street Journal,
January 17, 2007*

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Getting MySpace help

- parentcare@myspace.com
- customercare@myspace.com
- underagereport@myspace.com



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Facebook User Content Statement

By posting User Content to any part of the Site, **you automatically grant, ... to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sublicenses of the foregoing.**

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What other threats are there?

- YouTube and other video sharing sites
- Flickr and other photo sharing sites
- Dozens of social networking sites, some aimed at under 14's
- Cell phones
- SecondLife
- Tomorrow's technology????

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