






Social Media: The Challenges for Schools


Dr. Maureen Griffin
B.A. M.A. Ph.D
Forensic Psychologist

Talk Outline

- Social Networking Sites -Facebook
- YouTube
- Chatting Online
- Mobile Phone Safety & Sexting
- Cyber-bullying
- School AUP & Resources

- **Digital natives:** Have grown up with new media
- **Digital immigrants:** older generation that has grown up without new media (*Marc Prensky, 2001*)
- ChildWise research (Irish children aged 5-16 years) found that children spend approx. 1hr 20min a day online
- 1/3 of children access the Internet from their bedroom
- Top 2 sites accessed by Irish children aged 5-16 years are Facebook and YouTube



Social Networking Sites (SNS)

- Virtual environments
- Meet adolescents need for communication, relationships & self-representation
- Share stories, picture, videos, information
- Chat in real time, make friends
- Thousands of social networking sites –Moshi Monsters, Club Penguin, Everloop, Bebo, Facebook etc.



Facebook



- Facebook has over 955 million active users, more than half of them using Facebook on a mobile device (Facebook, June 2012).
- Sign up with your email address, name, gender, date of birth, and password
- Profile page –fill in by answering questions on Facebook’s forms
- Questions designed to help you create connections with people you know -- called “Friends”
- Facebook is for 13 years & older
- If Facebook discovers a user under 13, they (say they) will delete the profile

Advice for Students:

Facebook Rules

- Privacy
 - Password
 - Friends
 - Content
- 
- Encourage parents to access the following:
 - Rules posted by Facebook for safety
<http://www.facebook.com/terms.php>
 - A parents guide to Facebook
<http://www.connectsafely.org/pdfs/fbparents.pdf>

Parental Involvement is Key

Facebook: Challenges for Schools

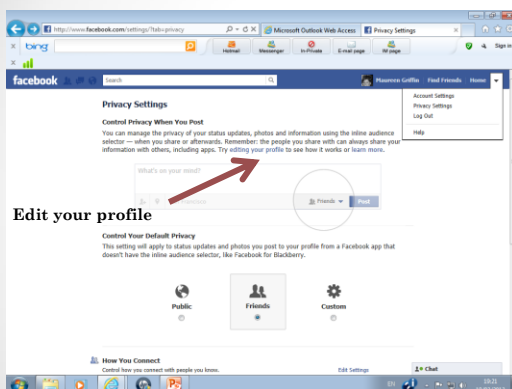


1. Privacy –students lack understanding of their privacy settings
2. Large no. of users under 13
3. “Friends” & accepting “randomers”
4. Fake Accounts –peer/teachers
5. Inappropriate content posted
6. Cyber-bullying

- Facebook Info for parents & Educators

<http://www.facebook.com/help/parents>

Privacy on Facebook



• How to:

- Customize setting
- Control who can send you messages
- Control who can search for you online
- Control who can ask you to be friends
- Control who can post on your wall (Profile)
- Remove a friend
- Control pictures others post of you

Fake Accounts/Content/Cyber-bullying

- Online safety is a shared responsibility
- Report Abuse or Policy Violations
- <http://www.facebook.com/help/?page=178608028874393&ref=hcnav>



WHAT SCHOOLS CAN DO. . . .

- Privacy is very important not only for students but also teachers
- Teachers should **not accept students as “friends”** on Facebook or any other social networking site
- In class exercises/homework:
 - List your friends, Posters of their profiles, Privacy—how safe is your data
 - Student Project on Favourite Sites—advantages, disadvantages, safety features etc.
 - Internet Decisions—scenarios and how best to respond
 - Survey students—time spent online, personal safety
 - Debate positive and negative sides of the Internet
 - Student classes on Internet Safety offered by students (TY)

YouTube

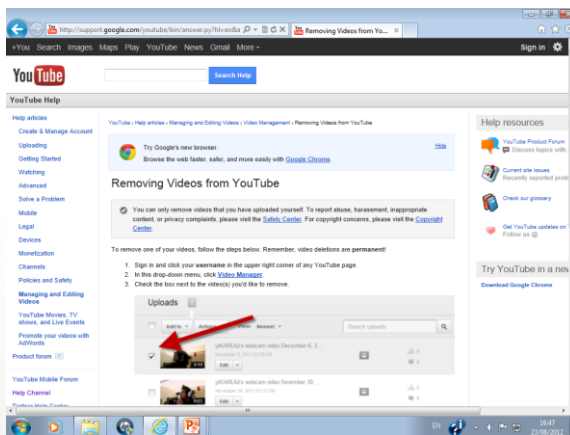


- No. 1 online video site –72 hours of video are uploaded to YouTube every minute (YouTube, 2012).
- Enables users to upload and share original videos
- Can also comment on videos uploaded –can post anonymously
- Inappropriate videos or comments are often posted (fighting/dangerous driving/sexual content etc.)
- Children should be 13 years old to use YouTube
- YouTube is a self-policing site –encourage students to report inappropriate/illegal material

Removing Inappropriate Videos

- Quickest Way –removed by the person who put up the clip. The following link shows how to do this.

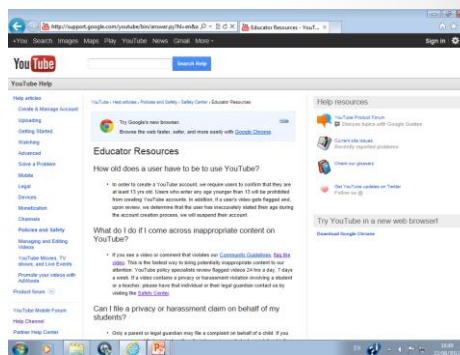
<http://support.google.com/youtube/bin/answer.py?hl=en&answer=55770>



YouTube: Resources for Educators

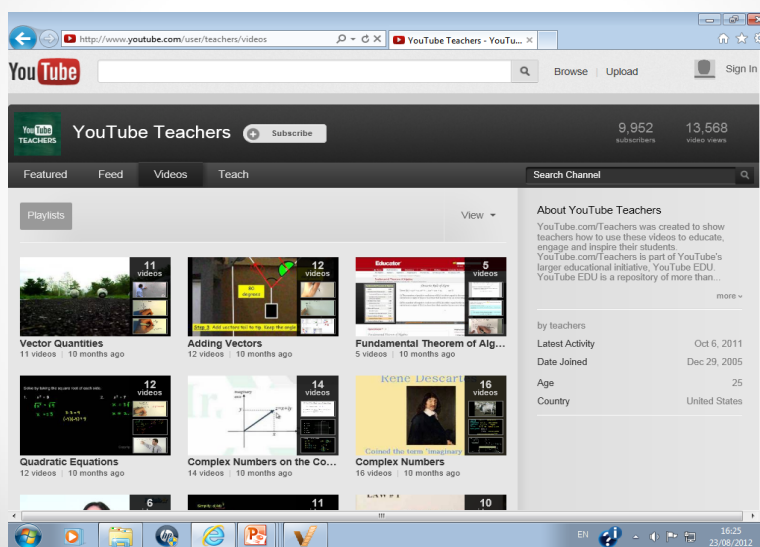
<http://support.google.com/youtube/bin/answer.py?hl=en&answer=157105>



- **Inappropriate Video or Comment** (that violates Community Guidelines)
- Flag the video -Reviews flagged videos 24/7 (action within 1 hour)
- **Video taken on school grounds? Video contains privacy or harassment violation involving student/teacher**
- Only accept first-party complaints
- “If violates privacy of a teacher/school employee/student, please have that individual or his/her legal guardian contact us through our Help & Safety Tool”.
- Contact YouTube.
http://www.youtube.com/t/contact_us






YouTube for Teachers

<http://www.youtube.com/teachers>



Chatting Online

- Irish Experience –mainly done using Facebook and/or Gmail and also SKYPE
- Male children more likely to chat using online games
- Positive –Real time, free chat, enhances typing skills ??, express thoughts, feeling etc.
- Dangers –Source of cyber-bullying, can disclose too much personal information, chatting with strangers “randomers”

Webwise.ie Findings (2009) –Irish Perspective

- 1 in 15 children (9 - 16years) met in real life someone that they first met on the Internet.
- Majority -positive/neutral meetings
- 11% -negative experience –tried to physically/sexually hurt child.
- In all these negative cases the person introduced himself as a child online
- 27% of children were asked for personal information online like photos, number, address, school details.

Get to Know the Lingo

A/S/L -Age/Sex/Location

MorF – male or female

SorG – straight or gay

LMIRL – let's meet in real life

NIFOC – nude in front of the
computer

GNOC – get naked on cam

GYPO – get your pants off

IWSN – I want sex now

RUH – are you horny

TDTM – talk dirty to me

CD9 or CODE 9 – parents/teachers are
around

T911 – Teacher alert

TAW – teachers are watching

PAL – parents are listening

PIR – parent in room

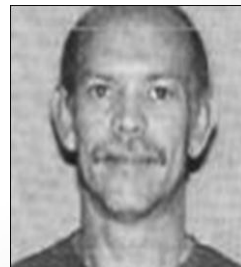
POS – parent over shoulder

KPC – keeping parents Clueless

See www.transl8it.com/cgi-win/index.pl www.netlingo.com/inframes.cfm

What Schools can do . . .

- Make students aware of the dangers of accepting people they do not know online.
- Research shows that safety messages are getting through:
 - *It was not easy as young girls had been taught not to talk to guy's age 20' [Online Offender]*



Mobile Phones: Challenges

- Irish Perspective:
 - “Always on culture”
 - Password protected
 - Internet Access
- Main Concerns:
 - Cyber-bullying
 - Use of phones during school/on school tours
 - Sexting



Mobile Phone Safety & Sexting

- “Sexting” or “Sex texting” refers to children sending nude or semi-nude photos to others with their mobile phones
- Research suggests that **22%** of teen **girls** and **20%** of teen **boys** have engaged in sexting (National Campaign to Prevent Teen Pregnancy)
- Irish experience – (10 years +) most common amongst 3rd year students (1 in 4)
- Main reasons –Pressure, flirt, attention, to be popular, revenge
- All think it will remain private

Sexting: Potential Consequences

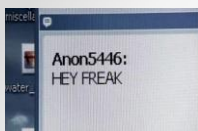
- Pictures may be distributed to others (mobile or internet)
- Increase risk of victimization (bullying)
- Mental health issues/Anxiety/Depression/Suicide
- Irish Law –**Child Trafficking and Pornography Act 1998**
- JLO –caution, recorded in system
- Future employment and college admission may be jeopardized

WHAT SCHOOLS CAN DO. . .

- Make sure all students are aware of the Schools AUP
- Explain that the things they say or do with their mobile phone can have long-term consequences –legal and psychological
- If a student has sent/received a sexually suggestive photo/text find out what's involved (romance, impulsive, revenge)
- Encourage parents to access Parental Controls services for their child's phone (restricts MSM, Internet)
- MobileMinder for Parents www.mobileminder.com
- Make students aware of Block It –O2 service –block unwanted text, pictures & video messages
 - www.o2.ie/childprotection

Cyber-bullying

- “Cyberbullying is any behaviour performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others” (*Tokunaga, 2010*)
- Differs from traditional bullying :
 - Larger Audience
 - No Time/Location Barriers -24/7
 - Reduces empathy as victims reaction often not seen



Cyber-Bullying Forms Irish Context



- **Mobile:** abusive texts/ photos / videos / calls
- **Gaming Websites** (*e.g., World of Warcraft*) Experienced players seek out weak players and repeatedly kill their characters.
- **Social network sites:** Publishing cruel images, comments, Fraping, Hategroups, Fake Profiles.
- Also Email, Chat rooms & Instant Message
- Difficulty –often outside of the reach of schools as it happens outside of school hours
- Young people are often fearful of telling -fear that the bullying may actually become worse and/or their mobile phone, computer and internet access will be taken away.

Impact of Cyber-bullying on Victims

- Appear stressed/upset when checking their profile and/or receiving a text
- Withdraw from family and friends
- Act reluctant to attend school and social events
- Exhibit signs of low self-esteem, frustration, anger, hopelessness, depression, fear
- Inability to concentrate at school
- Victims feel suspicious of others
- Stop eating or sleeping
- Self harm
- In serious cases, consider or commit suicide

What to do if a Student is Cyber-bullied?

Immediate Actions

- Confirm that you are dealing with bullying behaviour
- Remind them it is not their fault -It's the person doing the bullying that's got the problem
- **Don't Reply to the sender**
- **Keep the Message**
- **Block the Sender/Remove as Friend**
- **Report Problems to website/mobile phone operator**
- **Report Serious Issues to the Gardaí**
 - Illegal issues include someone making inappropriate sexual suggestions, racist remarks, or persistent bullying that is seriously damaging to the victim's well-being.

Teachers: Tips for Investigating and Dealing with Bullying

- Adopt a calm, unemotional problem-solving approach
- Speak separately to the pupils involved
- Look for answers to the **what, where, when, who** and **why** questions.
- If pupil has engaged in bullying
 - Make clear to them how they are in breach of the **Code of Behaviour and Discipline**. Try to get them to see the situation from the victim's point of view.
 - Meet with the parents/guardians of the parties involved. Explain the actions being taken by the school (refer to School Policy). Discuss ways in which they can reinforce or support these actions.
 - Arrange separate follow-up meetings with the parties involved with a view to possibly bringing them together at a later date if the victim is ready and agreeable (this can have a therapeutic effect).
- Keep a written record of all discussions/meetings with those involved

What Schools can do. . . .

- **Policy on Bullying** –Department of Education and Science's Guidelines on Countering Bullying Behaviour including:
 - A definition of bullying and the forms it takes.
 - A statement that bullying is unacceptable behaviour and that it will not be tolerated.
 - An agreement that students should support each other by reporting all instances of bullying.
 - An acknowledgement that all reports of bullying will be investigated and dealt with sympathetically.
 - A clear statement on how the school will handle an alleged case of bullying.

Guidelines on Countering Bullying Behaviour in Primary and Post-Primary Schools http://www.education.ie/servlet/blobServlet/school_bullying.htm

What Schools can do. . . .

- **Raise awareness** of bullying in the school through:
 - Annual awareness day/week
 - Internet Safety Pledge/ Anti-bullying Pledge
- **Implement preventative measures:**
 - Programmes to help children view and deal with conflict in a positive manner.
 - Peer mentoring programmes.
 - Encourage parents to establish Internet Safety Rules at home
- Show students how to prevent it happening again by changing password and contact details, blocking contacts, reporting abuse on site, not sharing personal information online.

What Schools Can do. . . .

Encourage Respect for others

- Talk to students about the harm that can be caused by cyber-bullying
- Ensure that students understand the consequences
 - Legal
 - Psychological
- Make sure that students know how to report (privately)

Source: Office for Internet Safety



<http://old.digizen.org/cyberbullying/fullfilm.aspx>

Cyber-Bullying Discussion Topics

- Where would you draw the line between teasing and bullying?
- What do you think about spreading rumors about others?
- Why can it be difficult to tell someone else if you're being bullied?
- What do you do if somebody bullies you through the Internet or mobile phone?
- What does it mean to be a bystander?
- What do you do if somebody you know is being cyber-bullied?
- What do you do if you have done something towards others via the Internet or mobile phone that you regret?

•

•

School Diary Section What Students Can Do . . .



- Make sure your Facebook account is **private** –either “friends only” or customise your settings.
- Make a good strong **Password** and keep it private
- Your password should contain CAPITAL and lowercase letters (A b C), symbols (* & %) and numbers (3567)
- Use different passwords for each account
- Only accept people as “**friends**” if you **know them** in real life
- Do not post **personal information** like address, phone number etc.
- Do not post **pictures** that give away personal information
- Remember –Once you post something online it is out of your control. It can be copied, pasted, or forwarded by other people

•

•

Components of an AUP

- An AUP should address all aspects of Internet usage.
- **General:** Supervision, filtering software, virus protection
- **World Wide Web:** Inappropriate sites, downloading, searching
- **E-mail:** Sending/receiving attachments, language, arranging face-to-face meetings
- **Internet Chat:** Personal details, usernames, face-to-face meetings
- **School Website:** Personal details, pictures/videos, class lists, access
- **Personal Devices:** Mobile phones
- **Legislation:** teachers, parents & students informed of relevant legislation
- **Support Structures:** who to report to
- **Sanctions:** Written warnings, withdrawal of access, suspension or expulsion

Source: www.webwise.ie

AUP Additional Points

- Pictures taken by students on school property & uploaded to the Internet/sent through text
- Setting up websites /false Facebook accounts for peers/teachers in an effort to mock them???
- Pictures of students in their school uniform outside of school but engaging in behaviour that is damaging to the schools reputation???
- Use of ipads & ipods during school time???

Rules & Legislation in Ireland



- Cyberbullying is not yet prosecuted as a criminal offence.
- Activities involved in cyber-bullying offer the opportunity to take legal action:
 - **Publishing images or videos without permission:**
Personal rights, right to one's own image
 - **Spreading falsehoods in forums, blogs, or social networks:**
Victim can obtain injunctions, make a criminal complaint reporting libel / slander
 - **Persistent harassment** via e-mail, Instant Messenger, or SMS:
Anti-stalking laws may apply
- Threatening behaviour, blackmail, and intimidation are criminal offences (Criminal Prosecution)

Rules & Legislation in Ireland

No specific legislation governing Internet safety at school level

- **Department of Education and Skills (DES)-Rules –AUP**
- **European Communities (Electronics Communications Networks & Services) (Data Protection & Privacy) Regulations 2003 (S.I. No. 353 of 2003)** - These regulations, among other things, prohibit the sending of unsolicited direct marketing messages (e.g. SPAM) unless the recipient has given their prior consent.
- **Irish Data Protection Acts (1988, 2003)** - privacy issues arising from the increasing amount of information kept on computer about individuals. amendment extends the data protection rules to manually held records and also makes improvements to the public's right to access data.
- **Child Trafficking & Pornography Act, 1998** —legislates against anyone who knowingly produces, prints, publishes, distributes, exports, imports, shows, possesses or sells child pornography.
- **Video Recordings Act 1989** -prohibits the distribution of videos which contain obscene or indecent material which may lead to the depravation or corruption of the viewer. It would apply where someone in the State supplied this kind of video over the Internet.

Conclusion

- Teachers and Parents (*digital immigrant* generation) should familiarize themselves with new technologies & take an interest in the cyber-world students inhabit (*digital natives*), so they understand the potential for exploitation
- Acceptable behaviour online/mobile phone is similar to acceptable behaviour in the real world
- Start early with children... It's easier to establish good practices than change bad ones
- Philosophy: "Instill a sense of caution, not a sense of fear."
- And remember **the good does outweigh the bad.**

Additional Resources

- **Office for Internet Safety** –provides resources, explanations of technology, publications and tips www.internetsafety.ie
- **Web wise** –provides parents, teachers and children with educational resources, advice and information about potential dangers on-line www.webwise.ie
- **That's Not Cool** website which offers tips and advice for both parents and children re: mobile phones & texting www.ThatsNotCool.com
- **Common Sense Media** -provides resources, advice and information for parents and children on a range of technological issues www.commonsense.org

See Internet Safety for Schools Ireland <http://www.isfsi.ie>

Thank You



Questions?

