

# How to Be a Net-mom or Net-dad

ネットママ・ネットパパになるために

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**Thank you for inviting me!**  
ご招待いただき、ありがとうございます！



# Preview (概要)

- What/Who is Net-mom?  
ネットママとは何ですか？誰ですか？
- Internet and Kids in the U.S.  
アメリカにおけるインターネットと子どもの関わり  
について
- Selecting Sites for Kids  
子どものためのサイト選び
- Importance of Media Literacy  
メディア・リテラシーの重要性
- Modest Proposals and Thoughts  
ささやかな提案と意見

# Net-mom Headquarters

ネットママ本部



# Net-mom is a person

ネットマムは個人です



- Librarian  
司書
- Internet Evangelist  
インターネット伝道者
- Author  
著者
- Mom  
母親

# Net-mom<sup>®</sup> is a Brand

Net-mom<sup>®</sup>はブランドです

- Logo is “mom’s home-made apple pie” and a blue ribbon meaning “first place.”

ロゴは、「お母さんの手作りアップル・パイ」を形取り、青いリボンは「一番」を意味する

- Approved websites for children.

子どものための推奨サイト

- Articles about families and technology.

家族とテクノロジーについての記事

- Books  
出版物



# Net-mom's Internet Kids & Family Yellow Pages (6 editions)

ネットマムの「インターネット 子ども&家族のためのイエローページ(6版)」



# The Book

## イエローページ

- A-Z encyclopedia of subjects  
**項目をアルファベットに並べた百科事典**
- 3,500 family-friendly sites  
**3,500の家族向けサイト**
- Described and reviewed  
**サイトの詳細と批評**
- Strict selection policy  
**厳格な選択方針**
- More than 250,000 books sold  
**250,000部以上の売上**



# The Philosophy (理念)

- Children belong on the Internet.  
子どもたちは、インターネットと接すべき
- Their safety is the responsibility of  
子どもたちの安全に対する責任は、下記の其々が負う
  - Themselves (子ども自身)
  - Parents (親)
  - Educators (教育者)
  - Internet Service Providers (インターネット・サービス・プロバイダ)
  - Web site providers (Webサイト・プロバイダ)
  - Public Policy-makers (公共政策立案者)

# And also...

さらに・・・

Children deserve a better Internet  
than we have given them.

子どもたちは、現在私達が与えている以上の、より  
よいインターネット環境と接すべき。

# U.S. Kids and Internet

## アメリカでの子どもとインターネットの関わり



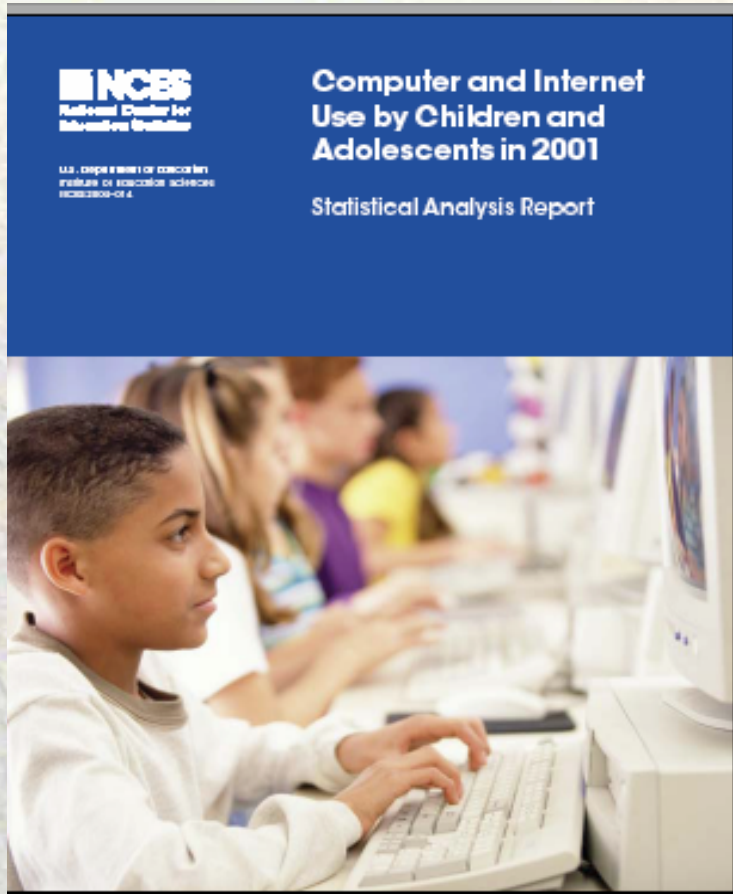
- 99% of public schools have Internet access.  
**公立学校の99%以上でインターネット接続**
- Most is broadband.  
**大多数が、ブロードバンドを使用**
- 5 kids per computer.  
**1台のコンピュータを5人で使用**

Source: *Internet Access in U.S. Public Schools and Classrooms: 1994-2002*

<http://nces.ed.gov/>

# U.S. Kids on the Internet

## インターネット上のアメリカの子どもたち



- 59% age 5-17 use it.  
**5 ~ 17歳の59%が使用**
- 31 million kids  
**3,100万人の子どもが使用**
- 75% of teens  
**10代の75%が使用**
- 25% of 5 year olds  
**5歳児の25%が使用**
- No gender gap.  
**男女差は無し**
- Racial gap.  
**人種による差は有り**

Source: *Computer and Internet Use by Children and Adolescents in 2001*  
<http://nces.ed.gov/>

# Where do kids access the Internet? 子どもがインターネットにアクセスする場所は？

- Home **自宅**(78%)
- School **学校**(68%)
- Public Library **公共図書館** (15%)
- Someone else's house  
**自宅以外の家** (15%)

Source: *Computer and Internet Use  
by Children and Adolescents in 2001*  
<http://nces.ed.gov/>

# High-speed at Home

## 自宅からは高速アクセス

- 31% of US homes with Internet access connect via broadband.

アメリカの家庭の31%がブロードバンド経由でインターネットに接続

- “always-on” information appliance  
「常時接続」の情報家電



Source: *America's Online Pursuits: The changing picture of who's online and what they do*

December 22, 2003

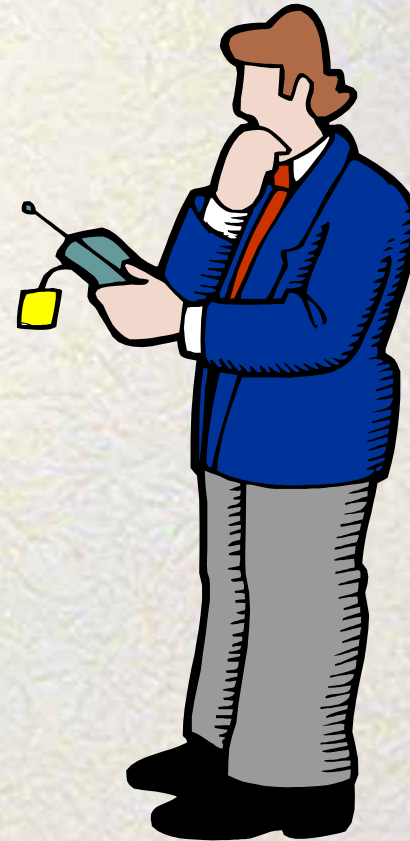
<http://www.pewinternet.org>

# What about mobile phones?

## 携帯電話の使用状況は？

- No I-mode :-(  
**iモードは無い**
- 45% of all U.S. mobile subscribers ages 18 to 24 use SMS texting  
**アメリカでは、18歳～24歳の携帯電話加入者の45%がショート・メッセージ・サービス(SMS)使用**

Source: Harris Interactive and Telephia



# Why we love the Internet

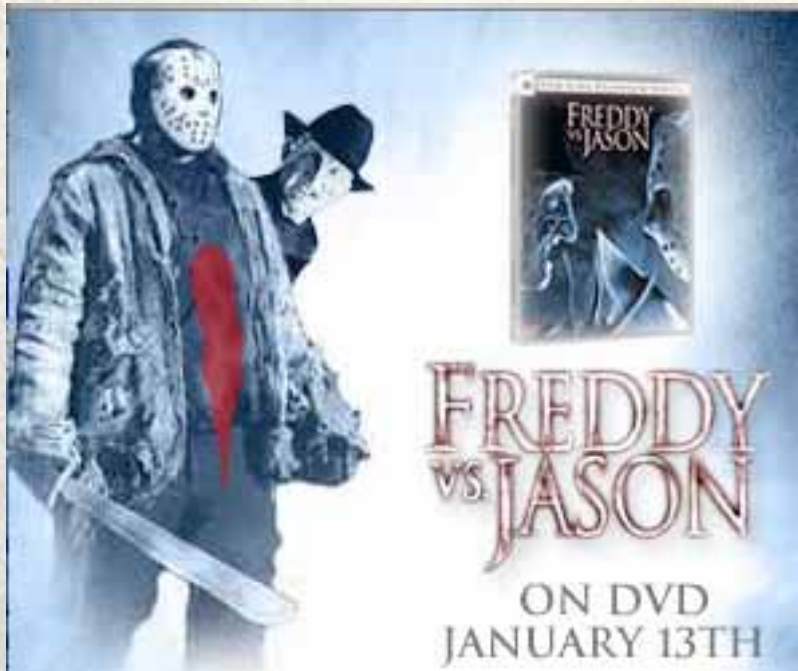
## インターネットが好まれる理由

	<p>Access to current, real-time information. <b>最新の情報をリアルタイムでアクセス</b></p>	
<p>Kids can be creators as well as consumers. <b>子どもたちは、消費者になれるのと同時にクリエイターにもなれる</b></p>		<p>Collaborative, empowering environment. <b>コラボレーションとエンパワーメントを実現できる環境</b></p>



# Dangers we know

こんな危険が潜んでいます



- Predators 捕食者たち
- Pornography ポルノ
- Inappropriate material

適切でない題材

- Violence, bad language, hate speech...

暴力, 乱れた言語, 差別発言

- Inaccurate or misleading information

不正確もしくは誤解を招く恐れのある情報

# Information Overload

## 情報の過剰供給



The amount of new information stored on paper, film, magnetic, and optical media has about doubled in the last three years.

紙, フィルム, 磁気, 光メディアに蓄えられている新しい情報は, この3年で倍増している

The www contains about 170 terabytes of information ...in volume this is 17 times the size of the Library of Congress print collections (19 million books, 56 million manuscripts).

- Source: *HOW MUCH INFORMATION 2003?*

[www.sims.berkeley.edu/research/projects/how-much-info-2003/](http://www.sims.berkeley.edu/research/projects/how-much-info-2003/)

# My Mission

## 私の使命

- Find only the best web sites for kids.

子どものために、最良なサイトを見つけ出すこと

- Describe them in an appealing way.

それらのサイトについて、魅力的な紹介をすること

- Organize them into a subject hierarchy that makes sense to a young student.

サイトを子どもたちが理解できる体系に整理する

- Keep the directory updated.

ディレクトリを常に最新の状態に保つこと

# Why Others Should Create Safe Sites Directories

他の人々にも、安全なサイトのディレクトリを作成して欲しい理由



- Sites come in all Languages.  
サイトは様々な言語で書かれている
- Cultural variances in tolerance and acceptability.  
文化によって、許容範囲が異なる
- It is a big job, but any motivated organization or individual can do this!  
作業量が多いが、やる気のある団体、個人なら可能な仕事！

# Planning the Directory 1/5

## ディレクトリの作り方

- Who is the audience? Age group?

閲覧対象者は誰か？対象者の年代は？

- What subjects to collect?

どのような主題のサイトを集めるか？

- How to organize the subjects

### 主題の整理方法

– Use other sites, reference books for ideas

アイデアを得るために、他のサイト、参考図書を活用する

# Planning the Directory 2/5

## ディレクトリの作り方

- Selection Policy--decisions:

### 選定基準

- What is the ideal site for this audience?  
閲覧対象者にとって理想的なサイトとは？
- Is advertising OK? If yes, how much?  
広告は可能か？可能な場合の予算は？
- What about language? Violence?  
言語は？暴力はOKか？
- Is there anything you will exclude outright?  
完全に排除するものはあるか？

# Planning the Directory3/5

## サイト案内の作り方

- Who will make the selections?

### 選定者は誰か？

- need for consistency in style of writing and quality of site selection.

### 文体と選定サイトの質にゆるぎがないこと

- Require a writing sample of the reviewers.  
**レビュアーによる文章サンプルの提出が必要**
- “a cool site with fun games” doesn’t tell you much!

**「楽しいゲームのあるクールなサイトです」では、何も伝わらない**

# Planning the Directory 4/5

## サイト案内の作り方

- How will the list be updated?

### リストの更新方法

- Need to check links and content on a regular basis.

**リンクとコンテンツの定期的なチェックが必要**

- We recommend a product by [www.gossamer-threads.com](http://www.gossamer-threads.com)



# Powered by...Links

## Linksの紹介

- Windows & Unix
- Links SQL \$450
- Links 2.0 is FREE

**Links 2.0は無料**

- EASY to use web interface

**ウェブ・インターフェイスは簡単に利用可能**

- No technical knowledge needed.

**技術的な知識は必要なし**

# The Public View

## 公開方法

### Net-mom's Nice Sites

[ [Top](#) | [What's New](#) | [What's Cool](#) | [User Ratings](#) |

Search

[More search options](#)

#### [Arts & Crafts](#) (10)

On the Internet, virtual crayons never break, and you never have to clean the paint brushes!

#### [Emergency Homework Help](#) (10)

Just the facts, just in time!

#### [Family Fun](#) (10)

Looking for a site the whole family can enjoy? There is something for everyone at the following Net destinations.

#### [Games & Interactive Stuff](#) (9)

Online gizmos, games, and activities from the Net's leading edge of fun.

#### [Math](#) (7)

These sites all add up to fun.

#### [Music](#) (10)

Forget surfing. Sing, play, or dance the Internet.

#### [Preschoolers](#) (10)

These engaging sites will amuse, excite, amaze, educate, and entertain little ones as well as others who are kids at heart.

#### [Reading, Writing, Chat, or Pen Pals](#) (10)

Have you read these URLs? They are on Net-mom's "best seller" list>

#### [Science](#) (10)

Are you building a rocket out of old pieces of junk? Are you growing mold cultures in your sock drawer? Then experiment with these sites at home.

#### [Sports and Outdoor Fun](#) (10)

Somebody had to make the call. Net-mom says these sites are "safe at home," and they are all winners.

Category Browser:

- ▼ Home
- Arts & Crafts (10)
- Emergency Homework
- Family Fun (10)
- Games & Interactive St
- Math (7)
- Music (10)
- Preschoolers (10)
- Reading, Writing, Chat, i
- Science (10)
- Sports and Outdoor Fun

**Browse: Family Fun**

**Browse: Family Fun**

[Browse](#) | [Add Cat](#) | [Add Link](#) | [Edit](#) | [Delete](#) | [Move](#) | [Editors](#) | [Related](#) | [Validate](#) |

There are **10** links.

● Bonus.com - The SuperSite for Kids	<a href="http://www.bonus.com/">http://www.bonus.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● CBC4kids	<a href="http://www.cbc4kids.ca/">http://www.cbc4kids.ca/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● Funschool.com	<a href="http://www.funschool.com/">http://www.funschool.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● Harcourt School Publishers - The Learning Site	<a href="http://www.harcourtschool.com/">http://www.harcourtschool.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● HBO Magnet	<a href="http://www.hbofamily.com/">http://www.hbofamily.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● Kids' Space	<a href="http://www.kids-space.org/">http://www.kids-space.org/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● Knowble	<a href="http://www.knowble.com/">http://www.knowble.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>
● Lycos Zone	<a href="http://lycoszone.lycos.com/">http://lycoszone.lycos.com/</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Move</a>   <a href="#">Copy</a>   <a href="#">Owner</a>

# Now that you have your policy... 5/5

## 方針を定めたら...



- All sites will be measured against it.

全てのサイトを方針に照らして評価

- In 2000 I estimated how many sites I had examined over 5 editions. It was over 1.5 million pages. I have stopped counting.

2000年に5版までのサイト審査数を見積もったが、1,500万ページ以上だったので、数えるのをやめた

# Current Net-mom Policy 1/3

## 現在のネットママの方針

- Age-appropriate (3 to 14 “tween”)

**年齢層(3歳～14歳)**

- No bad language, hate speech, “gross” subject matter.

**乱れた言語, 差別発言, 「ゾッとする」題材**

- Minimal advertising. No gambling ads or adult products.

**最小限の広告。ギャンブル関連やアダルト製品の広告は無し**

- Privacy policy should respect the user.

**プライバシーに関する方針は, ユーザを尊重したものであること**

# Current Net-mom Policy 2/3

## 現在のネットママの方針

- Sites should have some authority--like NASA or National Geographic.

何らかの権威付けのあるサイトであること

- Well-designed, easy to use.

デザインが優れ、簡単に利用できること

- Limit animations; no automatic music without an OFF control.

動画は最小限に。音楽の自動再生にはOFFボタンがあること

- Chat rooms should be moderated.

チャット・ルームは管理者がいること

# Current Net-mom Policy 3/3

## 現在のネットママの方針

- Site should be current, not abandoned.  
サイトは更新されていて、放置されていないこと
- Sites should teach me something or excite me with their creativity.  
私自身が何か学ぶことがある、もしくは興味をそそられる創造性のあるサイトであること
- Sites should suggest something for me to do offline.
  - Float/sink; clay  
オフラインで何かするヒントを含むサイトであること
- Sites should have “heart”--a feeling I get -- authenticity--openness--no underlying agenda-- hard to describe!  
「心」を持つサイトであること(「心」の意味はうまく説明できませんが)

# Not Approved 1/5

## 推奨しないサイト

- Web-logs “blogs” where kids keep online diaries and strangers comment on the kids’ lives, and write to them.

Web日記である「ブログ」。ここでは、子どもがオンライン上で日記をつけ、その場で他人がコメントを書き込んだり、メールを送ったりする。



**DIARIES**  
@ THE STUDENT CENTER

[Create a Diary](#) | [Home](#) | [My Diary](#) | [Read Public Entries](#) | [Search](#) | [Featured Writers](#)






# Not Approved 2/5

## 推奨しないサイト

**HOT or NOT**  
What others thought

**8.6**  
based on 604 votes  
You rated her: **6**  
[Click Here to Meet Me](#)



She last checked her score:  
46 minutes ago

Over **7 Billion** votes counted and  
**9,500,000** photos submitted.

- “Am I Hot or Not?”
  - Do you want to lose your self-esteem or not?  
自尊心をなくしたい?  
なくしたくない?
  - Submit photo, people rate it, they can view your description and “meet” you online.  
写真を送ると、他人が写真を評価し、プロフィールをみて、オンライン上で互いに会える

# RateMyTeachers.com

推奨しないサイト

The screenshot shows the RateMyTeachers.com website. At the top, the logo "RateMyTeachers.com" is in green, followed by navigation links: HOME | HELP | PRESS | PRIVACY | ABOUT | CONTACT | ADVERTISE. Below the header is a main content area with a purple background. On the left, there is a sidebar with a menu including "nu", "New", "Your School", "Center", "Featured Schools", "Press", "Comments", "Rules", "FAQ", "Content", "Name", and "Shame". The main content area features a large image of a diverse group of students. To the right of the image is a "MEMBER LOGIN" button. Below the image is a section titled "Honest. Essential Critique" with the text: "For the passionless imposters who only call themselves teachers, this website is your worst enemy. The days of mediocrity are coming to an end." Below this is a "Find Your School" section with a map of the United States divided into colored regions. To the right of the map is a "A Special Offer From Samsonite" advertisement. At the bottom right, there is a "1913 Harvard Directory CD" advertisement. The sidebar also includes a "nt" section with a Samsonite bag image and the text "ridered".

RateMyTeachers.com HOME | HELP | PRESS | PRIVACY | ABOUT | CONTACT | ADVERTISE

MEMBER LOGIN

**Honest. Essential Critique**  
For the passionless imposters who only call themselves teachers, this website is your worst enemy. The days of mediocrity are coming to an end.

**Find Your School.**  
To get started, please select your region by clicking the map on the right.

Canadian users, check out:  
▶ RateMyTeachers.ca

**Get 10% Off**  
TrafficSchool.com  
**CLICK HERE**

**WIN \$1,000 FOR YOUR SCHOOL'S PROM!**  
CLICK HERE  
PromSpot.com

**A Special Offer From Samsonite**

Ads by Google

1913 Harvard Directory CD

# Not Approved 4/5

## 推奨しないサイト

- SchoolScum.com
  - Implicated in Arizona teen's suicide.
- アリゾナで起きた10代の自殺に関与
- Death threats, including a “Columbine-style” mass shooting threat at local high school.

コロンバイン高校銃乱射事件のような、集団射撃を地元  
の高校で起こすと脅す脅迫状

# Not Approved 5/5

## 推奨しないサイト


- The new “cut and paste scholarship”  
「カット＆ペースト」に基づく勉強法
- “if it’s on the Internet, it’s OK to use it and call it yours.”  
「インターネット上の文章はすべて自分が書いたものとして使用してOK」

The Only Model Term Paper Catalog Listing Thousands of Papers Written Recently

  
*Thousands of Papers*

*ALL Of Our Reports Are Available  
RIGHT NOW*

*For Only \$ 9.95/page + **FREE** Bibliography !*

*Just Choose Any Paper And Then  
Press the **Red ORDER** Button  !*

*If You Don't See What You're Looking For,  
Choose A Category From The Left Side Of This Screen*

# **Your Kids Need a Selection Policy -- in their heads –**

子ども達は、「自分たちの頭の中に」選択規定が必要です

## **It's called Media Literacy**

それを、メディア・リテラシーと呼びます



# Adults need ML Too

## 大人にもメディア・リテラシーは必要です

- 46.1% of adults assessed the **credibility** of sites based in part on the appeal of the overall visual design of a site, including layout, typography, font size and color schemes.

**46.1%の大人が、サイトの信頼性を外見で判断**

- 8.8% identity of the site or operator

**8.8%がサイトの作成者、運営者で判断**

- 6.4% customer service

**6.4%がカスタマ・サービスで判断**

- 3% sponsorships

**3%がサイトの後援者で判断**

- **0% mentioned false or misleading information!**

**間違った、もしくは誤解を生む情報についての指摘は0%！**

Source: *How Do People Evaluate a Web Site's Credibility? Results from a Large Study*,

released October, 2002

[www.consumerwebwatch.org/news/report3\\_credibilityresearch/stanfordPTL\\_abstract.htm](http://www.consumerwebwatch.org/news/report3_credibilityresearch/stanfordPTL_abstract.htm)

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# Tools Kids Need 1/2

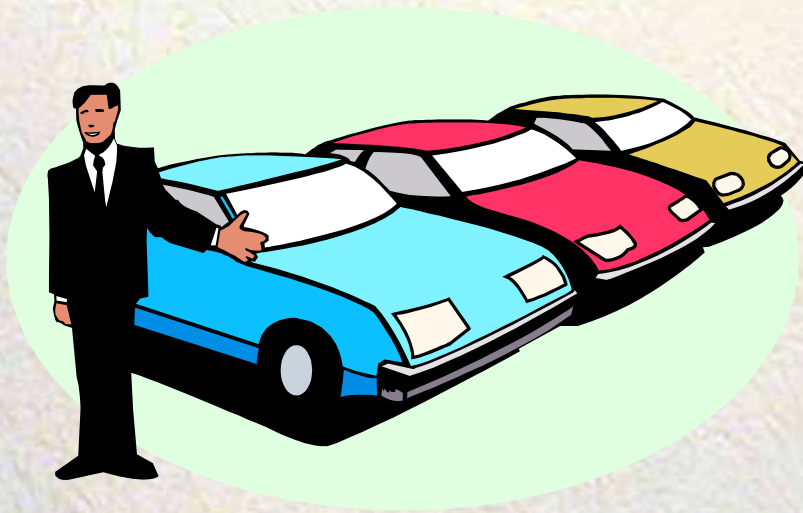
## 子どもに必要なツール



- What kind of site is this?  
Commercial? Personal?  
このサイトの種類は？商用？  
あるいは個人向け？
- Who writes the information  
and why should I believe it?  
情報を書き込んだのは誰か？  
信じて良い情報か？
- Who else links to this  
site?  
他にこのサイトへリンクしてい  
るのは誰か？

# Tools Kids Need 2/2

## 子どもに必要なツール



- Does the site offer a GOOD answer--not just an answer.

このサイトは良い「回答」を提供しているか？それとも単なる「回答」ではないか？

- What am I giving up in order to play this game or download this, and so on.

このゲームで遊ぶためや、これをダウンロードするのと引きかえに、失う可能性は何だろう？



# Hoax Site 1/5

いかさまサイト

[www.mcwhortle.com/](http://www.mcwhortle.com/)



# mcwhortle

**About Us**

**Testimonials**

**Invest Now**

**Press**

## McWhortle Enterprises, Inc.

McWhortle Enterprises is an established and well-known manufacturer of biological defense mechanisms. Fortune 500 companies routinely use McWhortle Defense systems to protect their far-flung executives living in dangerous areas. These discreet, confidential safeguards have for years given employees and their families peace of mind.

Now, for the first time, McWhortle Enterprises is offering a product to the general public: the new **Bio-Hazard Alert Detector**. Running quietly on two double-A batteries, the Bio-Hazard Alert Detector emits an audible beep and flashes when in the presence of all known bio-hazards. The Bio-Hazard Alert Detector, measuring only 3 by 7 inches, is small enough to slip into a man's jacket pocket, a woman's purse or a child's backpack.

The Bio-Hazard Alert Detector works by detecting microscopic levels of hazardous bio-organisms. It can detect even the finest-milled, weapon-grade biohazards from 50 feet away before the splash of isolation or



# It's from a Federal Agency!

製作したのは連邦政府です！



If you responded to an investment idea like this . . .

***You could get scammed!***

**An investor protection message, brought to you by:**

Securities and Exchange Commission



McWhortle Enterprises does not exist. It is a complete fabrication, posted by the Securities and Exchange Commission, the Federal Trade Commission, the North American Securities Administrators Association, and the National Association of Securities Dealers to alert investors to potential on-line frauds.

We created this site because we've all seen an increase in the number of investment scams preying on our fears of anthrax and other bio-hazards.

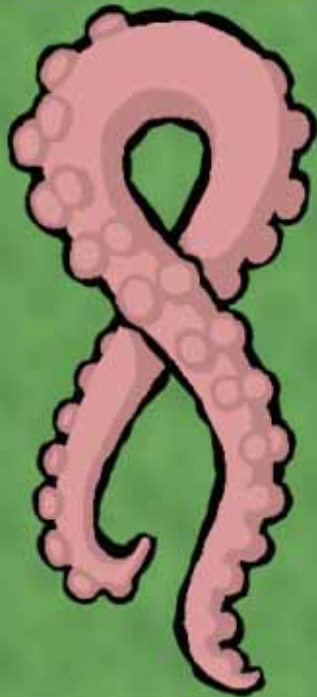
This site shows some of the telltale signs of on-line investment fraud. Promises of fast and high profits, with little or no risk, are classic red flags of fraud. Remember — if it sounds too good to be true, it usually is! For more information, read the SEC's brochure, "Internet Fraud: How to Avoid Investment Scams," or the tip sheet, "Stock Market Fraud: 'Survivor' Check List."

Before making any investment — online or offline — it pays to do your own research to make sure the company exists, that its products are genuine and its claims legitimate. McWhortle Enterprises has no track record and no

# The Endangered Pacific Northwest Tree Octopus

絶滅の危機に瀕する北米北西部のツリー・オクトパス

[zapatopi.net/treeoctopus.html](http://zapatopi.net/treeoctopus.html)



## Cephalopod News

2004-01-08 **Scientists Discover Luminous Squid** (AP)

A Hawaiian squid is shining new light on optical nanotechnology: the creature has a built-in

## The Pacific Northwest Tree Octopus (Endangered)

Help Save The Tree Octopus From Extinction!

### About The Pacific Northwest Tree Octopus

The Pacific Northwest tree octopus (*Octopus paxarbolis*) can be found in the **temperate rainforests** of the Olympic Peninsula on the west coast of North America. Their habitat lies on the Eastern side of the Olympic mountain range, adjacent to Hood Canal. These solitary cephalopods reach an average size (measured from arm-tip to mantle-tip,) of 30-33 cm. Unlike most other cephalopods, tree octopuses are amphibious, spending only their early life and the period of their mating season in their ancestral aquatic environment. Because of the moistness of the rainforests and specialized skin adaptations, they are able to keep from becoming desiccated for prolonged periods of time, but given the chance they would prefer resting in pooled water.

An intelligent and inquisitive being (it has the largest brain-to-body ratio for any mollusk), the tree octopus explores its arboreal world by both touch and sight. Adaptations its ancestors originally evolved in the three dimensional environment of the sea have been put to good use in the spatially complex maze of the **coniferous Olympic rainforests**. The challenges and richness of this environment (and the intimate way in which it interacts with it,) may account for the tree octopus's advanced behavioral development. (Some evolutionary theorists suppose that "arboreal adaptation" is what laid the groundwork in primates for the evolution of the human mind.)



Rare photo of the elusive tree octopus

# Dehydrated water??

乾燥水??

[buydehydratedwater.com](http://buydehydratedwater.com)



[Home](#) | [Online Store](#) | [Franchise Op](#) | [Cool Jobs](#) | [Testimonials](#) | [Free Sample](#) | [FAQ](#) | [Press Releases](#) | [Contact Info](#)

## How do you know when to re-order??

買い替え時期は、どうやって分かるの??

"Are you serious? This site is a joke, right?"

*Response: This site is for real and we actually sell dehydrated water.*

"Can I rinse out the package and reuse it?"

*Response: Yes, but you must dry the package completely.*

"Is your dehydrated water fresh or from concentrate?"

*Response: Our dehydrated water is always fresh and never from concentrate.*

"How will I know when I've run out, and when I should reorder?"

*Response: Once you have used the product, you will need to order more. We recommend ordering in 3 to 6 month supply increments.*

# What are educators doing?

教育者が行っていることは？

- **Develop curriculum materials to support students and families.**  
生徒や家族をサポートするための教材の開発

Lots of help here:

[www.instructional-](http://www.instructional-)

[hightech.com/Top\\_Reference\\_Education\\_Instructional\\_Technology\\_Evaluation\\_Web\\_Site\\_Evaluation.html](http://www.instructional-hightech.com/Top_Reference_Education_Instructional_Technology_Evaluation_Web_Site_Evaluation.html)

Two examples:

# ICYouSee

- [www.ithaca.edu/library/Training/](http://www.ithaca.edu/library/Training/)
- Includes sample assignments

**ICYouSee:**  
**T** is for  
**T**hinking



**A Guide to Critical Thinking About What You See  
on the Web**

For fun and games and pretty pictures, the Web is fine.

But is the Web a good research tool?

The answer is a qualified yes, and only if you are careful.

# Kathy Schrock Guide

- [school.discovery.com/schrockguide/eval.html](http://school.discovery.com/schrockguide/eval.html)
- Includes extensive links to media literacy help for teachers  
教師のメディア・リテラシーを助ける豊富なリンクを含む

The screenshot shows the website [discoveryyschool.com](http://discoveryyschool.com). The main navigation menu on the left includes: On TV, Lesson Plans, Teacher's Store, Custom Classroom, Teaching Tools, Curriculum Center, Homework Helpers, and Favorites. The main content area features a search bar, a link to "Kathy Schrock's Guide for Educators", and a section titled "DISCOVERY SCHOOL'S KATHY SCHROCK'S GUIDE FOR EDUCATORS". Below this is a navigation bar with links for HOME, EMAIL KATHY, ALPHA INDEX, SITE MAP, SITES OF THE SCHOOL DAYS, and a search bar. A "TEACHER HELPERS" section is also visible, providing "CRITICAL EVALUATION INFORMATION".



# What should web site providers do?

## Webサイト・プロバイダがなすべきことは？

- Make it easy to verify the accuracy of the information on your site..  
自分のサイト上の情報の正確さを簡単に証明できること
- Show that there's a real organization behind your site.  
サイトが、実体のある組織により運営されていることを示すこと
- Make it easy to contact you.  
簡単にコンタクトが取れること
- Update your site's content often (at least show it's been reviewed recently).  
頻繁にコンテンツを更新する
- Use restraint with any promotional content (e.g., ads, offers).  
宣伝関連のコンテンツを制限する
- Have a Privacy policy.  
プライバシーに関する方針を持つ
- [www.webcredibility.org](http://www.webcredibility.org)

# What should Internet providers do?

## インターネット・プロバイダがなすべきことは？

- Internet Association of Japan is already doing it!

インターネット協会は既に  
実行している！

- Convene meetings.  
会議を開催する
- Educate families.  
家庭を教育する
- Coordinate Initiatives  
新たな試みを行う
  - Rating & filtering
  - Privacy Online
  - Hotlines
  - and more!

# What should policy-makers do?

## 政策立案者がなすべきことは？

- Convene task forces to examine existing legislation.

現在の法制度を検討するためのタスク・フォースを組む

- Work with counterparts in the global arena.

グローバルな舞台で、同じ立場の人々と共に働く

- Create kid-friendly government sites.

子ども向けの政府サイトを構築する

- Host web site creation contests for student teams...

生徒チーム対抗の、Webサイト構築コンテストを  
主催する

# Kids & Web Development

## 子どもとWeb開発



[childnetacademy.org/](http://childnetacademy.org/)

- ThinkQuest.org
- [www.thinkquest.jp/](http://www.thinkquest.jp/)



# What can parents do?

## 親に出来ることは？

- Many notable parent initiatives  
親が、率先して動くこと
- Make sure kids know safe net use rules.  
子どもがインターネットの安全な使い方を知っていることを確認すること
- Trust, but monitor use.  
子どもを信じつつ、インターネットの使用を監視すること



# Parent Toolbox

## 親のためのツール・ボックス

- [www.chatdanger.com](http://www.chatdanger.com) and the [www.childnet-int.org](http://www.childnet-int.org) family of sites
- [www.getnetwise.org](http://www.getnetwise.org)
- [www.netfamilynews.org/](http://www.netfamilynews.org/)



NET FAMILY NEWS

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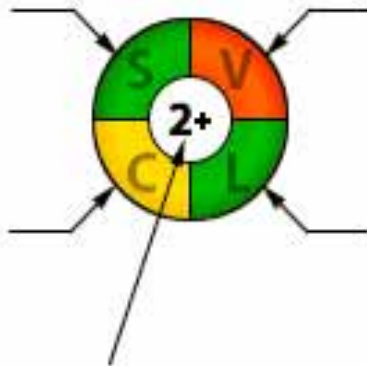
[about](#)

## Sexual Content

Includes nudity, implied sex, suggestive situations, and explicit sexual situations.

## Content *(includes these elements:)*

- Scarciness
- Humor
- Social behavior demonstrated by the characters (tolerance, diversity, role models)
- How much commercialism is present
- Whether or not there are drugs, alcohol, or tobacco products used in the product.



## Violence

Includes everything from cartoonish violence to explicit and graphic violent content.

## Language

Includes all levels of inappropriate language, from mild cursing to extreme profanity.

## Age Recommendation

In determining the age appropriateness of a product, our reviewers rely on accepted child development criteria. But all kids are different. Our goal is to give you enough reliable information to determine what's right for your family. We don't provide one-size-fits-all parenting advice, but try to ensure that every family can share an enjoyable media experience together.

This is our younger brother, Jay – known to his instant message buddies as "DrCool."

ICU-UCME is where he spends about 99 per cent of his time. I don't like the way they try to get personal info about you when you register, so I'm not a member. But Jay – he's online 24-7 talking to people. He thinks that cyberspace should be a place where everyone can say what they think.

**Jo's Checklist:**

- What kind of Web site is this?
- What decision does Jo have to make?
- What should Jo be looking out for?
- Does Jo make the right decision?
- Why or Why not?

## Cool or Fool?



- [www.media-awareness.ca/english/special\\_initiatives/games/joecool\\_joefool/jo\\_cool\\_kids.cfm](http://www.media-awareness.ca/english/special_initiatives/games/joecool_joefool/jo_cool_kids.cfm)
- [www.bewebaware.org/](http://www.bewebaware.org/)



# What can parents do?

## 親に出来ることは？

But...is this really an “Internet Problem”?

*Maybe we should just come home earlier...*

しかし、本当にインターネット問題は存在するのでしょうか？

もしかしたら、早めに帰宅するだけで問題は解決するのもかも・・・



Copyright 2004 Jean Armour Polly

# What should kids do?

## 子どもたち自身がなすべき行動とは？

- **I will choose a sensible screen name for myself.**  
常識的なハンドル名を自分で選ぶ
- I will not put personal information in my profile.  
プロフィールには個人情報を書き込まない
- I will not put my safety at risk by pretending to be someone I am not.  
他人の振りをして危険なリスクを負うようなことをしない
- I will treat others the way I want them to treat me.  
他人に対し、自分が他人から受けたいような扱いをする
- **I will keep my passwords private.**  
パスワードは他人に漏らさない
- I will stay skeptical.  
懐疑的でいる

# One more thing...

それからもう一つ...



I will unplug  
and experience  
“actual reality”  
because  
there is life beyond being  
connected.

コンピュータから離れ、「現実世界」を経験する。なぜなら、そこには、インターネットを凌ぐ本物の生活があるのだから

# What will Net-mom do?

## ネットマムの今後の活動



- I would like to give every kid a hug and an ice cream cone, but...

私は全ての子どもを抱きしめてアイスクリームをあげたい。でも…

# There's work to do

## ネットマムの仕事

- Continue critical appraisal of web sites for kids.  
**子どものためにWebサイトの重要な審査をし続ける**
- Develop resources to turn around our runaway culture of consumerism  
**暴走する消費者主義を好転させるためのリソースを開発する**
  - Throwaway products
  - Throwaway sexuality
  - Throwaway children
  - There's no "away"--problems stay here.
- Develop resources to support girls.  
**少女達をサポートするリソースの開発**

# There's work to do

## ネットマムの仕事

Develop tools to help us shape the net to fit our various family values.

様々な家庭の価値観に合うようなツールを開発する

Reconnect family members=

Reconnect communities

家族の絆を取り戻す = コミュニティの絆を取り戻す

“We have flown the air like birds and swum the sea like fishes, but have yet to learn the simple act of walking the earth like brothers.”

私たちは、鳥のように空を飛び、魚のように海を泳ぐことができる。しかし、兄弟のごとく共にこの大地を歩むという簡単なことを、まだ学べずにいる。

--Dr. Martin Luther King Jr

# Thank you!

ありがとうございました！

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“The Internet is closing.  
Please go play outside!”

インターネットはおしまいです。  
どうぞ外に出て遊んで下さい！