THE CHANGING FACE OF THE INTERNET

Challenges and opportunities for children & young people

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THIS PRESENTATION

1) Intro to Childnet’s work

2) Changing opportunities for C&YP to create

3) Changing challenges and risks for C&YP + responses

4) Questions

차일드넷의 활동 소개

子供の創作の機会の拡大

子どもに関する課題と危険，その対処

質問
1 Intro to Childnet’s work
“The web is more a social creation than a technical one. I designed it for social effect - to help people work together - and not as a technical toy. The ultimate goal of the web is to support and improve our web like existence in the world...... We have to ensure that the society we build with the web is the sort we intend.”

Tim Berners-Lee  Weaving the Web 1999
Childnet is a charity established in 1995 to

“Helping to make the Internet a great place for children.”

Promoting the positive

Responding to the negative

Access

Awareness

Protection

Policy
JAPAN MOBILES CONFERENCE

The first international cross sectoral Expert’s meeting in Japan looking at mobile internet and Children.

• UK Government Home Office Task Force on Internet Safety.

• UK Mobile Operators Code Of Practice
Lessons learnt from our Childnet Awards Programme 体験や教訓
Rewarding young people who are using the Internet for good – The “DOT HOPE” effect of the Net.
「ドット・ホープ」効果
FOUR THEMES (4つのテーマ):

EXPRESSING……and sharing stories
表現する

ENGAGING……and changing the world
参加する

ENTERTAINING ……and having fun
楽しませる

EDUCATING….and helping their peers
教える
1) EXPRESS - “I want to tell my story”

- Personal stories are very powerful and can challenge and educate.

- Gives those who are excluded a powerful voice.

- Participation not just interaction.

Example: Pauline Yeung
1) EXPRESS - “I want to tell my story”

CHALLENGE 課題

- Children can be vulnerable
- Media literacy – helping C&YP to discern

OPPORTUNITIES 機会

- Safe environments for C&YP to create and express.

Example: Matmice
2) **ENGAGE** - “*I want to change the world*”

✓ *Gives C&YP a real opportunity to engage in real issues*

✓ *Links to other like minded C&YP and networks.*

✓ *A powerful instrument of change in the hands of the next generation*

**Example:** Sarah Bowler
2) ENGAGE - “I want to change the world”

参加する

CHALLENGE 課題

- Following through and offline responsibility
- Reliability of information and “helpline”?

OPPORTUNITIES 機会

- Strengthening networks through the Academy forum
- Working with the media (and not being used)
3) ENTERTAIN - “I want to have fun online”

✓ Level playing field and easier to produce professional looking resources
公平な土俵で、プロなみのリソースを構築しやすい
✓ C&YP at the cutting edge of using the new technologies and games
子どもは、新技術とゲームにかけては最先端をいっている
✓ Tremendous opportunities to share skills online - crossing boundaries and language
オンライン技術を交換し合う機会は豊富 - 国境を越え言語の壁を越える

Example : Andrew Fei
3) **ENTERTAIN** - “I want to have fun online”

**CHALLENGE** 課題
- C&YP becoming addicted and missing out on school work.
- C&YP being exploited because of their skills and abilities

**OPPORTUNITIES** 機会
- Learning can be fun!
- Recognise the educational potential of entertainment.
4) EDUCATE - “I want to help my peers learn”

- C&YP can be the best teachers
- Brilliant motivators for other children
- Opportunities to help those excluded or without access to good peer support.

Example: Heather Lawver
4) EDUCATE - “I want to help my peers learn”

**CHALLENGE**  課題

- Threat to teachers – how do they turn from “Sage on the stage” to “guide on the side”?  
- Quality Assurance and sustaining network

**OPPORTUNITIES**  機会

- C&YP can change make lasting impact

Example: Bullying.org
DOWN TIME！

おさらい
3 Changing challenges and risks for children

What's the biggest Internet danger?

That you'll concentrate on the dangers and forget the benefits.
ADULTS + CHILDREN ARE USING THE NET IN DIFFERENT WAYS

大人と子どものインターネット利用状況の差異

PARENTS

Mostly e-mail and web for research

DO YOU KNOW HOW YOUR CHILD USES THE NET?

子どもがどうやってインターネットを使用しているか知っていますか？

WE NEED TO BE INVOLVED IN OUR CHILDREN’S ONLINE ACTIVITY, VALIDATE THEIR SKILLS + LEARN FROM THEM

私たちは、子どもたちのオンラインでの活動を放任せず、子どもの技術を確認し、子どもたちから学ぶ必要があります

YOUNG PEOPLE

Interactive chat, IM, Music, Games,
SUPERVISED/ UNSUPERVISED ACCESS POINTS

IN SCHOOL

Generally, supervised, protected and monitored

OUT OF SCHOOL

Often no filtering, supervision or monitoring

CHALLENGE = to ensure that children are safe wherever they use the Internet

課題 = 子どもがどこでも安全にインターネットを使用できること
CONVERGENCE + THE NET GOING MOBILE
技術の融合 + インターネットのモバイル化

Fixed location for access eg home/ school
固定された接続場所 例:自宅/学校

Already some children are receiving abusive/ hoax txt messages
既に虐待やいたずらのメッセージを受け取っている子どもたちもいます

Increasingly mobile
増加する携帯電話

As technologies converge we need to review the safety messages
技術の融合が起きつつある今、安全性のメッセージの再考が必要
THE DIFFERENCE BETWEEN NET LITERATE + LIFE LITERATE
ネットの知識と生活の知恵の違い

**KNOWLEDGE**
知識
Many children pick up technology quicker!

**WISEDOM**
知恵
Understanding how to behave in a virtual world

HELP YOUR CHILDREN TO UNDERSTAND THE CONTEXT
子どもが文脈を判断する手助けをしましょう

TECHNOLOGY IS THROWING UP NEW IMPORTANT SAFETY ISSUES WHICH CHILDREN MAY NOT SEE
技術は、子どもたちにはわからない、新たな重要な安全上の問題を生み出している。
### THE DANGERS TO CHILDREN

<table>
<thead>
<tr>
<th>Content</th>
<th>Contact</th>
<th>Commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pornography</td>
<td>Threatening e-mail</td>
<td>Invasion of privacy</td>
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<tr>
<td>Racism</td>
<td>Strangers in chat rooms</td>
<td>Blurred between advertising &amp;</td>
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<tr>
<td>Inaccurate</td>
<td></td>
<td>content</td>
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- Pornography
- Threatening e-mail
- Strangers in chat rooms
- Invasion of privacy
- Blurred between advertising & content

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**Away from supervision**

**Always on and potentially reachable**

**Access to Location Based Services**
MOBILE OPERATOR’S CODE OF CONDUCT (Draft)

• Independent classification framework for new commercial content
  • Will it cover “contact” services (CHAT ?)
• Parental Controls
  • Communality of language and user interface (work together)
• Combating malicious communications
  • Bullying, SPAM, barring tools ?
• Combating illegal content
  • We commend attention they are giving to this issue (IWF)
• Awareness and greater advice on products
  • Targeted at audience using different channels (inc on the mobile)
INACCURATE CONTENT
情報が不正確なコンテンツ

- Spoof sites なりすましサイト
- URL mimickers eg 紛らわしいポルノ誘導ドメイン www.microdoft.com
- Historical revisionist material 歴史修正主義者によるコンテンツ
- Inaccurate health information 不正確な健康情報
Interactive services online
対話型オンライン・サービス

- Chat – IRC & web based
  チャット・IRCとウェブ・ベース

- Instant messaging –
  portals & ICQ
  インスタント・メッセージ：
  ポータルとICQ

- Games – MOO, MUD,
  MUSH etc
  ゲーム

- Cyber sex
  サイバー・セックス

- Mobile chat/games
  モバイル・チャット/ゲーム
“My daughter was contacted starting in February this year by a pedophile whilst using a chat room. He quickly moved to e-mail and shortly afterwards sent her pornography, purporting to be pictures of himself. My daughter was just 12 at this time.

After grooming her for some weeks, he made telephone contact and eventually persuaded her to miss school and meet him.

In total, he met her five times and took her back to his flat where she was sexually abused…

… I have worked in the computer industry for 18 years, latterly with the Internet, and had no idea what went on in these chat rooms. Surely there is some regulatory body that can make the ISPs monitor at least the teenage chat rooms to make sure kids aren’t in danger…. Perhaps you can offer some guidance?”
CHILDNET’S RESPONSE

Aimed at chat users and parents

Over 3,000 questions

Cartoons and a chat safety banner in open source html

Simple non-technical language for parents

Updating shortly

www.chatdanger.com
Subtle Pressure

- Blur between much content & advertising
- Subtle request for information (games, auctions competitions)
- Collection of information makes net marketers dream
- Many parents unaware of dangers
What is changing?
何が変化しているのか？

Constant change is here to stay!
常に絶え間ない変化の波！
EFFECTIVE AWARENESS
効果をもたらす認識

Main principles for success.

1. Identify different audiences
   様々な関覧者を特定すること

2. The need for both offline & Online
   オフライン・オンライン両方で対応すること

3. Engaging, Relevant and Timely
   魅力的, 直接的, タイムリー

4. Cross-sector approach
   異なる分野の歩み寄り
1 Identify audiences

A practical Internet safety advice
実際的なインターネット上の安全のためのアドバイス
Resource for schools that
focuses on 5 key “SMART”
Safety Tips which children
need to remember when they
use computers at school and
out of school.
5つの「賢い」安全上のヒント

KEY FOCUS = SCHOOLS

Supporting teachers in their work
with pupils + parents
The Audience for Safety messages
安全上の注意の対象者

PUPILS (8-13 year olds)
生徒（8〜13歳）
- formative stages

Seeking to influence behaviour rather than just inform

TEACHERS + ICT Co-ordinators
教師
- Providing resources & learning

Helping deal with these issues outside of classroom (education and supervision) + resources

PARENTS
親
- Need support in addressing issues with their children

Vague about children’s online use (Creating a safe comfortable environment).
"The Internet is great fun and a brilliant way to keep in contact with friends. However, it is really important that we all use the Net safely and always remember these SMART rules to stay safe online."

Ant and Dec
2 OFFLINE RESOURCES – Lesson & activities

- Educationally relevant
- Ties in with curriculum
- Vital to engage not just educate
- Showcase children’s examples.

why? ...

The reason why you shouldn’t give out your personal information to those you don’t know is that you can’t be sure where it will end up, what it will be used for and who may contact you.

There are times when you have to give your personal information online - for example in registering for new products or to friends you can trust. The important thing is to remember that this information can then be passed on to other people or organisations.

Often companies will ask you to register with them online because they are interested in selling you something. Don’t be fooled by some of the online quizzes or raffles! It’s best not to give out too much personal information on forms or quizzes - especially those which ask for personal details of those of other members in your home. Always ask for an adult’s opinion if you are unsure.

Be careful when filling out “profiles” in clubs or communities. These are public areas of the Internet which people can search on and then contact you.
3) ENGAGEMENT - Parent’s seminar

- **Face to face**
- **Simple advice about blocking and filtering**
- **Important to do it at school level**
- **Helping empower parents**
Linking pupils with safety officers on a real-life role play in real time.
4) **Cross sector approach**

**Education** 教育

*Teaching about out of school use and responsible, creative use*

学校以外でのインターネット使用、使用に伴う責任、創造的な使い方を教える
4) Cross sector approach

Effective advice

Best practice in interactive services
4) Cross Sector approach

Education 教育

Reaching wider audience
より多くの利用者への歩み寄り

Not sensationalising
センセーショナルでなく

Promoting positive
ポジティブな奨励

Industry 産業
4) Cross Sector approach

異なる分野の歩み寄り

Education 教育

Industry 産業

Media メディア

Pressure on all sectors
全分野に対するプレッシャー

Looking ahead and innovating
将来を見越しながら技術革新を

Children’s rights
子どもの権利

Non-profit sector
非営利分野
Questions ❓ 質問

www.childnet-int.org

...with links to all of Childnet’s projects