

THE CHANGING FACE OF THE INTERNET

変化する子どもたちのネット利用

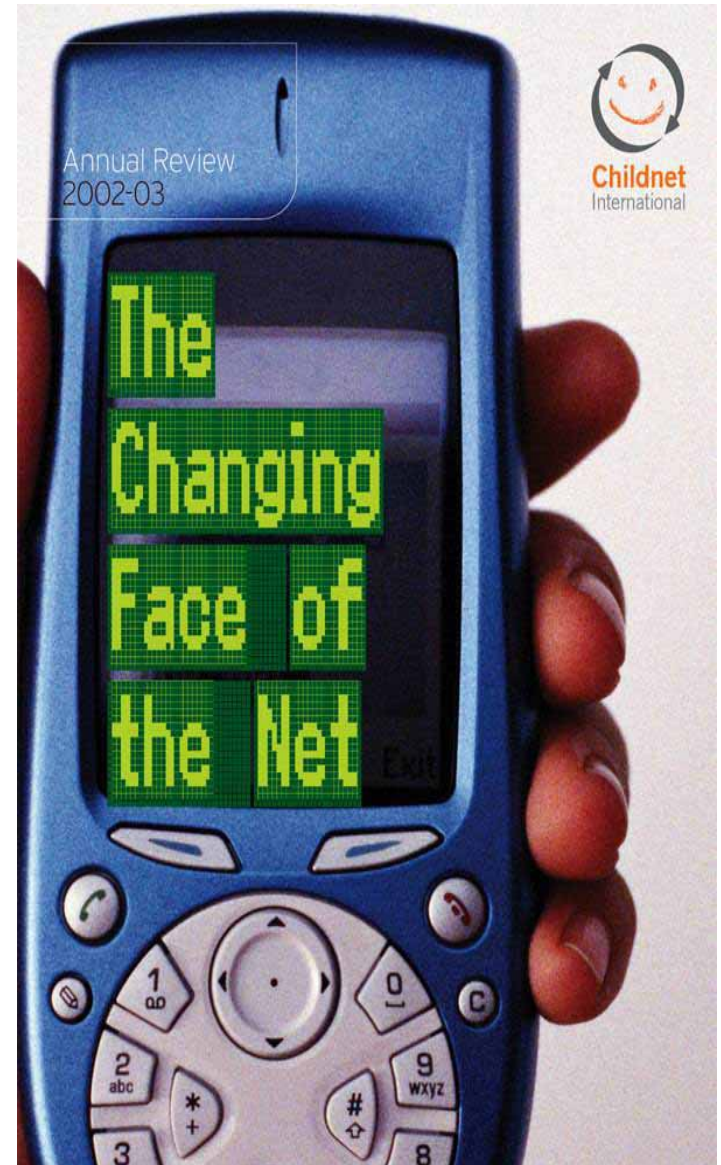
*Challenges and opportunities
for children & young people*

その有用性と危険性を考える

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スティーブン・キャリック・デイヴィス
チャイルドネット・インターナショナル

財団法人インターネット協会
Internet Association Japan



THIS PRESENTATION

1) Intro to Childnet's work
チャイルドネットの活動紹介



2) Changing **opportunities** for C&YP
to create
子どもの創作の機会の拡大



事例1 Examples from
Childnet's Academy program

3) Changing **challenges** and risks
for C&YP + responses
子どもに関する課題と危険, その対処



事例2 Examples of Childnet's
Awareness programs

4 Questions 質問



1 Intro to Childnet's work

チャイルドネットの活動紹介



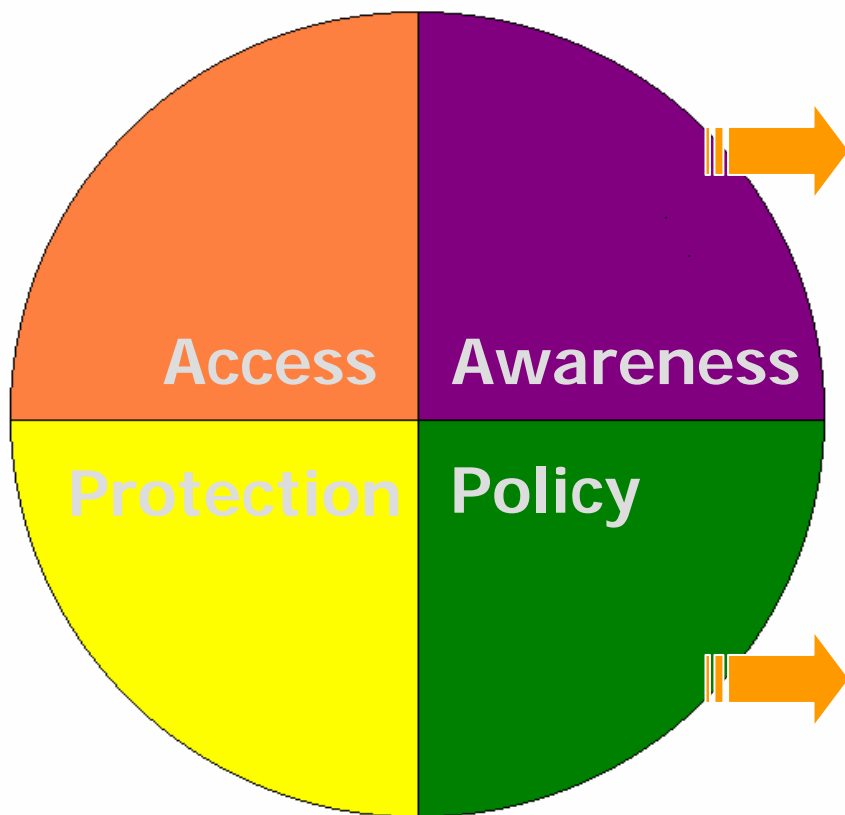
A young boy is shown in profile, looking towards the left. He is holding a large, glowing globe of the Earth. The globe is semi-transparent, showing the continents and oceans. The background is a soft, out-of-focus landscape. The text is overlaid on the left side of the image.

"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
チャイルドネットは、1995年に

"Helping to make the Internet a great place for children."
インターネットを子どもたちにとって魅力的で安全な場所にするために設立されました



Promoting
the
positive
有用性の促進



Responding
to the
negative
危険性への対応



JAPAN MOBILES CONFERENCE

「モバイルインターネットと子ども」に関する国際ワークショップ

- 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



2 Changing opportunities for children

変化する子どものインターネット環境

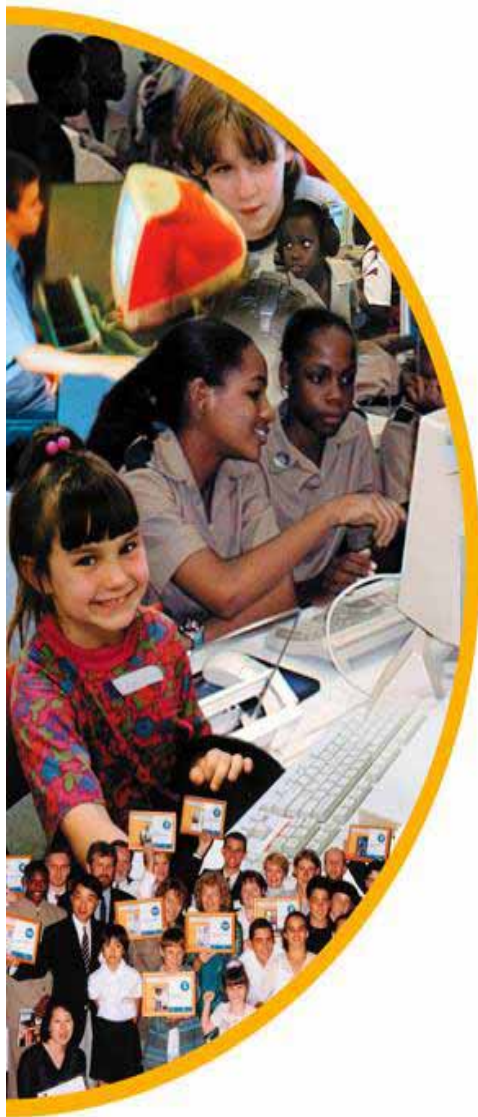
Lessons learnt from our
Childnet Awards
Programme **体験や教訓**

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

ENTERTAININGand having fun
楽しませる

EDUCATING....and helping their peers
教える

1) EXPRESS - “I want to tell my story”

表現する

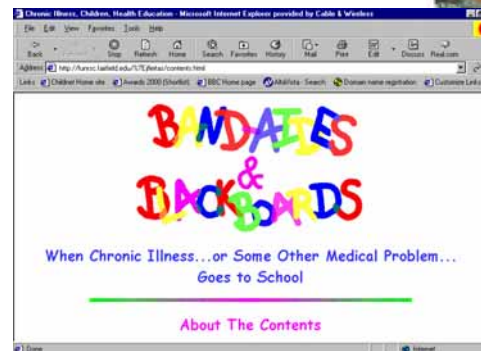
✓ “Lean back or lean forward?”
Participation not just interaction
交流するだけでなく参加する

✓ Gives those who are excluded a
powerful voice

声を発することができない人々に声を

✓ Personal stories are very powerful
and can challenge and educate

個人のストーリーには、非常に力があ
り、問題を提起し、啓蒙する



*Foy Nightingale,
I wish you every success for you have
a lot to offer.*

Example: Pauline Yeung

1) EXPRESS – “I want to tell my story”

表現する

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”

参加する

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

子どもに、社会問題に取り組む機会を与える

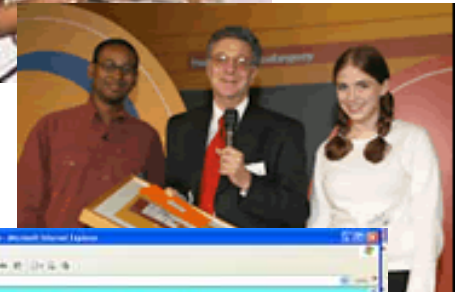
- ✓ Links to other like minded C&YP and networks.

子どもに、同じ考えをもつ仲間とのつながりを持たせる

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

変化のための強力な道具が、次世代の人々の手の中にある

Example: Sarah Bowler



2) ENGAGE - “I want to change the world”

参加する

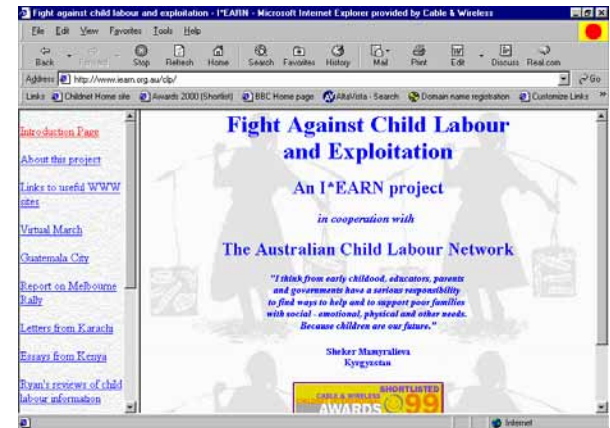
CHALLENGE 課題

- 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”

楽しませる

- ✓ 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”

楽しませる

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”

教える

- ✓ C&YP can be the best teachers
こどもは、最高の教師になり得る
- ✓ Brilliant motivators for other children
他の子どものやる気の源となる
- ✓ Opportunities to help those
excluded or without access to good
peer support.
インターネット接続ができない、仲間によるサポ
ートのない人々を支援



Example: Heather Lawver

4) EDUCATE - “I want to help my peers learn”

教える

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](http://Bullying.org)



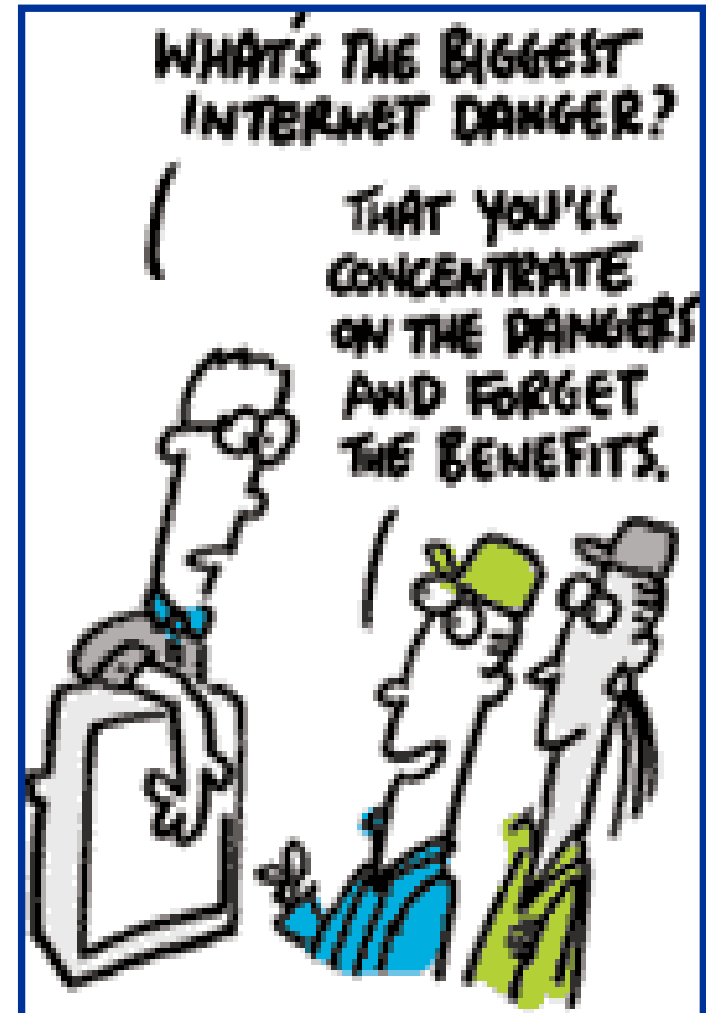
DOWN TIME !

おさらい



3 Changing **challenges** and risks for children

変化する子どもの課題と危険



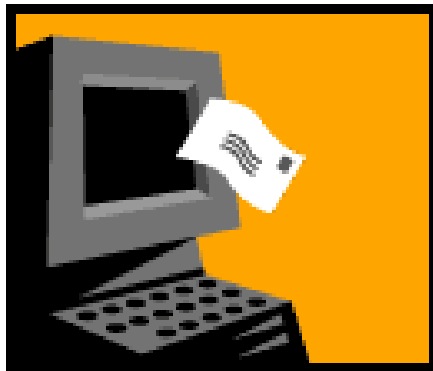
ADULTS + CHILDREN ARE USING THE NET IN DIFFERENT WAYS

大人と子どものインターネット利用状況の差異

PARENTS

親

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-
ネットを使用しているか
知っていますか？



YOUNG PEOPLE

子ども

Interactive chat,
IM, Music, Games,



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

SUPERVISED/UNSUPERVISED ACCESS POINTS

監督/非監督の接点

IN SCHOOL 学校

Generally,
supervised,
protected and
monitored



WE NEED TO DO
MORE THAN
SUPERVISE - WE
NEED TO HELP
EDUCATE

私たちは、監督するだけでは
いけません。子どもの
教育の手助けすること
が必要です



OUT OF SCHOOL 学校以外

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

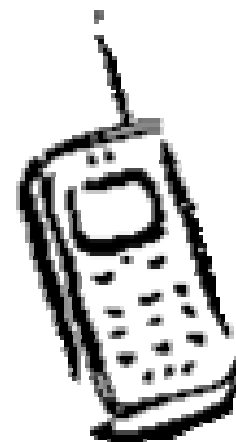


Already some
children are
receiving
abusive/hoax txt
messages

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 !



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



WISDOM

知恵

Understanding how to behave in a virtual world



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

子どもに迫る危険

Content
コンテンツ



Pornography ポルノ

- Racism 人種差別
- Inaccurate information 不正確な情報

Contact
コンタクト



Threatening e-mail
有害なメール

Strangers in chat rooms
チャットルームでの不審人物

Commerce
コマース



Invasion of privacy
プライバシー侵害

Blur between advertising & content

広告とコンテンツの違いがあいまい



Away from supervision

Always on and potentially reachable

Access to Location Based Services

MOBILE OPERATOR'S CODE OF CONDUCT (Draft)

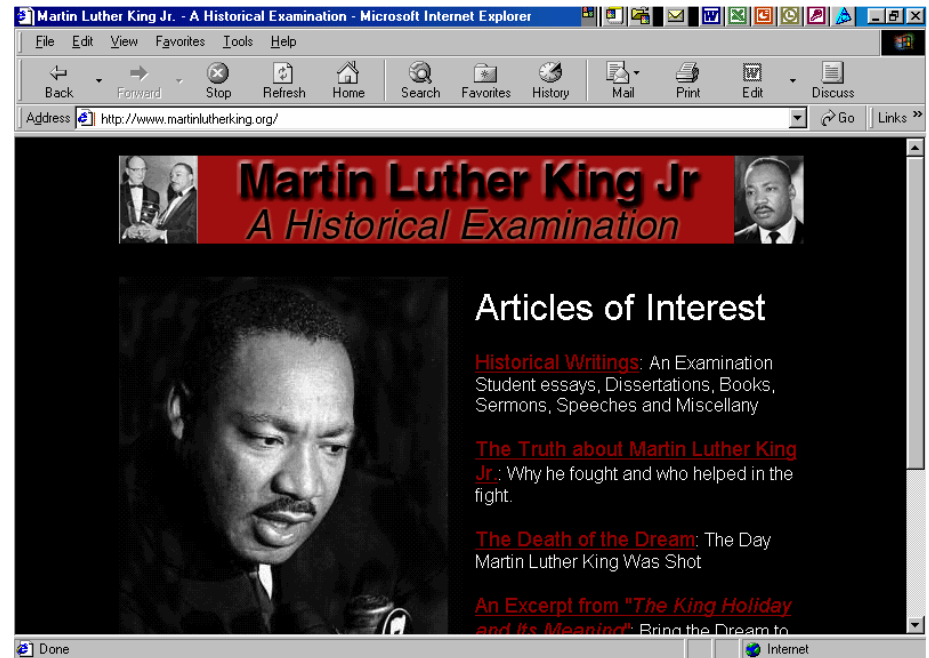
- Independent classification framework for new commercial content
 - *Will it cover “contact” services (CHAT ?)*
- Parental Controls
 - *Communality of language and user interface (work together)*
- Combating malicious communications
 - *Bullying, SPAM, barring tools ?*
- Combating illegal content
 - *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)*

Content コンテンツ

INACCURATE CONTENT

情報が不正確なコンテンツ

- **Spooft 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.microsoft.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



Contact コンタクト

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



ONE FAMILY'S STORY..

ある家族の話

“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?”

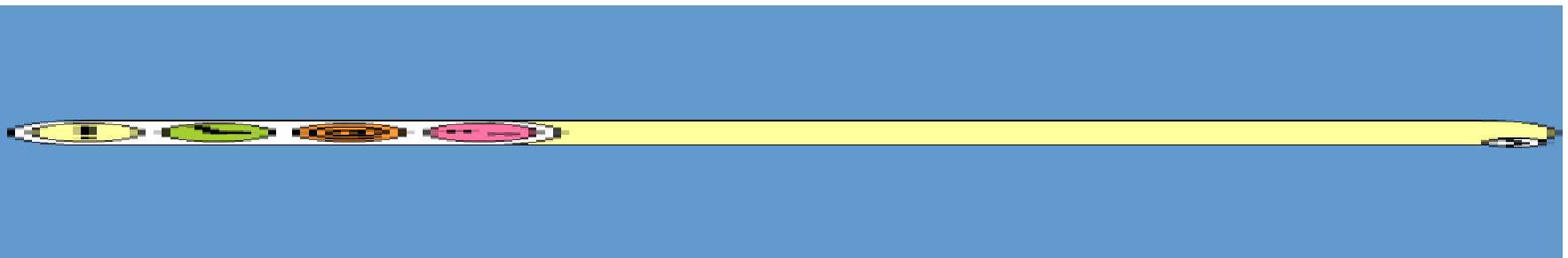
CHILDNET'S RESPONSE

チャイルドネットの対応方法

- 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



Commerce コマース

Subtle Pressure

目に見えない圧力

- 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

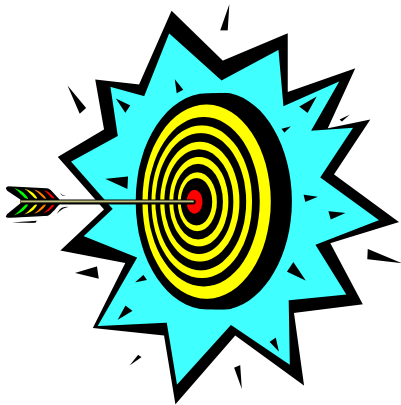
効果をもたらす認識

Main principles for success.

1

Identify
different
audiences

様々な閲覧者
を特定すること



2

The need for
both offline
& Online

オフライン・オン
ライン両方に対
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 (閲覧者を特定する)



A practical Internet safety advice
実践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).

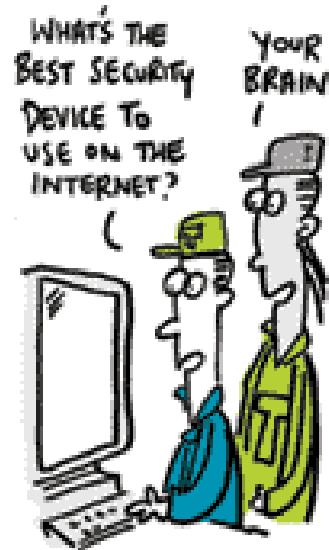
2 OFFLINE RESOURCES – Leaflets

オフラインのリソース:冊子

- *Simple*
- *Engaging (cartoons)*
- *Endorsement from media*
- *Over 1 million printed.*



*"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

オフラインのリソース: 授業 & 様々な活動

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



SMART rules - Microsoft Internet Explorer

S 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 who 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.

When entering a chat room you are asked to give out your NAME, SEX & LOCATION

3) ENGAGEMENT - Parent's seminar

参加：親のためのセミナー

- *Face to face*
- *Simple advice about blocking and filtering*
- *Important to do it at school level*
- *Helping empower parents*



Get your head around Internet Safety
How your family can get the most out of the net



This presentation requires sound. Please turn up your speakers and enjoy! Play

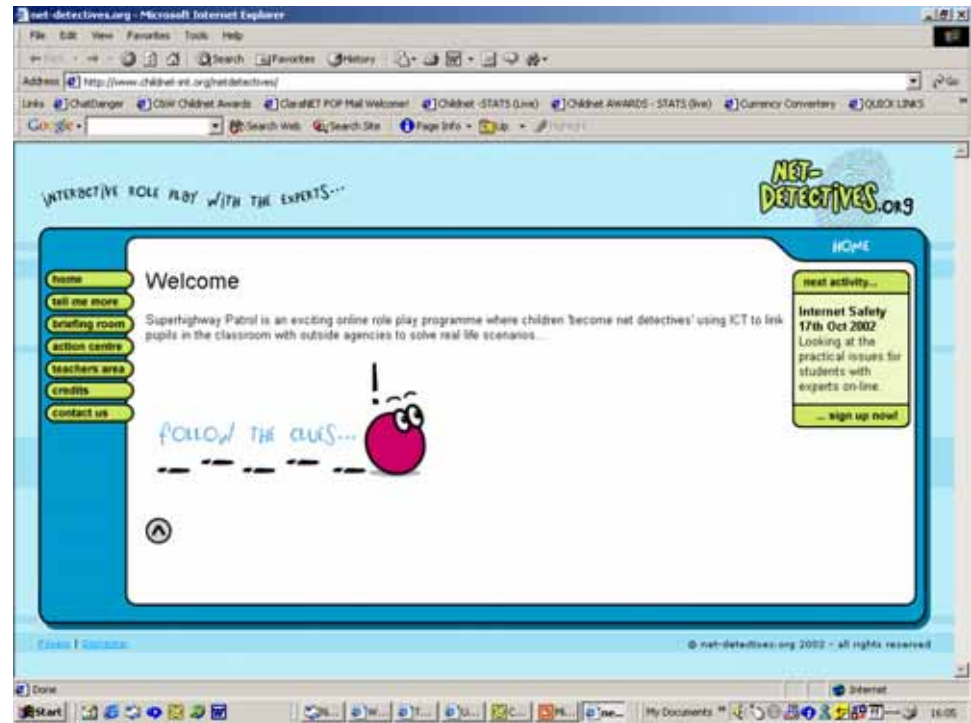
 **ParentsOnline.gov.uk**  **Childnet International**
Helping to make the internet a safer and safer place for children



Click **HERE** for the
**Interactive Parents'
Safety Animation**

3) ENGAGEMENT – Interactive resources

参加：インタラクティブなリソース



Linking pupils with safety officers on a real-life role play in real time.



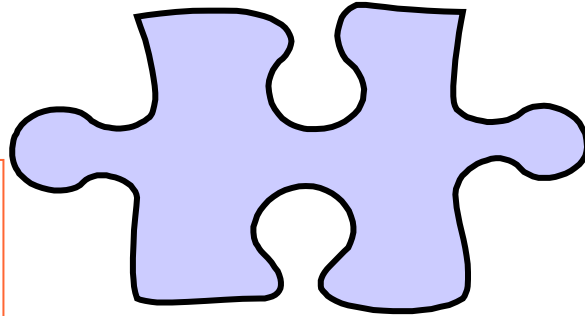
4) Cross sector approach

異なる分野の歩み寄り

Education 教育

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

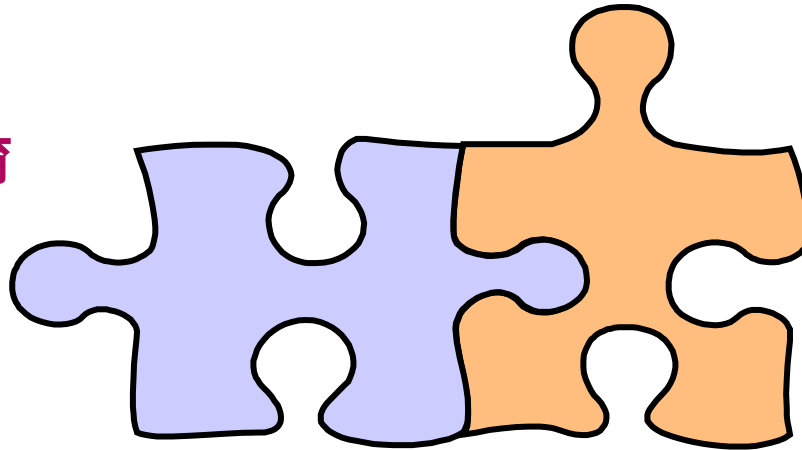
学校以外でのインター
ネット使用, 使用
に伴う責任, 創造的
な使い方を教える



4) Cross sector approach

異なる分野の歩み寄り

Education 教育



Industry 産業

Effective advice
効果的なアドバイス

*Best practice in
interactive
services*

対話型サービスの
最良実施

4) Cross Sector approach

異なる分野の歩み寄り

Education 教育

Reaching wider audience

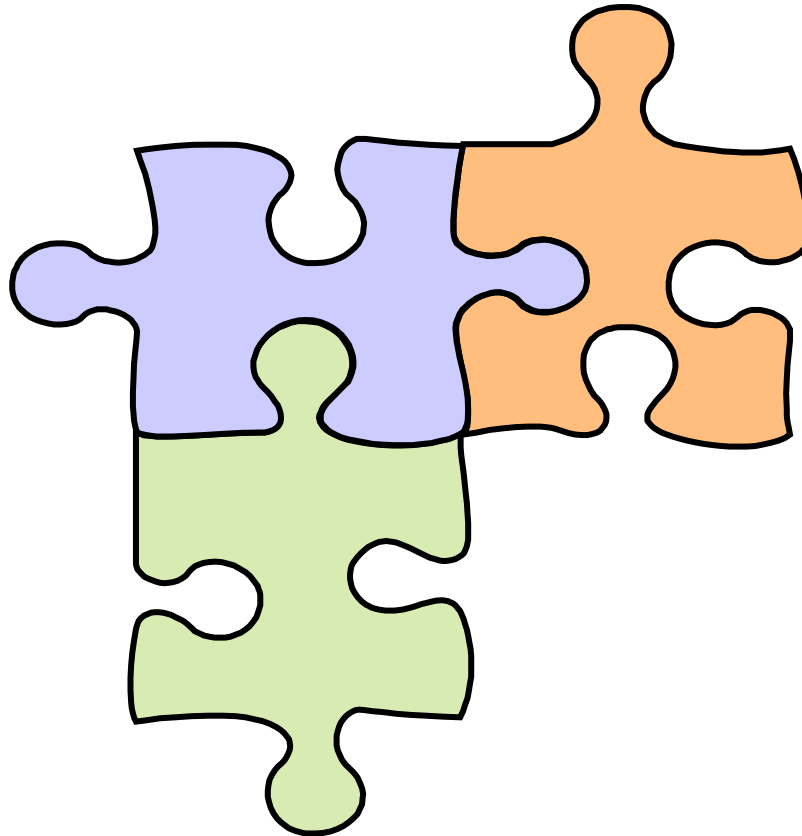
より多くの利用者
への歩み寄り

*Not
sensationalising*

センセーショナル
でなく

*Promoting
positive*

ポジティブな奨励



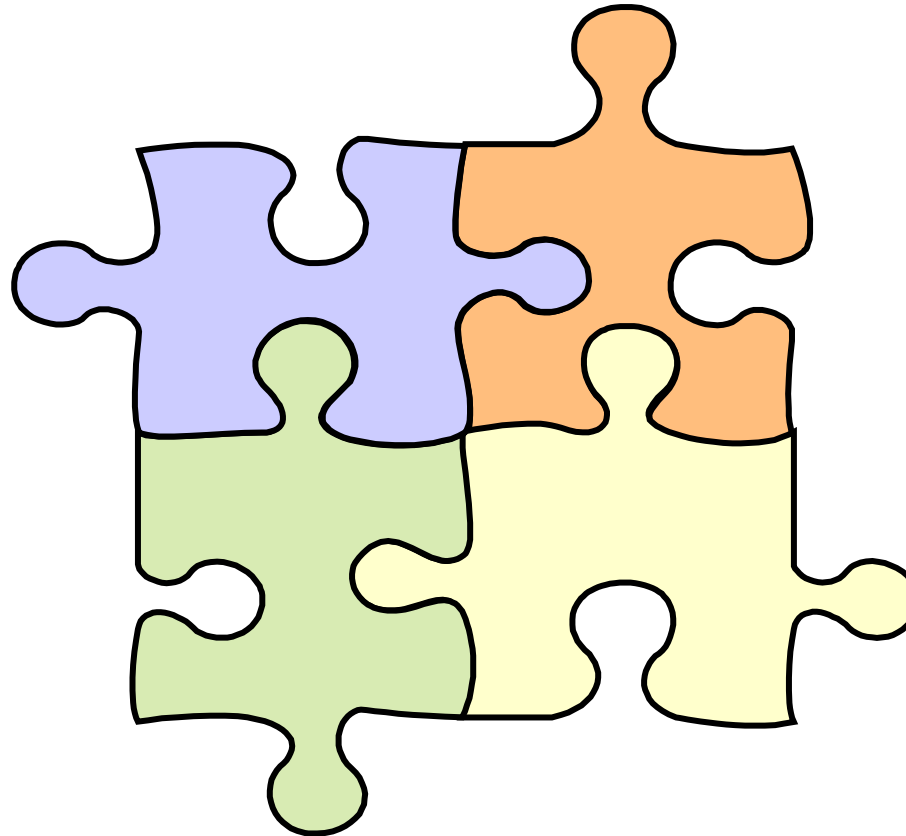
Industry 産業

Media メディア

4) Cross Sector approach

異なる分野の歩み寄り

Education 教育



Media メディア

Industry 産業

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