



Digital Trend Report

Powerstown

5th of October 2015



Children's digital footprints are being created before they even learn to walk. As parents and teachers we have the responsibility to teach our children how best to protect themselves online.

To truly master this we first must understand our children's behaviors and attitudes online. Technology advances so quickly that online safety trends are constantly changing.

At Chatbudi, we work with parents, children and teachers to stay at the forefront of these changes. The aim of this trend report is to help you decipher and understand your child's online world. This information should highlight any areas of concern that you may need to delve into further with your children. We have findings and recommendations at the end of the report to guide teachers and parents.

35% of 2nd & 3rd Class and 67% of 4-6th Class have directly or indirectly experienced cyberbullying

23% of 2nd & 3rd Class and 17% of 4-6th Class > 5 hours screen time per day

46% of 2nd & 3rd Class and 75% of 4-6th Class have spoken or played with a stranger online



What is a Trend Report:

This trend report is a collation of data collected from the students at your school during our visit to address Internet Safety.

The survey is self reported by means of a short written questionnaire. This survey is anonymous, there are no names collected, its only gender and age that are recorded. Its used to highlight to schools different areas that they may need to address with their students and any potential areas of concern.

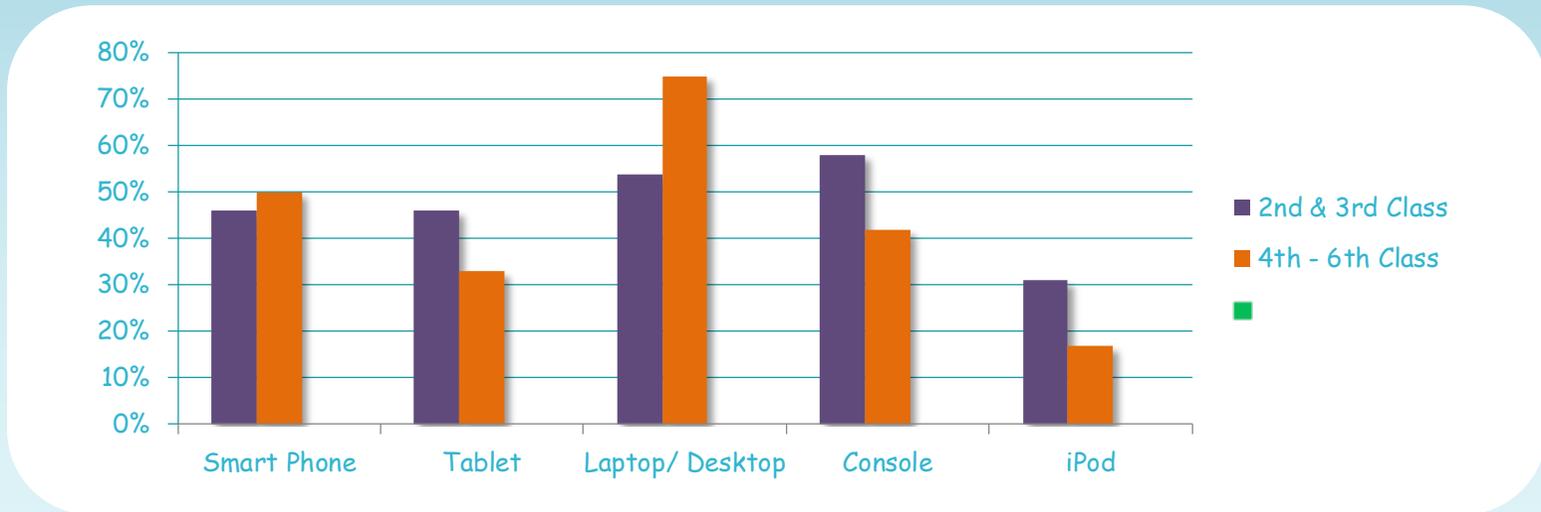
All this information from all the schools is collated into a general report called The All Ireland Trend Report on Children's Internet Usage. All the information remains anonymous, no schools names or area in which it resides is disclosed only children's gender and age are used to decipher the data.

This full report may be used to highlight trends in Internet and Digital technology use amongst children in Ireland. The individual school reports can only be purchased by the school.

Digital Trend Report

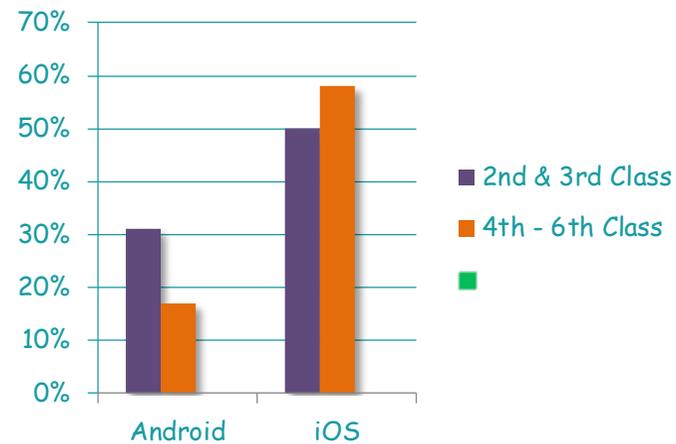
Q1. What devices do you use to access the internet, play games online, use apps etc.?

					
	Smart Phone	Tablet	Laptop/ Desktop	Console	iPod
2nd & 3rd Class	46%	46%	54%	58%	31%
4th - 6th Class	50%	33%	75%	42%	17%
	0%	0%	0%	0%	0%



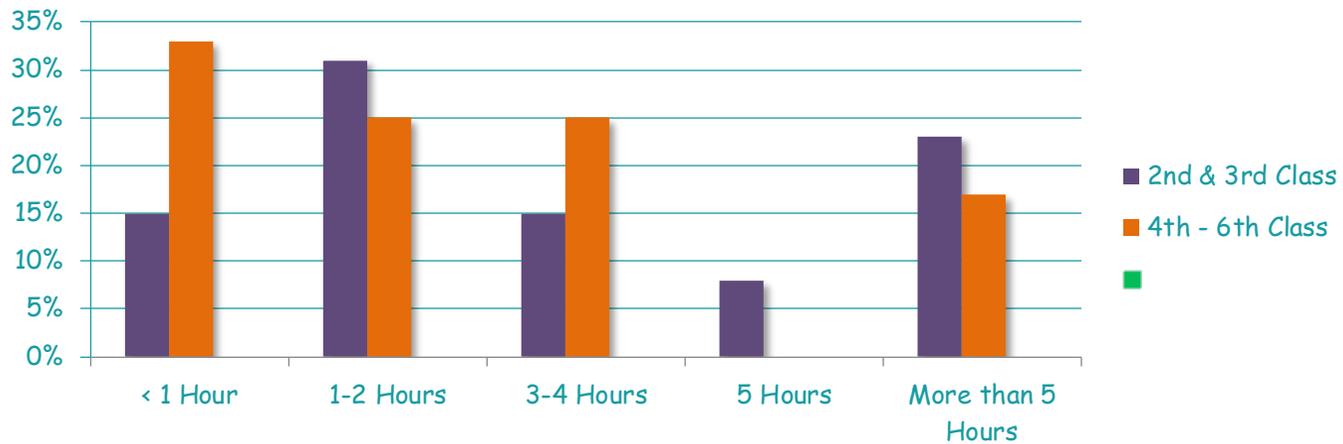
Q2. Are your devices?

	Android	iOS
2nd & 3rd Class	31%	50%
4th - 6th Class	17%	58%
	0%	0%



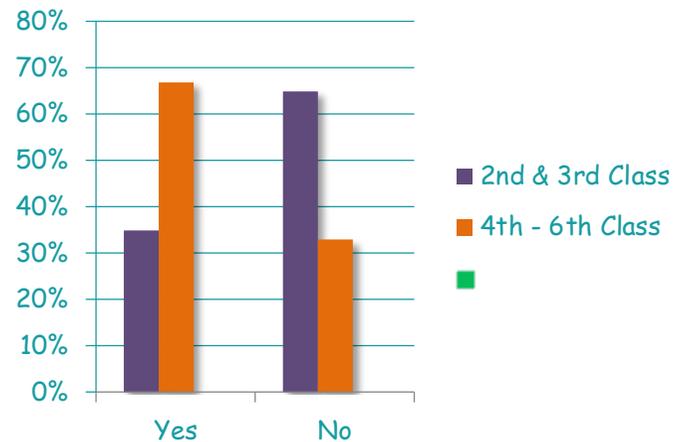
Q3. How much screen time do you usually have most days?

	< 1 Hour	1-2 Hours	3-4 Hours	5 Hours	More than 5 Hours
2nd & 3rd Class	15%	31%	15%	8%	23%
4th - 6th Class	33%	25%	25%	0%	17%
	0%	0%	0%	0%	0%



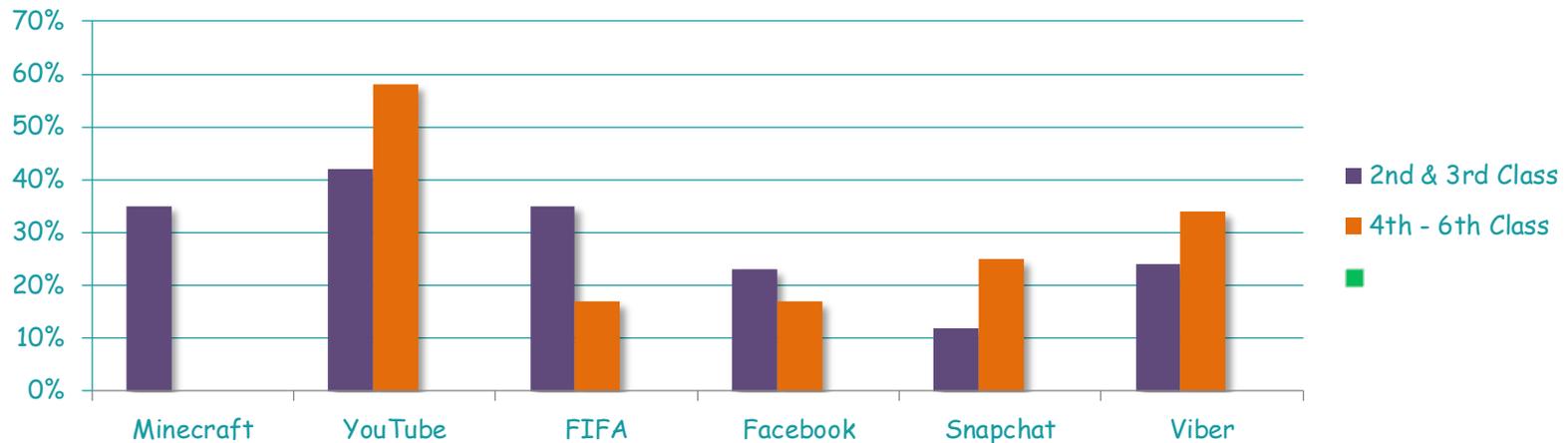
Q4. Have you ever been cyberbullied, or have your experienced cyberbullying happening to people around you (in schools, your friends, your family etc.)?

	Yes	No
2nd & 3rd Class	35%	65%
4th - 6th Class	67%	33%
	0%	0%



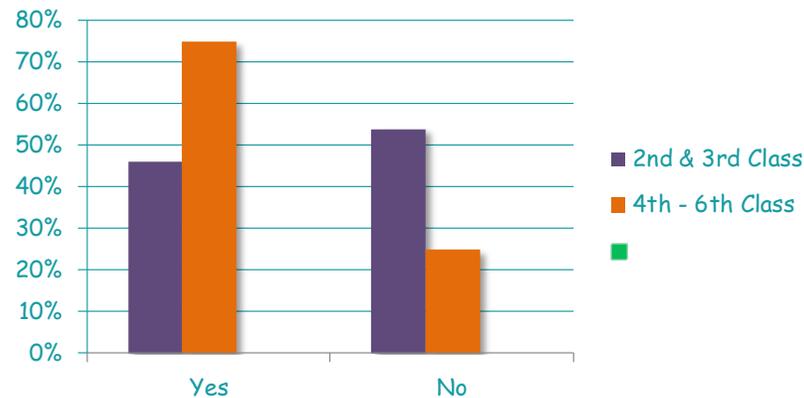
Q5. What are your top 3 favourite apps, websites, online games or social media use sites?

	Minecraft	YouTube	FIFA	Facebook	Snapchat	Viber
2nd & 3rd Class	35%	42%	35%	23%	12%	24%
4th - 6th Class	0%	58%	17%	17%	25%	34%
	0%	0%	0%	0%	0%	0%



Q6. Have you ever spoken with a stranger online, or played against or with a stranger online?

	Yes	No
2nd & 3rd Class	46%	54%
4th - 6th Class	75%	25%
	0%	0%





Findings

Q1. What devices do you use to access the internet, play games online, use apps etc.?

The children were multi device users, in all the classes 97 % of the kids used all the different devices. These included smartphome, tablet, laptop/desktop, console and ipod. Except in the case of 2nd and 3rd class where there was a smaller percentage of 46% using smartphones.

Q2. Are your devices IOS or Android?

The children were using, a mixture of both but a large majority were IOS. In all the classes 97 % of the kids used IOS and Andriod. Except in the case of 4-6th Class where there was a smaller percentage of 17% using Android compared to 31% in 2nd and 3rd class.

Q3. How much screen time do you usually have most days?

23% of 2nd & 3rd Class and 17% of 4-6th Class kids said they were getting more than 5 hours of screen time a day.



Q4. Have you ever been cyberbullied, or have your experienced cyberbullying happening to people around you (in schools, your friends, your family etc.)?

35% of 2nd & 3rd Class and 67% of 4-6th Class kids class said they had been cyberbullied or experienced cyberbullying happening to people around them

Q5. What are your top 3 favourite apps, websites, online games or social media use sites?

The most popular app was YouTube. With Minecraft popular among the younger age group. Social network/ communication apps were more prevalent with the older age groups.

Q6. Have you ever spoken with a stranger online, or played against or with a stranger online?

46% of 2nd & 3rd Class and 75% of 4-6th Class kids class said they had spoke with or played with a stranger online.



Recommendations

Internet Addiction

- From the above research we can see that a large percentage of children are spending a lot of time on screens. This is an issue as too much screen time can lead to Internet Addiction. Research from a number of institutions, such as the American Academy of Pediatrics suggest 1-2 hours max per day for children. Children who spend more than half their daily free time playing video games showed more negative adjustment. Anything over 2-3 hours per day reported higher levels of both externalizing and internalizing problems and lower levels of prosocial behaviour and life satisfaction. ('Electronic Gaming and Psychosocial Adjustment' – Dr Andrew K. Przybylski, Phd, study of 4899 kids)
- Its important to sit down and talk to our children about the negative feelings they get from being online for too long. Explain to them that taking a break doesn't mean that they wont be allowed back on, but its important to take a break to help stop those negative feelings from happening.

Signs of Internet Addiction

- Becomes agitated or angry when interrupted online
- Becomes irritable if not allowed access to the Internet
- Loses track of time while online
- Sacrifices needed hours of sleep to spend time online
- Spends time online in place of homework or chores
- Prefers to spend time online rather than with friends or family



What to do:

- Talk to your child be a chatbudi. A chatbudi is someone that your child trusts and will talk to about their online world. Talk to you child about the 5:1 rule. They should have 5 hours of real world activity for every hour that they have in front of a screen. Talk to them about their other hobbies that they enjoy doing.
- Talk to your child about the negative feelings they have if they are online for too long and how to recognise these feelings.
- Encourage your child to take a break when they start to have these negative feelings, even if its just for a snack or a 5 min chat with you.

CYBERBULLYING

There has been a 87% increase in cyberbullying cases in 2013, half of these victims didn't speak to anyone.

There are 3 main types of cyberbullies:

The Accidental Cyberbully

Likes or shares abusive content
Participates without being aware

The Angry Cyberbully

Takes their anger out online, e.g. posting an embarrassing photo or a screen shot of a conversation online
Acting on emotions without considering consequences

The Real Cyberbully

Engages in antisocial behaviour online out of boredom, malice or entertainment

Kids can have stressful experiences of cyberbullying when it happens to them or someone they know. Also our research has shown they can get very stressed when they are involved in cyberbullying and don't know how to remove themselves from it or make amends.

Stop, Block and Tell

The SBT rule is similar in principal to the Safe cross code. It is a rule to help guide them when they come across digital threats.

- The kids have to STOP if anyone contacts them that they don't know, if they are cyberbullied or are involved in cyberbullying. They don't reply they don't write anything back, just stop.
- They then BLOCK. Every Social Media App, Game or Website has a blocking feature if they don't know what it is they can ask their Chatbudi, if they don't they can contact the site administrator or if that fails they can contact us and we can try and help.
- The last part is TELL. They need to tell their Chatbudi or someone they trust. Tell them the whole story so they can help.

Digital Stranger Danger

Real World Vs Virtual World

Children have a disconnection between real world and virtual world rules

Children cannot see the danger attached to their digital activity

What to do :

Screen your child's followers and friends on every social media and gaming site

Set up 'play dates' for online games between your child and their real friends

Explain the dangers of speaking to strangers online to your child

Online Gaming

There are benefits to online gaming, it can be educational, provides entertainment, is an adventure for kids, and can help develop their imagination.

The threats associated with it are: Internet addiction, exposure to inappropriate content And digital stranger danger.

We covered some information on Internet Addiction and Digital Stranger Danger above. Below are some guidelines on Inappropriate Content.

57% of children worry about coming across pornographic, violent or other unsuitable content (EU Kids Online (Feb 2013))

What constitutes 'inappropriate content'?

- ✓ Pornographic material/nudity
- ✓ Offensive language
- ✓ Alcohol and drugs
- ✓ Inappropriate or harmful behaviour
- ✓ Violence or cruelty to other people or animals
- ✓ Gambling
- ✓ Unmoderated chatrooms

What to do:

- Safety settings will help but WILL NOT PREVENT IT
- Empower your child to understand that they can talk to you
- Have the conversation as awkward as it maybe its necessary
- Agree on sites and apps
- Be a Chatbudi
- Give them specific steps to follow if they come across this content such as: Turn over the device and walk away to find someone to tell



Contact details

- If you have any queries on the Trend Report or want to chat to Chatbudi about anything else. Please feel free to get in contact with us:
- Follow us on Facebook, Twitter and LinkedIn today
 - ✓ www.facebook.com/chatbudi
 - ✓ [@chat_budi](https://twitter.com/chat_budi)
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