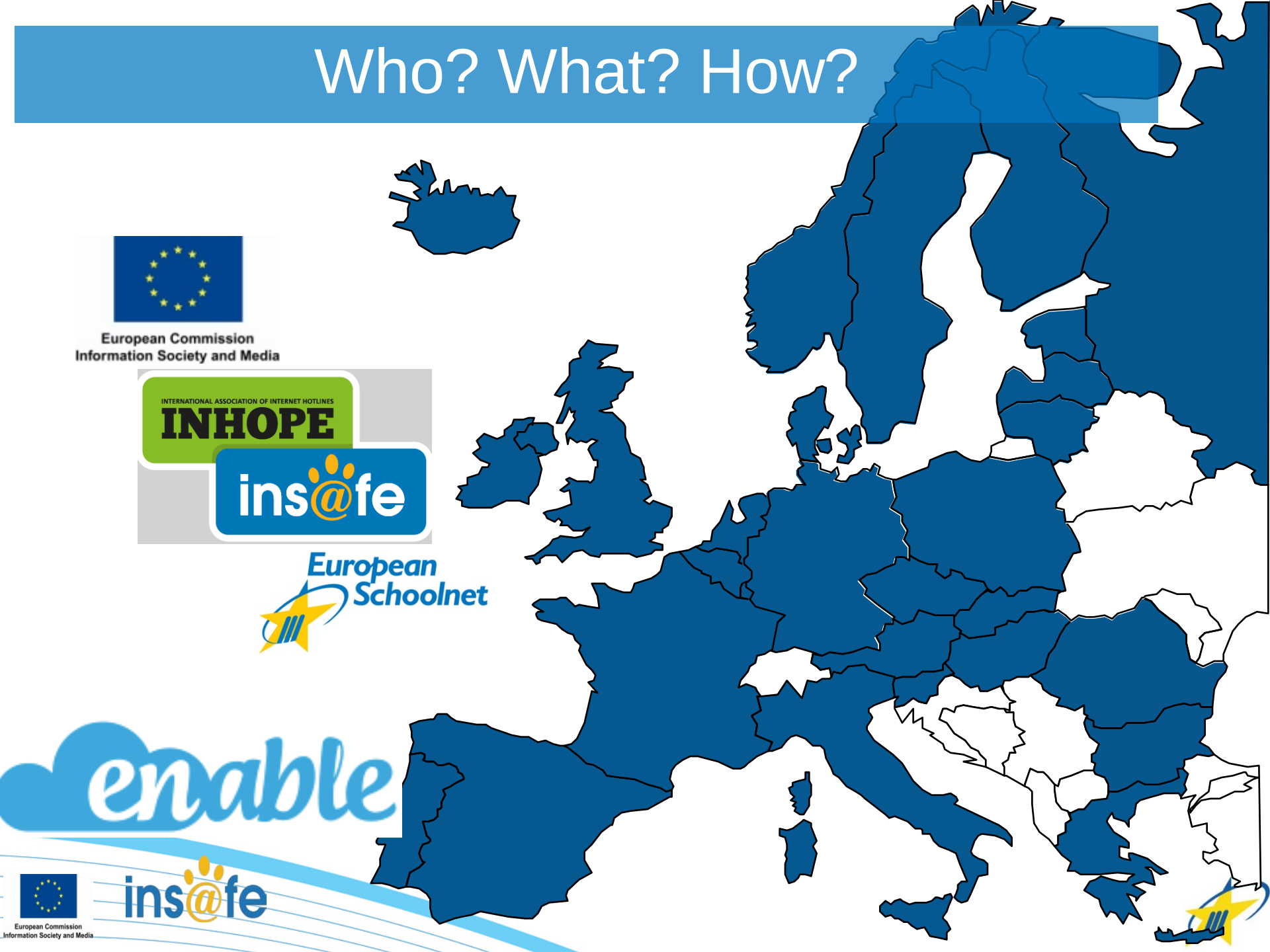
Today's digital landscape
Opportunities, risks, challenges

Janice Richardson, 15 December 2014

Who? What? How?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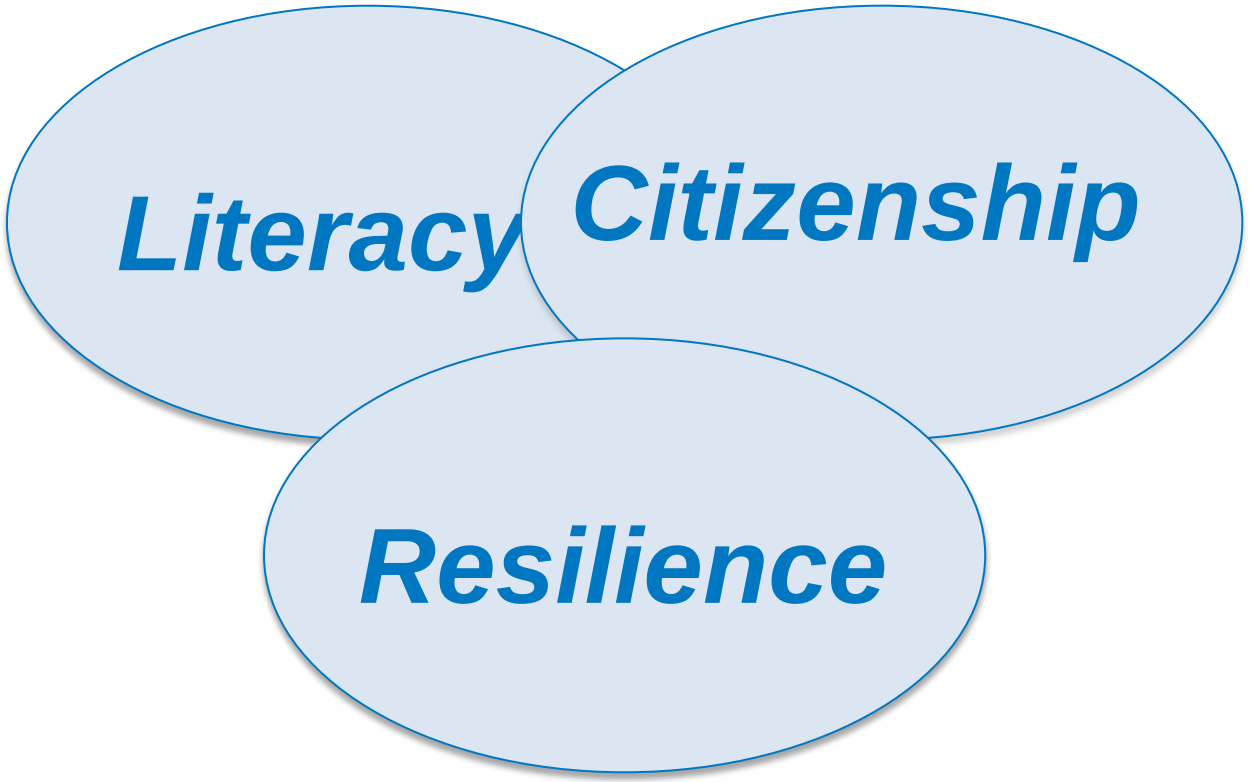
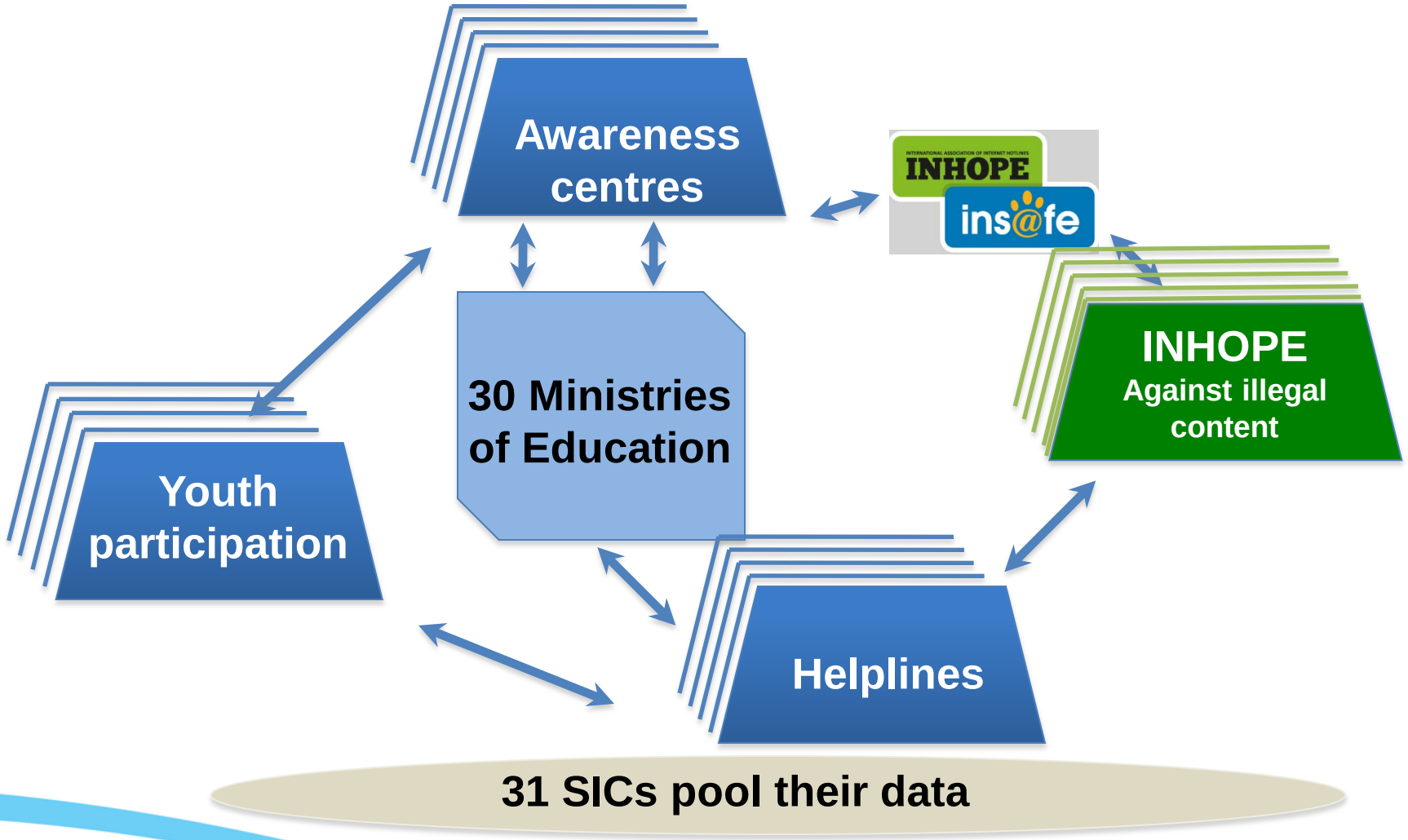
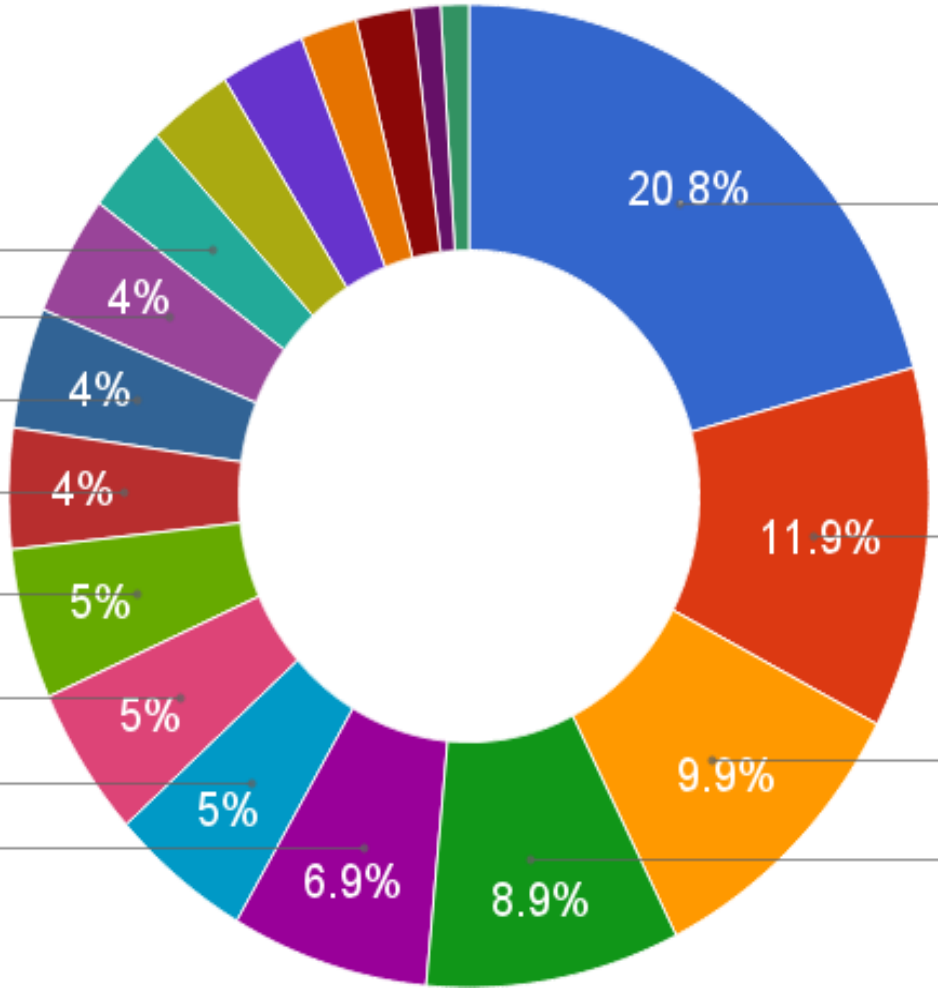
Towards a better internet… 3 goals!



1. Look and listen



Learning from Insafe helplines



Cyberbullying
20.8%

Online privacy
11.9%

Online relationships
9.9%

Technical settings
8.9%

Potentially harmful content
6.9%

Excessive use
5%

Online reputation
5%

Suicide
5%

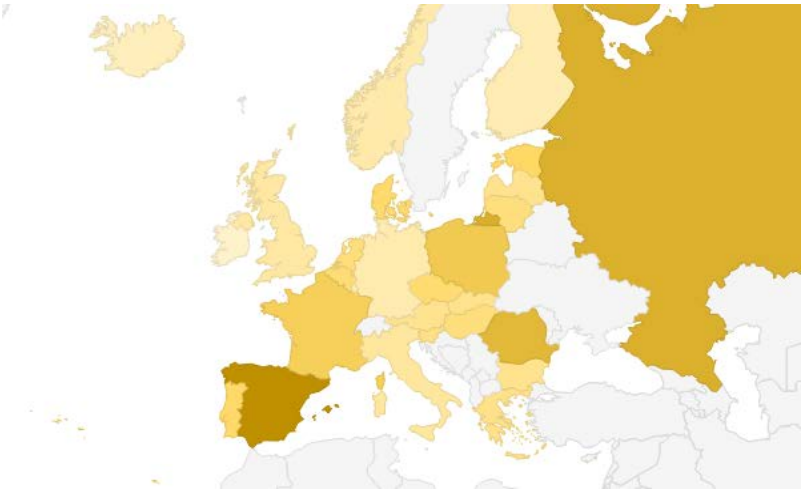
e-Crime
4%

Self-harm
4%

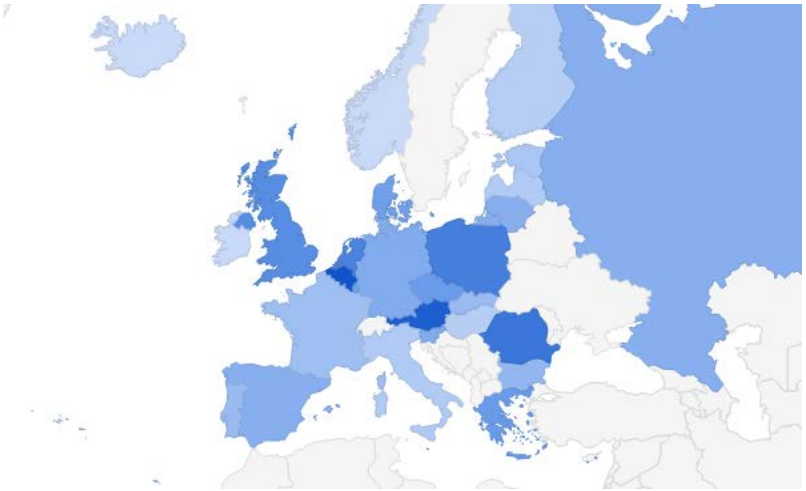
Sexting
4%

Unsolicited contact from strangers (other than grooming)
3%

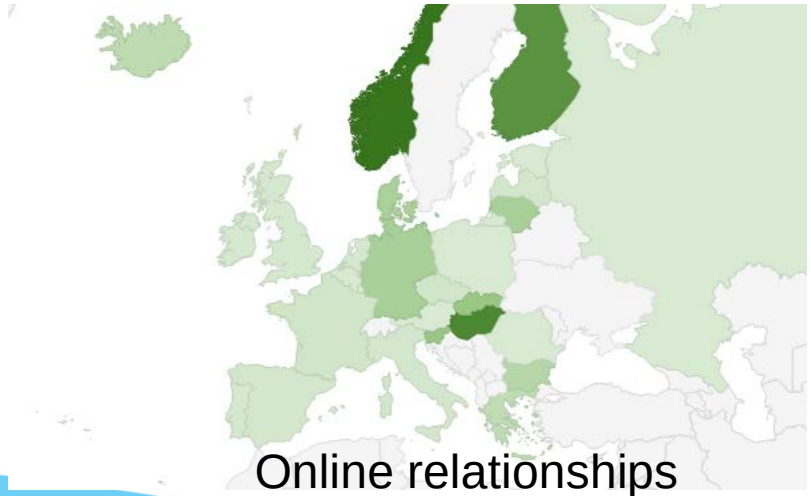
2. Exchanging good practice



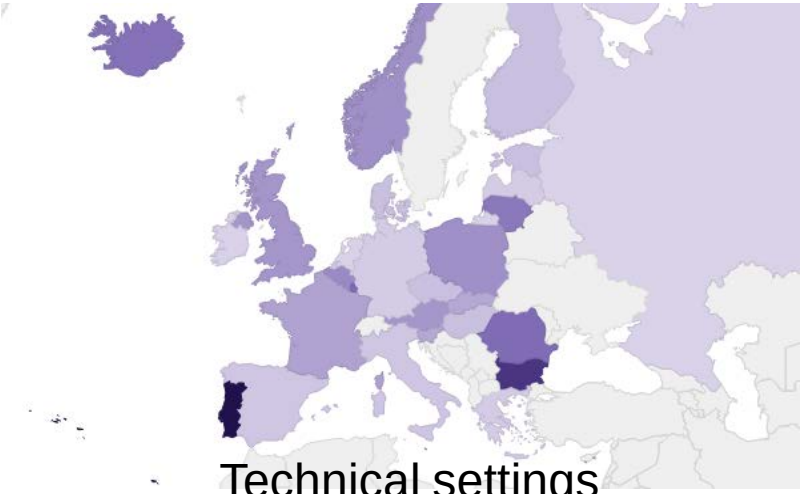
Cyberbullying



Online privacy



Online relationships



Technical settings

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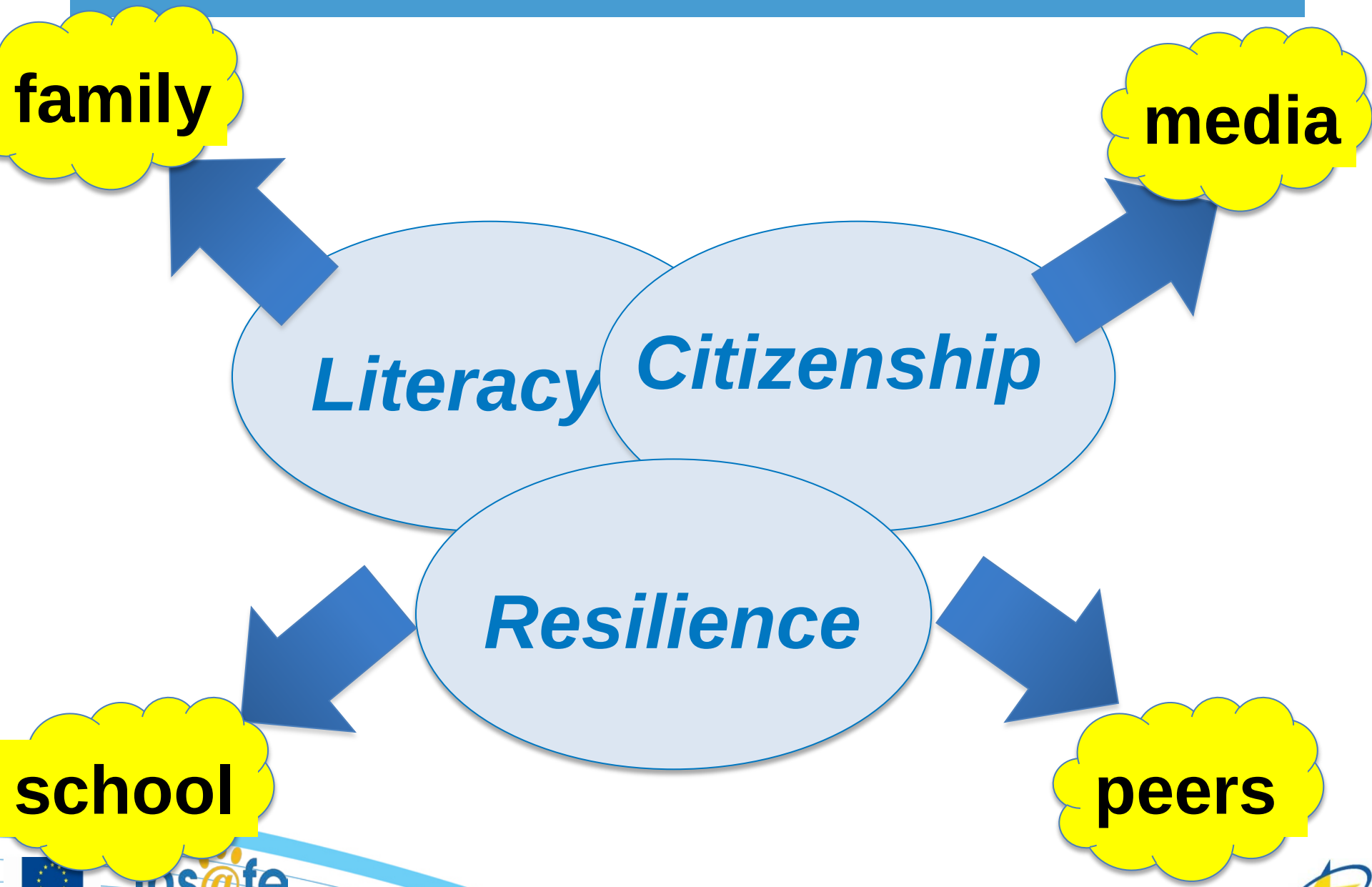
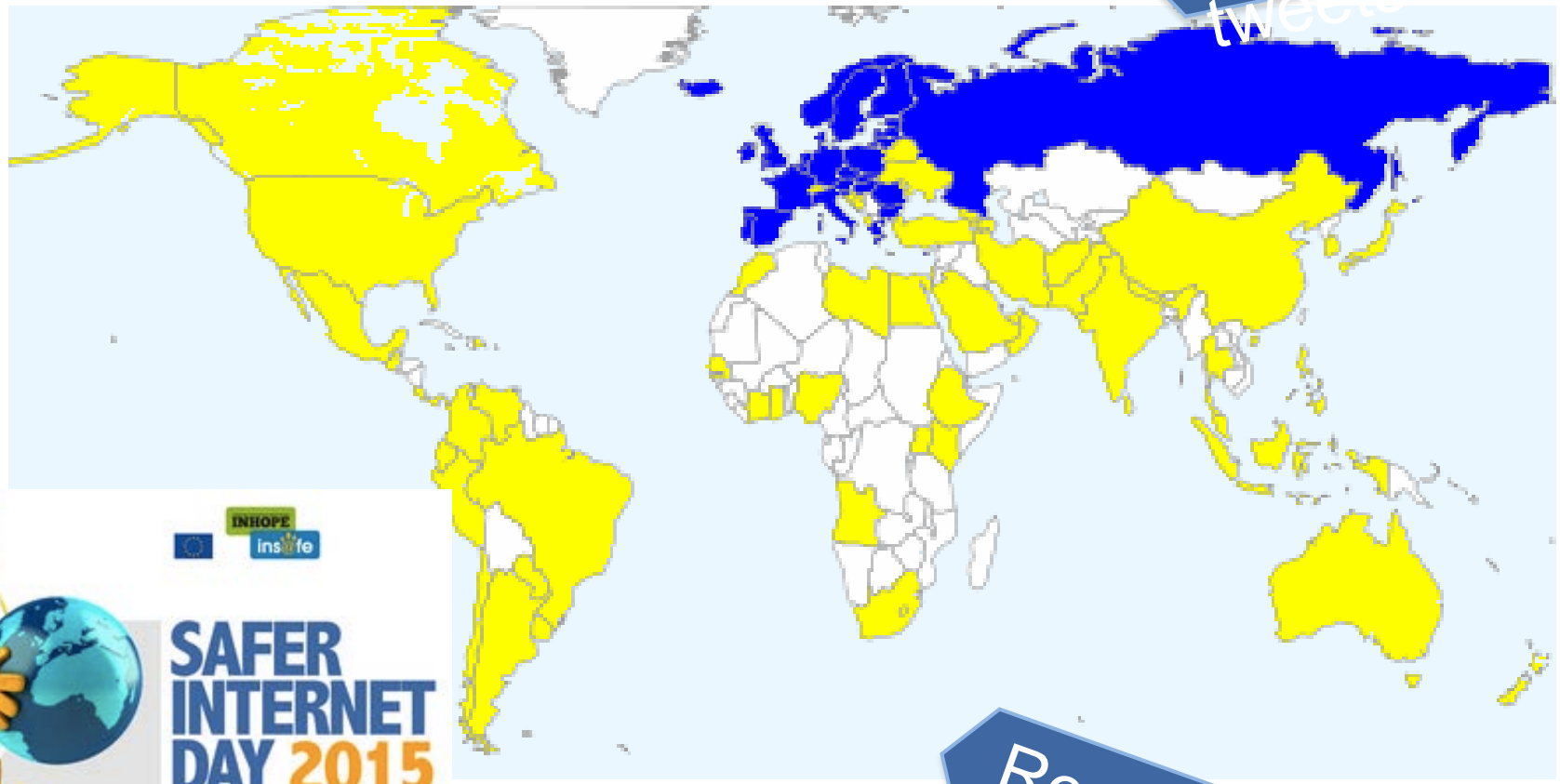
3. A holistic approach



4. User-friendly communication

- Insafe network member
- Safer Internet Day committee



46.6K tweets

Reach 54m

What ins@fe does in a single day

90,000 through resources

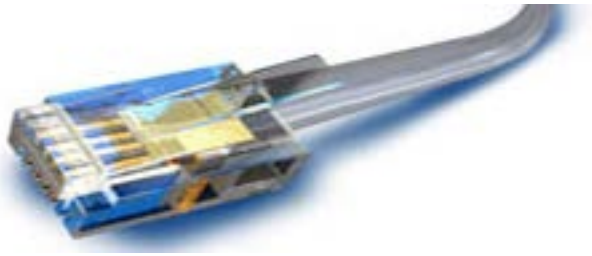
works with 125 young people

assists 185 youth through helplines

21,000 through media

Insafe reaches 5,712 people through events

To produce 4 resources & organise 46 events/trainings

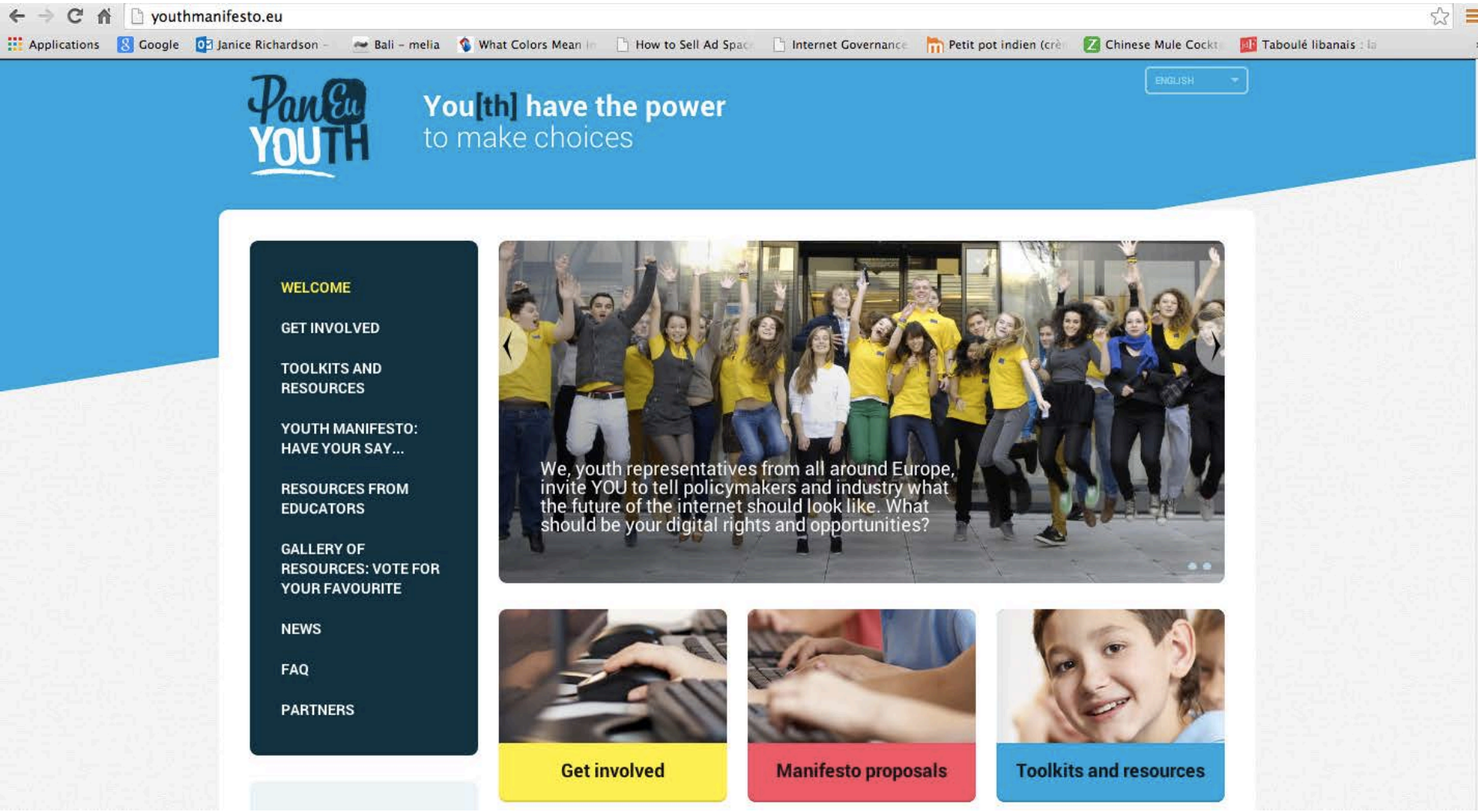


Works with15 partners from government, academia, industry

Learning every day…

1. Evidence-based approach is crucial
2. Its about behaviour, not technology
3. Reflection/introspection, not awareness raising
4. 21st century literacy is multi-facetted
5. A multi-stakeholder approach: family – media – peers - school
6. Young people share the same culture, like to share the same tools

Working together for a better internet…



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Exchanging resources…

2.1. Time for some critical thinking

Information Data that (1) has been verified to be accurate and timely, (2) is specific and organized for a purpose, (3) is presented within a context that gives it meaning and relevance, and (4) that can lead to an increase in understanding and decrease in uncertainty.[6]

Information: take it or leave it!

What information do we get from the internet?
What information do we put on the internet?

"Internet is a two-way street; classes should be given to students to teach them how to use and file all that is on the internet"

I use the internet to help with homework, there's so much information there, sometimes there's too much. Once I used this website and then realised that the information wasn't true - it was a total waste of time.

I'm in a band and we use the net to share information about our gigs and we also upload videos of new stuff we've recorded. I'm not sure that many people look at it, but the people who know it's there do and it's a good way of reaching a lot of people really easily.

It's so useful for buying things, I look at clothes in the shops and then go online to buy them more cheaply!

You have to put so much information online when you want to do anything, I'm always a bit worried about giving out my address and phone number, I mean email address is probably okay, but I've set up more than one, just in case you get loads of spam and junk mail.

[6] BusinessDictionary (2012), "Information" (online), http://www.businessdictionary.com/definition/information.html, consulted on 20/08/2012.

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- Croatian
- Czech
- Dutch (Netherlands)
- Dutch (Belgium)
- English (UK)
- English (Ireland)
- Estonian
- French (Belgium)
- German (Austria)
- German (Germany)
- Greek
- Hungarian
- Hebrew
- Italian
- Polish
- Portuguese (Brazil)
- Portuguese (Portugal)
- Romanian
- Slovenian
- Spanish
- Mandarin (Taiwan)

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What's on the agenda for 2015

- More positive content… tackling the unwanted
- Meaningful participation from youth
- Benchmarking, accreditation, training for schools

« Children are great imitators, let's give them something great to imitate! »

Thank you!

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