Online Safety Briefing: Parents

October 2024

Knowsley
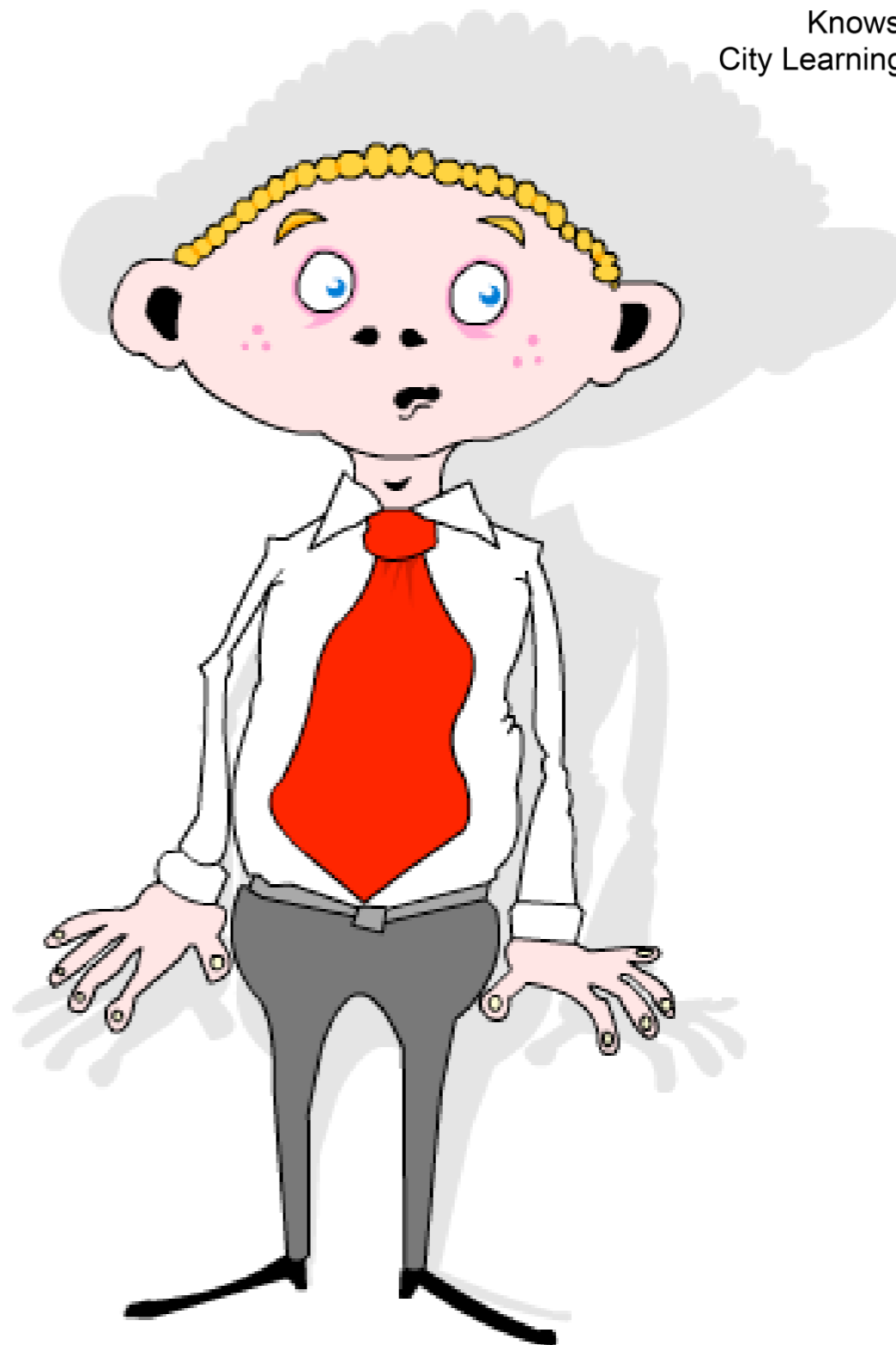City Learning Centres

Introduction

Gary Melia

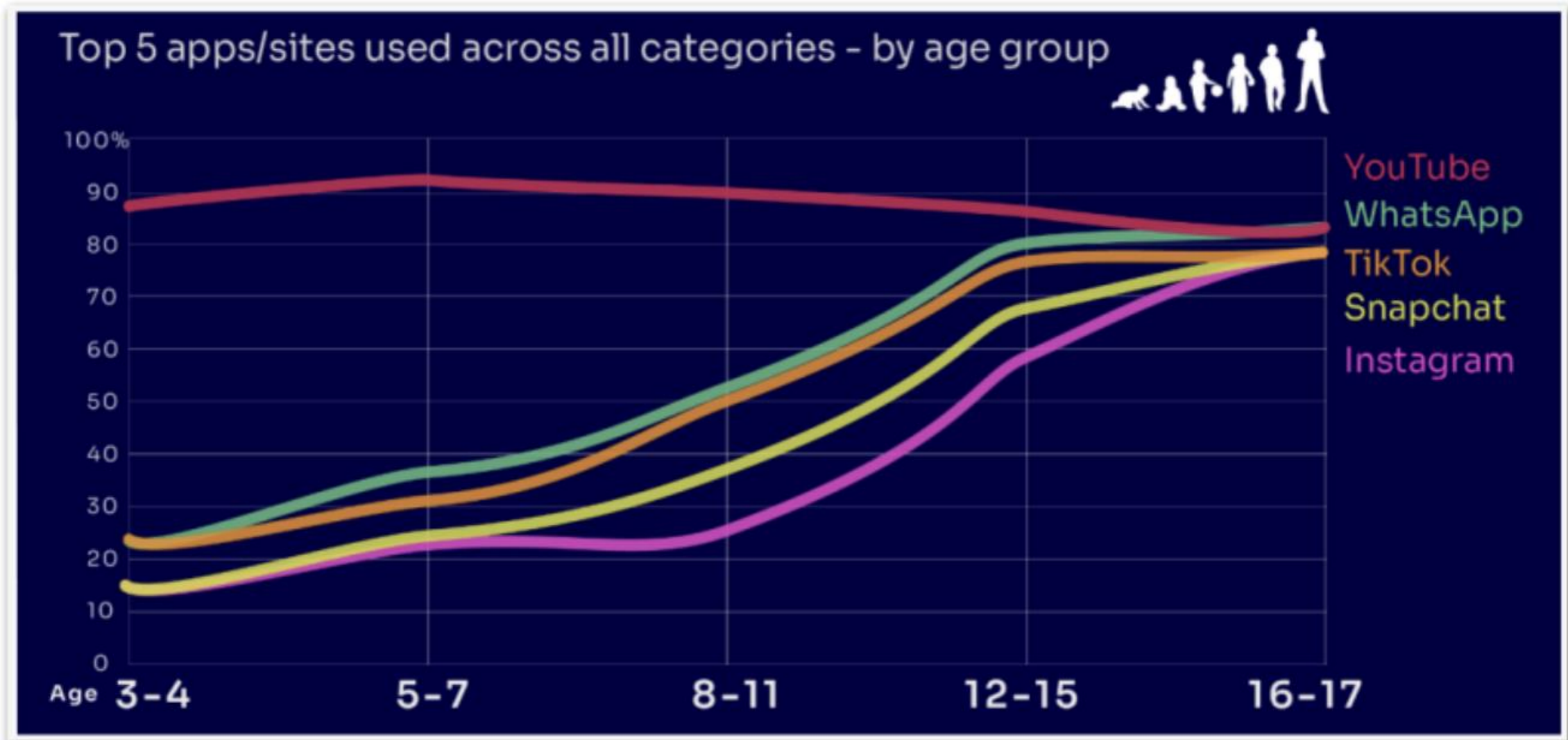Schools IT Support Manager

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1. Current Trends

- **Popular platforms:** Instagram, TikTok, Snapchat, YouTube

- **Online gaming:** Fortnite, Roblox, Minecraft

- **Live streaming platforms:** Twitch, YouTube Live

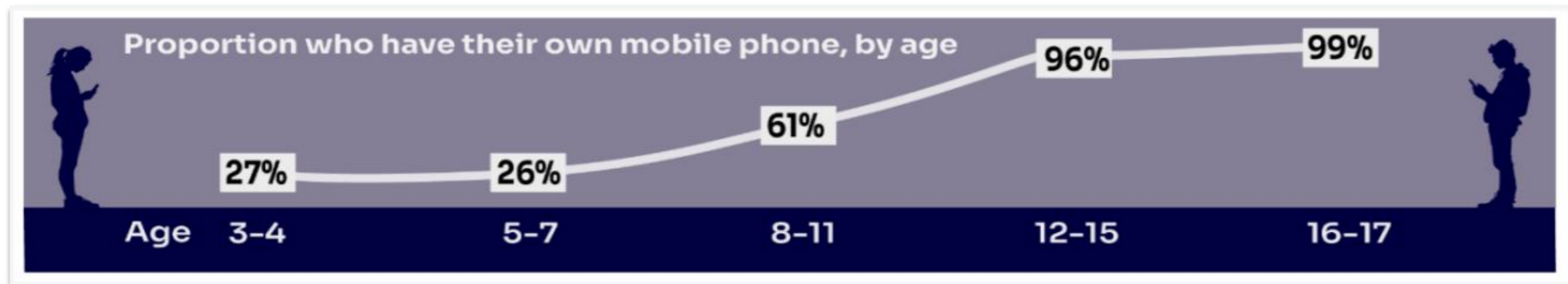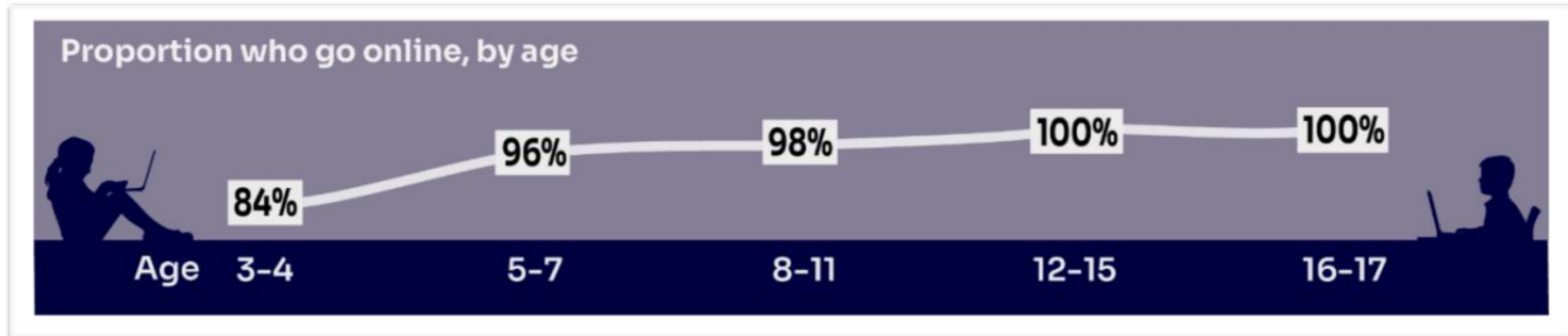- **Communication apps:** WhatsApp & Discord
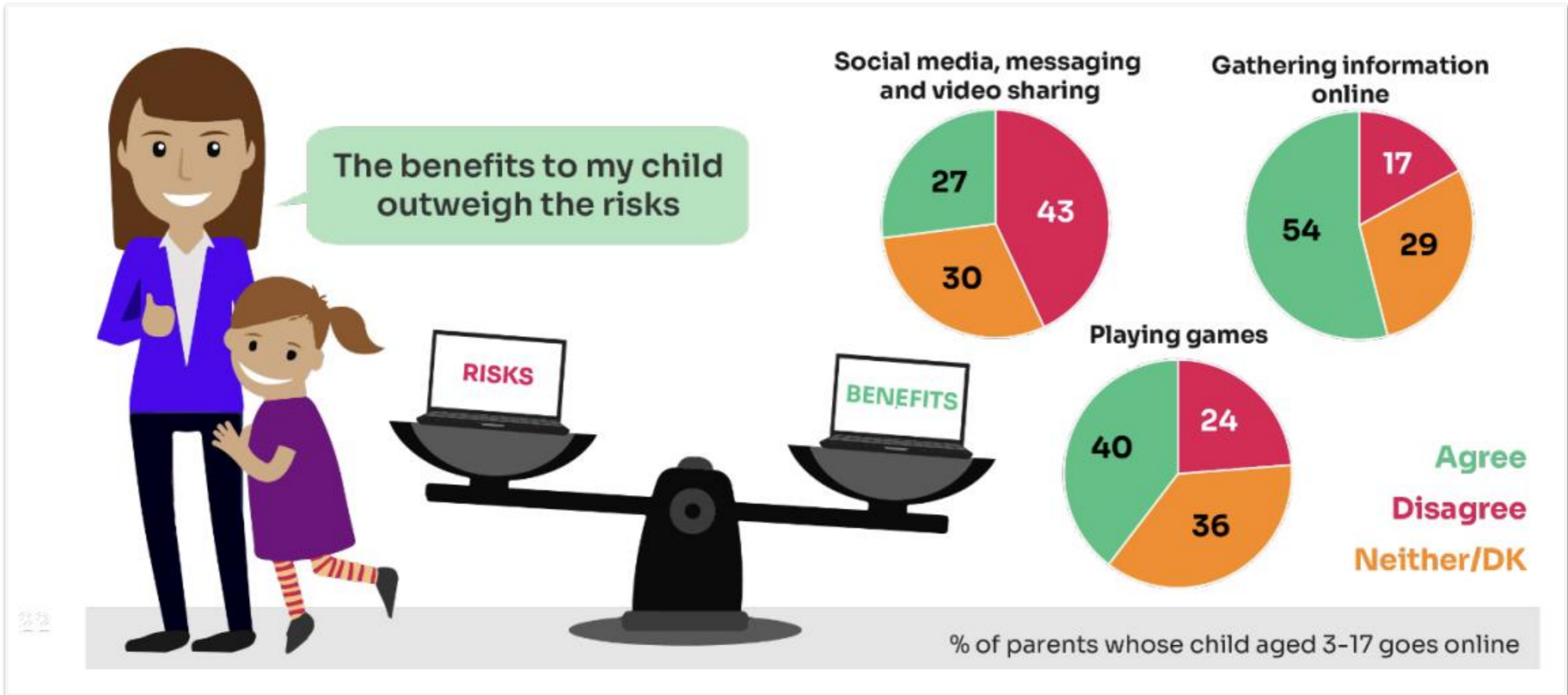
1. Current Trends

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Top 5 apps/sites used across all categories - by age group

YouTube
WhatsApp
TikTok
Snapchat
Instagram

Age 3-4   5-7   8-11   12-15   16-17

1. Current Trends

Online Gaming: 8-17s

Playing games with others

74%
Played against or with someone else **they know**

32%
Played against or with someone **they don't know** outside game

In-game chat (messaging or headset)

64%
Chat to people **they know**

31%
Chat to people **they don't know** outside the game

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1. Current Trends

Proportion who go online, by age

Age	3-4	5-7	8-11	12-15	16-17
	84%	96%	98%	100%	100%

Proportion who have their own mobile phone, by age

Age	3-4	5-7	8-11	12-15	16-17
	27%	26%	61%	96%	99%

1. Current Trends

2. Understanding the Risks

- **Social Media:** Cyberbullying, inappropriate content, privacy issues, screen addiction.

- **Online Gaming:** In-game purchases, contact with strangers, gaming addiction.

- **Live Streaming:** Sharing personal information, real-time interactions with strangers.

- **Sexting and image-sharing:** Sharing explicit images online

- **Live streaming and its impact on privacy:** Sharing personal details during live streams.

- **The impact of screen time on mental health:** Excessive screen time with issues like anxiety, sleep deprivation, and attention problems.

World Health Organisation

A focus on adolescent social media use and gaming in Europe, central Asia and Canada

Fig. 5. Proportion of adolescents classified as at risk of problematic gaming by age, gender and country/region

Country/region	GIRLS (%) 11 years	13 years	15 years	BOYS (%) 11 years	13 years	15 years
Malta	16	14	7	24	26	27
North Macedonia	16	13	12	28	22	21
United Kingdom (England)	15	9	7	26	20	16
Cyprus	12	11	7	21	21	15
Estonia	9	8	4	19	17	17
Serbia	8	9	9	17	16	13
Slovakia	–	7	5	–	20	17
United Kingdom (Scotland)	–	7	4	–	17	19
Slovenia	6	6	4	13	15	15
Iceland	6	5	3	16	16	14
Czechia	7	6	3	15	14	11
Netherlands (Kingdom of the)	2	3	2	7	11	7

Prevalence (%) 2 — 28

Problematic gaming - having five or more symptoms on the Internet Gaming Disorder Scale (details on next slide).

https://iris.who.int/bitstream/handle/10665/378982/9789289061322-eng.pdf?sequence=2&isAllowed=y

Internet Gaming Disorder Scale–Short-Form (IGDS9-SF) (Pontes & Griffiths, 2015)

Instructions: These questions will ask you about your gaming activity during the past year (i.e., last 12 months). By gaming activity we understand any gaming-related activity that has been played either from a computer/laptop or from a gaming console or any other kind of device (e.g., mobile phone, tablet, etc.) both online and/or offline.

	Never	Rarely	Sometimes	Often	Very Often
1. Do you feel preoccupied with your gaming behavior? (Some examples: Do you think about previous gaming activity or anticipate the next gaming session? Do you think gaming has become the dominant activity in your daily life?)	○	○	○	○	○
2. Do you feel more irritability, anxiety or even sadness when you try to either reduce or stop your gaming activity?	○	○	○	○	○
3. Do you feel the need to spend increasing amount of time engaged gaming in order to achieve satisfaction or pleasure?	○	○	○	○	○
4. Do you systematically fail when trying to control or cease your gaming activity?	○	○	○	○	○
5. Have you lost interests in previous hobbies and other entertainment activities as a result of your engagement with the game?	○	○	○	○	○
6. Have you continued your gaming activity despite knowing it was causing problems between you and other people?	○	○	○	○	○
7. Have you deceived any of your family members, therapists or others because the amount of your gaming activity?	○	○	○	○	○
8. Do you play in order to temporarily escape or relieve a negative mood (e.g., helplessness, guilt, anxiety)?	○	○	○	○	○
9. Have you jeopardized or lost an important relationship, job or an educational or career opportunity because of your gaming activity?	○	○	○	○	○

2. Understanding the Risks

Parents of 3-17-year-olds

39% Agree — **44% Disagree**
"I find it hard to control my child's screen time"
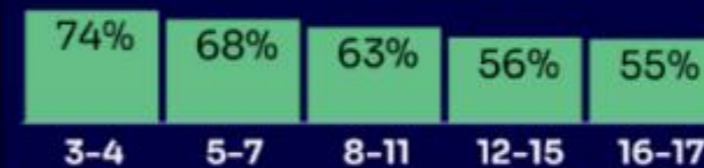
Agreement by age of child

3-4	5-7	8-11	12-15	16-17
34%	32%	37%	46%	49%
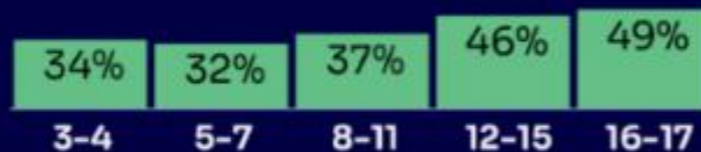
62% Agree — **22% Disagree**
"I think my child has a good balance between screen time and doing other things"
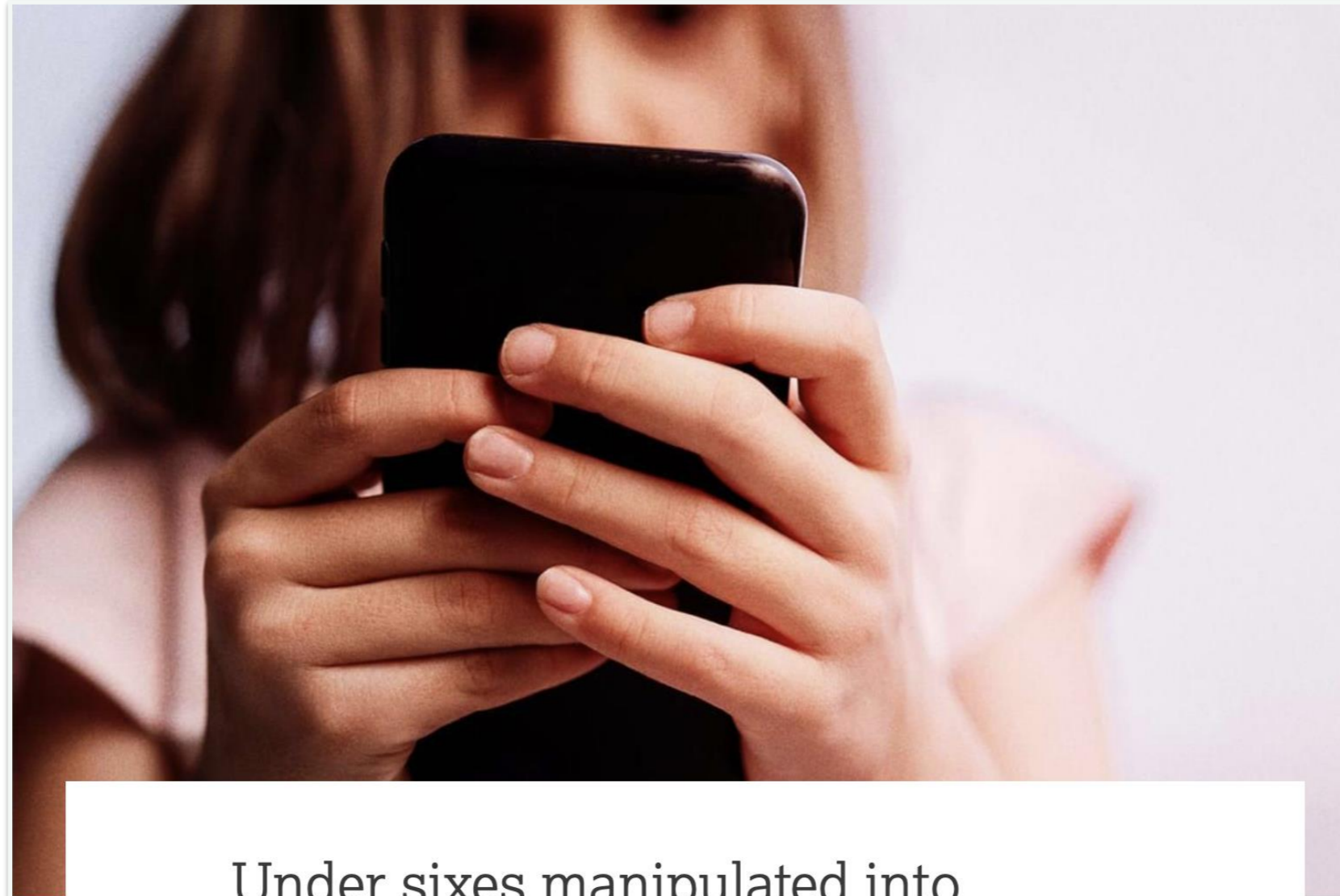
Agreement by age of child

3-4	5-7	8-11	12-15	16-17
74%	68%	63%	56%	55%

Continuous online contact with people other than friends

Country/region	11-year-olds BOYS (%)	GIRLS (%)	TOTAL (%)	13-year-olds BOYS (%)	GIRLS (%)	TOTAL (%)	15-year-olds BOYS (%)	GIRLS (%)	TOTAL (%)
Albania	26	22	24	35	35	35	32	38	35
Armenia	21	21	21	24	19	21	12	15	14
Austria	6	6	6	5	5	5	5	4	4
Belgium (Flemish)	17	15	16	15	14	14	11	11	11
Bulgaria	15	17	16	13	16	15	15	18	17
Canada	13	15	14	14	17	16	15	20	17
Croatia	16	16	16	13	12	13	11	11	11
Cyprus	23	24	24	18	18	18	16	16	16
Czechia	11	10	10	10	10	10	8	9	9
Denmark	13	12	13	12	10	11	10	9	10
Denmark (Greenland)	< 0.5	1	1	1	2	1	< 0.5	1	< 0.5
Estonia	15	17	16	11	12	11	10	12	11
Finland	9	12	10	13	11	12	12	10	11
France	19	18	18	18	18	18	17	15	16
Germany	12	13	13	10	10	10	7	8	7
Greece	11	10	10	11	11	11	10	9	10
Hungary	17	16	17	15	14	15	13	13	13
Iceland	15	15	15	13	15	14	16	12	14
Ireland	13	12	13	18	20	19	14	17	16
United Kingdom (England)	21	18	19	12	16	14	15	14	14
United Kingdom (Scotland)	16	17	17	12	19	15	13	19	16
United Kingdom (Wales)	13	15	14	9	14	11	10	12	11
HBSC average	**17**	**18**	**17**	**16**	**16**	**16**	**14**	**15**	**14**

Note: no data were received from Belgium (French), Slovakia and Switzerland.

https://iris.who.int/bitstream/handle/10665/378982/9789289061322-eng.pdf?sequence=2&isAllowed=y

A Worrying Trend

IWF - Behind The Screens

Under sixes manipulated into 'disturbing' sexual abuse while playing alone online as IWF says regulation can't wait

A Worrying Trend

IWF - Behind The Screens

We've been monitoring a continuing increase in this imagery featuring 7–10-year-olds (girls and boys).

- In 2023, 104,282 'self-generated' reports featured a 7–10-year-old, which is a 65% increase on 2022.

  - This is an increase of 1,816% since 2019 when 5,443 reports of 'self-generated' child sexual abuse of this age group were found.

- In 2023, 103,082 reports which included 'self-generated' imagery included a 7–10-year-old girl. This is a 67% increase on 2022.

  - This represents 37% of all actioned reports and 41% of 'self-generated' child sexual abuse reports.

Understanding the Rapid Evolution of AI-Generated Child Abuse Imagery

Key Updates from the July 2024 Report

1. **Increase in AI-generated Child Sexual Abuse Material:** The latest findings show over 3,500 new AI-generated criminal child sexual abuse images have been uploaded on to the same dark web forum as previously analysed in October 2023.

2. **More Severe Images:** Of the AI-generated images confirmed to be child sexual abuse on the forum, more images depicted the most severe *Category A* abuse, indicating that perpetrators are more able to generate complex 'hardcore' scenarios.

3. **Emergence of AI Child Sexual Abuse Videos:** AI-generated child sexual abuse videos, primarily deepfakes, have started circulating, highlighting rapid technological advancements in AI models/generators. Increasingly, deepfake videos shared in dark web forums take adult pornographic videos and add a child's face using AI tools.

4. **Clear Web Increase**: There is a noticeable increase in AI-generated child sexual abuse imagery on the clear web, including on commercial sites.

5. **AI Child Sexual Abuse Featuring Known Victims and Famous Children:** Perpetrators increasingly use fine-tuned AI models to generate new imagery of known victims of child sexual abuse or famous children.

2024 AI REPORT UPDATE

Victims are getting younger – with a 25% increase in reports involving 14-15 year olds compared to the previous year.

'Exponential increase in cruelty' as sextortion scams hit younger victims

Published: **Fri 23 Aug 2024**

Reports involving sexual extortion are on the rise as criminals become more 'adept' at targeting younger children

Children as young as 11 are being preyed on in sextortion scams, as criminal gangs are targeting younger victims and girls in an "exponential increase in cruelty".

The Internet Watch Foundation (IWF) is warning that younger children, as well as increasing numbers of girls, are now being exposed to sexual extortion, commonly known as "sextortion".

2. Understanding the Risks
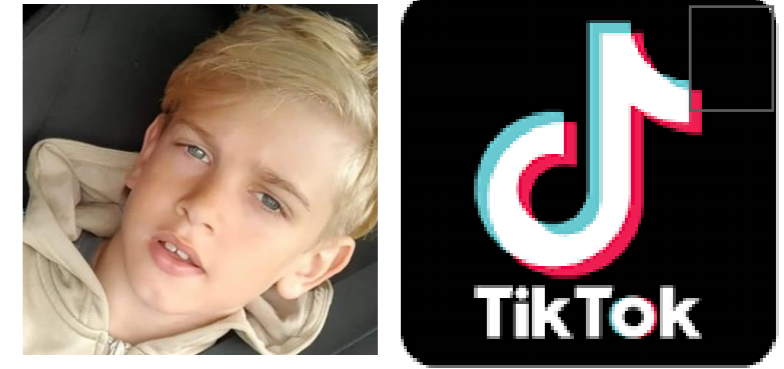
What is the Blackout Challenge?

Theo (left) and Ben (right) are both fascinated by the impact AI is having on education

Family & Education   6 min read

'Most of our friends use AI in schoolwork'

Updated 17 hours ago

By Theo and Ben
BBC Young Reporters

% of UK online adults who visited services and the most popular service in each sector

Social Media
98% visited at least one of the top ten social media services
91% visited YouTube

Search
97% visited at least one of the top ten search services
86% visited Google

Retail
87% visited Amazon
64% visited eBay

Generative AI
31% visited these services
23% visited ChatGPT

Pornographic content
29% visited these services
18% visited PornHub

Online dating
11% visited these services
5% visited Tinder

Generative artificial intelligence

Three in ten UK internet users aged 16+ said that they used a generative AI tool

Generative artificial intelligence (generative AI) broadly refers to algorithms that can create new content in response to a prompt, including text, images, video and code outputs. ChatGPT is the most widely used service; our survey conducted in June 2023 found that 23% of internet users aged 16+ said they had used it.

Snapchat My AI is the generative AI tool most widely used by online children

Four in five (79%) online teenagers and two in five (40%) online 7-12s had used any of the following generative AI tools: ChatGPT, Snapchat My AI, Midjourney or DALL-E. Half of UK online 7-17-year-olds said in June 2023 that they had used Snapchat My AI, making it the most popular generative AI tool among children.

3. What can you do?

- **Digital resilience:** Teach your child to recognise when something online feels off or uncomfortable and encourage them to come to you.

- **Keep communication open:** Regularly talk to your child about their online activities

- S**et boundaries:** Create family rules for screen time and online behavior

- **Monitor usage:** Use parental controls to help monitor screen time, social media activity, and app downloads

- **Stay informed:** Keep up with the apps and games your child is using

- **Encourage healthy habits:** Suggest activities like "digital detox" weekends, where the family takes a break from screens.

- **Use technology together:** Suggest doing tech activities together

Do you know your child's online habits?

Start with **four** simple questions:

1. Do you always know what your children do online?

2. Do you always know who they interact with?

3. Do you always know what online content they are viewing?

4. Do you always know what that content is rated?

Family Gaming Database

Content Rating

Rated **PEGI 12** for frequent mild violence. Violence consists of you using whatever weapons you can find or make to defeat the other players with damage being dealt by numbers and life bars. The players disappear in a blue light when defeated.

User-Generated Content: This game includes content created by other players, such as maps, outfits and items, that are not reflected in the game rating.

Users Interact: The game enables players to interact and communicate with each other, so may expose players to language usually associated with older rated games.

Fortnite provides Parental Controls in the game in addition to those on the console you are playing on. They enable you to filter swear words in text chat, disable friend requests, require a password to make in-game purchases and turn off voice or text chat. You can also turn on Playtime Reporting for the game, which provides weekly play reports via email. These settings are protected by a PIN code.

Skill Level

8+ year-olds usually have the required skill to enjoy this game. Still, it's important for parents and guardians to consider the maturity required to process the game content. It's also important to ensure children understand in-game purchases and have spending limits set-up. Although you need good reactions and aiming skills to do well, the game aims to match you against players of the same ability. When you first start as a newcomer there are often easy-to-beat computer players in the matches to help you get started.

Our Game Pathways reveal how 9 - 12 year-olds play this game:

Fortnite

Xbox One	**Free**	–
PS5	**Free**	–
PS4	**Free**	–
PC	**Free**	–
Switch	**Free**	–
iOS	**Free**	–
Android	**Free**	–

This game is free to play, but there are other costs associated with this game:

- **In-Game Purchases:** Additional in-game purchases are offered for items that enhance the experience.
- **In-Game Pass:** Purchase a season/battle pass to gain access to limited in-game purchases, reward items and other aspects of the game.

You can buy Loot Llamas using V-Bucks, these offer unseen items when opened. Recently these have been changed to show players what is inside them before purchase. However, if you earn the Llamas by playing the game rather than purchasing you can't see inside beforehand.

You can purchase the Fortnite Crew subscription for £9.99/$11.99 a month. This provides a Battle Pass for the full season, 1,000 V-Bucks each month and an exclusive "outfit bundle" each month.

3. How to apply Parental Controls

Social Media

- **Instagram:** Go to Settings > Privacy > Account Privacy > Switch to Private Account.

- **TikTok:** Settings > Family Pairing > Choose Safety and Privacy Settings.

- **Snapchat:** Settings > Who Can > Contact Me/See My Story > My Friends.

- **WhatsApp:** Settings > Privacy > Last Seen/Profile Photo/Status > My Contacts.

https://www.internetmatters.org/parental-controls/social-media/

3. How to apply Parental Controls

Gaming Consoles

- **Nintendo Switch:** Settings > Parental Controls > Set limits for play time, restrict purchase

- **PlayStation:** Settings > Parental Controls > Restrict access to certain games and chat features

- **Xbox:** Settings > Family Settings > Manage screen time, purchases, and online interactions

https://www.internetmatters.org/parental-controls/gaming-consoles/

Our Parental Controls Videos

Online Safety Videos

iOS (iPhone/iPad) related

1. Setting up Parental Controls on an iOS device with Family Sharing

2. Setting up Parental Controls on your child's iOS device (when you don't have an iOS device)

→ Click to view

Android related

1. Setting up Parental Controls using Google Family Link on an Android device

→ Click to view

Social Media

1. Setting up Snapchat Family Centre

2. Setting up Snapchat Privacy settings (on your child's account)

→ Click to view

Games

1. Roblox

2. Nintendo Switch Parental Controls App

→ Click to view

YouTube

1. YouTube Kids App

Roblox Parental Controls and Privacy settings
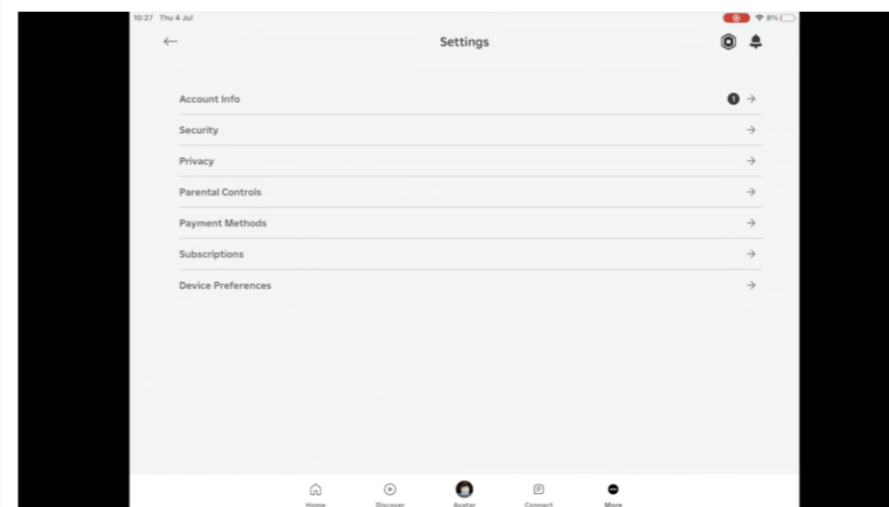
Click on the link below for further information from Roblox:

→ Further information

Released July 2024

https://www.knowsleyclcs.org.uk/online-safety-videos/

Our Parental Controls Guide Booklet

A guide to Parental Controls

Produced by Knowsley CLCs

www.knowsleyclcs.org.uk
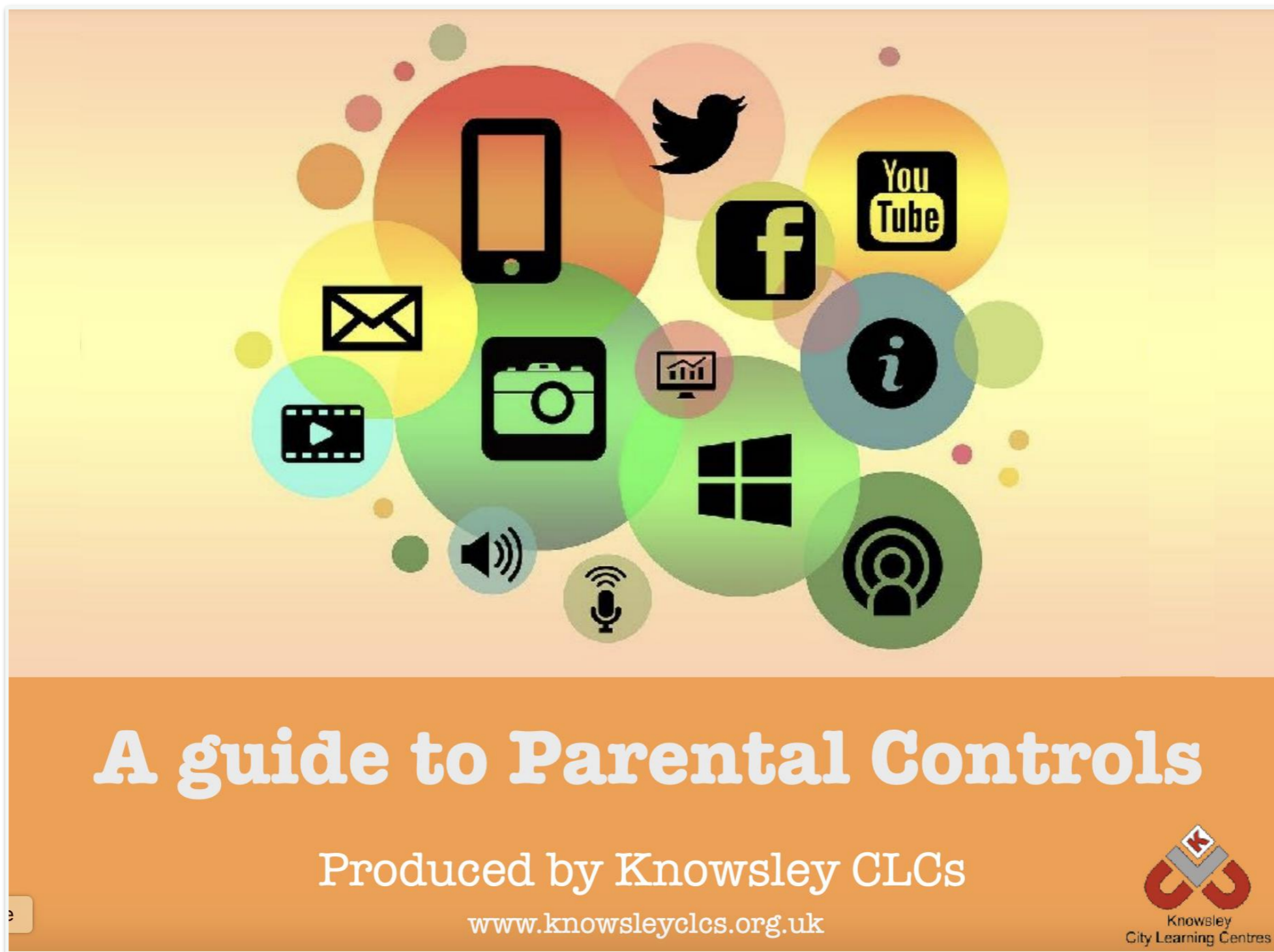
3. Practical Tips for Parents

- **Set up devices together:** Teach your child how to use privacy settings.

- **Use "Safe Search" features:** Enable on YouTube, Google, etc.

- **Disable location services:** Keep your child's location private on apps.

- **Create a family agreement:** Establish a family agreement on online safety and device use.

- **Peer Support:** Talk to other parents.

3. Practical Tips for Parents

- **Be a role model:** Model good online behaviour and share your own screen habits with your child.

- **Teach media literacy:** Help children critically evaluate the content they see online. For example, ask questions like, "Who made this content, why? Do you trust it (them)? Do you agree with it? How can you check its correct? Do you share their opinion?"

- **Create tech-free zones at home:** Suggest setting boundaries like no phones at the dinner table/ in bedrooms/ at bedtime.

- **Social media "friend audits":** Encourage regular checks of who your child is connected with online and discuss the importance of only adding people they

"That's why digital literacy education is so important, yet it remains inadequate in many countries, and where it is available it often fails to keep pace with young people and rapidly evolving technology.

"We are seeing the consequences of this gap, with worse likely to come, unless governments, health authorities, teachers and parents recognise the root causes of the current situation and take steps to rectify it.

"It's clear we need immediate and sustained action to help adolescents turn the tide on potentially damaging social media use, which has been shown to lead to depression, bullying, anxiety, and poor academic performance."

World Health Organisation, 2024

Digital Family Agreement

LGfL DigiSafe®

Digital Family Agreement — LGfL DigiSafe®

I will: | **Why?**

Check with mum before getting a new app or game or buying an add-on so she can check it's safe

Set up privacy and safety settings on any apps and sites I use and show them to dad, so he doesn't worry

Check with mum or dad before going live and explain what I can do to avoid any risks

Not post or share any personal information, e.g. mobile, address, to stay private and safe

Put my phone down when we're eating together or mum or dad want to talk, as it's respectful

Turn off notifications when I'm doing homework and at bed time, to help concentrate and sleep

Come off my devices an hour before bedtime to unwind and sleep well

Parent/carer will: | **Why?**

Put our devices down when you want to talk to me/us so we can model good behaviour

Keep our mobiles away for important family time, e.g. breakfast and dinner so we can have quality time and talk

Trust you to manage your screen time sensibly as we agreed, and only say something if I/we are worried, to help you stay safe and healthy

Ask permission before sharing any photos of you, to respect your privacy

If there are any issues:
We will talk about it calmly and respectfully I may have to show you more about what I am doing on devices, or other consequences

If I'm worried by anything:
I can tell mum or dad and they won't judge me
I can talk to Ms Patel at school
I can contact Childline or The Mix

Islington Digital Charter

Safer Internet Day

Children's Commissioner — Digital 5 A Day

ISLINGTON Digital Charter
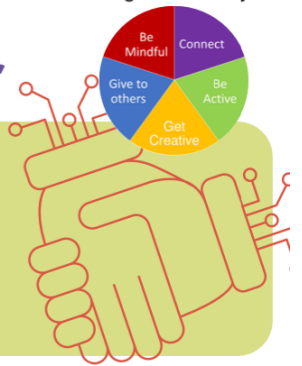
Islington wants to promote the safe, happy and creative use of technology. In consultation with our children, parents and staff we have developed our very own 'Digital Charter'

- Mobile-free mealtimes
- Real books at bedtime
- Be kind online
- Create, don't consume
- Balance online and physical activity
- Think before you share
- If something upsets you, tell an adult
- Age appropriate content only

https://islington-gov.j2bloggy.com/Islington-Computing-Online-Safety/

We recommend a family agreement to make clear what is allowed...or not, how much time you can spend on devices, and ground rules like no phones at the table or in the bedroom at night-time. Shared expectations will reduce arguments and keep everyone safe & healthy.
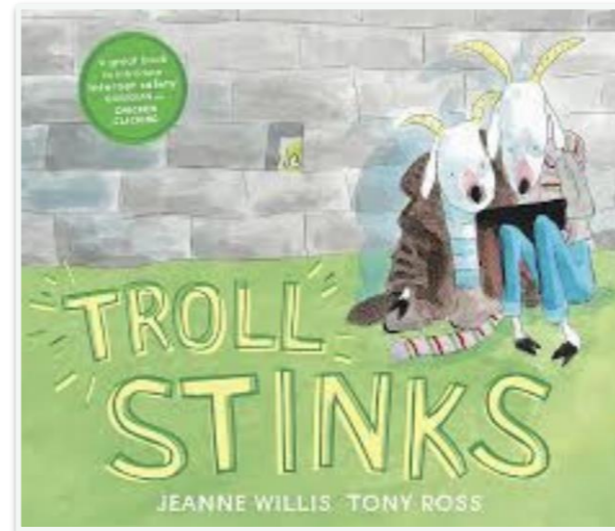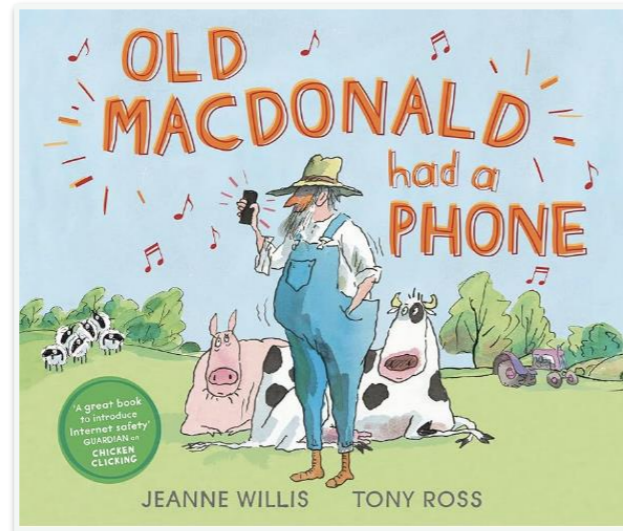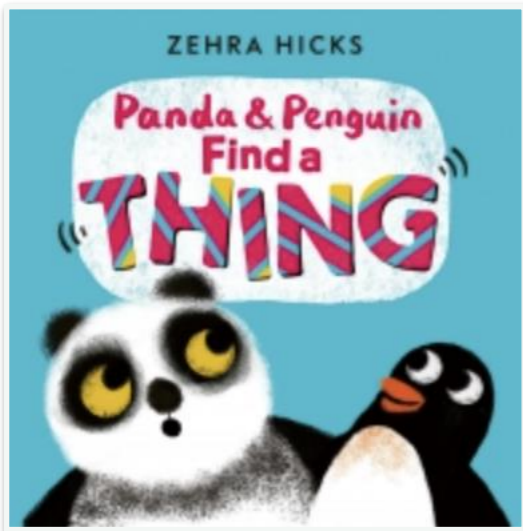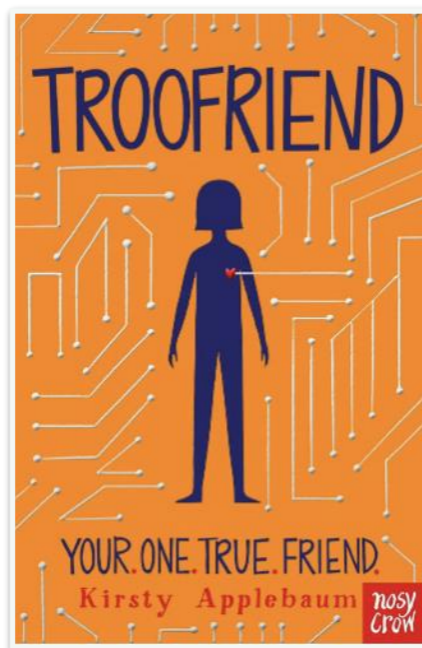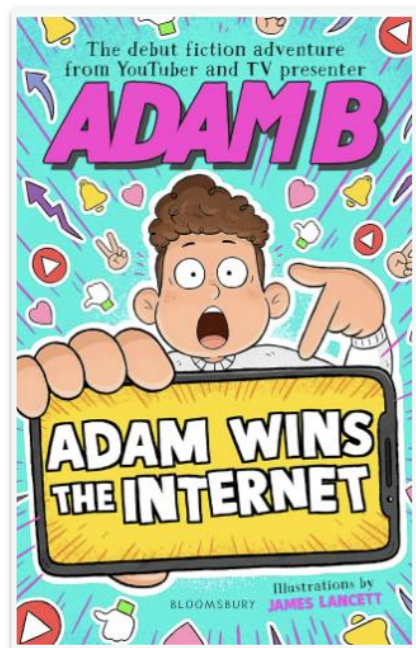
3. Enabling SafeSearch
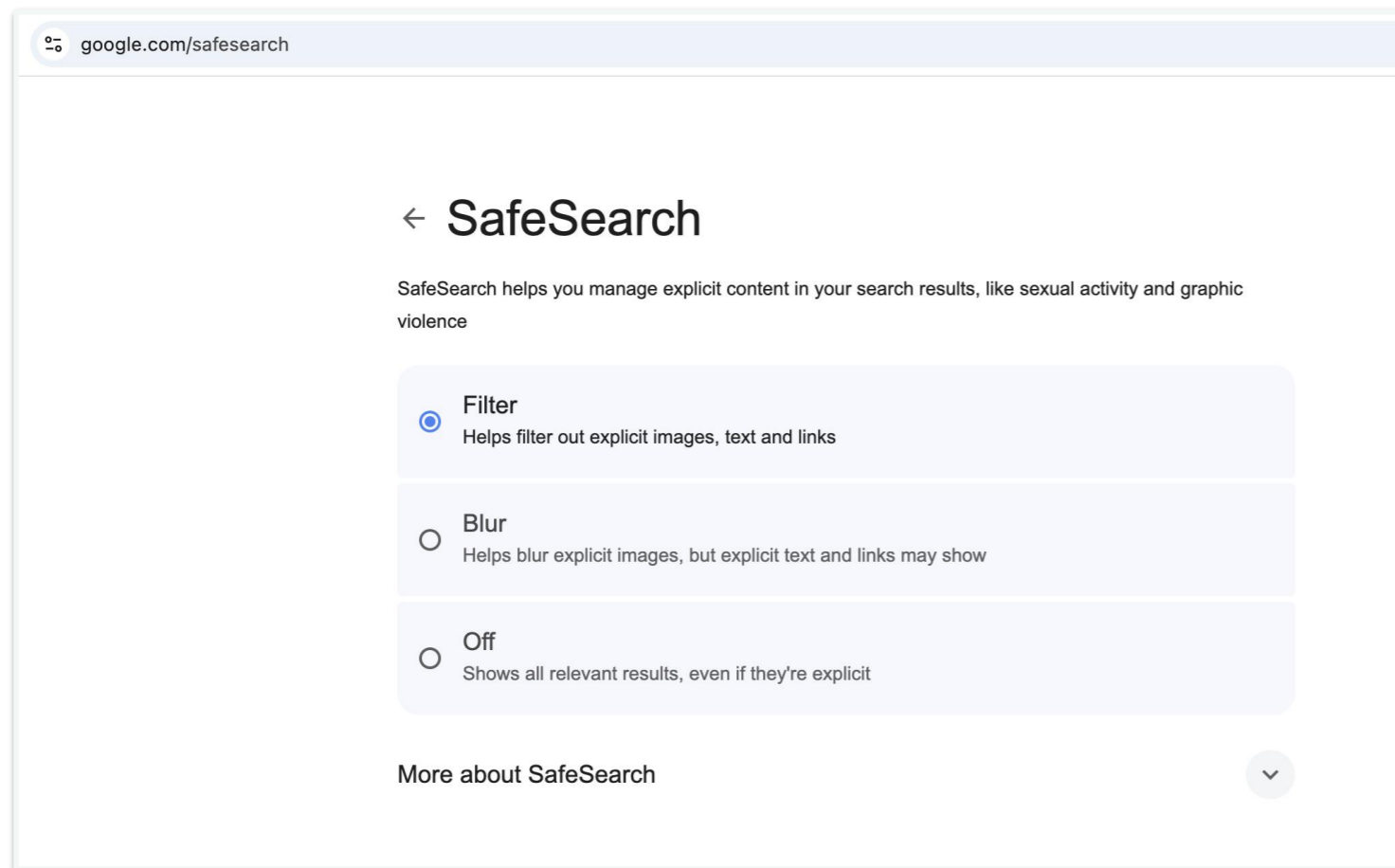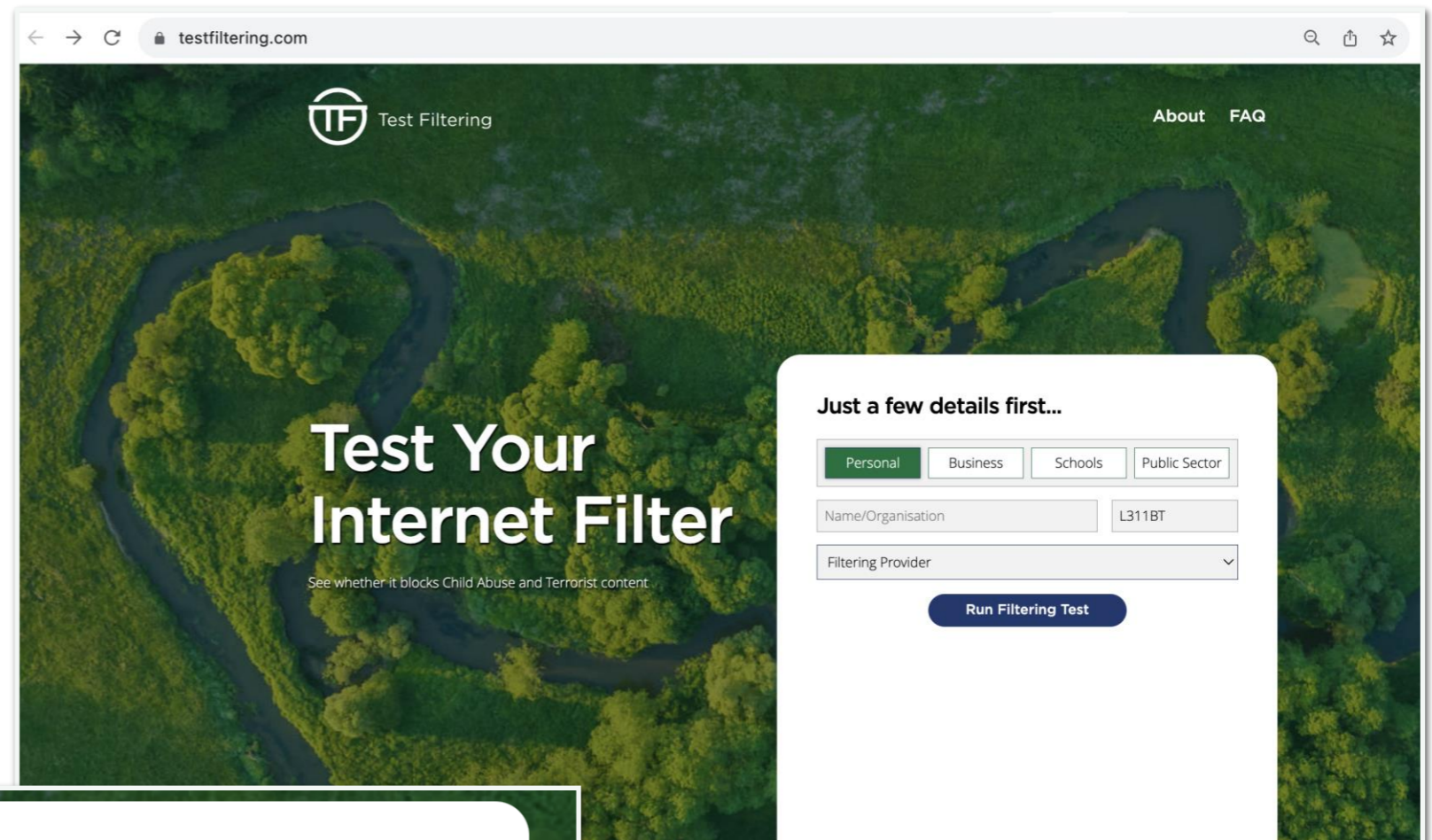

Google SafeSearch
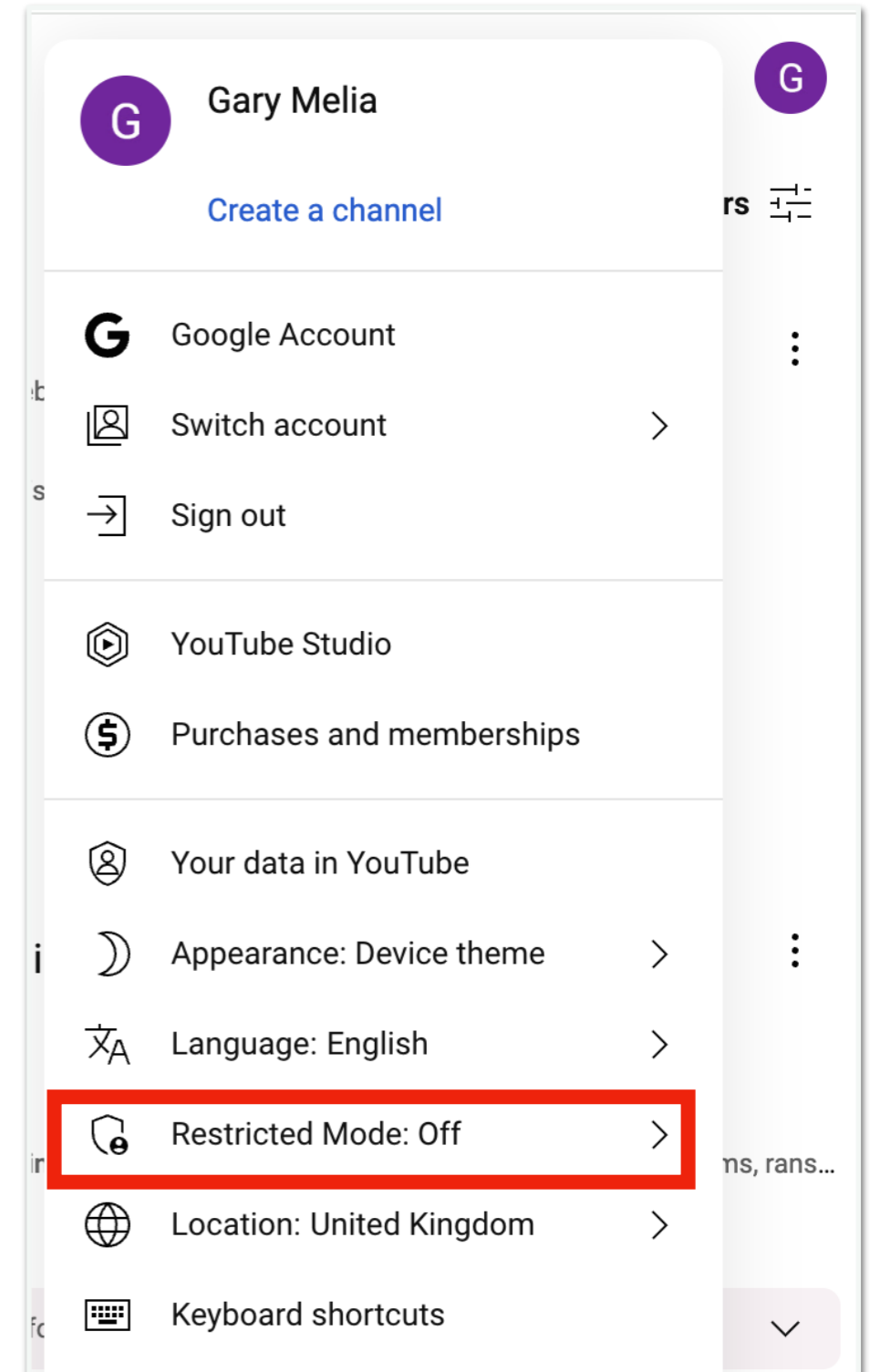
YouTube Restricted Mode

Online Safety Books

Panda & Penguin Find a THING — ZEHRA HICKS

OLD MACDONALD had a PHONE — JEANNE WILLIS · TONY ROSS

TROLL STINKS — JEANNE WILLIS TONY ROSS

#Goldilocks: A Hashtag Cautionary Tale — JEANNE WILLIS · TONY ROSS

TROLL — FRANCES STICKLEY & STEFANO MARTINUZ

THE DAY THE SCREENS WENT BLANK — DANNY WALLACE — Illustrated by gemma CORRELL — 'SO FUNNY!' Noel Fielding

The debut fiction adventure from YouTuber and TV presenter ADAM B — ADAM WINS THE INTERNET — BLOOMSBURY — Illustrations by JAMES LANCETT

TROOFRIEND — YOUR. ONE. TRUE. FRIEND. — Kirsty Applebaum — nosy crow

Collins — THE TEENAGE GUIDE TO DIGITAL WELLBEING — FIND THE BALANCE TO LIVE YOUR BEST LIFE — BY DIGITAL WELLBEING EXPERT TANYA GOODIN

ULTIMATE GAMER CAREER MODE

Girl Online — ZOE SUGG — THE NUMBER ONE BESTSELLER

What do you think of this news story?

Thousands join UK parents calling for smartphone-free childhood.

More than 4,000 parents have joined a group committed to barring young children from having smartphones as concerns grow about online safety and the impact of social media on mental health.

Test your Home Filtering

https://testfiltering.com/

Advice for Parents

Childnet

Teachers & professionals

Help and Advice

Keeping under fives safe online

Online safety advice for parents and carers with young children
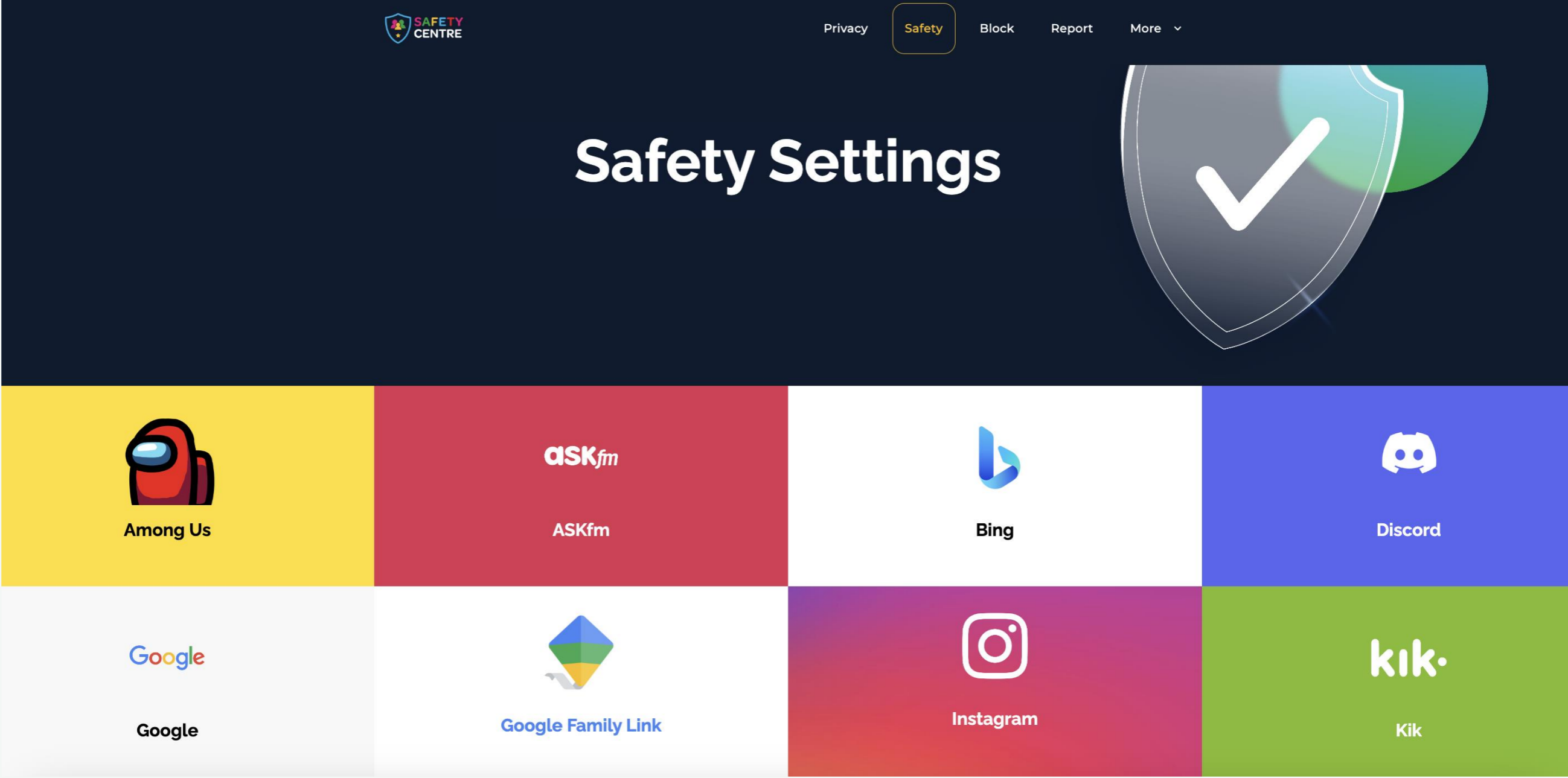
Ofcom's research has shown that 86% of 3-4 year olds have access to a tablet at home and 21% have their own tablet.

4. Further Support

- **Internet Matters:** www.internetmatters.org

- **NSPCC:** www.nspcc.org.uk

- **Childline:** www.childline.org.uk

- **UK Safer Internet Centre:** www.saferinternet.org.uk

- **CEOP** (Child Exploitation and Online Protection): www.ceop.police.uk

4. Advice for Parents

https://oursafetycentre.co.uk/safetysettings/