

The Changing Online World: Online Safety

Hook Junior School – 30th October 2023



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How far has the world changed since 1993?

Life for young people (and therefore parents) Outside School:

1993: playing outside, reading books, playing sport, listening to music, very little media consumption. No socialising online – spending time with friends. Considerable access to part-time jobs.

2023: limited outdoor play and limited time outdoors in general (dramatic rise in obesity levels), decline in reading books (30% of UK children own no books), organized sport playing, listening to music (now primarily video streaming), high and increasing media consumption. Majority of socialising now online. Limited access to part time jobs.

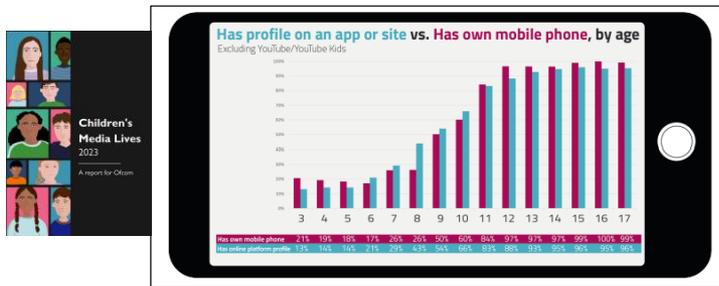
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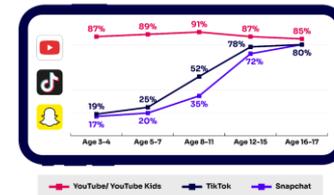
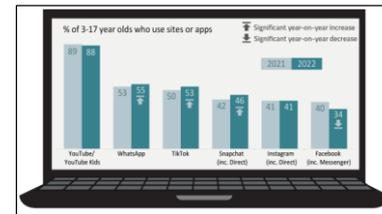
What has changed over the last three years?

- Significant increase in online activity
- Significant increase in online child sexual exploitation and abuse
- Cyberbullying increase
- Surge in in-game spending/gambling
- Increase in misinformation/fake news
- Increase of traffic to pornographic sites
- Lots more organisations coming on board to support parents, schools and children & young people

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Multiple profiles were most likely to be used by 8-11-year-olds, and the most common reason for doing so was to have a separate profile just for their parents and family to see



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The Scale of Child Sexual Abuse

National Crime Agency – estimate of number of individuals posing a threat to children either through physical ‘contact’ or online:

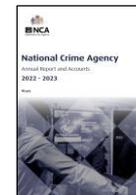
- 2011: 50,000+
- 2016: 77,000+
- 2020: 300,000+
- 2021-2: 550,000+
- Current Estimate: 680,00 to 830,000

Arrests per month:

- 2020: 500
- 2021: 850
- 2022: 900

Children safeguarded per month:

- 2020: 700
- 2021: 1120
- 2022: 1200



- The overall threat had slightly increased on last year. “The current estimate is that 1.3 – 1.6% of the adult population pose some degree of sexual risk to children. These are extraordinary figures: roughly ten times the prison population. The figures partly reflect a better understanding of a threat that has historically been under-estimated, and partly a real increase groups sharing and discussing the images, has normalised such behaviours.” Graeme Biggar, Director General, NCA

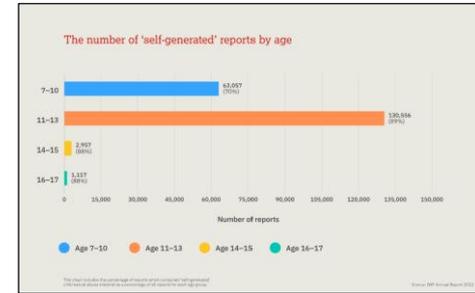
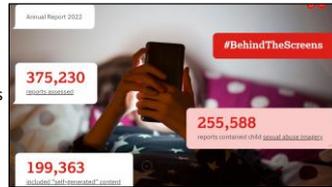
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The Scale of Online Child Sexual Abuse

"We continue to see a significant increase in what is termed "self-generated" child sexual abuse content, created using webcams or smartphones and then shared online via a growing number of platforms."

- **2020 saw a 77% increase on 2019** in the amount of 'self-generated' abuse images or videos dealt with by the IWF (68,000 web pages in total)
- **2021 saw a 168% increase on 2020** - (182,281 web pages in total)
- **2022 saw a 10% increase on 2021** – the figure is now **199,363 web pages**



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The impact of persuasive design on young people:

"The thought process that went into building these applications, Facebook being the first of them... was all about: "How do we consume as much of your time and conscious attention as possible?" God only knows what it's doing to our children's brains."

Sean Parker, former Facebook president



Persuasive Design Strategies: Focus was placed on three practices which are of particular concern:

- ▶ Influencer marketing
- ▶ Loot boxes
- ▶ Dark patterns



2022 Young Minds survey:

- 42% of young people self-reported what they considered to be early signs of addiction to social media.
- 80% reported that they wanted to leave a social media platform for wellbeing reasons but felt unable to.

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- Gaming addiction affects between 12% and 18% of the population.
- "30% to 40% of the population now have some kind of problematic behaviour with technology."

Professor Marcantonio Spada, Professor of Addictive Behaviours and Mental Health, London South Bank University

Parental Concerns:

- In contrast to a decade ago, when [childhood obesity](#) was considered the leading health issue for kids, the problems have shifted to mental health, overuse of social media, and excessive screen time. Concerns about children's excessive screen time and device usage have surged, ranking as the top two health concerns in this year's national poll.



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Pathways: How digital design puts children at risk

SECTION 3 Children
How children experience digital products

Editing apps

Face and body editing apps have emerged alongside the rise of image-centred social media. Products like Snapchat and Instagram have developed ever more elaborate filters and lenses for photos, too. Young people we spoke to showed us how you could airbrush your skin, making it lighter, darker, blemish-free – whatever you want.

Equally, editing apps like Facetune have become enormously popular. Lighttricks, the company that owns Facetune, generated \$18 million in revenue within two years of launching the app. By 2017, Facetune was Apple's most popular paid app.¹⁸



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Pathways: How digital design puts children at risk

SECTION 3 Children
How children experience digital products

The design of apps and sites helps children copy 'what works' for other users



Children can see how 'popular' content is in the form of 'likes', comments, shares etc. Children use these metrics to see what gains a lot of attention.

Children can easily tap links to features of the content that may be contributing to its popularity – e.g. hashtags, music, filters.

Platforms provide links and tools for users to replicate their own content using these same features. Children use these tools to create their own content, copying the trends and features that they have seen lead to success and popularity for others.

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The Guardian

Is our smartphone addiction damaging our children?
Rosam Davies

Research has found a link between 'technoference' and poor child behaviour. The need for 'right sized' screens is very human, but perhaps we can find a happier balance.

NHS Choices

Parents' phone addiction may lead to child behavioural problems
Wednesday May 21 2015

Page contents

- Why did the story come out?
- What is the story about?

"Is our smartphone addiction damaging our children?" The Guardian asks, after publication of a recent study into "technoference" – when people switch their attention away from others to check their phone or tablet.

The Telegraph

News

Children behave worse when parents distracted by smartphones, study reveals



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McAfee

Cyberbullying in Plain Sight
A McAfee Connected Family Report

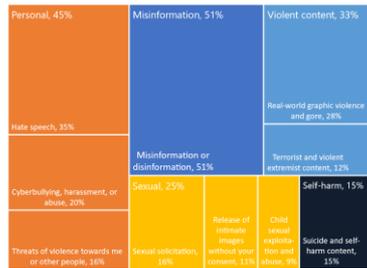


Cyberbullying activities

Country	Some calling	Being excluded from group chats/conversations	Spreading false rumors
Global	45%	35%	25%
U.S.	50%	40%	30%
Canada	48%	38%	28%
U.K.	55%	45%	35%
France	40%	30%	20%
Germany	45%	35%	25%
Australia	48%	38%	28%
India	35%	25%	15%
Japan	45%	35%	25%
Brazil	50%	40%	30%
Mexico	45%	35%	25%

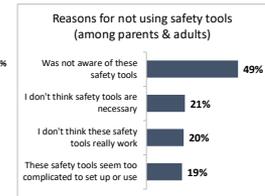
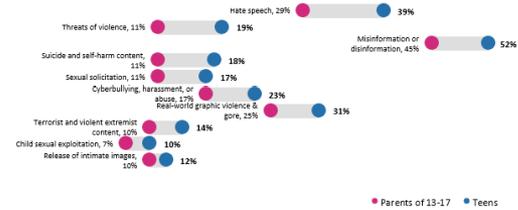
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The single most common reported risk was misinformation or disinformation, followed closely by personal attacks

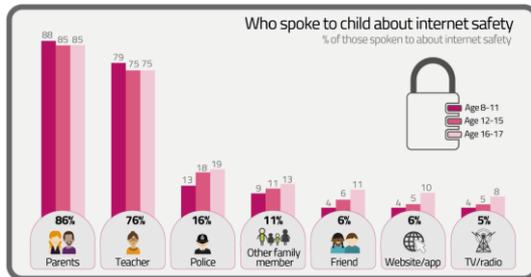


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Parents of teens underestimated every risk their teenager might have been exposed to



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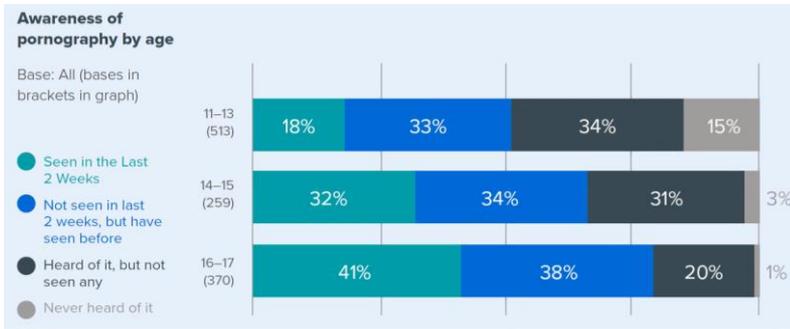
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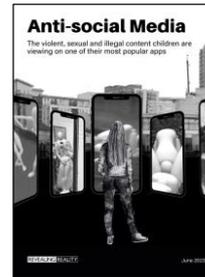
- Many children are first exposed to pornography at a very young age.
- A significant minority of children access pornography at very young ages:
 - 10% had seen it by age nine,
 - 27% had seen it by age 11 and
 - 50% of children who had seen pornography had seen it by age 13.



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Sharing nudes: the normalisation of CSAM

Most of the children interviewed said they'd seen sexual or nude images and videos shared on Snapchat, often of other children. Many of these were nudes that the children said had been "baited out", frequently via so-called "bait-out pages" – accounts set up to share embarrassing, humiliating, sexual or violent content to all their followers

Buying and selling: the Snapchat marketplace

"They add it on their story and they say, 'Who wants this for this much amount of money?' They'll sell edibles, weed, balloons. Weapons as well. Rambos, samurai swords, knuckle-dusters, all sorts of things."

Popularity is power

The children and professionals in this research told us that follows, shares and views get you 'clout' on Snapchat, so there's an incentive to share whatever gets attention. And often this is violent or sexual content, sometimes of illegal activity.

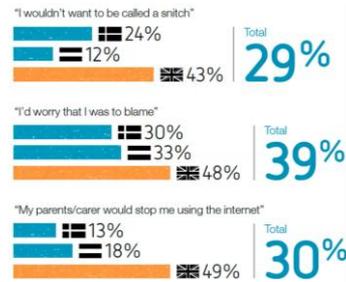
Making people say sorry

No matter where they lived or how they were, almost all the young people reported seeing a particular kind of video on Snapchat that entailed people being humiliated. Often this came in the form of the victim being forced to beg, apologise or do something humiliating on camera

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We need to create a culture where they will tell us...



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Help, advice and resources for parents and carers

Offer your children support and guidance with our range of online safety guides



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TWO LEVELS OF INFORMATION AS A GUIDE - THE PEGI AGE LABELS

3 7 12 16 18

www.pegi.info www.pegi.info www.pegi.info www.pegi.info www.pegi.info

THE CONTENT DESCRIPTORS

NO LANGUAGE, DRUGS AND ALCOHOL, BLOOD AND GORE, SEX, GAMING, VIOLENCE, FEAR, DISCRIMINATION, IN-GAME PURCHASES

PEGI Rating and Descriptor icons

1. Creative and building games – 49%
e.g. Roblox, Minecraft

2. Multiplayer games – 45%
e.g. Fortnite, Fall Guys, Among Us

3. Action/adventure – 40%
e.g. Super Mario, Legend of Zelda

4. Shooters – 38%
e.g. Star Wars: Battlefront, Call of Duty

5. Sports – 37%
e.g. FIFA, NBA, Rocket League

6. Playing in a virtual world – 28%
e.g. World of Warcraft, The Sims

1. Creative and building games – 50%
e.g. Roblox, Minecraft

2. Puzzles or quizzes – 43%
e.g. Trivia 360, Sudoku, Candy Crush

3. Playing in a virtual world – 37%
e.g. World of Warcraft, The Sims

4. Multiplayer games – 30%
e.g. Fortnite, Fall Guys, Among Us

5. Action/adventure – 29%
e.g. Super Mario, Legend of Zelda

6. Fitness and dance – 26%
e.g. Wii Fit, Just Dance

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<https://www.taminggaming.com>

Family Gaming DATABASE

Start Here Dig Deeper Curated Lists Health Advice About

Video Games

If you are looking for games you are in the right place. Our parent experts spend hours every day to stay ahead of what children are playing. This means we can highlight the games you need to watch out for as well as the games other parents and grandpas are keen for their children to play.

Along with the ways to browse video games on this page, you can also use our tailored search tools. We group games by the experience they offer:

- **Style of Play:** How you want to play games together (Solo/Screen, Co-operative, Competitive, Online).
- **Genre (Genre):** Which interactions and game structures you enjoy (Adventure, Racing, Platform, Strategy).
- **Content (Age):** What themes you want to engage with (Trust, Identity, Justice).

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Games Like Minecraft

Our experts have hand-picked the following similar games for you. These offer a similar way to play to Minecraft or an game with a very different twist. There are good alternatives to Minecraft.

<https://www.taminggaming.com>

VIDEO GAME

This game is rated PEGI 18

Our review includes potentially triggering words: Assault, Blood-splatter, Decapitation, Disembowelment, Drug, Gross, Horror and Sex

Continue

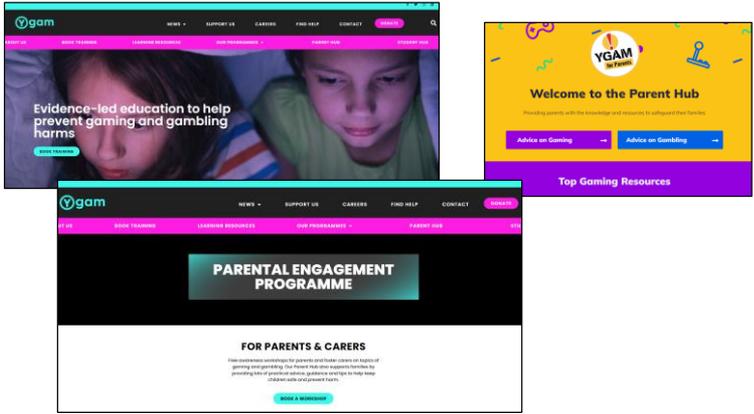
Back

Ignore All Content Warnings

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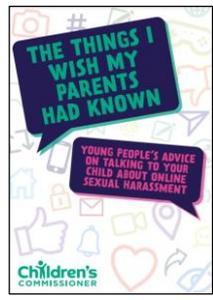
Games Like Call of Duty: Black Ops Cold War

Our experts have hand-picked the following similar games for you. These offer a similar way to play to Call of Duty: Black Ops Cold War or any games with a similar theme or look. There are good alternatives to Call of Duty: Black Ops Cold War, or any younger rated alternative for players not ready for PEGI 18 or ESRB MATURE 17+ games.



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<https://www.childrenscommissioner.gov.uk/report/talking-to-your-child-about-online-sexual-harassment-a-guide-for-parents/>



How to use this guide

Our guide starts by sharing [how you can make these conversations easier](#). We've broken down this guide into the subjects which children told us were important:

- Photography
- Editing photos and body image
- Sharing nude images
- Peer pressure
- Sexualised bullying

Under each topic we give you a breakdown of what the issue is and how our 16-21-year-olds feel the problem affects children and young people. Then we present their tips on best ways for parents and carers to have this conversation with their children.

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Useful Resources:

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HeadStart Kernow's Digital Resilience Tool



Devices

Behaviour	0-5 years	6-9 years	10-11 years	12-15 years	16-18 years
Being left with a tablet/computer/laptop unsupervised for 15 minutes or more	Helpful	Helpful	Not helpful	Not helpful	Not helpful
Permission of their own devices	Helpful	Not helpful	Not helpful	Not helpful	Not helpful
Supervision with digital devices	Helpful	Helpful	Helpful	Helpful	Helpful
Clear cut aggression response to withdrawal of device	Helpful	Helpful	Helpful	Helpful	Helpful
Resolving parental concerns	Helpful	Helpful	Helpful	Helpful	Helpful
Reaching for device as soon as they wake up	Helpful	Helpful	Helpful	Helpful	Helpful
Using of digital devices after bedtime	Helpful	Helpful	Helpful	Helpful	Helpful

Education

Behaviour	0-5 years	6-9 years	10-11 years	12-15 years	16-18 years
Learning how devices work	Not helpful				
Learning how to write code with technology	Not helpful				
Learning how to write software	Not helpful				
Doing homework alone	Not helpful				
Supervised homework using mobile technology	Not helpful				
Asking for help from an older sibling about personal data	Helpful	Helpful	Helpful	Helpful	Helpful
Using available apps to find out about personal data	Helpful	Helpful	Helpful	Helpful	Helpful
Using available apps to find out about personal data (or to track, not about)	Not helpful				
Searching for information on online people	Helpful	Helpful	Helpful	Helpful	Helpful
Researching issues on computers that may e.g. self-harm, depression, eating disorders	Helpful	Helpful	Helpful	Helpful	Helpful
Spaced research/learning	Not helpful				
Writing a blog	Not helpful				
Accounting things used/other using devices such as for to explore what's in there	Not helpful				
Learning about online issues and knowing their contacts	Not helpful				

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Gaming

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Obscured sleep through device dependence/gaming	Harmful	Harmful	Harmful	Harmful	Harmful
Online gaming	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Receiving gifts in online games from family members	Potentially Harmful				
Receiving gifts in online games from strangers (anonymous unknown to parents)	Harmful	Harmful	Harmful	Harmful	Potentially Harmful
Gaming alone	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Playing age-appropriate games with a family member	Not Harmful				
Watching a family member play age-appropriate games	Not Harmful				
Age-appropriate gaming with adult supervision	Not Harmful				
Playing age-restricted games unsupervised	Harmful	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful
Playing age restricted games with direct parental supervision	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Filming themselves/friends playing age-appropriate games	Not Harmful				
Gaming (on or offline) in line with age restrictions	Not Harmful				
Age appropriate multiplayer online gaming	Potentially Harmful				
Playing ads for offer or rewards	Potentially Harmful				
Prolonged period of upset or anger after gaming	Harmful	Harmful	Harmful	Harmful	Harmful

Watching Content

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Being obsessed with celebrities, wanting to be a specific celebrity	Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful
Accessing illegal content	Harmful	Harmful	Harmful	Harmful	Harmful
Watching age-appropriate digital content with friends unsupervised	Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Role modelling age-appropriate characters	Not Harmful	Not Harmful	Not Harmful	Not Harmful	Not Harmful
Watching online content on a device with parental controls	Not Harmful	Not Harmful	Not Harmful	Not Harmful	Not Harmful
Watching films/TV online alone	Harmful	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful
Not being able to sleep after seeing scary or upsetting content online	Harmful	Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful

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Social Media

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Having content in role models, wanting to be like a celebrity	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Playing with filters	Not Harmful				
Using them on pictures	Not Harmful				
Excessive posting in selfies	Harmful	Harmful	Harmful	Harmful	Harmful
Obsession with selfies	Harmful	Harmful	Harmful	Harmful	Harmful
Requesting images to be deleted	Harmful	Harmful	Harmful	Harmful	Harmful
Taking but not sending selfies	Not Harmful				
Accidentally sending selfies	Potentially Harmful				
Playing oneself or physical in order to take others or generate attention	Harmful	Harmful	Harmful	Harmful	Harmful
Adding to their photos removed and put on social media	Not Harmful				
Relating to someone's pictures of someone else when asked	Harmful	Harmful	Harmful	Harmful	Harmful
Regular social media use	Harmful	Not Harmful	Not Harmful	Not Harmful	Not Harmful
Compulsory use of social media including checking during the night	Harmful	Harmful	Harmful	Harmful	Harmful
Being 'occasional' about direct messages	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Fear of missing out leading to separation anxiety from social media	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful

Social Media - Continued

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Anxiety around digital communication	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Fading photos because messages have not been answered	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Recognising friends on shared photos	Not Harmful				
Sending friends direct messages	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Posting their own private social media content	Harmful	Harmful	Harmful	Harmful	Harmful
Posting their private social media content	Harmful	Harmful	Harmful	Harmful	Harmful
Using the social media accounts to talk to friends/offers	Not Harmful				
Waking someone up publishing, posting or sharing	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Building respectful streaks with friends	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Posting public social media content	Harmful	Harmful	Harmful	Harmful	Harmful
Instagram/ Snapchat stories	Harmful	Harmful	Harmful	Harmful	Harmful
Sharing images with peers with permission overnight	Not Harmful				
Blocking and reporting someone for posting inappropriate content	Not Harmful				
Looking at social media with friends/family	Not Harmful				
Commenting on a status	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Posting social media pictures privately with others	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Private use of digital platforms	Harmful	Harmful	Potentially Harmful	Not Harmful	Not Harmful

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Relationships and Sex

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Setting up a fake social media account to explore gender identity or sexuality	Not Harmful	Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful
Taking and sending/receiving nudes/being for any reason	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Sexualised posing online	Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Sexual webcamming	Harmful	Harmful	Harmful	Harmful	Harmful
Selling nudes	Harmful	Harmful	Harmful	Harmful	Harmful
Forwarding of indecent images of peers	Harmful	Harmful	Harmful	Harmful	Harmful
Reassurance of other young people, including friends, without consent	Harmful	Harmful	Harmful	Harmful	Harmful
Pressuring someone to send nudes/sex	Harmful	Harmful	Harmful	Harmful	Harmful
Coercive behaviour toward others using digital technology (for example tracking others, accessing other people's accounts)	Harmful	Harmful	Harmful	Harmful	Harmful
Accessing dark web** to engage with services (for example buying drugs online, downloading extreme pornography)	Harmful	Harmful	Harmful	Harmful	Harmful
Frequent access to pornography	Harmful	Harmful	Harmful	Not Harmful	Not Harmful
Accessing pornography as a one off	Harmful	Potentially Harmful	Potentially Harmful	Not Harmful	Not Harmful
Watching violent/extreme pornography	Harmful	Harmful	Harmful	Harmful	Harmful

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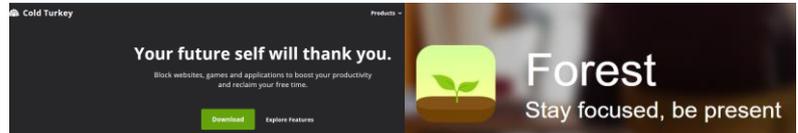
Relationships and Sex - Continued

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Compulsive** use of pornography	Harmful	Harmful	Harmful	Harmful	Harmful
Finding out about sexual behaviours using pornography	Harmful	Harmful	Harmful	Harmful	Not Harmful
Excessively watching pornography	Harmful	Harmful	Harmful	Harmful	Potentially Harmful
Looking at images of different body types/genital types to understand range of normal	Harmful	Potentially Harmful	Not Harmful	Not Harmful	Not Harmful
Accidental access of sexual content	Harmful	Potentially Harmful	Harmful	Not Harmful	Not Harmful
Online dating with adults	Harmful	Harmful	Harmful	Harmful	Potentially Harmful
Online dating with peers	Not Harmful	Not Harmful	Harmful	Potentially Harmful	Potentially Harmful
Online dating with peers (adult taking appropriate precautions)	Not Harmful	Not Harmful	Harmful	Potentially Harmful	Not Harmful
Sharing indecent or distressing images with peers	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Sexual or violent language	Harmful	Harmful	Potentially Harmful	Harmful	Harmful
Role playing or pretending adult content (e.g. sex videos)	Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Carrying direct messaging someone pretending to be someone else	Not Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Not blocking someone who has been nasty to you online	Potentially Harmful	Harmful	Harmful	Potentially Harmful	Potentially Harmful
Tracking friends through location sharing	Not Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful
Looking at partners phone with consent	Not Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful	Potentially Harmful



The best apps to help you focus and block distractions

- [Freedom](#) for blocking distractions on all your devices at once
- [Serene](#) for planning and following through on deep focus sessions
- [Cold Turkey Blocker](#) for scheduled system-wide blocking
- [LeechBlock NG](#) for free browser-based website blocking
- [Forest](#) for motivating you to put your phone down
- [SelfControl](#) for a nuclear option!



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What can you do?



- Know how to report concerns
- Engage your children about how they are feeling – validate what they say.
- Educate yourselves - read websites, advice & guidance
- Discuss with your children how they are using new technologies and what they are viewing.
- No electronic devices in bedrooms, especially overnight.
- Turn all devices off least 1 hour before going to sleep.

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“There are three ways to get something done; do it yourself, hire someone or forbid your kids to do it”



Mona Crane

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A slide with a green background on the left and a photograph of a person in a yellow shirt sitting at a desk on the right. The person is looking at a smartphone. The green background contains the text "Thank you" and the Brightcore logo. Below the text are social media icons for LinkedIn and Twitter, with the text "brightcore-consultancy" and "BrightcoreC" respectively. A QR code is located in the bottom right corner of the green area, and the website address "www.brightcoreconsultancy.com" is printed at the bottom of the slide.

Thank you

[brightcore-consultancy](#)

[BrightcoreC](#)

www.brightcoreconsultancy.com

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