

## The Changing Online World: Online Safety

Hook Junior School – 30<sup>th</sup> 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.

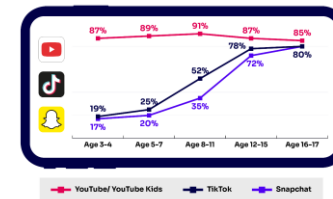
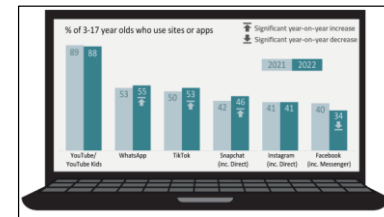
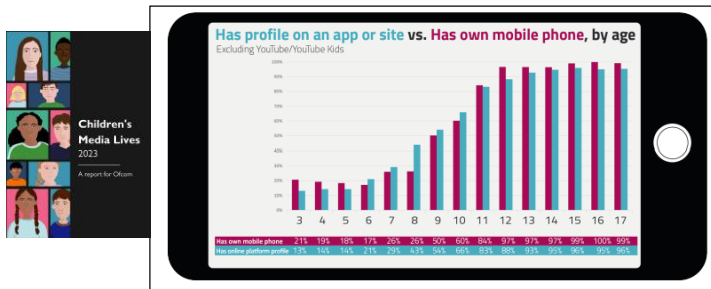
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### What has changed over the last three years?

- 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

## 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:

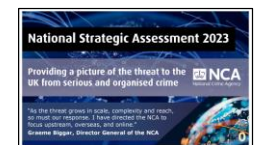
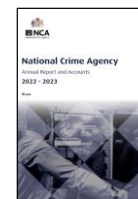
2011: 50,000+  
2016: 77,000+  
2020: 300,000+  
2021-2: 550,000+  
Current Estimate: 680,00 to 830,000

Arrests per month:

2020: 500  
2021: 850  
2022: 900

Children safeguarded per month:

2020: 700  
2021: 1120  
2022: 1200



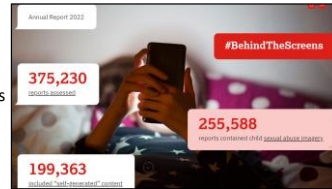
- The overall threat had slightly increased on last year. "The current estimate is that 1.3 – 1.6% of the adult population pose some degree of sexual risk to children. These are extraordinary figures: roughly ten times the prison population. The figures partly reflect a better understanding of a threat 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



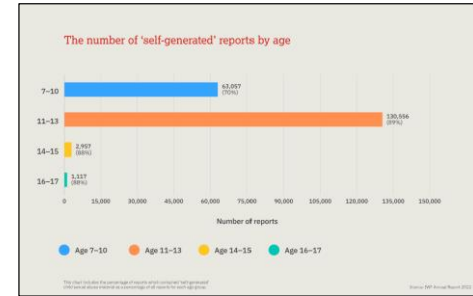
## The Scale of Online Child Sexual Abuse

*"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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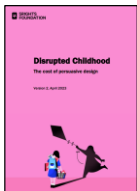


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## The impact of persuasive design on young people:

*"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."

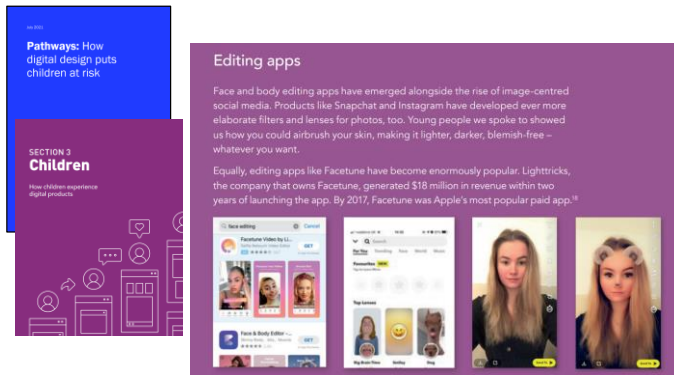
Professor Marcantonio Spada, Professor of Addictive Behaviours and Mental Health, London South Bank University

### Parental Concerns:

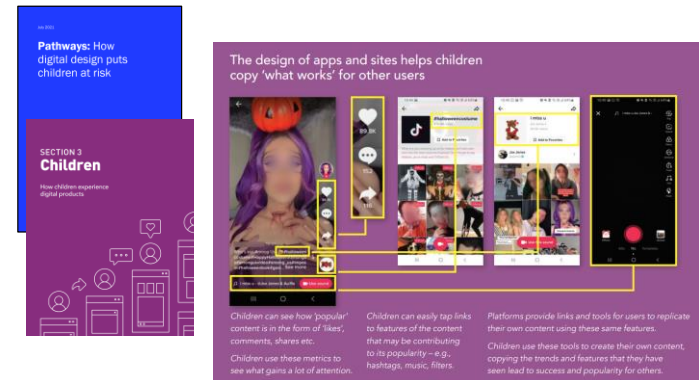
- In contrast to a decade ago, when [childhood obesity](#) was considered the leading health issue for kids, the problems have shifted to mental health, overuse of social media, and excessive screen time. Concerns about children's excessive screen time and device usage have surged, ranking as the top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



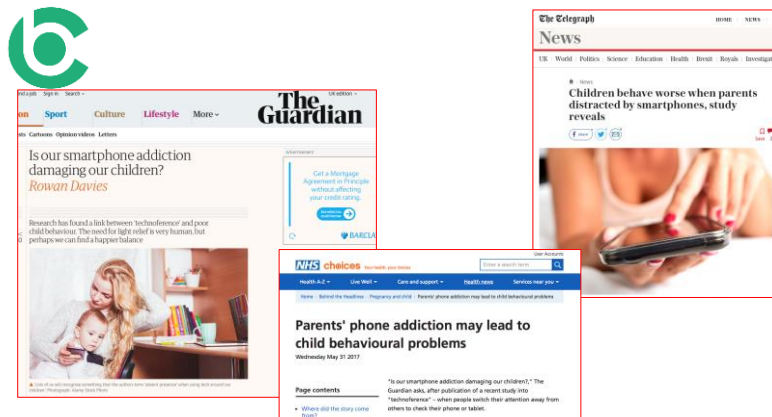
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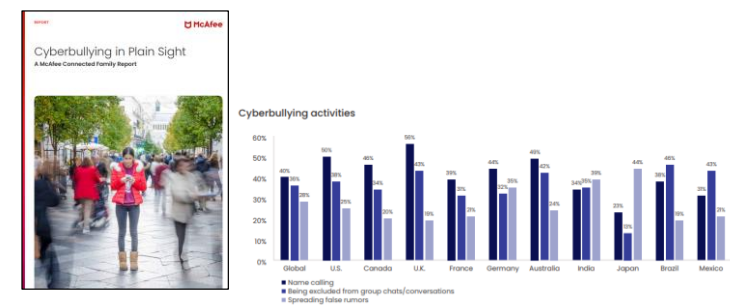
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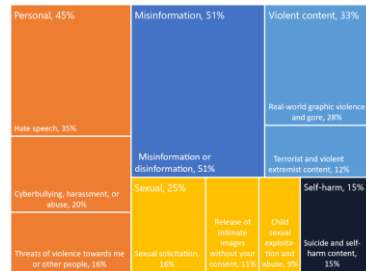


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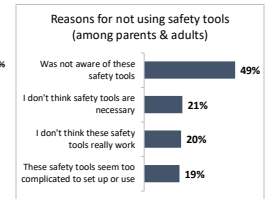
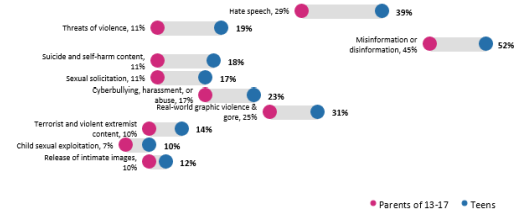
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The single most common reported risk was misinformation or disinformation, followed closely by personal attacks

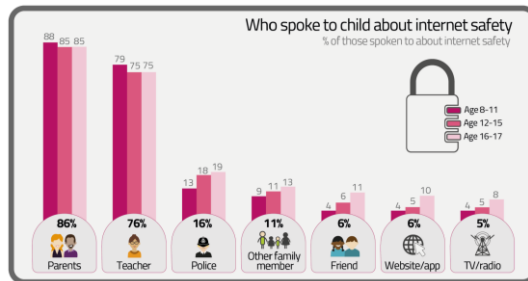


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### Parents of teens underestimated every risk their teenager might have been exposed to



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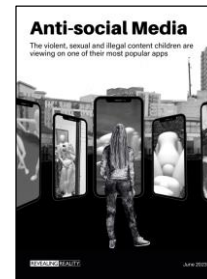
- Many children are first exposed to pornography at a very young age.
- A significant minority of children access pornography at very young ages:
  - 10% had seen it by age nine,
  - 27% had seen it by age 11 and
  - 50% of children who had seen pornography had seen it by age 13.



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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."

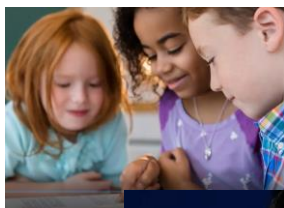
#### Popularity is power

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.

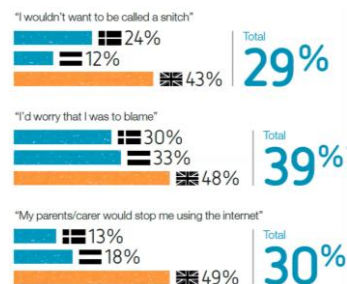
#### Making people say sorry

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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Step-by-step Guides

Click on the guides for step-by-step instructions to set controls on popular devices.







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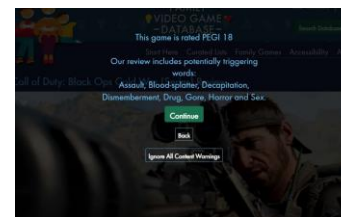
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<https://www.taminggaming.com>



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<https://www.taminggaming.com>



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## Gaming

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Disrupted sleep through device dependence/gaming	Harmful	Harmful	Harmful	Harmful	Harmful
Online gaming	Harmful	Harmful	Harmful	Harmful	Potentially harmful
Receiving gifts in online games from family members	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Receiving gifts in online games from strangers (someone unknown to parent)	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	Not harmful	Not harmful	Not harmful	Not harmful
Watching a family member play age-appropriate games	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Age-appropriate gaming with adult supervision	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Playing age-restricted games unsupervised	Harmful	Harmful	Potentially harmful	Potentially harmful	Not harmful
Playing age restricted games with direct parental supervision	Potentially harmful	Potentially harmful	Not harmful	Not harmful	Not harmful
Flirting/threatening/friends playing age-appropriate games	Not applicable	Not harmful	Not harmful	Not harmful	Not harmful
Gaming (on or offline) in line with age restrictions	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Age appropriate multiplayer online gaming	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Not harmful
Playing ads for offer or rewards	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	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

## 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 applicable	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Taking and sending/receiving nude/suggestive for any reason	Harmful	Harmful	Harmful	Potentially harmful	Potentially harmful
Accidentally receiving nudes	Harmful	Potentially harmful	Not harmful	Not harmful	Not harmful
Sexualised posing online	Harmful	Harmful	Harmful	Potentially harmful	Potentially harmful
Selling nudes	Harmful	Harmful	Harmful	Harmful	Harmful
Retention of indecent images of peers	Harmful	Harmful	Harmful	Harmful	Harmful
Forwarding nudes of other young people, including friends, without consent	Harmful	Harmful	Harmful	Harmful	Harmful
Pressuring someone to send nudes/text	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	Potentially 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

## 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
Feeling not about sexual behaviours using pornography	Harmful	Harmful	Harmful	Potentially 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 applicable	Not applicable	Harmful	Potentially harmful	Potentially harmful
Online dating with peers (adult taking appropriate precautions)	Not applicable	Not applicable	Harmful	Potentially harmful	Not harmful
Sharing indecent or distressing images with peers	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Sexual or violent language	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Role playing or portraying adult content (e.g. sex/violence)	Harmful	Harmful	Potentially harmful	Not harmful	Not harmful
Catfishing/direct messaging someone pretending to be someone else	Not applicable	Harmful	Harmful	Potentially harmful	Potentially harmful
Not blocking someone who has been nasty to you online	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Tracking friends through location sharing	Not applicable	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Looking at partners phone with consent	Not applicable	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful

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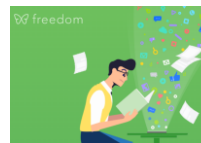
## Social Media

Behaviour	0-5 years	6-8 years	9-12 years	13-15 years	16-18 years
Having celebrity role models, wanting to be like a celebrity	Potentially harmful	Potentially harmful	Not harmful	Not harmful	Not harmful
Playing with filters	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Using filters on pictures	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Excessive posting in selfies	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Obsession with selfies	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Receiving images to be photographed	Harmful	Harmful	Harmful	Harmful	Harmful
Taking but not sending selfies	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Accidentally sending selfies	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Playing oneself or physical risk in order to take effect or generate online interest	Harmful	Harmful	Harmful	Harmful	Harmful
Doing to lose a phone/received not part to social media	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Relating to someone a picture of someone else when asked	Harmful	Harmful	Harmful	Harmful	Harmful
Receiving a picture of someone else when asked	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Regular social media use	Harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Compulsive*** use of social media including checking during the night	Harmful	Harmful	Harmful	Harmful	Harmful
Being 'scrolled' about direct messages	Harmful	Harmful	Harmful	Harmful	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
Anytime around digital communication	Harmful	Harmful	Harmful	Potentially harmful	Potentially harmful
Feeling envious because messages have not been answered	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Receiving threats on shared photos	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Receiving threats direct messages	Potentially harmful	Potentially harmful	Not harmful	Not harmful	Not harmful
Receiving threats on private social media account	Potentially harmful	Potentially harmful	Not harmful	Not harmful	Not harmful
Having a 'hookup' brand	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Becoming an influencer/brand ambassador	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Talking about high numbers of subscribers/followers on online and social media channel (for example YouTube Instagram)	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Actively promoting social media or YouTube channel among peers	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Online interaction with strangers	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Saving pornographic content on social media	Harmful	Harmful	Potentially harmful	Potentially harmful	Potentially harmful
Being concerned about parental or institutional monitoring	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Looking at social media with friends/family	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Looking at social media with friends/family	Not harmful	Not harmful	Not harmful	Not harmful	Not harmful
Commenting on a status	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Sharing social media posts with friends/family	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful
Private use of digital platforms	Harmful	Potentially harmful	Potentially harmful	Potentially harmful	Potentially harmful

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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!

Cold Turkey

Your future self will thank you.

Block websites, games and applications to boost your productivity and reclaim your free time.

Download Explore Features

Forest

Stay focused, be present

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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.

“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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Thank you



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