Digital Trend Report

GAELSCOIL NAOMH PADRAIG

February 2019

*This report has been conducted by Zeeko and commissioned by GAELSCOIL NAOMH PADRAIG

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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 Zeeko, 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.

18% **of children have spoken or chatted to a stranger online**

**6%** **of children have been cyberbullied**

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. It is 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

Q2. What devices do you use to access the internet, play games online, use apps etc.?

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Q3. What are your top 3 favourite apps, websites, online games or social media use sites?

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Q4. Do you think you know more than your parents about...
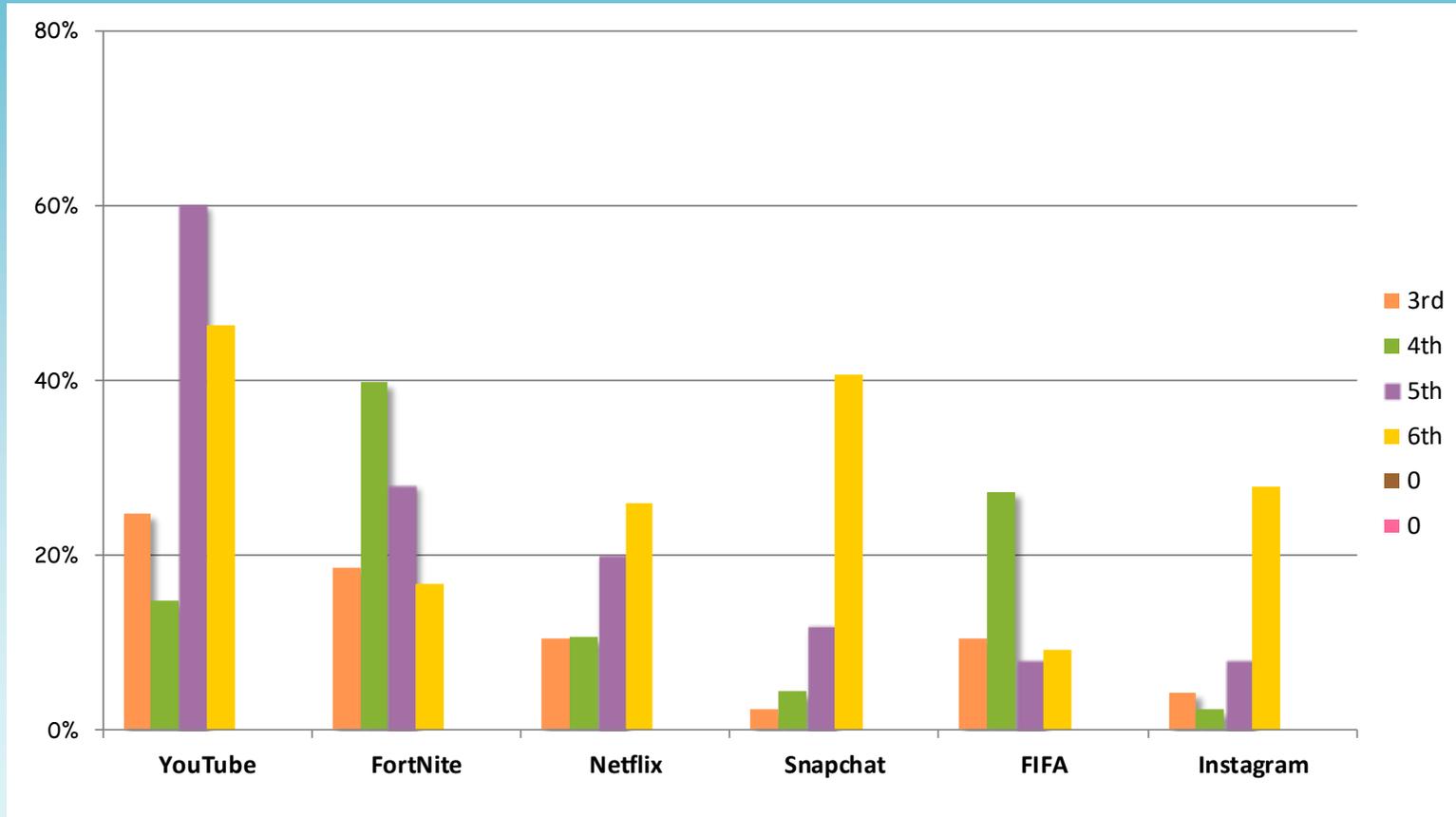
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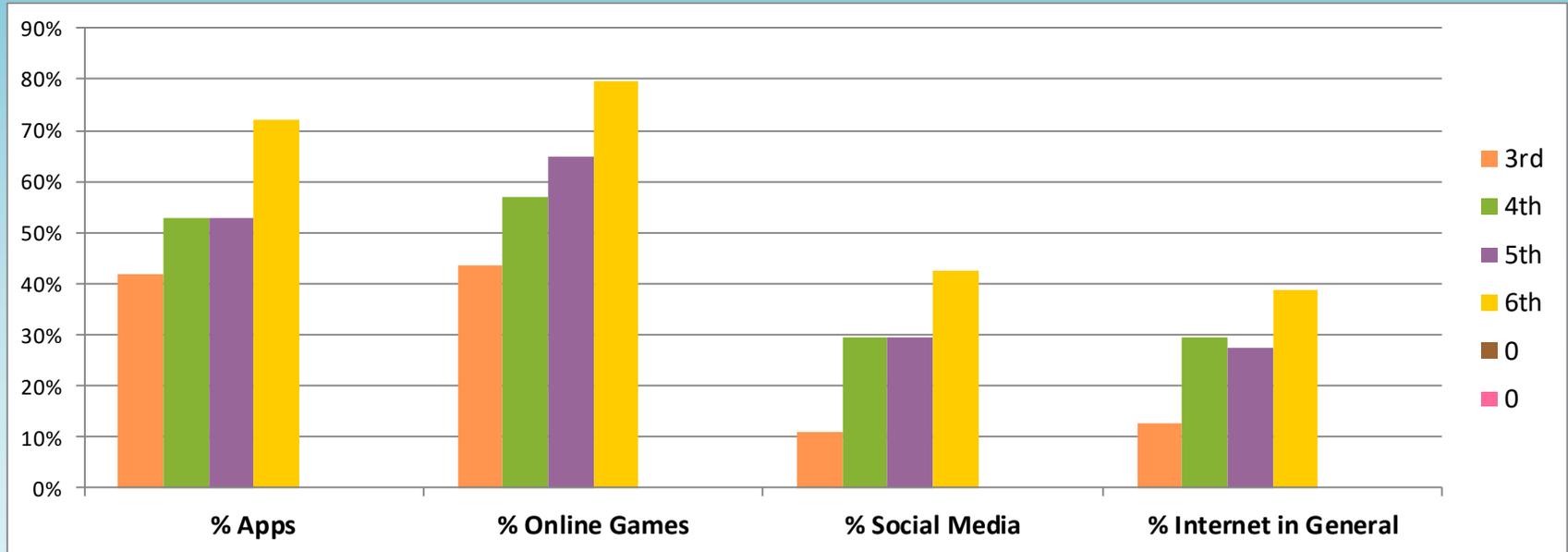
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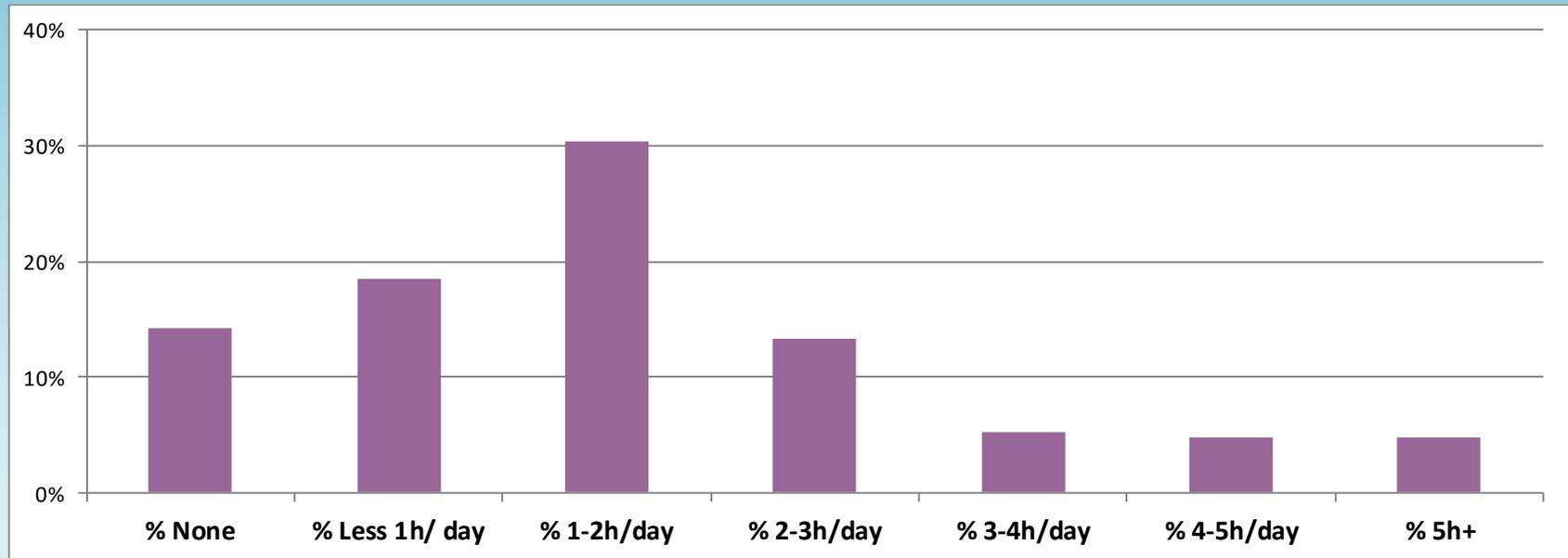
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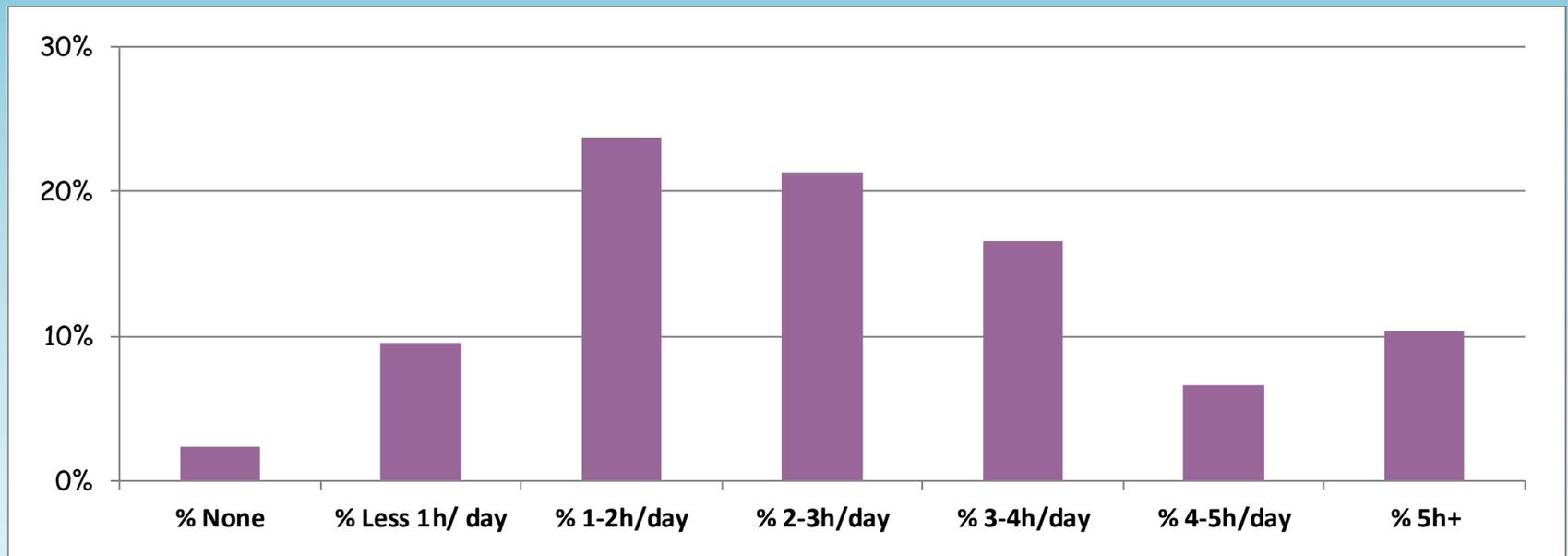
Q6. How serious are the following?
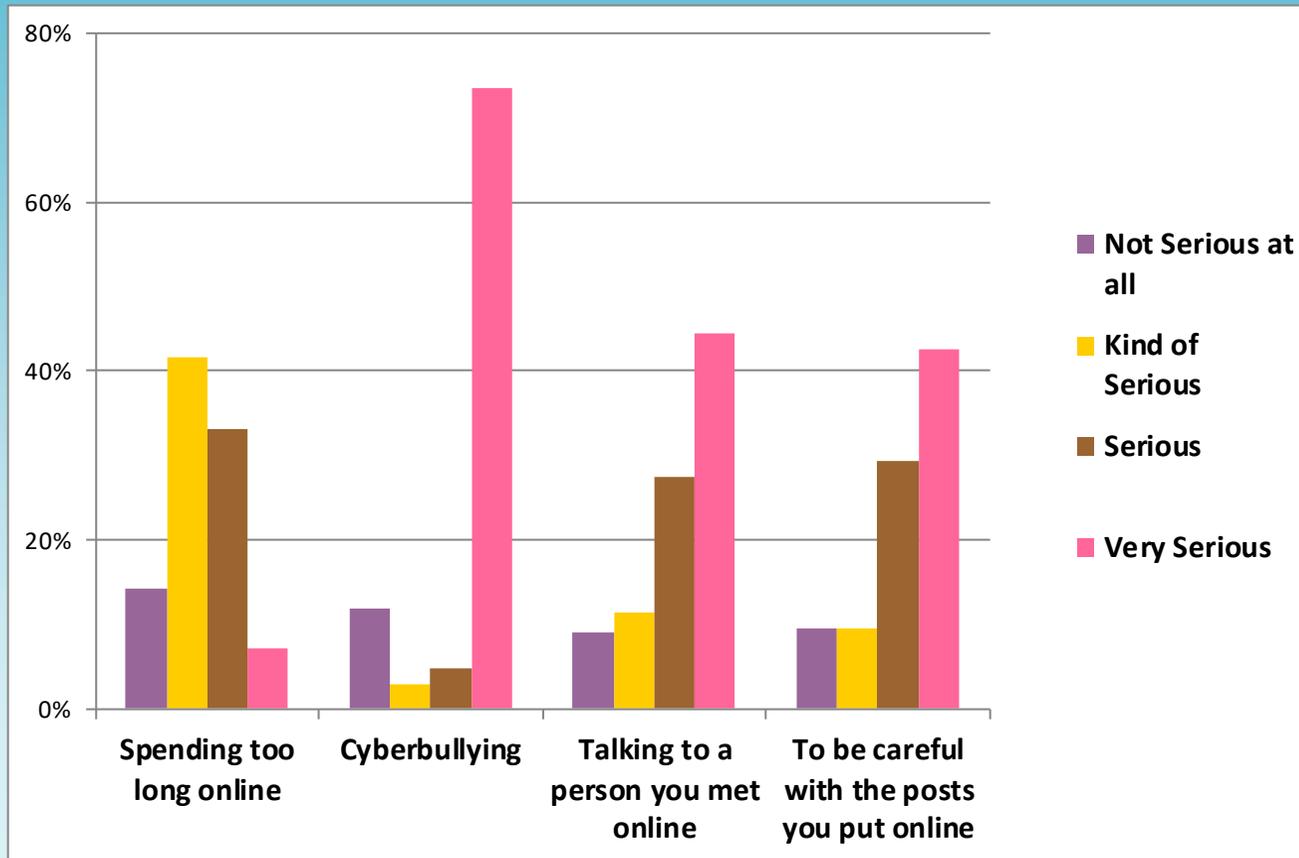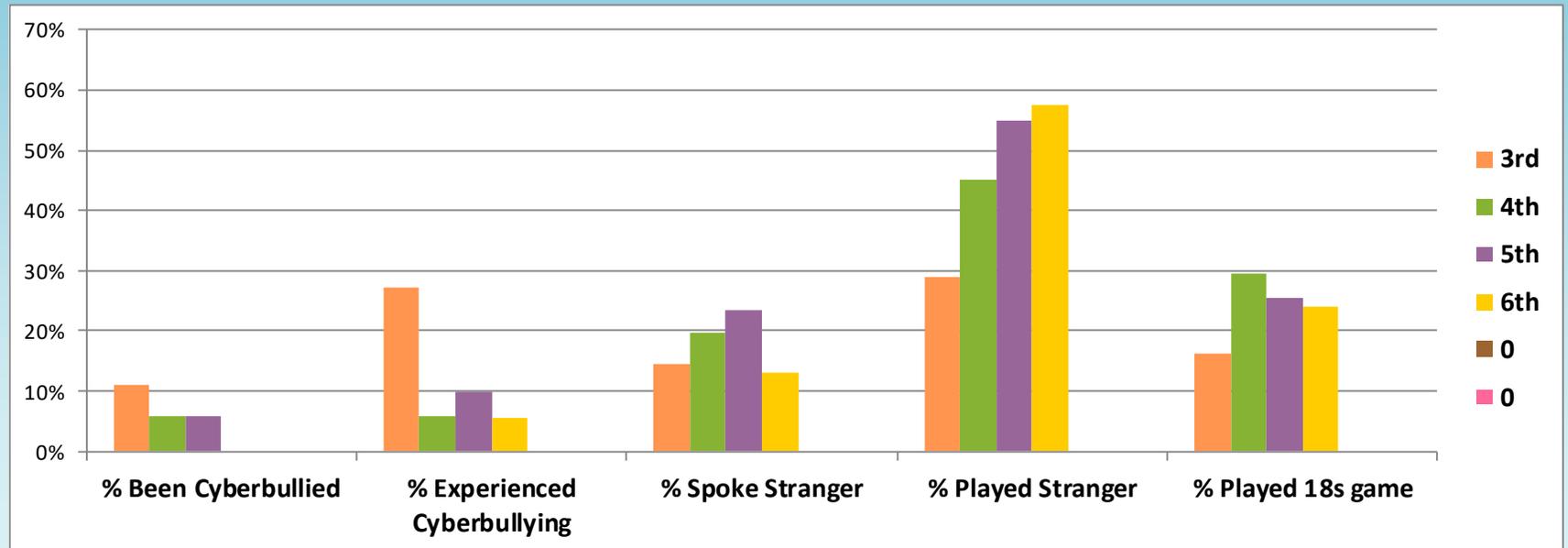
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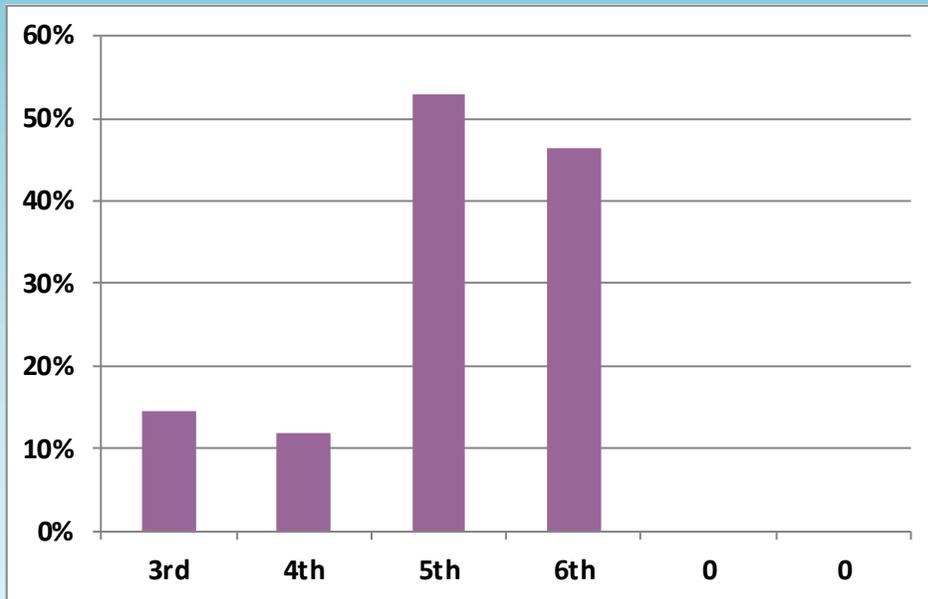
Q1. What age were you when you first started to use the internet?

Among the children surveyed the average age that students started using the internet was **6.8** years old. **4%** of students reported not to use the internet.

Q2. What devices do you use to access the internet, play games online, use apps etc.?

The children were multi device users, with the vast majority of pupils having access to more than one device. These devices included smart phone, tablet, laptop/ desktop, games console, iPod, E-book and smart TV. **3rd class** had the lowest percentage of students using smartphones at **16%** , while **6th class** had the highest number of students using smartphones at **76%** .

Findings

Q3. What are your top 3 favourite apps, websites, online games or social media sites?

The children surveyed, reported that their favourite apps, online games/social media sites were

YouTube, FortNite, Netflix, Snapchat, FIFA and Instagram.

Some key points to note are below:

- **YouTube is the most popular app amongst the children in the school.**
- **24% of 3rd class students use YouTube**
- **28% of 5th class pupils use FortNite**
- **26% of 6th class students use Netflix**

Q4. Do you think you know more than your parents about…
55% of pupils claimed to know more about apps than their parents, **61%** said they knew more about online gaming, **28%** said that they know more about social media and **27%** knew more about the internet in general.

Q5. How much screen time do you usually get, e.g. TV, phone, computer, video games etc.?
5% of students said that they were getting 5 or more hours of screen time a day during the week, while this percentage increased to **10%** at the weekend.

Findings

Q6. How serious are the following?

The students were asked to rate how serious they thought spending too long online, cyberbullying, talking to a person you first met online and to be careful with the posts, photos and videos you put online was.

The students rated the following issue as the most serious, **cyberbullying**
They rated the following issue as the least serious, **spending too long online**

Q7. Have you ever…

6% of pupils have been cyberbullied before, while **12%** said that they have experienced cyberbullying happening to people around them. **18%** of children said that they had spoken or chatted to a stranger online, while **46%** had played with or against a stranger online. **24%** of children claimed to have played an over 18's game before.

Q8. What is a digital footprint?

31% of students were correctly able to identify that a digital footprint is a track of everything you do online.

Recommendations

Excessive Internet Use

- From the above research we can see that a large percentage of children are spending a lot of time on screens. 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 does not 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 Excessive Internet Use

- 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 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: excessive internet use, exposure to inappropriate content. And digital stranger danger. We covered some information on Excessive Internet Use 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 about anything else. Please feel free to get in contact with us:

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