

Cyber Bullying and Internet Safety



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Information Security and Privacy Office

City of Phoenix



Survey

- Who has children...
 - Younger than 7 years old
 - Between 7 and 11
 - Ages 12 and older

- Are they online?

- Do they have smartphones?

- Have they (or do they know somebody who has) been bullied?



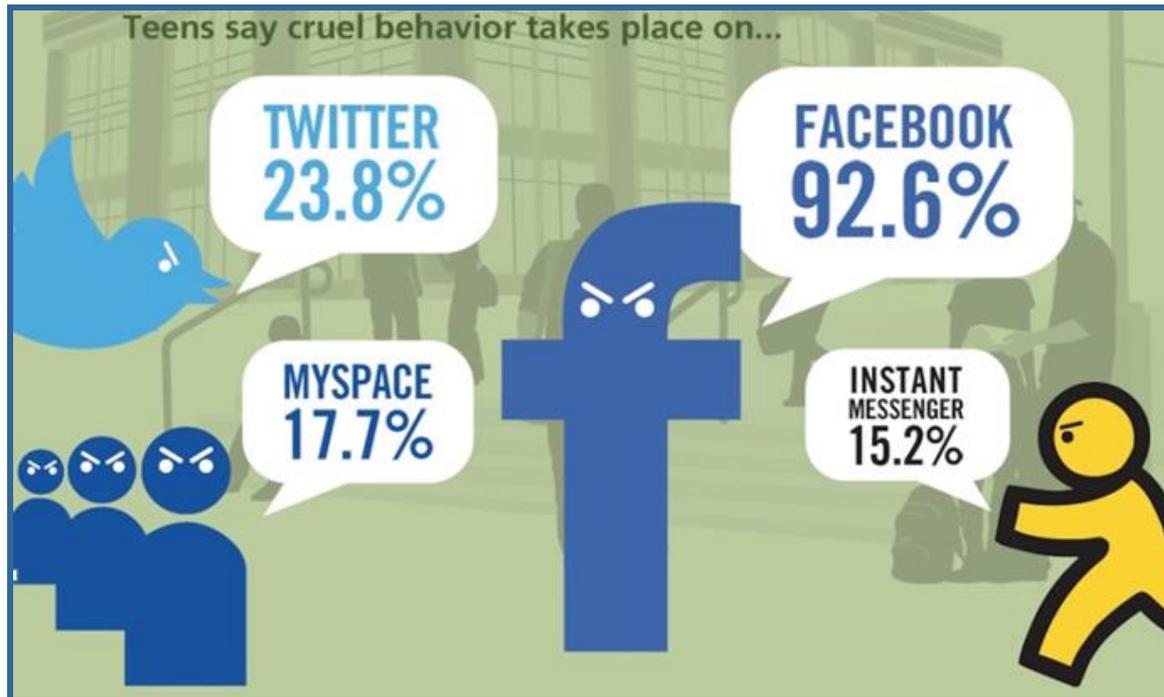
Agenda

- Defining cyber bullying
- Some applicable laws
- Protection strategies
- Handling cyber bullying



Cyber Bullying

- Definition – Using Internet email, instant messaging, chat rooms, pagers, cell phones, or other technologies to deliberately and repeatedly hurt, taunt, ridicule, threaten or intimidate someone





Physical vs. Cyber Bullying

DIFFERENCES

BULLYING

- DIRECT
- Occurs on school property
- Poor relationships with teachers
- Fear retribution
 - Physical:** Hitting, Punching & Shoving
 - Verbal:** Teasing, Name calling & Gossip
 - Nonverbal:** Use of gestures & Exclusion

CYBERBULLYING

- ANONYMOUS
- Occurs off school property
- Good relationships with teachers
- Fear loss of technology privileges
- Further under the radar than bullying
- Emotional reactions cannot be determined



Sexting

- Sexting: Texting a racy photo of yourself (or just a body part) from your cell phone to another phone, emailing it to a friend, or posting it to your online profile page
- Percentage of teens who have posted nude or semi-nude pictures or videos of themselves:
 - 20% of teens overall
 - 22% of teen girls
 - 18% of teen boys
 - 11% of young teen girls 13-16





Real Teens – Real Harassment

- Jasmine: Most of my Facebook friends are strangers. I get eight requests a day and pretty much just add anyone who asks. I get messages from strangers all the time and always have a chat with them, until they say something weird or pervy and then they get deleted.
- Emily: I get propositioned by strangers all the time on Facebook. A man I know through someone else, in his 30s, tried to befriend me and sent me obscene messages. He wanted to meet me. Mum went ballistic and made me block him and then she confronted him. Men also send explicit pictures but Mum blocks them straight away.

Jasmine, aged 14

4,204 friends

3,897 are strangers

121 male strangers over 30

7 have asked to meet

30 have bullied her

Emily, aged 15

642 friends

80 are strangers

70 male strangers over 30

30 have asked to meet

50 have bullied her



Serious Consequences: Internet Cruelty Kills

- 13-year old Hope sexted a photo of her breasts to her boyfriend
- A girl from school got her hands on the photo and sent it to students at six different schools in the area
- Before Hope could do anything to stop it, **the photo went viral**
- The school alerted Hope's parents
- 11-, 12-, and 13-year-olds bullied Hope and wrote horrible things about her on a MySpace page called the "Shields Middle School Burn Book" and started a "Hope Hater Page"
 - Burn book: Like a diary, but you write mean things about people who are supposed to be your friends (from movie "Mean Girls")
- Hope used her favorite scarves to hang herself from her canopy bed



Teen committed suicide “after being blackmailed on Skype”

- A Scottish teenager, 17, had online conversations with someone he believed was a girl of the same age in the US
- He took his own life after footage recorded on Skype was used to blackmail him
 - He was warned that he’d be “better off dead” if he failed to pay up and jumped from a bridge less than an hour later
- It also emerged that he was taunted on the controversial website Ask.fm in the weeks before his death
 - He was also urged to kill himself by “trolls” on the website





Is Your Child Online?

- Children are learning the ropes of the Internet at much young ages
 - Most start as early as kindergarten
- About 95% of teens between the ages of 12 and 17 are now online
- 74% have regular access to mobile devices
- Teens' social media use statistics from 2012:





Disney's Club Penguin

- Kids create penguin versions of themselves
- 200 million have been made to date
 - They move around the virtual world where they can meet other users in real time
 - The service has more than 200 moderators who monitor chats and ensure appropriate behavior
 - It's about how to prepare them for the social world in a fun way where they feel comfortable and safe





Sites Teens Use Instead of Facebook

- Snapchat
 - Users send “Snaps” — photos or videos — that last between 1 and 10 seconds as set by the sender
- Pheed
 - Users create and share videos, photos and voice tracks, plus make live broadcasts and share posts of 420 characters or less
- PicsArt
 - Users edit photos, draw, and share art
- Tumblr
 - Users blog and post photos and videos
- Vine
 - Users share videos that are six seconds or less



I'll Just Use Snapchat...

- Snapchat lets a user send a text, photo or video that purportedly self-destructs within 10 seconds of being opened
 - One of the most-downloaded free iPhone apps
- Its messages aren't guaranteed to disappear
 - Anyone receiving a text or photo can within 10 seconds capture a "screenshot"





Would You Know If Your Child Was Being (Cyber) Bullied?

- Long hours on the computer
 - Secrecy about internet activities
- Fear of leaving the house
- Trouble sleeping, behavioral changes, mood swings, aggressive behavior, lowered self-esteem
- Frequent visits to nurses office at school requesting to come home
- Falling behind school work

PARENTS REMAIN OBLIVIOUS



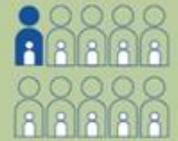
25%

of teens claimed to be targets of cyberbullying



2/3

of all teens have witnessed cruel behavior online



10%

of parents are aware their teens are targets of cyberbullying



There Are Laws...

- Forty-nine states have laws against school bullying
 - Montana doesn't
- More than 35 states have some kind of law against cyberbullying
- Facebook and Twitter have instituted policies against abuse



AZ Senate Bill 1266

- It is unlawful for a ***juvenile*** to use an electronic communication device to
 - Transmit or display a visual depiction of a minor that depicts explicit sexual material
 - To intentionally or knowingly possess such a visual depiction that was transmitted to the juvenile through the use of such a device
- Arizona also has cyber stalking (ARS § 13-2923) and cyber harassment laws (ARS §§ 13-2916, 13-2921)



Teen Charged with Cyber Bullying

- Feb 28: A 17-year-old North Carolina boy was charged with cyberbullying after he posted a nude photo of a 15-year-old girl to Instagram
- The girl sent the photo to her boyfriend, who shared it with the suspect
- The suspect put the photo on an Instagram site he created called TheseHoes01





It Happens Daily

Unwitting teens' nude photos being hijacked to Facebook, police say

Email Facebook 0 Twitter 0 8+1 2

By Wayne K. Roustan, Sun Sentinel
7:20 pm, February 7, 2014

Police are warning Broward's youth not to snap and send nude pictures of themselves on their cellphones — some people have found a way to steal those risqué images and post them on social networking websites.

The victims' provocative pictures, names and the schools they attend are turning up on Instagram, Facebook, Twitter and other sites, detectives said Friday.

Va. Teen Faces Child Porn Charges For Tweeting Nude 'Selfie'

February 7, 2014 3:48 PM

Tweet Share 289

View Comments

Related Tags: [child pornography](#), [James City County Police](#), [nude photographs](#), [selfie](#), [Sexting Education program](#), [twitter](#)

JAMES CITY COUNTY, Va. (CBSDC) — A local teenager is facing child pornography charges after police say she shared nude photographs of herself on the social networking site Twitter.

Teen charged with cyberbullying after posting nude photo of 15-year-old girl

By **Ralph Ellis**, CNN

updated 11:52 AM EST, Sun March 2, 2014

(CNN) — A 17-year-old North Carolina boy was charged with cyberbullying Friday after he posted a nude photo of a 15-year-old girl to an Instagram site, the Rowan County Sheriff's Office reported.

The sheriff's office said the girl sent the photograph to her boyfriend, who shared it with the suspect. The suspect put the photo on an Instagram site he created called TheseHoes01, the sheriff's office said.



Federal Protection: COPPA

- Children's Online Privacy Protection Act
- Commercial websites that collect information from kids under 13 must get “Verifiable Parental Consent”





The Be O.N.E. Project

- Mathew Kaplan, an Arizona teen has gained praise for an interactive program he created to combat bullying
- It's called The Be O.N.E. (Open to New Experiences) Project geared specifically to middle school students
- It's a day of games, activities and small guided group discussions using a “positive” peer pressure approach
 - “We try to harness peer pressure toward inclusiveness not exclusiveness”
- See <http://www.thebeoneproject.org/>



Security Professionals Are Available to Speak

- Members of security organization, (ISC)² will speak at child's schools to educate children about cyber safety
 - Speakers are trained security professionals and undergo a background check
- Since program began in 2006, more than 800 (ISC)² member volunteers have helped close to 100,000 children learn how to protect themselves online and to become responsible digital citizens
- Sponsored by (ISC)² Safe and Secure Online program
 - See <https://www.isc2cares.org/safe-and-secure/>



BullyBlocker Being Developed by ASU

- BullyBlocker is a Facebook app that alerts parents when their child may be a victim of online aggression on Facebook
- After being granted various permissions, BullyBlocker extracts information from the child's Facebook data and analyzes it for signs of cyberbullying
 - Includes hurtful comments, embarrassing photos, and other methods of virtual harassment
 - Program uses algorithms that compute the Bullying Rank, determining how well the child fits the profile of a cyberbullying victim
- Should be done by Spring 2014



Club Penguin Says “It Starts With You”

- February 2014: Disney’s Club Penguin announces “It Starts With You!”
 - Respect others online
 - Speak up and tell someone if they are witnessing something inappropriate
 - Don’t share personal details online
- Goal: To educate and empower kids on standing up to bullies and speaking up when something is wrong — not just online, but in real life
- Club Penguin now offers a “pledge” to keep the site bully-free and safe



Flat Stanley and Flat Stella

- Goal: Help kids learn about the importance of cybersecurity
- By downloading and using the Flat Stanley App, kids can create their own “Flat Stanley” or “Flat Stella” character and send it on a tour of the Internet to learn about staying safer online and helping spread the word about cybersecurity
- www.flatstanley.com/





NetSmartz Workshop

- The NetSmartz Workshop is an interactive, educational program that provides age-appropriate resources to teach children how to be safer online
 - From the National Center for Missing & Exploited Children
 - www.netsmartz.org





#1 Technical Control (Protection Strategy)

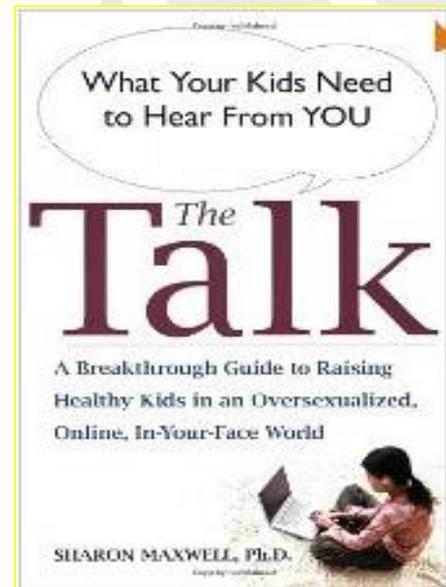


**Put the family PC in the middle
of the living room**



#1 Soft Control – Have “The Talk” with Kids (and Spouse!)

- **Old: Sex Education; New: The Technology Talk**
 - Make it a conversation, not a lecture
- Key points
 - Online actions have real-world consequences
 - Be careful when posting – you can’t take it back
 - They can’t hide behind what they post
 - Trust their gut if they’re suspicious
 - Predators are out there
 - Some info should stay private
 - Full name, address, picture, location...
 - Never meet an online contact alone and without your knowledge





Play the “High / Low” Game

- Tell me your high points of the day
- Tell me your low points of the day



Teach Your Children to Pick Their Friends

- Don't blindly accept friend requests
 - "Friends" can often see more info than everybody (public)
- Only link to people you actually know
 - Like on LinkedIn
- Remember, not everyone who can see your online information has your best interests in mind
 - Predators, thieves, con men...
- Don't post potentially sensitive information about other people
 - Understand and respect your friends' privacy preferences



#2 Take Inventory

- Review all gadgets that can take / store photos or videos
 - Cell phones, webcams, video consoles (XBox, Wii), iPods, mp3 players...
- View saved images
 - Promise you won't hit the roof if you find something bad
- Watch what you buy
 - Don't purchase devices that can take or send messages
 - Drop texting and/or image-sending capability from cell service (good luck with that!!)
- Consider blocking/monitoring/parental control software





Parental Controls (Examples)

- iOS
 - <https://support.apple.com/kb/ht4213>
- K9 Web Protection (free)
 - <http://www1.k9webprotection.com/>
- MS Windows 7
 - <http://windows.microsoft.com/en-us/windows7/products/features/parental-controls>
- OpenDNS
 - <http://www.opendns.com/home-internet-security/parental-controls/>
- *The City of Phoenix does not recommend or endorse any specific vendors, products, or services*



#3 Teach Family Think Before You Post

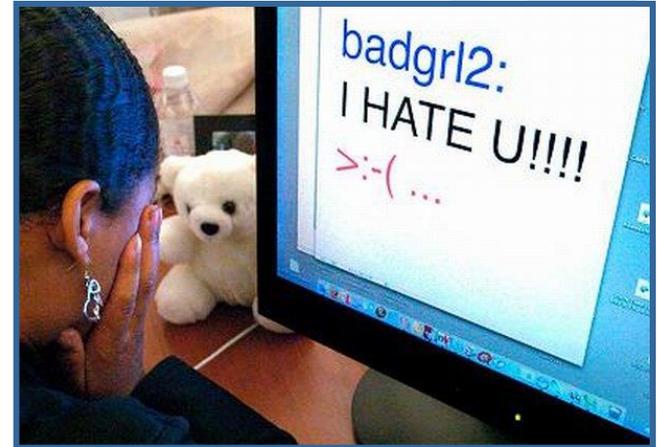


Stop. Think. Click.



Responding to Cyber Bullying

- Don't delete (may need evidence)
- Don't escalate – don't respond
- Do tell parents, school, and/or authorities
- Use email filters to block messages from bullies
- Set firm limits on cell phone and internet use
- Outline your expectations and have consequences





Cyber Bullying Lawsuit

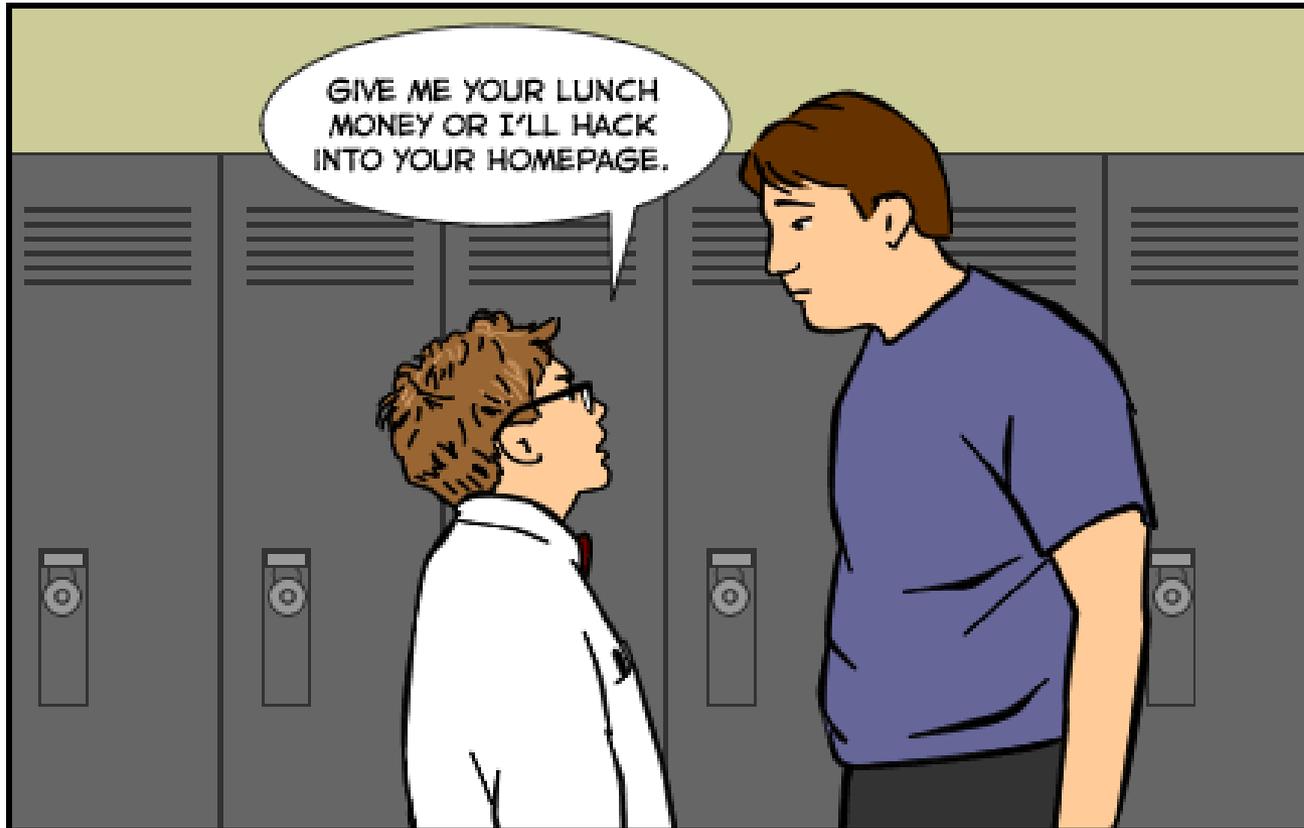
- A 16-year old girl's photo appeared, along with those of many others (some of whom were topless), on a student-made Instagram page called "2014 Klein Hoes"
 - The page got almost 900 followers during the several weeks it was live
- The girl's parents are suing all seven teens involved in the page's making for libel and their parents for negligence
- Lawsuits are rare due to expense, proof, and putting a price on harm
 - It's better to work with schools to minimize damage



The Meek Shall Inherit...

The Joy of Tech

by Nitrozac & Snaggy



Millions of years of evolution are finally paying off for *Geeko Sapiens*.

joyoftech.com © 2001 Geek Culture™



How Mama June Handled Daughter's Cyber Bullying

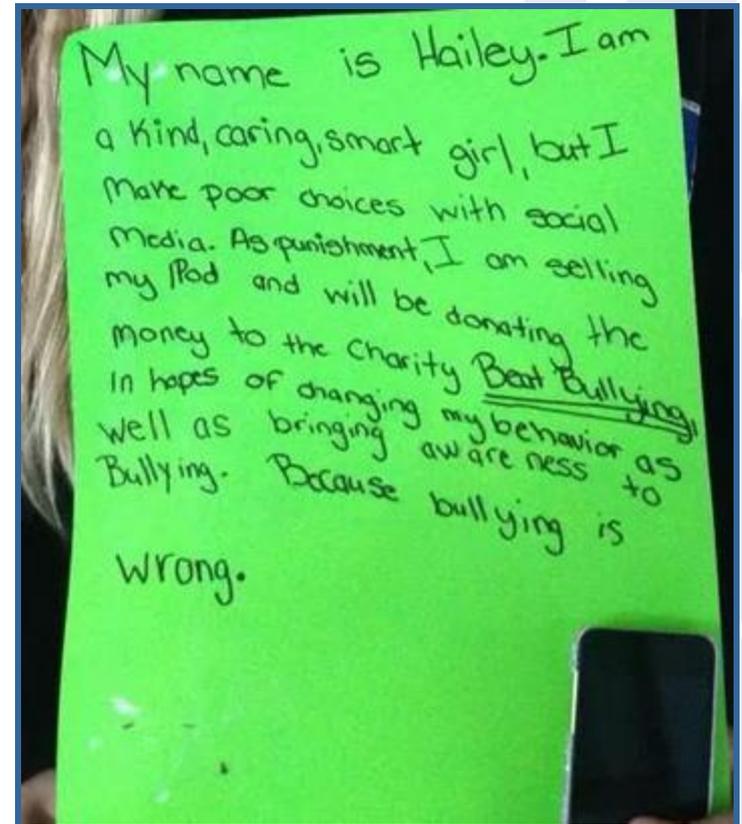
- 13-year-old Pumpkin posted 2 cruel Instagram videos week of August 5, 2013
 - Called 2 classmates fat, ugly and annoying
- When Mama June realized what was happening, she went ballistic and took swift action
 - Pumpkin had her Internet privileges yanked
 - June ordered her daughter to apologize to all
- June says, “My family takes bullying very seriously. I do not tolerate it. As a mom, I jumped in, reached out to the parent and took action.”





What Not to Do

- Don't use public shaming
- “surburban mom” posted this on Facebook after mom caught daughter cyber bullying





(ISC)² Top 10 Tips (1/2)

- Talk first
 - Make sure kids understand the risks and give them practical advice
- Know that social networking often begins earlier than age 13
- Reward sensible behavior
- Keep computers out of bedrooms
 - This includes smartphones and some game “stations” that allow group (Internet) play
- Don't rely solely on 'parental controls'
 - Educate kids on safe online practices



(ISC)² Top 10 Tips (2/2)

- Understand that any Internet-connected device can have risks
 - Cell phones, Wi-Fi-enabled gaming devices, eReaders
- Teach kids to only “friend” their actual friends
 - Friend collecting is competitive – kids want lots of friends to look popular
- Teach kids not to overshare
 - Passwords, personal info, location, activities
- Teach kids that online actions have real-world consequences and affect their reputations
- Know that your child’s online behavior can negatively affect you



Resources

- Wired Safety
 - <http://www.wiredsafety.org/index.html>
- FTC's OnGuard Online
 - <http://www.onguardonline.gov/>
- Microsoft's Page on Online Predators (with link to Parental Controls)
 - <http://www.microsoft.com/protect/parents/social/predators.aspx>
- PC Magazine's review of parental control software
 - <http://www.pcmag.com/article2/0,2817,2346997,00.asp>



More Resources

- Federal government's site
 - <http://www.stopbullying.gov>
- Cyberbullying research center
 - <http://cyberbullying.us/>
- Cyberbullying laws by state
 - <http://www.ncsl.org/research/education/cyberbullying.aspx>
- Kameron Institute Cyber Bullying Solutions
 - <http://kameron.org/Bullying-Solutions>



Even More Resources

- <http://www.idt911blog.com/2013/10/cyberbullying-resources-at-your-fingertips/>
- <http://www.dosomething.org/bullytext>
- <http://gma.yahoo.com/artist-39-selfie-project-shines-light-abusive-internet-145805627--abc-news-fashion-and-beauty.html?vp=1>
- (ISC)2 Safe and Secure program
 - See <https://www.isc2cares.org/safe-and-secure/>



Great Moments in Parenting





Thank You!

- For more information, please visit phoenix.gov/infosec

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99F Fair | 5:10 PM | May 30, 2012
Live Streaming
watch

Information Security and Privacy

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Info for Business
Resources
About Information Security & Privacy Office
Traffic Safety
Homeland Security
Public Safety Statistics
Online Games & Activities
Community Outreach

Related Links

- ▶ CNET Personal Security Dashboard
- ▶ CSO Online Daily Dashboard
- ▶ MS-ISAC Digital Dashboard
- ▶ MS-ISAC Dashboard - Text Version
- ▶ Security Wizardry Radar

Click on a word to start.

Phishing
Cyber-Bullying
Compliance
Apps
Virus
ID-Theft
PC-Protection
Mobile-Devices
Passwords
Security
Privacy



More Cowbell (Supplemental Info)

City of Phoenix



Definition: Internet Meme

- Concept that spreads rapidly via the Internet (**goes viral**)



The Power of the Internet



Mememes and Internet Cruelty

- Tweens post rumors online about 11-year old Jessi's sexual activities
- Jessi posts a video response to refute the rumors and threatens to kill her online tormentors
- Furor builds – people begin playing pranks on Jessi and causing her parents to become aware of the problem
 - Receive phone calls that are recorded and posted to the Internet
 - Parents film an “emotional” response and post it on YouTube
- **Goes viral – people create spoof videos, fake photos...**
- State police investigate the alleged bullying and insist Jessi be sent to mental health facility because they believe she might be suicidal
- Jessi and parents are interviewed on CBS
- July 10–22, 2010, Florida



Cyber Bullying Statistics

- Nearly 43% of kids have been bullied online. 1 in 4 has had it happen more than once.
- 70% of students report seeing frequent bullying online.
- Over 80% of teens use a cell phone regularly, making it the most common medium for cyber bullying.
- 68% of teens agree that cyber bullying is a serious problem.
- 81% of young people think bullying online is easier to get away with than bullying in person.
- 90% of teens who have seen social-media bullying say they have ignored it. 84% have seen others tell cyber bullies to stop.
- Only 1 in 10 victims will inform a parent or trusted adult of their abuse.
- Girls are about twice as likely as boys to be victims and perpetrators of cyber bullying.
- About 58% of kids admit someone has said mean or hurtful things to them online. More than 4 out of 10 say it has happened more than once.
- About 75% have visited a website bashing another student.
- Bullying victims are 2 to 9 times more likely to consider committing suicide.



Facebook Turns 10

- Facebook turned 10 2/4/2014
- It's the dominant social networking platform
 - Used by 57% of all adults
 - Used by 73% of all teens (ages 12-17)
- 64% of adult Facebook users visit the site daily (up from 51% in 2010)

- Why use Facebook:

	MAJOR REASON	MINOR REASON	NOT A REASON	DON'T KNOW
a. Receiving updates and comments from the people in your network	39	41	19	*
b. Seeing photos and videos posted by the people in your network	47	39	13	*
c. Being able to share something with many people at one time	46	33	21	*
d. Being entertained by funny things people share or post	39	44	16	*
e. Receiving support from people in your network	23	40	37	*
f. Learning from your network about ways you can help others	30	41	28	*
g. Getting feedback from people on content you have posted	17	44	38	*
h. Keeping up with news and current events	31	36	32	*



How to Delete Your Facebook Data

- Here's good article (with pictures!) that shows how to delete your Facebook search history
 - http://mashable.com/2013/06/08/facebook-search-history/?utm_cid=mash-com-fb-main-link
- Here's a good article that explains how to delete all your Facebook data
 - <http://bgr.com/2014/01/02/how-to-remove-facebook-activity-data/>



Kids' Pictures Online

- 80% of children under the age of two have their pictures online via sites like Facebook
- 33% have their photos online at just a few weeks of age
- Risk?
 - Privacy, reputation, ID theft, predator, and pedophilia concerns
- Imagine: Kids today have an online presence by the time they are two years old – **a presence that will be built on throughout their whole lives**



Protecting Your Family

- Only 9% of 16–24 year olds are concerned about security
- 92% of parents are concerned that their kids share too much information online





Social Media Smartcards

Google+ Smart Card

Social Networks - Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about you or your family that you post or share in public.
- Ensure that your family takes similar precautions with their social media accounts.
- Avoid posting or tagging images of you or your family that are otherwise concealed. **Never post Smartphone photos.**
- Use secure browser settings when possible and monitor your browser history to ensure that you recognize all access points.

Managing Your Google+ Profile

Google+ provides privacy and sharing options using Circles. You can share content with family, friends, or colleagues. Content is shared only with the people you specify.



Profile Settings

Apply and save the Profile settings shown below to ensure your profile is secure.



LinkedIn Smart Card

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Managing Your LinkedIn Profile

LinkedIn is a professional networking site whose users are employees and employers. Users post and share information about their work and professional life.



Profile Settings

Apply the Profile settings shown with arrows below to ensure your profile is secure.



- Users tend to share information related to their work and professional life.
- LinkedIn profiles tend to be more visible and searchable.
- Paid LinkedIn accounts have access to more information.
- The type of information users can see about each other is more extensive.

G-121911_2000

Twitter Smart Card

Social Networks -Do's and Don'ts

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- Avoid posting or tagging images of you or your family that are otherwise concealed. **Never post Smartphone photos.**
- Use secure browser settings when possible and monitor your browser history to ensure that you recognize all access points.

Managing your Twitter Account

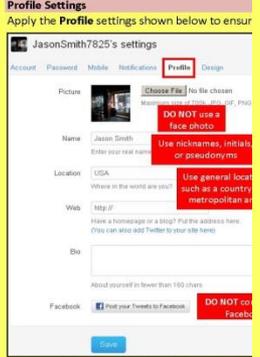
Twitter is a social networking and microblogging platform with +300 million active users as of 2014.



Followers are people you subscribe to. Private tweets will only be visible to followers you approve.

Hashtags (#topic) are used to mark a keyword. Posts with hashtag are categorized in Twitter search engine. Hashtagged words that become trending topics (ex. #Jan25, #Egypt, #Mentions (@username) are used to tag a user update. When a public user mentions a private account, the link to the private account profile.

Profile Settings Apply the Profile settings shown below to ensure your profile is secure.

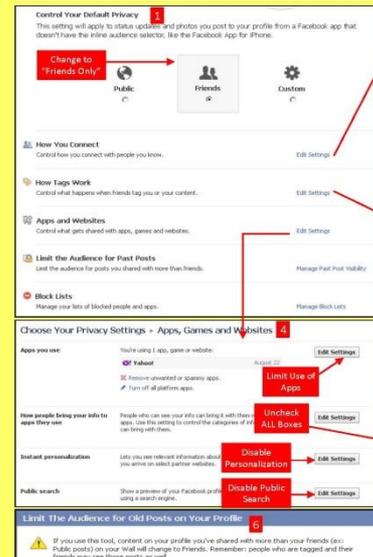


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Facebook Smart Card

Social Networks - Do's and Don'ts

- Only establish and maintain connections with people you know and trust. Review your connections often.
- Assume that ANYONE can see any information about your activities, personal life, or professional life that you post and share.
- Ensure that your family takes similar precautions with their accounts; their privacy and sharing settings can expose your personal data.
- Avoid posting or tagging images of you or your family that clearly show your face. Select pictures taken at a distance, at an angle, or otherwise concealed. Never post Smartphone photos and don't use your face as a profile photo, instead, use cartoons or avatars.
- Use secure browser settings when possible and monitor your browsing history to ensure that you recognize all access points.

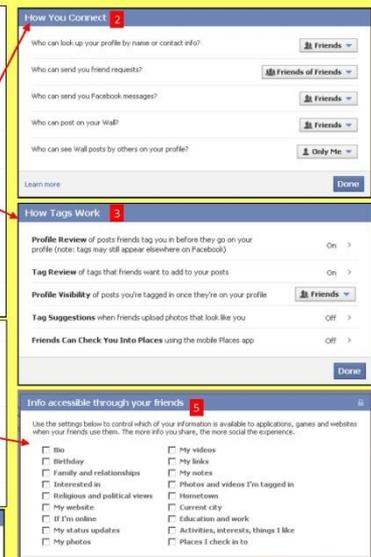


Twitter 121511_1631

FB 121211_1800

Minimizing your Facebook Profile

Facebook has hundreds of privacy and sharing options. To control how your personal information is shared, you should use the settings shown below (such as Only Me, Friends Only) for (1) Privacy, (2) Connecting, (3) Tags, (4) Apps/Websites, (5) Info Access through Friends, and (6) Past Posts.





Resources

- Wired Safety
 - <http://www.wiredsafety.org/index.html>
- FTC's OnGuard Online
 - <http://www.onguardonline.gov/>
- Kamaron Institute Cyber Bullying Solutions
 - <http://kameron.org/Bullying-Solutions>
- Microsoft's Page on Online Predators (with link to Parental Controls)
 - <http://www.microsoft.com/protect/parents/social/predators.aspx>
- PC Magazine's review of parental control software
 - <http://www.pcmag.com/article2/0,2817,2346997,00.asp>
- Electronic Privacy Information Center (EPIC)
 - <http://epic.org/>



Family Educational Rights and Privacy Act

- FERPA protects the privacy of student education records
 - Even from tuition-paying parents
- Applies to all schools that receive funds under an applicable program of the U.S. Department of Education
- Records may be released in a health or safety emergency

