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

<table>
<thead>
<tr>
<th>Physical Bullying</th>
<th>Cyberbullying</th>
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<tbody>
<tr>
<td>Direct</td>
<td>Anonymous</td>
</tr>
<tr>
<td>Occurs on school property</td>
<td>Occurs off school property</td>
</tr>
<tr>
<td>Poor relationships with teachers</td>
<td>Good relationships with teachers</td>
</tr>
<tr>
<td>Fear retribution</td>
<td>Fear loss of technology privileges</td>
</tr>
<tr>
<td><strong>Physical</strong>: Hitting, Punching &amp; Shoving</td>
<td>Further under the radar than bullying</td>
</tr>
<tr>
<td><strong>Verbal</strong>: Teasing, Name calling &amp; Gossip</td>
<td>Emotional reactions cannot be determined</td>
</tr>
<tr>
<td><strong>Nonverbal</strong>: Use of gestures &amp; Exclusion</td>
<td><strong>Anonymous</strong>: Hitting, Punching &amp; Shoving</td>
</tr>
</tbody>
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[www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov)
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.
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:
  
<table>
<thead>
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<th></th>
<th>EVERY DAY, WE:</th>
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<tbody>
<tr>
<td>Text</td>
<td>68% 📩</td>
</tr>
<tr>
<td>Visit social networking sites</td>
<td>51% 📲</td>
</tr>
<tr>
<td>Send or receive tweets</td>
<td>11% 🐦</td>
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</table>
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
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)
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.
Unwitting teens' nude photos being hijacked to Facebook, police say

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 risque 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.

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.

Va. Teen Faces Child Porn Charges For Tweeting Nude ‘Selfie’

February 7, 2014 3:48 PM

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.
Federal Protection: COPPA

- Children’s Online Privacy Protection Act

- Commercial websites that collect information from kids under 13 must get “Verifiable Parental Consent”
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”

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/](http://www.flatstanley.com/)
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](https://support.apple.com/kb/ht4213)

- **K9 Web Protection (free)**
  - [http://www1.k9webprotection.com/](http://www1.k9webprotection.com/)

- **MS Windows 7**

- **OpenDNS**

> 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 girls 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 Joy of Tech by Nitrozac & Snaggy

GIVE ME YOUR LUNCH MONEY OR I'LL HACK INTO YOUR HOMEPAGE.

Millions of years of evolution are finally paying off for Geeko Sapiens.
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
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)
- 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
- Kamaron Institute Cyber Bullying Solutions
  - http://kamaron.org/Bullying-Solutions
Even More Resources

- http://www.idt911blog.com/2013/10/cyberbullying-resources-at-your-fingertips/
- http://www.dosomething.org/bullytext
- (ISC)2 Safe and Secure program
  - See https://www.isc2cares.org/safe-and-secure/
Great Moments in Parenting

Want today's wifi password?
1. Make your beds
2. Vacuum downstairs
3. Walk the dog
Thank You!

- For more information, please visit phoenix.gov/infosec
More Cowbell
(Supplemental Info)
Definition: Internet Meme

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

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 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:

<table>
<thead>
<tr>
<th>Reason</th>
<th>MAJOR REASON</th>
<th>MINOR REASON</th>
<th>NOT A REASON</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receiving updates and comments from the people in your network</td>
<td>39</td>
<td>41</td>
<td>19</td>
<td>*</td>
</tr>
<tr>
<td>Seeing photos and videos posted by the people in your network</td>
<td>47</td>
<td>39</td>
<td>13</td>
<td>*</td>
</tr>
<tr>
<td>Being able to share something with many people at one time</td>
<td>46</td>
<td>33</td>
<td>21</td>
<td>*</td>
</tr>
<tr>
<td>Being entertained by funny things people share or post</td>
<td>39</td>
<td>44</td>
<td>16</td>
<td>*</td>
</tr>
<tr>
<td>Receiving support from people in your network</td>
<td>23</td>
<td>40</td>
<td>37</td>
<td>*</td>
</tr>
<tr>
<td>Learning from your network about ways you can help others</td>
<td>30</td>
<td>41</td>
<td>28</td>
<td>*</td>
</tr>
<tr>
<td>Getting feedback from people on content you have posted</td>
<td>17</td>
<td>44</td>
<td>38</td>
<td>*</td>
</tr>
<tr>
<td>Keeping up with news and current events</td>
<td>31</td>
<td>36</td>
<td>32</td>
<td>*</td>
</tr>
</tbody>
</table>
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](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/](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

Available from Air Mobility Command’s website
Resources

- Wired Safety
  - http://www.wiredsafety.org/index.html
- FTC’s OnGuard Online
  - http://www.onguardonline.gov/
- Kamaron Institute Cyber Bullying Solutions
  - http://kamaron.org/Bullying-Solutions
- Microsoft’s Page on Online Predators (with link to Parental Controls)
- 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