

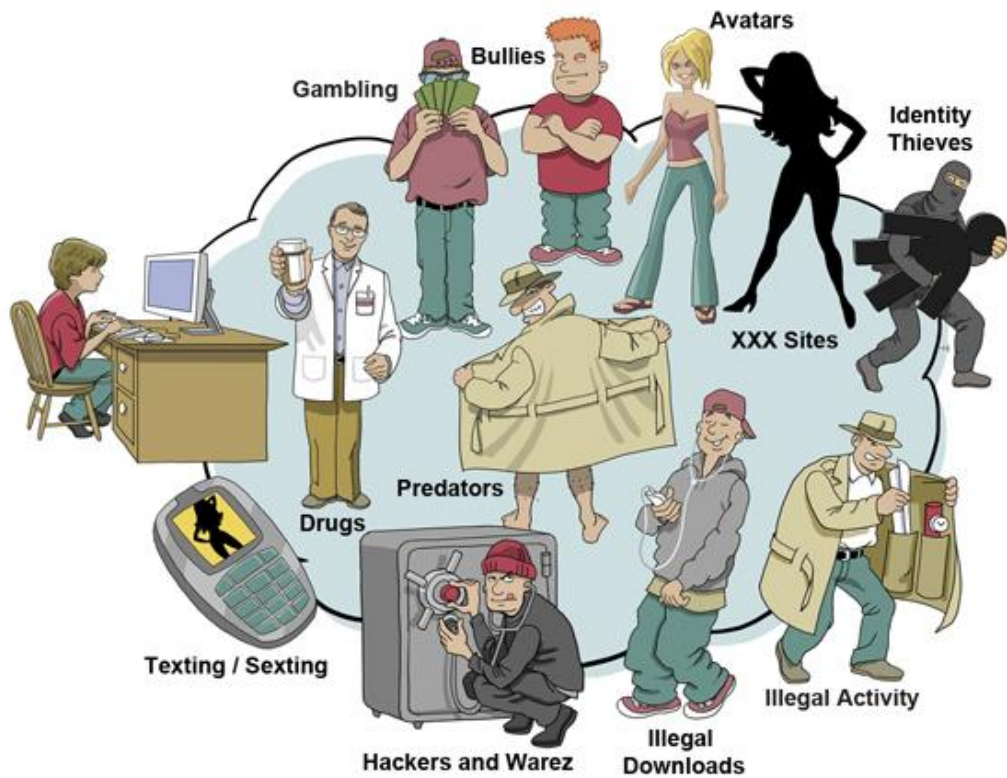
# Surfing Among the Cyber Sharks

*Parent's Guide to Protecting Children and Teens from Online Risk*

**By: Vince Schiavone, Bob Kessinger,  
John Sancin, and Barb Rose**



- **Dangerous Waters**
- **Playing “In the Cloud”**
- **Cyber Sharks**
- **The Kid Factor**
- **Shark Repellent**
- **Create Your Emergency Plan**
- **Safer Waters**



## Dangerous Waters

*Cyber Sharks are anyone or anything online actively or passively disseminating objectionable or illegal material, preying on surfers, or facilitating these activities.*



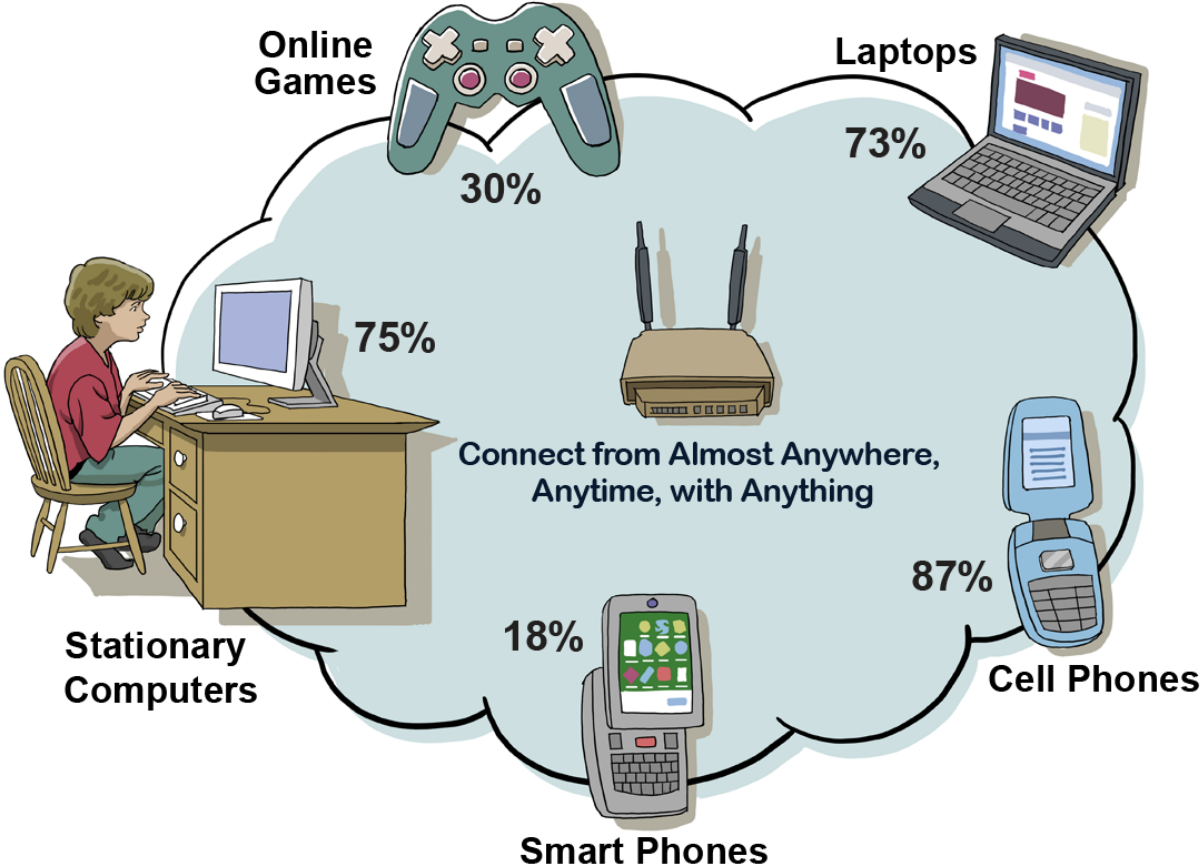
***7 out of 10 kids do not tell their parents or guardians about what they do online unless asked. (McAfee, 2008)***

***Online teens have multiple points of access –  
home AND school AND the library AND a friend's house...***



- 9 of 10** American teens ages 12 to 17 use the internet
- 9 of 10** Online teens have access at home
- 7 of 10** Have internet access at school
- 7 of 10** Go online from a friend's or relative's house
- 5 of 10** Have gone online from a library
- 1 of 10** Go online from a community center or house of worship

# How Surfers Get Online



# How Surfers Get Online

Source: *Kids and Technology (PEW Internet, 2007)*



**7 of 10 kids have Internet access from a home computer**



**7 of 10 kids have Internet access from a portable laptop computer**



**3 of 10 kids connect with the Internet using games**

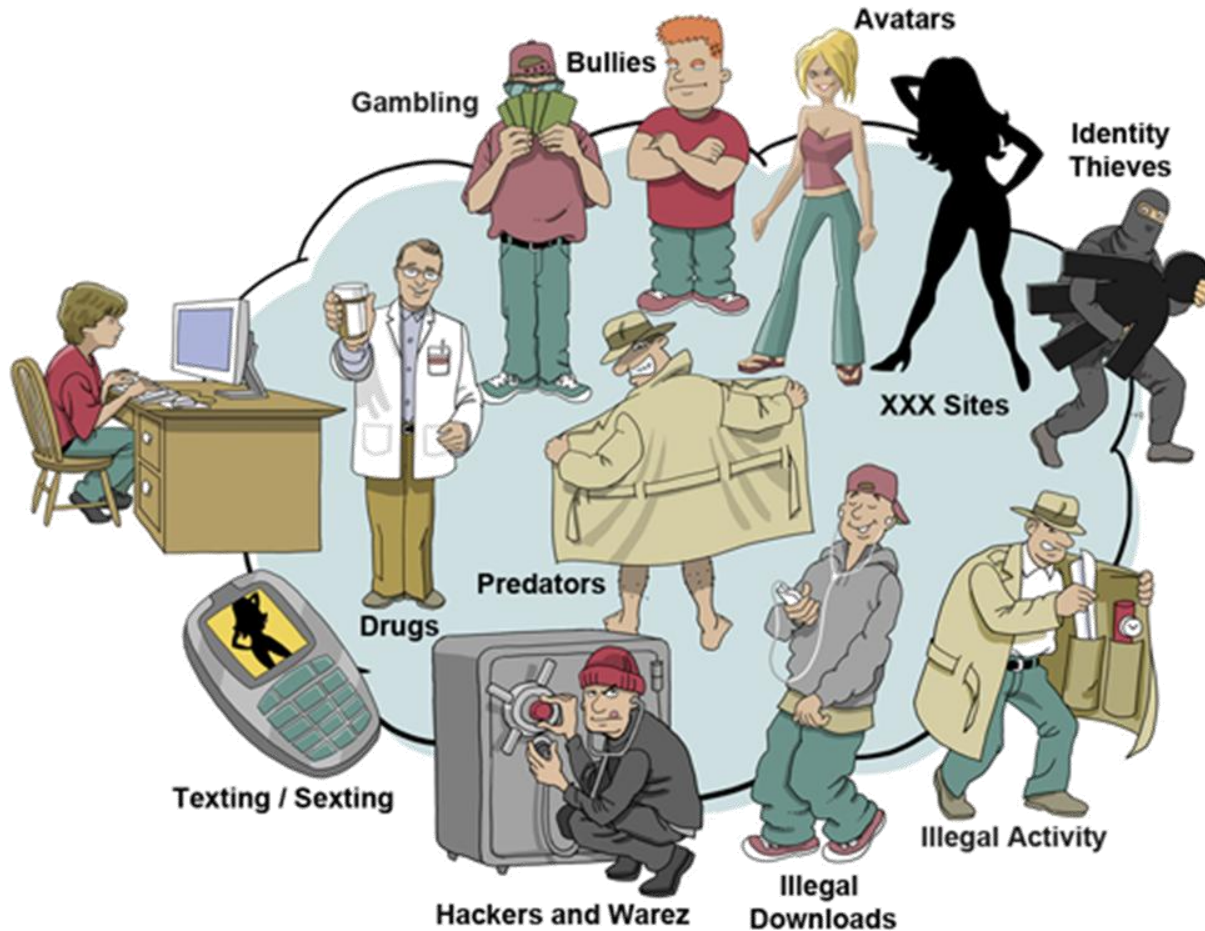


**2 of 10 kids have smart phones allowing Internet access from anywhere**



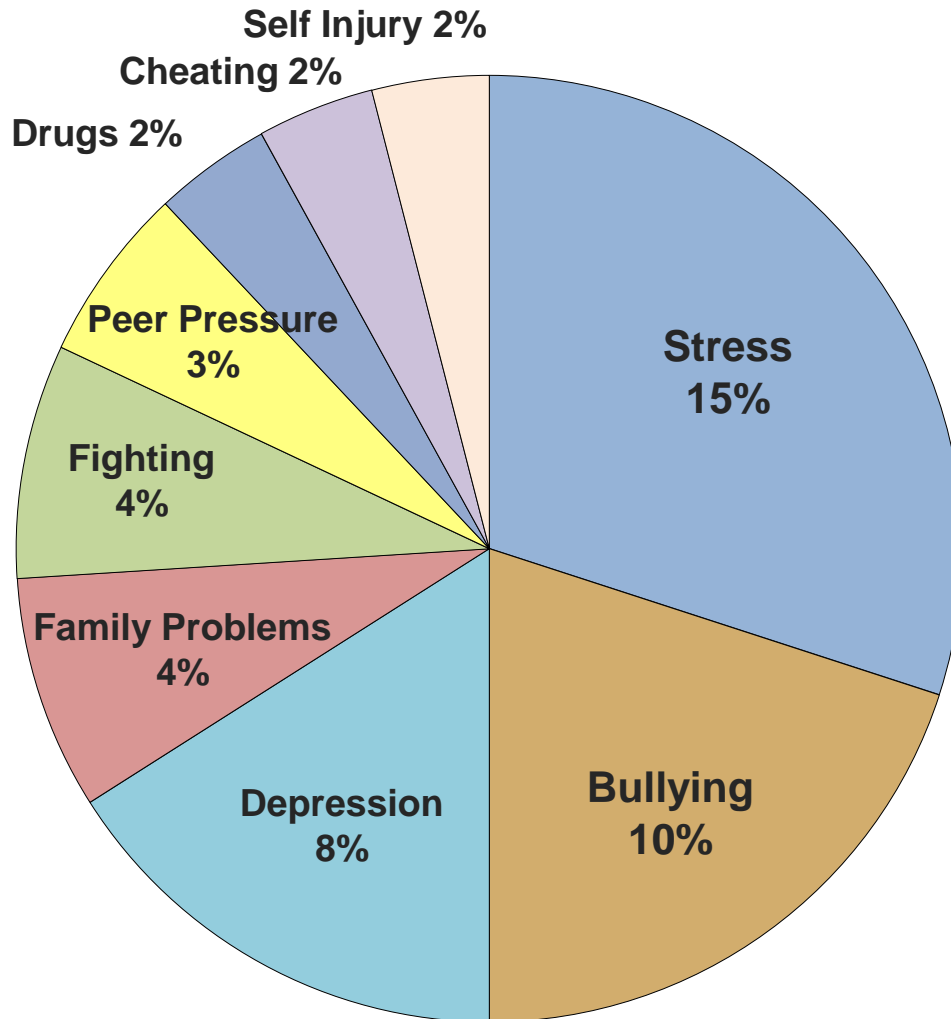
**9 of 10 teens have cell phones for texting**

# Meet the Cyber Sharks



# We Can't Fix the Problem Trying to Solve Social Issues

As reported by students enrolled in schools using AnComm's 'Talk About It®' anonymous online and text based reporting service. Jun 13, 2007



**Top Ten Problems as Reported By U.S. Students**

*These problems exist with or without the Internet*



# Old Problems Magnified By New Technology



- **Nothing New** – Almost everything bad on the Internet has been around forever in some form.
- **Social Filters** – In the past, we could rely on social filters to point kids in the right direction.
- **The Rules Have Changed** – Technology magnifies the problem, touching millions of people instantly, everywhere, efficiently.

# The Technology Magnifiers



*Traditional social problems  
are magnified by technology*

- **Massive** - 150 million web sites worldwide.
- **Accessible** - 1.5 billion people worldwide with instant access to anything you put online
- **Unbiased** - Technology doesn't care about content
- **Portable** - Kids don't need computers at home to get online
- **Advanced** - Kids know technology and that parents can't catch up
- **Anonymous** - Technology makes it easier to hide activity and identity
- **Instant** - All this information is readily available to sharks
- **Efficient** - Easier and faster for sharks to get to kids



## Playing in the Cloud

*What Happens in Cyberspace,  
Stays in Cyberspace ... Forever*



*Facebook's "Terms of Use" gives them the right to use, copy, publicly perform, publicly display, reformat, translate, excerpt and distribute User Content for any purpose.*

- **The Internet is a two way street. You can get information or give it. Once you give it, there's no taking it back.**
- **Next, there is no such thing as age verification online. When required, give an age, any age, and you've satisfied the requirement.**



*The U.S. Supreme Court refused to resurrect a law requiring Web sites containing "material harmful to minors" to restrict access based on age. (IDG News Service , 2009)*

- **You can operate with almost complete anonymity.**

# Kids Can Easily Have Multiple e-Mail Accounts

<b>What's needed to get a free email account</b>	<b>Google Gmail</b>	<b>Hotmail (Microsoft) <sup>1</sup></b>	<b>Yahoo</b>	<b>America Online (AOL)</b>
First and Last Name	*	*	*	*
Gender	*	*	*	*
Birth Year	*	*	*	*
Security Question (and Answer)	*	*	*	*
Secondary (Alternate) Email Address *	*	*	*	*
Current Geographical Location (Country)	*	*	*	*
Terms of Service Agreement	*	*	*	*
Accept/OK button	*	*	*	*

<sup>1</sup>=Utilizes Windows Live ID

\*=Optional in Google Gmail registration



## Cyber Sharks

*There are three kinds of Cyber Sharks lurking in the apparent calm of the Internet; attracters, attackers, and enablers.*



*A Wisconsin high school student was facing felony charges for posing as a girl on Facebook and tricking 31 male classmates into sending him naked photos. (AP, 2009)*

# Types of Cyber Sharks

- **Attractors** lure kids to objectionable web sites, preying on their youthful curiosity.
- **Attackers** are outright predators out to do harm using any means possible.
- **Enablers** are legitimate Internet web sites offering services that are easily used to conduct questionable or illegal activity, specifically with kids.



*Predators going through Club Penguin were stealing children's virtual money and threatening to keep it unless they sent images of themselves. (Courier Mail of Australia, 2008)*

# Attractors



- **Adult Web Sites** – Adult topics, phone sex, adult chat rooms. Nudity may be included, but not graphic sexual content.
- **XXX Sites** – Pornographic and graphic adult material.
- **Gambling** - Online gambling, bookmaking, sports betting, dog and horse race betting.
- **Warez and Hacking Sites** - Tools for hacking, cracking, attacking, or phreaking systems. Cracked software or has keygen for the software you are using for free.
- **Drugs** - Illegal online pharmacies, drugs, drug manufacturing, recreational drugs.
- **Illegal Activities** - How to modify weapons, bomb making, phishing, credit card fraud.



*Parents and guardians can be held responsible for what happens on the family computers even if they are not themselves engaged in illegal activity. (Childnet.com, 2008)*



# Attractors – Warez (wares) and Hacking



*14 college students were sued for copyright infringement by the recording industry's trade association, which accused them of illegally downloading or sharing music files over the Internet. (Arizona Daily Star, 2008)*



**3 in 10 kids have  
downloaded illegal music.**

- Peer to peer (P2P) or person to person Warez sites allow users to share files (music, video, etc.) with one another.
- Warez is a dubious way of getting software that has been cracked or has key generators that give you illegal keys that open software.

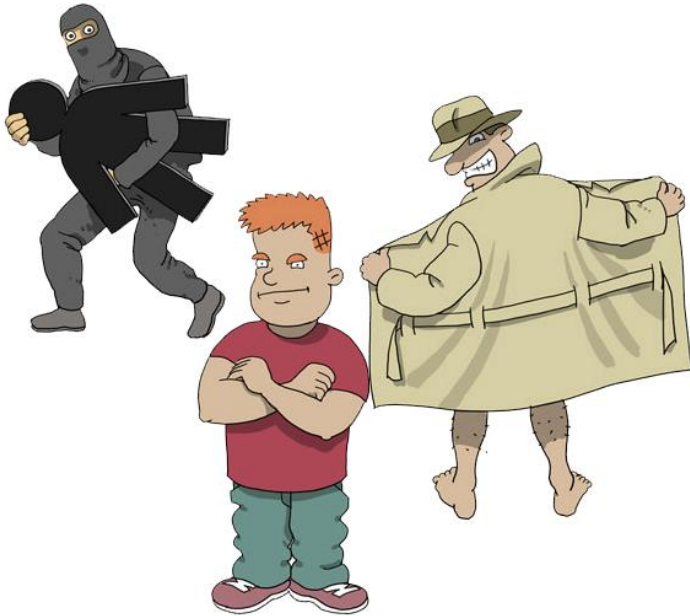
# Attractors – *Illegal Activities*



*In Japan a 16-year-old boy was arrested on suspicion of trying to manufacture a bomb to blow up his classmates. He got tips from the Internet on how to make bombs. (Fox News, 2009)*



- Bomb making
- Hacking credit cards
- Hate sites
- Modifying weapons
- Phishing



The most dangerous type of Cyber Sharks is attackers who aggressively pursue kids for the purpose of doing harm. They know the Internet and how to exploit the kids using it.

- **Cyber Bullies** - Create threatening messages or spread rumors about others online.
- **Identity Thieves** – Steal identities and social security numbers for an illegal purpose such as accessing bank accounts or opening up a credit card account.
- **Sexual Predators** – Pursue kids for the purpose of sex.



*According to the Enhancing Child Safety & Online Technologies report, those who do harassing online don't bother to hide their ages or intentions. They are upfront with potential victims.*

# Attackers - Cyber Bullies



*The Australian Clearinghouse for Youth Studies says that a main reason kids who have been harassed on-line don't report it is the fear of losing their access to technology.*



4 of 10 kids have been bullied online. 5 in 10 admit typing mean or hateful things about classmates.

- Cyber bullying uses both the Internet and cell phones to threaten others, spread rumors, and even post images.
- The shield of anonymity the internet provides emboldens bad kids to prey on others.
- Passwords or other personal information is stolen and messages are sent from the victims email, posted on their personal web site, or added to their social networking site.
- Incessant Cyber Bullying has led too many to suicide.

# Attackers - *Identity Thieves*



*According to a Debix study, 5 of 100 kids have credit reports under their Social Security Number. 3 of 100 were victims of identity theft. (Cnet News, 2008)*



**3 of 100 kids are victims of identity theft**

- The Internet is a great place for identity thieves to go after a kid's information, especially younger children.
- Cyber Sharks in chat rooms or on social networking sites know just what to say to get a kids' confidence.
- Thieves even offer “cyber candy”, like cyber club points, to get the information they want.

# Attackers - Sexual Predators



*The National Center for Missing and Exploited Children reports that 1 in 7 kids online has been solicited or enticed. (National Center for Missing & Exploited Children, 2009)*



According to Pew/Internet, 3 of 10 online teens have been contacted by a complete stranger.

- Nearly 1 in 10 kids experienced disturbing stranger contact.
- Because the Internet puts personal information, communication tools, and kids at their fingertips, it creates the “perfect storm”.
- In the majority of cases referred to law enforcement, adult offenders are honest about being an adult, and in 79 percent of the cases, they are honest about their intentions to have sex with the youth.



Enablers are those legitimate Internet web sites offering services that are easily used to conduct questionable or illegal activity, specifically with kids.

- **Social Networking Sites** - Web-based services that let users create a public profile and share it with other network users.
- **Virtual Worlds** - Combine aspects of social networking sites with a computer generated world that its users inhabit and interact with others using avatars.
- **Chat Rooms** - Extremely popular modes of Internet communication used by kids to start and nurture online relationships.



*Over the course of two years, MySpace kicked 90,000 known registered sex offenders off its web site. (New York Times, 2009)*

# Enablers - *Social Networking Sites*



*A New York teenager has sued Facebook and some of its users because of a Facebook chat group where she says she was ridiculed and disgraced. (InformationWeek, 2009)*



**More than 5 out of 10 teens use social networking sites.**

- MySpace and Facebook are two of the most notable Social Networking Sites, especially for kids. But there are hundreds of others on the Internet.
- Prospective employers are asking for Facebook or MySpace pages as part of the interviewing process.
- Kids posting suggestive pictures may attract predators.





*Predators going through popular sites such as Disney's Club Penguin were stealing children's earned virtual money and threatening to keep it unless they sent images of themselves or engaged in some way. (Courier Mail of Australia, 2008)*



- Virtual worlds combine aspects of social networking sites with a computer generated world that its users inhabit and interact with others using avatars.
- Avatars are graphic characters customized by users to depict their virtual self. Some are simple and others offer three dimensional characters that are lifelike in “every” way.
- Second Life is one of the most dangerous places on the web for kids and teens to explore their sexuality and dark sides. It’s also a great place for predators.



*Man arrested after posing as underage female in chat room.  
Tri-Lakes Tribune, March 2009*



**More than 5 out of 10  
participate in chat rooms.**

- A favorite place for sexual predators.
- A favorite place for police to conduct sting operations (To Catch a Predator).
- Conversations can get fairly explicit.

# Smart Kids Do Stupid Things - *Sexting*











*3 high school girls who sent seminude photos and 4 male students who received them were all hit with child pornography charges. (Chicago Tribune, 2009)*



**2 of 10 kids admit to sending nude or semi-nude pictures of themselves to others.**

- **Can be considered child pornography.**
- **Anyone underage and sexting is breaking the law and anyone convicted must register as a sex offender.**
- **Anyone who gets a nude picture from a minor is also subject to prosecution.**
- **And like everything else in the cyber world, these pictures may never go away.**

# Risk and Consequences

	Exposure or Threat	Viruses	Exposure	Reputation	Law Suit	Addiction	Jail Time	Harm	Death
<b>Adult, XXX</b>	VIEWED PORN 	▲	▲			▲			
<b>Gambling</b>	VISITED A GAMBLING SITE 					▲	▲		
<b>Warez and Hacking</b>	DOWNLOADED ILLEGAL MUSIC 	▲		▲	▲		▲		
<b>Drugs</b>	ABUSED PRESCRIPTION DRUGS 					▲	▲	▲	▲
<b>Identity Thieves</b>	ID THEFT VICTIM 			▲				▲	
<b>Cyber Bullies</b>	BULLIED ONLINE 			▲				▲	▲
<b>Sexual Predators</b>	CONTACTED BY A STRANGER 							▲	▲
<b>Sexting</b>	SENT NUDE PICS 		▲	▲	▲		▲		

## Cyber Smart?

- Knowing the Internet and technology means knowing what's possible and the answer is almost anything.
- They seek out like minded friends who share ideas, information, tricks and tips about things that can be done online.
- The more Cyber Smart your kid, the more susceptible they are to even greater online dangers.

## Cyber Savvy?

- Being street smart only online.
- Have a general awareness of the kinds of things that are happening online and within a cyber community.

## Shark Repellent

*“The only way to be certain that you won’t be attacked by a shark is to stay out of the water.”*



***Unlike other Internet related problems like viruses, spamming, or spyware, there is no single defense that will protect all kids from all Cyber Sharks.***

# Create a List of Rules

- Don't talk to or chat with cyber strangers.
- Don't take cyber candy from a stranger.
- Don't chat with adults.
- No sexting or posting of sexy pictures.
- Don't pass along pictures you've received.
- Don't give away or post personal information to anyone, ever.
- Parents get all passwords that kids use.
- No meetings with people met online.
- Tell parents any problems or suspicions.
- When in doubt, don't do it.

Should any of the following situations arise in your household, via the Internet or on-line service, you should immediately contact your local or state law enforcement agency, the FBI, and the National Center for Missing and Exploited Children:

- Your child or anyone in the household has received child pornography;
- Your child has been sexually solicited by someone who knows that your child is under 18 years of age;
- Your child has received sexually explicit images from someone that knows your child is under the age of 18.





# Emergency Plan – *Cyber Bullying*

**Cyber bullying also requires decisive action. Should your kid become a victim of a bullying attack, consider the following actions:**

- **Don't respond to the cyber bullying.**
- **Save any pictures or messages as evidence.**
- **Report the incident to your kid's school.**
- **Try to identify the persons responsible.**
- **Block the cyber bullies from future contact.**
- **Contact the bully's parents.**
- **Report any incident of online harassment and physical threats to your local police and your Internet Service Provider (ISP).**





## Safer Waters

*Talking with your kids about their cyber activity and taking a few precautions greatly reduces the probability that they will be the victim of a Cyber Shark attack.*



*“To minimize chances of an on-line exploiter victimizing your child ... utilize parental controls provided by your service provider and/or blocking software.” (Federal Bureau of Investigation)*

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