



Digital Trend Report

Gaelscoil Na Camoige

Date 19th of April 2016

*This report has been conducted by Zeeko and commissioned by (Gaelscoil Na Camoige)

ZEEKO



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.

33% of children have spoken or played with a stranger online

25% have experienced or witnessed cyberbullying



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.

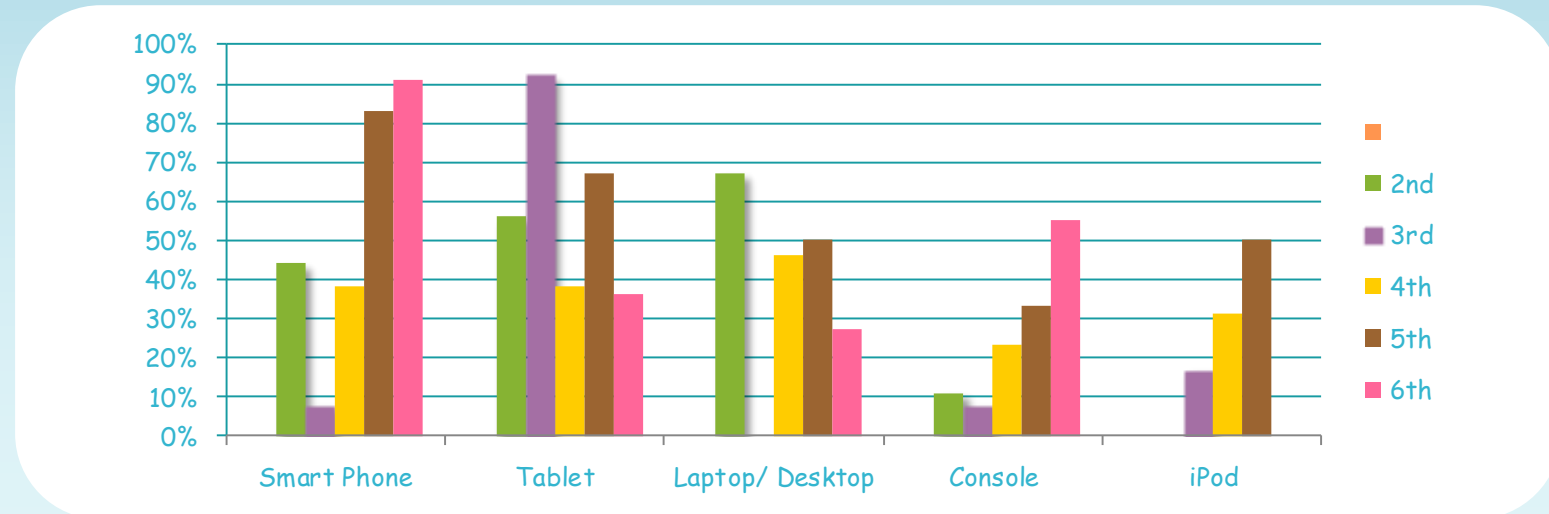
All this information from all the schools is collated into a general report called The All Ireland Trend Report on Children's Internet Usage. All the information remains anonymous, no schools names or area in which it resides is disclosed only children's gender and age are used to decipher the data.

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

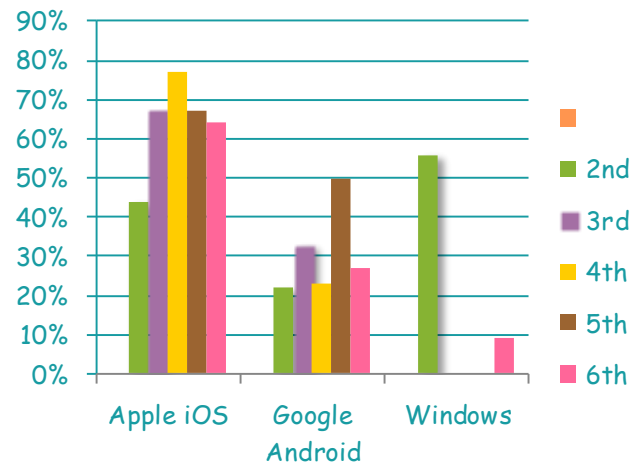
Q1. What devices do you use to access the internet, play games online, use apps etc.?

	 Smart Phone	 Tablet	 Laptop/ Desktop	 Console	 iPod
1st	0%	0%	0%	0%	0%
2nd	44%	56%	67%	11%	0%
3rd	8%	92%	0%	8%	17%
4th	38%	38%	46%	23%	31%
5th	83%	67%	50%	33%	50%
6th	91%	36%	27%	55%	0%



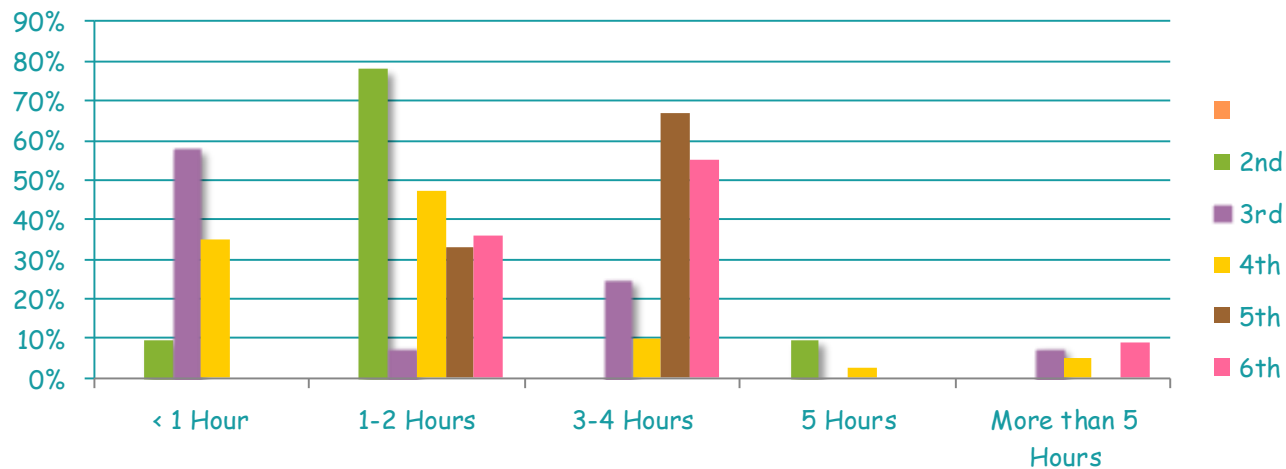
Q2. Are your devices?

	Apple iOS	Google Android	Windows
2nd	44%	22%	56%
3rd	67%	33%	0%
4th	77%	23%	0%
5th	67%	50%	0%
6th	64%	27%	9%



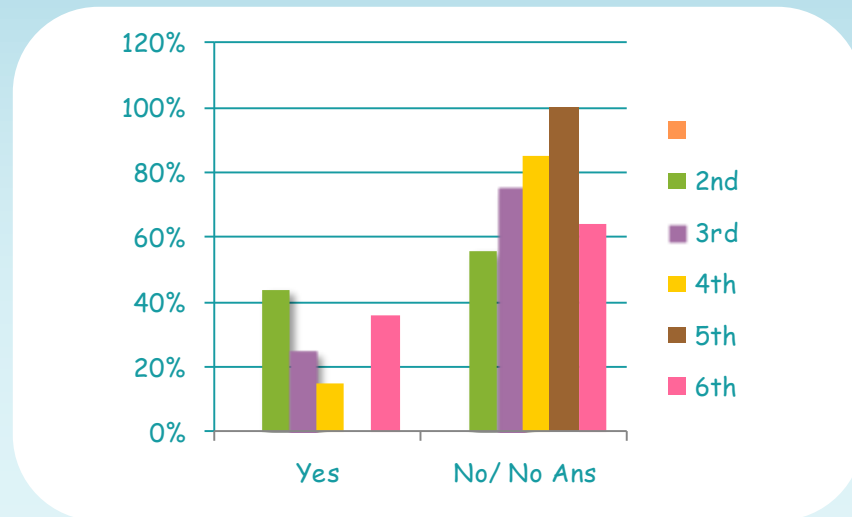
Q3. How much screen time do you usually have most days?

	< 1 Hour	1-2 Hours	3-4 Hours	5 Hours	More than 5 Hours
1st	0%	0%	0%	0%	0%
2nd	10%	78%	0%	10%	0%
3rd	58%	8%	25%	0%	8%
4th	35%	48%	10%	3%	5%
5th	0%	33%	67%	0%	0%
6th	0%	36%	55%	0%	9%



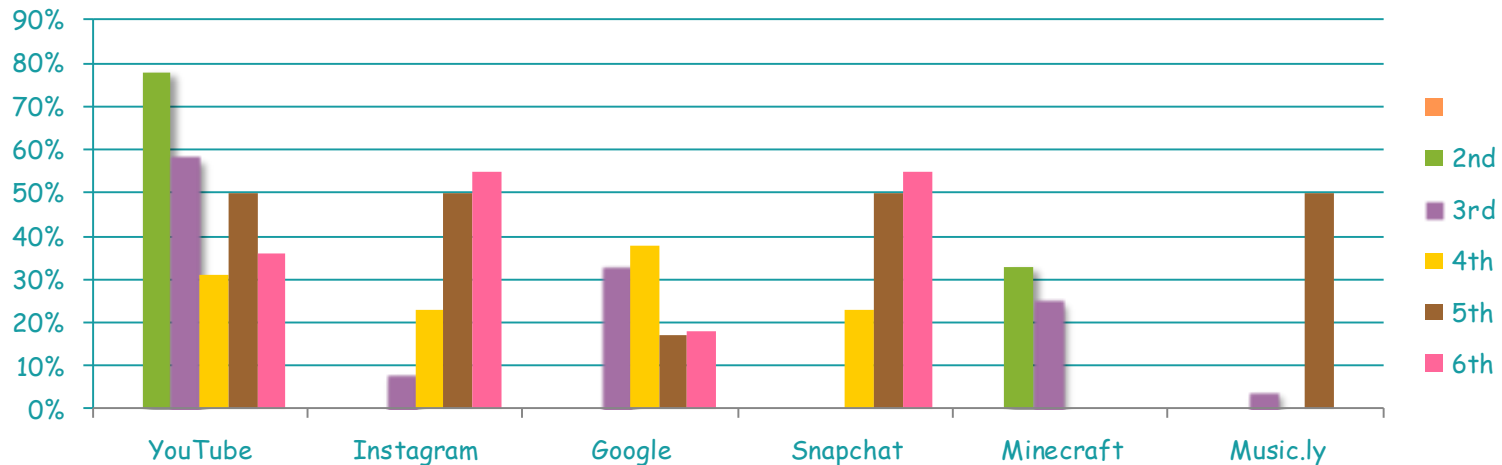
Q4. Have you ever been cyberbullied, or have you experienced cyberbullying happening to people around you (in schools, your friends, your family etc.)?

	Yes	No/ No Ans
2nd	44%	56%
3rd	25%	75%
4th	15%	85%
5th	0%	100%
6th	36%	64%



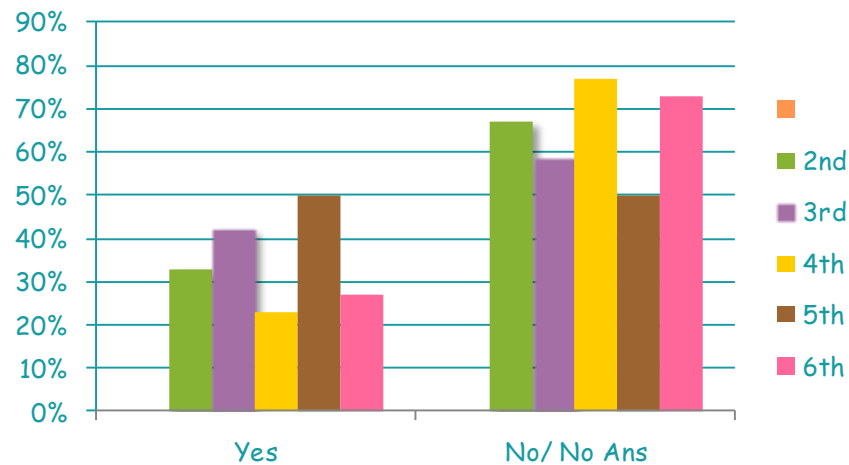
Q5. What are your top 3 favourite apps, websites, online games or social media use sites?

	YouTube	Instagram	Google	Snapchat	Minecraft	Music.ly
1st	78%	0%	0%	0%	33%	0%
2nd	58%	8%	33%	0%	25%	4%
3rd	31%	23%	38%	23%	0%	0%
4th	50%	50%	17%	50%	0%	50%
5th	36%	55%	18%	55%	0%	0%
6th						



Q6. Have you ever spoken with a stranger online, or played against or with a stranger online?

	Yes	No/ No Ans
2nd	33%	67%
3rd	42%	58%
4th	23%	77%
5th	50%	50%
6th	27%	73%



Q1. What devices do you use to access the internet, play games online, use apps etc.?

The children were multi device users, in all the classes **97%** of the kids used all the different devices. These included smartphone, tablet, laptop/desktop, console and ipod. 3rd class had the lowest percentage of students using smartphones at **8%**, while 6th class had the highest number of students using smartphones at **91%**.

Q2. Are your devices Apple iOS or Google Android or Windows?

The children were using a mixture of all three types of devices but a large majority were Apple iOS. In all the classes **97 %** of the kids used iOS and Android. From 2nd to 6th class, **65%** of students were using iOS devices, **29%** were using Android devices and **12%** were using Windows.

Q3. How much screen time do you usually have most days?

8% of kids said they were getting 5 or more hours of screen time a day.



Q4. Have you ever been cyberbullied, or have your experienced cyberbullying happening to people around you (in schools, your friends, your family etc.)?

25% of kids in 2nd and 3rd and 4th and 5th and 6th class said they had been cyberbullied or experienced cyberbullying happening to people around them

Q5. What are your top 3 favourite apps, websites, online games or social media use sites?

Kids in 2nd and 3rd and 4th and 5th and 6th class said their favourite apps were **Youtube, Google, Snapchat, Instagram, Minecraft and Music.ly**. **33%** of 2nd class use Minecraft. **38%** of 4th class use Google. **55%** of 6th class use Instagram. YouTube is very popular with all classes. There are **70** different apps, websites, online games and social media sites used by the children.

Q6. Have you ever spoken with a stranger online, or played against or with a stranger online?

33% of kids in 2nd and 3rd and 4th and 5th and 6th class said they had spoke with or played with a stranger online. The highest individual class percentage of students reporting that they have spoken to or played with a stranger online was 5th class at **50%**.



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:
- Follow us on Facebook, Twitter and LinkedIn today
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