

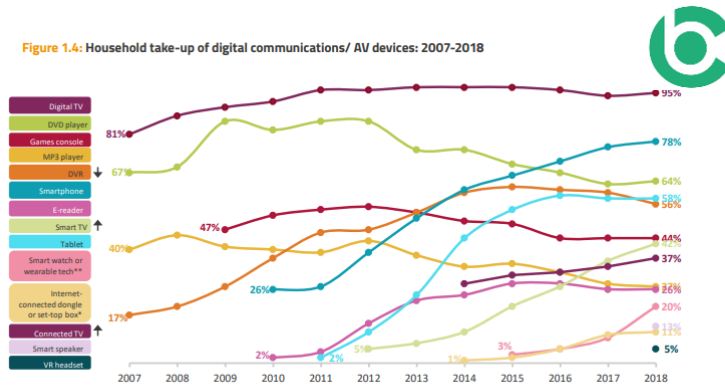
# The Changing Online World: Including Online Safety and Gaming

Our Lady and St Hubert's Catholic Primary School – 27<sup>th</sup> November 2023



Oliver Welsby  
Lead Consultant & Trainer  
Brightcore Consultancy

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Source: Ofcom Technology Tracker. Data from Quarter 1 of each year 2007-2014, then Half 1 2015-2018.

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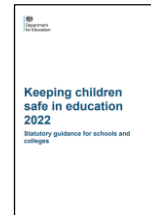
## How far has the world changed since 1993?

### Life for young people (and therefore parents) Outside School:

**1993:** playing outside, reading books, playing sport, listening to music, very little media consumption. No socialising online – spending time with friends. Considerable access to part-time jobs.

**2023:** limited outdoor play and limited time outdoors in general (dramatic rise in obesity levels), decline in reading books (30% of UK children own no books), organized sport playing, listening to music (now primarily video streaming), high and increasing media consumption. Majority of socialising now online. Limited access to part time jobs.

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## Online Safety

**135.** The breadth of issues classified within online safety is considerable, but can be categorised into four areas of risk:

- **Content:** being exposed to illegal, inappropriate or harmful content
- **Contact:** being subjected to harmful online interaction with other users
- **Conduct:** personal online behaviour that increases the likelihood of, or causes, harm
- **Commerce:** risks such as online gambling, inappropriate advertising, phishing and or financial scams.

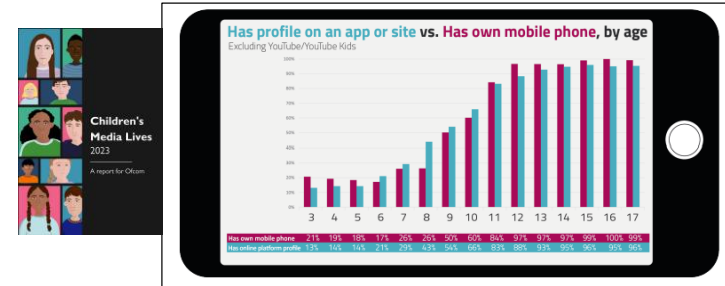
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## What has changed over the last three years?



- Significant increase in online activity
- Significant increase in online child sexual exploitation and abuse
- Growing under-age access to Social Media
- Cyberbullying increase
- Surge in in-game spending/gambling
- Increase in misinformation/fake news
- Increase of traffic to pornographic sites
- Lots more organisations coming on board to support parents, schools and children & young people

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### Average Daily Media Consumption (per UK citizen):

- 1991 – 20 mins
- 2011 – 1hour 30 mins
- 2019 – 3 hours 3 mins
- 2021 – 3hours 59 mins
- 2022 – 5 hours 3 mins

### Percentage of young people with both parents in full time employment:

- 1996 (when records began) - 62%
- 2022 – 77%

- When we add in work, the average UK adult now spends **10hrs 23 mins** using media or communications devices = **more than sleeping** (8hrs 21 mins)



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## The Scale of Child Sexual Abuse

National Crime Agency – estimate of number of individuals posing a threat to children either through physical 'contact' or online:

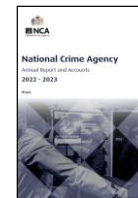
2011: 50,000+  
 2016: 77,000+  
 2020: 300,000+  
 2021-2: 550,000+  
 Current Estimate: 680,00 to 830,000

### Arrests per month:

2020: 500  
 2021: 850  
 2022: 900

### Children safeguarded per month:

2020: 700  
 2021: 1120  
 2022: 1200



- The overall threat had slightly increased on last year. "The current estimate is that 1.3 – 1.6% of the adult population pose some degree of sexual risk to children. These are extraordinary figures: roughly ten times the prison population. The figures partly reflect a better understanding of a threat that has historically been under-estimated, and partly a real increase groups sharing and discussing the images, has normalised such behaviours." Graeme Biggar, Director General, NCA

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The IWF's chief executive, Susie Hargreaves: "Child sexual abuse, which is facilitated and captured by technology using an internet connection, does not require the abuser to be physically present, and most often takes place when the child is in their bedroom – a supposedly 'safe space' in the family home. **Therefore, it should be entirely preventable,**" she said.

The Internet Watch Foundation blocked 8.8 million attempts by UK internet users to access images and videos of children suffering sexual abuse during a 1 month period while the UK was locked down due to the Coronavirus pandemic

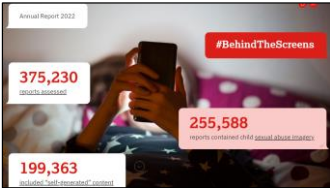
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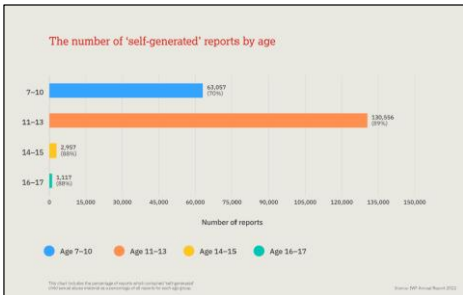
## The Scale of Online Child Sexual Abuse

"We continue to see a significant increase in what is termed "self-generated" child sexual abuse content, created using webcams or smartphones and then shared online via a growing number of platforms."

- 2020 saw a 77% increase on 2019 in the amount of 'self-generated' abuse images or videos dealt with by the IWF (68,000 web pages in total)
- 2021 saw a 168% increase on 2020 - (182,281 web pages in total)
- 2022 saw a 10% increase on 2021 – the figure is now 199,363 web pages



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## The internet – a gift to perpetrators?

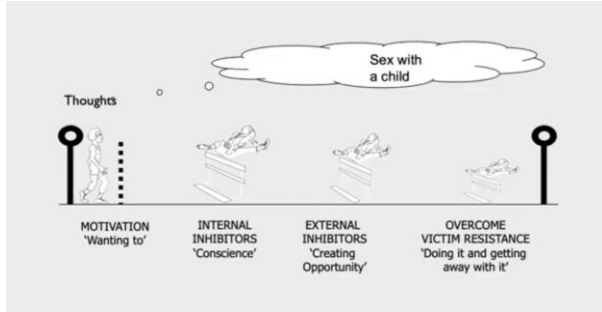


- Create multiple online identities & pretend to be someone they're not
- Easy access to information already available online
- Immediate access to lots of children anywhere in the world
- Identify a 'hook'
- Easier to gain trust
- Obtain material that can be used to threaten
- Quicker to accelerate abuse
- It disinhibits

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# Finkelhor – A clinical application

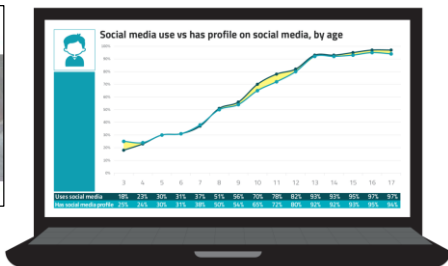
Adapted from D Finkelhor Child Sexual Abuse: New Theory & Research (1986)



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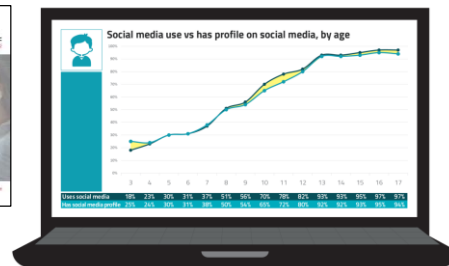
'Digital natives'?



Parents were asked if they were aware of a minimum age requirement to have a profile on most social media sites or apps, such as Instagram, Snapchat, Facebook or TikTok. Almost nine in ten parents of 5-15s said they were aware of this, **yet less than four in ten were able to accurately state the minimum age requirement for most social media sites** and apps as 13 years-old.

**Three in ten parents of children below the minimum age requirement (that is, aged between 5 and 12) said they would allow their child to use social media despite the age requirement.**

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**Multiple profiles were most likely to be used by 8-11-year-olds, and the most common reason for doing so was to have a separate profile just for their parents and family to see**

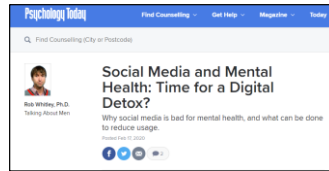
Some children choose to have multiple profiles on the same social media app or site. When children aged between 8 and 17 with any profiles were asked about this, six in ten said they had more than more than one profile on at least one app/site. The younger children, aged 8-11, were the most likely to claim this (64%) compared to almost six in ten aged 12-15 (59%) and 16-17 (57%).

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## The impact of tech-related cultural change:



- Individual consumption of media:
  - 'On Demand'
  - constant news,
  - separate experiences,
  - decline in delayed gratification & social reasoning
- Entitlement culture
- Social Media:
  - the 'Attention Economy' – Tristan Harris
  - lack of escape & perfect models
  - Simulacra, advertising & 'junk' values
  - communication stress & angry emails
  - need for 'likes'
  - voicing anger online



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Teens, tech and mental health: Oxford study finds no link

Social media damages teenagers' mental health, report says

Study finds girls suffer mental health impacts after just two hours of screen time

Facebook under fire over secret teen research

- A 2019 presentation slide said: "We make body-image issues worse for one in three teenage girls"
- Another slide said teenagers blamed Instagram for increased levels of anxiety and depression
- In 2020, research found 32% of teenage girls surveyed said when they felt bad about their bodies, Instagram made them feel worse
- Some 13% of UK teenagers and 6% of US users surveyed traced a desire to kill themselves to Instagram

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## The impact of persuasive design on young people:

*"The thought process that went into building these applications, Facebook being the first of them... was all about: "How do we consume as much of your time and conscious attention as possible?" God only knows what it's doing to our children's brains."*

Sean Parker, former Facebook president



Persuasive Design Strategies: Focus was placed on three practices which are of particular concern:

- ▶ Influencer marketing
- ▶ Loot boxes
- ▶ Dark patterns



### 2022 Young Minds survey:

- 42% of young people self-reported what they considered to be early signs of addiction to social media.
- 80% reported that they wanted to leave a social media platform for wellbeing reasons but felt unable to.

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- Gaming addiction affects between 12% and 18% of the population.
- "30% to 40% of the population now have some kind of problematic behaviour with technology."

Professor Marcantonio Spada, Professor of Addictive Behaviours and Mental Health, London South Bank University

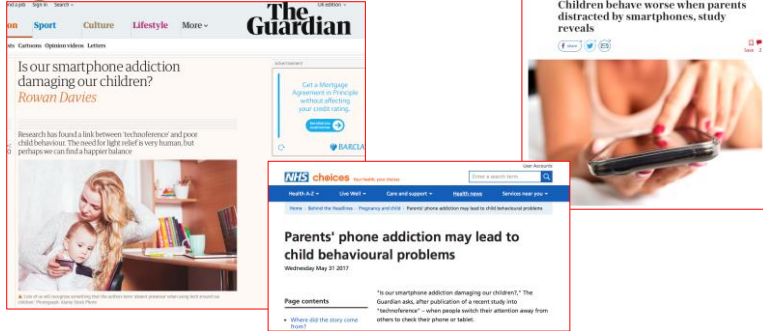
### Parental Concerns:

- In contrast to a decade ago, when [childhood obesity](#) was considered the leading health issue for kids, the problems have shifted to mental health, overuse of social media, and excessive screen time. Concerns about children's excessive screen time and device usage have surged, ranking as the top two health concerns in this year's national poll.

Mental Health Awareness Week: are you addicted to tech?

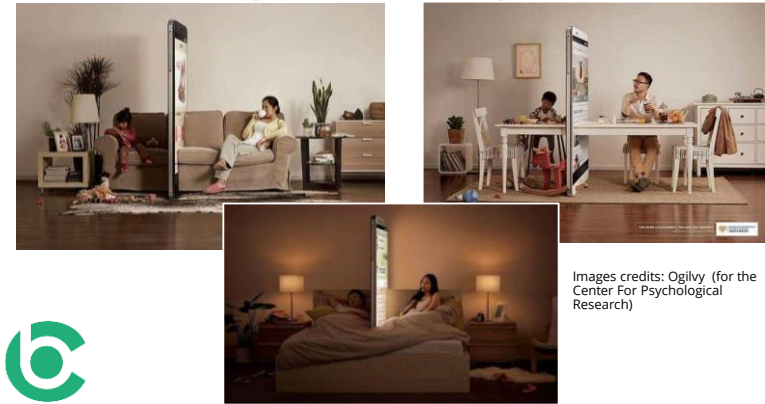
Concerns rise about overuse of social media as kids return to school

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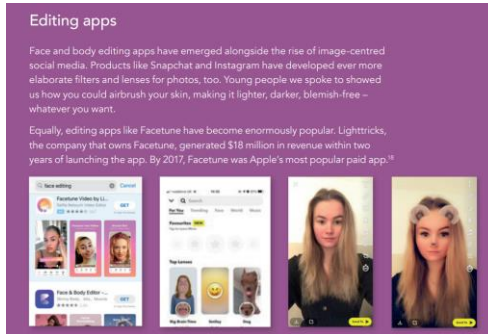
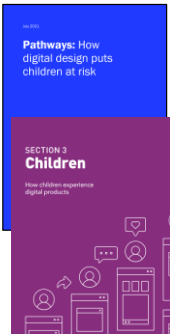
*"The more you connect, the less you connect"*



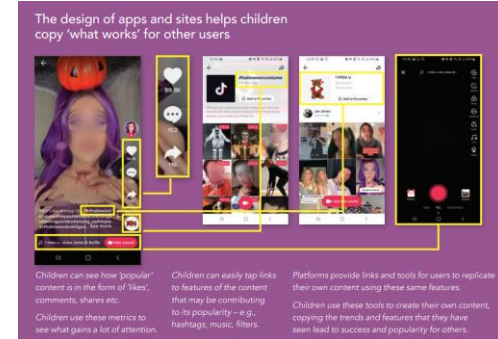
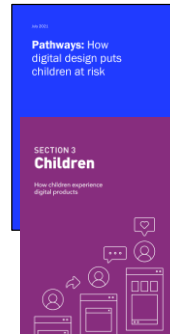
Images credits: Ogilvy (for the Center For Psychological Research)



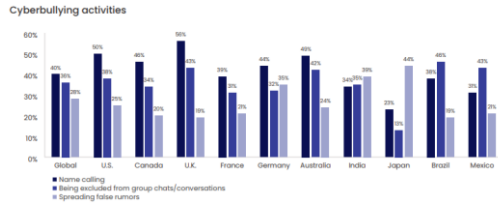
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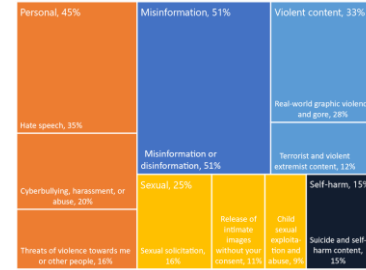


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The single most common reported risk was misinformation or disinformation, followed closely by personal attacks



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Deepfake queen prompts 200-plus complaints to Ofcom

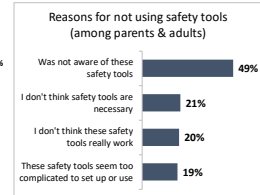
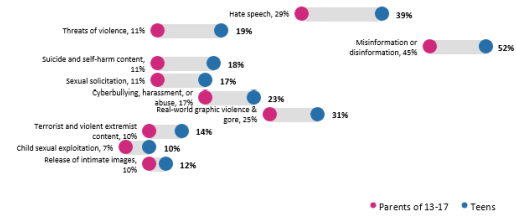
© 29 December 2020



More than 200 people have complained to the UK's media watchdog Ofcom about Channel 4's alternative Christmas message, which featured a deepfake of the Queen.



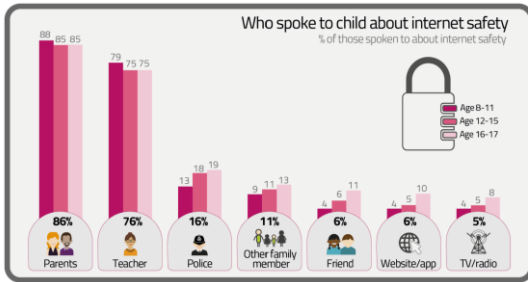
Parents of teens underestimated every risk their teenager might have been exposed to



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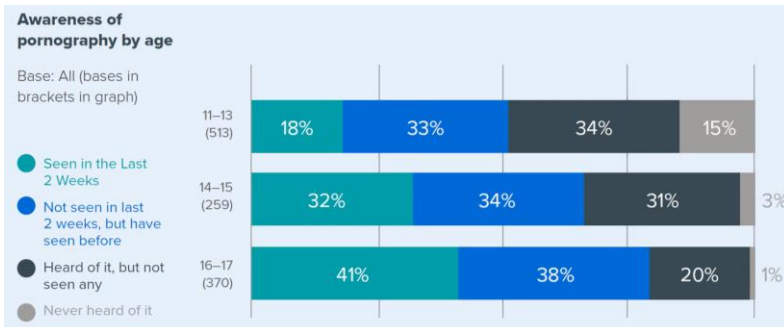


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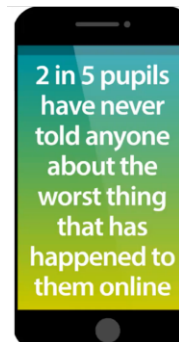


- Many children are first exposed to pornography at a very young age.
- A significant minority of children access pornography at very young ages:
  - 10% had seen it by age nine,
  - 27% had seen it by age 11 and
  - 50% had seen it by age 13.

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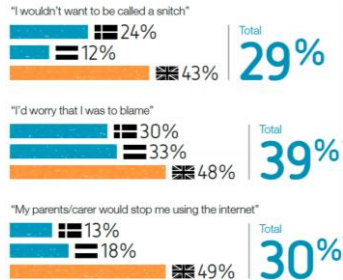
- worried they'll get in trouble at school/home
- embarrassed
- lack the words or means to explain
- not sure what would happen if they told an adult
- worried about being called a 'snitch'
- can't see how an adult could help

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We need to create a culture where they will tell us...



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## Important messages for young people to hear

- Responsibility always rests with the perpetrator
- You are not stupid, bad or to blame; what has happened to you is understandable
- You can recover and move on
- We can help you understand what has happened



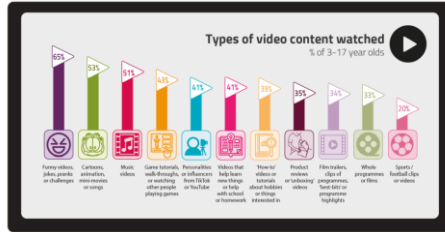
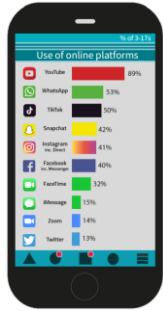
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Report any problems...

<https://reportharmfulcontent.com>



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Top 10 bestselling PC/console game releases in 2023 (so far)



<https://www.taminggaming.com>

Family Gaming Database

Start Here | Dig Deeper | Content Lists | Health Advice | About

Video Games

If you are looking for games you are in the right place. Our parent experts spend hours every day to take ahead of what children are playing. This means we can highlight the games you need to watch out for, as well as the games other parents and paediatricians look for their children to play.

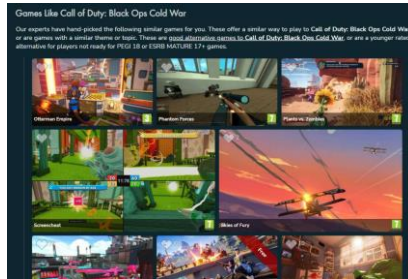
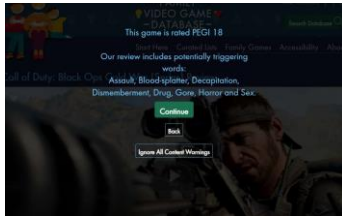
Along with the news to browse video games on this page, you can also use our featured search tools to group games by the experience they offer:

- **Style of Play:** How you want to play games together (Solo Screen, Co-operative, Competitive, Online)
- **Genre (Genre):** Which mechanics and game structures you enjoy (Adventure, Racing, Platforming, Strategy)
- **Content Lists:** What themes you want to engage with (Trust, Identity, Justice)

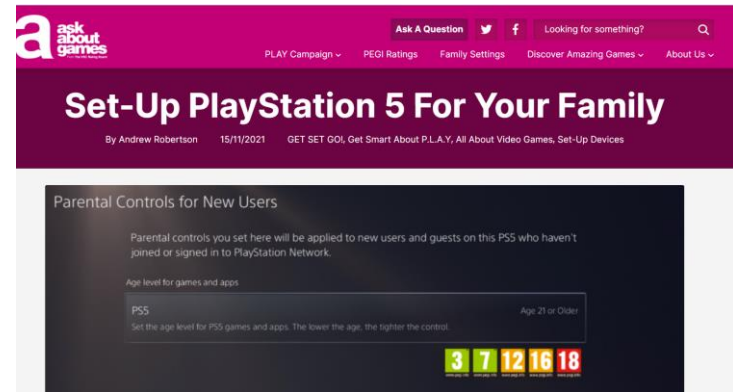
Games Like Minecraft

Our reports have hand-picked the following similar games for you. These offer a similar way to play to Minecraft or are games with a similar theme to it. There are also other games like Minecraft.

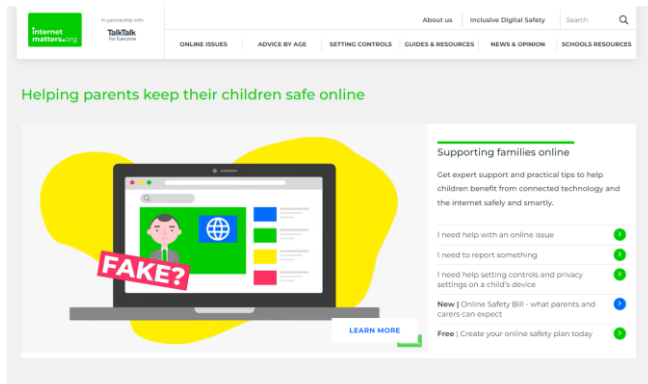
<https://www.taminggaming.com>



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Tips & Advice

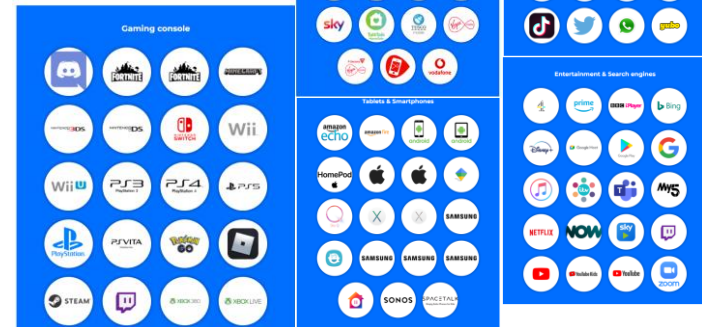
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[www.internetmatters.org](http://www.internetmatters.org)

Step-by-step Guides

Click on the guides for step-by-step instructions to set controls on popular devices.



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For Parents For Educators For Advocates Language: English

common sense media® Find movies, books, and more...

Movies TV Books Games Apps Parents Need to Know Latino Research About

**"Best of" Lists**  
Get age-appropriate ideas and inspiration for every interest:

- Best Movies for Kids
- Best TV for Kids
- Best Streaming Picks for Kids
- Best Games for Kids
- Best Apps for Kids
- Best Books for Kids
- Best Websites for Kids
- Best for Character Development for Kids
- Best for Learning for Kids

**Play Games Online**  
You don't need a mobile device to play a fun online game. The sites on this list host games you can play directly from a computer. Most of these sites are portals that house a collection of games — from action games to dress-up games — for a wide age range (meaning that some might be too violent for younger players). Others rely heavily on ads, which can slow down performance or expose kids to things you might not want them to see. Before setting your kids free on these sites, make sure they know which games fit within your family's limits. And for more online fun, check out these Free Online Games for Kids.

Filter by: Age

WEBSITE  
**PBS KIDS Lab**  
age 3+ ★★★★★  
Learning games for the preschool set are fun, fun, fun.  
URL: <http://pbskids.org/new/00120>

See full review

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Resources Blog Who we are What we do What you can do

Childnet Teachers & professionals Parents & carers Young people

**Help, advice and resources for parents and carers**

Offer your children support and guidance with our range of online safety guides

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<https://www.childrenscommissioner.gov.uk/report/talking-to-your-child-about-online-sexual-harassment-a-guide-for-parents/>



**THE THINGS I WISH MY PARENTS HAD KNOWN**

YOUNG PEOPLE'S ADVICE ON TALKING TO YOUR CHILD ABOUT ONLINE SEXUAL HARASSMENT

Children's Commissioner

**How to use this guide**

Our guide starts by sharing [how you can make these conversations easier](#).

We've broken down this guide into the subjects which children told us were important:

- pornography
- Editing photos and body image
- sharing nude images
- Peer pressure
- sexualised bullying

Under each topic we give you a breakdown of what the issue is and how our 16-21-year-olds feel the problem affects children and young people. Then we present their tips on best ways for parents and carers to have this conversation with their children.

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**Social Media**

Behaviour	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years
Making children use mobile phones to be like a celebrity	Problematic	Problematic	Not	Not	Not
Playing with filters	Not	Not	Not	Not	Not
Using filters on pictures	Not	Not	Not	Not	Not
Excessive posting on social media	Problematic	Problematic	Problematic	Problematic	Problematic
Obsession with selfies	Problematic	Problematic	Problematic	Problematic	Problematic
Requesting images to be attached	Problematic	Problematic	Problematic	Problematic	Problematic
Taking too long sending selfies	Problematic	Not	Not	Not	Not
Accidentally sending selfies	Problematic	Problematic	Problematic	Problematic	Problematic
Posting overshare of personal info in order to take selfies or promote self/celebrity	Problematic	Problematic	Problematic	Problematic	Problematic
Adding to home (public removal) and post on social media	Not	Not	Not	Not	Not
Believing to receive a picture of someone else when asked	Problematic	Problematic	Problematic	Problematic	Problematic
Receiving a picture of someone else when asked	Problematic	Problematic	Problematic	Problematic	Problematic
Regular social media use	Problematic	Problematic	Problematic	Problematic	Problematic
Overwhelmed use of social media leading to checking during the night	Problematic	Problematic	Problematic	Problematic	Problematic
Being 'overwhelmed' about direct messages	Problematic	Problematic	Problematic	Problematic	Problematic
Fear of missing out leading to late nights away from social media	Problematic	Problematic	Problematic	Problematic	Problematic

**Social Media - Continued**

Behaviour	0-5 years	6-8 years	9-12 years	13-16 years	18-24 years
Always award digital communication	Problematic	Problematic	Problematic	Problematic	Problematic
Posting services because messages have not been answered	Problematic	Problematic	Problematic	Problematic	Problematic
Managing friends on shared devices	Not	Not	Not	Not	Not
Seeking friends about messages	Problematic	Problematic	Problematic	Problematic	Problematic
Using their own private social media accounts	Problematic	Problematic	Problematic	Problematic	Problematic
Posting a public social media account	Problematic	Problematic	Problematic	Problematic	Problematic
Using two social media accounts to post or favourite others	Problematic	Problematic	Problematic	Problematic	Problematic
Making content and publishing/publishing on social media	Problematic	Problematic	Problematic	Problematic	Problematic
Receiving digital media with friends	Problematic	Problematic	Problematic	Problematic	Problematic
Following digital media stories	Problematic	Problematic	Problematic	Problematic	Problematic
Sharing images with peers with getting question overnight	Problematic	Problematic	Problematic	Problematic	Problematic
Blocking and reporting content that causes inappropriate content	Problematic	Problematic	Problematic	Problematic	Problematic
Looking at social media with friends/family	Problematic	Problematic	Problematic	Problematic	Problematic
Commenting on a status	Problematic	Problematic	Problematic	Problematic	Problematic
Using social media to communicate with others	Problematic	Problematic	Problematic	Problematic	Problematic
Private use of digital platforms	Problematic	Problematic	Problematic	Problematic	Problematic

**Social Media - Continued**

Behaviour	0-5 years	6-8 years	9-12 years	13-16 years	18-24 years
Use of digital platforms without parental/career knowledge	Problematic	Problematic	Problematic	Problematic	Problematic
Having a YouTube channel	Problematic	Problematic	Problematic	Problematic	Problematic
Becoming an influencer/brand ambassador	Problematic	Problematic	Problematic	Problematic	Problematic
Talking about high numbers of subscribers/followers on online social media channels (for example, YouTube/Instagram)	Problematic	Problematic	Problematic	Problematic	Problematic
Actively promoting social media on YouTube channel among peers	Problematic	Problematic	Problematic	Problematic	Problematic
Deliberate interaction with strangers on social media	Problematic	Problematic	Problematic	Problematic	Problematic
Seeking pornographic content on social media	Problematic	Problematic	Problematic	Problematic	Problematic
Being concerned about parental or institutional monitoring	Problematic	Problematic	Problematic	Problematic	Problematic
Scrolling fast on social media	Problematic	Problematic	Problematic	Problematic	Problematic

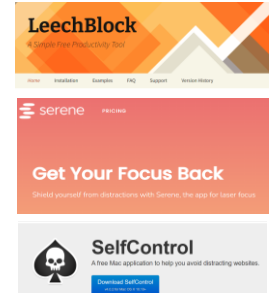
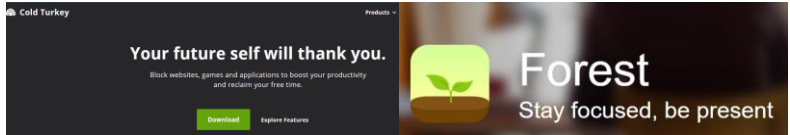
**What can you do?**

- Know how to report concerns
- Engage your children about how they are feeling – validate what they say.
- Educate yourselves - read websites, advice & guidance
- Discuss with your children how they are using new technologies and what they are viewing.
- No electronic devices in bedrooms, especially overnight.
- Turn all devices off least 1 hour before going to sleep.



The best apps to help you focus and block distractions

[Freedom](#) for blocking distractions on all your devices at once  
[Serene](#) for planning and following through on deep focus sessions  
[Cold Turkey Blocker](#) for scheduled system-wide blocking  
[LeechBlock NG](#) for free browser-based website blocking  
[Forest](#) for motivating you to put your phone down  
[SelfControl](#) for a nuclear option!



“There are three ways to get something done; do it yourself, hire someone or forbid your kids to do it”



Mona Crane



Thank you,  
any questions?



[www.brightcoreconsultancy.com](http://www.brightcoreconsultancy.com)

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[www.brightcoreconsultancy.com](http://www.brightcoreconsultancy.com)

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Thank you - Any Questions?