

Alberta

Freedom To Create. Spirit To Achieve.

Cyber Bullying KNOW MORE Policy and User Agreements

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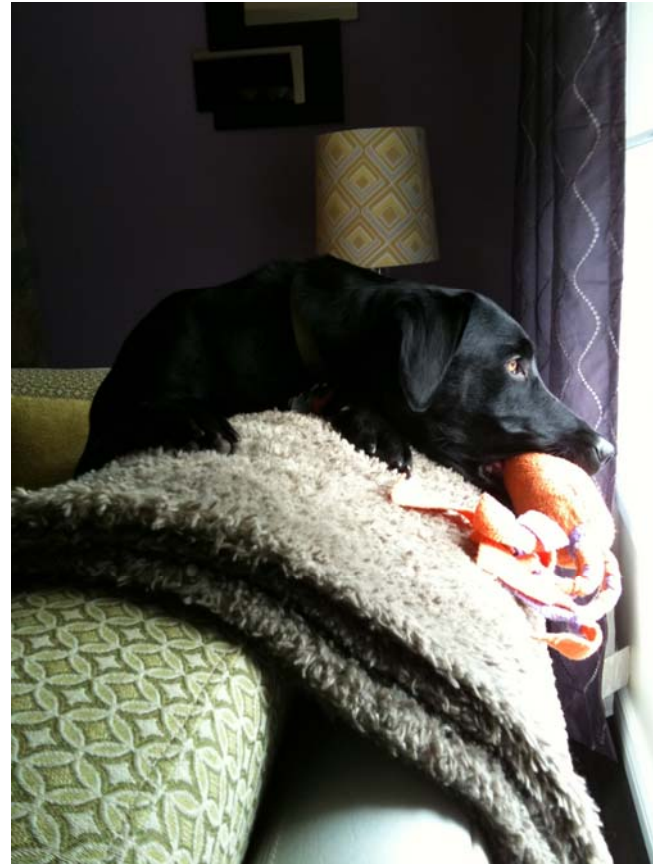
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Agenda

- **Quick Intro**
- **Social Media Stats**
- **Define the Problem**
- **Goal of Policies and User Agreements**
- **Practical Approach**
- **Question and Answer Session**

Quick Intro

- Almost 30 years in IT, Physical and IS Security
- Developed policy frameworks for both physical and logical realms
- Racing to keep pace with technology
- Developed security awareness programs
- Like to give back...



Social Media Stats

- We create more information in two days than in all of history before 2004
- It would take 28 years, without sleeping...to watch the videos uploaded to YouTube this week
- There are more Canadians on Facebook than people living in New Zealand, Ireland and Norway combined
- At Facebook's current growth rate, it will exceed the world's population by 2014
- 10 years ago, it took 72 hours to download "The Godfather"...now it takes 10 minutes
- Canadians sent 172 million text messages in all of 2002. We almost send that many in one day in 2010.


More Stats

- For the first time in history, Canadians surf the web more than they watch TV
- Canadian teenagers don't know a world without the Internet
- By 2017 there will be 7 trillion connected devices
- Visit this URL:
<http://publicimagedesign.com/2010/05/Canadian-social-media-stats/>

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Canadian social media statistics

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This video produced for Rogers Communications in Canada contains some mind-boggling statistics and presents them with great style. I'm not a big fan of the company but great work is great work. Kudos.

"Next is Now depicts the human connections empowered by rapid changes in communications technology in Canada and around the world. Next is Now was produced by Rogers with support from 76design (www.76design.com) and Thornley Fallis (www.thornleyfallis.com)"

Music by Young Galaxy (www.myspace.com/younggalaxy)

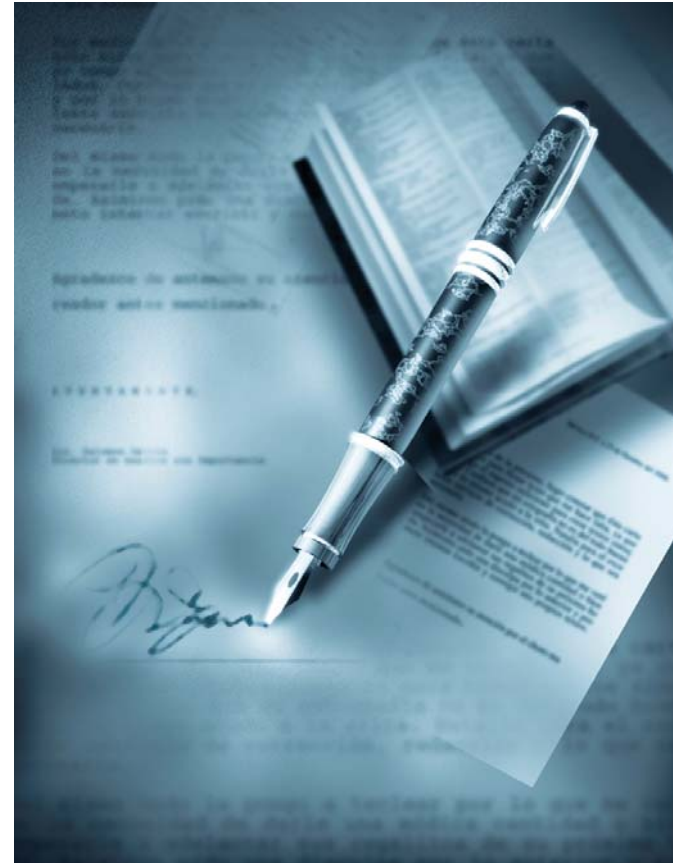
Define the Problem

- **Cyber bullying is an extension of bullying:**
 - **Uses technology**
 - **Spreads hurtful messages virally**
 - **Internet is now the community...**
 - **Social media sites are now vehicles...**
- **How can you “police” behavior you can’t trace?**
 - **Anonymous accounts**
 - **Widespread photos/videos**
 - **Third parties involved (blogs, websites)**

Policy and User Agreements

Goal of Policies and User Agreements

- Create awareness
- Individual accountability
- Explain how you expect users to act...
- Define consequences
- Outline when law enforcement is engaged
- A signed contract...



Practical Approach

- In most cases, cyber bullying happens outside of school IT Systems:
 - Personal devices
 - Home email accounts, text messages, websites
- Still need these “contracts”, though...
- Cyber bullying may still “happen” on school property...
- Schools need policies in place to address cyber bullying:
 - Collecting evidence
 - Engaging school officials
 - Contacting Police
 - Contacting parents

One Step Further

- **Programs for schools:**
 - Bully Free Alberta
 - S-Team Heroes
 - Children and Youth Services website
 - Government of Alberta Programs & Services website
- **Students/Parents need training:**
 - Being bullied
 - Being a bully
 - Being a bystander
- **Links to “my” world:**
 - User behavior later in life...
 - User expectations...



Question and Answer Session

Online Resources

- http://www.bullyfreealberta.ca/cyber_bullying.htm
 - Older site, but good information
- <http://www.child.alberta.ca/home/695.cfm>
 - Great site from Children & Youth Services
- <http://education.alberta.ca/departments/newsroom/bulletins/2010/20100305.aspx>
 - Agreement for online training to Grades 4-8
- <http://www.services.gov.ab.ca/Living/Dynamic.aspx?N=770+759+358>
 - New GoA Programs & Services site, with updated fact sheets
- <http://www.teamheroes.ca/website/facts.html>
 - Website focused on children/teens, with links to top site



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Thank You!

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