Slide 1

The Changing Online World:
Including Online Safety and Gaming

Ridgeway School – 11ᵗʰ December 2024

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1

Slide 2

Online Safety

2

Slide 3

How far have we come since 1994? The world has changed in some ways but not in others…

Life for young people (and therefore parents) outside school:
1994:
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.

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3

Slide 4

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Please download and install the Slido app on all computers you use

How has childhood changed over the last 30 years?

ⓘ Start presenting to display the poll results on this slide.

4

2024: There are now more pressures than ever before

Childhood & Adolescence has significantly changed compared to previous generations:

- **Constant surveillance /supervision**. Limited time outdoors & Socialising now mainly online. (Nat. Trust & Ofcom)
- **Highly processed diet** – consumption of processed food & constant glucose (Dale Pinnock)
- **Social Media**: Impact of persuasive design (5 Rights foundation) constant exposure to advertising and global levels of social comparison = impact on self esteem
- **The attention economy & constant notifications:** suppressing train of thought & ability to focus (Tristan Harris, Professor Marcus Raichle & Prof Susan Greenfield)
- **Cognitive impact of the pace of life online** (Prof Guy Claxton)
- **Reduction in levels of sleep** (Prof Charles Czeisler)
- **Sedentary posture** whilst consuming media for 5+ hours per day
- **Significant increase in peer influence and peer pressure**
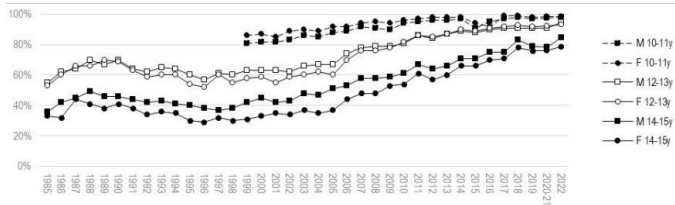
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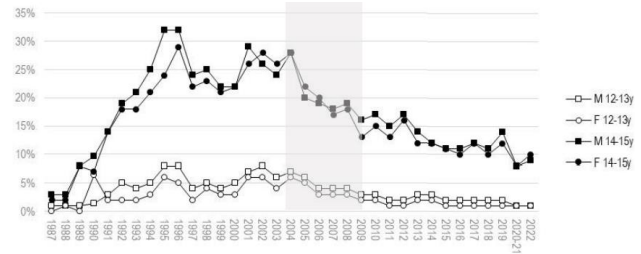
Percentage of pupils ever trying cannabis, 1987-2022, by age and sex
(shaded = period when Cannabis was moved from Class B to Class C)

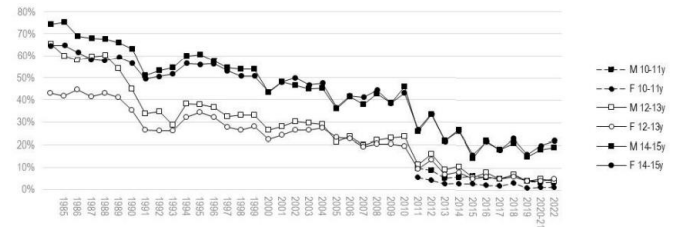brightcore consultancy
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Percentage of pupils who have never smoked at all, 1985-2022

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Percentage of pupils who drank last week, 1985-2022

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8

Slide 9

The individual consumption of media

- 'On Demand'
- Constant news,
- Separate experiences,
- Decline in delayed gratification & self-regulation
- Entitlement Culture & Communication Stress
- Voicing anger online, Echo-Chambers - Polarisation & Cancel Culture

Average Daily Media Consumption (per UK citizen):
- 1991 – 20 mins
- 2011 – 1hour 30 mins
- 2019 – 3 hours 3 mins
- 2021 – 3hours 59 mins
- 2023 – 5 hours 3 mins

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

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What has changed over the last two years?

- Significant increase in online activity
- Significant increase in online child sexual exploitation and abuse
- 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

Slide 11

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Please download and install the Slido app on all computers you use

What are you most concerned about when it comes to your child's use of devices?

ⓘ Start presenting to display the poll results on this slide.

Slide 12

Top 5 apps/sites used across all categories - by age group

YouTube
WhatsApp
TikTok
Snapchat
Instagram

Age 3-4   5-7   8-11   12-15   16-17

Children and Parents: Media Use and Attitudes Report

More children are both using social media and gaming online compared to last year

Online Gaming: 8-17s

Playing games with others
74% Played against or with someone else they know
32% Played against or with someone they don't know outside game

In-game chat (messaging or headset)
64% Chat to people they know
31% Chat to people they don't know outside the game

58% of 8-17s use multiple profiles on at least one social media platform

Social Media: The impact of persuasive design

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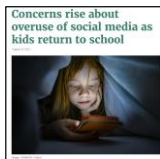
Sean Parker, former Facebook president
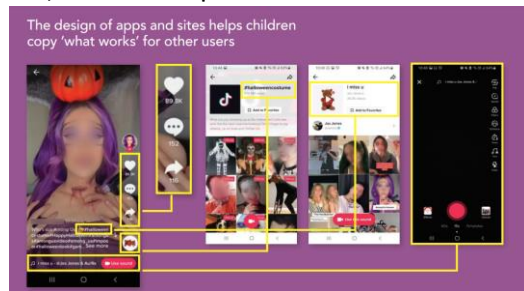
- 42% of young people self-reported what they considered to be early signs of addiction to social media.
- 80% reported that they wanted to leave a social media platform for wellbeing reasons but felt unable to.

Excessive gaming, problematic internet use, doom scrolling – all come under the umbrella of technology addiction:

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.

Slide 17

"The more you connect, the less you connect"
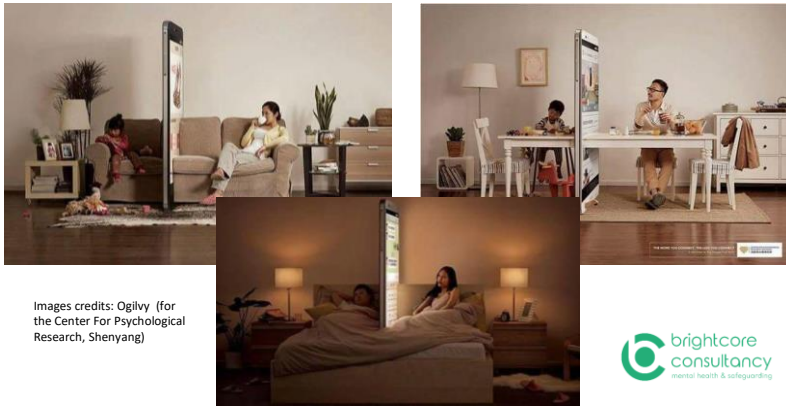
Images credits: Ogilvy (for the Center For Psychological Research, Shenyang)

Slide 18

Children's Wellbeing in a Digital World (2024) Key Findings:

1. There's cause for optimism:

Compared to previous years, children's developmental, emotional and social experiences have improved. Children are more confident and independent and see greater inspiration from the digital space. Additionally, digital spaces make children feel like they're part of a community.

2. Families are more connected:

Data shows greater involvement and oversight from parents. Additionally, parents report more conversations around children's digital lives.

3. Children still experience significant downsides:

contact from strangers, loneliness. Both parents and children also worry about the impacts of screen time.

4. Parents continue to face challenges:

Parents struggle to keep up with constantly changing tech and interests. Additionally, they face increased anxiety about their children being online.

Parents feel the impacts of digital use taking attention away from family time.

Slide 19
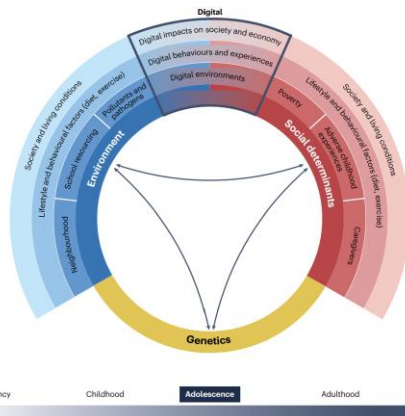
Factors contributing to adolescent mental health vulnerability

From: 'Mechanisms linking social media use to adolescent mental health vulnerability' Amy Orben, et Al. (June 2024)

Slide 20

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+
2022:   550,000+
2023:   680,000+
Current Estimate: 710,00 to 840,000

52% of police-reported child sexual abuse reports relate to children aged 10 to 17 years-old offending against other children.

Providing a picture of the threat to the UK from serious and organised crime

*"The **current estimate is that 1.3 – 1.6% of the adult population pose some degree of sexual risk to children**: 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

The Scale of Online Child Sexual Abuse

Annual Report
(IWF - Internet Watch Foundation)

"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** – (199,363 web pages in total)

- **2023 saw a 27% increase on 2022** – the figure is now 254,074 web pages

92% of reports assessed by the Internet Watch Foundation in 2023 were **assessed as containing self-generated indecent imagery**, an increase from 78% in 2022.

Source: Internet Watch Foundation.

IWF Annual Report 2023

The number of 'self-generated' reports by age

7-10-year-olds - sex of victims

11-13-year-olds - sex of victims
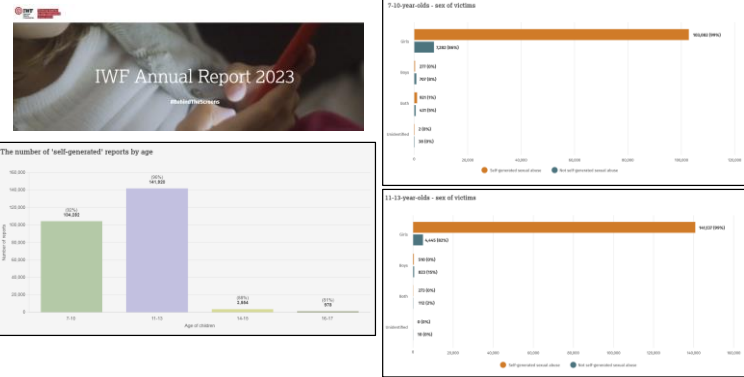
SEXTORTION:

- Criminal gangs, often based abroad, create fake identities using stolen photos to befriend people.
- They are finding their victims by going on social media (mainly Snapchat and Instagram) platforms and searching for high schools and youth sports teams, and then 'following' or 'friending' to start the conversation.
- After brief flirting online, the scammers move towards sexualised chat and start sending and requesting explicit photos. Once these have been provided, the criminals demand money, warning that if they don't get paid, the images will be shared with the victim's social media contacts, such as family and friends.
- Sometimes the blackmail takes other forms. Where victims are told to carry out other crimes, such as selling drugs or allowing malware to be installed on family computers. The NCA report that gangs are increasingly using artificial intelligence to make the scams more convincing.

Criminals are selling guides on social media on how to carry out sextortion

'Sextortion guides' sold on social media, BBC finds

How to Start Blackmailing

EXCLUSIVE: 100 children a day blackmailed over naked photos as sextortion scams soar

Dinal De Alwis, 16, took his own life after he was blackmailed by someone on Snapchat

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Sexually coerced extortion

Sex of children seen in sextortion reports
- Girls - 10 (6%)
- Boys - 161 (91%)
- Both - 5 (3%)

Ages of children seen in sextortion reports
- 14-15 - 70 (40%)
- 16-17 - 106 (60%)
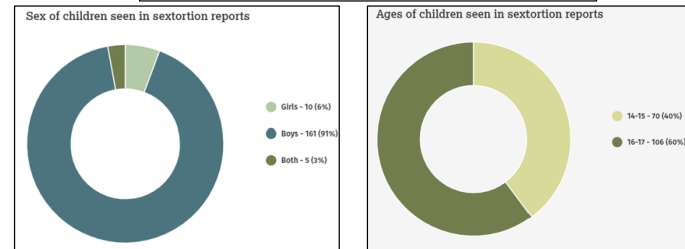
There was a 257% increase in Sextortion cases from 2022 to 2023

Slide 25

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

Global Online Safety Survey 2023
Parents and kids' perceptions of online safety

Personal, 45%
Misinformation, 51%
Violent content, 33%
Hate speech, 35%
Real-world graphic violence and gore, 28%
Misinformation or disinformation, 51%
Terrorist and violent extremist content, 12%
Cyberbullying, harassment, or abuse, 20%
Sexual, 25%
Self-harm, 15%
Threats of violence towards me or other people, 16%
Sexual solicitation, 16%
Release of intimate images without your consent, 11%
Child sexual exploitation and abuse, 9%
Suicide and self-harm content, 15%

25

Slide 26

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

Hate speech, 29% / 39%
Threats of violence, 11% / 19%
Misinformation or disinformation, 45% / 52%
Suicide and self-harm content, 11% / 18%
Sexual solicitation, 11% / 17%
Cyberbullying, harassment, or abuse, 17% / 23%
Real-world graphic violence & gore, 25% / 31%
Terrorist and violent extremist content, 10% / 14%
Child sexual exploitation, 7% / 10%
Release of intimate images, 10% / 12%

● Parents of 13-17 ● Teens

Reasons for not using safety tools (among parents & adults)

Was not aware of these safety tools — 49%
I don't think safety tools are necessary — 21%
I don't think these safety tools really work — 20%
These safety tools seem too complicated to set up or use — 19%

26

Slide 27

Tik Tok's Algorhythm & Misogynistic content

This research has explored how social media platforms, and their algorithmic processes, are putting young people at risk through exposing them to increasingly harmful material, which is now presented as entertainment in young people's feeds.

Hateful ideologies and misogynistic tropes are becoming normalised in young people's behaviours both online and offline.

After only 5 days of TikTok usage, our research shows a fourfold increase in the level of misogynistic content being presented on the "For You" page of an individual's TikTok account.

The algorithm privileges more extreme material, and through increased usage, users are gradually exposed to more misogynistic ideologies which are presented and gamified through soft or humorous cultural forms.

The National Policing Statement for VAWG, commissioned by the National Police Chiefs' Council and College of Policing, found:

- There has been a 40% increase in VAWG crime involving technology

27

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Please download and install the Slido app on all computers you use

Do you think your child has seen pornography online?

ⓘ Start presenting to display the poll results on this slide.

28

Slide 29

Figure 3 - Percentage of survey respondents who selected the top 10 sources of pornography.

Children's commissioner: Pornography affecting 8-year-olds' behaviour
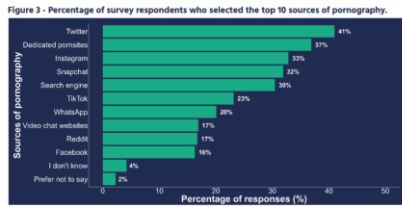
- Many children are first exposed to pornography at a very young age.
  - **10% had seen it by age 9**
  - **27% had seen it by age 11**

29

Slide 30

Awareness of pornography by age

Base: All (bases in brackets in graph)

- Seen in the Last 2 Weeks
- Not seen in last 2 weeks, but have seen before
- Heard of it, but not seen any
- Never heard of it

Age	Seen in Last 2 Weeks	Not seen in last 2 weeks	Heard of it, not seen	Never heard
11–13 (513)	18%	33%	34%	15%
14–15 (259)	32%	34%	31%	3%
16–17 (370)	41%	38%	20%	1%

30

Slide 31
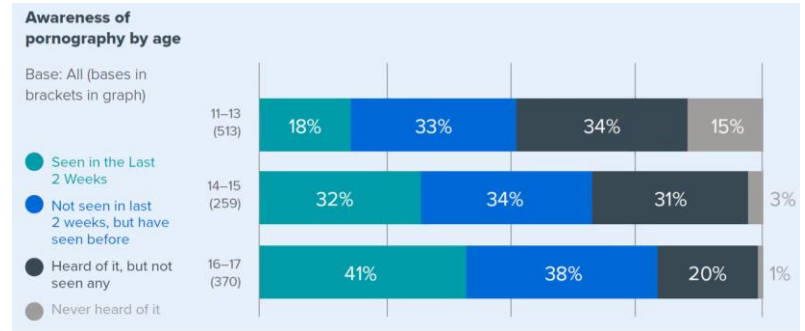
Sharing nudes: the normalisation of CSAM
Most of the children interviewed said they'd seen sexual or nude images and videos shared on Snapchat, often of other children.

Buying and selling: the Snapchat marketplace
"They add it on their story and they say, 'Who wants this for this much amount of money?' They'll sell edibles, weed, balloons. Weapons as well. Rambos, samurai swords, knuckle-dusters, all sorts of things."

Popularity is power
Follows, shares and views get you 'clout' on Snapchat, so there's an incentive to share whatever gets attention. And often this is violent or sexual content, sometimes of illegal activity.

Making people say sorry
Almost all the young people reported seeing a particular kind of video on Snapchat that entailed people being humiliated. Often this came in the form of the victim being forced to beg, apologise or do something humiliating on camera

Anti-social Media
The violent, sexual and illegal content children are viewing on one of their most popular apps

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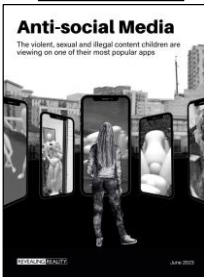
Slide 32

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Please download and install the Slido app on all computers you use

Would your child tell you if they got into trouble online?

ⓘ Start presenting to display the poll results on this slide.

32

91% of parents say their kids would be likely to ask them for help if they were bullied online

Teens say they would

Report it to the platform — 53%
Tell a teacher or another adult — 33%
Tell a parent — 26%
Tell a friend — 26%
Not tell anyone — 14%

ROBLOX Digital Civility Survey

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2 in 5 pupils have never told anyone about the worst thing that has happened to them online
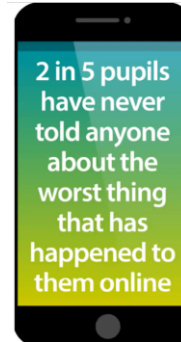
- worried they'll get in trouble at school/home
- embarrassed
- lack the words or means to explain
- not sure what would happen if they told an adult
- worried about being called a 'snitch'
- can't see how an adult could help
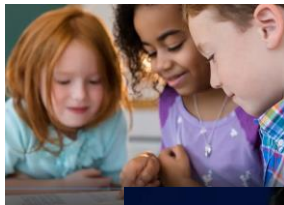
We need to create a culture where they will tell us…

"I wouldn't want to be called a snitch"
24%
12%
43%
Total 29%

"I'd worry that I was to blame"
30%
33%
48%
Total 39%

"My parents/carer would stop me using the internet"
13%
18%
49%
Total 30%
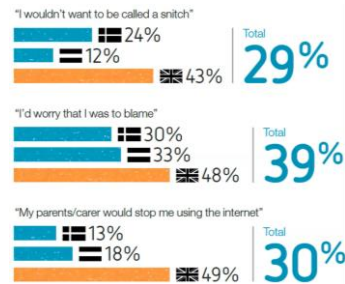
Important messages for young people to hear

- 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

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30.

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Please download and install the Slido app on all computers you use

How many of these apps could you name?

ⓘ Start presenting to display the poll results on this slide.

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1. Youtube   2. TikTok   3.WhatsApp   4. Roblox   5.Instagram   6.Brawl Stars   7. Snapchat   8. Netflix
9. Youtube Kids   10. Facebook   11. Discord   12. Twitch   13. Twitter 'X'   14. Pinterest   15. Reddit   16. Fortnite
17. Houseparty   18. Hoop   19. Kik   20. Facebook Messenger   21. BeReal   22. Gas   23. Steam   24. Whisper
25. Chat GPT   26. Tinychat   27. Secret Calculator   28. OnlyFans   29. 4chan   30. Threads

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Report any problems…
https://reportharmfulcontent.com

But what about the positives?

We now have a generation of children and young adults who are:

- Highly skilled in digital technologies and eager to learn and develop new skills
- More mentally agile
- More emotionally literate, open and engaged
- More environmentally conscious
- Willing to campaign, organise and lobby for change.

Inspiring change? The future online

- 61% of young people say they have regularly sent a friend a kind message online if that friend felt sad or unsafe online.
- 64% of 15-year-olds have changed their profile picture online or added a filter to support a cause or campaign in the last year.
- 39% feel that online influencers inspire them to have a positive impact in the world.
- 66% saying they feel excited about changes including developments with artificial intelligence, virtual reality headsets and new social media apps.

UKSIC research data - 2024

41

I love technology.

- Staying Connected Locally & Globally - Family & Friends
- Having Fun – Music – Playing / Production (& Transportation!)
- Improving my work – Communication, Presentation & Research

42

How has technology improved my life?

High-Resolution camera and camcorder in my pocket at all times

Apps that enable me to:

- Curate & create music
- Lock, locate & air-condition my car
- Get a taxi
- Find my way around unfamiliar cities & avoid traffic jams in real time
- Control my central heating
- Do my Banking / finances
- Play games
- Watch films, TV Shows & Live Sport
- Support MH&W - Meditation / Therapeutic interventions

43

How has technology improved my life?

Apps that enable me to:

- Instantly access any book that I want to read
- Organize my diary
- Pay bills
- Get anything I want delivered within hours
- Access the knowledge of the world at my fingertips
- Baby monitor when my daughter was tiny
- Look after my health & fitness
- Cook the perfect steak

And yet, we have to remember that technology is a trade...

44

Useful Resources
for Parents

www.internetmatters.org

Useful Resources: Gaming

49

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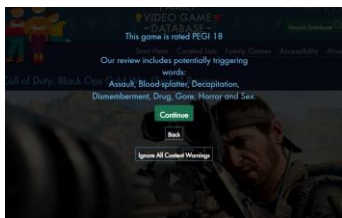
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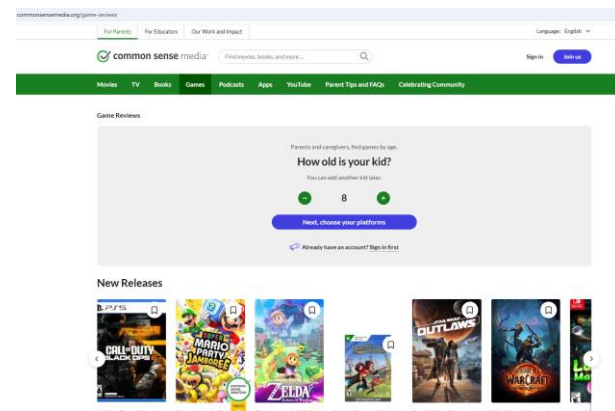
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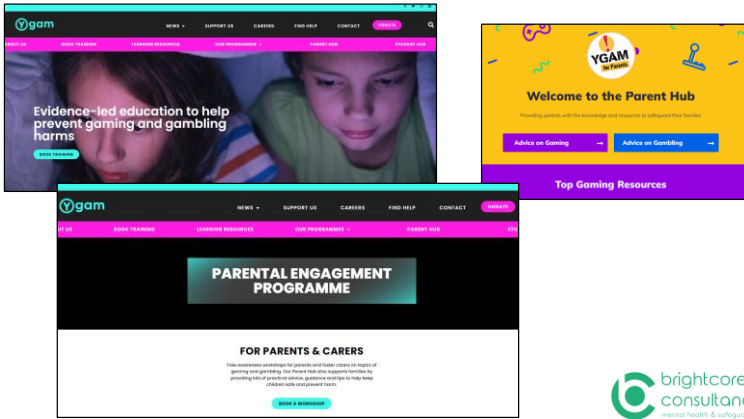
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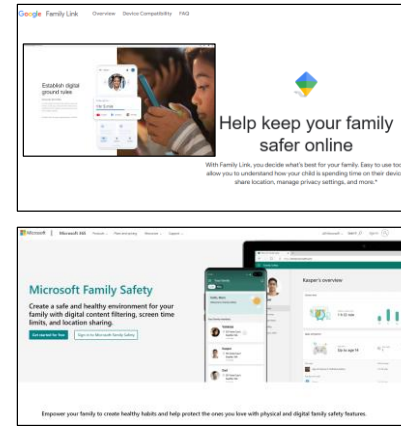
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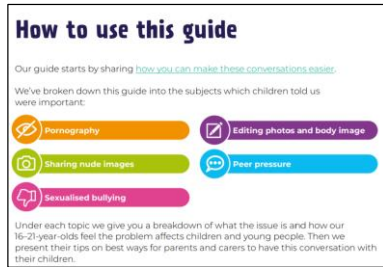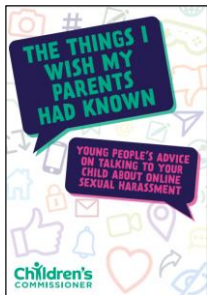
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Useful Resources:

56

HeadStart Kernow's Digital Resilience Tool

Digital Resilience Tool

CORNWALL COUNCIL
COMMUNITY FUND

57

Devices

Education

58

Gaming

Watching Content

59

Relationships and Sex

Relationships and Sex - Continued

60

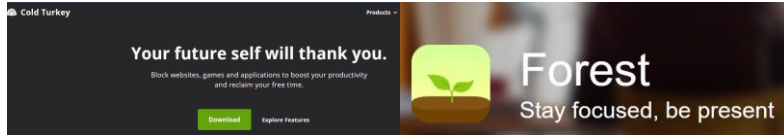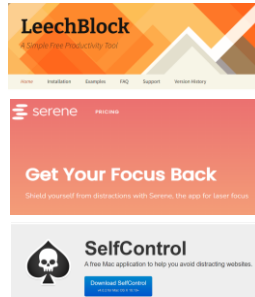**Social Media**

Social Media - Continued

Social Media - Continued

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!

SMARTPHONE FREE CHILDHOOD

MENU

Childhood is being rewired.

Parents United For a Smartphone Free Childhood is a grassroots movement that kicked off in February 2024.

Friends Clare Fernyhough and Daisy Greenwell set up a WhatsApp group to support each other, and anybody else who might be feeling the same, in the decision to hold off on buying their kids smartphones.

To their amazement, within 24 hours, thousands of other parents had joined the group after an Instagram post by Daisy about it went viral.

After the initial group maxxed out at 1000 people, Daisy and Clare encouraged those joining to start their own regional WhatsApp groups. In hours, 50 regional groups had launched, from Scotland to Cornwall, Essex to Herefordshire.

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

Mona Crane

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.

> *Everything that is in the world when you are born is normal, everything that is invented or developed between when you are born and when you turn 30 is the future; incredibly exciting and with any luck you can make a career out of it. Everything that is invented or developed after you turn 30 is the root of evil and should be banned.... until it has been around for 10 years and turns out to be OK!*

Douglas Adams

65

Thank You

Any Questions?

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66