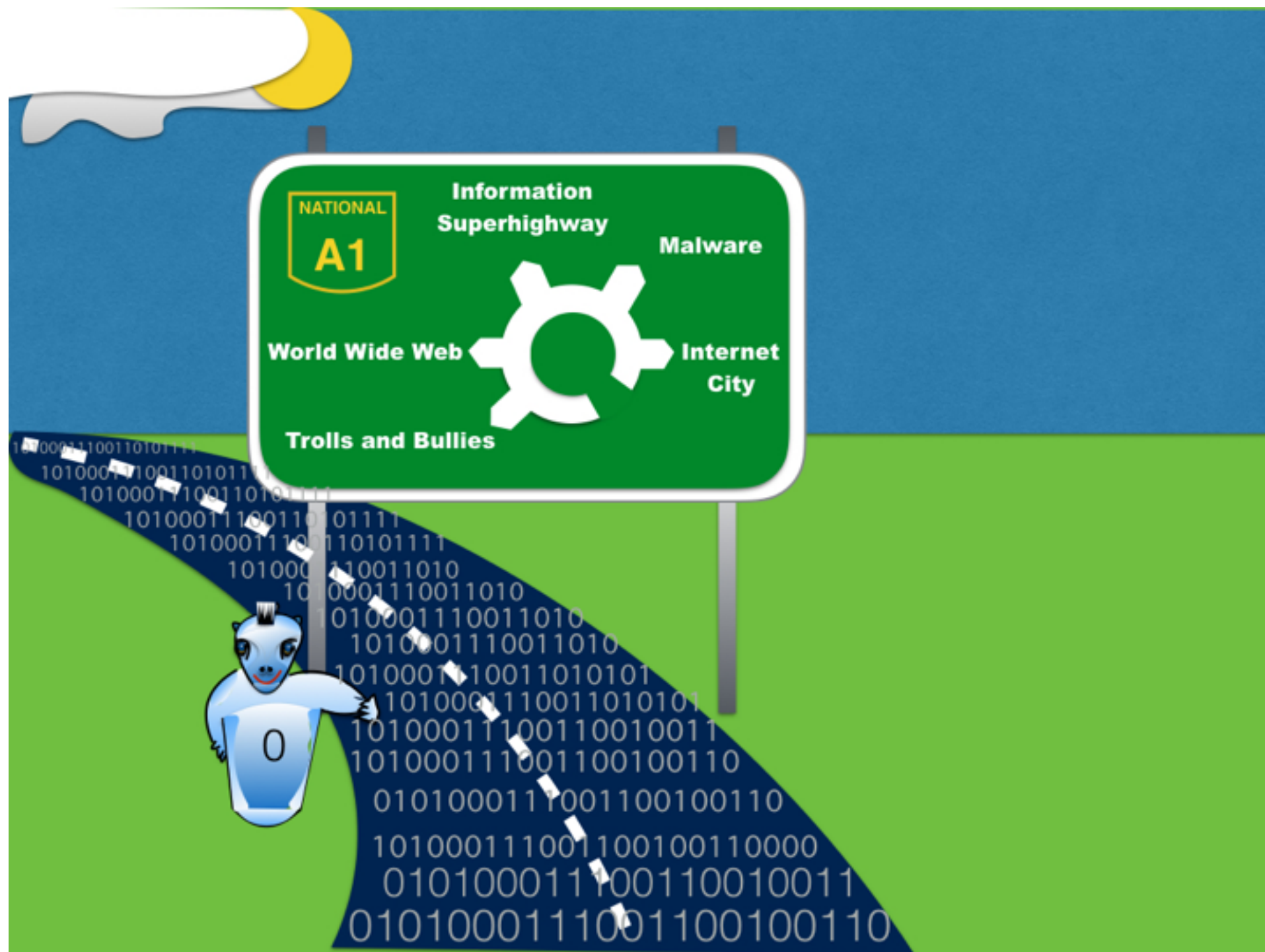




**PARENTS,  
PROTECTORS, &  
TEACHERS GUIDE  
TO CYBER BULLYING  
AND KIDS WEB  
SECURITY**

**HOW TO  
GUIDE  
YOUR KIDS  
TO USE THE  
WEB SAFELY**



# The US cyber Bullying Epidemic - By the numbers?

42,152,441 Web Connected Devices –  
Children have access to 3 devices per household

## Tech Toddlers to 5 Year Olds 20,110,000

1,609,200 PCs and Laptops  
3,400,000 V-Tech Laptops  
(already hacked – 5 million adults  
Financial details stolen)  
560,000 Smartphones  
298,000 Tablets



## 6 to 11 Year Olds 14,900,000

6,436,800 PCs and Laptops  
2,240,000 Smartphones  
1,192,000 Tablets



## 12 to 17 young adults 21,239,000

10,443,550 PCs and Laptops  
18,200,000 Smartphones  
1,172,891 Tablets



\*\*eMarketer  
internet statistics  
statisticbrain.com (September  
2015)  
Wikipedia  
pewinternet.org  
nces.ed.gov  
census.gov

Cyber Bullied 6 to 17 year olds per annum	16,102,840
Teens 12 to 17 with a Facebook Account	14,311,892
Cyber Bullied through Facebook	13,558,591
Teens 12 to 17 with a Instagram Account	12,696,470
Bullied at School	11,457,790
No of teens bullied inside school	9,739,122
Teens who don't tell their parents	8,354,840
No of 17 Years plus Students bullied each year	7,218,408
Cyber Threats against teens	5,302,110
Smartphone Bullying	4,550,000
Girls subjected to Cyber Bullying	4,032,817
Cyber Bullied through Instagram	3,768,065
Cyber Bullied through Twitter	3,446,008
No of student who told teachers	3,322,759
Students bullied daily	3,096,700
2 to 11 year olds suffering from obesity	2,980,000
12 to 17 year olds suffering from obesity	2,892,060
Boys subjected to Cyber bullying	2,667,122
Number of 2 to 11 year olds considering suicide	2,384,000
Cyber Bullied through Snap Chat	2,173,883
Students who did not attend school due to bullying	2,167,690
Kids 6 to 11 with a Facebook Account	2,097,120
Cyber Bullied through Instant Messenger	1,771,312
Blackmail Photos	1,767,370
Teen Weapon Injuries that took place at School	1,285,360
No of teens bullied enroute to school	1,260,357
Teachers bullied by colleagues and administrators	1,155,000
Parents who are concerned about Bullying	1,043,000
Sex offenders on US Register	750,000
Teens suffering from Depression	642,680
Teens attempted suicides (average pa)	575,000
Teens treated in Emergency Rooms pa	520,000
Teens who self harm	157,000
Teen suicides per annum	4,600
Teens murdered each year	4,500 **

Cyber bullying was recognised as a problem in 2007 in the last 8 years  
parents , authorities and teachers have done little to help 160 million  
children passing though the education system to combat cyber bullying

59,200,000 cyber bullies now in the workforce  
31% still subject to sextortion based on current incident rates



Average number  
of SMS sent by  
a 14 year old  
3,222 per month

An 8 year old  
now spend 24  
hours a week  
online

52% of children  
bullied through  
family Facebook  
account (private  
Messaging)

Bagging and  
Tagging rising

21% of 8 year  
olds have a  
Social Media  
account

Only 7% of  
parents have a  
regular  
conversation  
about the web  
with their  
children

94% of Parents  
do not know  
what Apps have  
been  
downloaded on  
their children's  
devices

37% of children  
admit to being a  
cyber bully

Cyber bullying  
affecting brain  
development in  
children

31% of  
Sextortion cases  
reported by  
children

Only 5% of  
Cyber bullying  
reported by  
teachers and  
authorities

One third of  
Teachers bullied  
by students and  
their colleagues  
and Heads

Cyber bullying  
encourages  
eating disorders,  
Self harm and  
suicide

11 million Family  
Identities have  
been stolen in  
2014

81% of ALL AGE  
kids have visited  
a porn site

34% of families  
use Parental  
Controls – only  
3% check their  
child's activity

71% of ALL kids  
have given out  
personal  
information to  
strangers and  
even family  
banking details

Only 35% of  
tablets and  
Smartphones  
have anti virus  
installed

# The Spread of the Cyber Bullying Epidemic



**UK** - The US numbers are being mirrored. 1,134,529 depressed schoolchildren being affected by cyberbullying (currently 11% of the 10,313,900 - 3 to 17 year olds) - again 85% through Facebook. Facebook Parents are unaware that their offspring are being cyberbullied through Private Chat on the Family account.

**AUSTRALIA** - Of the 4,644,000 schoolchildren 1 in 4 are cyberbullied daily (that's 1,161,022 terrified kids)

**GLOBAL** - 1,800,000,000 Tweens with access to web enabled devices. 750 million Facebook users.

***The Average number of students in the EU, Japan, Australia who have been cyberbullied is 7.9%. If that's extrapolated globally that's 142,200,000 potential cyberbullying victims.***

If we then applied the suicide rate to known realted cyberbullying instances there is a potential 1,066,500 deaths based on the global web access statistics.

Will cyberbullying stop once Facebook exceeds 1 billion users?

Exposure to bullying as a child was associated with psychiatric disorders in adulthood that required treatment in a study of Finnish children, according to an article published online by *JAMA Psychiatry*.

According to Anti-Bullying Alliance, nearly one in five (**17%**) of London children experience mean or cruel behavior online and a quarter of kids in the capital are witnessing the cyber-bullying of a classmate or friend.

Only **15%** of parents think that their child is safe online.

**47%** of parents are concerned about their child being bullied online. Half of parents think their child may have been bullied online, **15%** know this for certain.

**44%** of parents think their child may be a cyber-bully themselves and **13%** have been told that their child is a cyber-bully.

**65%** of children often go online without any parental supervision.

**26%** spending four hours or more online every day.

**53%** of children go online in their own room.

**23%** of children who have directed a comment with cruel or abusive language to someone online consider it 'mean' to the person it was directed at, and just **9%** consider that behavior to be cyber-bullying.

In addition, **15%** think if someone was upset by a mean comment directed at them online, they would be 'over-reacting', **24%** saying they would be shocked to have their comments perceived as cruel.



# TEACHERS PROTECTORS & PARENTS

There are plenty of books written about Internet and Web safety available to adults but very few that help young adults to learn the golden rules.

Cyber Bullying incidents has mushroomed from 27% in 2011 to 52% this year. Affecting 16 million teenagers directly and causing severe depression (.5 million) and possibly causing 4,500 suicides and could be a contributor to school shoot outs.

Our responsibilities as educators is to provide a framework to help children understand physical threats such as "Don't accept lifts from strangers", but this rarely translates to a child's digital life and the threats that web perversity brings. We teach children not to cross highways but we literally throw them on the Information Superhighway without supervision.

The objective of Web Proficiency is to provide children and teenagers twenty golden rules they should learn before they are given rights to surf the web unsupervised.

As teachers and parents we cannot monitor a child's web activity 24 hours a day so we rely on a child's judgement and self determination when using the web. The web is a filthy place and children's instincts are to play in the dirt.

Parents either don't bother with a child's digital life or don't care both have serious consequences. Only 7% of parents are concerned about their child's online presence.

This training course addresses basic concerns that a child needs to understand when using the web and how to maintain the integrity of the child's digital life. In particular, how to address Trolls and Cyber bullying. 98 million children expressed a desire not to go to school the next day after a online bullying incident.



# ROOT CAUSE OF CYBER BULLYING



If you are upset by the statistics – you should be! The Internet is an awful place for children to be. We spent 30 years creating a media that is insidious and lethal. Yet we turn a blind eye to the Web and continue to do little about it. Anonymity is the root cause of Cyber Bullying.

Although physical Bullying has been around for millennia, Cyber bullying allows an instigator to taunt remotely.

100,000 Websites a day are hacked by anonymous Nation States and 1,250,000 hackers during the day at night they turn their attention to children. 52,000 data breaches a day are started by Insider Fraud and employees. This costs businesses globally \$176 Billion in extortion that funds organised crime and terror. Of the 2.6 billion global Web subscribers 1.6 billion identities have already been stolen. A family identity is sold online for \$5 ..hackers are getting rich and sophisticated. 11 million teens had their identity stolen in 2014 partly cajoled by predators and hackers and sexploitation. 85% of devices have hidden malware and some devices have it pre loaded.

What are Parents doing about it?

93% of US parents dont give a hoot about child safety!

What are teachers doing about it?

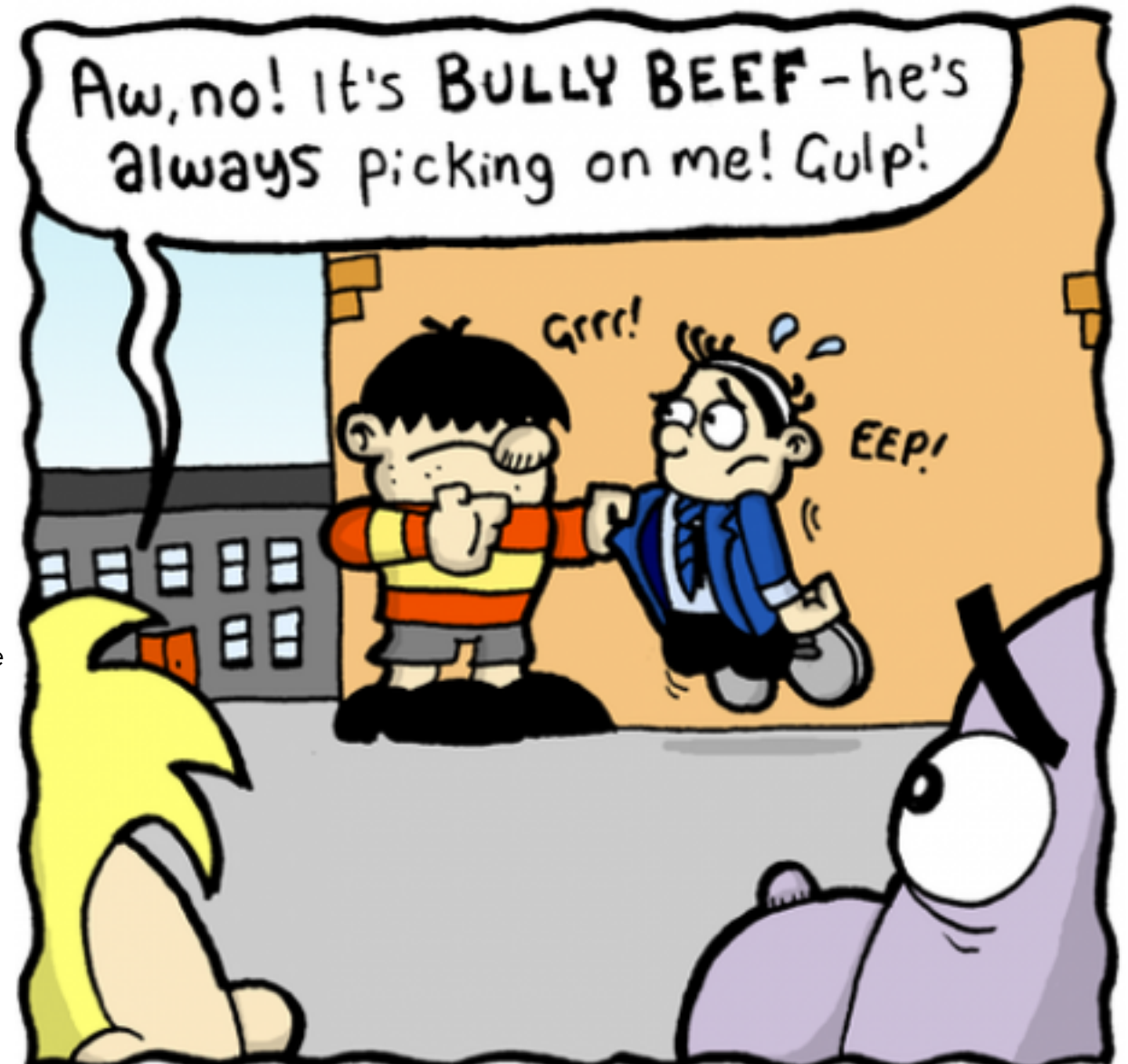
Only 21% of Cyber Bullying cases are reported by teachers. Bullying has become institutionalised even in Education.

What are Guardians doing about it?

Only 5% of Cyber Bullying cases are pursued by police.

What are HR departments doing about it?

No psycometric test exists to tell you if a candidate is a bully. Most corporations endorse Institutional Cyber Bullying. Its a fine line between a Hard Nosed Businessman and a Neanderthal.



Bully Beef cartoon courtesy of the Dandy comic  
Bully Beef and Chips are part of DC Comics

# ROOT CAUSE OF CYBER BULLYING



What's our governments doing about it?

Not a lot ...they are more concerned about mass surveillance.  
There is no Ralph Nader acting as a vanguard for Internet safety  
and so vendors and politicians do nothing and literally get away  
with murder.

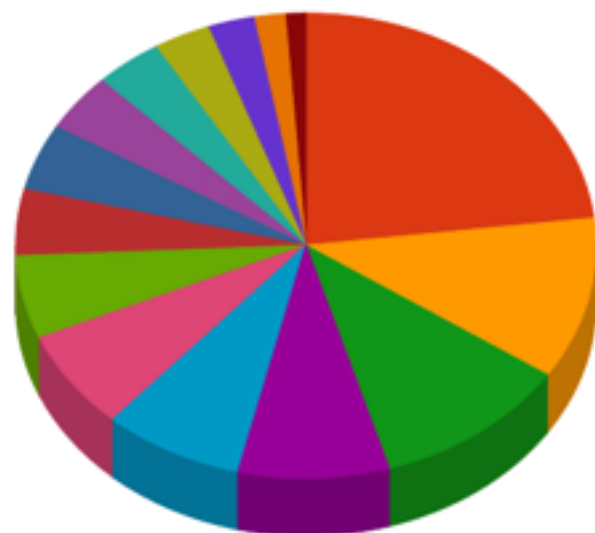
Countries are taking matters into their own hands. New Internet  
laws introduced by China, Kazakstan, South Africa, India, Pakistan,  
UAE, Nigeria restrict web abuse and tie communications to a  
security certificate. Should western countries adopt this or opt in  
to a voluntary scheme?

Why do we need to be anonymous? The stock answer is that  
people want the Internet to "Free and Open" but its a belief that  
to remain anonymous that they can browse illicit websites and get  
goods for free.

Time for the Web to grow up? Why is the web not more secure, is  
it because snooping technology has not caught up sufficiently  
well?

**STOP A BULLY**  
SAFE & ANONYMOUS

**TYPES OF BULLYING REPORTED**  
(StopABully School Reports from Sept 2011 - April 2012)



\*Multiple types of bullying can be selected.



(1-800-SUICIDE or 1-800-784-2433 or 1-800-273-TALK 1-800-273-8255).

# ROOT CAUSE OF CYBER BULLYING



Do you recall the the Phone under the stairs?  
It was great, you had one number to be reached on.

Your spoke to people physically so you knew about emotions and you had  
the option to be included in a telephone directory.

You could hear children speak to their friends

They could not get cyber bullied only physically bullied

Families had privacy – so why cant we find a way to replace this in the digital  
world?

There is a way... a protocol that converts your phone number into a family  
email address

That way all communications are monitored and used to a single address  
across multiple devices

It also keeps hackers and predators away from your children because they  
need to identify themselves before they connect. We are building this right  
now.

Parents must invest in the right software tools to combat hackers and  
predators. So budget accordingly.. If you buy a Tablet or smartphone for  
children invest in Parental controls, anti Virus and VPN software add ons.



BUDGET:  
Device Cost \$700  
Applications \$300  
Gaming Apps \$250  
Anti-Virus \$60  
Parental Controls \$75  
IP VPN \$60

*Avoid Free- Nothing is Free anymore - you may be tracked, viruses will exploit  
backdoors in applications.*



# GOLDEN RULES FOR PARENTS



Guide and nurture your children in a No Blame household

Reassure your child that they can talk to you anytime – initiate courageous conversations

Encourage weekly hygiene checks on all devices

Elicit answers from your child on good web etiquette

Keep maintaining the right environment to allow children to surf safely

Surf together to apply rigour. Pose problems for children and allow the child to reflect on your decision process. Don't make Cyber bullying a monotone biblical diatribe – keep the subject bubbly.

Governments and Academia are trying to sort themselves out and have produced advisories but not speaking young speak. We have seen plenty of dictates and conversational approaches even contracts drawn up. We thought how to address key rules that are entertaining and memorable? So we created Sludge, Sweetie and Slimy Siber critters to help guide children's cyber habits, and a hefty dose of rhyming prose to pull it all together. The prose is written in a Hip Hop beat so can be easy to sing.

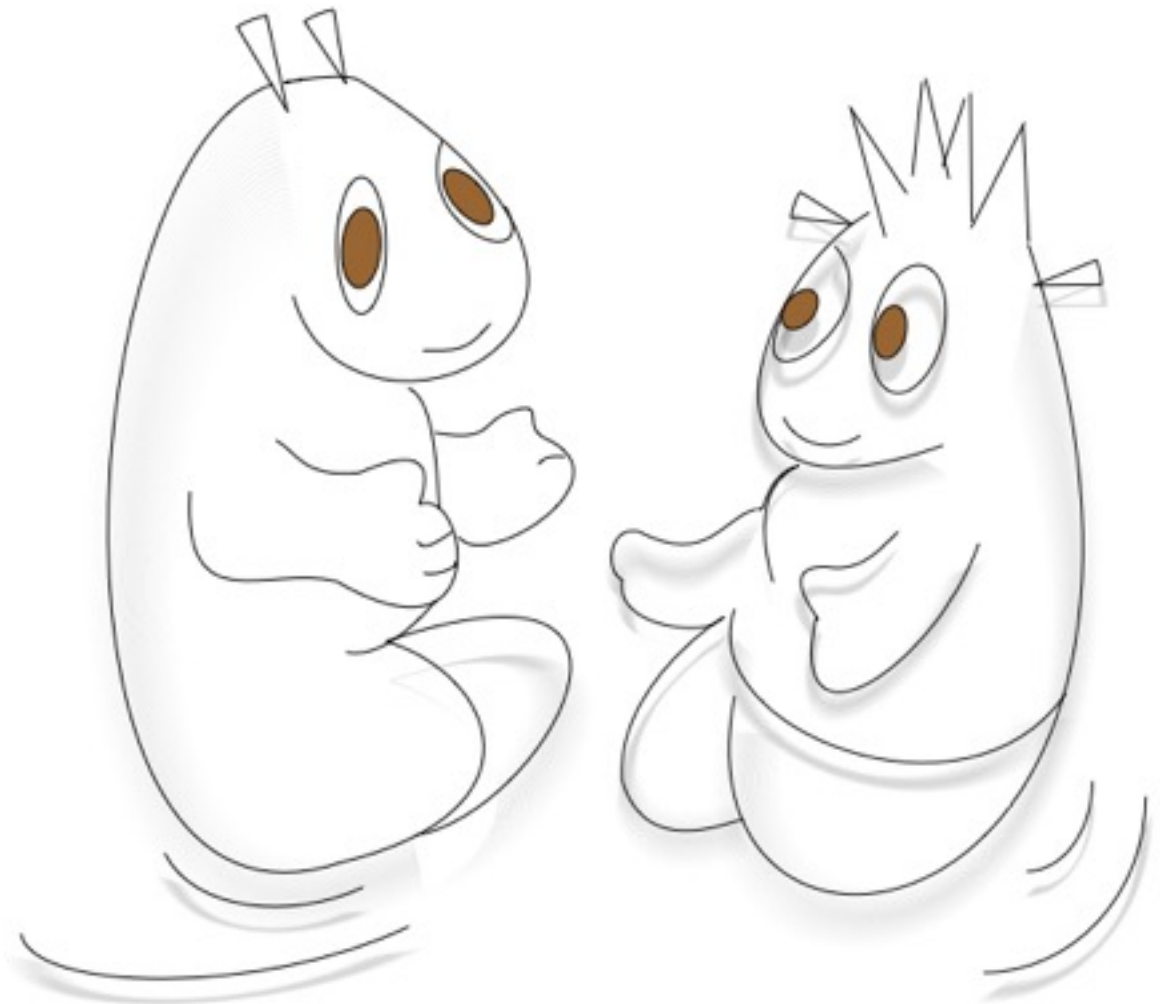


**Don't make Cyber bullying a monotone biblical diatribe – keep the subject bubbly.**



# Introducing The Bompers

- Many years ago I drew two characters for a art college project as a political satire weekly strip. The characters were simply drawn, slightly goofy looking but were able to dish out pearls of wisdom. Because they are comic in the literal sense it should appeal to most kids up to the age of 17. They are easily replicated for children to draw and colour.
- Sludge And Sweetie can travel inside the world wide web because they are very very tiny
- Sludge And Sweetie Bomp Everywhere As They Have Tiny Legs. Legs are not much use in the internet and get in the way when you travel at The Speed Of Light. (Which Is Very Fast).
- Sludge And Sweetie are good bompers and keep the internet safe for children to use
- Sludge And Sweetie can sit on your shoulder and whisper nice things in your ear and make wishes come true



## This is Slimy Siber

- As a counterpoint to the good critters Slimy Siber is a naughty critter (he is all twisted and bitter) and also lives in the internet and has nothing better to do than play tricks on children. This character signifies the unseen dark side of the web. Children will ask what a hacker looks like, an impossible task as many hackers are teens anyway, so Slimy is a foil to help children visualize viruses and hackers or even predators.
- Slimy Siber is a bad bomber ..He is smelly and leaves a dark puddle of goo behind him. Sometimes this goo gets under your fingernails and makes them black...yuk!
- Slimy Siber wears a black bobble hat he is as small as a speck of dust
- Sludge and Sweetie protect the internet from Slimy Siber and his wicked ways and crafty tricks
- Sometimes Slimy Siber whispers bad things in your ear. He does not like Sludge and Sweetie and wants to undo all the good works that Sludge and Sweetie do: Slimy Siber does not have any friends. Why do you think that is?



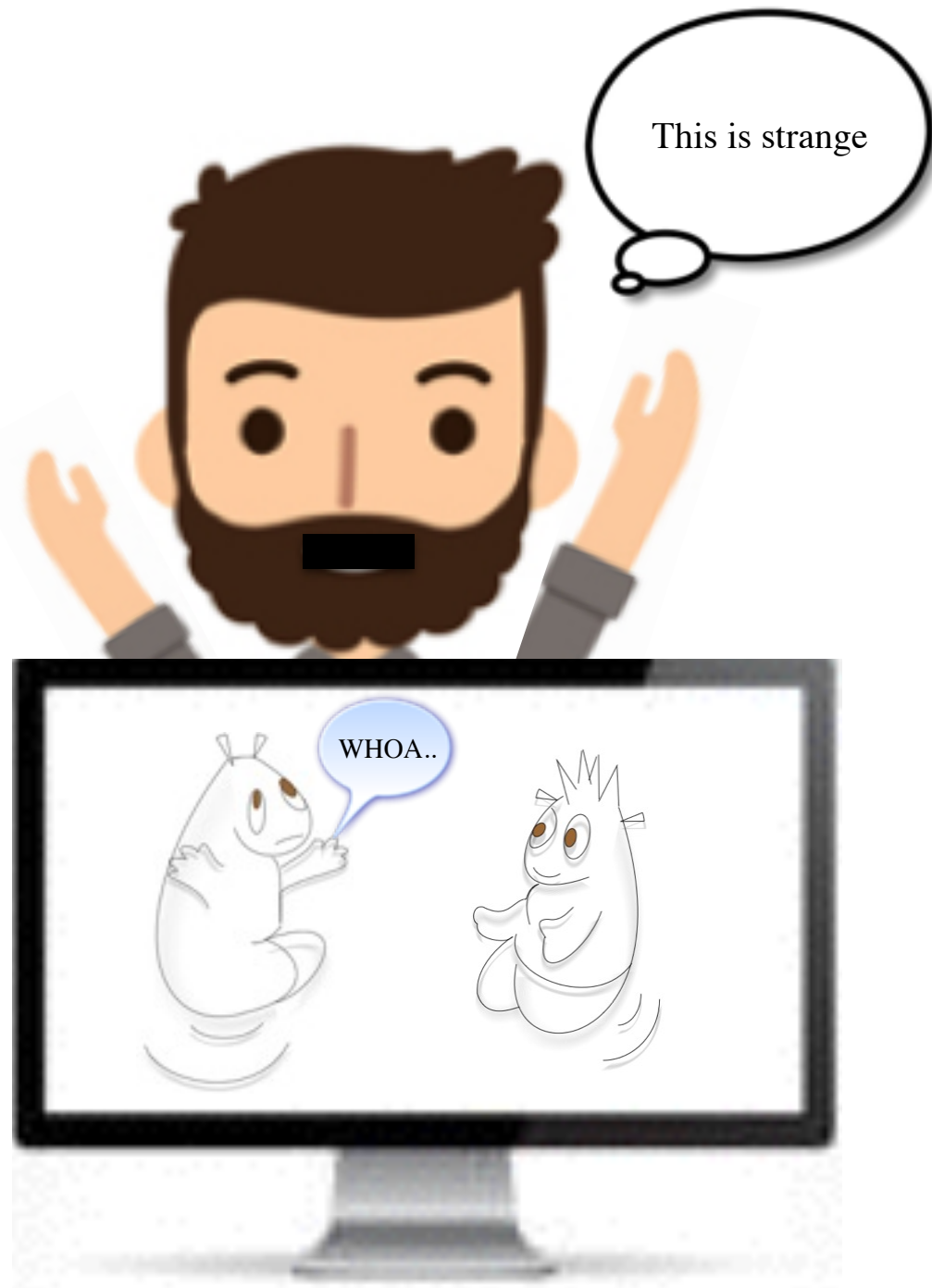
# CHRISTMAS MORNING...

- Here is a generic mixed family The Smiths – devices are the most popular gifts at Christmas and Birthdays. The Web Proficiency test helps children understand the ramifications of poor Web etiquette.
- Christmas was very special for the smith family. Tracy, John and Emma got a new baby brother.
- To celebrate Tracy was given a smartphone, Emma a tablet and John a laptop as presents by their parents
- Tracy was 16, john was 12 and Emma was 6 years old. Emma was just happy not be be the youngest any longer. They were very happy to be given such nice gifts
- Papa smith and Mummy Smith said they could use the internet for homework and to play games



# UH OH..

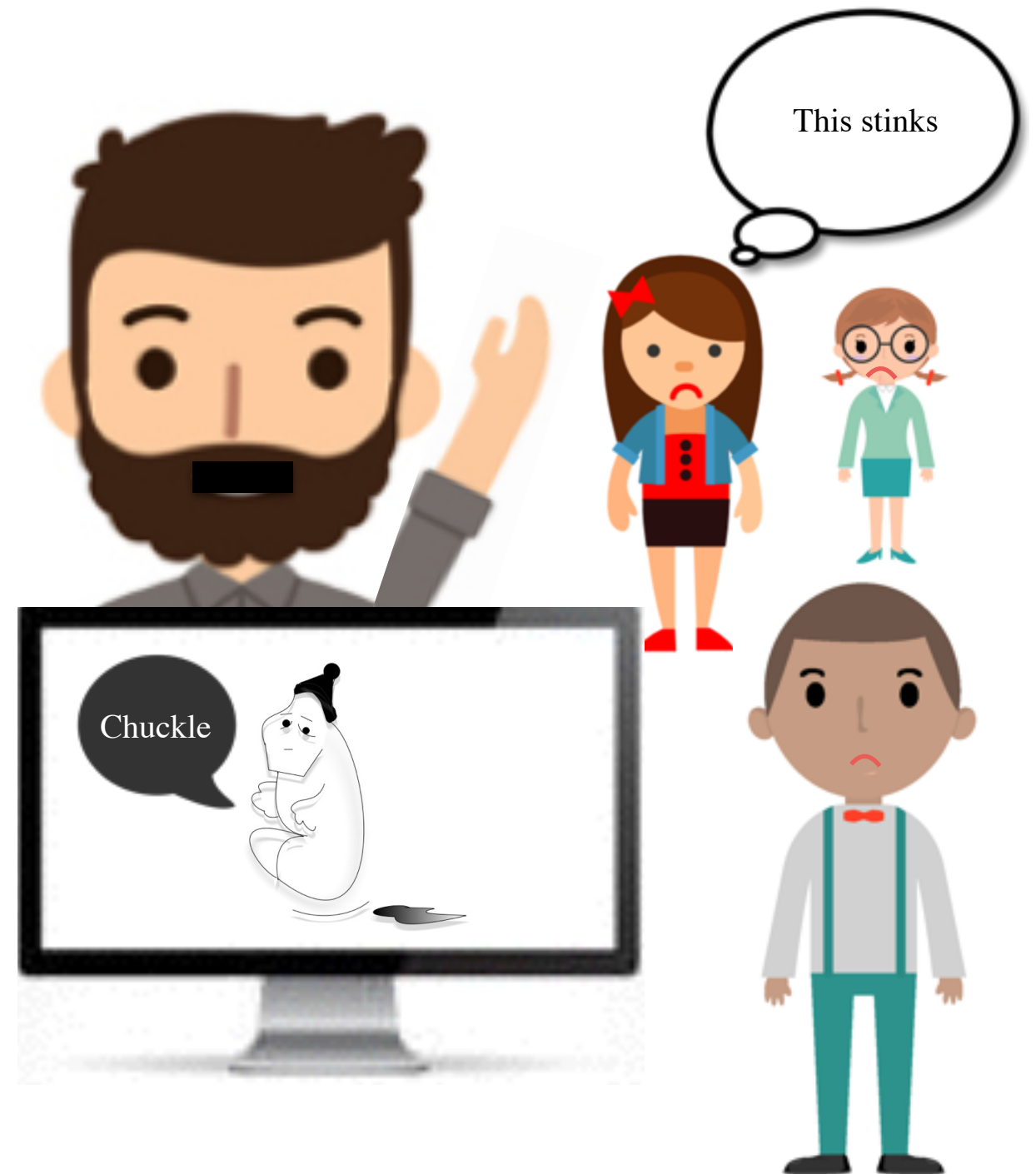
- On the other side of the internet Sludge and Sweetie heard the children's happiness at receiving their new devices
- They instantly bounced through the internet to the smith house and onto papa smith screen.. Which gave papa smith a big shock!
- Sludge was worried that Papa Smith had not yet educated his children how to use the internet.
- "Whoa" said Sludge "if you don't teach your children how to use the internet then Slimy Siber will harm them.. And you do not want Slimy Siber in your house ...he will steal money and upset your whole family!"
- Sweetie added "the children must do the Web Security Proficiency test"!





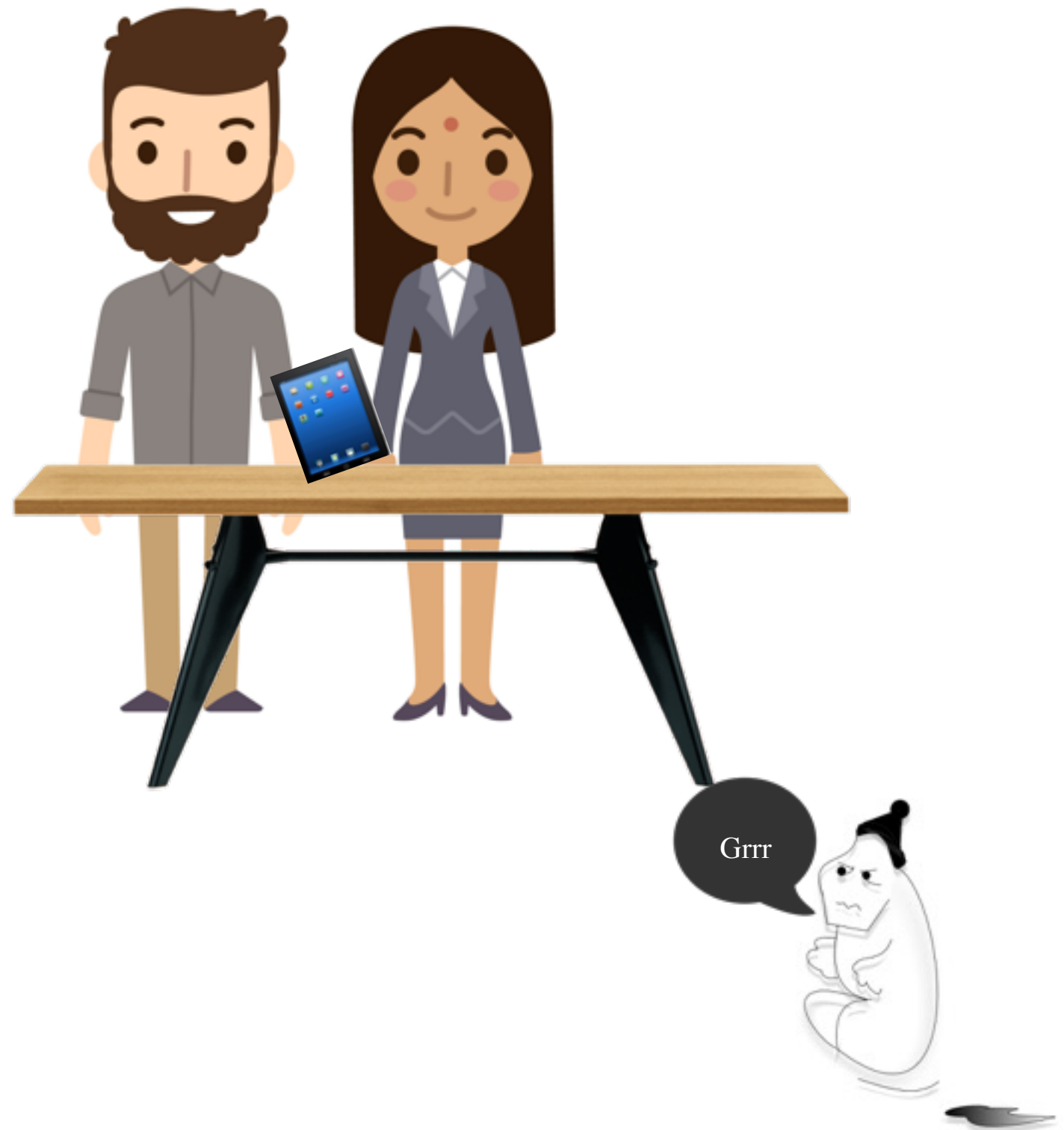
So..

- Papa Smith told the children that they could not use the new smartphone, pc and tablet until they had passed their Web Proficiency test and switch on to safety
- Papa Smith sat down with each child and explained that learning to use the internet was just like riding a bike. Each child should know how to search and use the right information on the web and practice road safety.
- Just then a tiny speck of dust appeared on the children's shoulders...can you guess who that is?
- That's right Slimy Siber ....Followed sludge and Sweetie. Slimy Siber chuckled to himself because he could do nasty things to the children's new presents



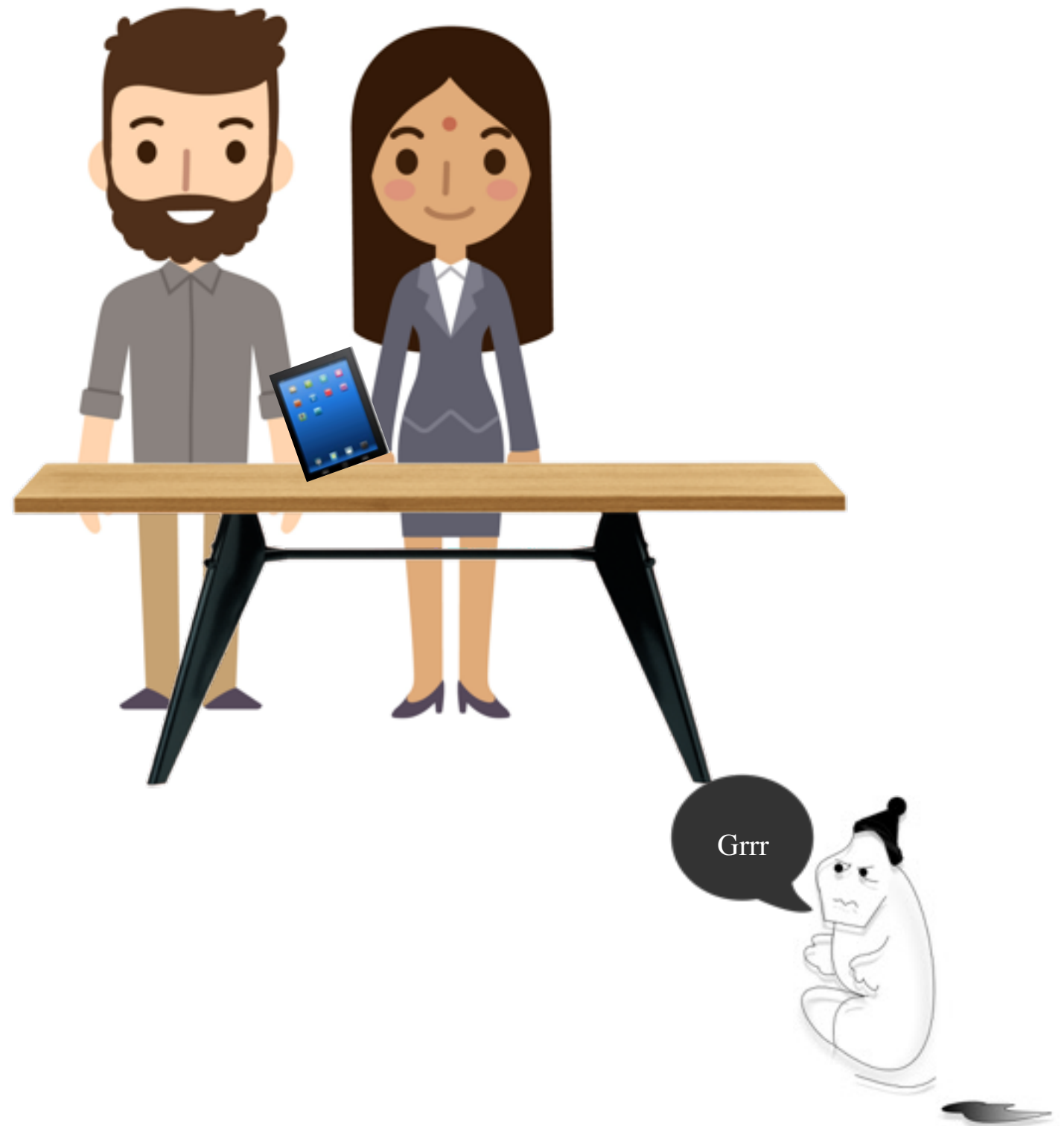
# PREPARATION

- Papa smith and mummy smith sat down with each child and with Sludge's and Sweeties help they helped their children through the proficiency test
- Sludge whispered how to make Emmas tablet safe. So papa put on
  1. **A number lock that only mummy and papa know**
  2. **Set up the firewall**
  3. **A IP VPN**
  4. **Anti-virus software (two from different makers)**
  5. **Put on parental controls**
  6. **Turn off cookies**
  7. **Delete browsing history**
  8. **And set the default search engine to..[www.kidrex.org](http://www.kidrex.org)**
  9. **Encrypt photos and files before storing on the cloud**
  10. **Provide a generic family email  
TheSmiths@whatever.ca**
- The children thought their parents were very kind to do this but this really cheesed off Slimy Siber]



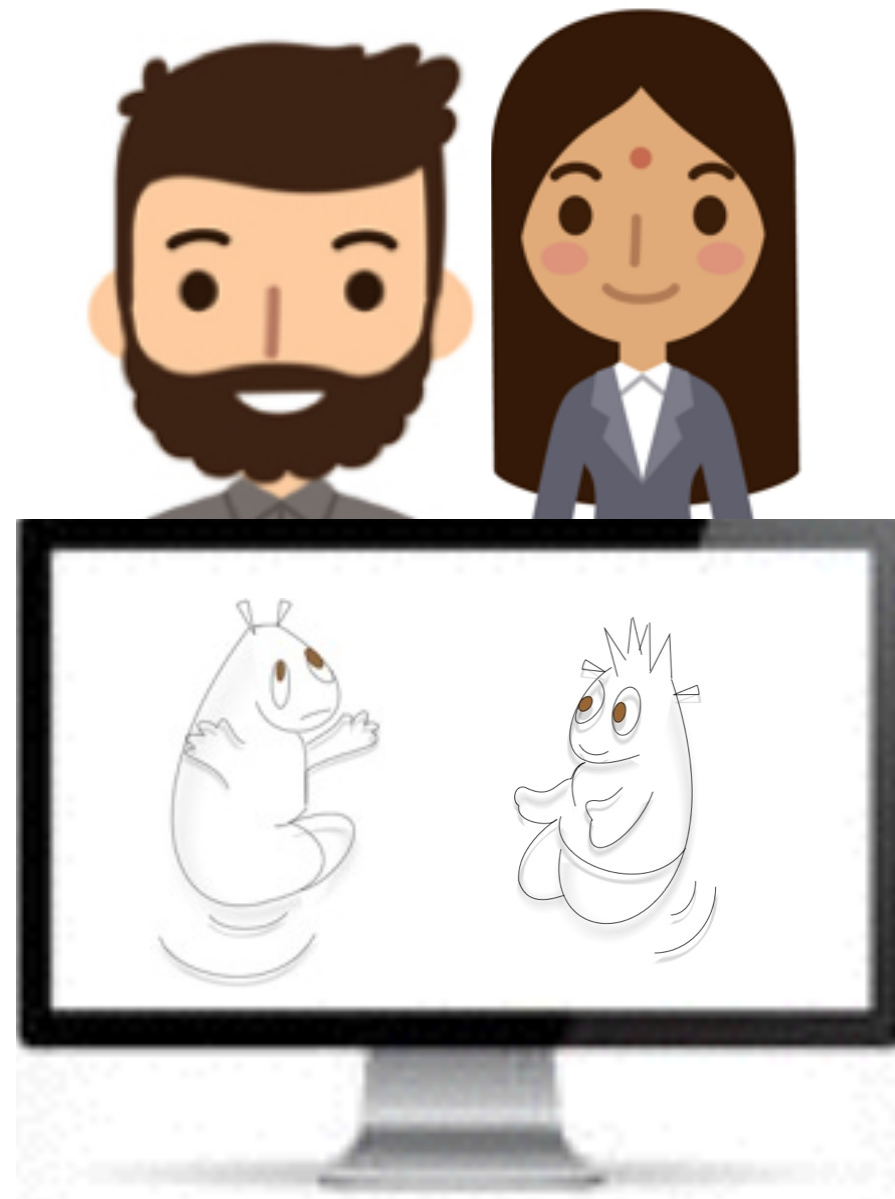
# LESSONS BEGIN

- **Make Passwords complex!!** Password crackers (the tools that hackers use to crack passwords are easily downloaded from the web) A password cracker needs plain words to second guess the next letter PETERS for instance is crackable in 5 seconds. P3T3R\$ take 15 minutes to crack.
- **Add Child Friendly Sites to the web browser:**
  - Check out each website carefully
  - Avoid websites with advertisements
  - Check whether a site has a Privacy agreement
  - Check where the website company is located
  - Check how the child's email address is used
- **Add applications you believe are safe..**(although Apple has 8,000 people checking apps in the app Store – 600 have been proven to steal information)
  - Only add applications from a vendors closed store..Apple app Store, Google Play
  - Do check where the developer is located
  - Do check the developers website as most are one pagers and data may end up in a foreign country
- **Cloud data storage..**
  - Ideally kids information should be stored in the country where you live
  - If no country is offered ...dont use it
  - If the Cloud provider does not encrypt all stored data – do not use them



# PARENTS LESSON

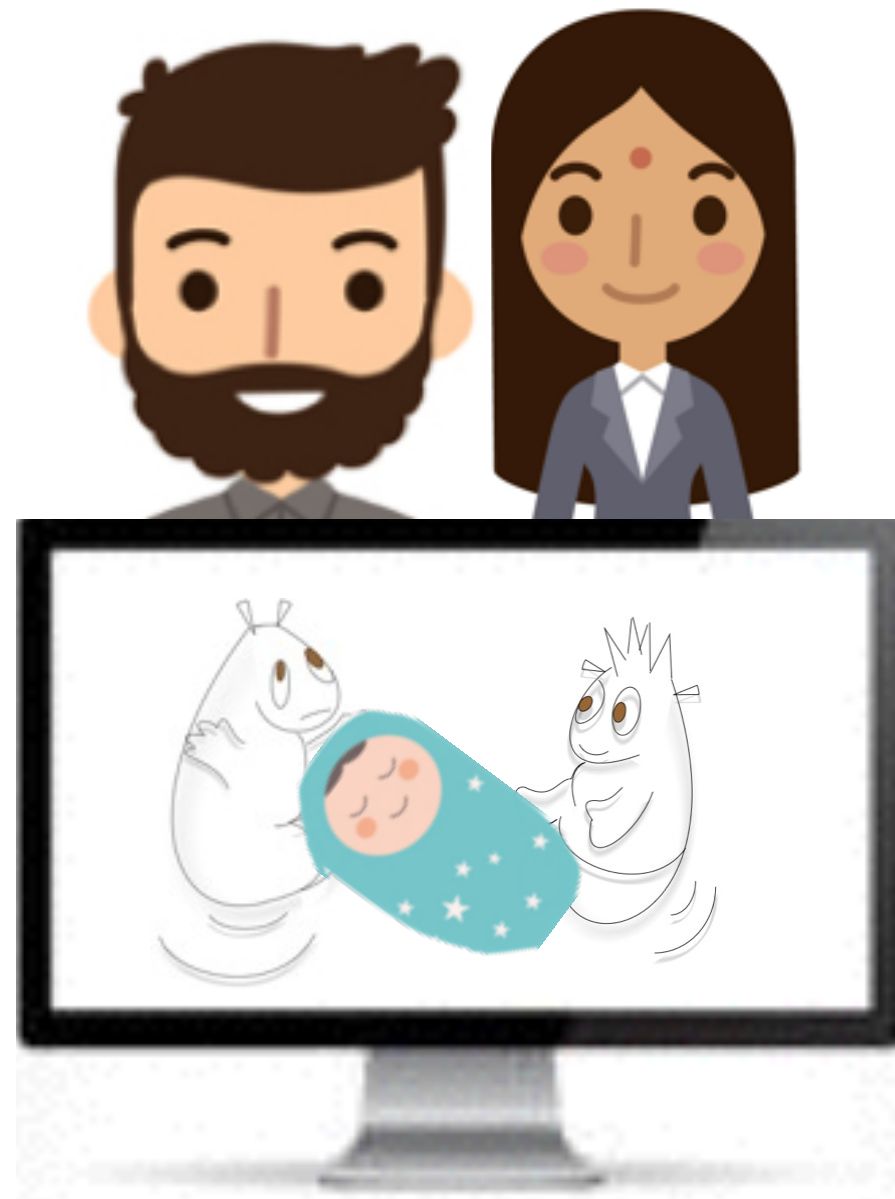
- Big software corporations wont help keep your children safe on the internet.. They are generally cavalier about safety.
- The internet is an unsafe framework of interconnected devices. Search engines are now used to steal identities and so your family needs to be anonymous and guarded against all eventualities:
- Dont be part of the 7% of parents who are concerned about child safety - get involved and talk weekly about a child's activity online. These are courageous conversations you must have with your children. The internet, governments, schools and social media organizations are exposing your family to hacking, abuse and are corrupting sensitive minds. Protect their innocence.
- Keep up to date with the latest online fads (new apps where a child is exposed to criminal behaviours)
- Understand sms short codes .. mpal (my parents are looking) or POS (Parents on Shoulder), and others that could mean your child is sexting
- Turn off Xbox and Playstation gaming as this is rife with sexual predators, hackers and cyber bullies
- Turn off apps that have geotracking as these can be used for abduction
- Make a WEEKLY WEB WASH up on your childrens devices to ensure they are up to date and hygenic





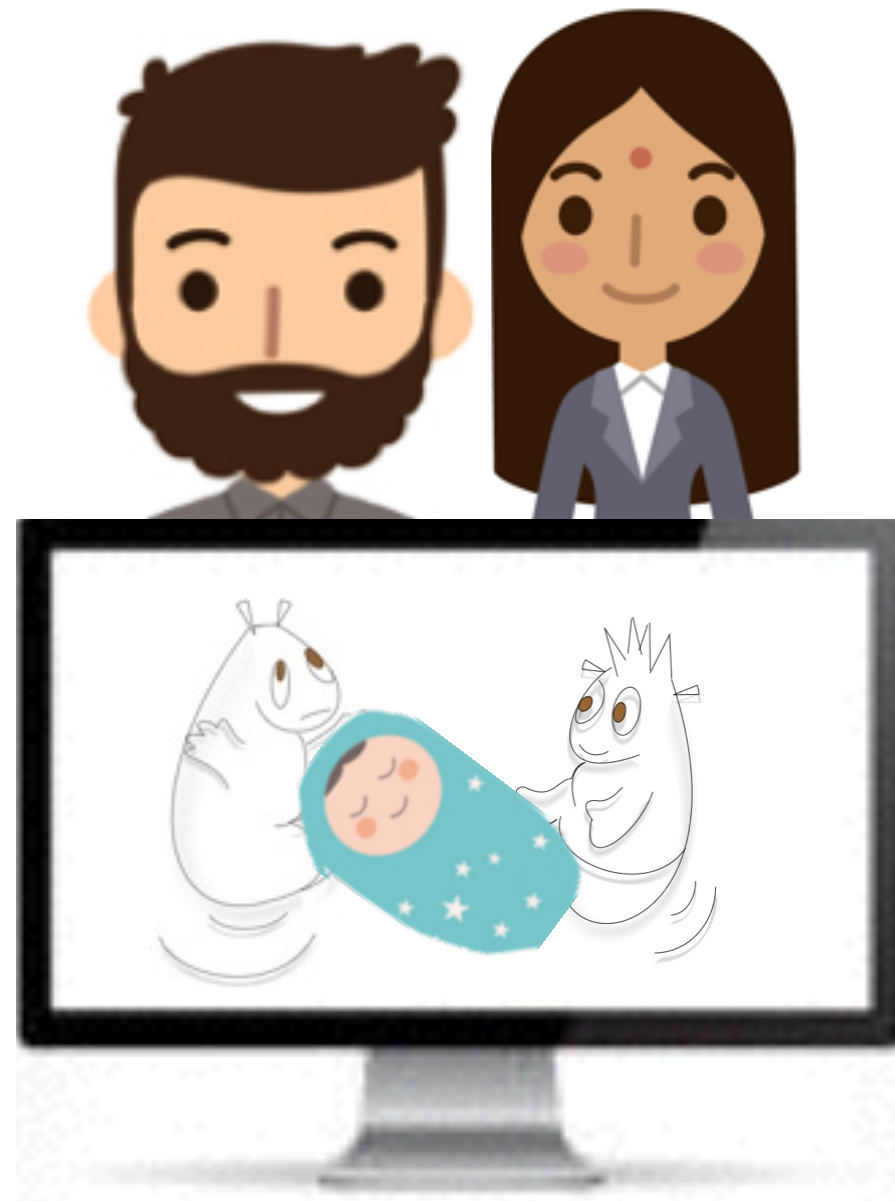
# PARENTS LESSON

- Try and run two virus checkers on each device in your house. A million new virus variants are made each week one company cannot handle them all. **THERE ARE 1,250,000 HACKERS IN THE WORLD (2% of THE WEB SUBSCRIBER BASE) WHO WILL EVENTUALLY GET AROUND TO STEALING YOUR IDENTITY.**
- Baby monitoring devices should not send data to the cloud. Nearly all internet of things devices can be used to steal data from your family. IOT Internet of Things (such as Baby Monitors and Fitness devices) devices are insecure and can let a hacker into your WiFi network.
- Give your baby multiple names and nicknames to help avoid trace and snooping activity.
- Encrypt all your data before it is stored on the cloud
- Don't use single Sign of from the big Search Engines (G turns Evil)...Your login information is sent to over 600 marketing companies and unnamed corporations.
- Remember you will be hacked ( a 1 in 4 chance per year) and so will your children's devices. Hackers have already collected 1.6 billion identities in the last 5 years. Changing passwords after a hacking event is purile. If you work at home and you are connected to a remote office you are a high value target for hackers.
- If your child comes to you and talks about cyber bullying or predators take the device straight to the police ... above all always **LISTEN CHECK AND ACT**



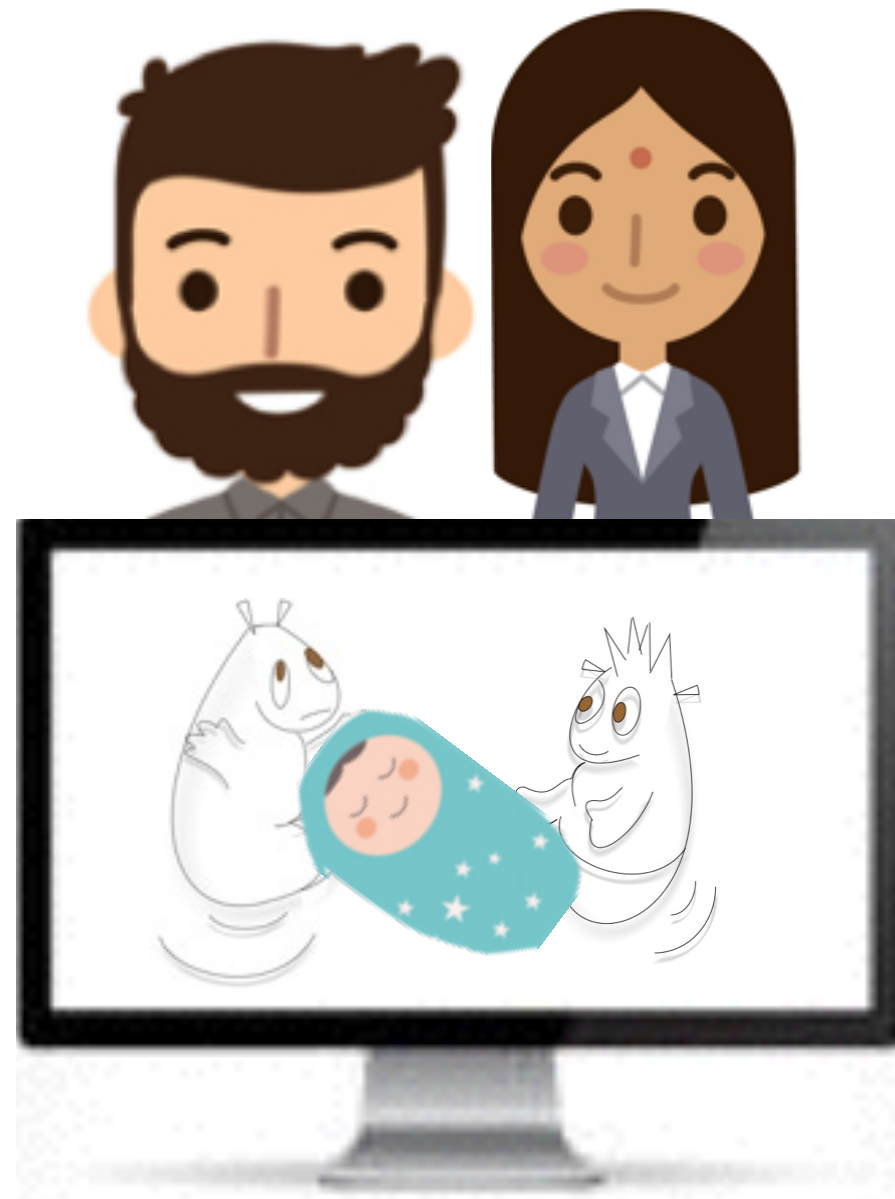
# PARENTS LESSON

- Guide your kids to avoid them giving out TMI (too much information)
- Never announce to anyone you are going on holiday. Facebook criminals love these entries. In a perfect world don't use face book at all ... it is a government data collection device used by border control. I have a family relative who became a troll so perversity and bullying can be initiated by slows (sad lonely old woman) that were once normal friendly people. Trolls love to hide behind keyboards
- If any of your family get trolled just ignore the comments and close whatever account is used.
- There are 740,000 registered child molesters in ths USA. 47% of sexual predators are family or extended family. Most assaults are carried out on 12 to 17 year olds.
- Show your children how to block people online
- Children are becoming sexually mature in earlier years. 80% of children under the age of 12 have visited an adult site. Nude selfies are on the rise. Sextortion has led to increased levels of suicide. Children who have been the victims of cyber bullying usually become a cyber bully themselves. The web is becoming darker and children have lost their innocence.



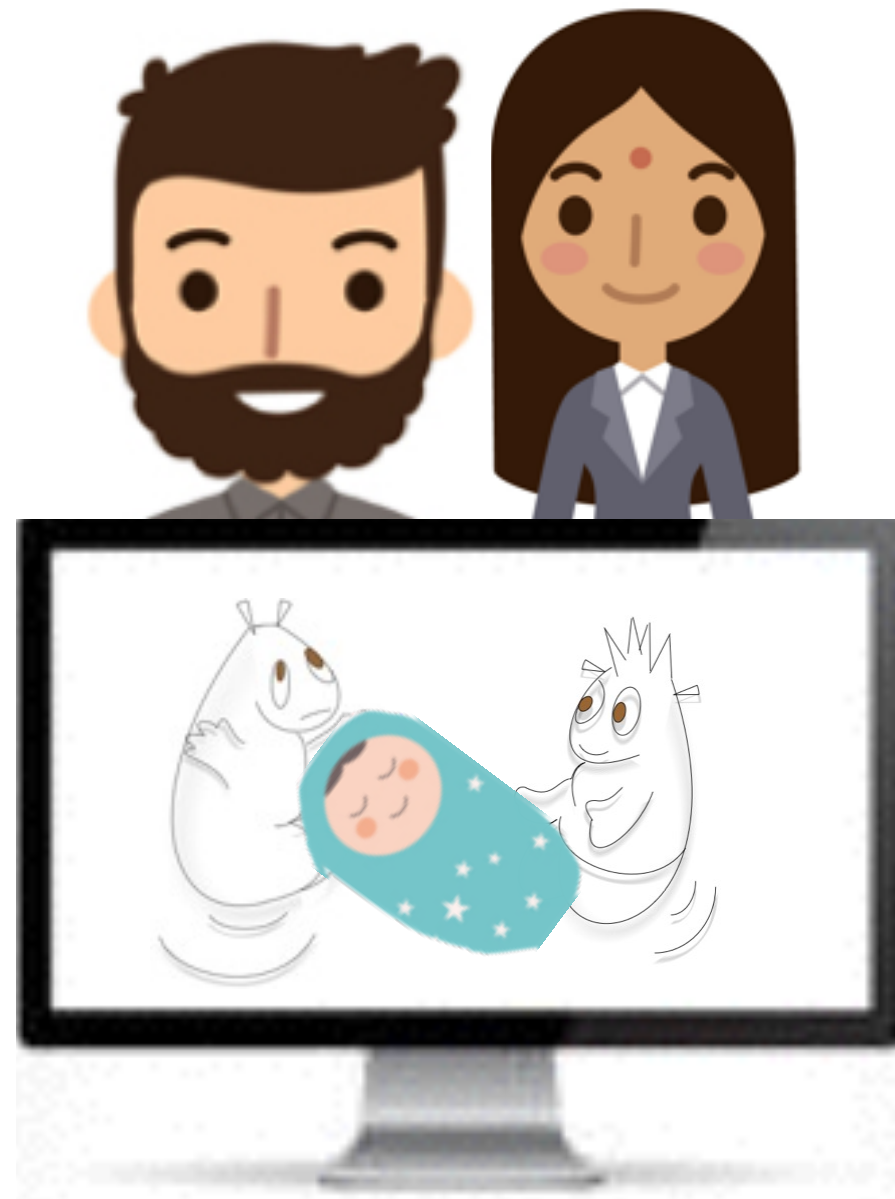
# PARENTS LESSON

- What to do when you get a virus or are subject to a hack attack.
- Once a device gets infected you should turn off all devices in the house. Viruses can spread in a blink of an eye to any device on a network. Do not take an infected device to work as you may get fired for knowingly infecting company property. A data breach costs a company a minimum of \$3 million to resolve, they may want you to cover their losses
- Ask a security company to analyse the infected devices. If the hacker has stolen your bank details you will need to visit your bank and close accounts and change passwords. You may need to buy a new device just to do this.
- Typically all devices will be wiped. All data will be lost so if you do not regularly back up all your devices.
- Restoring data can also restore the original virus



# PARENTS LESSON

- Trends to watch out for:
  - Ransomware - most adult websites now inject ransomware into your browser. This virus encrypts your hard disk so it becomes unusable. The criminals pretend to be from the authorities and ask for a Bitcoin payment (around \$300) to obtain and unlock your hard drive. It means you may need to open up a bitcoin account to pay them
  - USB's - many have been compromised by component embedded viruses
  - External hard disks - also a component victim
  - Bricking - a new virus that corrupts the entire pc, tablet and smartphone to make it completely useless spread via android phones initially is now impacting older winos machines





# MAINTAIN PROFICIENCY

- The idea behind this internet proficiency course is to help children are themselves with a set of values and encourage perpetual learning about cyber threats..  
Help them maintain this stance
- Email or preferably call us (as we don't hold email addresses or onward sell them) and we will send you a certificate in a child's name.
- [info@combatreadyit.com](mailto:info@combatreadyit.com)



# Resources and References



1. <http://www.ncab.org.au/kids/whattodo/>
2. <http://lawscyberbullying.weebly.com/statistics.html>
3. <http://nobullying.com/cyber-bullying-statistics-2014/>
4. <http://www.nasponline.org>
5. <http://cyberbullying.org>
6. <http://cybersmart.gov.au/Schools/Cyber%20issues/>
7. <http://au.reachout.com/cyberbullying>
8. [http://www.lawstuff.org.au/sa\\_law/topics/bullying/cyber-bullying](http://www.lawstuff.org.au/sa_law/topics/bullying/cyber-bullying)
9. <http://www.ntnews.com.au/news/opinion/time-to-act-on-cyber-bullying/story-fnk0b216-1226931994408>
10. <http://www.stopbullying.gov/cyberbullying/>
11. <http://www.bullyingstatistics.org/content/cyber-bullying.html>
12. <http://stopcyberbullying.org/index2.html>
13. <https://www.dosomething.org/us/facts/11-facts-about-cyber-bullying>
14. <http://kidshealth.org/parent/positive/talk/cyberbullying.html>
15. <https://cyber.laws.com/cyber-bullying>
16. <https://www.ipredator.co/cyber-bullying/>
17. <http://www.bullying.co.uk/cyberbullying/>
18. <https://www.wiredsafety.org/subjects/cyberbullying.php>
19. <https://www.fbi.gov/news/podcasts/thisweek/cyber-bullying.mp3/view>
20. <http://www.netsmartz.org/Cyberbullying>
21. <http://www.onguardonline.gov/articles/0028-cyberbullying>
22. [http://www.violencepreventionworks.org/public/cyber\\_bullying.page](http://www.violencepreventionworks.org/public/cyber_bullying.page)
23. <https://www.childline.org.uk/Explore/Bullying/Pages/online-bullying.aspx>
24. <http://www.ncpc.org/topics/cyberbullying>
25. <http://preventingbullying.promoteprevent.org/cyberbullying/understand-cyberbullying>
26. <http://mashable.com/category/cyberbullying/>
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