Social Media Safety
& Application Awareness

Presented by:

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What is Social Media!?

A social network is defined in the Oxford Dictionary as "a dedicated website or other application that enables users to communicate with each other by posting information, comments, messages, images, etc.

A digital footprint is a record of everything an individual does online, including the content they upload. Online, information can migrate, persist, and resurface years later.

Social Media

The average time spent on social media daily is 2 hours and 29 minutes.

The average number of social media accounts per person is roughly 7.4

There are 4.7 billion social media users worldwide

The top reason for using social media is what???
  Finding funny or entertaining content

Social Media

A 2015 study found that **92% of children** worldwide have an online presence **before the age of 2.**

WHY!?

Social Media

Are We Addicted!?

Technology Addiction

How often do we check our phones??

Every 6 minutes and/or 160 times.

How many texts are sent every day?

Over 6 billion

Ages 18-24: 128 messages a day

What is the average time we spend per day with ALL screen media?

9 hours 22 minutes

What percentage of people use their phone in the bathroom?

75%

Why Are We Addicted?

A Variable Reward System
Every reward is unique; it changes every minute

Distraction
boredom; unpredictability

No Stopping Cues
- The content never stops!!
- Infinite scrolling; binge watching
- Auto Play Videos
- Push Notifications

Sunk Costs Fallacy
The more time you invest into something, the more difficult it becomes to abandon it… does not matter the risks/benefits

Vanity Metrics
We are obsessed with numerical goals (i.e. running 10 miles; 100 likes)

Avoidance
- Not focused on positive feedback/achievements: Punished for not playing enough
- Example: withering of crops in *Farmville*, Snap Streaks lost, etc.

Self Awareness
We don't realize how much time we spend online

Accessibility
Readily available 24/7

Technology Addiction & Sleep
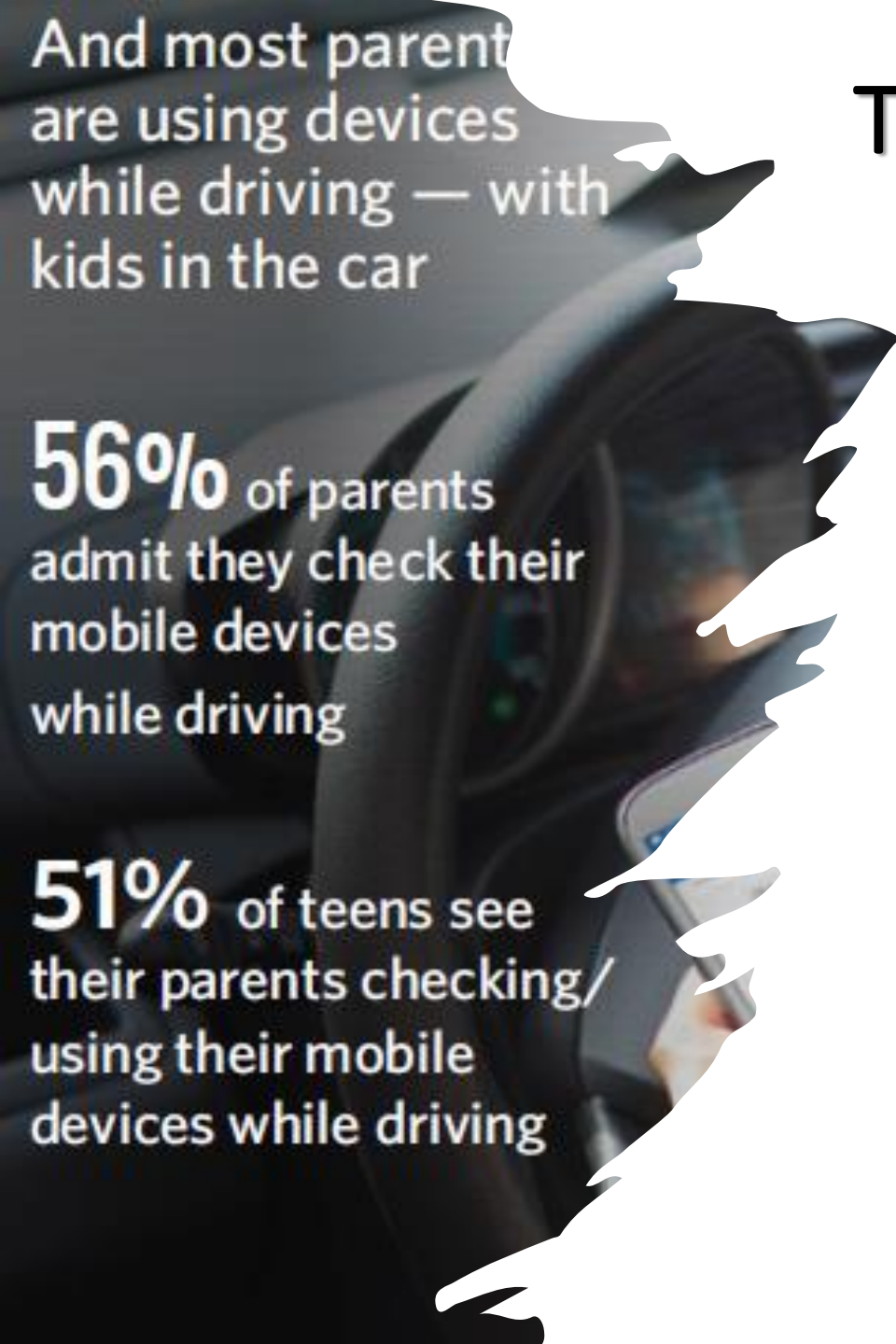
Do you sleep next to your phone??

Do you check your phone before going to bed?

Do you wake up in the middle of the night and check your phone?

Do you check your phone when you first wake up?

<u>Even if your phone is turned off the presence of it reduces your cognitive capacity</u>

Technology Addiction And Driving

And most parent are using devices while driving — with kids in the car

56% of parents admit they check their mobile devices while driving

51% of teens see their parents checking/ using their mobile devices while driving

The National Highway Traffic Safety Administration (NHTSA, 2010) reported that over 20,000 traffic accidents in a recent year were due to distraction caused by cell phone multitasking while driving.

The National Highway Traffic Safety Administration reported in 2020:

3,142 people were killed due to distracted driving

You are 23x more likely to crash if you are texting behind the wheel

Cell phone use while driving reduces brain activity associated with driving by 37%

What does DUI vs. distracted driving cost society??

The Problem:

Correlates of Problematic Mobile Phone Use or Dependency

Psychological Distress, Neuroticism, Depression, Anxiety, OCD

Urgency, Impulsivity, Aggressiveness, Greater Unhappiness

Loneliness, Stress, Introversion or Extraversion

Learning Difficulties, Lower GPA, Low Social Skills

Social Isolation, Extreme Shyness, Low Self Esteem

Digital Eye Strain, Insomnia, Sleep Disturbances

Neck Problems, Increased Illnesses, Relationship Issues, MRSA & E.coli on Phones

Car Accidents, Text Walking, Delinquency

Chen & Peng, 2008; Douglas et al., 2008; Wainer et al., 2008; Burak, 2012; Junco & Cotten, 2012; Caplan & High, 2011; Chen & Peng, 2008; Lam, Peng, Mai, & Jing, 2009; Mehroof & Griffiths, 2010; Morahan-Martin & Schumacher, 2000; Yang & Tung, 2007; Greer, 2018)

Sexual Encounters Online

25% of U.S. 9- to 17-year-olds reported having a sexual encounter online with someone who they believed to be an adult.

- 55% of youths were re-contacted by individuals they had blocked and/or reported (45% on the same platform under a new account, 43% on a different platform).
- 83% of kids will not tell a trusted adult about abuse online.
- 94% will not tell a trusted adult about unsolicited nudes they have received from adults online.

There was a 77% increase in "self-generated" child sexual content from 2019 to 2020. In 80% of the cases, victims were 11- to 13-year-old girls.

- Most companies use tools to detect child sexual abuse material (87% use image "hash-matching"); only 37% currently use tools to detect the online grooming of children.

The pandemic has bolstered sexual experimentation:

- Sharing nudes
- Thirst traps of Instagram
- Mutual masturbation
- Recording via Zoom, Skype, Google Meet, etc.
- Sexting
- Sharing pornography

Accessibility, anonymity, and affordability are often the factors regulating cybersex (Banerjee & Rao, 2022)

Common Sense Media, 2022

Why Do Kids Sext!?

Relationships with a partner
A form of safe sex
Showing trust in each other
Flirting

Sexual Expression

Communication
Form of humor
Expectation – I got one, so I have to send one back
Private form of communication

Attention / Affirmation
May get a career as a model if they post provocative photos
Gain attention, affirmation, admiration

Social and Peer Pressure
Sexualization of culture – feel there is an expectation to look sexual and be sexually active

Impression Management
Assert control over how they are represented to the world

Accidental/Reckless
Not realizing that webcams and computers were in operation

Coercion/blackmail and Revenge

Experimental
Help get a better view of their own bodies as they change

Violence, Sex, & the Media

Instagram

3.76 billion visits every day (1.4 billion are unique)

- 63% of American's check Instagram at least once a day

Your feed is generated by the pages you follow – you can share your own posts as well

"Rinstas" and "Finstas"?

- **Finsta** stands for "fake Instagram," and these accounts reflect a kid's true self and are only meant for very close friends to see.
- **Rinsta** is a kid's "real" Instagram that's public-facing and highly curated, and they project the type of ideal online persona that's hard to achieve in reality. In other words, their "real" account is the public one everyone can find and see.

Time spent on the app is correlated with:

- **Depressive symptoms**
- **Anxiety**
- **Social comparison and orientation,**
- **Physical appearance anxiety**
- **Body image disturbance**

Most users edit photos prior to posting

- Most users report a total of 262 posts, 452 followers, and 440 accounts followed

The Search for Perfection

Selfie dysmorphia or Snapchat dysmorphia
- Idea that there is something fundamentally flawed in your appearance
- Women take an average of 7 shots to get 1 image
- 32% of teen girls said that when they felt bad about their bodies, Instagram made them feel worse – Wall Street Journal, 2021

Frequently viewing selfies led to decreased self-esteem and decreased life satisfaction (Meier & Gray, 2015)

Girls who spend more time looking at pictures on Facebook reported higher weight dissatisfaction and self-objectification (Wang, Yang, & Haigh, 2017)

Tiktok

Originally called Musical.ly – sharing user generated videos, mostly lip-syncing to songs

- Grouped by hashtags – challenges, memes, current events

1 billion monthly active users

- 947k users aged 18 and over join the app every day
- 19.6 hours of scroll time per user each month

Users under 13 can't post videos or comment

- Ages 13 to 15: accounts are private by default; only friends can comment on videos, and other users can't duet (explained below) with your videos.
- Users 16 and over can livestream and use direct messaging
- Only users over 18 can buy, send, or receive virtual gifts.

Tiktok Emojis

🧠 **Brain:** means oral sex, or 'give brain'/'give head'.

🪑 **Chair: used as a replacement for the cry laughing emoji – something that is really funny**

🤡 **Clown face: something stupid of foolish or silly**

💀 **Skull: figuratively saying "I'm dead" from extreme laughter**

👉👈 **Two index finger pointing at each other: feeling shy**

💛 **Yellow heart:** friendship

❤️ **Red heart:** true love

💜 **Purple heart:** physical attraction

💙 **Blue heart:** support, admiration, excitement

💚 **Green heart emoji:** love of nature
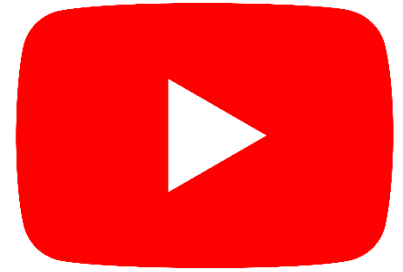
YouTube

The potential audience is 2.48 billion viewers – generated $20 billion in advertising revenue in 2020 (Statista, 2020)

The total number of hours watched per day is 1 billion
- 70% of that is on mobile devices

Most viewed YouTube video of all time????

93.4% of people watch any type of video per week

In September 2019 YouTube was fined $170 million for violating the Children's Privacy Protection Act.

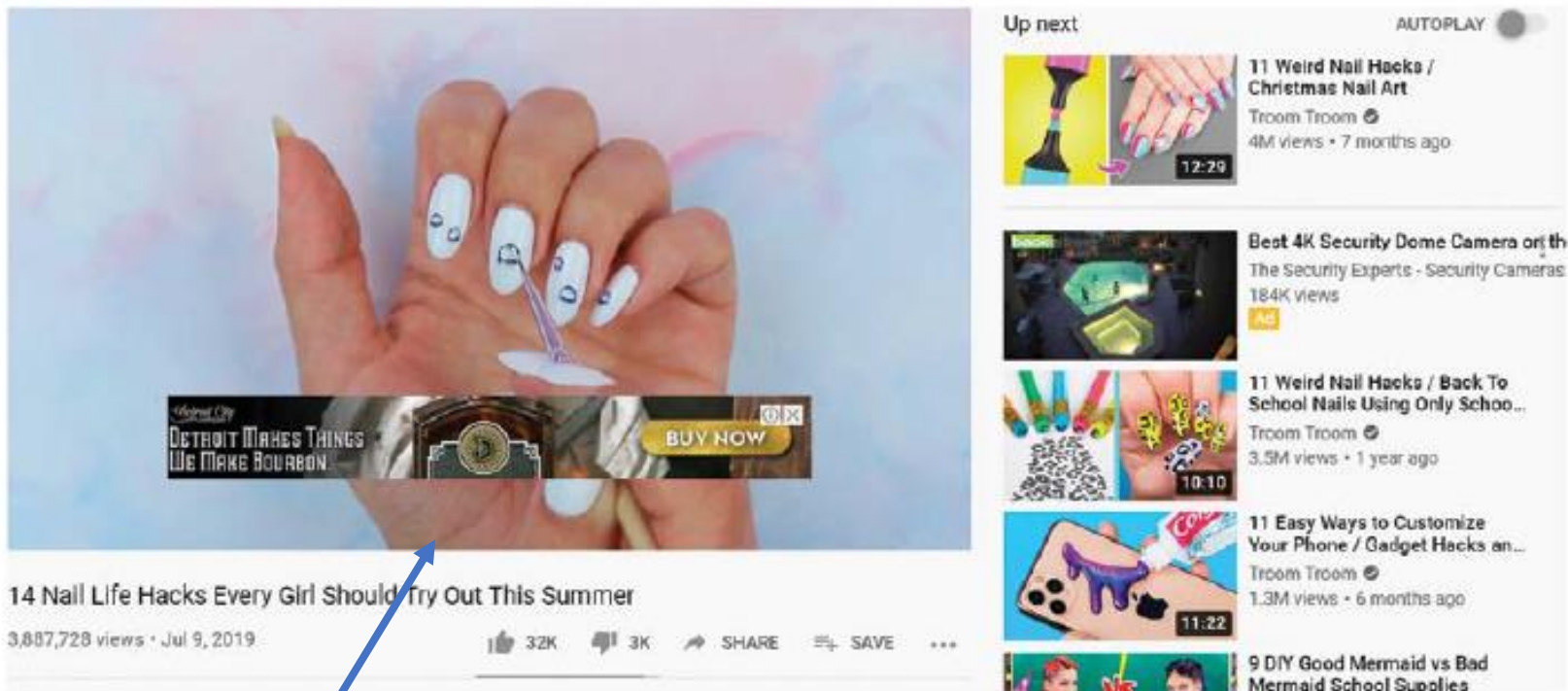The number one distraction for students receiving virtual learning in 2020 and 2021 (Radesky, 2021)

Kid-targeted version of YouTube designed for ages preschool to 12.
- Individual profiles for each child so they can log in and watch videos
- There is a timer feature – up to 1 hour limit
- Can search freely in the app or rely on the age-based content settings (under 4, 5 to 7, 8 to 12)

YouTube Poop - videos that look like they are for kids but they are not

Social Media Advertising

SCREENSHOT 11. Example of bourbon whiskey ad in "nail hacks" video (*everyone*)

Whiskey Ad

Social Media Advertising

Social Media Advertising

Social Media Advertising

STEP 1: What's being fed to my child? Why?

The YouTube algorithm combines:

a what you've watched

+ **b** videos currently getting the most attention

+ **c** other information about you that YouTube has

___

= **your feed.***

*Ads will also appear mixed in with the recommended video feed—suggested videos in your feed may be inappropriate for kids!

omegle

Talk to strangers!

37,000+ online now
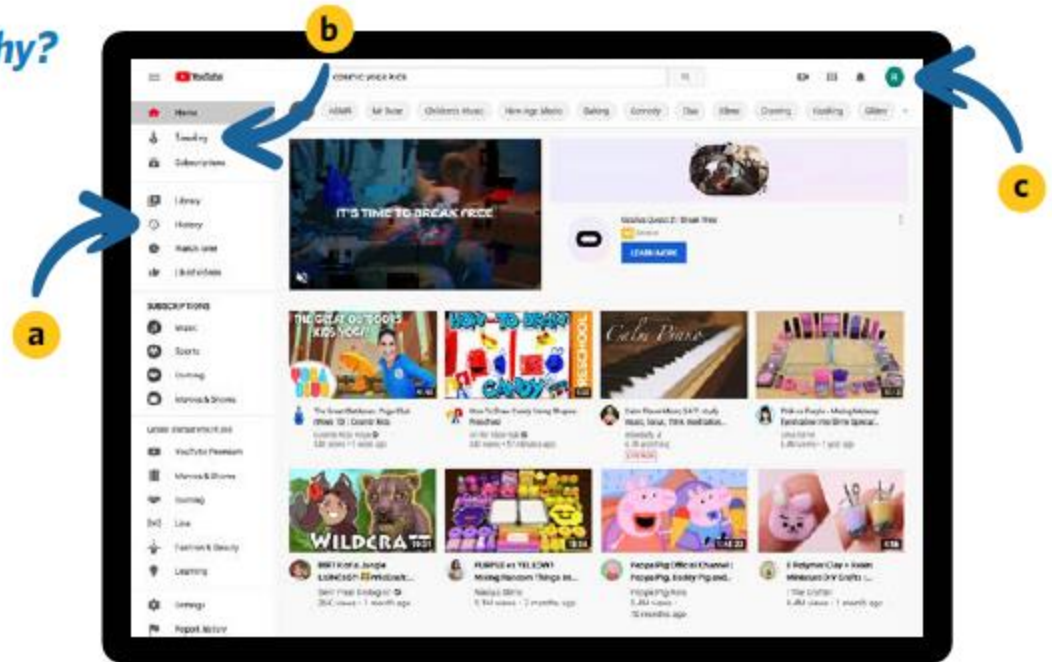
You don't need an app to use Omegle on your phone or tablet! The web site works great on mobile.

Omegle *(oh·meg·ull)* is a great way to meet new friends, even while practicing social distancing. When you use Omegle, you are paired randomly with another person to talk one-on-one. If you prefer, you can add your interests and you'll be randomly paired with someone who selected some of the same interests.

PUBLIC SERVICE ANNOUNCEMENT:

XI JINPING

SURE LOOKS LIKE

WINNIE THE POOH

STAND WITH HONG KONG.

To help you stay safe, chats are anonymous unless you tell someone who you are (not recommended!), and you can stop a chat at any time. See our Terms of Service and Community Guidelines for more info about the do's and don'ts in using Omegle. Omegle video chat is moderated but no moderation is perfect. Users are solely responsible for their behavior while using Omegle.

You must be 18+ or 13+ with parental permission and supervision to use Omegle. See Omegle's Terms of Service for more info. Parental control protections that may assist parents are commercially available and you can find more info at https://www.connectsafely.org/controls/ as well as other sites.

Please leave Omegle and visit an adult site instead if that's what you're looking for, and you are 18 or older.

Video is monitored. Keep it clean ❗

What do you wanna talk about?

Add your interests (optional)

► **College student** chat

Start chatting:

| Text | or | Video |

Unmoderated section

Discord

Free app – mobile or PC – chat via text, voice, or video in real time

- Desktop version uses less computing power then other voice chat apps
- Can be added right next to your game so it doesn't interrupt your play
- Combines Skype and Reddit like features
- Was originally for Gamers – however it has been more popular across the board for anime, TV series, & music

No verification of age upon signup – all user generated content

No Parental Controls

Servers: main communities focused on a game or topic. Anyone can create one.

- Private and Public
- Broken into text and voice channels – some have bots some do not
- You have to be invited, find out from someone else, or from other sources – there is no way to search for them
- Rules are set by the owner of the server – such as what can and cannot be said, etc.

Violence & Media

All young adults remember an incident of being terrified by a movie or TV program as a child or teenager.

TV shows average about 6 violent acts per hour
- 1 in 4 depict gun use; 50% depict lethal acts

Media contagion is largely responsible for the increase in deadly outbursts

The most popular video games are similar to modern military techniques used to train soldiers that desensitize them to the act of killing
- Repeated violent game playing provides learning, rehearsal, and reinforcement of aggression related knowledge structures.

Source: Common Sense Census; Kunkel, 2007; Johnston & Joy, 2016

What We Need to Teach Our Children

5 Things We Need to Teach our Children about TV (Davis, 1992):

1. You are smarter than what you see on TV
2. What you see on TV is not real life
3. TV teaches that some people are more important than others
4. TV keeps doing the same thing over and over again
5. Somebody is always trying to make money with TV

Explain the consequences to children – "but there is no blood."

Explain Conflict and Resolution – A results in B and proper ways to react

Look at the ratings on media – remember those ratings have changed over time
- Ex: 1992 something that was R rated is now PG-13.

Co-Viewing TV is correlated to early literature skills, boosts empathy, and manages aggression
- Focus your child's attention – point out specific things you are seeing periodically
- Encourage thinking in terms of order of event – cause and effect
- Strengthen their understanding of things – who, what, where, when, why, and how
- Make it Relatable – ask them questions that pertain to their own life

Privacy Policies

Do you read privacy policies!?

Geo Location Issues

GPS and Apps will keep track of everywhere you have been – that includes specific geographic locations, like when you visit the Doctor, what Doctor, specific stores, area's of the store you are in, etc.

But how do they know!?
- Watching where you go and what you do in real time
- Looking at pictures and posts you have made that have embedded data from your location
- Triangulating your GPS position when you have location services turned on
- Finding your location in your map application (Google Maps, etc.)
- Tracking

Companies want your geolocation so they can collect marketing information
- Provide you ad based services on places/items you like/want/visit often.
- Sell your information to other companies

Turn off location services unless you are utilizing a GPS/Map service for directions!!!

Wi-Fi & Tracking Techniques

Security Protocols

- Protect sensitive data by scrambling it until it's unreadable.
- Use **cryptographic keys** to randomize data to make it undecipherable.
- The same key is used to encrypt and decrypt data.

Common Attacks

- Wired Equivalent Privacy (WEP) Cracking
- Sniffing
- Fake Access Points (Evil Twin Attack)
  - Beware of the WiFi Pineapple

Best Practices

- WPA/WPA2 (Wi-Fi Protected Access)
  - WPA2 is the best choice
- VPN (Virtual Private Network)
  - establishes a secure, encrypted connection between your computer and the internet, providing a private tunnel for your data and communications while you use public networks.

Phishing Scams
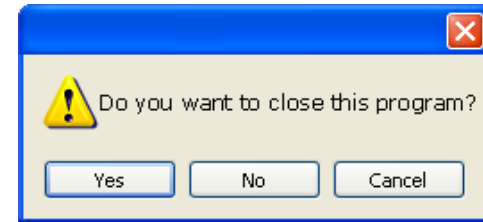
Phone Calls and Tech Support Calls

Pop-ups!

A small graphic or content that will appear while you are on a website

- Examine the message and look for poor spelling, bad grammar, all the same signs of fake news!
- Never click on a pop-up!!!

Fake Search Results

- Appear at the very top of your search results
- Paid listings look like the real thing but once you click on the ad it takes you to a fake site and malware begins to download to your device.

Emails

- Impersonal greetings – these should be a red flag!
- Grammatical and stylistic errors
- Do not click any links or download anything
- If the email demands "immediate action" be wary
- Never open attachments you are not expecting
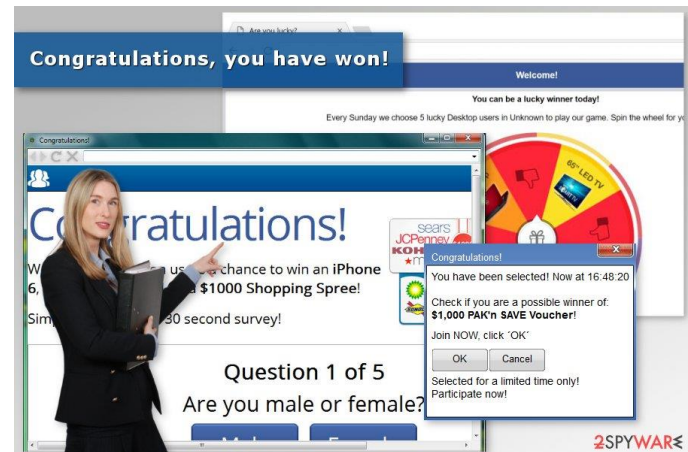
Protect Your Data

Know what you've posted about yourself.
- An easy way for criminals to obtain your information is by clicking "Forgot Your Password?"
- Be sure your information about yourself is not answers to your security questions.

Use strict privacy settings in apps and on websites.
- You are able to control things like who can see what you post, who can contact you, and whose posts you can see.

Enable two-factor authentication.
- Sends a code to your phone when you log in from an unfamiliar device.

Use antivirus protection.
- Beware of free software, as it can contain malware.

Don't use unsecure Wi-Fi networks.
- Make sure the Wi-Fi you connect to has the little lock sign next to it and requires a password.

Fine-tune your browser settings.
- Look at the privacy settings offered in your browser (usually in the Tools or Settings menus.)
- Most browsers let you turn off certain features

Protect Your Data

Turn off location services.
- Unless you use an app that lets you track your kid's location for safety reasons.

Turn the geo-tagging feature off.
- This is the most direct solution and you can find out how to do this for most phones

Don't let apps share data.
- When you download a social app, it will ask if it can access information stored on your phone, such as your contacts, photos, music, and calendar. Say no!!!

Type the Address of your sites directly into your browser or use your personal bookmarks
- Clicking links to sites through email or another website may have you entering information into a fake site

Don't trust that a message is really from who it says it's from
- If you think a message is fraudulent – use an alternate method to contact the individual

Tweak your home assistants.
- Keep Alexa and Google Home's microphones off if you're not using them.

- **Cover your cameras.**
  - Whether it's with a Post-it or a cute customized cover, block your webcam from potential spies.

Quantum Computers

The governments of the world see quantum computers as a tool to break encryption standards.
- Previously secure networks would be vulnerable and public confidence in financial systems could collapse.

One of the biggest risks at present is what's known as a HNDL attack
- harvest now, decrypt later
- encrypted data is captured, stored and held onto until a quantum computer is able to unlock it

The Quantum Computing Cybersecurity Preparedness Act passed by the House in July 2022 addresses federal agencies' preparedness for quantum computing and requires them to adopt proper defenses against quantum-computing-enabled data breaches.
- The bill underlines the need to migrate federal agencies' information technology systems to post-quantum cryptography and mandates that the Office of Management and Budget (OMB) will supervise the migration process.

July 5, 2022, the National Institute of Standards and Technologies (NIST) under the US Department of Commerce announced that it had selected 4 quantum resistant cryptograhic algorithms that can be used to protect encrypted databases from a quantum attack.

CHIPS and Science Act of 2022, which will invest USD 280 billion into domestic semiconductor manufacturing and other sciences, including quantum computing and artificial intelligence.

First Amendment Considerations

The First Amendment protects the content of public employee speech, provided they speak as a private citizen

- The Constitution does not protect work-related gripes
- The content of the speech must address a matter of public concern.
- The reason for the "speech" must be outside the duties and responsibilities of the public employee.
- Even if the content of the speech is protected, the employee's interests in the speech must outweigh the employer's interest in promoting efficient operations.
    - A public employer need not allow events to unfold that would disrupt the workplace and impair working relationships.

First Amendment Considerations

Everything you post is <u>admissible</u> in a court of law
- Brady v. Maryland (1963) Under Brady, evidence affecting the credibility of the police officer as a witness may be exculpatory evidence and shall be given to the defense.
    - Evidence that the officer has had in his personnel file that displays a sustained finding of untruthfulness is exculpatory to the defense.
    - Biases & alleged propensity for violence exposed because of statements and comments on social media
    - Evidence can include writings, recordings, or photographs that may be relevant to witness character or credibility
- O.J. Simpson murder trial – the jury was informed of a racist remark made by a homicide detective
- An Officer Involved Shooting – a firearms expert witness was disqualified from testifying due to extremist remarks he made on a website

Keep your personal and professional life online separate … do not friend your offenders/clients on your personal pages

TIK TOK TERMINOLOGY

1437: I love you forever

4Lifers: a group of friends, or siblings, or family members who will always be in each others lives no matter what

Abow: Abowwww' first started going viral in January 2022, thanks to a song by ShantiiP X TarioP called 'Throw It Back (Abow)'. According to TikTok users, 'Abow' is a phrase that used in Arabic as well as Turkish, and is commonly used in Sweden as a slang term for 'wow' or something similar to 'omg'. Others have also said the term is often used to hype someone up.

Accountant: "I'm an accountant" song. A tongue-in-cheek way to dodge questions about their true jobs, and where they got all their money from – because "nobody asks you questions when you say you're an accountant."

ARL: alright

AS: adult swim; cartoon network

ASL: age, sex, location; as hell

ATP: usually refers to the ATP tennis tour, while other slang terms mean "at this point" and "answer the phone".

Baka: 'idiot', 'stupid', 'fool' or 'dumb' in Japanese language

BBL: Brazilian butt lift

Bestie: term of endearment

BMS: Broke My Scale**;** attractiveness scale

Bones Day and No Bones Day: A Bones Day means you should seize the day and make the most of it. A No Bones Day means it's time to wrap it up and start again tomorrow. Popularized by Noodle the Pug is a 13-year-old dog whose owner, Jonathan Graziano, films him waking up each morning. If the dog is able to stand up, it's a Bones Day. If he flops back down, it's a No Bones Day.

Bussin: really good

Caught In 4k: capture their reaction or behavior to a situation on camera, in clear view

CEO: someone who is the best at what they do

Cheugy (Chew-gee): something off trend or dated

Chupaghetti went viral on TikTok in April 2022, with users leaving copyists comments detailing the 'recipe for chupaghetti'. Chupaghetti doesn't really have a meaning, it's pretty much made up. Some users have pointed out that the word is a mashup of the Filipino word 'chupa' (which loosely translates to suck) and spaghetti.

TIK TOK TERMINOLOGY

Crop: when someone comments 'crop' on a video, it means they want the user to reupload the video so it's not obscured by anything else on the page (e.g. like button, search bar, caption). You'll usually see these comments when someone is sharing photos of celebrities or meme edits.

DC: dance credit

Devious Lick: stolen goods or is used to describe that has been stolen in a sneaky way

DNI: Do Not Interact; allows users to signpost that they will not interact with underage people, and signifies a content warning to minor users

Face Card: you're stunning, you always have been and you always will be; reputation

Fruity: someone who belongs to the LGBTQ+ community - currently being reclaimed by the Gay TikTok subculture

#FYP: your page – main feed you see

Heather: a girl who is attractive and well liked

Hogging: derogatory and offensive sexual "competition" between groups of guys at fraternities - participants go with the direct intention of hooking up with the fattest girl at the party

Hot Girl Summer: an inclusive phrase all about feeling confident, having fun, looking good, not caring about what others think and living your best life unapologetically – usually while not in a relationship – coined by Megan Thee Stallion.

IB: inspired by

KLM: another way of writing Calm, which means like fine or okay

Looted: synonym for "drip" and "swag", used to describe someone's outfit or style

Mid: Mid is a word to describe something that is mediocre. It's not something that is bad, but it's not something that is good either. It's just... fine. Average. Mid.

Mutuals/Moots: someone you follow who follows you back

NSFR: Not Safe For Ramadan. Much like NSFW (Not Suitable For Work), TikTokers are using the term during the month of Ramadan as a hashtag on certain videos.

OOMF: one of my followers

Pushing P: P essentially means something positive, to 'keep it real'. If something is P, it means it's good. If something is not P, it's bad.

Periodt: end of a sentence to add emphasis

TIK TOK TERMINOLOGY

Pick Me Girl: someone who acts or claims that she is "not like other girls", usually to gain attention from guys

PFP: Profile picture

POV: point of view

Ratio: when your comment receives more replied then likes

Shadowbanned: your content is banned without you knowing

Sheesh: either be impressed or to express disbelief or exasperation.

Shifting: lying down and imagining your desired reality as a way to meditate and manifest goals

Simp: Suckas Idolising Mediocre Pussy'. Essentially, it's a term for a man who will do absolutely anything for a woman in the hopes of getting sex or a relationship in return

Sizing Up: when a guy examines a girls thighs in order to see if she can take dick from him

Sneaky Link: someone who is hooking up with another person in secret

SW: sex worker

TVA: The acronym comes from Marvel, and it means Time Variance Authority

Valid: something that looks good, is well made, or exceptional standards

W: Win" or congratulating someone on their success. It's the opposite of someone taking an "L," which means to lose

YMCA: referenced in Bo Burnham's song 'Words, Words, Words.' The lyrics, "Met a girl named Macy, had sex with her all day. But she was dyslexic, so I ended up doin the YMCA", have gone viral on the app, referencing the Village People's iconic 'YMCA' dance routine.

YT: white; people use it to refer to someone's race or skin tone.

#xyzbca: hopes of getting more followers