

Cyberethics – A Briefing

**FOR SHARING, EDUCATION AND
COMMUNITY SERVICE ONLY AND
CARRY NO COMMERCIAL PURPOSE.
NO VIDEO/AUDIO RECORDING, COPY AND/OR
DISTRIBUTION OF MATERIALS & PRESENTATION
IN ANY MEANS ALLOWED.**

Disclaimer

- The materials of this seminar / workshop / conference / training are for sharing, education and community service and carry no commercial purpose.
- The materials of this seminar / workshop / conference / training are intended to provide general information and guidance on the subject concerned. All examples and materials in this seminar / workshop / conference / training are only for illustrative purposes and should not be relied upon for technical answers. The speakers take no responsibility for any errors or omissions in, or for the loss incurred by individuals or companies due to the use of, the materials of this seminar / workshop / conference / training.
- No claims, action or legal proceedings in connection with this seminar / workshop / conference / training brought by any individuals or companies having reference to the materials on this seminar / workshop / conference / training will be entertained by the speakers.
- By attending this seminar / workshop / conference / training, participants are deemed to have accepted and agreed to be bound by the above Terms & Conditions.

Cyber Landscape - Access

	World	Hong Kong
PC	1.3 Billions	1.7 Millions (Families)
PC Penetration	18.6%	75.8%
Internet Users	2.6 Billions	2.9 Millions
Internet Penetration	37.1%	41.4%
Mobile	5.3 Billions	13.4 Millions
Mobile Penetration	76.2%	190.2%
Social Network Users	910 Millions	N/A
SN Users Penetration	13%	N/A
Facebook	710 Millions	3.82 Millions
Facebook Penetration	10.1%	53.9%

Source : International Telecommunication Union & Internetworldstats.com

Cyber Landscape - Activities

- 18.9 billion – Average number of SMS messages per day.
0.68 billion – Average number of MMS messages per day.
294 billion – Average number of email messages per day.
- 262 billion – The number of spam emails per day
2.9 billion – The number of email accounts worldwide.
- 255 million – The number of websites as of December 2010.
- 152 million – The number of blogs on the Internet (as tracked by BlogPulse).
7.7 million – People following @ladygaga (Lady Gaga, Twitter's most followed user).
30 billion – Pieces of content (links, notes, photos, etc.) shared on Facebook per month.
20 million – The number of Facebook apps installed each day.

Cyber Landscape – Activities (Cont'd)

- 2 billion – The number of videos watched per day on YouTube.
35 – Hours of video uploaded to YouTube every minute.
186 – The number of online videos the average internet user watches in a month (USA).
84 percent – Share of internet users who view videos online (USA).
14 percent – Share of internet users who have uploaded videos online (USA).
2+ billion – The number of videos watched per month on Facebook.
20 million – Videos uploaded to Facebook per month.
- 5 billion – Photos hosted by Flickr (September 2010).
130 million – Photos uploaded per month to Flickr.
3+ billion – Photos uploaded per month to Facebook.

Cyber Landscape - Teens

- **Access**
 - 93% of teens (12-17) go online. 80% use it at least once a week.
 - 95% of parents do not recognize their lingo kids let people know that their parents are watching.
- **Cell Phones**
 - 75% of teens (12-17) have cell phones. On average, texting teens (12-17) send and receive 1500 text messages a month.
- **Cyberbullying**
 - 1 in 3 teens (12-17) have experienced online harassment.
 - Girls are more likely to be victims of cyberbullying (38% girls vs. 26% boys).
- **Online Gaming**
 - 97% of teens (12-17) play computer, web, portable, or console games.
 - 27% of teens (12-17) play games with people they do not know online.

Cyber Landscape – Teens (Cont'd)

- **Predators**

- 20% have been solicited sexually online. 75% of them did not tell their parents.
- 4% received an online sexual solicitation where the solicitor tried to make offline contact.
- In more than one-quarter (27%) of incidents, solicitors asked youths for sexual photographs of themselves.

- **Sexting**

- 4% of cell-owning teens (12-17) say that they have sent sexually suggestive nude/semi-nude messages to others via message.
- 15% of cell-owning teens (12-17) say they have received sexually suggestive nude/semi-nude images of someone they know via text.

Cyber Landscape – Teens (Cont'd)

- **Social Networking**
 - 73% of teens (12-17) have profiles on social networking sites.
 - 47% of teens (12-17) have uploaded photos; 14 % have posted videos.
 - 44% of teens with SN profiles have been contacted by a stranger, compared with 16% of those without profiles
 - 71% have reported receiving messages from someone they do not know
 - 45% have been asked for personal info from people they do not know
 - From 2007-2009 MySpace has deleted 90,000 accounts because they were created by registered sex offenders

Why Cyberethics ?

- Cybertechnology will continue to grow & stay
- Cyberworld – like everything else – good & bad
- Outright blocking is not advisable & purely infeasible
- Water-tight control is not attainable
- Parental guidance & communication - must
- Cyberethics - code of behavior that governs the general use of Cybertechnology
- Cyberethics does NOT introduce new ethical issues.
- Key difference :-
 - Scale, scope and speed that apply because of the impact of computer technology;
 - Sabotage multiple victims globally;
 - Possibly without ever having to leave homes;
 - Plausible sense of anonymity, and thus, diffusion of identity and responsibility
 - Distance – they do not feel or witness the immediate consequences and harm of their actions.

What is Ethics ?

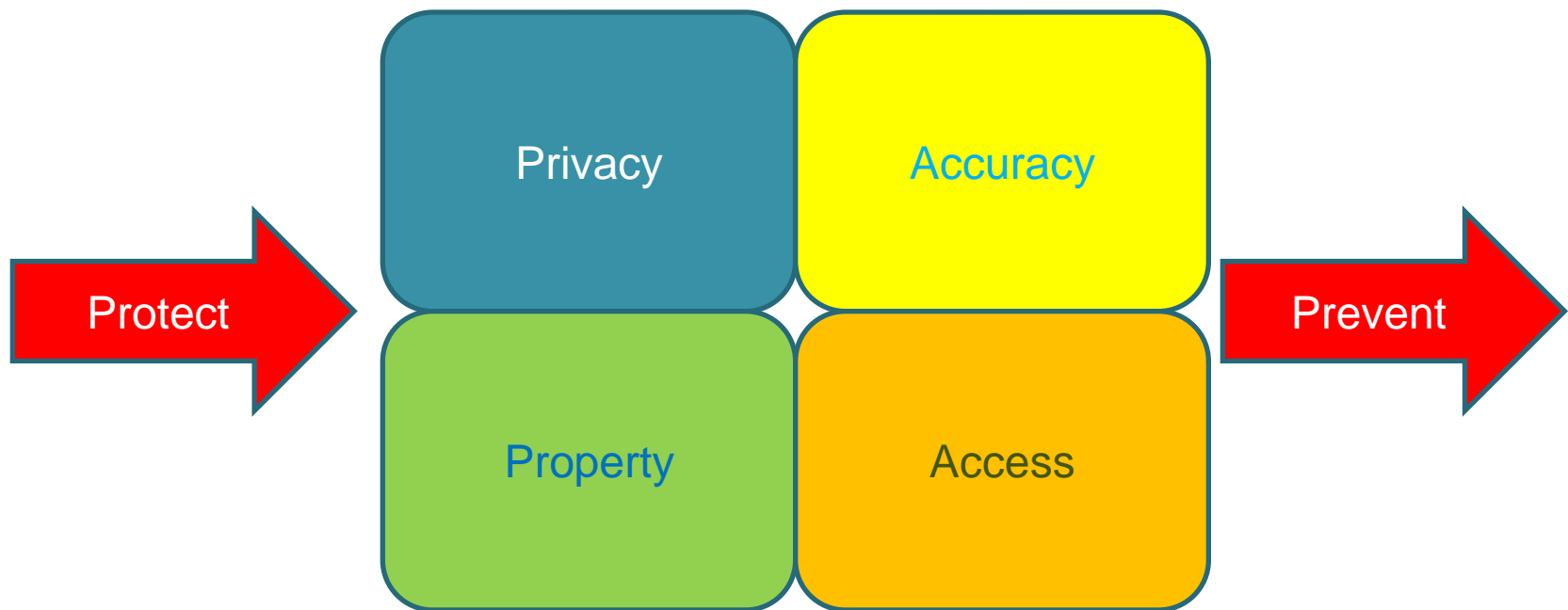
- It's the set of acceptable behaviors in a given culture.
- It's doing the right thing, trying to avoid hurting others.
- It's considering what's good for others before the self.
- It's taking responsibility for one's actions.
- *It's guiding force when no one is watching.*

What is Cybertechnology ?

- Cybertechnology generally refers to various computing and communications devices – from standalone to networked.
- Cybertechnology devices include : hand-held mobile devices (phones & pads), personal computers (desktops and laptops), and the servers behind the clouds.

Cyber Environment - PAPA

Richard Mason's 4 ethical issues :



Cyber Activities

- Surfing
- Social Networking
- Blogging
- Chat Rooms
- E-mail
- Instant Messaging
- Downloading/File Sharing
- Online Gaming
- Wikis
- RSS
- Social Bookmarking

Top Cyber Issues for Teens

- Protecting privacy
- Sexting
- Pornography
- Online Solicitation
- Predator
- Cyberbullying

Parental Control

- Get hold of Administrator profile
- Firewalls, Anti-Virus & Anti-Spyware Programs
- Parental Control Software
 - Daily/Weekly Time Limits
 - Specific Time Restrictions
 - Software Program Specific Restrictions
 - Game Specific Restrictions
 - Internet (IM,email) / Website Usage Restriction
 - Multi-Level Protection (Control, Adm, Network)
 - Tracking & reporting
- Router Level Parental Control

Parental Control (Cont'd)

- Phone based Parental Control
 - Blocking incoming/outgoing calls & SMS by specific numbers
 - Website Filtering (blacklisting)
 - Applications blocking
 - Time-Specific Restrictions
 - Location logging (GPS)
 - Calls & SMS recording
 - Get Instant GPS locations
 - Remote locking & Remote information wiping
 - SIM Card Removal Alert
- Warning
 - Use only when necessary
 - TLC & Communication is still required

Time to Worry, when ...

- Screen Switching
- Odd Phone Calls
- Odd Hours of the Night
- Sense of stealth-ness & sneakiness
- Getting nervous when receiving email/sms/IM
- Use multiple accounts or use others' accounts
- Sudden Influx of Cash
- Unusually Upset at an Internet Interruption
- Withdrawal from Family or Friends

Some Tips - Parents

- Don't rely on software to do your job
- Check and discuss Internet Safety policy with School
- Keep an eye on them
- Be proactive
 - Encourage them to speak to you
 - Attend classes, spend time with concerned parents
- Participate with your child online
- Plan ahead
 - talk to them about what could be encountered online
 - What they should react and do

Some Tips – Parents (Cont'd)

- **Encourage other interests**
 - Get them away sparingly from the net
 - Family board games, outing etc.
- **A time and place for everything**
 - Common room– where you can keep an eye on it.
 - If possible, limit access only when you are at home or awake.
- **Explore the Internet**
 - The more you know, the better you can protect your family.

Some Tips - Teens

- Do not assume the net is safe
 - Assume everyone has access to your site, and always will
 - Think carefully before posting information or photos or even comments
 - Predators are everywhere, and they will peruse what you post
 - There are always bugs & loopholes
- Cyber memories are permanent
- Use strong password, never share password
- Avoid using “remember passwords”
- Beware of cookies during surfing
- Avoid surfing using public facilities, if possible

Some Tips – Teens (Cont'd)

- Log out after use every time
- Choose nickname for email & chat carefully
- Avoid P2P sharing software
- Do not accept invitation from strangers
- Do not post provocative comments
- Do not respond to cyberbullying attempt
- Do not post intimate or seducing photos

Other Important Points to Note

Everything starts from fundamental (道高一尺，魔高一丈)...

- Building a platform to understand your child
 - Communication
 - Needs exploration
- Building a trusted relationship with your child
 - Effective Coaching and Communication
 - Role Model
 - Be part of their lives
- Managing conflict when it occurs

Acknowledgement

- International Telecommunication Union & Internetworldstats.com
- mobithinking.com, venturebeat.com (2010)
- pewinternet.org, monitorinternetuse.com (US)

Thank You