

Norton™ Online Family Report 2010

Surfing, gaming, chatting...

That's not all kids are doing online.

Tuesday, 6th July 2010

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What is Norton Online Family Report (NOFR) 2010?

- NOFR is one of the **largest studies** of its kind
- NOFR is a significant study of **children's online behaviour and activities**; and **adults' understanding and perspectives of children's online lives**.
- **2nd year** running for Singapore

NOFR 2010 uncovered...

GAPS

- Between parents and kids in online beliefs and behaviours

EMOTIONAL IMPACT

- Of online experiences, time and activities

CODES OF CONDUCT

- How kids are setting rules for themselves



**91% of people don't
feel very safe online**

Allow

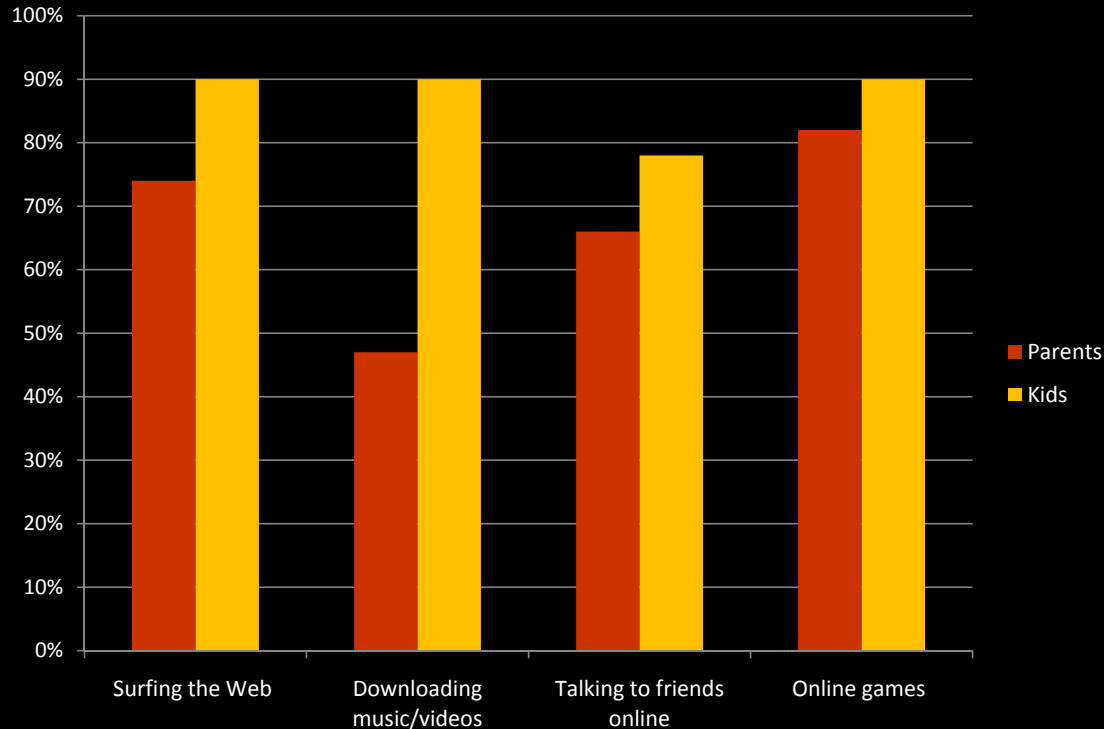
Deny



THE GAPS

Top parental concerns for children online are
access to **inappropriate content** and **giving**
out personal information

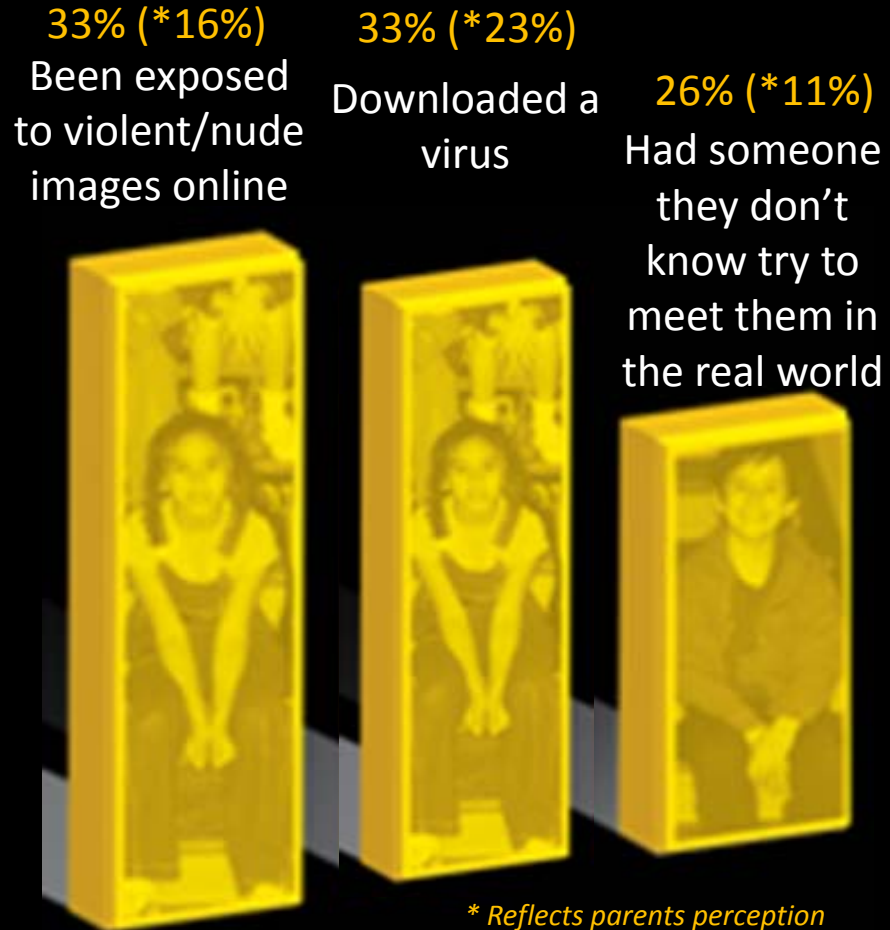
WHAT KIDS DO ONLINE?



GAP:

5 in 10 parents are not aware of the extent to which children **download music and videos online.**

WHAT ARE KIDS EXPOSED TO ONLINE...?



GAP:

6 in 10 parents reported that they don't always know what their child looks at online



73% of children in Singapore have had a
negative online experience

Allow

Deny

But only 64%
of parents know this...



Rules are in place...

7 in 10 parents have house rules in place surrounding their kid's use of the Internet

Almost 4 in 10 parents have set parental controls on their family computer

74% of children say they follow the family rules





But...parents' rules seem to be “out of date”.

61% of children believe that they are more careful about online activities than their parents

THE BAD NEWS:

3 in 10 believe their
parents are totally
disconnected from what
they are doing

THE GOOD NEWS:

Parents are always the **first**
port of call for children when
they need support/help

**Negative Online
Experiences Have a
Profound Emotional
Impact on Children**



TARGETED

ANGRY

BETRAYED

VIOLATED

GUILTY

PANICKED

RESIGNED

ANNOYED

FRUSTRATED

CHEATED

ACCEPTING
ALONE

INDENIAL

WARY

SHOCKED

VENGEFUL SICK REGRETFUL

FEARFUL

AFRAID

HELPLESS

CONFUSED

DISTRUSTFUL

EMBARRASSED/ASHAMED

UPSET

DISGUSTED



**3 in 10 children feel
embarrassed and live with
online regrets**

I feel RESPONSIBLE!

73% (I downloaded a virus)

63% (I responded to an online scam)

45% (I saw violent/nude images)

38% (Someone I don't know online
tried to meet me in the real world)

29% (I received 'sexts' from
someone I don't know)



Online ethics and code of conduct

*“Prevention is better than
Cure...”*



CHILDREN SETTING THEIR OWN RULES:

In addition to parents' rules,

93% of kids have established their own rules for acceptable online behaviour

Kids rules for kids:

- ✓ don't bully or be mean to others online (65%)
- ✓ ask people 's permission before passing on their personal information (64%)
- ✓ don't pass along embarrassing photos about others (64%)
- ✓ don't harass or stalk people (61%)



Stranger danger is a real threat to children online today!

On average Singapore children have **76 online friends**

50% of the children have met all or nearly all of their online friends

57% of them have had someone they don't know try to add them on a social networking site

Children also admit to not always telling the truth online

- ☐ **43%** mentioned that they already lied about their name online
- ☐ **39%** lied about their names
- ☐ **33%** lied about where they live



Is your child going to be
one of the 7 in 10 that has a
negative experience online?

Allow

Deny

Norton Online Family: Cool Parenting Tool

 Norton™ Online Family

English ▾ Help ▾ Norton Apps ▾ [Sign In](#)

Norton™ Online Family

A smarter way to keep your kids safe online

- Know what your kids are *really* doing online
- Spot potential dangers *before* they become problems
- Easily manage your kids' computer time



Think you know what your kids do online?
Find out for sure!

[Sign up now, it's FREE!](#)

[Member Sign In](#)

 Want to see it in action? [Click here to watch a video.](#)

Sign up today for Norton™ Online Family **Membership is FREE**

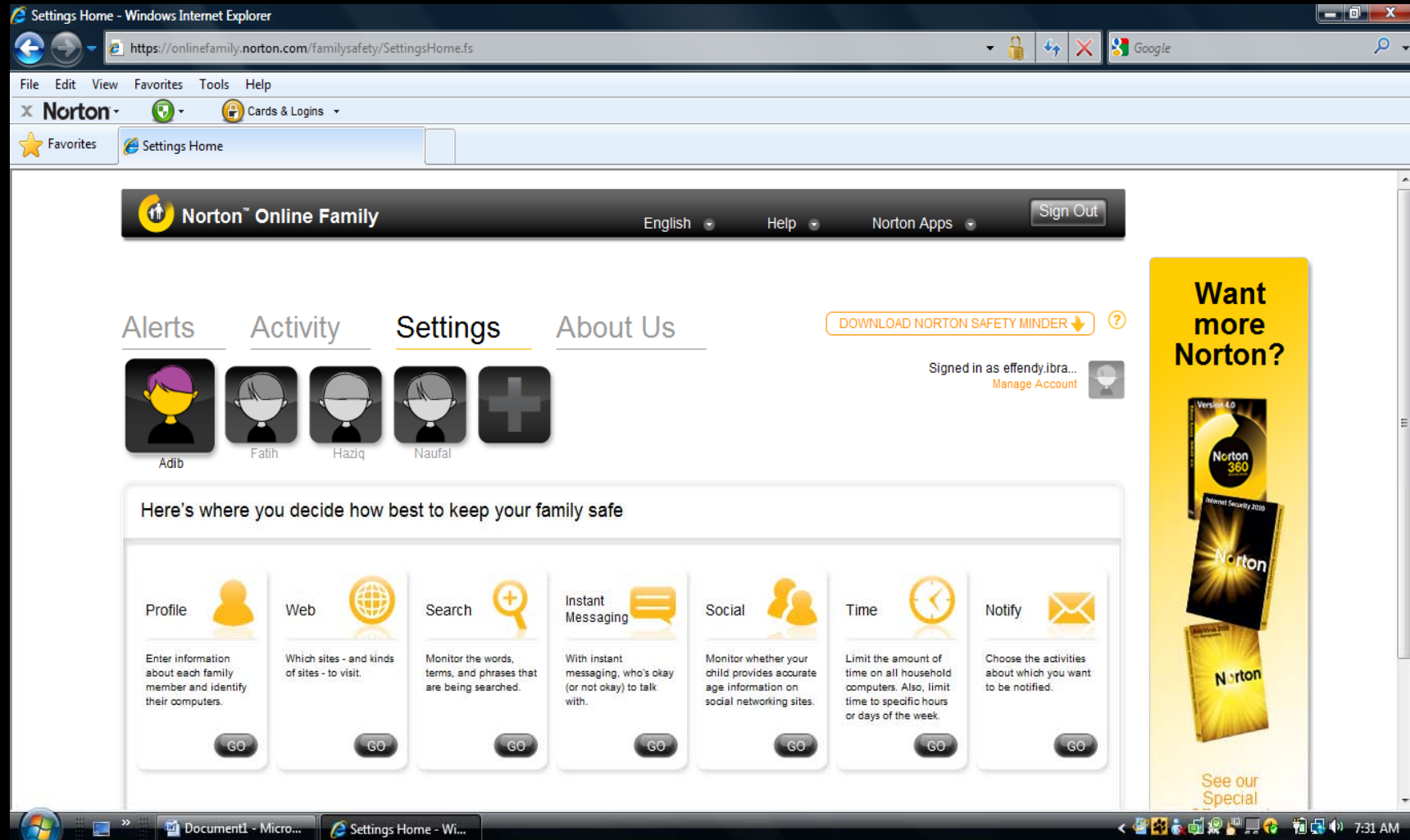
• Transparency

• Intent

• Interest

• Interaction

Stuff You Can Monitor



Help in Setting Rules

Web Settings - Windows Internet Explorer

https://onlinefamily.norton.com/familysafety/childWebStart.fs

File Edit View Favorites Tools Help

Norton Cards & Logins

Favorites Web Settings

Alerts Activity **Settings** About Us

DOWNLOAD NORTON SAFETY MINDER ?

Signed in as effendy.ibra...
Manage Account

Adib Fatih Haziq Naufal

Web Site Settings for Adib

Show Web Web supervision: On Off

How do you want to supervise Web activity?

- ☐ Give a warning but allow Adib on the site anyway
- ☒ Block the site
- ☐ Monitor only (All Web blocking turned off)

Check each Site Category below that you want to block from Adib (23 site categories currently blocked)

<input checked="" type="checkbox"/> Abortion	<input checked="" type="checkbox"/> Drugs	<input type="checkbox"/> Kids	<input type="checkbox"/> Reference / Educational	<input checked="" type="checkbox"/> Tobacco
<input type="checkbox"/> Advertising	<input type="checkbox"/> Entertainment & Music	<input type="checkbox"/> Legal	<input type="checkbox"/> Religion	<input type="checkbox"/> Travel
<input checked="" type="checkbox"/> Alcohol	<input checked="" type="checkbox"/> File Sharing	<input checked="" type="checkbox"/> Lingerie	<input type="checkbox"/> Search	<input type="checkbox"/> Uncategorized
<input type="checkbox"/> Art	<input checked="" type="checkbox"/> Gambling	<input checked="" type="checkbox"/> Mature Content	<input checked="" type="checkbox"/> Sex Education	<input checked="" type="checkbox"/> Violence
<input type="checkbox"/> Automotive	<input type="checkbox"/> Gaming	<input type="checkbox"/> Military	<input checked="" type="checkbox"/> Sexual Orientation	<input checked="" type="checkbox"/> Weapons
<input type="checkbox"/> Business	<input type="checkbox"/> General	<input type="checkbox"/> News	<input type="checkbox"/> Shopping	<input type="checkbox"/> Web Mail

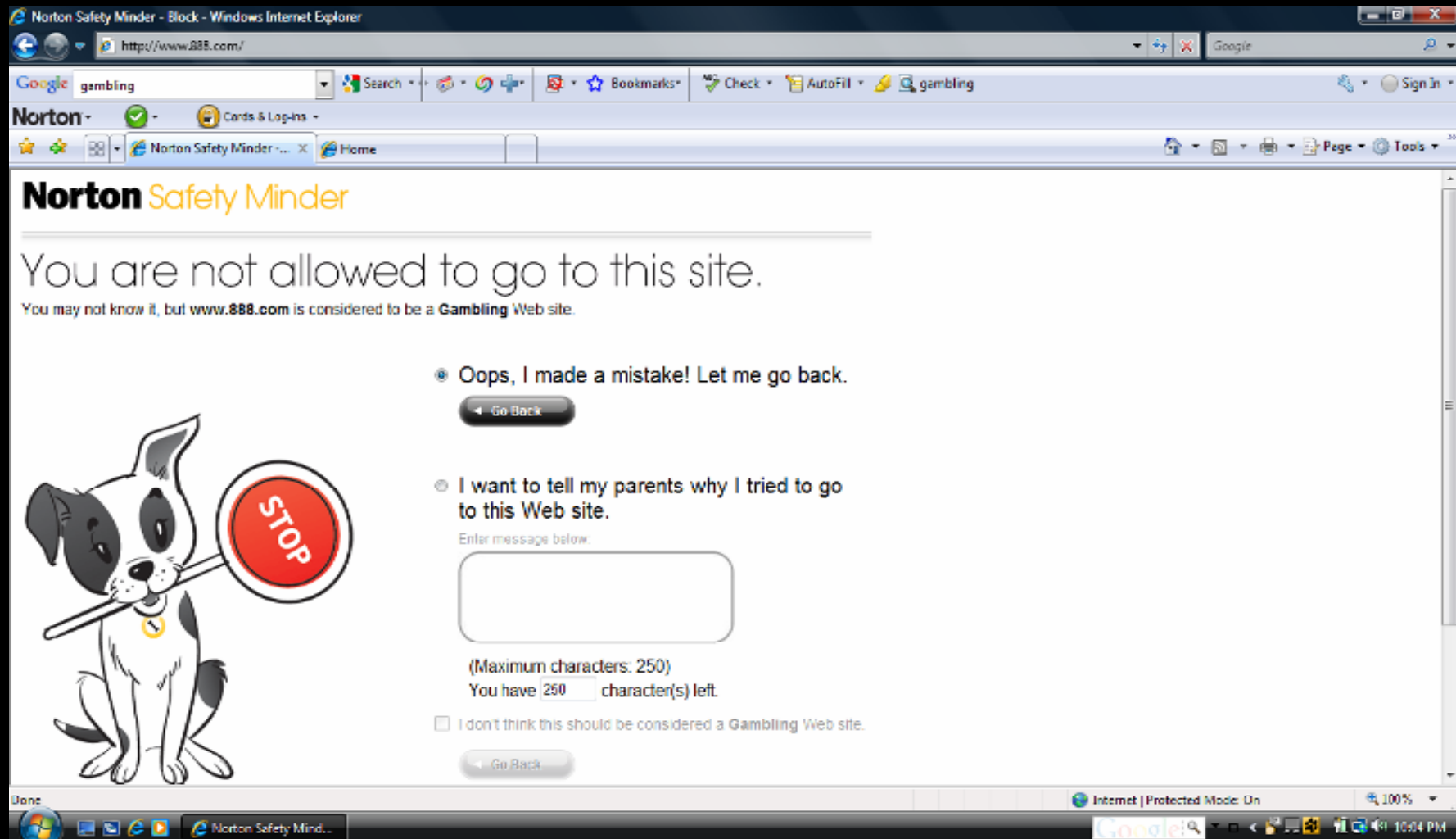
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Version 4.0
Norton 360
Internet Security 2010
Norton
See our Special Offers now!
Norton from symantec

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7:37 AM

When Your Kid Breaks a Rule ...



Setup Example: Allowable Time

Time Settings - Windows Internet Explorer

https://onlinefamily.norton.com/familysafety/timeStart.fs

File Edit View Favorites Tools Help

Norton Cards & Logins

Favorites Time Settings

Time Settings for Haziq

Show Time Time supervision: On Off

Select the hours that you want to block Haziq from using computer. ?

Click and drag the hours that you want to block or allow.

☒ Enable Time Management Settings

	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Monday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Tuesday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Wednesday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Thursday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Friday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Saturday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked
Sunday	Blocked	Blocked	Blocked	Blocked	Blocked	Blocked	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed	Blocked

☐ Allowed ☒ Blocked ☐ Display time in ½ hour increments

Total hours per day Haziq can use the computer: ?

☒ Weekdays (Mon - Fri) 3 hours

☒ Weekends (Sat - Sun) 5 hours

How to track computer time: ?

☒ Count the total amount of time Haziq is logged onto the computer

☐ Count only the amount of time Haziq actively uses the computer

What to do when Haziq's computer time limit has been reached: ?

☐ Automatically lock Haziq's computer

☒ Report the activity, but let Haziq continue to use the computer

UPDATE SETTINGS

See our Special Offers now!

Norton from symantec

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Notifying Parents ...

Notification Settings - Windows Internet Explorer

https://onlinefamily.norton.com/familysafety/notifyStart.fs

File Edit View Favorites Tools Help

Norton Cards & Logins

Favorites Notification Settings

Alerts Activity **Settings** About Us

Download Norton Safety Minder ?

Signed in as effendy.ibra...
Manage Account

Adib Fatih **Haziq** Naufal

Notification Settings for Haziq Show Notify

Send email notifications to: ?

effendy.ibra...: effendy.ibrahim@g...
Privacy Policy ADD TO LIST

Web Content

- ☒ Haziq ignores a warning
- ☒ Haziq visits a blocked site

Norton Safety Minder Status

- ☒ Norton Safety Minder is turned off on any of Haziq's computers

Instant Messaging

- ☒ Haziq asks to chat with a blocked IM Friend

Social Networking

- ☒ Haziq creates a new account
- ☒ Haziq uses an incorrect age

Personal Information

- ☒ Haziq sends personal information

UPDATE SETTINGS

Want more Norton?

See our Special Offers now!

Norton from symantec

Giving Stuff to Chat About ...

Chat Settings - Windows Internet Explorer

https://onlinefamily.norton.com/familysafety/chatStart.fs

File Edit View Favorites Tools Help

Norton Cards & Logins

Favorites Chat Settings

Norton Online Family English Help Norton Apps Sign Out

Alerts Activity Settings About Us

DOWNLOAD NORTON SAFETY MINDER ?

Signed in as effendy.ibra... Manage Account

Adib Fatih Haziq Naufal

Chatting rights for Haziq

Show Instant Messaging Chat supervision: On Off

New IM Friends should automatically be:

- ☒ Blocked: All chat is blocked and monitored until new IM friends are approved.
- ☐ Monitored: Chat is allowed, but conversation logs of new IM friends can be viewed.
- ☐ Not Blocked or Monitored: Chat is allowed, with no conversation logs for new IM friends.

Currently, Norton Online Family can only monitor children's Instant Messaging activities on PCs, not Macs.

IM Friend list (Set or change individual rights here)

No IM Friends currently found for Haziq

IM Account list

No IM accounts currently found for Haziq

Want more Norton?

See our Special

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7:44 AM


Don't Forget Security: All-in-One

Norton 360

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Protected

You are protected.




PC Security

Protected

You are **protected** for Web browsing, email and instant messaging.


Definitions Update:
4 minutes ago ▶



Identity Protection

Protected


You are **secured** for online shopping and banking.



Backup

Protected

You **need to set up backup** to protect your files from loss and disaster.



PC Tuneup

Protected

[View Details](#)



[Run Disk Optimization](#)

[Run File Cleanup](#)

[Run Diagnostic Report](#)

[Run Startup Manager](#)

Norton
from symantec



[Run LiveUpdate](#)[Scan Now](#)[Get Support](#)

Subscription Status: 348 days remaining



ADVICE FOR PARENTS:

1. Regularly **talk** about online activities; Show an **interest**;
2. Encourage your children to **come to you** if they experience anything unpleasant online;
3. Maintain **up to date security software** to protect your computer from any malicious software inadvertently downloaded;
4. Prepare kids for **good or bad** experiences;
5. Highlight the importance of thinking before clicking and downloading;
6. Use a browser search advisor to **identify safe/unsafe sites**;
7. Children need to know that their **parents will listen** and not blame or punish them when things go wrong online.
8. Download and install the free Norton Online Family tool (<https://onlinefamily.norton.com>);



THANK YOU!