



Professional
Development
Program → 





Why i-SAFE?

The Global Leader in Internet Safety

- Educate
- Empower
- Mobilize



Agenda

- Internet Landscape
- i-SAFE Solution
- Primary Internet Safety Issues
- *Effective Outreach!*
- All roads lead to: www.isafe.org

Objectives

- Increase Internet Safety Awareness
- Prepare Program Leaders and Classroom Instructors
- Explore Youth Empowerment Potential
- Create i-SAFE Advocates
- Identify the Source: www.isafe.org



Internet Landscape

Computer and Internet Use

United States Department of Education, June 2005

Nursery School: 67% use computers; 23% use the Internet

Kindergarten: 80% use computers; 32% use the Internet

High School: 97% use computers; 80% use the Internet

Overall, 91% of students use computers; 59% use the Internet.



Internet Landscape

Over **130,000** students have participated in i-SAFE surveys.
Surveys of students in grades 5-12 have found that:

- 58% admit to using the Internet unsafely, inappropriately, or illegally
- 20% have met face to face with someone they first met online
- 14% have received mean or threatening messages while on the Internet



Internet Landscape

Students do not always have the skills to respond appropriately and responsibly.

- 15% have given out personal information (e.g., name, age, gender, home address) to someone they have only met online
- 22% know someone who has been bullied online
- 46% believe they should have the unrestricted right to download music from the Internet



Internet Landscape

This virtual playground is creating some serious socialization issues. Surveys conducted during the 2005-2006 school year have found that:

- 20% of kids and teens feel safer on the Internet than they do in the “real” world.
- 37% feel freer to do what they want in Cyberspace than in their physical world.
- 25% feel better, or more positive, about themselves while online than while in the “real” world.



Internet Landscape

National Assessment Center

- Supportive National Database
- Measured Success
- Access to State Reports



A small version of the iSAFE logo, consisting of a stylized 'i' and 'SAFE' with a swoosh.

i-SAFE Solution

Founded in 1998,
i-SAFE Inc. is a non-profit organization
dedicated to educating and empowering students,
parents, law enforcement, and community members to make
their Internet experiences safe and responsible.



Empowering Youth to be Safe Online...

In the Classroom and Beyond!

The i-SAFE Solution



[Click to Launch Video](#)

i-SAFE Solution



i-SAFE Solution

Safe Schools Education Initiative

- Professional Development Program
- K-12 Curriculum
- Assessments
- Library Safe Card Program

All materials approved by the Department of Justice



i-SAFE Solution

Outreach Initiative

- DRIVE Campaign
 - i-MENTOR Program
 - X-BLOCK
 - i-MENTOR Training Network
 - DRIVE TV
- i-Parent Campaign
 - i-PARENT Program
 - i-FIFTY+ Program
 - i-PARENT/i-LEARN
 - i-PARENT Boards
- Community Awareness Campaign

All materials approved by the Department of Justice



Education Component

- Curriculum Overview
- Primary Concepts
- EduReach!
- Assessments
- Library Safe Card





Curriculum Overview

Core Topic Modules

Cyber Community Citizenship	K-12
Cyber Security	K-12
Personal Safety	K-12
Predator Identification	5-12
Intellectual Property	3-12





Curriculum Overview

Core & Component Lessons

Cyber Community Citizenship	K-12
Cyber Bullying	3-12
Safe Website Design	5-8
Cyber Security	K-12
Homeland Security	6-8
National Student Watch	5-8
Acceptable Use Policies	5-8
Personal Safety	K-12
Weblogs	6-8
Integrated Math & Literacy	6-8
Predator Identification	5-12
Intellectual Property	3-12
Copyright & Fair Use	5-12



Curriculum Overview

Library of Webcasts

Recommended Grade Level 9-12

- *Privacy and the Internet*
- *Cyber Relationships*
- *Intellectual Property*
- *Security: Malicious Code*
- *Security: Cyber Citizenship*
- *Social Issues*
- *Pornography on the Web*
- *Cyber Harassment: Bullying and Stalking Online*
- *Youth Empowerment: Youth Summit Online Safety*



Curriculum Overview

Service Learning Lessons

Recommended Grade Level 9-12

- *Public Service Announcements*
- *Orientation Presentation*
- *Student Assembly*
- *Community Posters*
- *Library Safe Card Program*
- *i-Adopt-A-School*
- *Parent Night*
- *Community Leaders Meeting*
- *Brochure Distribution*

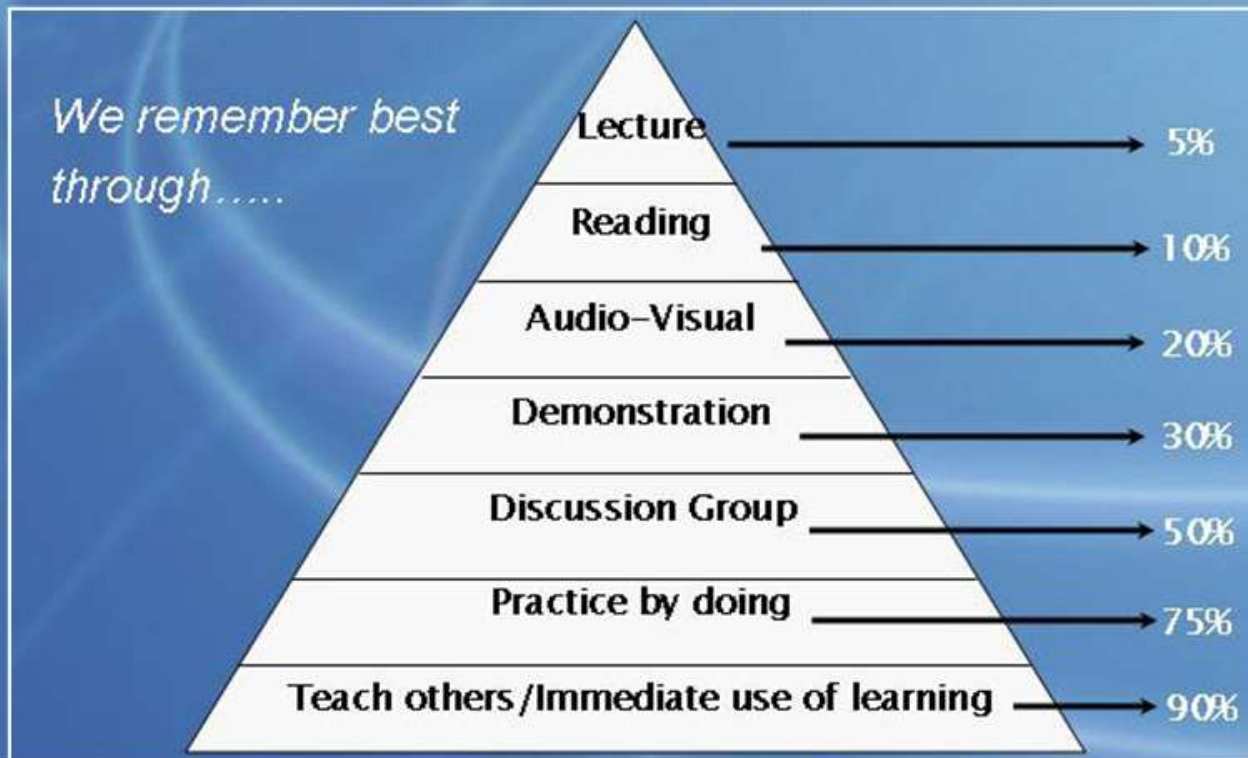


Curriculum Overview

*Broad range of materials and formats,
meeting a variety of teaching and learning needs*

- Students at all grade levels
- Students with different learning styles
- Teachers with varying technology skills
- Classrooms with/without computers
- National Education Technology Standards (NETS) and state academic standards

Curriculum Overview





Curriculum Overview

Brain Biology 101

Frontal Lobe

- Less developed
- Right/wrong decision-making
- Process cause-effect relationship

Amygdala

- Dominant
- Reactionary decision-making
- Impulsive gut response



Curriculum Overview

Curriculum Concepts

- Cyber Citizenship
- Cyber Security
- Personal Safety
- Predator Identification
- Intellectual Property





Cyber Citizenship

Cyber Community Citizenship

Cyber Bullying

Safe Website Design





Cyber Citizenship

Curriculum Learning Objectives

- Understand physical vs. cyber community
- Differentiate between appropriate and inappropriate Web sites
- Make informed choices on the Internet
- Practice good cyber citizenship
- *Effect change!*





Cyber Citizenship

Inappropriate Web sites

- Over 10,000 Hate Sites...and growing
- “How To” Sites
- Webicide and Ana
- Gambling
- Drugs, Alcohol, and Tobacco
- Pornography in All Forms

Pornography on The Web

Access Webcast on DVD or via
www.isafe.org



Empowering Youth to be Safe Online...

In the Classroom and Beyond!



[Click to Launch Video](#)



Cyber Citizenship

- Pesky Pop-Ups
- Innocent Keyword Searches
- Typo Squatting; Illegal but not Eliminated
- Pharming
- Spam
- Spim



Cyber Citizenship

Action	PC	Mac
Close Window	Ctrl + W	Apple + W
Close All Windows		Apple + Option + W
Close Application	Alt+ F4 Ctrl + Alt + Delete	Apple + Q
Force Quit Unfreeze Computer		Apple + Option + Esc Apple + Period
Last Resort	Turn Off Computer	Turn Off Computer



Cyber Citizenship

Cyber Community Citizenship 7th Grade Activity





Cyber Citizenship

Cyber Bullying is on the rise.

During a 2004-05 i-SAFE survey of 1,500 middle school students, we learned:

- 53% said hurtful or angry things to another person
- 58% had hurtful or angry things said to them.
- 42% were bullied.



Cyber Citizenship

2005-06 survey of more than 13,000 students in grades 5 through 12

- 9% had been cyber-stalked against their wishes



Cyber Citizenship

Bullying Around the World

- New York
- New Jersey
- Utah
- Canada
- England
- Texas





Cyber Citizenship

Students Bully through:

- Personal Web Pages
- Community Web Pages
- Cell Phones:
Text Messaging/Photos
- E-mail
- Instant Messaging
- Blogs





Cyber Citizenship

The Constitution
protects Internet speech that is
critical, annoying, offensive, or demeaning,
as long as it does not
include a direct threat or incite violence.



Cyber Citizenship

Who or What Can
Stop the Bullying?

- Internet Service Providers
- Schools
- Lawsuits
- State Intervention
- Students
- Increased Awareness





Cyber Harassment: Bullying and Stalking Online

Access Web site on DVD or via
www.isafe.org



[Click to Launch Video](#)

Cyber Citizenship

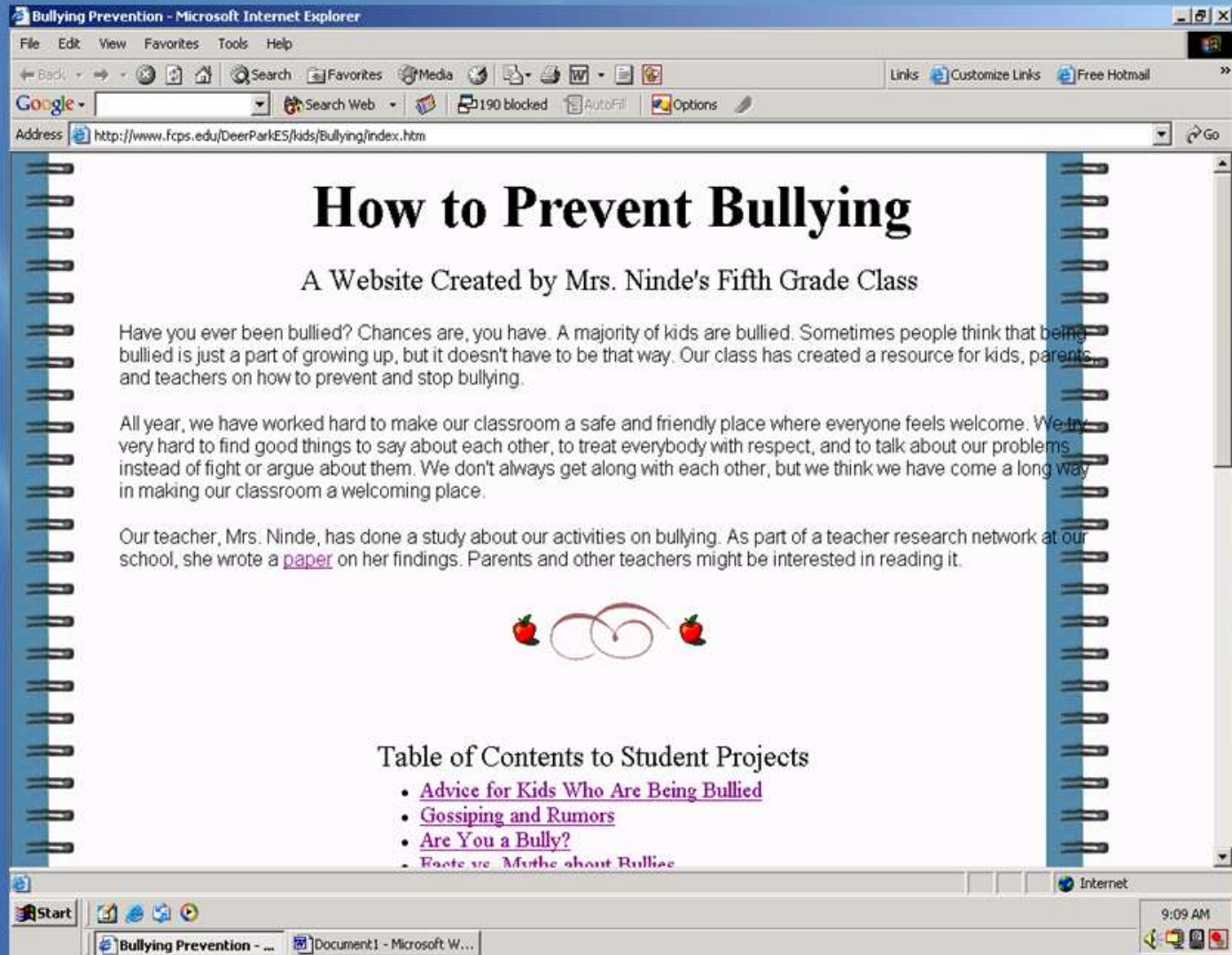
Safe Web site Design





Cyber Citizenship

- *EduReach Defined*
- *The Empowerment Challenge*
- *Enrichment Activity*



Bullying Prevention - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Copy Paste Find Print Preview

Google Search Web 190 blocked AutoFill Options

Links Customize Links Free Hotmail

Address <http://www.fcps.edu/DeerParkES/kids/Bullying/index.htm> Go

How to Prevent Bullying

A Website Created by Mrs. Ninde's Fifth Grade Class

Have you ever been bullied? Chances are, you have. A majority of kids are bullied. Sometimes people think that being bullied is just a part of growing up, but it doesn't have to be that way. Our class has created a resource for kids, parents, and teachers on how to prevent and stop bullying.

All year, we have worked hard to make our classroom a safe and friendly place where everyone feels welcome. We try very hard to find good things to say about each other, to treat everybody with respect, and to talk about our problems instead of fight or argue about them. We don't always get along with each other, but we think we have come a long way in making our classroom a welcoming place.

Our teacher, Mrs. Ninde, has done a study about our activities on bullying. As part of a teacher research network at our school, she wrote a [paper](#) on her findings. Parents and other teachers might be interested in reading it.





Table of Contents to Student Projects

- [Advice for Kids Who Are Being Bullied](#)
- [Gossiping and Rumors](#)
- [Are You a Bully?](#)
- [Face it: Moms about Bullies](#)

Start  Internet 9:09 AM

Bullying Prevention - ... Document1 - Microsoft W...



Cyber Citizenship

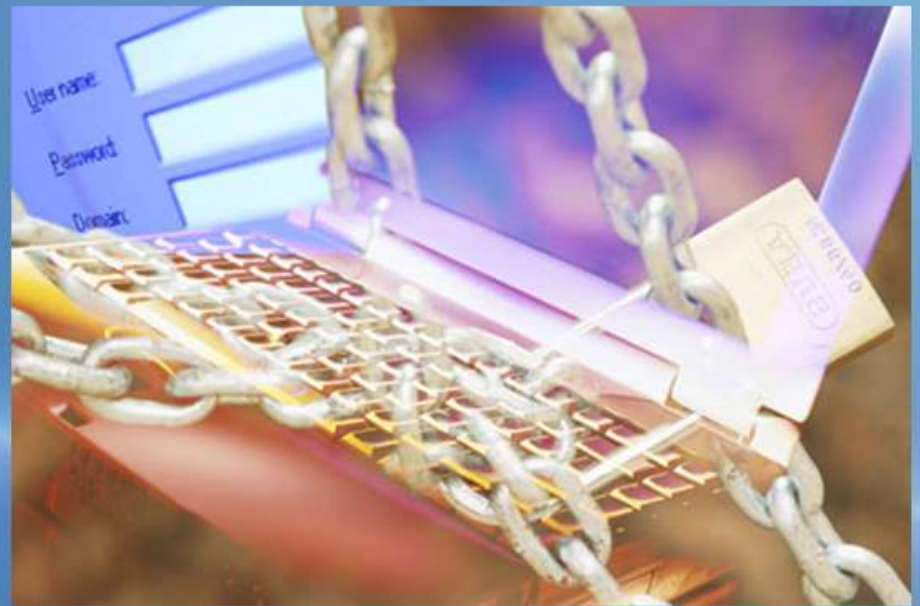
Review

- The Cyber community parallels our physical community.
- Appropriate and inappropriate places exist in both.
- *All ages must assess and evaluate online content.*
- Potential for bullying exists with any two-way communication.
- *Students are the agents of change!*



Cyber Security

Cyber Security
Homeland Security
National Student Watch
Acceptable Use Policies





Cyber Security

Curriculum Learning Objectives

- Understand e-mail protocol and associated vocabulary
- Identify and understand malicious code and preventing computer infection
- Comprehend consequences of malicious online behavior
- *Effect Change!*



Cyber Security

- **SPAM**
Unsolicited **e-mail** sent to a large number of addresses
- **SPIM**
Unsolicited **IM** sent to a large number of addresses
- **Can-Spam Act of 2003**
*“Spammed if we do,
and spammed if we don’t.”*





Cyber Security

How To Reduce Spam

- Choose less-obvious e-mail address.
- Limit where you provide your address.
- Use spam-blocking software.
- Don't open or respond to spam.
- Report spam to ISPs, both yours and theirs.



Cyber Security

Identity Theft

- **Phishing**
Imitating legitimate companies
- **Botnets**
- **Pharming**
Misdirecting users to fraudulent Web sites
- **Spyware and Adware**
Accidental downloads
- **Susceptible at Birth**
4% total reported identity theft, children and infants

From: eBay Security Department [mailto:support@ebay.com]
Sent: Thursday, April 14, 2005 7:37 AM
To: Devra A. Brukman
Subject: Fraud Prevention Measures

Powered By **Thank you for using eBay!**

Dear valued eBay member,

It has come to our attention that your [eBay Billing Information](#) records are out of date. That requires you to update the Billing Information. If you could please take 5-10 minutes out of your online experience and [update](#) your billing records, you will not run into any future problems with eBay's online service. However, failure to update your records will result in account termination. Please update your records in maximum 72 hours.

Once you have updated your account records, your eBay session will not be interrupted and will continue as normal. Failure to update will result in cancellation of service, Terms of Service (TOS) violations or future billing problems.

[Please click here to update your billing records.](#)

Thank you for your time!
Marry Kimmel,
eBay Billing Department team.

[Announcements](#) | [Register](#) | [Safe Harbor \(Rules & Safety\)](#) | [Feedback Forum](#) | [About eBay](#)

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Use of this Web site constitutes acceptance of the eBay [User Agreement](#) and [Privacy Policy](#).





Cyber Security

Botnet

Is a number of Internet computers that, although their owners are unaware of it, have been set up to forward transmissions (including spam or viruses) to other computers on the Internet

- A typical bot army is made up of between 10,000 and 100,000 machines
- More than 180,000 PCs are turned into zombies each day



Cyber Security

Pharming

- Attempt to gain personal, primarily financial information
- Hijacking of Domain Name System (DNS)
- More insidious and efficient than phishing
- Minimal protection from anti-virus software
- Report to company

Cyber Security

Child Identity Theft

- Source of Info
 - Hospitals
 - Medical Clinics
 - Morgues
- Intent
 - Financial Identity Theft
 - Criminal Identity Theft
 - Identity Cloning





Cyber Security

Malicious Codes

- **Spyware**
Will access documents, record keystrokes.
- **Virus**
A small program written to alter the way a computer operates.
- **Worm**
A self-replicating program; does not require use of host file.
- **Trojan Horse**
Imposters that claim to be something desirable, but are malicious.



Cyber Security

Spyware

Undetected programs designed to steal information or track surfing habits.

Indications of Spyware

- More pop-ups than usual
- Computer boots slowly
- Unfamiliar icons appear on desktop or task bar
- Programs running when computer not in use

Security: Malicious Code

Access Webcast on DVD or via
www.isafe.org



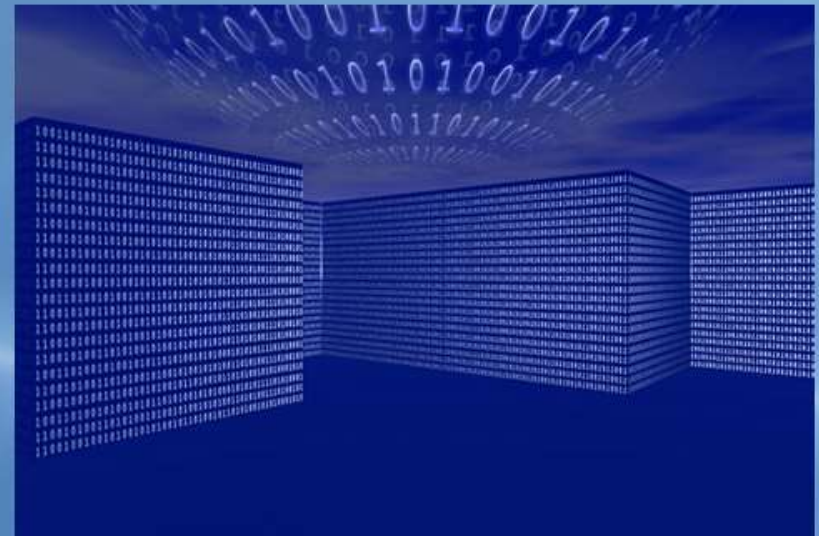
[Click to Launch Video](#)



Cyber Security

Digital Steganography

- Alternative to encryption
- Hidden message in unused bits of audio or video file
- Tool of criminals and terrorists





Cyber Security

Wardriving

The act of driving around in search of accessible Wi-Fi networks.

- Gain wireless access without paying
- Illegally access organization's data
- Warchalking
- Encryption standards recommended for protection

A small icon representing a network or computer system, consisting of several blue arrows pointing towards a central point.

Cyber Security

Computer Security Maintenance Exercise



Cyber Security

Homeland Security

National Student Watch

Acceptable Use Policies





Cyber Security

- *EduReach*
- *The Empowerment Challenge*
- *Enrichment Activity*



Cyber Security

DRiVE Report - Effect Change!





Cyber Security

Review

- Spam is irritating and potentially dangerous.
- Your identity is vulnerable to phishers and pharmers, et al.
- Free downloads may contain hidden treasures.
- *Updated* firewall, virus, and spyware protection are a necessity.
- *Students are the agents of change!*



Personal Safety

Personal Safety

Online Social Networking

Weblogs

Text Messaging Issues

*Internet Safety Review:
Integrated Literacy*

*Internet Safety Review:
Integrated Math*





Personal Safety

Curriculum Learning Objectives:

- Recognize they may knowingly/unknowingly jeopardize their physical safety
- Identify questionable communications
- Learn to protect themselves
- Understand what is *safe* socializing online
- *Effect Change!*



Personal Safety

i-SAFE survey of students in grades 5-12, we found:

- 49% have received “free” e-mail offers in exchange for personal information such as: name, age, home address or social security number
- 31% have a personal web page
- 27% have personal web blogs, or “blogs” on the Internet
- 19% have posted their own photo on their own web page



Personal Safety

What if...
a stranger from
the Internet followed
one of your students
home from school one day?





[Click to Launch Video](#)

Personal Safety

- **Screen Name**
Selected moniker
- **Profile**
Searchable online description
- **Chat Room**
Communication venue
- **Instant Messaging**
Text-messaging
- **Blog**
Weblog or daily journal
- **Gaming**
Interactive communities





Personal Safety

LiLFrI41390 – Reveals birthday and gender

Syracusebabe – Reveals the name of her city

Footballstar#5 – Reveals jersey number

Iwantsexalldaylong – Sexual connotations (taken from Xanga.com)

Chokemespankme – Sexual connotation (taken from MySpace.com)

Teddy420girl – Drug reference (420 is a reference to marijuana)

fairfieldchick profile

 Search: for
Profile Stats

 Last Updated: **05/30/2004**
My Email
Private
On Yahoo!
[Add to friend list](#)

 • [Messenger](#)
Basics

 Yahoo! ID: **fairfieldchick**

 Real Name: **Ashley Branch**

 Nickname: **Soccer Queen**

 Location: **you figure it out**

 Age: **16**

 Marital Status: **Long-term Relationship**

 Gender: **Female**

 Occupation: **A Student at Fairfield High School**

 Offline

[Send me a message](#)
More About Me



Hobbies: Hangin out with Bill!!! Lol!! I love ya Bill! Hangin out with all my friends. Being with Bill!!! Watching movies and did I mention Hangin out with Bill!!! Prolly being in Jackson this Summer!

Latest News: Hey guys! I am with a great guy. So happy.) Cant wait till summer. Having tough times with my father but hoping to fix the probs.

Favorite Quote

"I am gonna stick like Glue..stick becuz I am stuck on YOU!!!!"

Links
[Create your own home page at GeoCities!](#)

[◀ Previous](#) [Next ▶](#)[Back to Search Results](#) [Browse by Interest](#)  **Jimmyzander001**

My Picture



My Stats

Name	Age
James Zander	16
Gender	Marital Status
Male	Single
Location	
Austin, Texas	
Occupation	
student	

[There is more about me below...](#) [MSN Personals](#) [Send me e-mail](#) [Invite me to install
Messenger](#)

A Little About Me

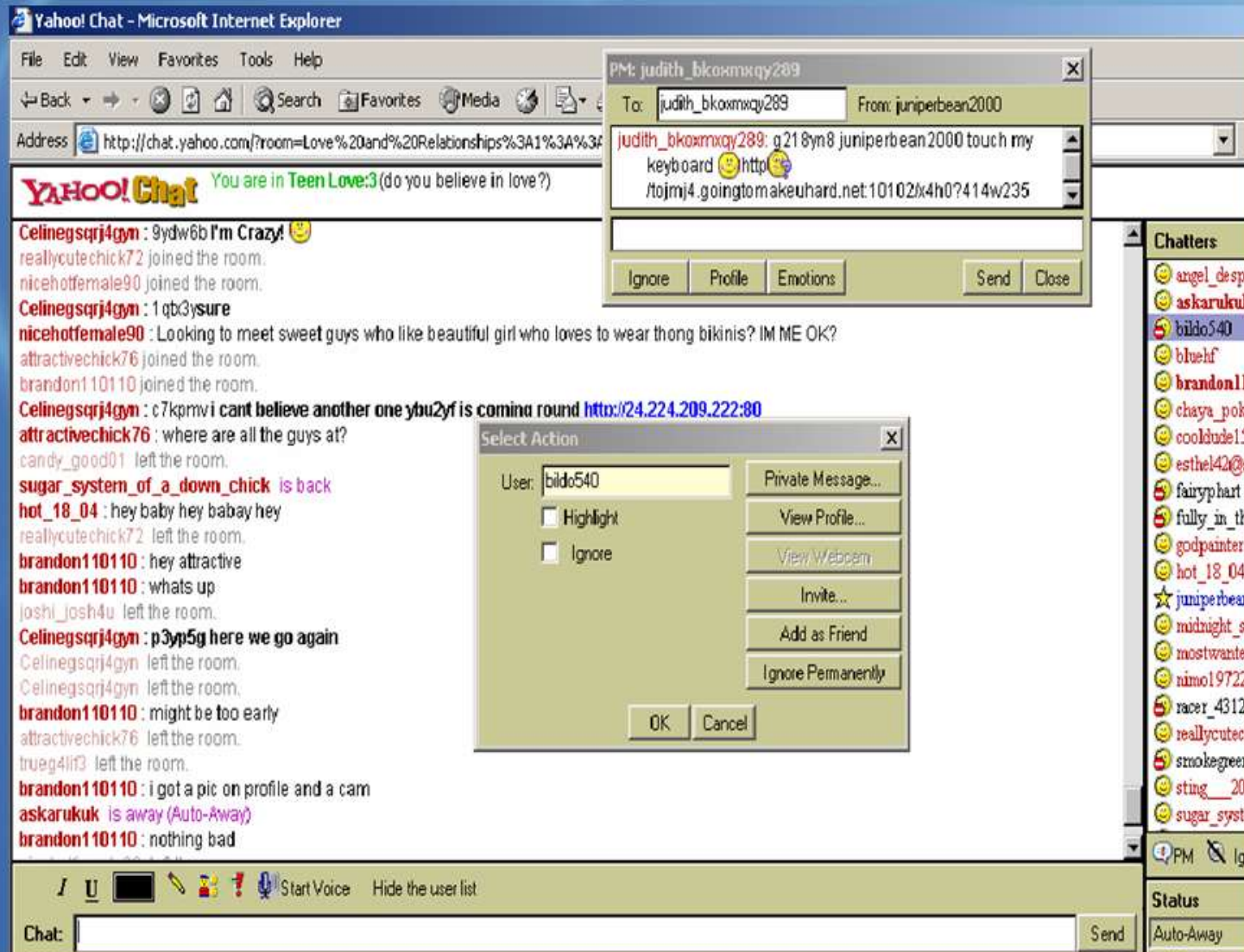
I'm 6-ft, blonde hair, brown eyes, tan. I go to Austin HS, 11th grade.
Not real fond of the area. I want to travel

Hobbies and Interests

Soccer, golf, swimming, surfing the internet, meeting new and different
people in chatrooms.

Favorite Quote

I'll try anything at least once.



Yahoo! Chat - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: <http://chat.yahoo.com/?room=Love%20and%20Relationships%3A1%3A%3A>

YAHOO! Chat You are in **Teen Love:3** (do you believe in love?)

Celinegsqrj4gyn: 9ydw6b I'm Crazy! ☺

reallycutechick72 joined the room.
nicehotfemale90 joined the room.

Celinegsqrj4gyn: 1 qb3ysure

nicehotfemale90: Looking to meet sweet guys who like beautiful girl who loves to wear thong bikinis? IM ME OK?

attractivechick76 joined the room.
brandon110110 joined the room.

Celinegsqrj4gyn: c7kpmv i cant believe another one you2yf is coming round <http://24.224.209.222:80>

attractivechick76: where are all the guys at?

candy_good01 left the room.

sugar_system_of_a_down_chick is back

hot_18_04: hey baby hey babay hey

reallycutechick72 left the room.

brandon110110: hey attractive

brandon110110: whats up

joshi_josh4u left the room.

Celinegsqrj4gyn: p3yp5g here we go again

Celinegsqrj4gyn left the room.
Celinegsqrj4gyn left the room.

brandon110110: might be too early

attractivechick76 left the room.
trueg4it3 left the room.

brandon110110: i got a pic on profile and a cam

askarukuk is away (Auto-Away)

brandon110110: nothing bad

PM: judith_bkoxmxy289

To: judith_bkoxmxy289 From: juniperbean2000

judith_bkoxmxy289: g 21 8yn8 juniperbean2000 touch my keyboard ☺ http ☺ /tojrnj4.goingtomakeuhard.net/10102k4h0?414w235

Ignore Profile Emotions Send Close

Select Action

User: bildo540

Highlight
 Ignore

Private Message...
View Profile...
View Webcam
Invite...
Add as Friend
Ignore Permanently

OK Cancel

Chatters

- angel_despe
- askarukuk
- bildo540
- bluehf
- brandon110110
- chaya_poke
- cooldude15
- esthel42@st
- fairyphart
- fully_in_the
- godpainter
- hot_18_04
- juniperbean
- midnight_st
- mostwanted
- nimo197220
- racer_4312
- reallycutech
- smokegreen
- sting_200
- sugar_syste

Status

Auto-Away

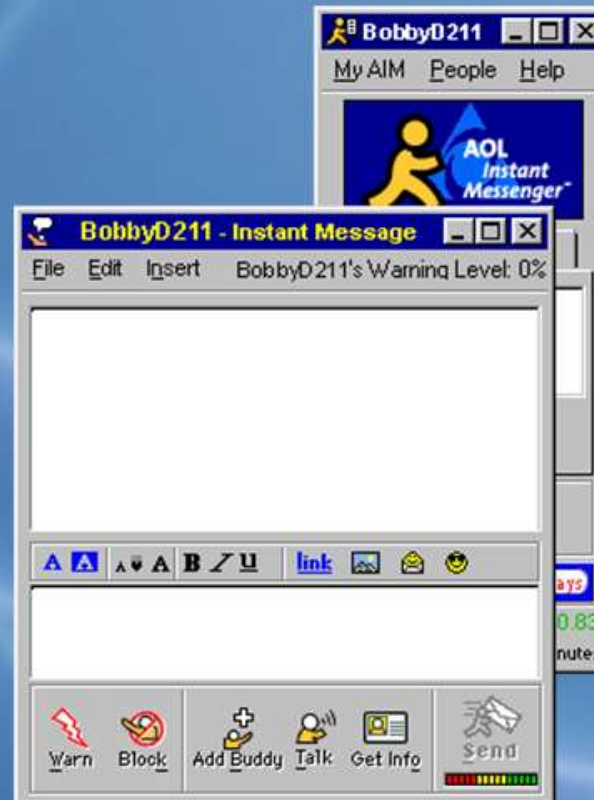
Chat: Send



i-SAFE Stats

- 33% of high school students (grades 9 through 12) visit chat rooms
- 4% of high school students use chat rooms more frequently than any other form of online communication
- 14% of third- and fourth-graders go into chat rooms or use instant messaging
- 26% of middle school students (grades 5 through 8) visit chat rooms

Personal Safety





Personal Safety

29% of students in grades 5-12 have chatted or used instant messaging with someone on the Internet that they have never met face to face

28% of students in grades 5-12 admit to sending/receiving instant messaging late at night when their parents thought they were asleep



Social Networking

Web sites that encourage people to post profiles of themselves – complete with pictures, interests and even journals.

- BlackPlanet.com
- Classmates.com
- Facebook.com
- Friendster.com
- MySpace.com
- Xanga.com

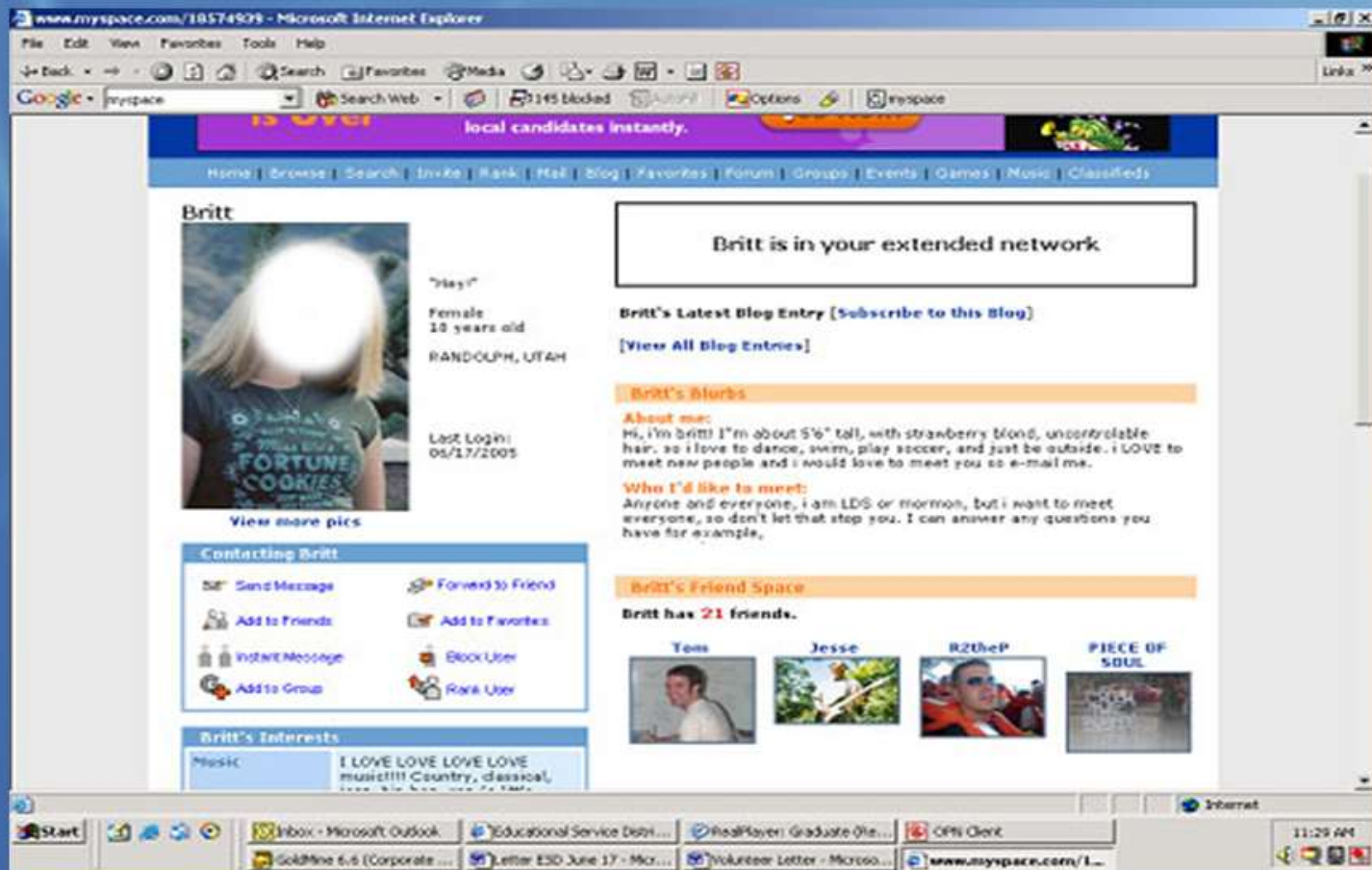


Social Networking

Tips

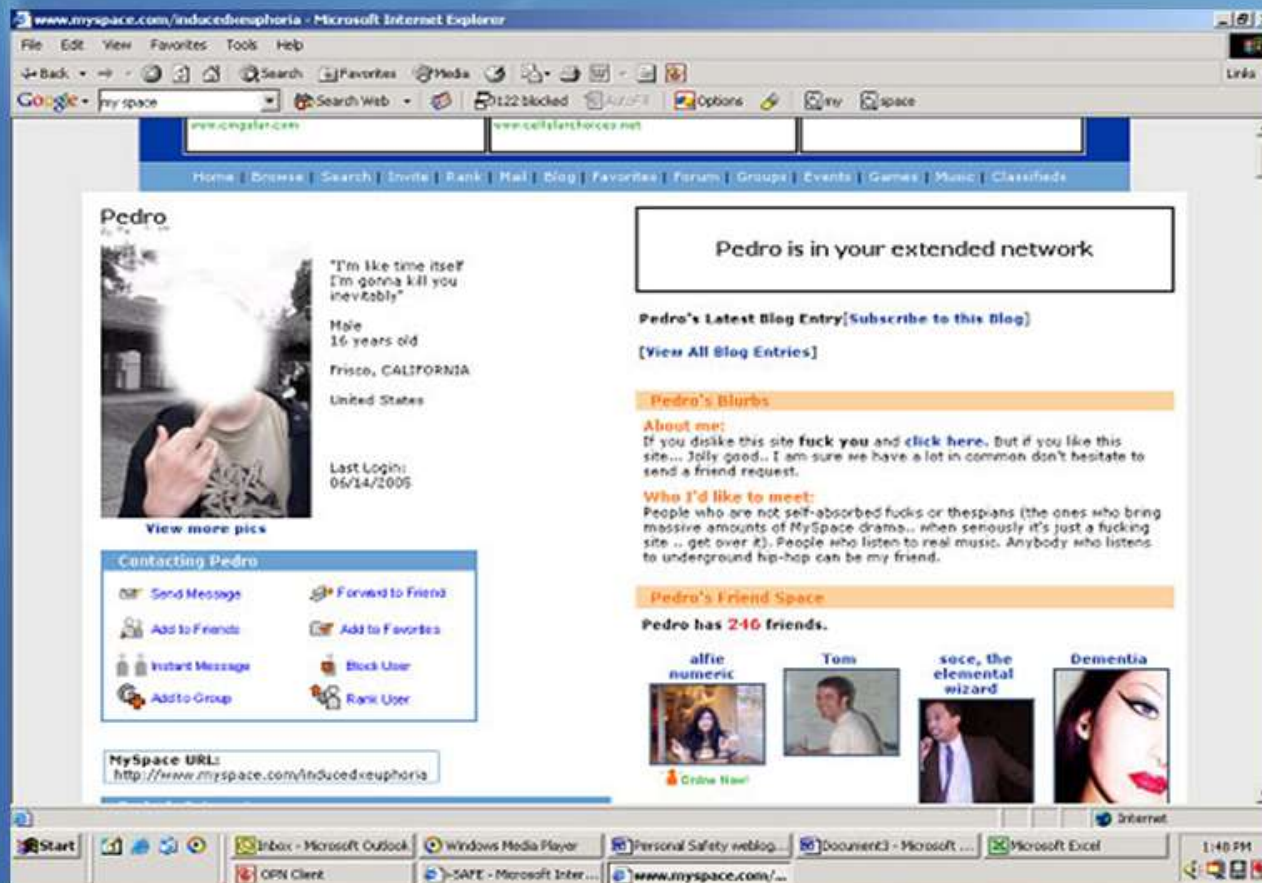
- Monitor your children's use of the Internet; keep your computer in an open, common room of the house
- Tell your kids why it is important not to disclose personal information online
- Check your kids' profiles and what they post online
- Read and follow the safety tips provided on the sites
- Report inappropriate activity to the Web site – or law enforcement immediately

Social Networking



The screenshot shows a Microsoft Internet Explorer browser window displaying a Myspace profile for a user named Britt. The browser's address bar shows the URL www.myspace.com/18574903. The profile page includes a navigation menu with options like Home, Browse, Search, Invite, Rank, Mail, Blog, Favorites, Forum, Groups, Events, Games, Music, and Classifieds. The profile itself features a profile picture of a young woman with blonde hair, a bio stating she is a 10-year-old female from Randolph, Utah, and her last login date of 05/17/2005. There are sections for 'Contacting Britt' with options like Send Message, Add to Friends, and Block User; 'Britt's Interests' listing Music; 'Britt's Latest Blog Entry' with a subscribe link; 'Britt's Blurbs' containing 'About me' and 'Who I'd like to meet' text; and 'Britt's Friend Space' showing 21 friends with small profile pictures of users like Tom, Jesse, R2theP, and PIECE OF SOUL. The Windows taskbar at the bottom shows several open applications including Outlook, Educational Service, Firefox, and CFTI Client, with the system clock indicating 11:29 AM.

Social Networking



The screenshot shows a Microsoft Internet Explorer browser window displaying a MySpace profile for a user named Pedro. The browser's address bar shows the URL www.myspace.com/inducedneuphoria. The profile page includes a profile picture of Pedro, a bio with a quote, and various interaction options like 'Send Message' and 'Add to Friends'. A 'Pedro's Friend Space' section at the bottom shows thumbnails for friends named 'alfie numeric', 'Tom', 'soce, the elemental wizard', and 'Dementia'. The Windows taskbar at the bottom shows several open applications, including Outlook, Media Player, and Internet Explorer.

www.myspace.com/inducedneuphoria - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Web Options My Space

Home Browse Search Invite Rank Mail Blog Favorites Forum Groups Events Games Music Classifieds

Pedro

"I'm like time itself
I'm gonna kill you inevitably"

Male
16 years old
Frisco, CALIFORNIA
United States

Last Login:
06/14/2005

View more pics

Contacting Pedro

- Send Message
- Forward to Friends
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:
<http://www.myspace.com/inducedneuphoria>

Pedro is in your extended network

Pedro's Latest Blog Entry [Subscribe to this Blog]
[View All Blog Entries]

Pedro's Blurbs

About me:
If you dislike this site **fuck you** and **click here**. But if you like this site... Jolly good.. I am sure we have a lot in common don't hesitate to send a friend request.

Who I'd like to meet:
People who are not self-absorbed fuckis or thespians (the ones who bring massive amounts of MySpace drama.. when seriously it's just a fucking site .. get over it). People who listen to real music. Anybody who listens to underground hip-hop can be my friend.

Pedro's Friend Space

Pedro has 246 friends.

- alfie numeric
- Tom
- soce, the elemental wizard
- Dementia

Start | InBox - Microsoft Outlook | Windows Media Player | Personal Safety weblog... | document3 - Microsoft... | Microsoft Excel | 1:40 PM

OPN Client | SAFE - Microsoft Inter... | www.myspace.com/...



Personal Safety

FYA

F2F

ISO

MMA

P2P

P&C

DOM

IPN

CTN

P911- PAL- POS

9/99

ASL?



Personal Safety

FYA	For Your Amusement
F2F	Face to Face
ISO	In Search Of, or Is Seeking Other
MMA	Meet Me At
P2P	Private conversation; P2P me
P&C	Private and Confidential
DOM	Dirty Old Man
IPN	I'm Posting Naked
CTN	Can't Talk Now
P911 - PAL- POS	Parents! Listening, Over The Shoulder
9 - 99	Someone has come/gone
ASL?	Age, Sex, Location



Personal Safety

Dating or “Hooking Up?”

“Friends, Friends with Benefits and the Benefits of the Local Mall”

- FaceTheJury.com
“Where everybody scores”
- LOOKUPHOOKUP.com
“In Hotties we lust”
- SPINTHEBOTTLE.com
“designed with safety first”
- HOTorNOT.com

Social Networking



The screenshot shows a Microsoft Internet Explorer browser window displaying the FaceTheJury website. The address bar shows the URL <http://facethejury.com/>. The website header includes navigation links for LOGIN, HELP, WHO'S ONLINE, INSTANT MESSAGE, and CONTACT US. The main content area features several promotional banners: "1199 members currently online...", "Sexy Swingers and Wild Women", "Meet New Sex Partners", and "Are You Single". Below these are navigation tabs for Home, Forums, Chat, Groups, My Profile, and Search. A "Roommate Service.com" advertisement is visible on the left. The central section highlights "Now serving over 1.5 million members!" and lists benefits like "Free Registration", "Free Rating", "Free Photo Profile", "Free Search", and "Free Forums". On the right, there are sections for "Rate the GIRLS", "Rate the GUYS", "Newest GIRLS", "Newest GUYS", and "TOP GIRLS" with a list of usernames. The browser's taskbar at the bottom shows several open applications, including "Inbox - Mic...", "problems wi...", "PDP update...", "FaceTheJu...", and "iSAFE - Mic...", along with the system clock showing 3:47 PM.

Personal Safety

Gaming

- Interactive and Unlimited
- Selected Gametags
- Voice Chat
- Game Ratings





FBI Cyber Safety Tips

- Never give out identifying information to people you do not know, including name, address, phone number and school name
- Tell your parent or a trusted adult right away if you come across any information that makes you feel uncomfortable
- Never arrange a face-to-face meeting without telling your parents or guardian
- Remember people online may not be who they seem. Because you cannot see or hear the person, it would be easy for someone to misrepresent him/herself



Personal Safety

Chat Room Exercise





Personal Safety

Blogging

Internet Safety Focus Review:
Integrated Literacy

Internet Safety Focus Review:
Integrated Math





Personal Safety

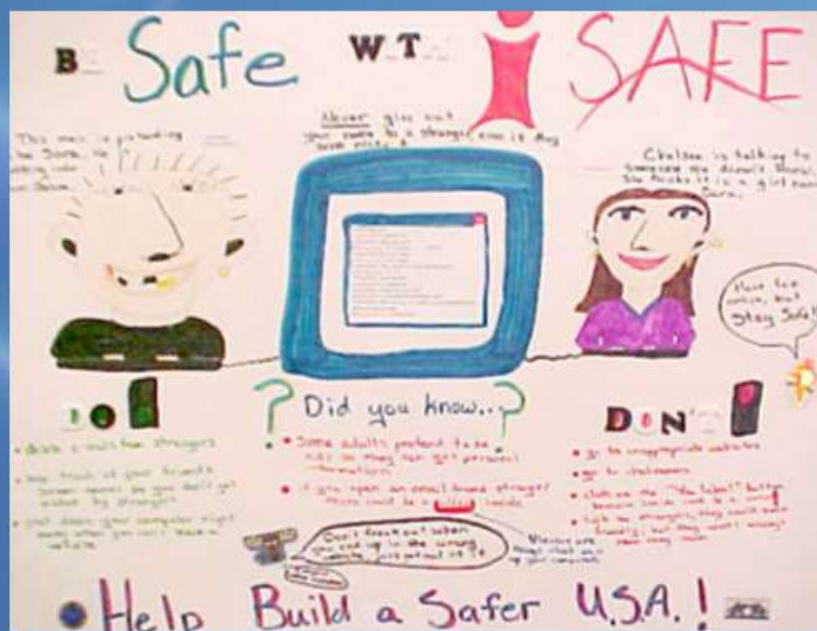
- *EduReach*
- *The Empowerment Challenge*
- *Enrichment Activity*



Personal Safety

DRiVE Report

Effect Change!





Personal Safety

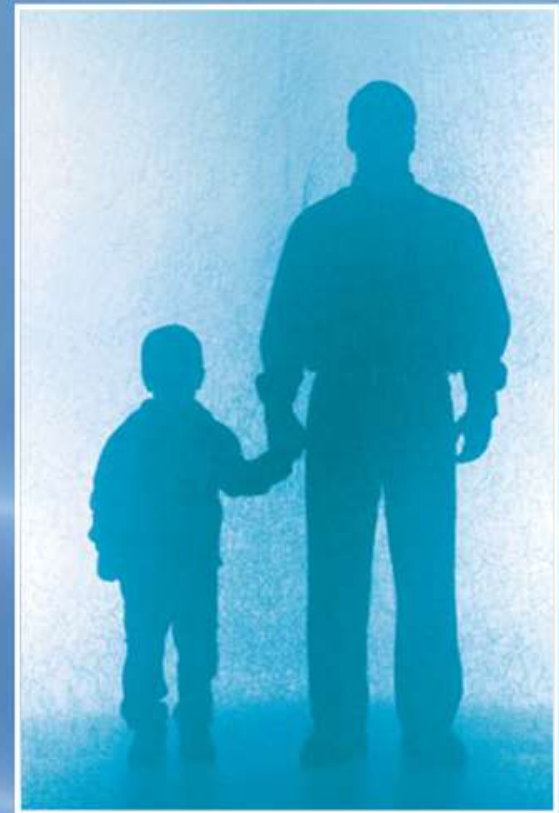
Review

- Caution and reserve are necessary with all online communications.
- Identifying information includes name, age, school, phone number, etc.
- Face-to-face meetings are risky and should be approached with caution.
- *Students are the agents of change!*



Cyber Predators

Cyber Predator Identification





Cyber Predators

Curriculum Learning Objectives:

- Recognize key predator characteristics
- Identify behaviors associated with predators
- Learn to avoid risky behavior on the Internet
- Know the available resources when confronted with an inappropriate situation
- Effect Change!



Cyber Predators

i-SAFE surveys conducted during the 2005-06 school year in grades 5-12 have found that:

- 63% of students have their own e-mail account, and 51% of these accounts are not controlled or managed by parents or other adults
- 17% of students have kept their Internet activity a secret from friends or family



Cyber Predators

i-SAFE surveys conducted during the 2005-06 school year in grades 5-12 have found that:

- 12% of students have attempted to make friends with an older person
- 10% of students have met face to face with someone not of their own age whom they had first met online



Cyber Predators

Common Characteristics

- Age 25 – 65
- Well-Educated
- Married
- Crosses Socio-Economic Boundaries
- Steady Employment
- Varied Computer Expertise
- Male

Cyber Predators

Communication Tools

- Chat Rooms
- Private Chats
- Blogs
- Instant Messaging
- E-mail
- Phone



Cyber Predators

Kacie Woody

- Model 7th Grade Student
- Met the predator in a teenage Christian chat room
- Abducted and Murdered





Cyber Predators



Grooming Process

- Shared Interests
- Trust
- Secrecy
- Breaking Down Barriers
- Threats
- Face-to-Face Meeting

The Christina Long Story



Empowering Youth to be Safe Online...

In the Classroom and Beyond!



[Click to Launch Video](#)



Cyber Predators

Parent Survey Exercise



Cyber Predators

Stand-Alone Lesson





Cyber Predators

- *EduReach*
- *The Primary Approach*
- *Enrichment Activity*

The Predator Video



[Click to Launch Video](#)

Cyber Predators

DRiVE Report
Effect Change!



Bobby and Bebe



[Click to Launch Video](#)



Cyber Predators

Review

- Cyber predators are difficult to profile.
- Open online communication increases vulnerability.
- People online may misrepresent themselves.
- Grooming is a definitive process.
- Students are the agents of change!

Intellectual Property

*Intellectual Property
Copyright and Fair Use*





Intellectual Property

Curriculum Learning Objectives

- Identify similarities between physical property and intellectual property
- Understand intellectual property laws and rules
- Understand fair use concepts
- *Effect Change!*



Intellectual Property

- Copyright and Trademarks
- *Not* All-Encompassing Public Domain
- Perils of Plagiarism
- Fair Use Defense
- File-Sharing, etc.
- Ongoing Debate: Are the laws rational and just?



Intellectual Property

Copyright: Legal right granted the creator to profit from their creation.

Trademark: Protects distinctive phrases, logos, etc., serving as marketplace identifiers.

Patent: Protects inventions; generally last 20 years.

Public Domain: Work belonging to the public; expired copyright, government documents, etc.



Intellectual Property

Copyright law covers:

- Literary works
- Musical works
- Dramatic works
- Pantomimed and choreographic works
- Pictorial, graphics, and sculptural works
- Motion pictures and audiovisual works
- Sound recordings



Intellectual Property

A study released June, 2005 indicated that 60% of students admitted to plagiarizing from the Internet.



Intellectual Property

Plagiarism

- Students plagiarize to maintain high grade point averages
- They believe it will go undetected
- Students may not fully understand the concept of plagiarism
- Students may believe everything on the Internet is there for the taking, i.e. public domain



Intellectual Property

The Fair Use Enigma

- Purpose of Use
- Nature of Work
- Proportion/Extent of Material Used
- Effect on Marketability

Intellectual Property

*The Grey Album Legal Debate
A violation of copyright?*



Intellectual Property

Access Webcast on DVD or via
www.isafe.org



[Click to Launch Video](#)

Intellectual Property

*The Grey Album Legal Debate
Resolution?*



Intellectual Property



The Supreme Court Case

MGM v. Grokster

March 29, 2005

Intellectual Property



Intellectual Property

Popular Legal Sites

- iTunes
- Napster
- Yahoo Music
- MP3.com
- Walmart.com

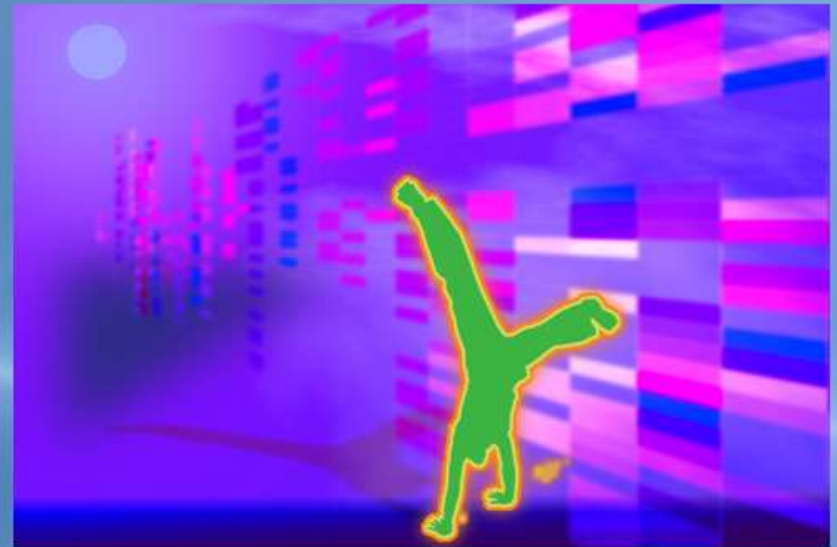


Intellectual Property

The Plot Thickens

An Ever-Expanding Issue

- Internet Radio
- Podcasting





Intellectual Property

Are the laws rational and just?

- Pro Copyright Forces

Continuing U.S. economic prosperity

- Fair Use Advocates

*Balance between private intellectual property
and public intellectual commons*

Intellectual Property

Copyright and Fair Use



Intellectual Property

- *EduReach*
- *The Primary Focus*
- *Enrichment Activity*

Intellectual Property

DRiVE Report
Effect Change!





Intellectual Property

Review

- Copyright, fair use, and public domain are evolving in the digital age.
- Plagiarism remains black and white.
- There are legal consequences for illegal online actions.
- Students are the agents of change!

Internet Safety Review

Cyber Safety Tips: Your learning experience

Cyber Citizenship

Cyber Security

Personal Safety

Predator Identification

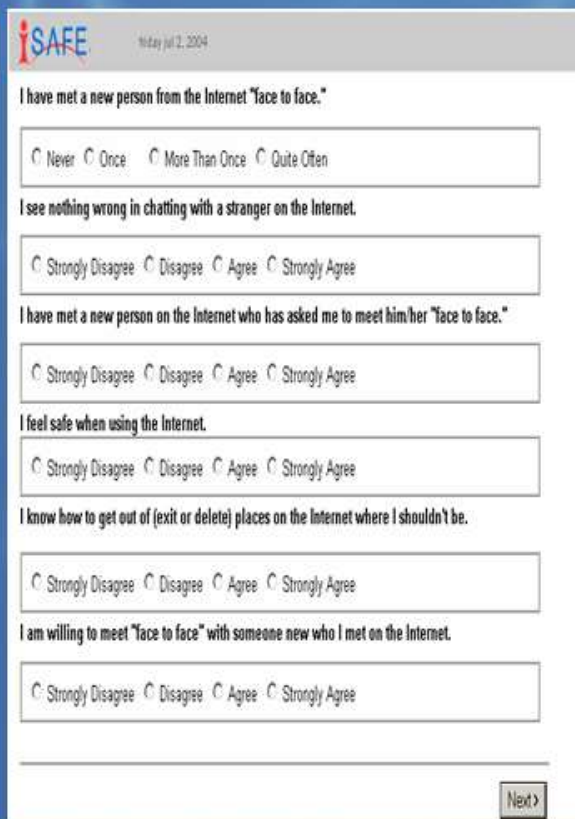
Intellectual Property



Assessments

Assessments @ www.isafe.org

- Alternating Assessments
- K-2: Instructors complete one assessment
- 3-12: Students complete three assessments



iSAFE July 2, 2004

I have met a new person from the Internet "face to face."

Never Once More Than Once Quite Often

I see nothing wrong in chatting with a stranger on the Internet.

Strongly Disagree Disagree Agree Strongly Agree

I have met a new person on the Internet who has asked me to meet him/her "face to face."

Strongly Disagree Disagree Agree Strongly Agree

I feel safe when using the Internet.

Strongly Disagree Disagree Agree Strongly Agree

I know how to get out of (exit or delete) places on the Internet where I shouldn't be.

Strongly Disagree Disagree Agree Strongly Agree

I am willing to meet "face to face" with someone new who I met on the Internet.

Strongly Disagree Disagree Agree Strongly Agree

Next >



Assessments

97% of students in grades 3-4 agree they will tell a parent, guardian or trusted adult when someone online makes them feel uncomfortable


96% of students in grades 3-4 reported that they will be more careful about sharing personal information online

60% of students in grades 5-12 reported they will be more careful about where they go and what they do on the Internet

50% of students in grades 5-12 stated that they will be more careful about sharing personal information online

47% of students in grades 5-12 reported being less likely to meet someone from the Internet face to face

Library Safe Card



What Drives You?

We want to help you make safe trips into Cyberspace.

So we're going to teach you a few things about the Internet, then quiz you.

When you successfully complete the quiz, your librarian or teacher will issue you a Library Safe Card!

[Continue](#)



[Click to Launch Video](#)



Effective Outreach

- i-SAFE & VeriSign
Digital Credentialing Program
- *The i-STIK Challenge*
- Revolutionary online
protection





Effective Outreach

Community Outreach:

- Students
- Parents
- Seniors (Fifty+)
- Law Enforcement





Community Outreach for Students

Curriculum:

- Peer-to-Peer Activities
- Enrichment Activities



Education Beyond the Classroom

DRiVE Campaign

- X-BLOCK
- i-MENTOR Training Network





Mentor Citizenship Video



[Click to Launch Video](#)

Education Beyond the Classroom

DRiVE Campaign

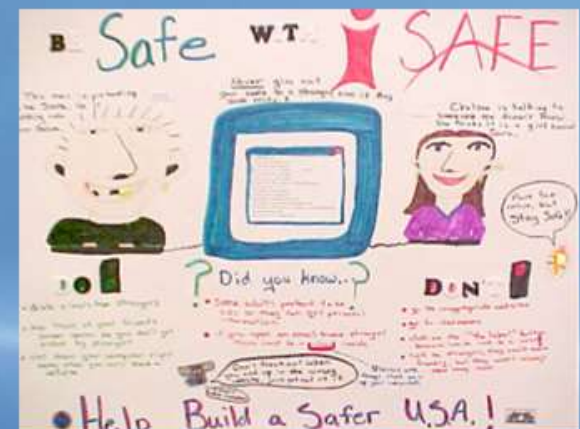
- DRiVE TV



Education Beyond the Classroom

Service Learning

- Public Service Announcements
- Student Assembly Experience
- Community Leaders Meeting
- Brochure Creation/Distribution
- Orientation Presentation
- i-PARENT Presentation
- Library Safe Card Program
- Community Posters
- i-Adopt-A-School



Education Beyond the Classroom

i-Adopt-A-School Program

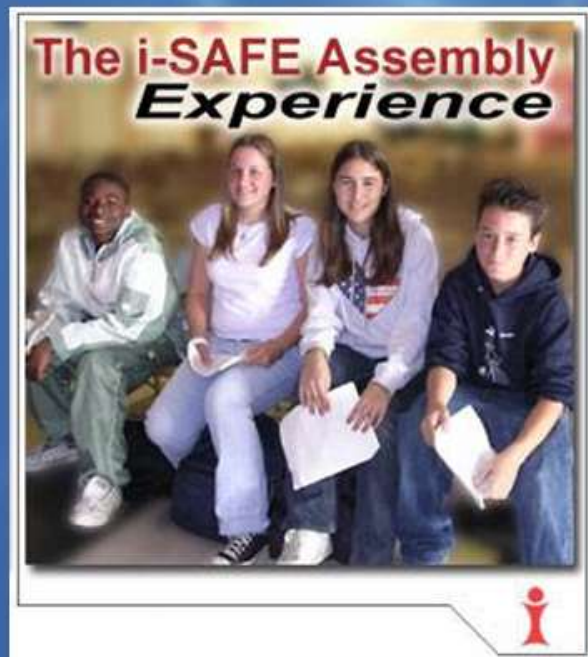
- Certified i-MENTORs work with younger students
- Act as Classroom Instructors
- Organize Events and Activities



Education Beyond the Classroom

DRiVE Campaign

- The Assembly Experience





Empowering Youth to be Safe Online...

In the Classroom and Beyond!



Assembly Experience Video



[Click to Launch Video](#)

Education Beyond the Classroom

Community Outreach for Parents

- i-PARENT Campaign
- i-FIFTY+ Campaign
- i-LEARN
- i-PARENT Boards



Effective Outreach

In an i-SAFE Survey of over 3,800 Parents,
it was revealed:

Parents reported:

94% reported having
established rules for their
children's Internet use.

63% Felt they knew "a lot"
about what their children
did on the Internet.

Students stated:

37% stated that they did not
have such rules.

41% stated they do not share
what they do or where they
go online with their
parents.

i-PARENT Video



[Click to Launch Video](#)

Education Beyond the Classroom

Community Outreach for Parents

- i-PARENT Campaign
- i-PARENT Spanish



Education Beyond the Classroom

Community Outreach for Parents

- i-PARENT Boards *Activities*
- i-PARENT Training
- i-PARENT Program
- Brochure Distribution
- Information Table
- Letter Writing Campaign
- Cyber Safety Week
- i-Adopt-A-School



Education Beyond the Classroom

Community Outreach for Parents

- i-FIFTY+ Campaign



Education Beyond the Classroom

Community Outreach for Parents

- i-LEARN



Education Beyond the Classroom

*Community Outreach for Law Enforcement
Operation i-SHIELD*





Empowering Youth to be Safe Online...

In the Classroom and Beyond!



i-SHIELD Video



[Click to Launch Video](#)



Effective Outreach

Community Outreach:

- Students
- Parents
- Seniors (Fifty and Older)
- Law Enforcement





Effect Change!

Presentation Options:

- Orientation
- Pre-service Orientation for Teachers
- Premier Professional Development Program
- Student
- i-PARENT
- Community Leaders Meeting
- i-SHIELD



Virtual Learning

- i-LEARN Online - Professional Development Program (PDP)
- i-PARENT i-LEARN
- i-FIFTY+ i-LEARN
- Virtual Training Academy

i-SAFE Procedures

1. Strategize.
2. Submit Cooperative Agreement.
3. Submit Implementation Plan.
4. Implement Program and follow up with i-SAFE, Inc.



i-SAFE Procedures


1. Determine Strategy.



i-SAFE Procedures

2. Gain the support of your district/agency.

Submit Cooperative Agreement outlining mutual commitment.


Join the key to building a safer life.
COOPERATIVE AGREEMENT
Between

_____ in
School District or School Name

_____ and iSAFE America
State

PREAMBLE: This document is a Cooperative Agreement. It is not, nor is it intended to be, an enforceable contract. This Cooperative Agreement between the above named school and iSAFE America is a general written expression of the mutual desire, intent and commitment to cooperatively perform certain functions and tasks necessary to successfully implement and expand iSAFE America's Education, Outreach and Youth Empowerment programs in _____.

_____ believes, high-tech telecommunications have created a highly dynamic environment in which interpersonal and commercial relations on the Internet are increasing daily, necessitating the need for children, teens, educators, parents and communities to be educated on responsibility and safety within the Internet's global environment and economy.

iSAFE America is an Internet safety education foundation whose Education, Outreach and Youth Empowerment programs: 1) provide children and teens with knowledge and skills that enable them to act responsibly and safely online; and 2) motivate and empower them to promote a culture of, and commitment to, continued education and community involvement in Internet safety.

_____ believes iSAFE America has brought together powerful and effective resources to create a dynamic, prevention-oriented Internet safety awareness program dedicated to teaching students how to use the Internet with confidence and responsible behavior.

Therefore, _____ is entering into a cooperative venture with iSAFE America for the purpose of educating and empowering youth to responsibly and safely take control of their experiences on the Internet and to provide _____ students with the awareness and knowledge to recognize and avoid dangerous, deceptive, inappropriate or unlawful online behavior.

This Cooperative Agreement memorializes _____'s and iSAFE America's mutual desire to work together cooperatively, to implement and expand iSAFE America's Safe Schools Initiative and Outreach and Youth Empowerment programs in _____ and identify the various general functions and tasks they have agreed to accomplish together.

Printed Name, Title _____
Teri Schroeder, CEO
iSAFE America

Signature _____

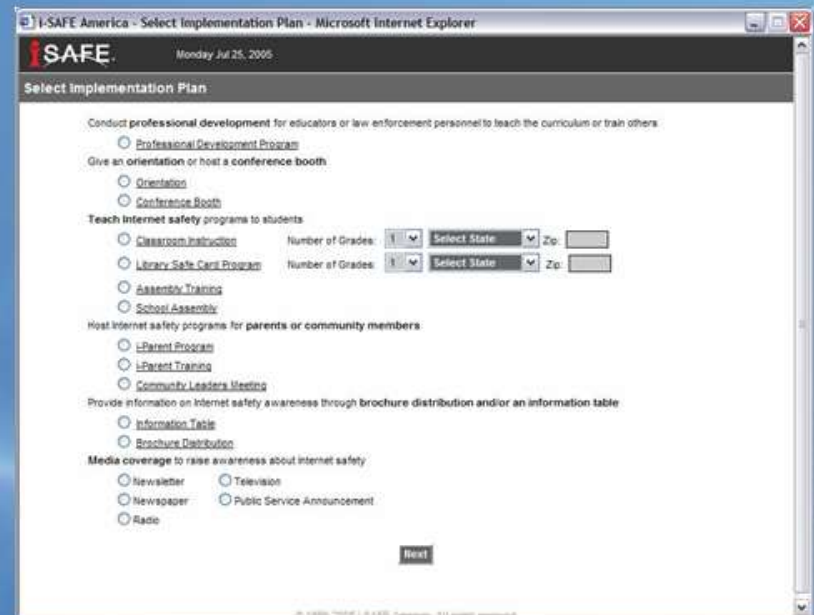
Date _____



i-SAFE Procedures

3. Submit Implementation Plan.

4. Follow up with i-SAFE.



i-SAFE America - Select Implementation Plan - Microsoft Internet Explorer

iSAFE. Monday Jul 25, 2005

Select Implementation Plan

Conduct professional development for educators or law enforcement personnel to teach the curriculum or train others

Professional Development Program

Give an orientation or host a conference booth

Orientation

Conference Booth

Teach internet safety programs to students

Classroom Instruction Number of Grades: Select State: Zip:

Library Safe Card Program Number of Grades: Select State: Zip:

Assembly Training

School Assembly

Host internet safety programs for parents or community members

Parent Program

Parent Training

Community Leaders Meeting

Provide information on internet safety awareness through brochure distribution and/or an information table

Information Table

Brochure Distribution

Media coverage to raise awareness about internet safety

Newsletter Television

Newspaper Public Service Announcement

Radio



i-SAFE Procedures

Implement Program and follow up with i-SAFE

Effect Change!

All roads lead to www.isafe.org

- Contact Us
- i-Buddy Zone
- *Dig Deeper*
- Kids & Teens
- The Newsroom
- i-PARENTs & Law Enforcement
- THE IMPLEMENTATION PLAN!



Effect Change!

All roads lead to www.isafe.org

- i-SAFE Store
- i-SAFE printed items available at cost
- store@isafe.org

Effect Change!

Call to Action!

- TEACH
- TRAIN
- ADVOCATE





Wrap Up

www.isafe.org