

The Powers and Pressures of Access

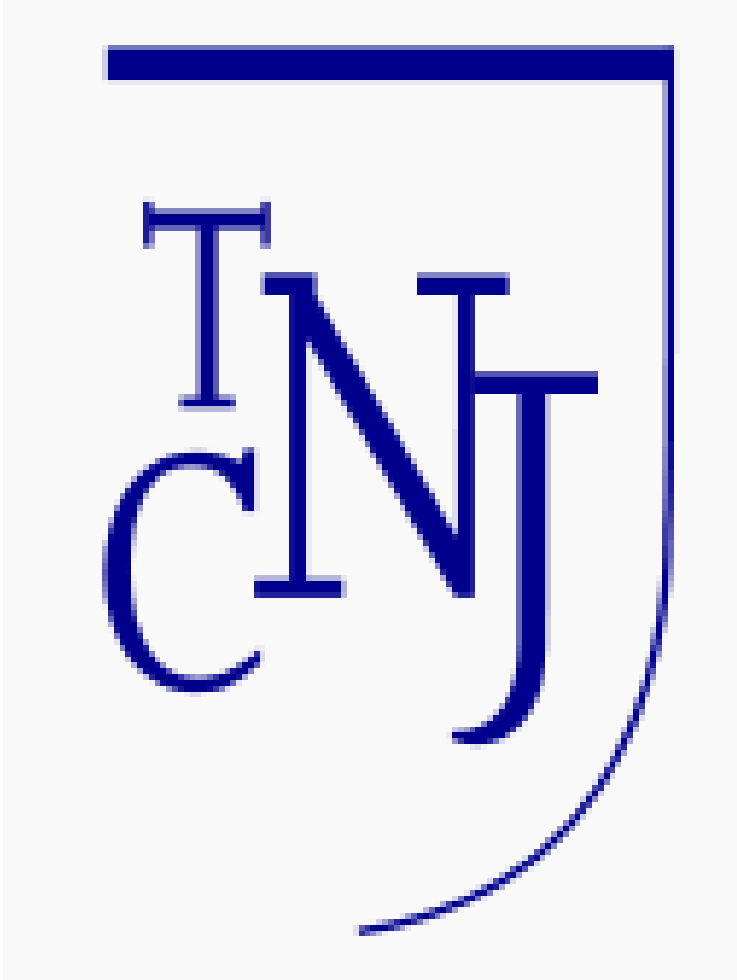
Microsoft

Mary Cullinane

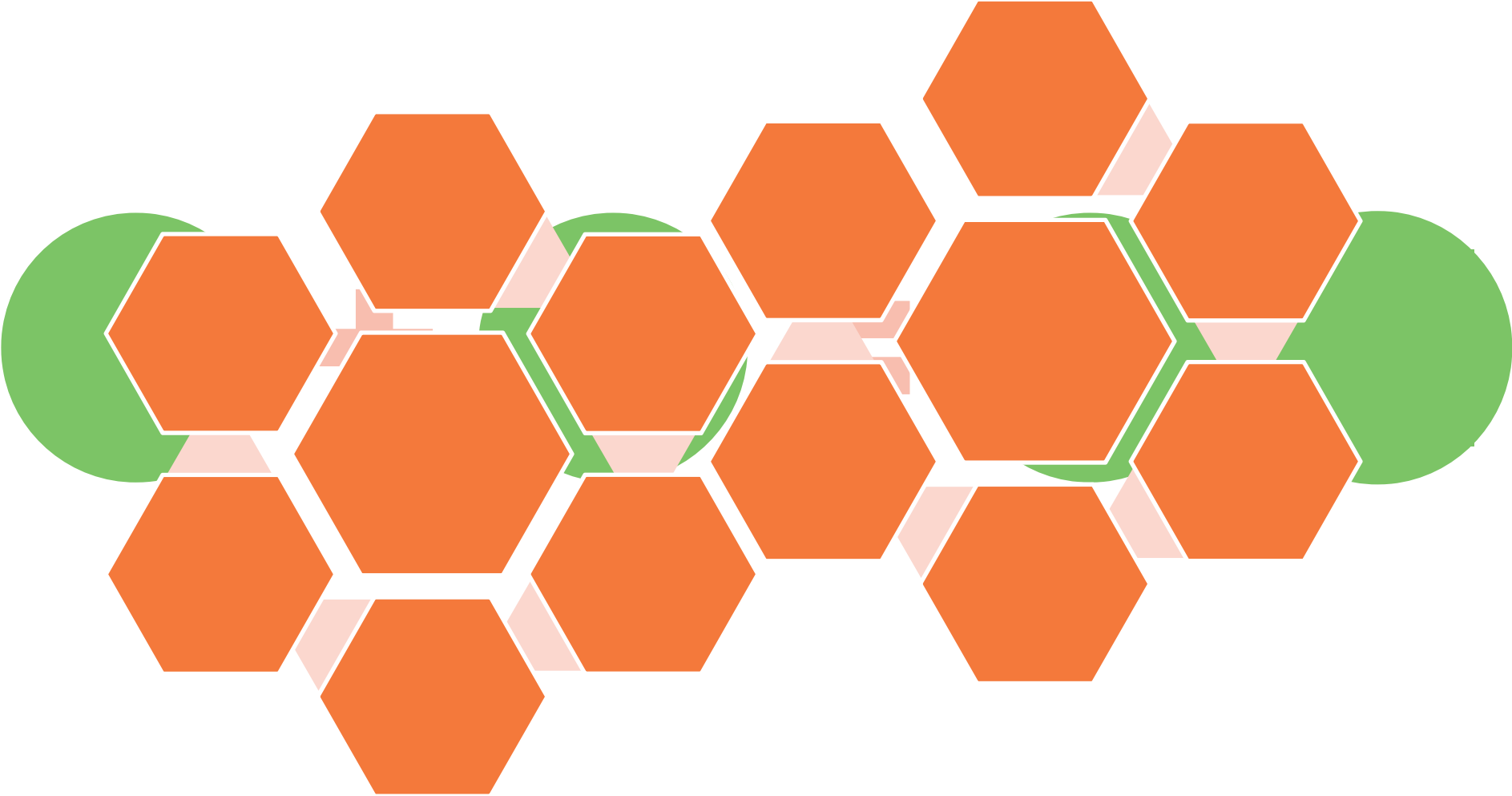
WW Sr. Director of Innovation and Education Policy

3 Points





28



Microsoft

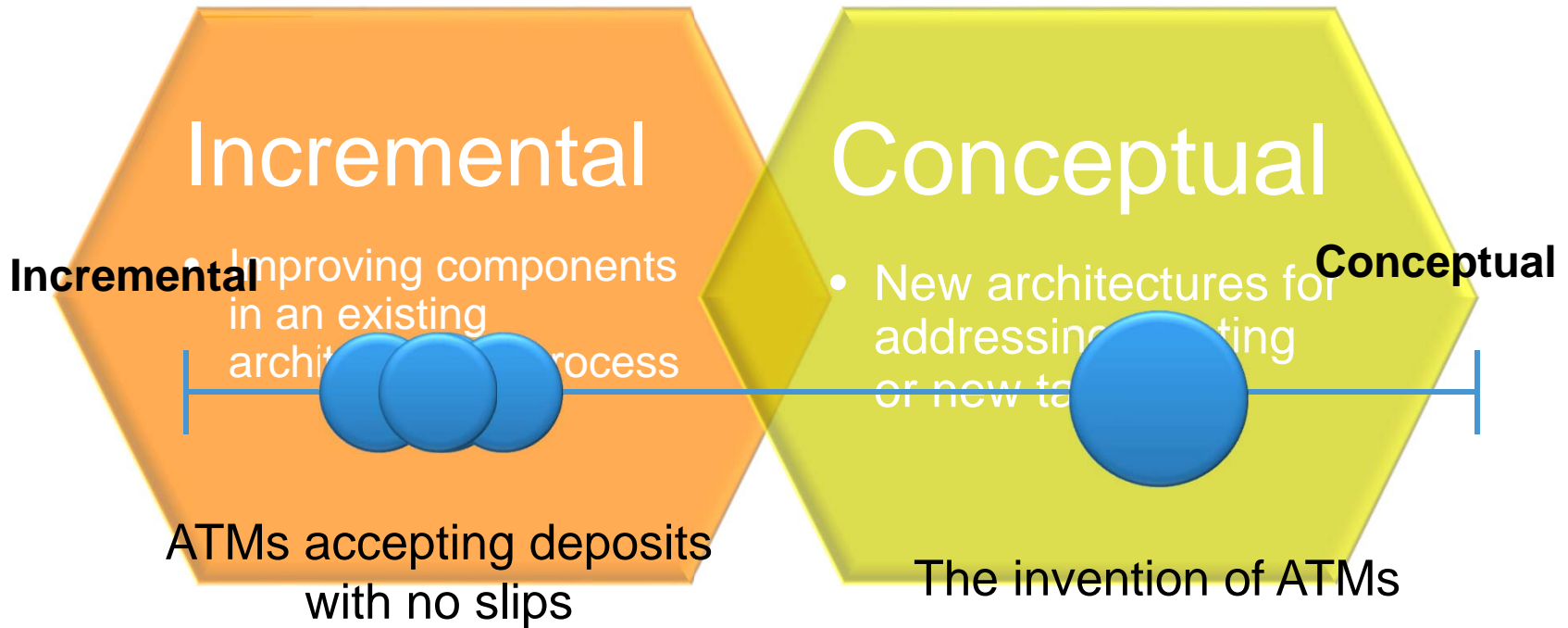
Misunderstood



Innovation

Misrepresented





We need to

Understand the
solution well

Understand the
PROBLEM well

understand the

Incremental **PROBLEMS** Conceptual **better!**

i n n o v a t i o n



1

Static, Predetermined Curriculum

2

Limited Personalization

3

Minimal "Learning Mobility"

4

Static Content

No Inherent Motivational Features

6

Unit of Success Measure = Annual Seat Time



Increasing Access



9.5 Million students lack PC + Broadband @home

Increase in student graduation rates
between 6 – 9% when they have access

Solve for true
problems

Microsoft

The 4 C's

Content

- Inaccurate Content
- Questionable Material
- Extreme Views/Hate Speech

Contact

- Unwanted Contact
- Cyberbullying, Cyber-stalking, Cyber-harassment
- Child Predators

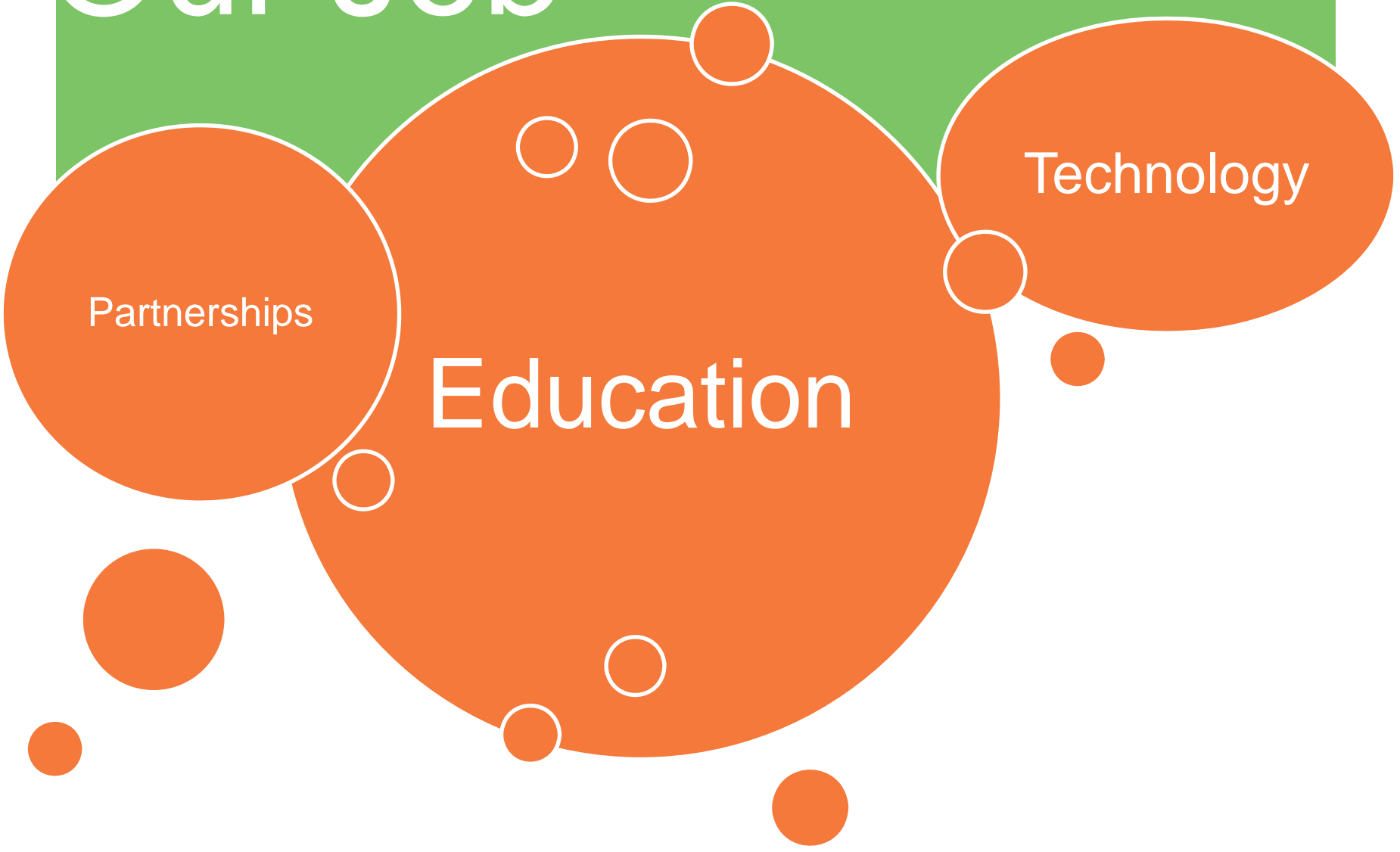
Conduct

- Cyberbullying, Cyber-stalking, Cyber-harassment
- Piracy, IP Theft
- Digital Citizenship

Commerce

- Product/Service Solicitations
- Privacy Issues
- Identity Theft

Our Job



Why Education?

It is going to take more than a village....

- **U.S. Teachers Internet Safety Training:***
 - 36% = zero hours in last 12 months
 - 86% = fewer than 6 hours in last 12 months
 - ~80% of teachers, 60% of administrators see parents as chiefly responsible for kids' online safety education
- **Should include safety, security, and ethics**
- **More effective than regulation and restriction**
- **Public/private partnerships encouraged**

**State of Cyberethics, Cybersafety and Cybersecurity Curriculum in the U.S., NCSA/Microsoft poll, May 2011*

Parent Awareness Methodology

- Conducted by Cross-Tab Marketing Services
- Online interviews conducted between August 10 and 16, 2010
- 1,051 respondents - parents of 5-17 year olds
- Parent has a child who accesses the Internet
- U.S. only
- Parents with more than one child aged 5-17 were asked to comment on their child who uses the Internet most frequently

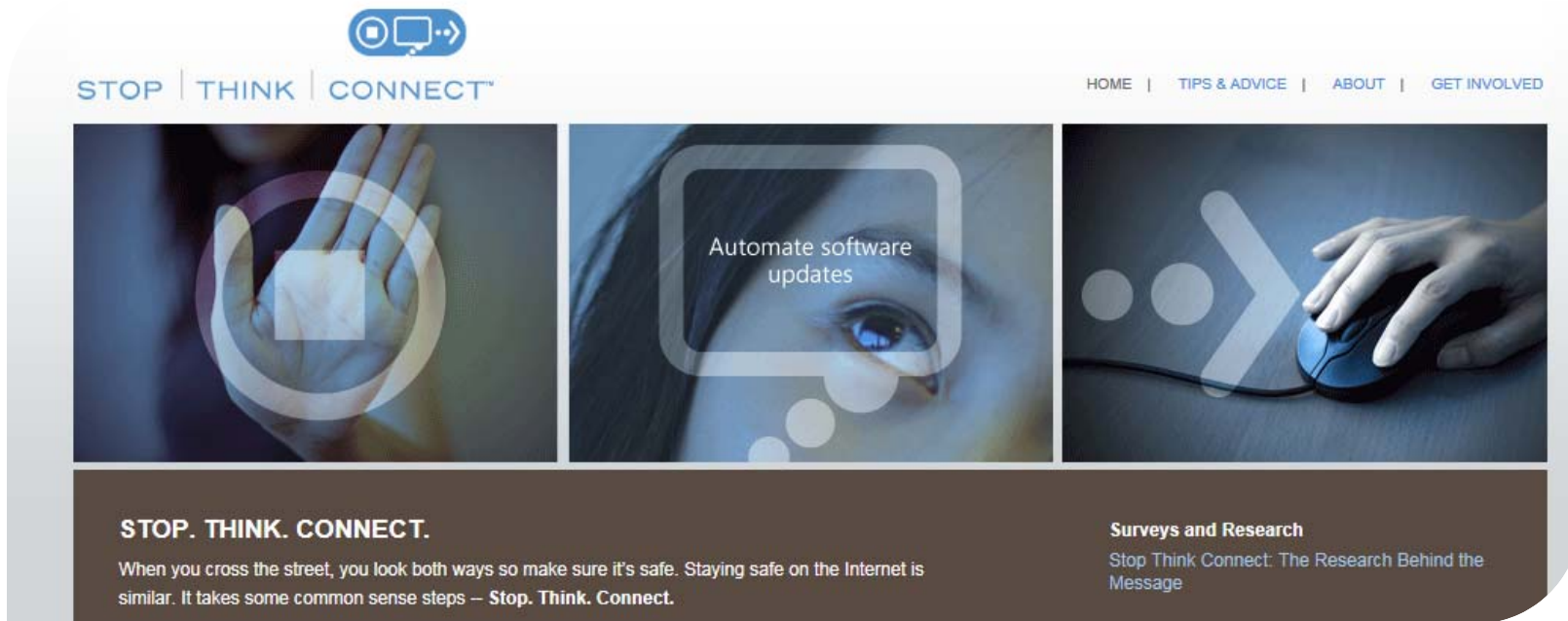
Parents Are Involved and Aware

- Most parents (67%) are involved in their child's social networking adoption process, including account set-up, discussing the risks, creating restrictions, policing bad behavior and on-going monitoring of usage.
- Most kids (76%) ask for permission before opening an account. Once requested, children wait an average of 8 months before getting an account.
- Restrictions on usage set by parents, such as what to share/post (83%) appear to be working. Very few parents report any serious consequences based on their child's social networking behavior.
- Most parents (80%) check their child's social networking account at least once a week. They use various direct and indirect methods to perform checks. Monitoring software is used by only 10% of parents, while 10% of parents don't monitor their child's social networking activity at all.

Yet, Many Parents Allow Kids to Have Accounts Before They Meet Minimum Age Requirements

- A significant number (38%) of kids 5-12 have a social networking account. Of those, 84% have either Facebook® or MySpace® accounts – even though the minimum age on both sites is 13.
- Approximately 9 out of 10 of these “under age” accounts are being set up with parental permission.
- While most parents are discussing the risks of social networking, less than half (46%) are discussing cyberbullying. This compares to significant percentages who are discussing other issues such as “what to share or post” (88%) or “who to friend or not friend” (79%).

Stop | Think | Connect



The screenshot shows the top portion of the Stop Think Connect website. At the top center is a blue icon with a square, a speech bubble, and an arrow. Below it is the text "STOP | THINK | CONNECT™". To the right is a navigation menu with "HOME | TIPS & ADVICE | ABOUT | GET INVOLVED". The main content area features three panels: 1) A hand with a stop sign icon overlaid. 2) A close-up of a person's eye with a speech bubble containing the text "Automate software updates". 3) A hand on a computer mouse with a large right-pointing arrow overlaid. Below these panels is a dark grey footer area with two columns of text.

STOP. THINK. CONNECT.
When you cross the street, you look both ways so make sure it's safe. Staying safe on the Internet is similar. It takes some common sense steps – **Stop. Think. Connect.**

Surveys and Research
Stop Think Connect: The Research Behind the Message



STOP | THINK | CONNECT™

www.stopthinkconnect.org/getinvolved

Microsoft's Online Safety Resources



Web Site: www.microsoft.com/security



Twitter: [www.twitter.com/Safer Online](http://www.twitter.com/SaferOnline)



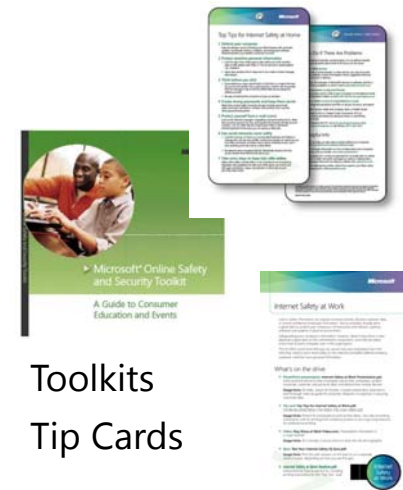
Facebook: www.facebook.com/SaferOnline



YouTube: www.youtube.com/MSFTOnlineSafety



Contact Us: saferweb@microsoft.com



- Toolkits
- Tip Cards
- Brochures & Factsheets
- Public Service Announcements



We need more Infographics!!!

STUDENT BODY LANGUAGE

Walkers, bullies, teens and drunk drivers - What's it going to be like at school? Do you really in the classroom or just against it?

COVERED OR COVERED-UP ARREST?

THINK YOU KNOW THE SCORE?

COVERED OR COVERED-UP ARREST?

OKAY OR NO WAY?

[Tweens](#)

THE NAKED TRUTH

Beware what you share

91% OF TEENS

2 OUT OF 3 TEENS

10%

64% OF PARENTS

43% OF TEENAGERS

38% OF CONSUMERS

51% OF PARENTS

50 U.S. STATES

27% OF PARENTS

70% OF U.S. JOB RECRUITERS

[Tweens](#)

Is Your Teen a Good Digital Citizen?

Teens

Gaming

Mobile

MUSIC

100 per day

1.5 million

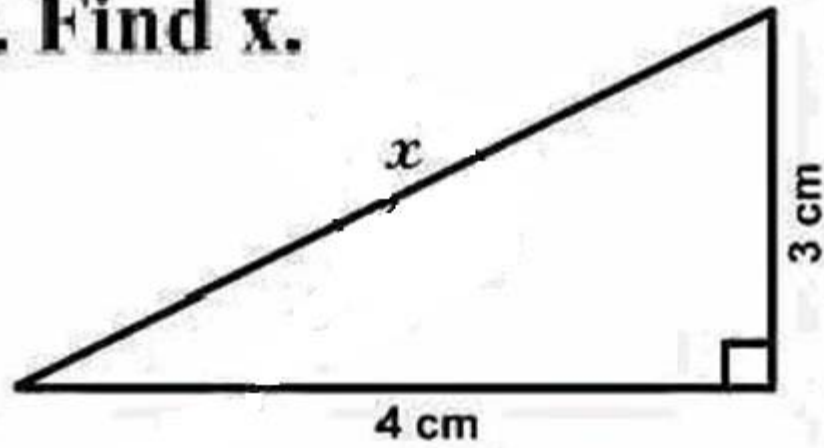
8 million

How can you help?

[Parents](#)

Next Steps

3. Find x .



They want to be
safe.....

Microsoft[®]

Be what's next.[™]

Microsoft