The Powers and Pressures of Access

Microsoft

Mary Cullinane

WW Sr. Director of Innovation and Education Policy

3 Points

1

2

3

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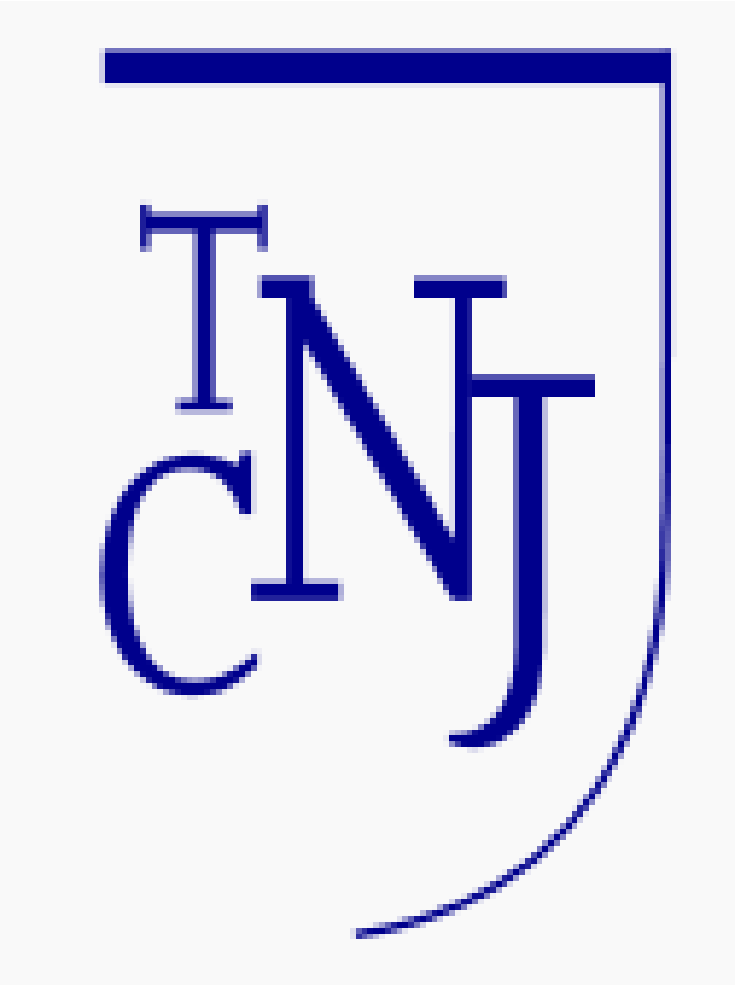

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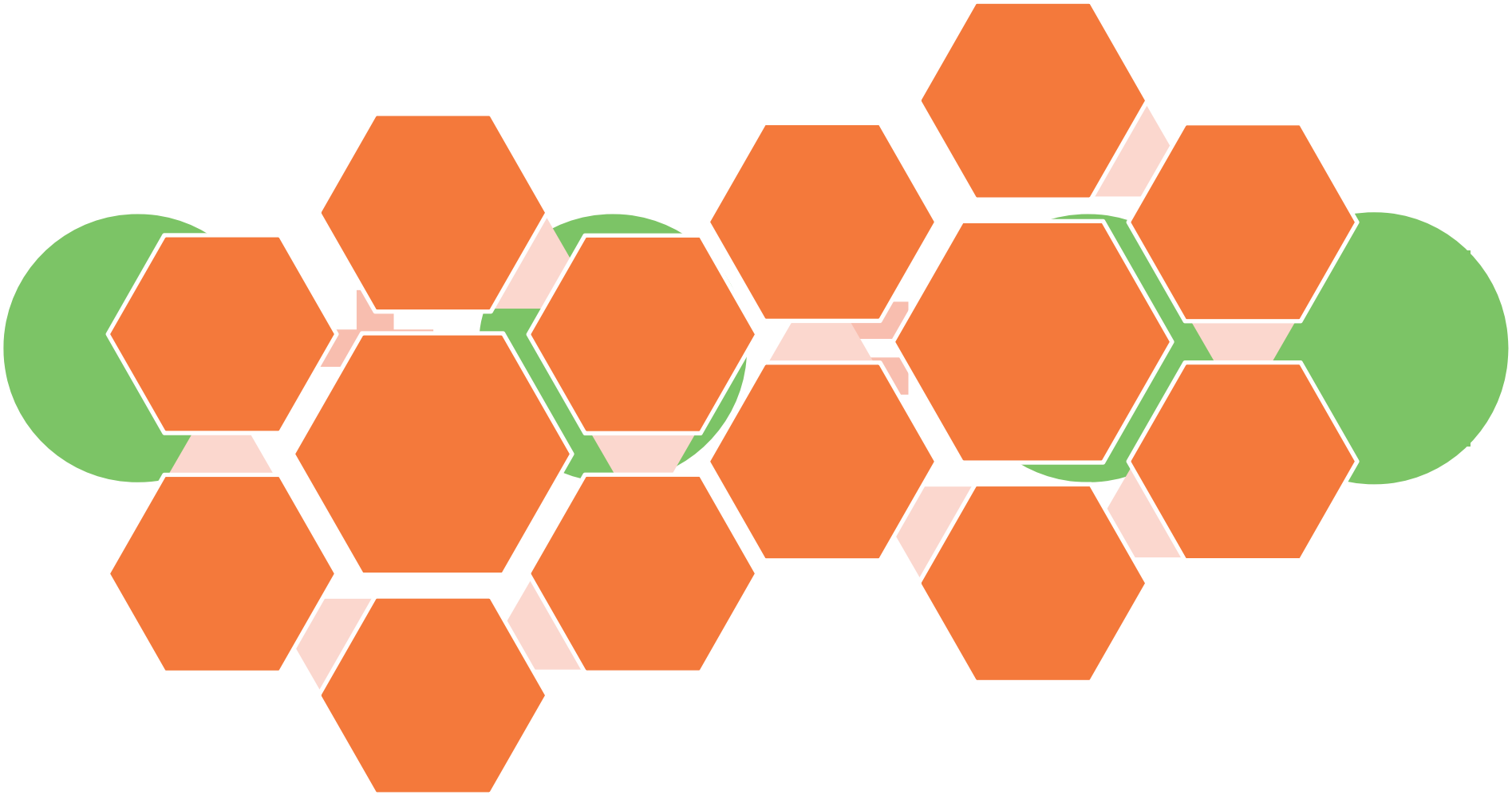

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Misunderstood

Innovation

Misrepresented

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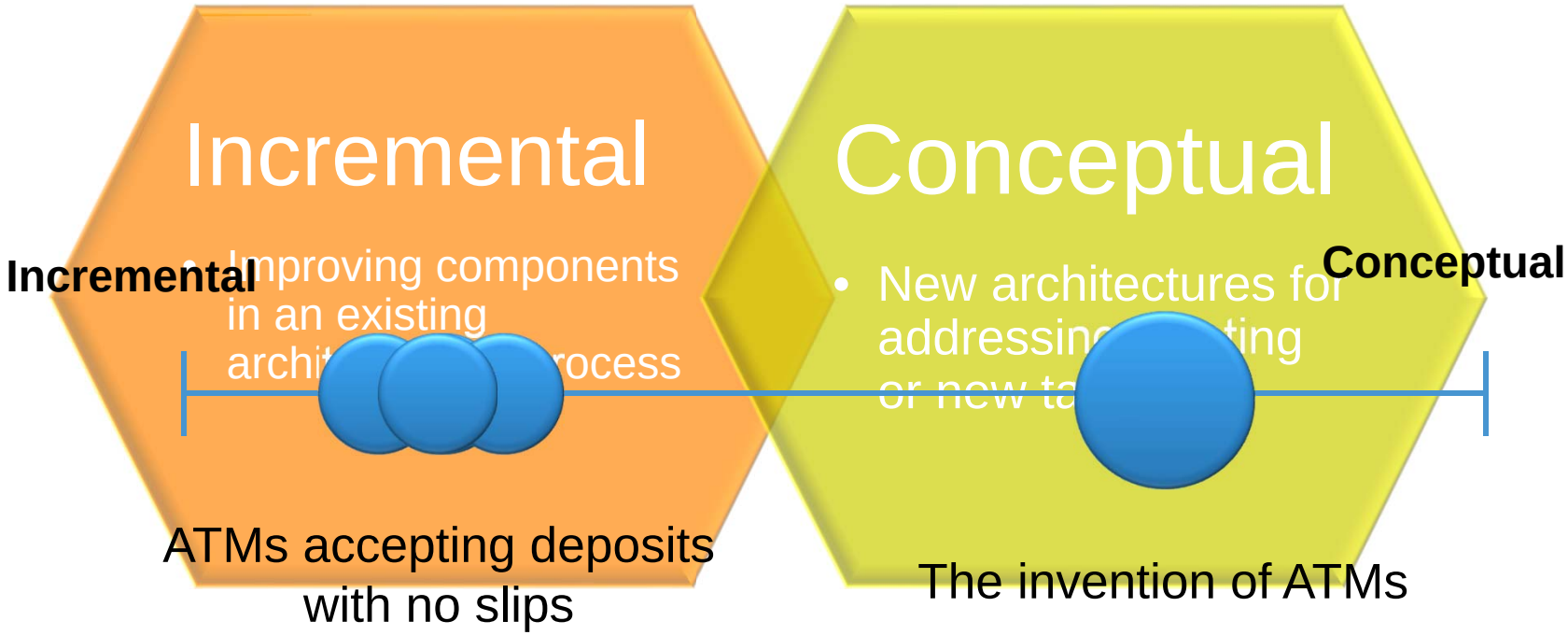
Incremental
Improving components in an existing
ATMs accepting deposits with no slips
Conceptual
New architectures for
The invention of ATMs
Incremental
Conceptual

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We need to understand the PROBLEMS better!

Incremental Conceptual

innovation

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1. Static, Predetermined Curriculum
2. Limited Personalization
3. Minimal "Learning Mobility"
4. Static Content
5. No Inherent Motivational Features
6. Unit of Success Measure = Annual Seat Time

Increasing Access

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9.5 Million students lack PC + Broadband @home

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

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Solve for true problems

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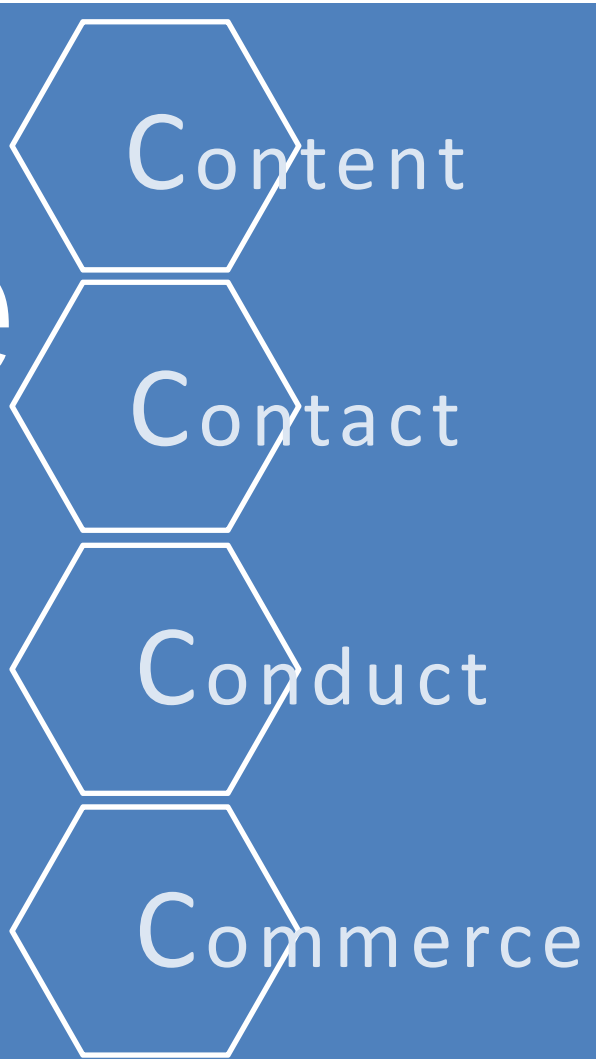
The 4 C's



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

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

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

- Product/Service Solicitations
- Privacy Issues
- Identity Theft

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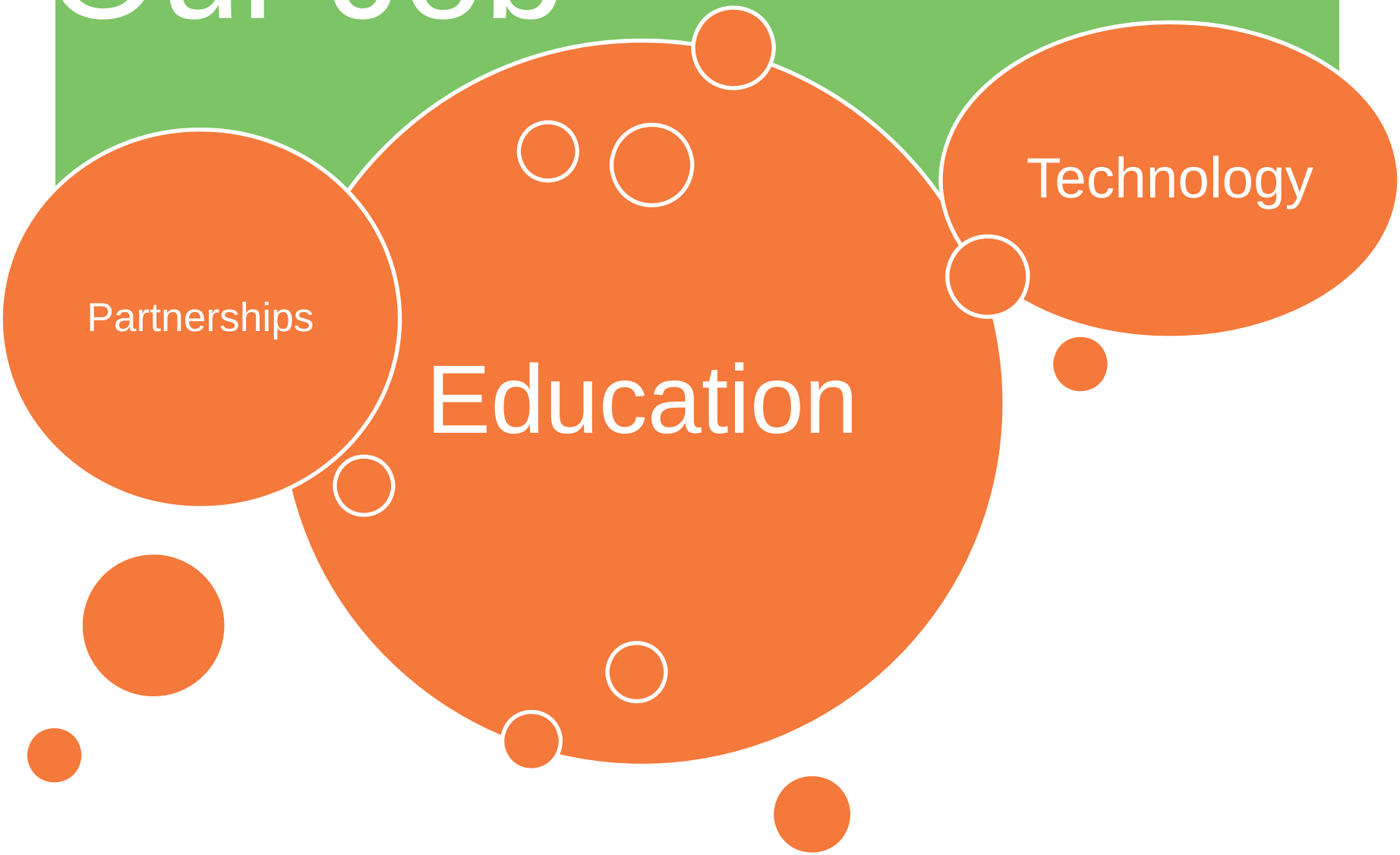
Our Job



Why Education?

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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*

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Smarter Online = Safer Online

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

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Smarter Online = Safer Online

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.

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Smarter Online = Safer Online

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%).

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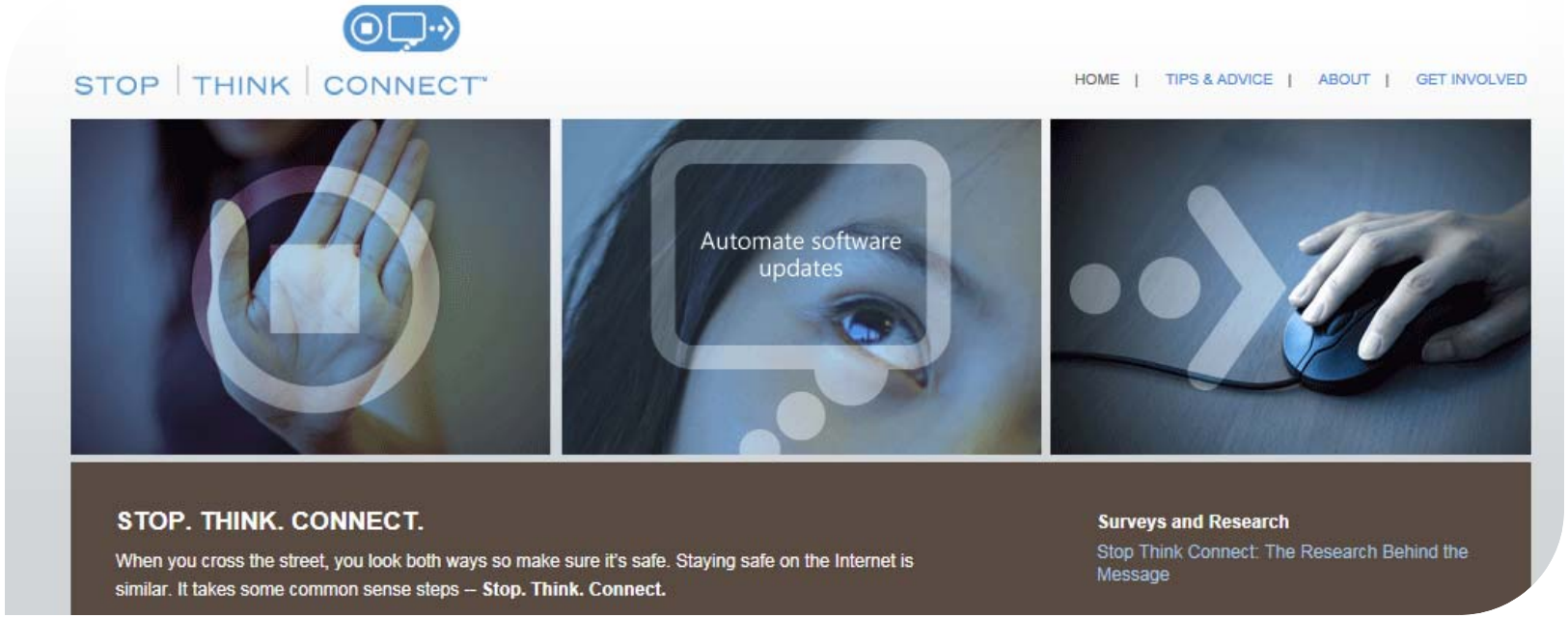
Stop | Think | Connect



STOP | THINK | CONNECT™

www.stopthinkconnect.org/getinvovled

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Microsoft's Online Safety Resources

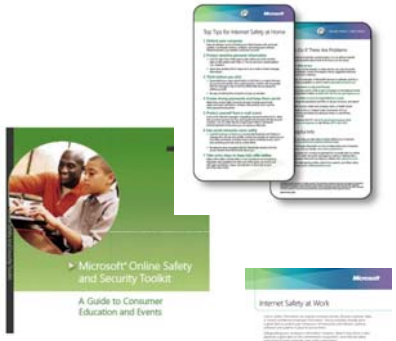
Web Site: www.microsoft.com/security

Twitter: www.twitter.com/Safer_Online

Facebook: www.facebook.com/SaferOnline

YouTube: www.youtube.com/MSFTOnlineSafety

Contact Us: saferweb@microsoft.com



Toolkits

Tip Cards

Brochures & Factsheets

Public Service Announcements

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We need more Infographics!!!

[Tweens]

[Tweens]

[Parents]

Next Steps

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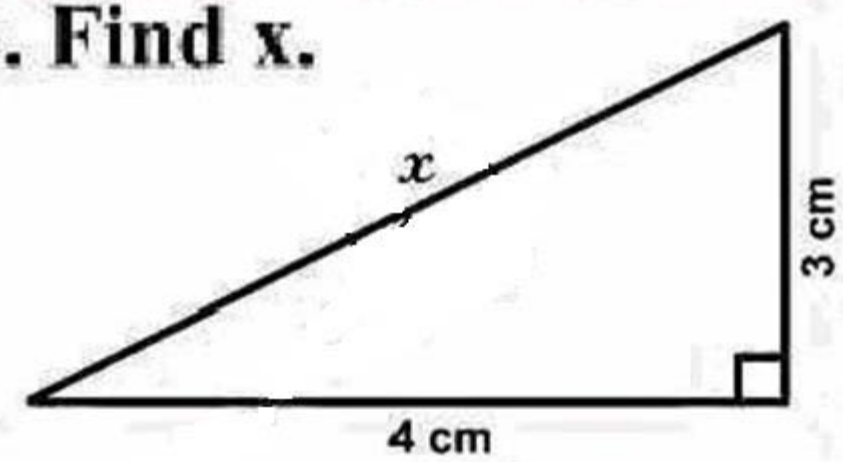
3. Find x.



They want to be safe….

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2005 Microsoft Corporation