

the WEB WE WANT

Young and Online - Activities by
young people for young people.



Co-funded by the
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Special thanks to:

- the **Insafe** and **INHOPE** network members for their input, and the wonderful work they are doing in guiding children and young people to become responsible users of online technology;
- the **European Commission** for its ongoing contribution to the Insafe and INHOPE networks and initiatives for a better internet and its forward-looking approach to making the internet a better place for kids;
- **Google** and **Liberty Global** for their support in making this handbook happen;
- the **many young people** who gave their input and pilot-tested every activity in the handbook as well as to the **Ministers of Education** working within European Schoolnet and the **team at European Schoolnet**, for their cooperation and dedication to transforming learning through the integration of online technology in teaching and learning.



Foreword

Online is a great place to be! We can meet our friends, share our favourite music and images, and even change the world if, like Malala and Martha, we have great ideas and good writing skills and dare to take the initiative (see page 15).

Throughout the pages of this handbook you can test your skills, learn more about your rights in the online world and create tips and tools that you can share with young people the world over. You will also learn what other people your age think about certain online activities and what they want out of the internet. That is why this handbook is called **WWW – the Web We Want!**

What do you think about the internet? What should it be for? Share your thoughts at www.webwewant.eu



YORICK, 22 year-old Dutch student

"The internet... a main source for contacting people, especially for business, and building partnerships and exchanging ideas with schools in other countries."

CHARLOTTE, 17 year-old French student

"Just one question, can we nowadays live without the internet? I honestly don't think we can, we even need it for checking the weather outside. It has become part of our lives; they have even created components which can be controlled from your phone! It has good and bad sides, you can check whatever you want whenever you want and that's incredible."



TEREZA, 20 year-old Czech medical student

"A safe, inspirational and unrestricted place where everyone can explain their own opinions or thoughts without being exposed to abusing and excessively critical comments of others (depending on the law of your country)."



FLORAN, 20 year-old Dutch student

"Internet is good already, but it's meant to be for free expression, so if content is already online you should be able to download it."

ISABELLE, 12 year-old Dutch high school student

"...looking for information, playing games and email."



LIVI, 22 year-old student from the UK

"The internet is a great tool to help me communicate. I do everything on the internet. I teach myself how to do things by watching videos on YouTube. I do all of my readings for university online, everything there is up to date."

L'UBOŠ, 14 year-old Slovakian student

"Internet - we want an open and safe space for everyone."



JOSH, 18 year-old engineering apprentice from the UK

"The internet is a way to communicate with my friends and run my social life - especially with Facebook - and it's also a way to get information quickly."

IOANNA, 17 year-old Greek high school student

"Internet should be something like a puzzle. Each person from all over the world shares a piece of his knowledge on the net and in this way people "build" a world full of information that is constantly updated and supplemented until it's valid."



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For further information see www.webwewant.eu

1.1.

Identify your rights and responsibilities

"There are no rights whatever without corresponding duties." Samuel Taylor Coleridge

Rights

A right protects individuals or groups from injustice; it allows individuals to grow to their full potential as a positive and active member of their society; it is a responsibility that each person or group has to others; and it is about respect of oneself and others. A right creates a moral and legal obligation that nations and people must fulfil.¹

Freedom of expression

Education

Right of response

Access to information

Privacy

Ownership / Authorship

Participation

Personal safety

Respect

Safe environment

Accurate information

➔ Identify which of the concepts above you think are your online rights and which are your online responsibilities. Can they be both? You can also write down other words you consider to be related to online rights and responsibilities.

You can find out all of your rights and responsibilities from the UN Convention on the Rights of the Child here: <http://www.un.org/cyberschoolbus/humanrights/resources/plain.asp>

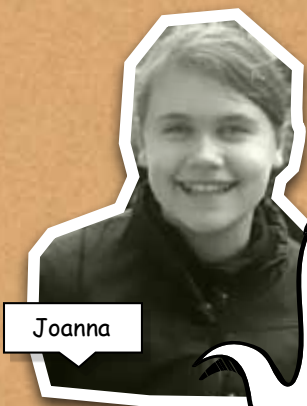
RIGHTS

Freedom of expression

RESPONSIBILITIES

Respect for others

¹ Australian Broadcasting Corporation (2000), 'Human Rights: What and When' (online), <http://www.abc.net.au/civics/rights/what.htm>, consulted on 04/01/2013.



Joanna

I'm 18.
Are my rights and responsibilities any different from yours?



Josh

I'm 14.
What rights and responsibilities do I have online?

➔ Are there any rights that you think would be different for **Joanna** and **Josh**? Are there any differences in their responsibilities?

14 year old

18 year old

➔ Some rights and responsibilities go together; others seem to contradict each other. Identify some of these relationships/contradictions in your online rights and responsibilities and explain them.

RIGHTS		=		RESPONSIBILITIES
<hr/>		=		<hr/>
<hr/>		≠		<hr/>
<hr/>		≠		<hr/>

1.2. Terms and conditions, the ultimate challenge

Terms and conditions

General and special arrangements, provisions, requirements, rules, specifications, and standards that form an integral part of an agreement or contract.²

Without a doubt you have ticked a box on a website, agreeing to the terms and conditions of the site.

But do you really know what you are agreeing to?

Although it may seem like endless text written in unreadable legal jargon, your tick in the box does bind you to a set of rights and responsibilities, so it's important to try and understand what they are saying.

So why not step up to the challenge right now...

For content that is covered by intellectual property rights, such as photos and videos (IP content), you specifically give us the following permission, subject to your privacy and application settings: you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook (IP License). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.

Reference:

Q1 Where does this text come from? (fill in the reference line above)

Q2 Have you agreed to these terms and conditions? YES NO

Q3 In the box below, can you translate this passage into more understandable language?

² BusinessDictionary (2012), 'Terms and Conditions' (online), <http://www.businessdictionary.com/definition/terms-and-conditions.html>, consulted on 20/08/2012.

DID YOU KNOW?



Clément

It would take 76 eight-hour work-days for the average person to actually read the privacy policies for every website they interact with in a given year. No wonder people just scroll down and click "I agree to all terms and conditions."³



Now that you have begun cracking the code of legal jargon, why not note a few "translations" for future use? Print out the terms and conditions of a website you use regularly and summarise the key points.

DID YOU KNOW?

Tools have been developed to help you to translate difficult terms and conditions. Have a look at, for example, EULalyzer.

"An image says more than a 1000 words"

➔ That's why we often use symbols when we communicate today. Identify the meaning of the following symbols:



.....

➔ Now have a go at designing some icons that would symbolise the key points you might expect to find in a set of terms of conditions.



Privacy

.....

³ The Atlantic (2012), 'Reading the Privacy Policies You Encounter in a Year Would Take 76 Working Days' (online), <http://www.theatlantic.com/technology/archive/2012/03/reading-the-privacy-policies-you-encounter-in-a-year-would-take-76-work-days/253851/>, consulted on 20/08/2012.

1.3. When your rights are not respected...

Violation

The act of doing something that is not allowed by a law or rule. A violation is not automatically a crime.⁴ In legal terms, the word **infringement**⁵ is often used e.g. infringement of copyright.

Your online rights can be violated or infringed in many different ways. While sometimes this is related to netiquette or expected ethical online behaviour, at other times it may be a violation of law that could even lead to legal prosecution.

▶ Identify some of the ways that your online rights can be infringed or violated.

- 1 An inappropriate comment is left on your social media profile - it contains bad language
- 2
- 3
- 4
- 5



James



"I once bought an App online, and money kept coming out of my account. My mum went mad about it but she managed to get all my money back."



Which of his rights do you think were violated in this instance? Do you think he fulfilled all of his responsibilities? How do you think his mother found a solution to the problem? Would you report such a situation and where?

Where can we report violations of our rights?

▶ What would be the best solution to each of the infringements you listed above? Discuss all possible solutions and write down what is, in your opinion, the best.

- 1 Speak to the individual who made the post, block the user if necessary...
- 2
- 3
- 4
- 5

⁴ Merriam-Webster (2012), 'Violation' (online), <http://www.learnersdictionary.com/search/violation>, consulted on 18/01/2013.

⁵ Ibid, 'Infringement' (online), <http://www.learnersdictionary.com/search/infringement>, consulted on 18/01/2013.

➔ Do you think that the following actions are a violation in your country?
What could be the consequence of each violation?

Falsely tagging people in photos

YES NO

Uploading a self-taken photo of a gig when the ticket specifies no video recording

YES NO

Uploading a copyrighted cultural icon (a logo, symbol, face etc. that everyone recognizes) with or without crediting the owner

YES NO

Someone has been arrested for phone hacking, but not convicted. Nevertheless you write on your profile "X is a phone hacker!!!!!"

YES NO

Opening a Facebook account not stating your real name.

YES NO

There are riots going on in your hometown. You don't participate but post on your account: "Awesome, riots in my town, I love it!"

YES NO

A teacher puts an image of his/her class on a social networking site without consent of all the parents.

YES NO

A girl aged 15 takes a picture of herself naked and sends it to her boyfriend.

YES NO

2.1. Time for some critical thinking

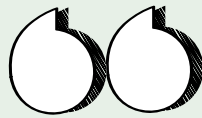
Information

Data that (1) has been verified to be accurate and timely, (2) is specific and organized for a purpose, (3) is presented within a context that gives it meaning and relevance, and (4) that can lead to an increase in understanding and decrease in uncertainty.⁶

Information: take it or leave it!



What information do we get from the internet?
What information do we put on the internet?



If you use social networks, you must not act stupidly because all your actions on social networks are saved and could appear years after and could break down your career. You can have fun but be careful!

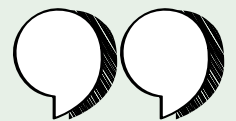


Charlotte



Josh

I'm in a band and we use the net to share information about our gigs and we also upload videos of new stuff we've recorded. I'm not sure that many people look at it, but the people who know it's there do and it's a good way of reaching a lot of people really easily.



It's so useful for buying things, I look at clothes in the shops and then go online to buy them more cheaply!

You have to put so much information online when you want to do anything, I'm always a bit worried about giving out my address and phone number, I mean email address is probably okay, but I've set up more than one, just in case you get loads of spam and junk mail.



Livi

⁶ BusinessDictionary (2012), "Information" (online), <http://www.businessdictionary.com/definition/information.html>, consulted on 20/08/2012.



What information **do you take** from the internet?



What information **do you leave** on the internet?

TRUE or FALSE? We all think we wouldn't be taken in by a scam. But the truth is that the scammers are getting better and we're not necessarily getting wiser. How many times do we see a pop-up telling us we've won first prize or that we've been specially chosen for something?

It's not always that easy to spot a scam – how good are you?

Look at the websites below – can you identify which are the fake ones?



You can try more of these by visiting <https://www.phish-no-phish.com/staying-safe-online/quiz/> and take the quiz to see just how quickly you can spot a fake site⁷.

⁷ Symantec (2012), 'Staying Safe Online' (online), <https://www.phish-no-phish.com/staying-safe-online/quiz/>, consulted on 10/09/2012.

How do we know if what we find online is reliable and trustworthy?

DID YOU KNOW?

In the UK 33% of 12-15 year olds say that if they search for something, all of the search results must contain true information.⁸

▶ Can you list 5 rules for looking up information online effectively?

1

2

3

4

5

➔ Safe surfing on the web.

Unreliable information is not the only risk we encounter on the web. In the boxes below, can you list some of the other risks you need to be aware of? The first box is filled in for you.

Viruses



Take another look at the risks you have indicated, and rank them from 1 to 6, 1 being the risk you are most concerned about. Check with people around you to see if they agree with the risks you selected and the way you ranked them.

⁸ Ofcom (2012), 'Children and Parents : Media Use and Attitudes Report' (online), <http://stakeholders.ofcom.org.uk/binaries/research/media-literacy/oct2012/main.pdf>, p.104 consulted on 10/09/2012.

2.2. A toolkit for a credible online journalist

Journalism

The profession or practice of reporting about, photographing, or editing news stories for one of the mass media.⁹

Blogs have become a popular way for citizens to report on events in real time, and can give even children and young people a means of swaying public opinion. Look at the two following examples.

1

“A Taliban gunman shot and wounded Malala Yousafzai, a 14-year-old girl who campaigned for education, in Pakistan’s Swat Valley Tuesday, calling her work ‘obscenity’,...”

The Washington Post, 10/09/2012¹⁰

Look up the story of Malala Yousafzai on internet.

Describe what Malala did and what the outcomes of her actions were?

What did Malala do?

The outcomes of her actions:

Here is another example, this time of a 9 year-old blogger.

2

“Earlier this year, Martha Payne, a nine-year-old schoolgirl from Lochgilphead in Scotland, made headlines around the world when her school meals blog was “banned” by her local council...”

Sarah Rainey, The Telegraph, 2/12/2012¹¹

What did Martha do and how? What have been the outcomes?

What did Martha do?

The outcomes of her actions:

Which were the most reliable sources of information you found on Malala and Martha, and what made you think these sources were reliable?

⁹ The Free Dictionary (2012), ‘Journalism’ (online), <http://www.thefreedictionary.com/journalism>, consulted on 21/12/2012.

¹⁰ Khazan, O. (2012), ‘Interview with 14-year-old Malala Yousafzai who was shot by Taliban (online), <http://www.washingtonpost.com/blogs>, consulted on 10/09/2012.

¹¹ Payne, M. (2012), ‘Martha Payne: diary of a girl who fed the starving’ (online), <http://www.telegraph.co.uk/news/worldnews>, consulted on 10/09/2012.

Write in the box below 5 of the “tools” that you think Malala and Martha used to make their blog both credible and powerful.
Do you agree with the first tool that is provided for you?

1 They speak about personal experience objectively, but not sensationally.

2

3

4

5

➔ Now consider what an online journalist can do that an offline journalist can't? What about the other way around – are there things that an offline journalist can do which wouldn't be possible online? (e.g. copyright, quality control, dissemination, ...)

An online journalist
can

An offline journalist
can

Both Malala and Martha raised their voice about issues that concerned them. Now try your hand at writing in 10 lines minimum a short informative blog about the risk you ranked the highest in **Safe surfing on the web** on page 14. Why should we all be concerned about this particular online risk, and what can we do about it?



Check your facts first... then check with your friends to see if they consider that what you've written is clear and credible. Upload your blog to www.webwewant.eu. You will be able to rate the other blogs posted there.

2.3 Think before you post

Freedom of expression

The right to express your ideas and opinions freely through speech, writing, and other forms of communication but without deliberately causing harm to others' character and/or reputation by false or misleading statements.¹²

➔ You are posting some photos of a party last weekend on a social network – which ones do you upload and which of your friends do you tag?

▶ **Background:** Amy is one of your best friends. She doesn't use the Internet as often as you. Amy is part of the school drama club and is about to audition for a TV show.

▶ **Twitter handle:**
@amy_singsdances

▶ **Aspires to:** Use her talents in musicals/tv shows.

▶ **Personality:** Fun, caring, sensitive – most likely to listen to you when you need a chat.

▶ **Enjoys:** Singing, dancing eating piri piri chicken and hanging out with her mates.



▶ **Background:** Aidan is your best friend. You have known each other since you were both babies! Aidan loves music and spends a lot of his time creating new tracks and getting people's reactions through soundcloud.

▶ **Twitter handle:** musicandaidan

▶ **Aspires to:** Be a music teacher.

▶ **Personality:** Aidan finds it hard to express himself without using bad words! He gets frustrated easily but is always chilled when he is working on his music.

▶ **Enjoys:** Making music, listening to music, buying music, going to new music festivals.



▶ **Background:** Sam is a secret genius; she got moved up a year because her maths skills are incredible. She is also the wild girl in your group of friends. She wants to be a part of everything and enjoys controversy.

▶ **Twitter handle:**
@sexy_sam_can

▶ **Aspires to:** Get where she wants to be but have fun on the way there.

▶ **Personality:** A new friend. Sam does everything quickly and doesn't often think of the consequences. She is most likely to make you laugh as she has a wicked sense of humour.

▶ **Enjoys:** Pretty much everything!



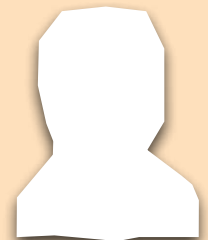
▶ **Background:** Nate is a complete bookworm. His family is very conservative and very strict about him pursuing his studies. He rarely goes out and is focussed on his exams. When he does go out he tends to "let his hair down" (a lot!).

▶ **Twitter handle:** He doesn't use it.

▶ **Aspires to:** Be a lawyer. Nate likes expensive clothes and needs a well-paid job to help him afford them!

▶ **Personality:** Nate is quite shy.

▶ **Enjoys:** Girls and more alcohol than is sensible (only when he isn't studying!).



What might have happened over the weekend?
Which of the friends might react badly to photos being uploaded of them without permission?

Are any of these friends more vulnerable than others?
Which of the friends would you expect to be most resilient to online exposure?

¹² BusinessDictionary.com (2013), 'Freedom of expression' (online), <http://www.businessdictionary.com/definition/freedom-of-expression.html>, consulted on 21/12/2012.

Read everyone's profiles carefully. If an inappropriate photo was tagged, which of these friends could be negatively affected?

► **Background:** Sash is a new member of your group after moving schools. She was bullied online and is very careful about her digital footprint.

► **Twitter handle:** Sash has deactivated her twitter account.

► **Aspires to:** Work for the government to support the work bullying charities do.

► **Personality:** Sash is not shy but finds it hard to get to trust new people. She is in the process of volunteering for a peer mentoring system within a local school.

► **Enjoys:** Volunteering and travel.



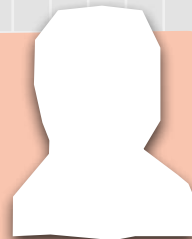
► **Background:** Sabine loves fashion. She has created a blog all about street style. Her blog is successful and she is making money from advertising hosted on the blog.

► **Twitter handle:** @sabinelovesstyle

► **Aspires to:** Work as a fashion journalist.

► **Personality:** Sabine has a huge network of friends – mainly people she has met through blogging. She doesn't often go out with her offline friends .

► **Enjoys:** Making new friends, spending time with her boyfriend.



► **Background:** Max is the techie of the group. He has been programming for years.

► **Twitter handle:** @javaMAXpython

► **Aspires to:** Create the next bestselling online game.

► **Personality:** A great friend. Max is always a great giver of advice – offline and online. He often sticks up for people on social networks if he thinks they are being bullied.

► **Enjoys:** Most of Max's time is spent online but when he is in the real world he loves football and is a pretty good chef!



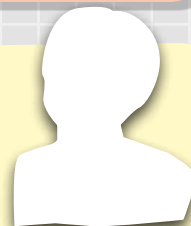
► **Background:** Marcus is the joker of the group. He plays a lot of rugby and enjoys playing pranks on his friends.

► **Twitter handle:** @mrmarcuszzz

► **Aspires to:** Marcus doesn't think about tomorrow.

► **Personality:** Marcus is the centre of fun but sometimes takes things a little too far, particularly online. He is not very good at thinking about things from someone else's point of view.

► **Enjoys:** All sport and being with his friends.



Charlotte

I think that you're the only one who should judge if you should post photos on social networks or not.

It depends on the photo, but I don't want strange people being able to tag my photos.



Isabelle

Freedom of expression is a very important human right. Now take another look at the International Human Rights Convention (<http://www.un.org/en/documents/udhr/index.shtml>).

Which human rights do you think we need to be especially careful to protect when we use the internet?

Now write a profile of yourself, like the ones above, that your friends might make up of you based on your digital footprint. or

Write a profile for one of your friends, based on their digital footprint.

3.1.

Acting, reacting, interacting...

"The notion of looking on at life has always been hateful to me. What am I if I am not a participant? In order to be, I must participate." Antoine de Saint-Exupery (Author of 'The Little Prince')

Participation

Engagement and the act of sharing in the activities of a group.¹³

How do YOU participate in the "activities of a group"?



Do people communicate in the same way through all of these different media channels?

I use SMS every day to send short messages to people in my contact list. A little message like this makes people happy, and it's useful to inform people when you are late, for example.

Joanna

Floran

I use Twitter because when you make status updates on Facebook your timeline gets too full. Twitter is less personal than instant messaging and I use it with people I don't want to give my phone number to.

¹³ WordNet Search (2012), 'Participation' (online) <http://wordnetweb.princeton.edu/perl/webwn?s=participation>, consulted on 10/09/2012.

➔ Look at the activities below: Draw one or more of the icons from the previous page to show the service(s) you would use in each of these situations.

1. Contacting a company where you wish to take part in a work experience scheme.

2. Letting your friends know you are back home after some time away.

3. Trying to make up with a person you have had an argument with.

4. Sharing photos of a trip you made over the summer.

5. Having private discussions with close friends.

6. Contributing to online discussions on a subject you are passionate about.

7. Complaining to a shop about a bad experience you have had with an item you purchased.

8. Discussing a confidential matter with an online counselling service.

9. Keeping up to date with family who live some distance away.

Now go back to each situation. Write **'f2f'** next to the situations you think would be better with face-to-face interaction.



Why would face-to-face interaction be better?

Write in the space below 5 ways in which face-to-face and online interaction differ. The first example is given.

1 When you are interacting with a lot of people, they can't all speak at once in a f2f situation but they can all make a comment at the same time when you are online e.g. in a blog or forum.

2

3

4

5

Even when you have chosen your communication channel carefully, messages are still open to misinterpretation!

You should be so careful about what you're posting on Facebook as people are checking you; you can't actually say what you want, and all the things you say may be interpreted in the wrong way...



Charlotte

Because you cannot see the facial expressions or body language of the person you are communicating with online (except when you are using a webcam), the smiley was invented. We are all familiar with symbols such as ☺ ("happy") and ☹ ("sad") but these are not used all over the world. Can you decipher the Japanese emoticons below?

(^_^)

(T_T)

(o.o)

(^-)

m(_ _)m

(*^.*^*)

\(^_^)/

(>_<)>

(^o^)

d(^_^)b

Now go to www.webwewant.eu to discover more emoticons, and look at the bottom of the next page to see what these Japanese emoticons really mean.

➤ Smileys and emoticons can help make your messages clear online. Now think carefully about how you make yourself clear offline. What “tools” (e.g. body language/intonation etc.) can you use to show the following in the real world?

Friendliness/pleasure

Humour

Friendly teasing

Annoyance/irritation

▶ Have you been in an online or offline situation where your message was misinterpreted? Describe the situation and how you solved it.

▶ Can you create 5 tips that will help to avoid miscommunication online? Send your tips to www.webwewant.eu

1

2

3

4

5

Answers: happy, sad (crying), surprised, wink, apologizing (bowing), shy, hurray (arms in the air), troubled, singing or laughing out loud, listening to music - I have my headphones on.

3.2. Being yourself online

Values

Principles or standards of behaviour; one's judgement of what is important in life.¹⁴

What are your online values?
Do you act differently online than offline?

Lisa

I definitely say things on Facebook I wouldn't say to someone's face - it's much easier to be more direct online and I suppose it could upset people sometimes.

DID YOU KNOW?

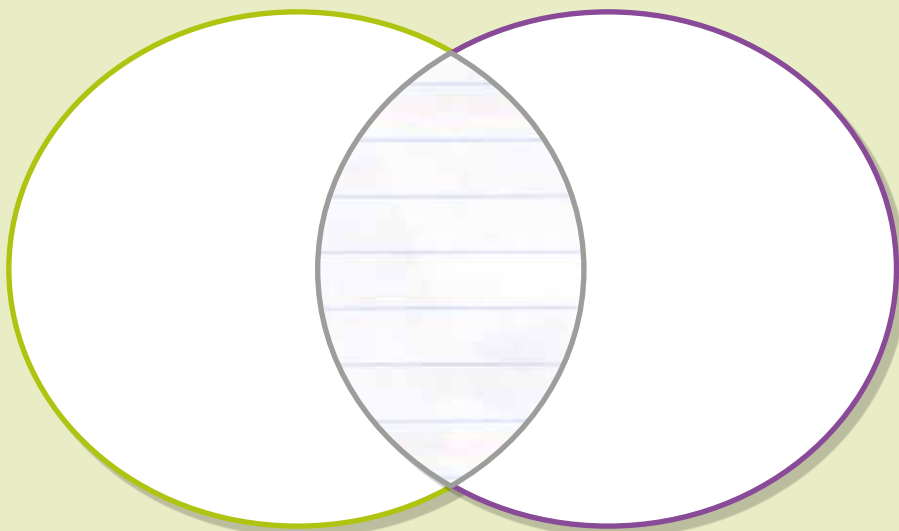
According to a recent survey conducted by Childnet International, 45% of young people say that they don't act differently online.¹⁵

Manon

➔ What are your online and offline values? Choose words from the word bank below to describe your personality and your values. Which you is the "real you" offline or online? Write the adjectives that describe you best into the "online" or "offline" circle, or into the overlapping space if the word describes you both online and offline. You can add adjectives of your own if you wish.

Online

Offline



Adaptable Assertive Conscientious
Courageous Creative Cruel Cynical
Defensive Dishonest Easily-led Extravert
Honest Impulsive Introverted Irritable
Loyal Moody Narcissistic Negative
Nervous Nonconformist Nurturing
Obedient Open-minded Optimistic
Paranoid Perfectionist Pessimistic
Positive Rebellious Risk-taker Sarcastic
Self-controlled Selfish Sensitive Serious
Sincere Sociable Timid Tolerant

¹⁴ Oxford Dictionaries (2012), 'Value' (online), <http://oxforddictionaries.com/definition/english/value>, consulted on 8/11/2012.

¹⁵ For more information, please consult: <http://www.youthigfproject.com/2012baku.html>.



In which environment, offline or online, do you think it is easier to “be yourself”?

Online Offline Both Neither

Bringing your offline values to the online environment can be challenging. Let’s look at some examples where judgement and positive principles are often forgotten on the internet. Can you write a definition for each of these terms? If you look them up, don’t forget to indicate your references.

Trolling: _____

Bullying: _____

Teasing: _____

Sexting: _____

Fraping: _____

The darker sides of the internet. Look at the situations described below. Can you define what the root of the problem is? Describe a solution to the problem.



What I say online should be private, but not in this school, everything you type online, everything you look at can be seen.

The problem is:

The solution is:

The problem is:

The solution is:

I sent this message, just for a laugh, but it went wrong big time - she went crying to her parents, they complained to the school and I was in loads of trouble - I can’t believe she couldn’t see I was only messing around.



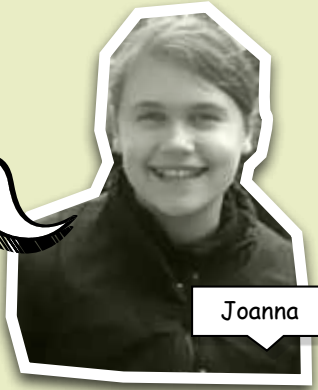
It’s so unfair, I sent that picture to him and it was supposed to be private, no one else was meant to see it. I trusted him and now I feel so stupid. Everyone is telling me that there is nothing I can do about it now, that I’ll never get it back - everyone is laughing at me, I don’t know how I could’ve been so stupid.

The problem is:

The solution is:

The worse thing that ever happened to me on the internet!

I was on Facebook and wrote a short message on the page of a friend. There was a bug and the message was sent several times. The next day when I went back to my profile I realised that the message had kept being sent to her! There was more than a page with the one same message repeated an incredible number of times!



Step 1: In the left-hand column, describe the worst thing that happened to you and the outcome of the incident. Break the incident into 5 clear steps.

1 I...	
2 Then ...	
3	
4	
5	

Step 2: Changing the course of events. At what point could you have changed the course of events to reach a positive outcome? Use the boxes on the right to show how things could have worked out differently.

3.3. Participating proactively... and responsibly!

Proactive

Creating or controlling a situation rather than just responding to it after it has happened.¹⁶

Staying in control online is important.



Are you in control of the content you create and consume as well as the relationships you participate in? When you participate online you may develop friendships with people you **only** know online.

What are your thoughts about the following questions?

Q1 When does an online acquaintance become a friend?

Q2 Are all online-only relationships risky?

Q3 Should anyone under the age of 18 be allowed to arrange to meet up with an online friend?

Q4 What are the pros of being able to talk about personal things with online friends? Are there any cons?



Remember, you should never physically meet up with an online friend without letting a trusted adult (e.g. parent, carer...) know about it beforehand.

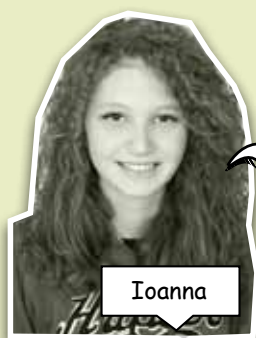
Being proactive!

Look at the table below. Tick the actions you think should facilitate a safer physical meeting with a friend you have only previously met online.

<input type="checkbox"/>	You arrange to meet in a busy public place and stay there the whole time i.e. no impromptu walks in the park/going to each other's homes.
<input type="checkbox"/>	You have had contact with your online friend for an extended period of time and know a lot about him/her.
<input type="checkbox"/>	You have exchanged phone numbers and IM details.
<input type="checkbox"/>	You have spoken to your parents/carers about the meeting and have taken their advice about safely meeting up.

¹⁶ Oxford Dictionaries (2012), 'proactive' (online), <http://oxforddictionaries.com/definition/english/proactive>, consulted on 8/11/2012.

<input type="checkbox"/>	The online friend is also in contact with your real-world friends.
<input type="checkbox"/>	Charge your mobile phone and make sure there is credit on it.
<input type="checkbox"/>	You have done an internet search to explore your online friend's profiles; you know the sort of things s/he says and the people s/he shares things with.
<input type="checkbox"/>	You have spoken to your friends about the meeting and you are all going to meet the online friend together.
<input type="checkbox"/>	You have been on webcam with your online friend and you feel you can trust him/her.
<input type="checkbox"/>	You know that you will not allow yourself to have discussions of any sort that will make you feel uncomfortable with the online friend.
<input type="checkbox"/>	You have arranged for a parent/carer/friend to call you part way through the meeting to check that all is going well and/or to provide an excuse for you to leave if you feel uncomfortable during the meeting.



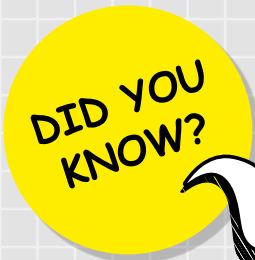
Ioanna

The worst incident that happened to me online? Chatting with a person and finally realizing he was not his real self.

➔ **Now think about this:** If there was no information about you on the internet, what impression do you think people would have of you?

Keep control! There are many tools you can use to stay in control of your online relationships. But what about staying in control of the content you...or your friends... create online?

Can you imagine a scenario where something you did online when you were younger might limit your opportunities in the future?



In 2006, Vancouver-based psychotherapist Andrew Feldmar was crossing the Canada-US border to pick up a friend from Seattle airport - something he'd done many times before. This time, though, the border guard searched online and found that in 2001 Feldmar had written in an academic journal that he had taken LSD in the 1960s. As a result, Feldmar was barred entry to the US. "This case shows that because of digital technology, society's ability to forget has become suspended, replaced by perfect memory."¹⁷

➔ Imagine you are a successful 24 year-old website designer. It is important for you to have a positive online reputation and to show you are very active online. Analyse the pieces of digital information below. If you could have set a digital expiry date, i.e. a time for the information to be deleted, would you have? If so, what year would you have set it for?

Photos your friends upload of you this year	A blog entry you posted when you were 10	Comments you made on friends' social networking pages
Answers you gave on an anonymous question site	Pictures you upload to twitter of you, your family and friends	A website you made when you were 15
A blog that you add posts to every other day	Information posted on your timeline from apps you use	Information held on social networks you no longer use

¹⁷ Jeffries, S. (2011), 'Why we must remember to delete – and forget – in the digital age (online) <http://www.guardian.co.uk/technology/2011/jun/30/remember-delete-forget-digital-age>, consulted on 8/11/2012.

4.1. Present yourself to the world

Identity

The state of having unique identifying characteristics held by no other person or thing. The individual characteristics by which a person or thing is recognized.¹⁸



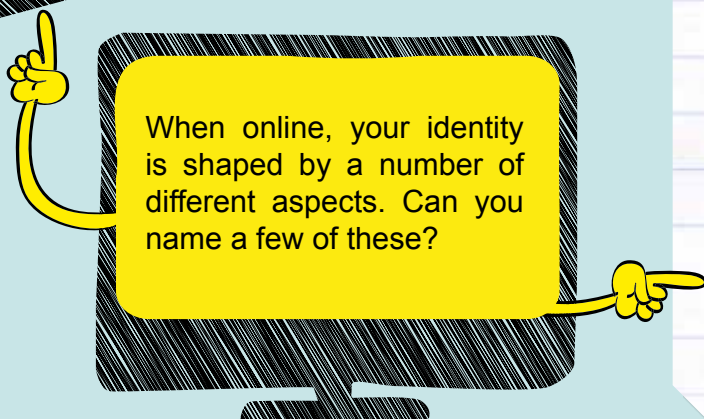
Everyone has their own identity, which is determined by a long list of characteristics. Name as many aspects as you can, that shape your identity in real life.

PASSPORT



NAME:
DISTINGUISHING FEATURES:
ASPIRES TO:
INTERESTS:
OTHER:

Just as in the offline world, you develop an online identity when you are active on the web.



1	the photos you post of yourself
2	
3	
4	
5	
6	
7	
8	

¹⁸ Collins (2012), 'Identity' (online), <http://www.collinsdictionary.com/dictionary/english/identity>, consulted on 8/11/2012.

Your online reputation is often based on the details people find about you, the data you yourself have published and the images of you available on the web.

Daniel Solove
The Future of Reputation

"Gossip can unfairly stain a person's reputation; it often exists as a bundle of half-truths and incomplete tales."¹⁹

My social networking profile?
It's my online identity.



The information others may find on the web can represent you in the wrong way. Of course, much of this information may be taken out of context. But this is irrelevant, because once someone has seen an image or content that relates to you they will have already formed an opinion about you.

➔ What impression do these images convey?



Blank lined writing area for the first image.



Blank lined writing area for the second image.



Blank lined writing area for the third image.

I know that universities are going to look me up online, so I've decided to create a really strong, positive profile. If they're going to go looking then I might as well make the most of that and show them what I want them to see!

Being online is great, none of my friends are into the same music as I am and some of them think the way I dress is a bit weird. But online I'm accepted, I can find others who think in the same way that I do, they get me, I don't have to pretend to be someone I'm not.

▶ Are there any other situations where your online profile can be used positively?

Blank lined writing area for the question.

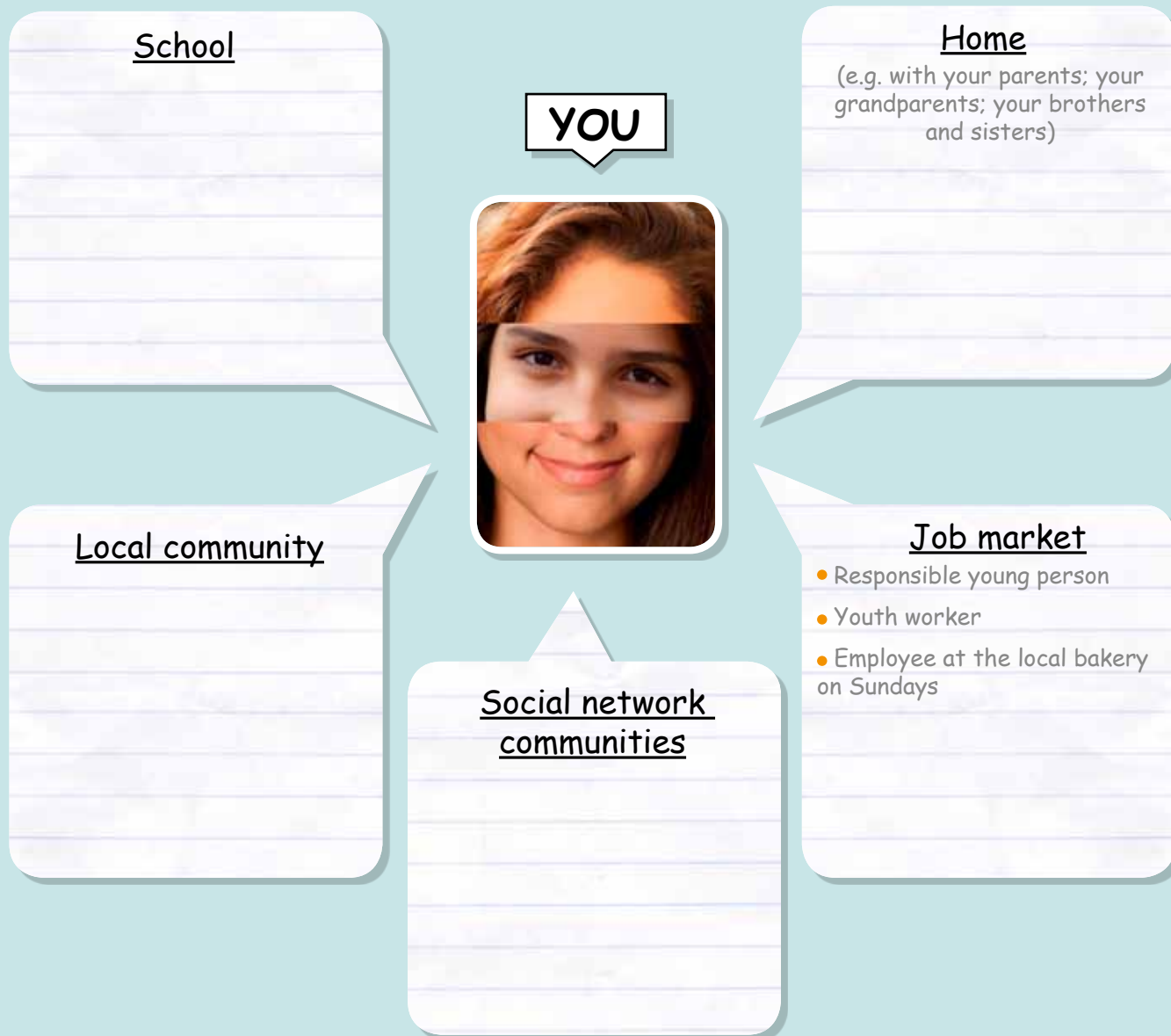
¹⁹ Solove, D.J. (2007), 'The Future of Reputation', New Haven: Yale University Press, p. 189.

4.2. Me, myself and I

Persona

The particular type of character that a person seems to have, which is often different from their real or private character.²⁰


➔ Your identity is not a fixed state; not only can it change over time, but one person can also manage multiple identities depending on the context they find themselves in. Can you define the different identities you might adopt in the following situations?



²⁰ Cambridge Dictionaries online (2013), 'persona' (online), <http://dictionary.cambridge.org/dictionary/british/persona?q=persona>, consulted on 19/12/2012.

➔ Select four of the “different” identities you’ve adopted in the previous exercise and fill in the requested information in the identity map.

YOU



Situation:

Characteristics:

How I communicate:

Activities:

Situation:

Characteristics:

How I communicate:

Activities:

Situation:

Characteristics:

How I communicate:

Activities:

Situation:

Characteristics:

How I communicate:

Activities:

➔ Many social networks now provide users with the opportunity to categorise their online friends into different “groups” and choose what sort of content to share with each group. What sort of groups would you find it helpful to create and what level of access would you give to your “friends” in each?

	Sort of group	Level of access
1	Close school friends	
2		
3		
4		
5		
6		
7		

4.3. The truth, and nothing but the truth?

Deception

Involves acting in such a way that leads another person to believe something that you yourself do not believe to be true.²¹

When constructing our online identities, the question often arises as to whether we always need to provide accurate information about who we are. Where do we draw the line between conscious shaping of our identities and “**Identity Deception**”?

➔ What do you think of the scenarios below? Do you agree with the actions of these people? Is it acceptable to do this? Are there better courses of action that could have been taken?

▶ **Sarah** is 12, but really wants to have an account on Facebook. As the terms and conditions of the site state that she must be at least 13, she creates a profile where she presents herself as an 18 year old girl.

Is it acceptable? Why?

A better course of action would have been to ...

▶ Though **Tom** is a real party boy, he has created a public profile on LinkedIn which only shows the degrees he has obtained in school and some hobbies that might convince employers to give him a job. He doesn't mention his love of dancing and partying because he thinks this could give the wrong impression.

Is it acceptable? Why?

A better course of action would have been to ...

▶ Though the social networking website that **Laura** wants to register on demands her real name, she decides to use a false name.

Is it acceptable? Why?

A better course of action would have been to...

²¹ Truth about Deception (2012), 'What is the Definition of Deception?' (online), <http://www.truthaboutdeception.com/lying-and-deception/ways-people-lie/what-is-deception.html>, consulted on 8/11/2012.

▶ **Bart** has a problem he doesn't want to talk about with his parents or his friends. He hides his identity in an online support network, so he can speak more openly.

Is it acceptable? Why?

A better course of action would have been to ...

▶ In school **David** is always very shy, but when he plays his favourite online game he absolutely loves to take the lead and fight other players.

Is it acceptable? Why?

A better course of action would have been to ...

▶ **Julie** just opened a restaurant. To encourage potential clients to come and have dinner, she creates a profile under a different name, writes a very positive review of her restaurant and encourages some of her close family and friends to do the same.

Is it acceptable? Why?

A better course of action would have been to ...

▶ **Anne** and **Sophie** are huge fans of the Lord of the Rings movies. When they communicate with other fans online, they pretend to be descendants of the Elf people and present themselves as Amarië and Aredhel.

Is it acceptable? Why?

A better course of action would have been to ...

5.1. Undercover in the online world

Anonymity

The quality or state of being unknown or unacknowledged.²²



From Wikipedia, the free encyclopedia

Find out the story of this writer whose statue you can visit in front of the Vajdahunyad Castle in the City Park of Budapest, Hungary. How does this relate to anonymity?

Blank lined area for writing.

Do you think it is still possible to remain anonymous in the world today?

Blank lined area for writing.



Tereza

Your name is always somewhere on the net, for example on the website of your school. Also, your friends can publish a photo and add your name without telling you.

Hunting down your digital footprint

Even when you don't publish your private information online, it is still possible that your personal details and preferences are known by others. Look at the example below; can you think of 4 other ways in which people can find out personal information about you?

1 My entries in search sites are investigated in order to identify my preferences. These are used for advertising.

2

3

4

5

²² The Free Dictionary, 'Anonymity' (online), <http://www.thefreedictionary.com/anonymity>, consulted on 07/12/2012.

Privacy

Someone's right to keep their personal matters and relationships secret.²³



Yorick

I'm worried about what government agencies know about my whereabouts and my doings. They are not in my friend's list but I don't know how far they can see behind my walls. My settings aren't on public, but I'm not sure that keeps them out.

"If you don't want your private information to appear on the internet, then don't post it!"

True, but even if none of my friends or me would post information online, still, some of my personal information is collected and used.

True, but what about the information friends publish about you? What kind of things do you prefer your friends not to post about you?

Being undercover online? Why? If people are not online in some way or the other, this makes them appear very suspicious!

▶ Do you agree with these opinions or not? Why?

²³ Cambridge Dictionaries online (2013), 'privacy' (online), <http://dictionary.cambridge.org/dictionary/british/privacy?q=privacy>, consulted on 19/12/2012.

5.2.

A right to be forgotten – deleting a digital footprint

BEST BEFORE
.....

➡ What if you could create digital expiry dates, so that information would be automatically deleted at a time you had chosen years back?

What sort of content would you want to keep forever?

What pieces of information do you think you should delete before you start looking for a job?

➡ List pieces of information about yourself that you know are online and give an expiry date for each.

➡ **To share or not to share, that is the question!**

While some people prefer to keep their profile private, others want to share the smallest detail of their life with the world. Some people love to read all about other people's lives, whilst others get a little annoyed at being inundated with useless information...

What do you think people should share and what shouldn't they share?

Should share:

Shouldn't share:

➔ Read the stories below and write down your comments and thoughts.

I teach IT in high school and some of my pupils befriended me on Facebook. Yesterday, I noticed that one of my students joined a group called "Legalise Marijuana". Even though I have no direct evidence, I cannot help but wonder if he is using it. Should I have a word with his mom and dad or maybe it's just nothing and I should keep this to myself?

I want to be a journalist when I leave school, and nowadays you absolutely need to have an online presence. However, I make sure that I only share information that I want people to know and that will show them all the positive aspects of my project. The more people who follow me the better a reputation I will have, people will start to listen - that's the beauty of the internet - when things go viral there's no stopping them.

Sure, there are risks there, I mean we all have an online reputation, but I think people miss the point really - because we can take control. I've decided who I want to be my "friend" online - yes I have about 460 "friends", but they don't all have access to everything, Most social networking sites let you do that, but people don't set their profile up like that. Privacy is down to each and every one of us in the end.

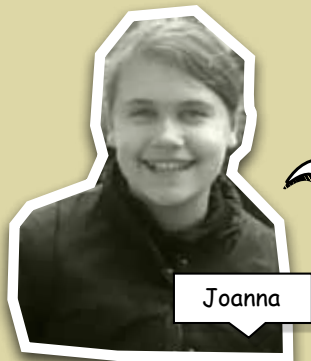
As a recruiter in my company, I am looking almost daily for new people to come and work for us. Of course, our selection is mainly based on a person's motivation letter, job resumé, education and skills. However, before inviting someone for an interview, we search their name on Google and in social networking sites. The image we get from people's pictures, online activities, published content and other information written about them will also play a major role in our decision.

I was reading my messages and all of a sudden I discovered a mail from the taxation department stating that only part of the reimbursement had been made. The message said that I had to send a confirmation of my bank account details. Of course this was a scam and I should have realized that an official institution would never ask me for such sensitive information by mail. The thieves collected a large sum of money from my account.

I've done some bad things in my life, but I have been convicted for them and have served my time in prison. However, I'm still referred to as a criminal on several websites on the internet. I have demanded that all these websites remove this information. I have the right to a second chance, and nobody needs to know about my past.



Do you know how long your school records are kept for? Who do you think has access to them? What happens to your records when you leave the school?



Joanna

On Facebook, only the people I authorize can see my photos and read what I publish. I purposely limit access to my private information.

➡ Where would you put yourself on this scale of online sharing behaviour?

Anonymous
I don't like to share much information about myself with others. I only use social media when I have to.

Protective
I'm not going to spread just about everything about myself online, you always need to be careful, but I do like to share my thoughts and experiences with my friends.

Share with the world!
I haven't done anything wrong, so why would I not share it with the rest of the world?



5.3.

Show yourself but not too much!

Sexting

The combination of 'sex' and 'texting' - the sending of sexually explicit messages or images by mobile phone.²⁴

The internet is a great channel to flirt and experiment, especially when you are rather shy in real life. The barriers to approach someone are lower and gradually your confidence to approach someone in real life can grow. But how far will you go?

Explore your boundaries!

➔ How far would you go online? Indicate for each statement how comfortable you would be in this situation. Discuss your answers with someone sitting near you.

1. An online friend you have been chatting with for a while asks you to send a sexy image of yourself.



2. I have looked up some information on the internet, about things I'm a bit too scared or ashamed to ask my parents about.



3. A friend has sent around an image of a girl in our school while she's in the shower; I'm forwarding this to my friends! This is too funny!



Askyourquestions.com

Anonymous, 15 years

"I'm very shy when it comes to meeting new people in real life, let alone flirting with them. On the internet, I feel a bit safer, as I'm not talking to them face to face. Can you give me some tips for a safe and fun online experience chatting with people my age?"

Do's:

1

2

3

4

5

Don'ts:

1

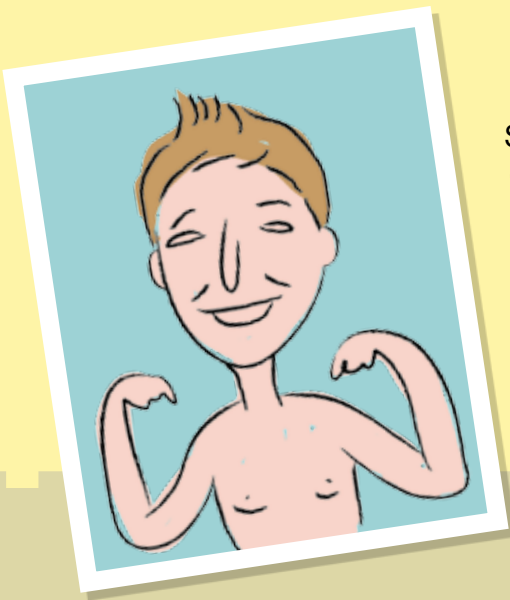
2

3

4

5

²⁴ Merriam-Webster (2012), 'Sexting' (online), <http://www.merriam-webster.com/dictionary/sexting>, consulted on 20/10/2012.



Sharing a naked picture of yourself or someone else might be quite exciting or fun at some point in time, but the truth of the matter is that you have no way of guaranteeing that this photo will not turn up in the wrong hands. The only way to avoid this is not to send the image. However, even if the photo is not shared any further than with just one person, it could still have legal implications.

➡ Find out if the following actions are illegal. If they are illegal, can you describe why?

Ben (aged 14) has taken a naked image of himself and has sent it to his girlfriend (also 14).

I have sent a mail with some sexy talk to my boyfriend. He was a bit down, so I thought I might cheer him up.

My girlfriend (15) has sent me a picture of herself topless. I have not shared it with anybody; I wouldn't do that to her, I'll just keep it safe on my computer.

A friend of mine posted online a movie of one of his classmates (18) in the shower. It was taken down immediately by the social networking site, but the harm was done, everybody has seen it.

5.4.

My privacy and yours

At a first glance, it seems that everyone is responsible for the protection of his/her own privacy.



I try to protect myself through the settings that exist so that my future professional life will not be affected by my current private life or by badly intentioned hackers.

However, the protection of your privacy doesn't only depend on you, it also depends on others. Privacy is a right, but it is also a responsibility. It is important to keep in mind that any action you take online can have consequences for others. Even when you protect your profile, personal information can still be spread online through the system of tagging. Think about the comments, likes, images and other pieces of content on your social networking page.

➔ Which information would you prefer not to have your name linked to?

- Membership of a sports club
- Pictures of the party you were at last week
- Pictures of your last trip with your girlfriend/boyfriend
- Your comment on a newspaper article on employment in your country
- The online games you have been playing lately
- The websites you have been visiting

DID YOU KNOW?

that some social networking sites now require your approval before a tag can appear when your name is tagged to a certain piece of information. If you don't agree, you can just refuse to give your approval for the requested tagging.

Have you ever asked someone (or should you ever have asked someone) if you could publish personal details about them or link their name to a piece of content? When?

Connect with respect! What happens when your privacy has been infringed? How can you react? Write some examples you know of when a person's privacy has been infringed, and how that person could have responded.

Situation

I'm tagged in a picture and I want to have this removed. However, the tagger won't take it off.

Solution

I report my case to the social networking site and ask for the tag to be taken down.

6.1.

What is copyright?

Creativity

Ability to produce something new through imaginative skill, whether a new solution to a problem, a new method or device, or a new artistic object or form.²⁵

Copyright

... protects published or unpublished original work (for the duration of its author's life plus 50 years) from unauthorized duplication without due credit and compensation. Copyright covers not only books but also advertisements, articles, graphic designs, labels, letters (including emails), lyrics, maps, musical compositions, product designs, etc.²⁶

▶ Can you define copyright infringement (see chapter 1, page 10)

▶ **Infringement/Breach of copyright.** It's not always easy to understand when something is protected by copyright and how copyright-protected items can be used in a legal way. Test your knowledge on the following – are these breaches of copyright?²⁷

- YES NO 1. Streaming songs from online services that have agreements with the copyright owners (e.g. spotify).
- YES NO 2. Uploading an iconic image within copyright (with or without crediting the owner).
- YES NO 3. Downloading from iTunes.
- YES NO 4. Uploading a video you recorded at a concert when it is specified on the ticket that video-recording is not allowed.
- YES NO 5. Publishing an excerpt from another person's blog post on your own blog, and including a link to the other person's blog but not asking for his/her permission.
- YES NO 6. Watching a video that someone else recorded at a gig where it was specified that video-recording was not allowed.
- YES NO 7. Uploading a self-taken photo of a concert when it was specified on the ticket that no video-recording was allowed.
- YES NO 8. Uploading current popular song lyrics / guitar tabs to a personal website or social network.
- YES NO 9. Uploading photos of celebrities in a public place taken by you.
- YES NO 10. Re-posting a whole article, crediting the author and including the link (without permission).

Go to www.webwewant.eu to find out the answers.

²⁵ <http://www.britannica.com/search?query=creativity>, consulted on 4/01/2013.

²⁶ Business Dictionary (2012), 'Copyright' (online), <http://www.businessdictionary.com/definition/copyright.html#ixzz2ElwNtw73>, consulted on 8/11/2012.

²⁷ Nominet (2012), Are you an accidental outlaw? (online), <http://accidentalloutlaw.knowthenet.org.uk/question1>.

Creative Commons

An example of a copyright license that encourages the sharing and reproduction of a resource. It provides a simple, standardized way to give the public permission to share and use your creative work.²⁸

(To find more information about creative commons licenses visit this website: <http://creativecommons.org/licenses/>)

➔ Which of the following examples do you think violate copyright law?

1) You have found a photo from Flickr where the user has published a Creative Commons license that looks like this:



You want to use the photo to promote a musical performance you are selling tickets for. Are you able to use this image legally?

2) You have a music library of thousands and thousands of songs. You have downloaded peer-to-peer software and only download content that is not subject to copyright. Could you be breaking copyright law?

3) You are making an audio-visual project to accompany a stage production. You are trying to find some useful images. The image you want to use is licensed under Creative Commons:



Can you use this image without infringing copyright law?

Go to www.webwewant.eu to find out the answers.

DID YOU KNOW?

47% of users cannot confidently identify whether the online content they download, stream or share is legal or not – highlighting the importance of increased efforts to educate and inform consumers.²⁹

²⁸ Find out more at <http://creativecommons.org/>.

²⁹ Ofcom (2012), Half of internet users unsure if content is legal (online), <http://media.ofcom.org.uk/2012/11/20/half-of-internet-users-unsure-if-content-is-legal/>.

6.2.

Are you a pirate?



Floran

Internet is meant to be for free expression, so if content is already online you should be able to download it.



The absolute transformation of everything that we ever thought about music will take place within 10 years, and nothing is going to be able to stop it... I see absolutely no point in pretending that it's not going to happen. I'm fully confident that copyright, for instance, will no longer exist in 10 years, and authorship and intellectual property is in for such a bashing.

David Bowie 2002³⁰



Are you a pirate?

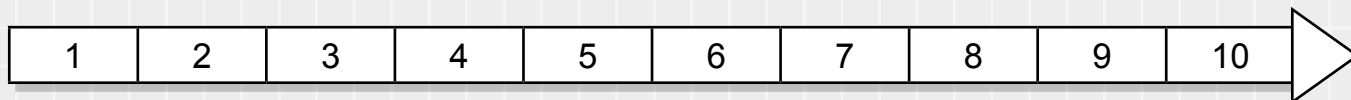
➔ Do you pay attention to copyright law? Answer the questions below.

1. I have downloaded copyright-protected music without paying for it.
 I agree/YES I don't agree/NO
2. I have recorded concerts of my favourite band and have put the pictures on my social networking page.
 I agree/YES I don't agree/NO
3. I don't always ask the permission of my friends/family when I post photos of them online.
 I agree/YES I don't agree/NO
4. I have made copies for my friends from a DVD I bought in a store.
 I agree/YES I don't agree/NO
5. I have cut and pasted text from a website for a school project, without referencing the original author.
 I agree/YES I don't agree/NO
6. When using images I find online, I don't really check if they are copyright protected.
 I agree/YES I don't agree/NO
7. It doesn't really bother me when people re-post text from my blog/website without indicating that I am the author.
 I agree/YES I don't agree/NO
8. I have published parts of someone else's website on my own page, without the proper referral.
 I agree/YES I don't agree/NO
9. Illegal downloading is not really breaking the law, as people are almost never punished for it.
 I agree/YES I don't agree/NO
10. Content put online should always be free for everyone to use.
 I agree/YES I don't agree/NO

³⁰ Pareles, J. (2002), David Bowie, 21st-Century Entrepreneur (online), The New York Times, <http://www.nytimes.com/2002/06/09/arts/david-bowie-21st-century-entrepreneur.html?src=pm>.

Start on the left hand side of the arrow. Each time you have answered “I agree / yes”, shift one spot to the right on the scale. Where do you land up? Discuss your position with other people in the group.

Start here!



You pay a lot of attention to copyright. You don't mind paying a little money for someone else's creations and will always acknowledge the author of an original work.

You do know about copyright, but you don't always pay much attention to it. Why would you pay if you can download it for free?

You might know about copyright, but it doesn't make much sense to you. If people don't want you to use their creations, they shouldn't put them online!

➔ It is easy to forget **that behind** each song is a team of dedicated professionals who work hard to make good music. The Music Matters campaign shines a light on **all of** these people and hopes to remind **everyone who loves music** to support them by **accessing music from licensed sites**.³¹

Visit <http://www.whymusicmatters.org/> and find out more about this campaign.

What do you think about the Music Matters campaign? Would you support it?

A large, empty, rounded rectangular box with a light blue background and a white border, intended for writing an answer to the question above.

➔ **Copyrighting your work.** Have you ever copyrighted your own work? How do you do it? Where can you find further information?

A large, empty, rounded rectangular box with a light blue background and a white border, intended for writing an answer to the question above.

➔ **Two sides to the story.** Yes, the internet is free for you to use, but the website providers also have their rights and can step in when you violate the law. Can you give some examples of your rights and the rights of the website creators?

Your rights	Website creator's rights
I have the right to share content online	They have the right to delete any copyright-protected material I upload without the proper references.

DID YOU KNOW?

Infringers (of copyright) said they would be encouraged to stop doing so if cheaper legal services were available (39%), everything they wanted was available from a legal source (32%) or it was more clear what content was legal (26%)³²

³¹ <http://www.whymusicmatters.org/pages/our-campaign>, consulted on 4/01/2013

³² Ofcom (2012), Half of internet users unsure if content is legal (online), <http://media.ofcom.org.uk/2012/11/20/half-of-internet-users-unsure-if-content-is-legal/>.

7.

What have you learned - Are you web-wise or web-weak?

Take the quiz and test your knowledge!

Be aware, for some questions there is more than one correct answer!

- 1. You find a video online which contains racist and offensive content, what should you do?**
 - a. Nothing, it's online so there is nothing you can do about it
 - b. Flag the video using the website's reporting procedures
 - c. Phone the police and make an official report/complaint
 - d. Download the video and share it with your friends so that they are aware of how bad it is
- 2. True or False?**
 - a. Freedom of speech means that you can be offensive to other people online
 - b. You own the copyright on any photo that you take of someone else in a public place
 - c. It is impossible to get content taken down from a social network unless it breaches their terms and conditions
 - d. Anyone with over 500 friends on a social network will be unable to protect their online reputation
- 3. Which of the following would indicate that a website is secure and safe to use?**
 - a. https
 - b. A padlock symbol at the bottom of the webpage
 - c. A green background in the address bar
 - d. A .com or .org suffix to the web address
- 4. If stored on your mobile device, which of the following could potentially put you at risk of fraud?³³**
 - a. Home address
 - b. Date of birth
 - c. Online banking login details
 - d. Website login details
 - e. Bank card details
 - f. Social network passwords
 - g. Sensitive photos or videos
- 5. Is it okay to create a social network profile without using your real name, when it is requested in the terms and conditions?**
- 6. Trolling means:**
 - a. Hacking and taking over someone else's account
 - b. Posting negative, false or insulting comments on online communication channels, in order to provoke emotional reactions of the targeted person(s)
 - c. Writing insulting and/or negative messages on the social media pages of someone who has deceased
 - d. Sending spam messages to random accounts on a social networking page

³³ Taken from <http://inthedark.knowthenet.org.uk/question1>

- 7. You have received a friend request from someone who works for the company where you have an interview next week – what should you do?**
- Accept the friend request, they will need to accept you just the way you are
 - Refuse the request because if they see what sort of content is on your profile they won't want you working there
 - Go through your profile deleting all of the content which could be deemed offensive by other people – it will take all weekend but is worth doing
 - Configure your privacy settings so that your new friend is only able to see the content that you want him/her to be able to
- 8. Which of the following could help to protect your online reputation?**
- Only be "friends" with people you know and trust
 - Regularly review privacy on social networking profiles to ensure that you are in control of what is being shared
 - Deleting all social networking profiles
 - Only using professional social networks such as LinkedIn
- 9. You have an interview for a job next week and decide to make sure you are giving the right impression online – which of the following should you do?**
- Produce a fake CV and upload this to a few different websites
 - Join LinkedIn and suggest that you have worked for a couple of top class companies around the world – no one will check
 - Get online and remove any inappropriate content from public profiles
 - Do nothing, no one is really interested in what is online – you get the job based on how you perform on the day
- 10. A strong password can help to protect your online reputation – which of the following statements describes the best type of password?**
- Something short and easy to remember
 - A long password containing letters, numbers and symbols (you may need to write this down as it will be complicated)
 - Your name spelt backwards with your date of birth on the end
 - Not a word that can be found in the dictionary, something at least 8 letters long which contains numbers, letters and symbols and that you will be able to remember
- 11. Someone has posted a photograph of you from a party last weekend onto a public profile. You are lying on the floor with an empty bottle of vodka next to you. Over 50 people have commented on the photo, what should you do?**
- Nothing, you weren't drinking, your friends had set the photo up
 - Contact the person who uploaded the photo and ask him/her to remove it
 - Contact the site administrator and insist that the photo be removed – it must surely break the terms and conditions anyway
 - You've got some "interesting" photos of the friend who uploaded the offending photo, post that and ensure that everyone knows it is there
- 12. Which of the following are additional ways of protecting your data?**
- Short time-out screen lock and password request
 - SIM card pin
 - Remote wipe
 - Regular device back ups
 - Regular software updates
 - Anti-virus

13. You are invited to a party with a group of friends, but are worried about what might appear online following the weekend! What should you do?

- a. Make sure you behave in an exemplary way throughout the weekend
- b. Don't go, it's too risky
- c. Have a discussion with your friends before the weekend begins and explain your concerns, making them aware of why you need to be careful about your online reputation
- d. Wait until after the weekend and see what happens

14. Which of the following are illegal?

- a. Streaming songs from online services that have agreements with the copyright owners
- b. Downloading from iTunes
- c. Watching a video that someone else recorded at a gig when it was specified that recording was not allowed
- d. Streaming or downloading songs from services that don't have an agreement with the copyright owner

15. Is it legal to repost a whole article if you credit the author and include a link to the original without their permission?



Remember:

- Regularly check your privacy settings on social networking sites and update them where appropriate.
- Use secure sites where possible, e.g. https, as information sent to these sites is encrypted.
- If you don't have time to read all of the terms and conditions when signing up to a new site, consider whether using a tool such as EULAlyzer could help.
- We all have a responsibility to report inappropriate content that we find online. The more we do this, the more we will help to make the internet a better place for everyone.
- It is worth searching for your own name occasionally (or setting up a Google alert to do this) in order to have a better understanding of what others will see when they look for you online.
- Although it is not always easy, try to *think before you post!*

Looking for information or advice?

Contact Insafe in your country.

Austria	www.saferinternet.at	Latvia	www.drossinternets.lv
Belgium	www.clicksafe.be	Lithuania	www.draugiskasinternetas.lt
Bulgaria	www.safenet.bg	Luxembourg	www.bee-secure.lu
Cyprus	www.cyberethics.info	Malta	www.besmartonline.org.mt
Czech Republic	www.saferinternet.cz	Netherlands	www.digibewust.nl
Estonia	www.targaltinternetis.ee	Norway	www.medietilsynet.no
Denmark	www.medieradet.dk	Poland	www.saferinternet.pl
Finland	www.meku.fi/fisic/	Portugal	www.internetsegura.pt
France	www.internetsanscrainte.fr	Romania	www.sigur.info
Germany	www.klicksafe.de	Russia	www.nedopusti.ru
Greece	www.saferinternet.gr	Slovakia	www.zodpovedne.sk
Hungary	www.saferinternet.hu	Slovenia	www.safe.si
Iceland	www.saft.is	Spain	www.protegeles.com
Ireland	www.webwise.ie	Sweden	www.medieradet.se
Italy	www.generazioniconnesse.it	United Kingdom	www.saferinternet.org.uk

Credits

Created:

- European Schoolnet publication
- In collaboration with the Insafe network, with the support of Liberty Global and Google.
- Created in 2013

Design: Iddifix

Special thanks to: Charlotte, Clément, Ellen, Floran, Isabelle, Joanna, Josh, L'uboš, Livi, Tereza, Yorick, Ioanna, Manon, Lisa, Jari and the teachers, parents and pupils who contributed to the testing and development of this publication.

Copyright

Title: The Web We Want

Prefix: 9789491440

ISBN-Number: 9789491440427

EAN: 9789491440427

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The web opens the door to a vibrant, exciting world of endless opportunities to explore, communicate, and create. Compared to a face-to-face environment, it is a place where curiosity and creativity can thrive, and where young people develop a wide range of skills in a seemingly less threatening manner. The web nevertheless holds certain pitfalls for the unwary. As in all other aspects of a teenager's life, education is essential to foster more reflective ways of using online media.

The Web We Want is an educational handbook for use by 13-16 year olds, developed with and by young people. The content and approach, designed to resonate with the needs and preferences of young people today, aim to trigger reflection on issues such as digital footprints, reputation, rights and responsibilities. At the same time, a variety of hands-on exercises invite young people to share their experiences and investigate their own online practices.

Teachers, parents and other educators can find supporting material on the issues and activities in the handbook at www.webwewant.eu, which will also serve as a platform where young people are able to present some of their personal responses.

