Gen Cyber

Gen z

Jan 20, 2020

Steve Morrill
Owen Quinn ’20
Jack Wilson ‘21

Image Courtesy of: http://www.flickr.com/photos/howto/5239291497/sizes/s/in/photostream/

Presenting Team

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Owen Quinn ‘20

Jack Wilson ‘21

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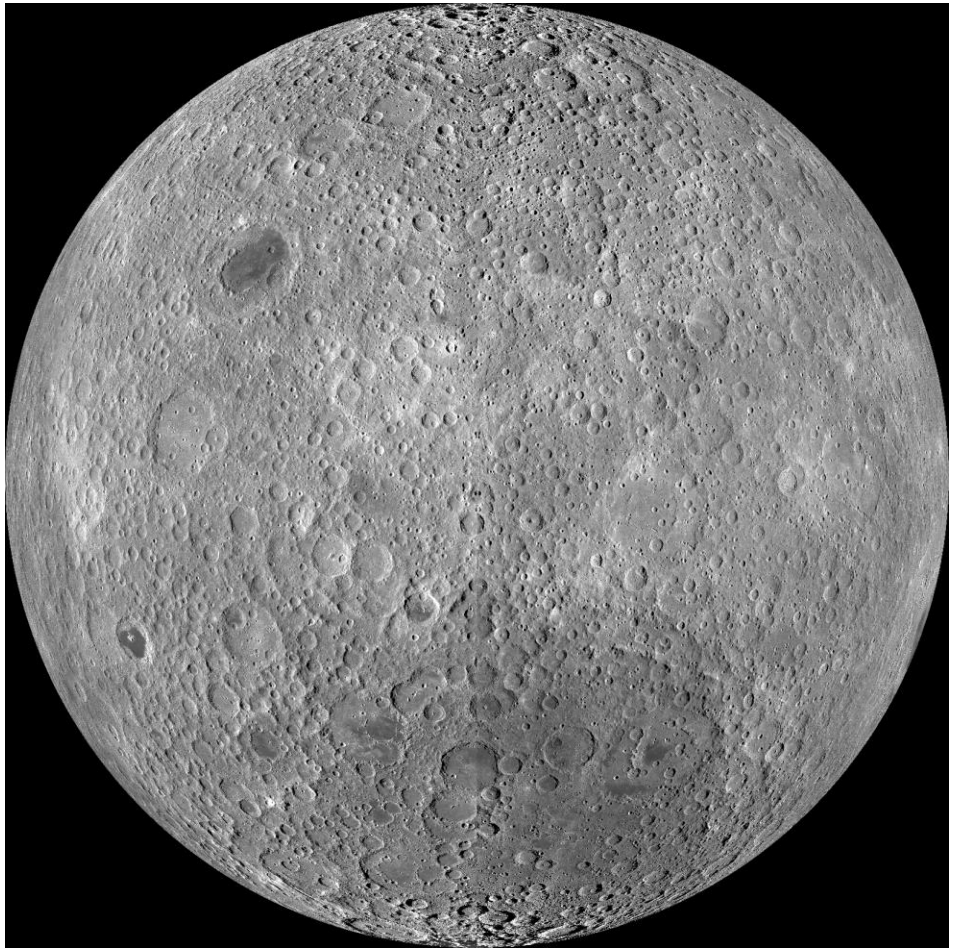
Context

Context

AT&T
100% 11:00 AM
Daytona
Updated 11:00 AM
11:00 AM
Fri, Nov 8
75°
75°/65°
RealFeel® 70°
Say "Ok Google"
Email
Calendar
Settings
Play Store
Google

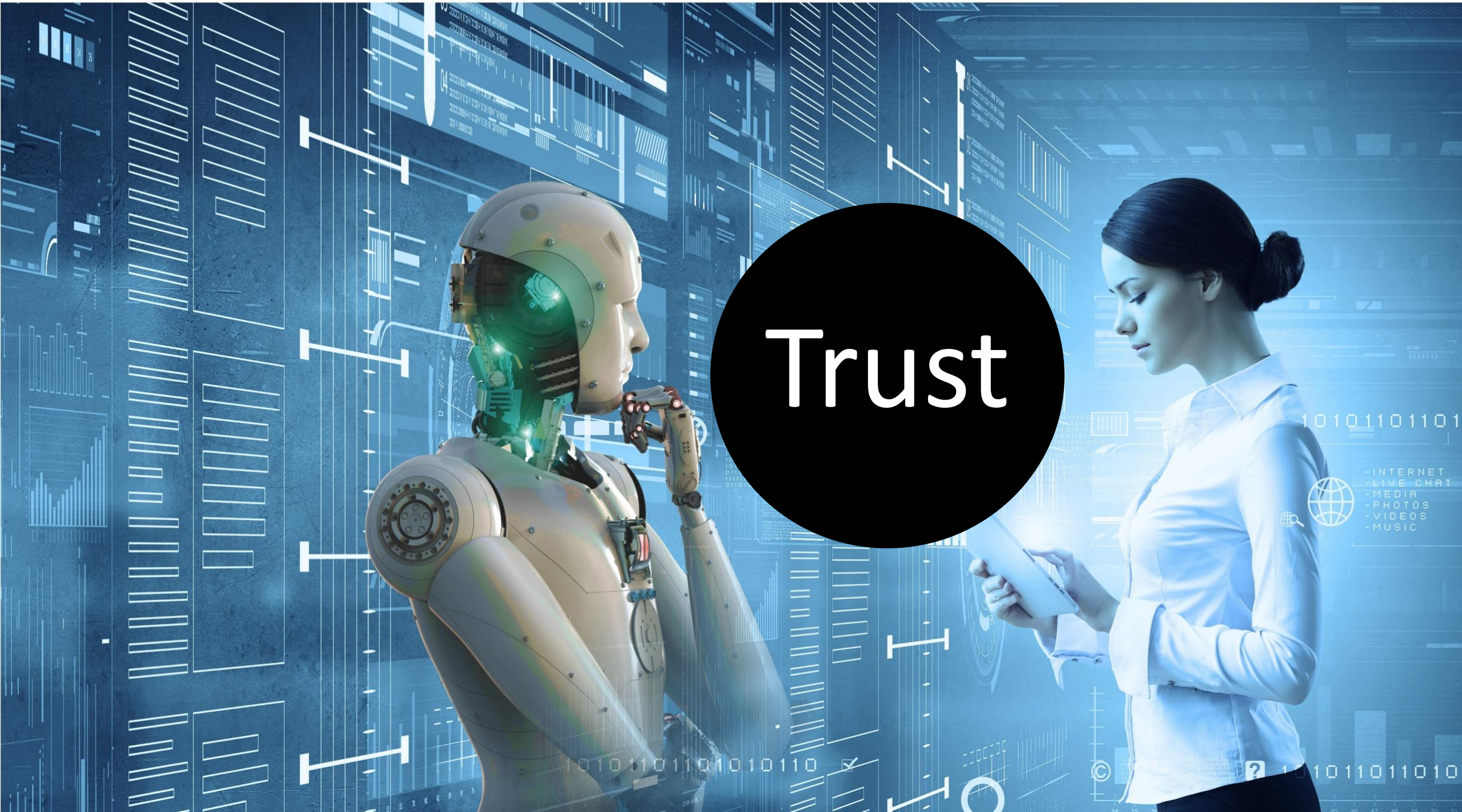


Purpose of Today

- How we ended up here today
- Raise your Cyber IQ
- Not raise your paranoia

Purpose of Today

- How we ended up here today
- Raise your Cyber IQ
- Not raise your paranoia
- Answer your questions
- What does your digital footprint look like?
- How can we protect our students, friends, family?
- How to make good decisions
- Trust?


Trust
-INTERNET
-LIVE CHAT
-MEDIA
-PHOTOS
-VIDEOS
-MUSIC

Remember Simpler Times?

10 Years in Review….

- iPad (2010)
- Watson (2010)
- Instagram (2010)
- Cloud Computing
- 4G (2010)
- Adobe Creative Cloud (2010)
- Kindle Fire (2011)
- Chromebooks (2011)
- iMessage (2011)
- Minecraft (2011)
- Snapchat (2011)
- Twitch TV (2011)
- Uber (2011)
- MS Surface (2012)
- Oculus (2012)
- Raspberry Pi (2012)
- Slack (2012)
- Tesla Model S (2012)
- Chromecast (2013)
- DJI Phantom 1 (2013)
- Ethereum (2013)
- PlayStation 4 (2013)
- Xbox One (2013)
- Alexa (2014)
- Apple CarPlay (2014)
- USB-C (2014)
- Windows 10 (2014)
- Apple Watch (2015)
- AlphaGo (2015)
- AirPods (2016)
- Google Assistant (2016)
- HoloLens (2016)
- Pokemon Go (2016)
- Fortnite (2017)
- Nintendo Switch (2017)
- TikTok (2017)
- Apple TV (2019)
- Disney + (2019)

Its 2020

What have these apps done for us?

Image Courtesy of: http://www.flickr.com/photos/howto/5239291497/sizes/s/in/photostream/

Average hours per day teenagers spend on their mobile device?

7.4

Gen Z

- Anyone born after 2001
- 1/3 of the worlds population
- Always been online / connected
- Most open to sharing
- Use cash only for 6% of transactions
- Venmo / Apple Pay most popular
- Most diverse group in history
- Least self-centered generation in history

acBook Pro

Influencer Culture

- 86% of Gen Z & Millennials would post sponsored content for money
- 54% Would become an influencer if they have the chance
- 12% Consider themselves influencer
- Micro Influencers (15,000 to 50,000 followers) average $457 for a sponsored post
- 250,000 followers average $3,766

Top Influencers

PewDiePie

YouTube
102 million subscribers

Ryan's World

You Tube
22.8 million subscribers
Made $22 million

Cristiano Ronaldo

Instagram
198.1 million

What do these have in common?

A fun summer story

Dorothy's Audience

WORLD POPULATION

7,757,332,101

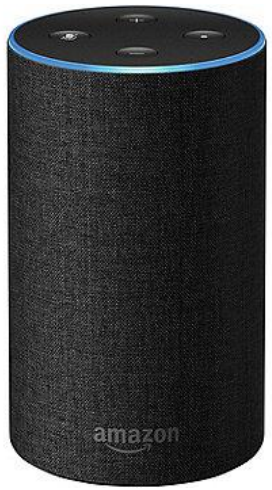
US POPULATION

332,032,436

Source for world population: United Nations Population Division;
Source for United States population: U.S. Census Bureau

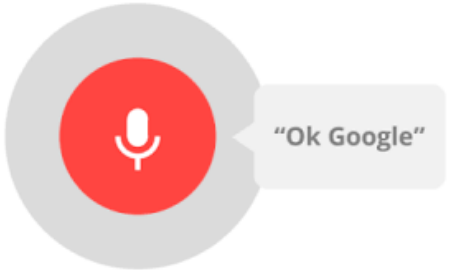
Today's Web Reality

- Reputation
- We are the content
- How schools handle incidents
- Internet Research



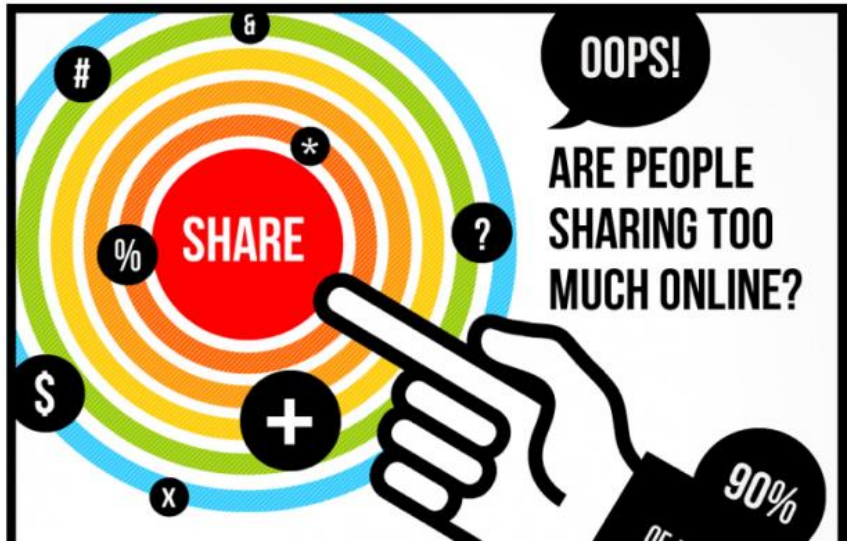
Google

Bing

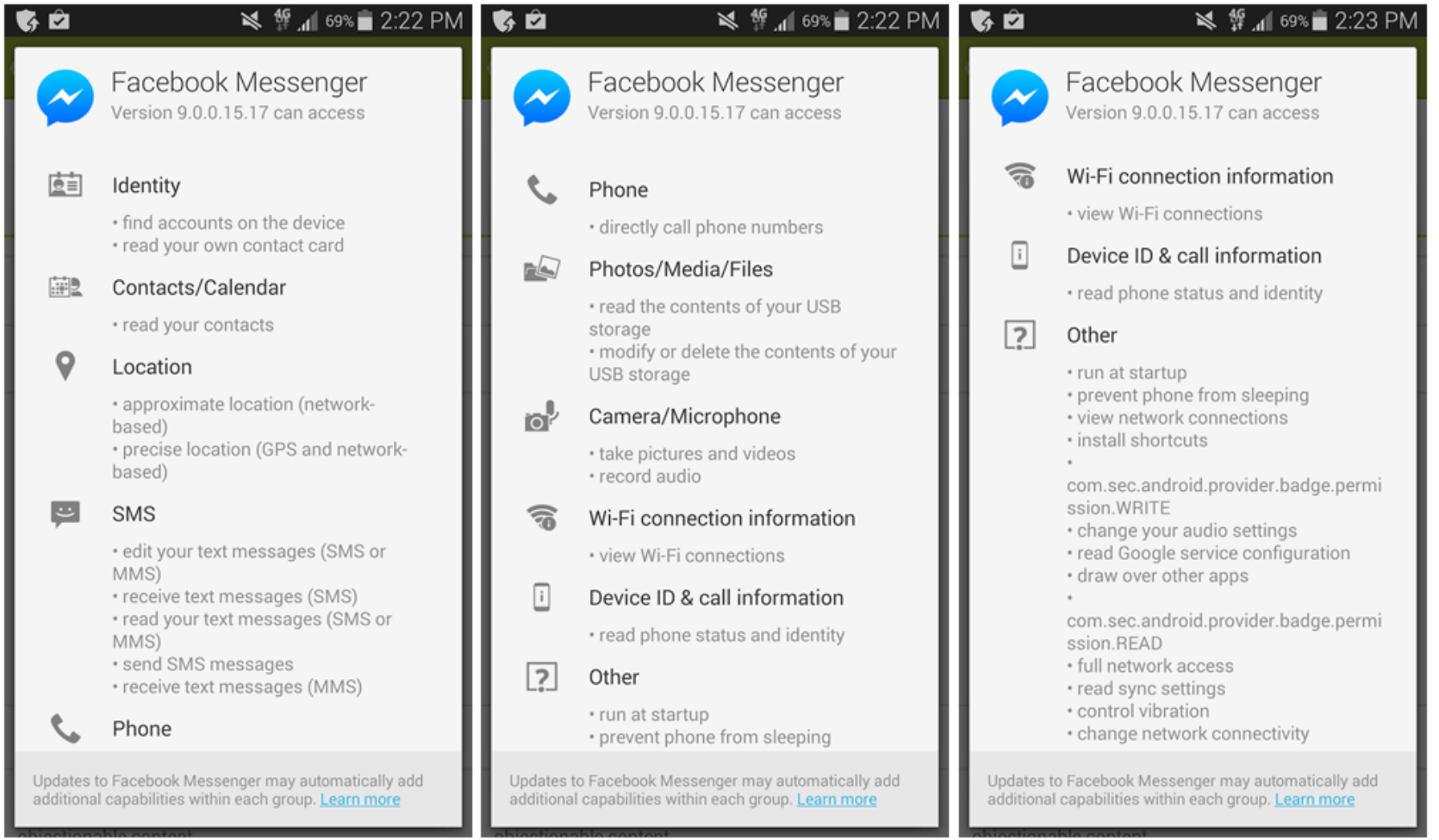


So how does all this work?

- Why are Smart Phones GPS enabled?
- What do you use the internet for?
- Privacy / control
- What do you share on line?



Installing Apps



Instagram

- Owned by Facebook
- 1 billion people per month – 500 million per day
- 89% of users outside of the US
- 14% of US Adults use for their news source
- 52.9 million users 13-17
- Will earn $12.32 billion in ad revenues in 2020
- Valued at $100 Billion

Instagram

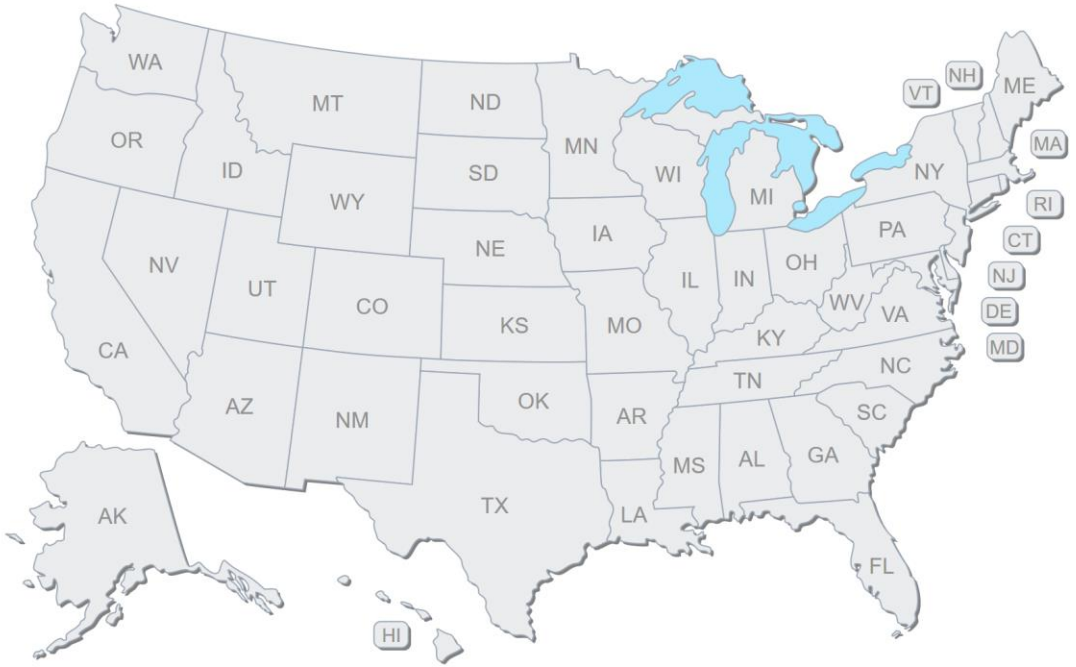
- All photos are public and searchable
- Photos are also GPS tagged by default
- You can turn that feature off – Instagram now also asks you
- Anonymous accounts – Cyber bullying

How MD has responded

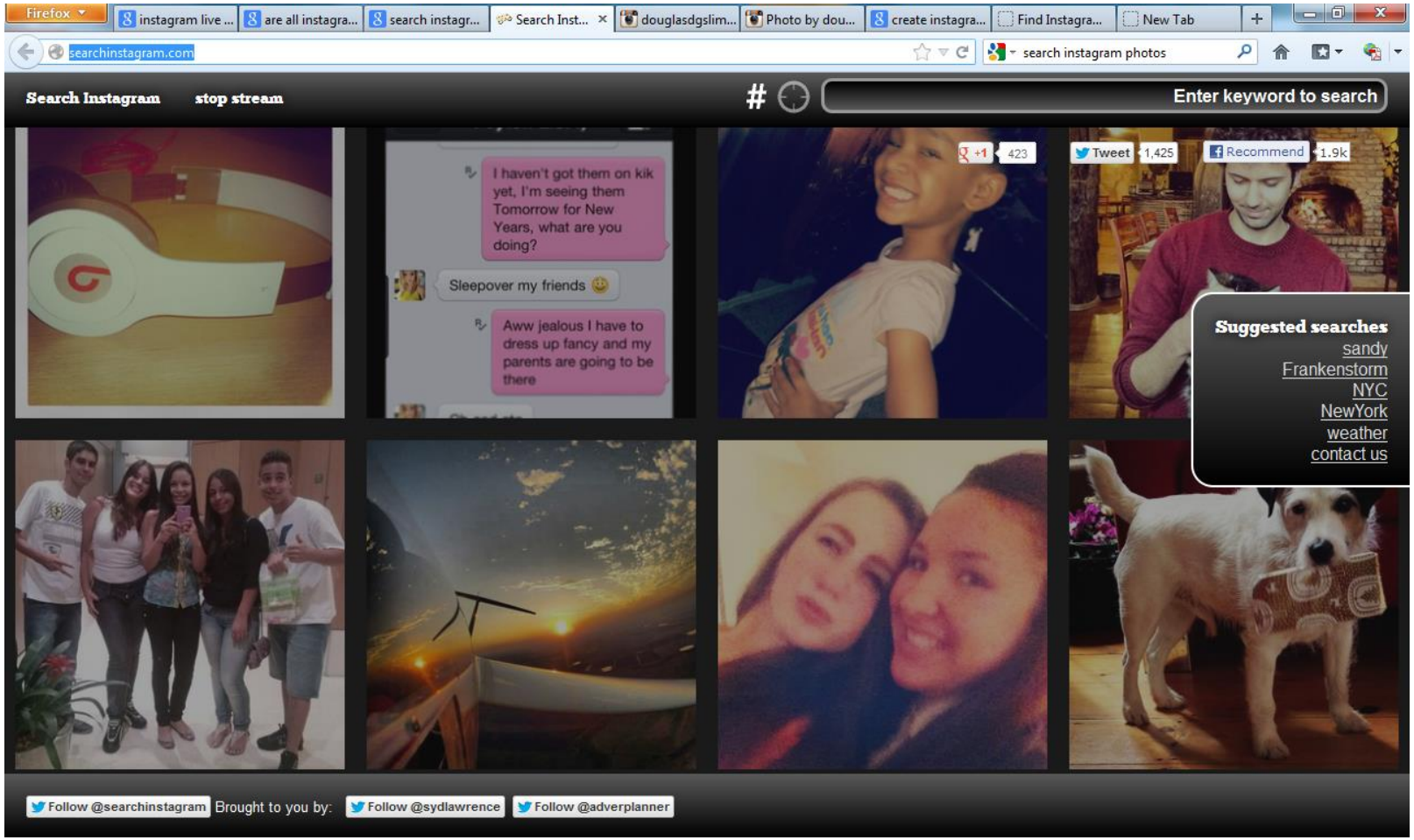
- Grace's Law
  - https://www.peoples-law.org/bullying

Laws In Your State

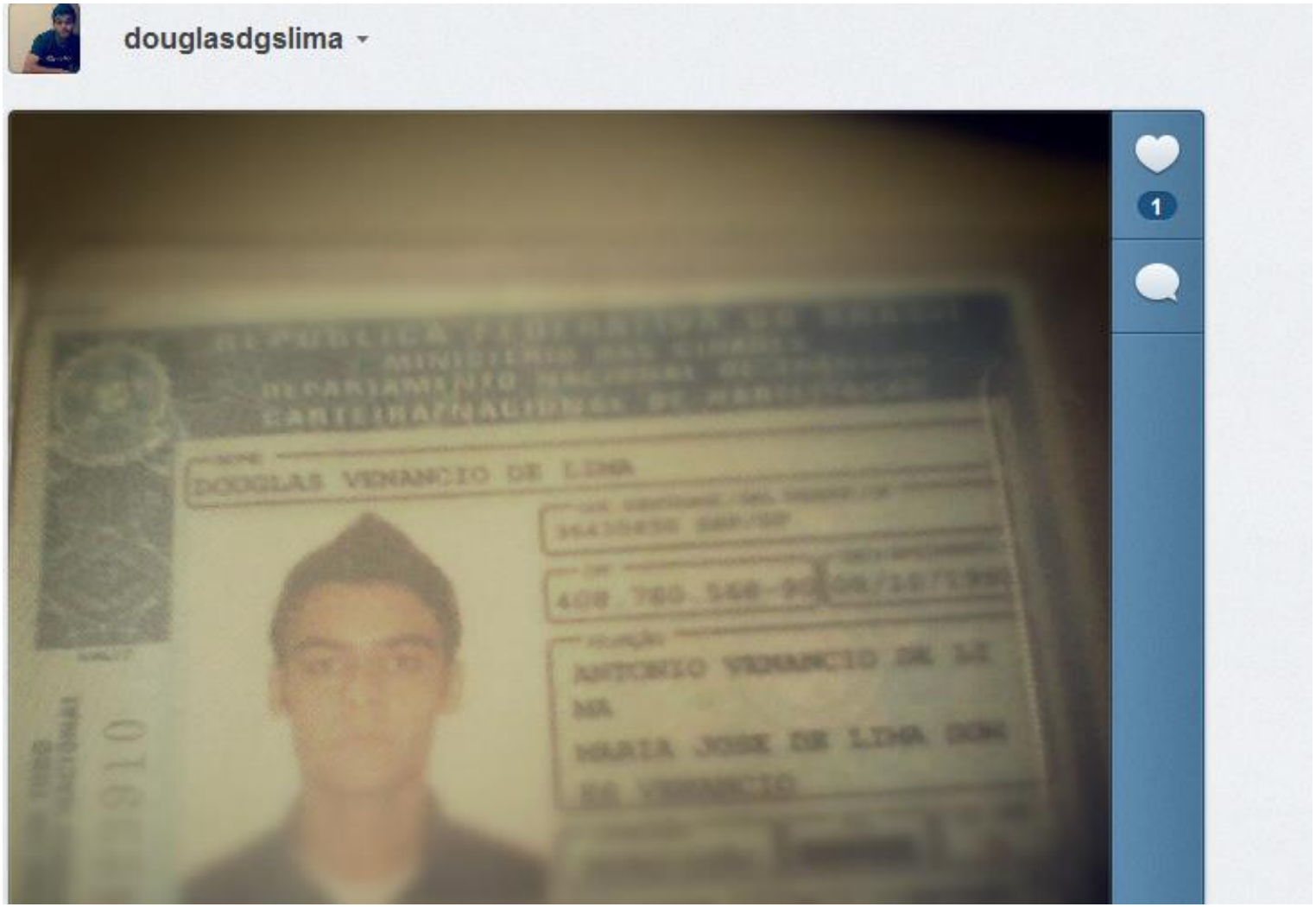
- https://cyberbullying.org/bullying-laws
- All 50 States except AK and WI have specific cyber bullying laws



Instagram

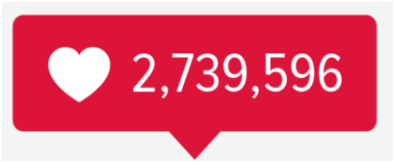

Firefox
instagram live ...
are all instagra...
search instagr...
Search Inst...
douglasdgslim...
Photo by dou...
create instagra...
Find Instagra...
New Tab
searchinstagram.com
search instagram photos
Search Instagram
stop stream
Enter keyword to search
I haven't got them on kik yet, I'm seeing them Tomorrow for New Years, what are you doing?
Sleepover my friends
Aww jealous I have to dress up fancy and my parents are going to be there
+1 423
Tweet 1,425
Recommend 1.9k
Suggested searches
sandy
Frankenstorm
NYC
NewYork
weather
contact us
Follow @searchinstagram
Brought to you by:
Follow @sydlawrence
Follow @adverplanner

Instagram



Jesse White • Illinois Secretary of State
KEEP THIS RECEIPT UNTIL YOUR PERMANENT CARD ARRIVES IN THE MAIL.
ILLINOIS
DRIVER'S LICENSE

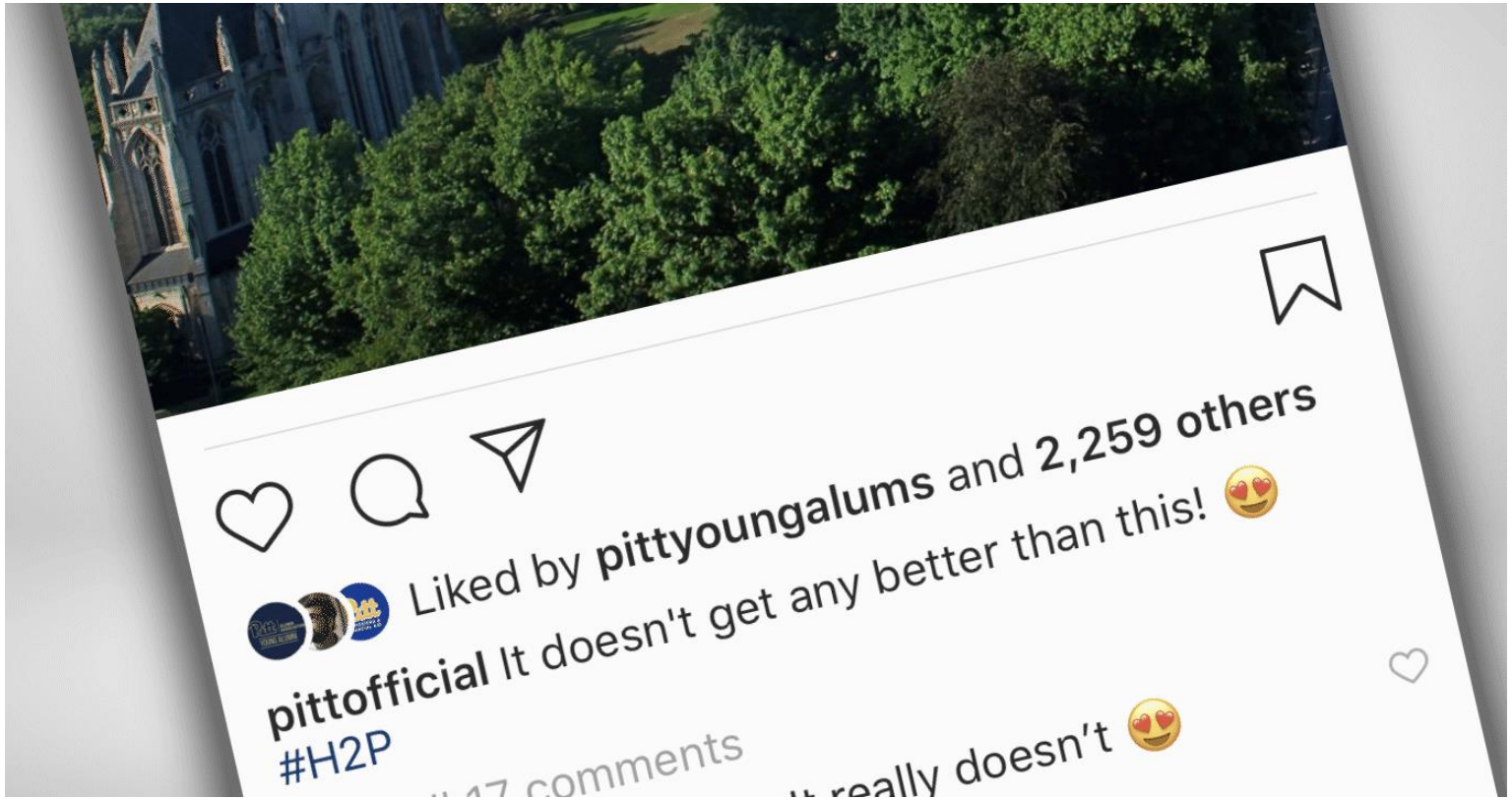
Likes vs No Likes



- Likes create competition and comparison

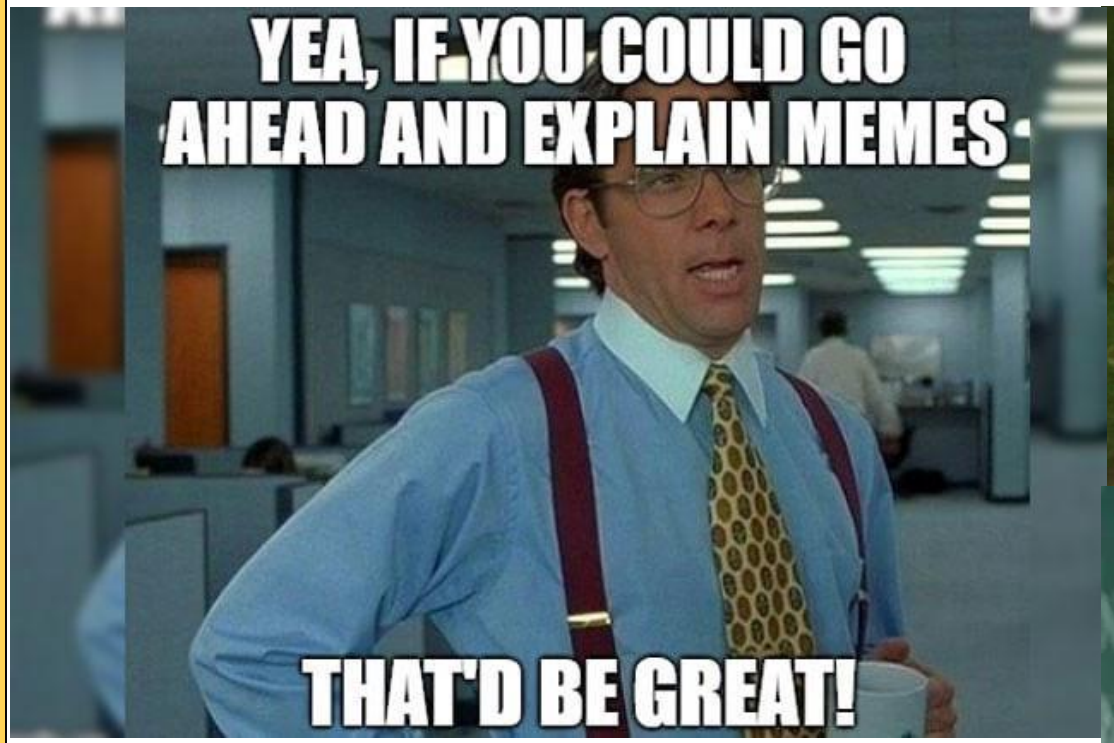
What about removing Likes?

- Attempt to depressurize
- Make it less of a competition
- Reduce social comparison

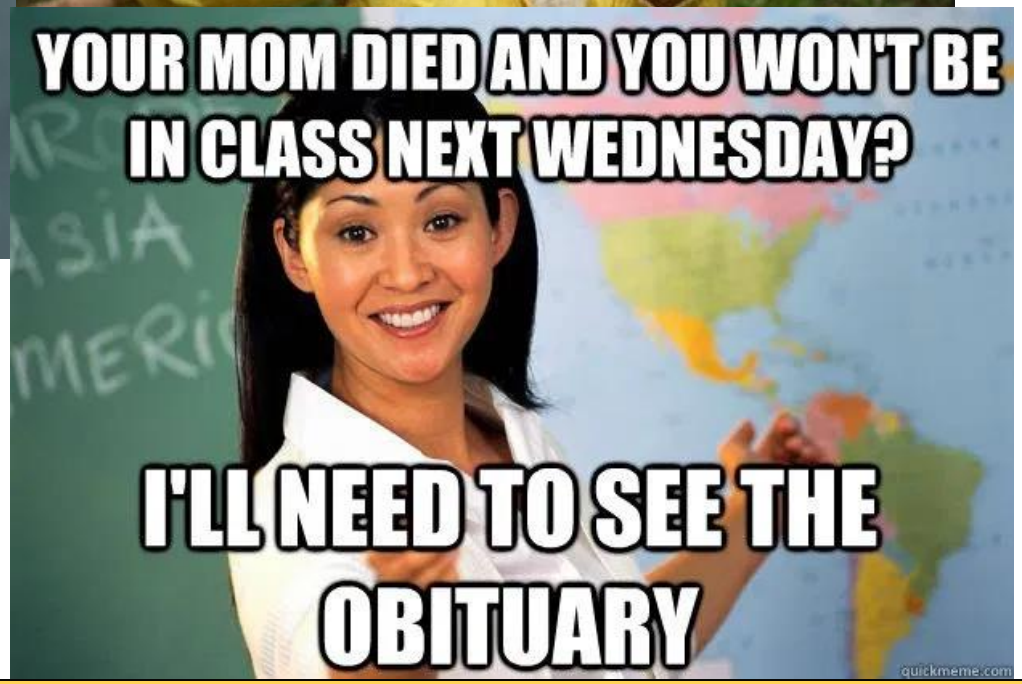


https://www.pittwire.pitt.edu/news/experts-weigh-instagram-hiding-likes

Memes


YEA, IF YOU COULD GO AHEAD AND EXPLAIN MEMES
THAT'D BE GREAT!

LEAVING SCHOOL ON THE LAST DAY


YOUR MOM DIED AND YOU WON'T BE IN CLASS NEXT WEDNESDAY?
I'LL NEED TO SEE THE OBITUARY
quickmeme.com

Tik Tok

- Create short lip-sync, comedy, and talent videos
- Musica.ly v 2.0
- Look on YouTube for top TikToks of 2019
- Not sure they thought it would be public for all to see

SnapChat

Snapchat: Sexting tool, or the next Instagram?

By **Doug Gross**, CNN
updated 11:02 AM EST, Thu January 10, 2013 | Filed under: Mobile

Snapchat is a fast-growing mobile app that lets users share photos and videos that quickly disappear.

STORY HIGHLIGHTS

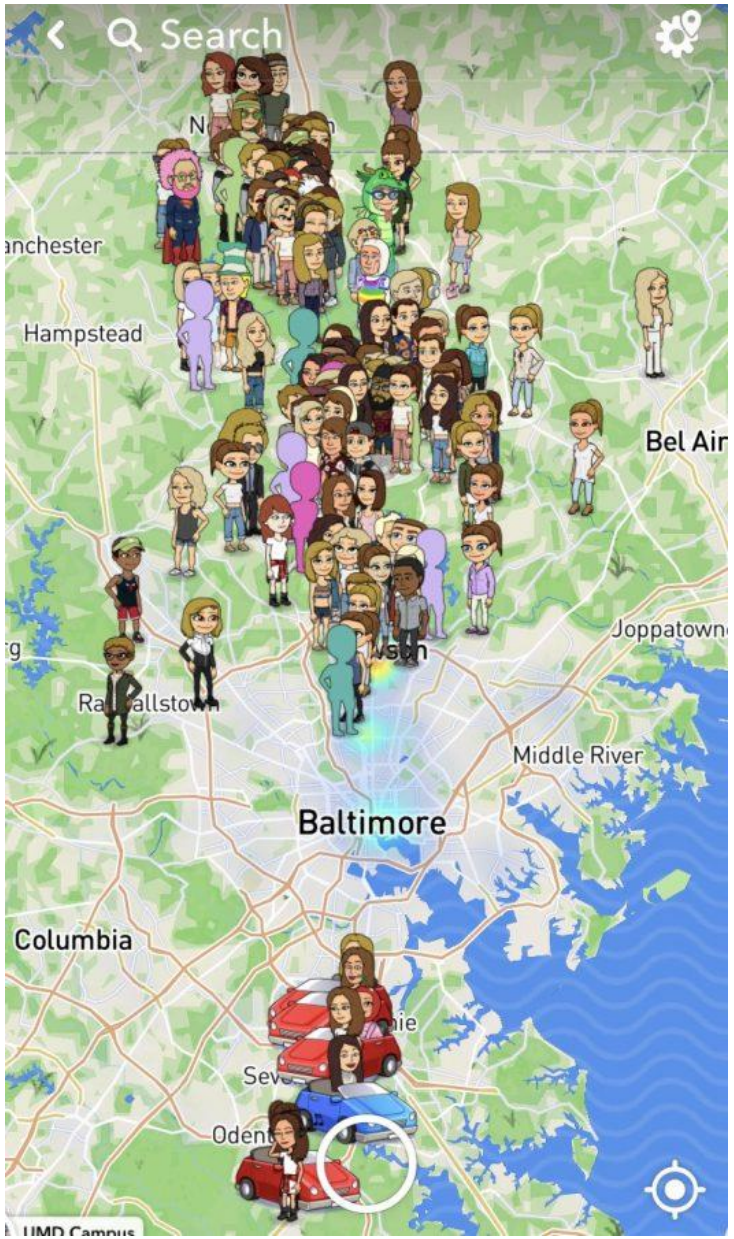
- Competition from Facebook Poke may have spurred popularity of mobile app Snapchat
- Snapchat lets users send images or videos that disappear after a few seconds
- Popular with young users, Snapchat has a reputation as a "sexting" tool

(CNN) -- You may not have heard of Snapchat. But if there are teenagers or 20-somethings in your life, it's a safe bet that they have.

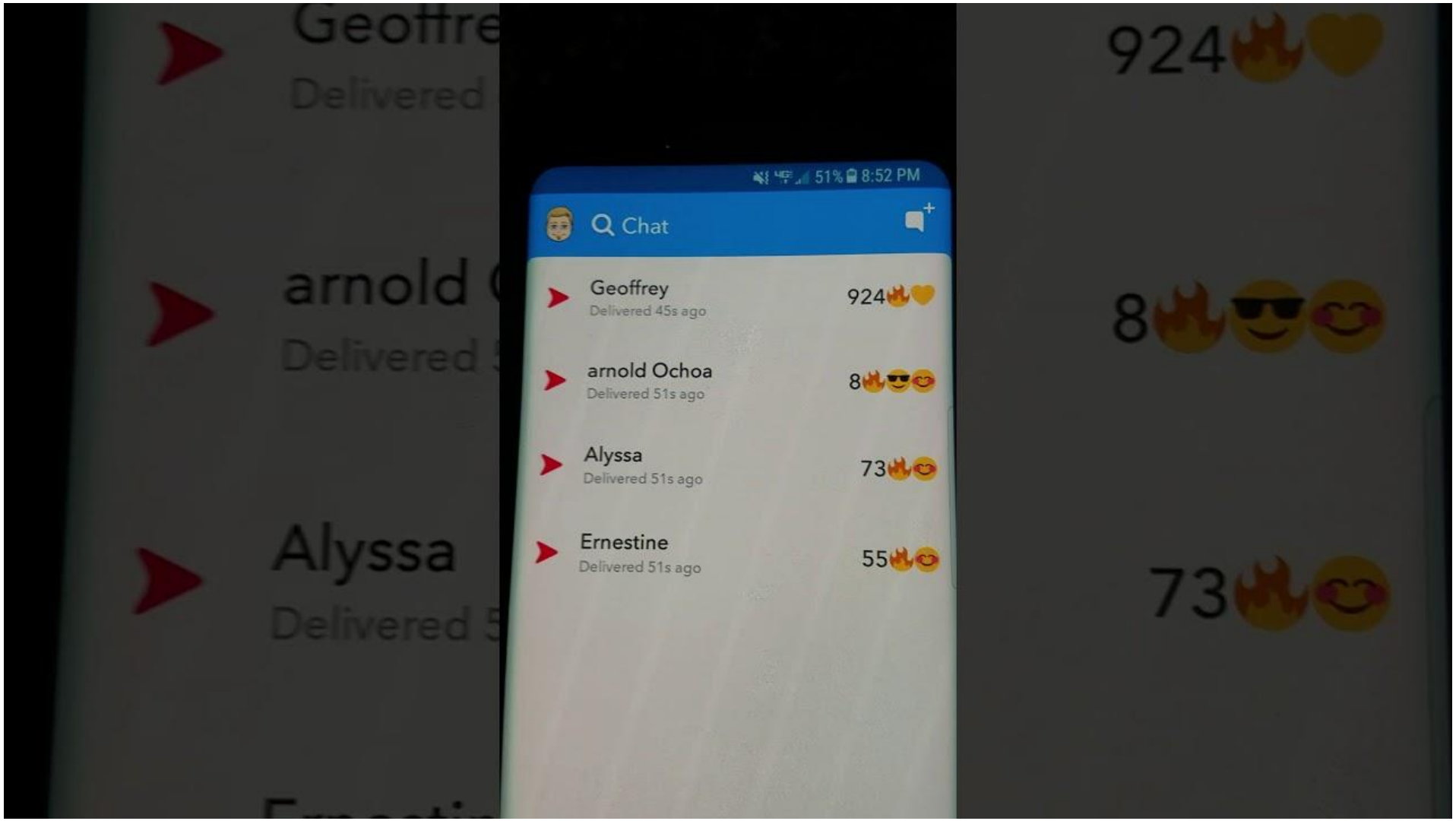
Snapchat is a mobile app which lets users share images or videos that disappear after a few seconds. That's right -- they vanish forever in the time it takes you to read a tweet.

In a little over a year since it was released by a Stanford student

Snap Map


Search
Hampstead
Bel Air
Joppatown
Middle River
Baltimore
Columbia

Streaks


Geoffrey
Delivered 45s ago
924
arnold Ochoa
Delivered 51s ago
8
Alyssa
Delivered 51s ago
73
Ernestine
Delivered 51s ago
55
Chat
8:52 PM
924
8
73

Game Services

Twitter

- What happens to a tweet?
  - Every public tweet, ever, since Twitter's inception in March 2006, will be archived digitally at the Library of Congress.
  - As of Jan 7 2013 LOC had 170 billion tweets now available for research purposes.
  - LOC Press Release 4-15-10 http://www.loc.gov/today/pr/2010/10-081.html
- REPUTATION

Home
Moments
Notifications
Messages
Search Twitter
Tweet
Tweets
4,961
Following
139
Followers
2,722
Likes
2,095
Lists
1
Follow

Follow
Maureen
@Maureensju
Assistant Provost Undergraduate Admissions Saint Joseph's University

Follow
RPI Admissions
@RPIAdmissions

UMASS
AMHERST
Office of Undergraduate Admissions
Follow
UMass Admissions
@UMassAmherstUA
Official Twitter account for the @UMassAmherst Office of Undergraduate Admissions. #GoUMass #SayYesToUMass #UMass #UMass2022

Reality Check

Colorado students used hidden app to share hundreds of nude photos

Updated: Mon 11:12 AM, Nov 09, 2015 *By: Danielle Kreutter*

Home / Headlines List / Article

Reality Check

- Password Advice
- College Admissions
- Scholarships
- Damage to your reputation
- Damage to your school’s reputation

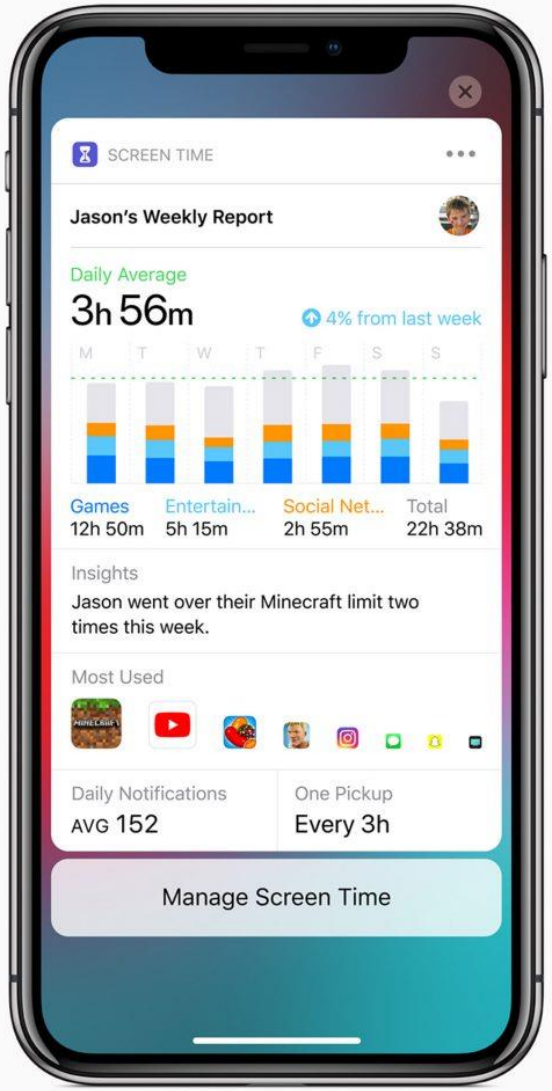
Youtube & Home Internet

- Safe Search
- http://www.safesearchkids.com
- http://www.teachertube.com/
- Content filtering on tablets/iPads
- Top rated home internet filters
  - http://internet-filter-review.toptenreviews.com/
- Filtering is pretty easily defeated
- Mobile/Phone based tracking apps

What can You do?

- Common Sense Media Resources
- K-5 Family Media Agreement
- 6-8 Family Media Agreement
- Start the conversation early!

Screen Time Monitoring



What can we do?

- Be aware of what we share
- Try to keep up with apps
- Have a “healthy skepticism” – not paranoia
- Educate – Don’t take the device
- Make good decisions about the information that you share
- If something isn’t right talk to someone
- Watch out for your friends
- Encourage the positive use

Questions?

Contact Info:

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What's Next?