Presenting Team

Steve Morrill  
Owen Quinn ‘20  
Jack Wilson ‘21
Gen Cyber
Gen z

Jan 20, 2020
Steve Morrill
Owen Quinn ’20
Jack Wilson ‘21
Context
Context
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
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?
Average hours per day teenagers spend on their mobile device?

7.4
Gen Z

- Anyone born after 2001
- 1/3 of the world's 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
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
YouTube
22.8 million subscribers
Made $22 million

Cristiano Ronaldo
Instagram
198.1 million
What do these have in common?
A fun summer story

I do not know if this is going to tweet I am talking to my fridge what the heck my Mom confiscated all of my electronics again.

I don't know how I got this much support thank you so much to my supporters and @twitter this is crazy I would be lost without you and given up. I'm trying to get my things back fast so I can thank you properly!
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
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

Facebook Messenger
Version 9.0.0.15.17 can access

Identity
- find accounts on the device
- read your own contact card

Contacts/Calendar
- read your contacts

Location
- approximate location (network-based)
- precise location (GPS and network-based)

SMS
- edit your text messages (SMS or MMS)
- receive text messages (SMS)
- read your text messages (SMS or MMS)
- send SMS messages
- receive text messages (MMS)

Phone
- call phone numbers
- take pictures and videos
- record audio
- view Wi-Fi connections
- send or receive MMS
- read card contents
- read network state
- read phone status and identity
- run at startup
- prevent phone from sleeping

Updates to Facebook Messenger may automatically add additional capabilities within each group. Learn more.
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](https://cyberbullying.org/bullying-laws)
- All 50 States except AK and WI have specific cyber bullying laws
Instagram
Instagram
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

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
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
Streaks
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
Colorado students used hidden app to share hundreds of nude photos

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

Students Use App to Share Nude Photos
11 News at 10 PM
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
- 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:
Steve Morrill
smorrill@loyolablakefield.org
What's Next?