



# Digital Trend Report

Clonturk Community College

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\*This report has been conducted by Zeeko and commissioned by Clonturk Community College



# Online Trends

Today, digital footprints are being created before we even learn to walk. As parents and teachers we have the responsibility to teach our children how best to protect themselves online.

To truly master this we first must understand our teenager's behaviors and attitudes online. Technology advances so quickly that online safety trends are constantly changing.

At Zeeko, we work with parents, children, teenagers and teachers to stay at the forefront of these changes. The aim of this trend report is to help you decipher and understand our children's' online worlds. This information should highlight any areas of concern that you may need to delve into further with the students in your school. We have findings, additional information and recommendations at the end of this report to help guide teachers and parents.

Despite the potential damage of cyberbullying, it is alarmingly common among adolescents and teens.

## **According to Cyber bullying statistics from the i-SAFE foundation:**

- Over half of adolescents and teens have been bullied online, and about the same number have engaged in cyberbullying.
- More than 1 in 3 young people have experienced cyber-threats online.
- Over 25 percent of adolescents and teens have been bullied repeatedly through their cell phones or the Internet.
- Well over half of young people do not tell their parents when cyberbullying occurs.

## What is a Trend Report

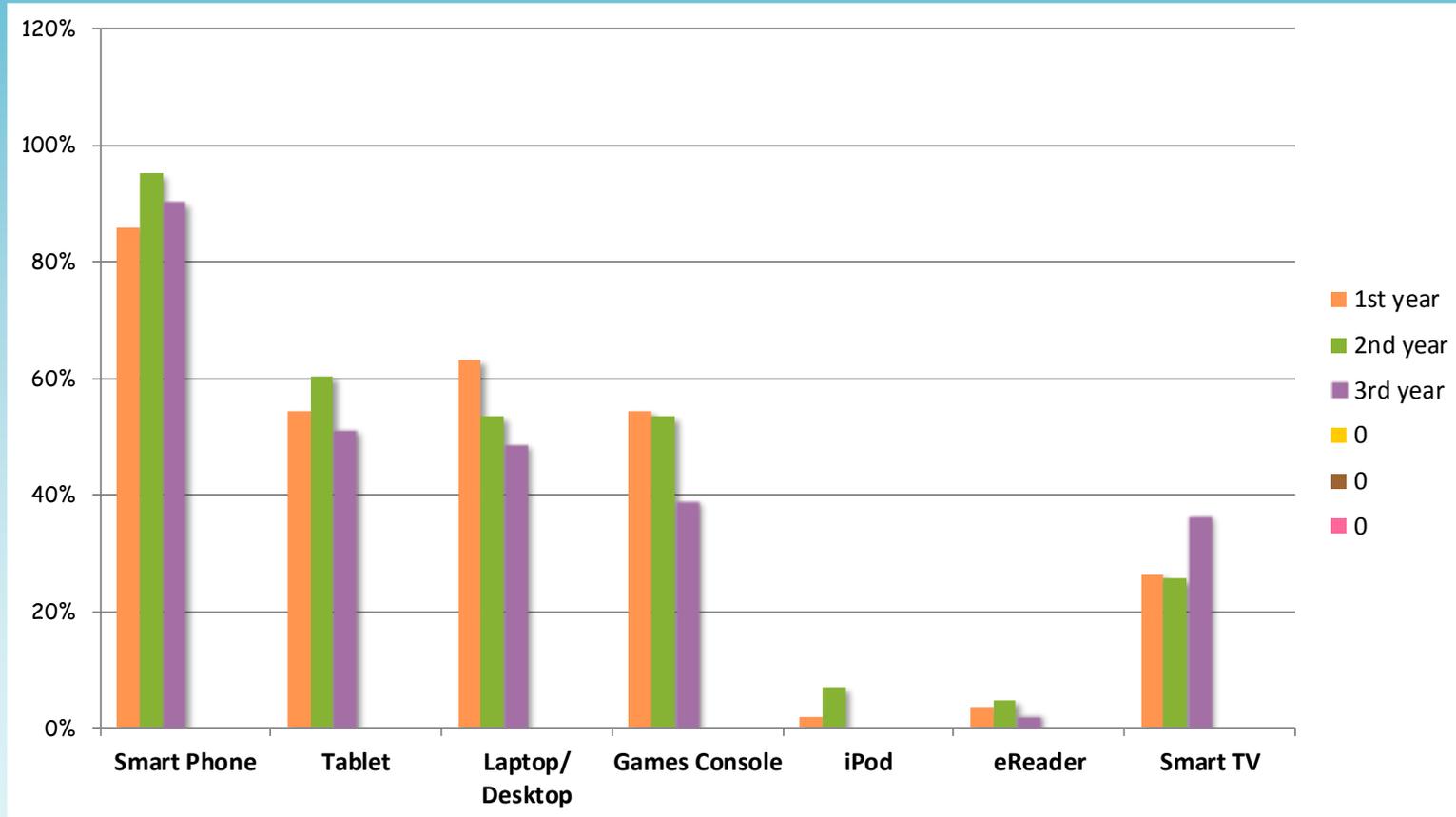
This trend report is a collation of data collected from the students at your school prior to our visit addressing Internet Safety.

The survey is self reported by means of a short written questionnaire. This survey is anonymous, there are no names collected, its only gender and school year that are recorded. It is used to highlight to schools different areas that they may need to address with their students and any potential areas of concern.

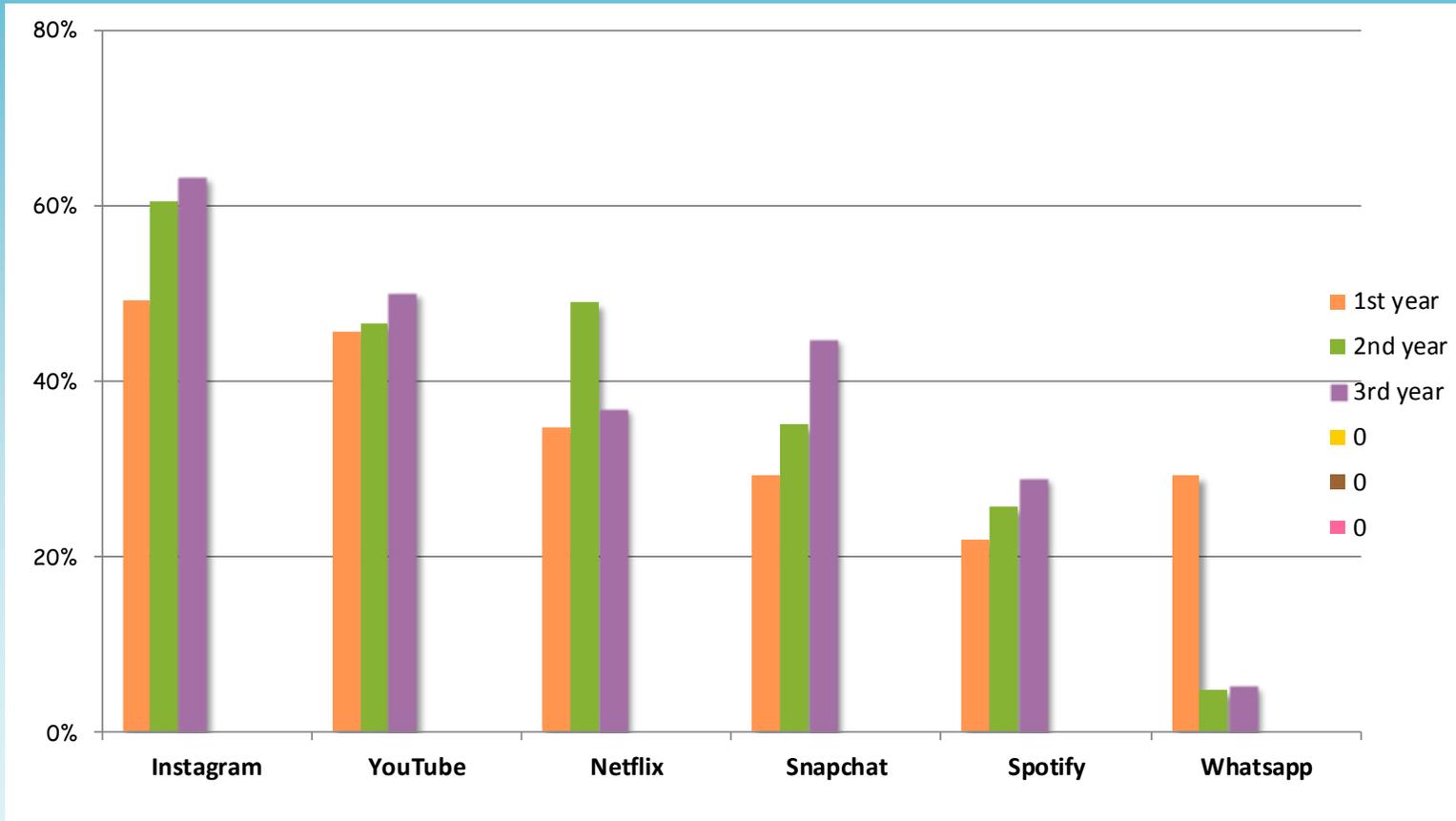
All this information from all the schools that we visit in Ireland is collated into a general report called The All Ireland Trend Report for Secondary Schools on Teenagers' Internet Usage. All the information remains anonymous, no schools names or area in which it resides is disclosed, only gender and age are used to decipher the data.

This full report may be used to highlight trends in Internet and Digital technology use among students in your school.

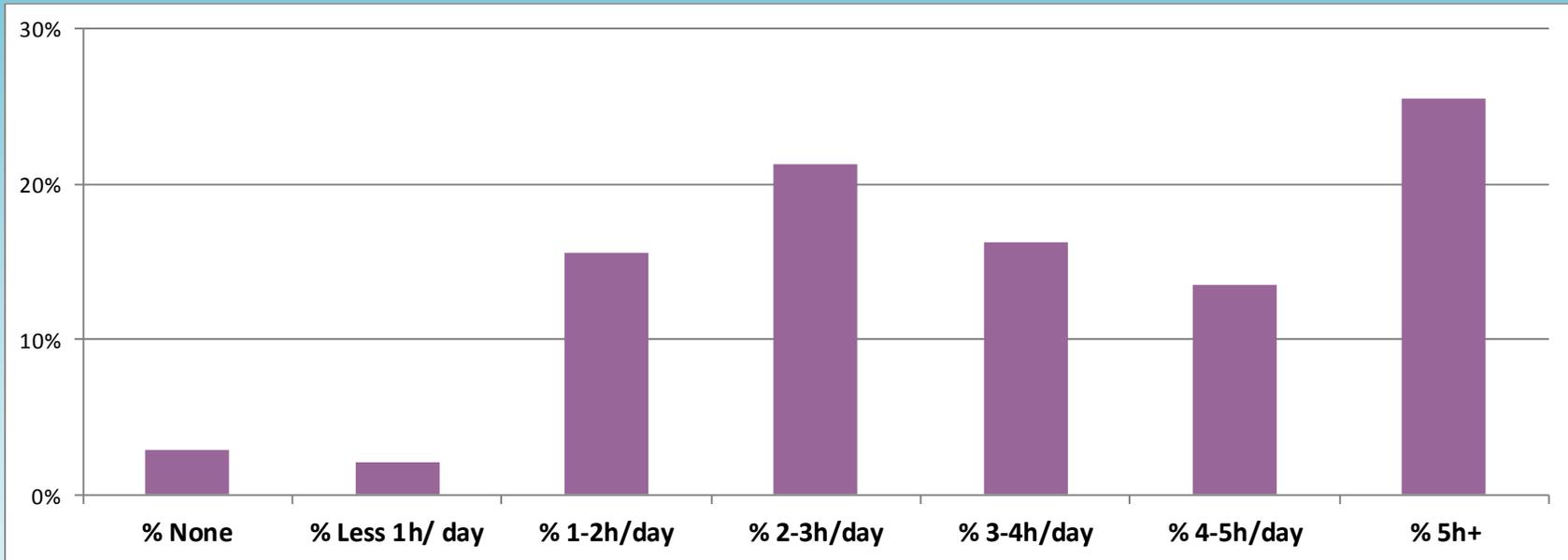
Q1. What devices do you use to access the internet, play games online, use apps etc.?



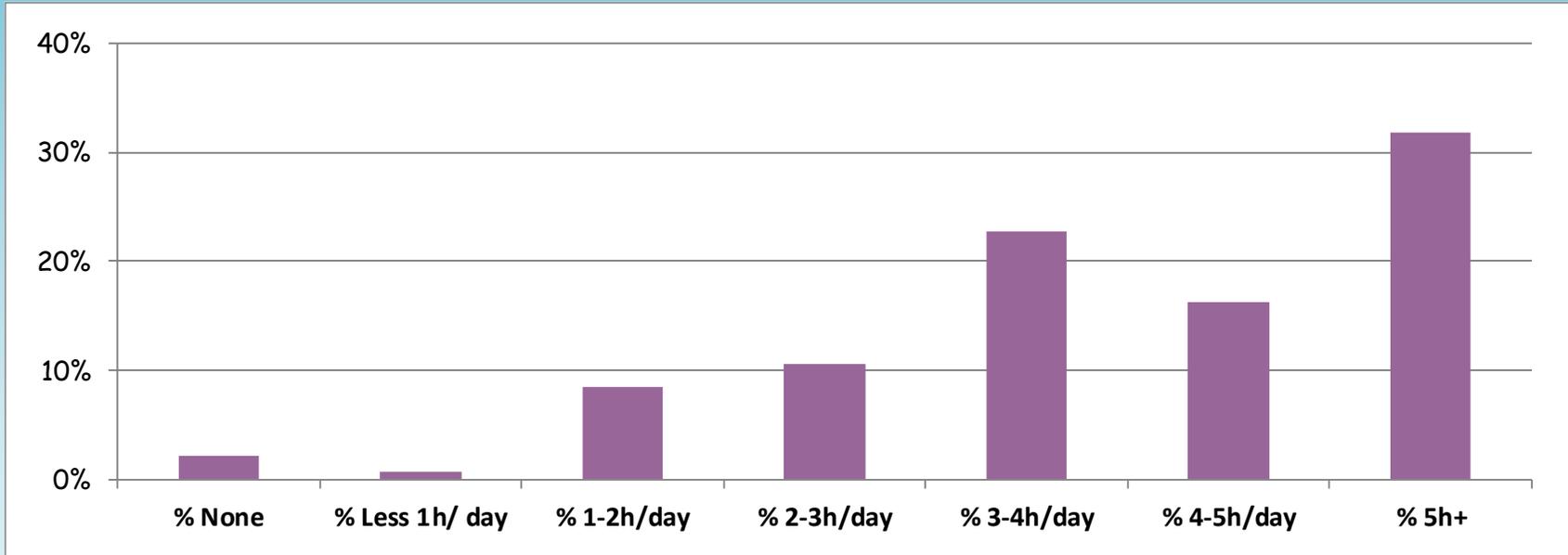
Q2. What are your top 3 favourite apps, websites, online games or social media use sites?



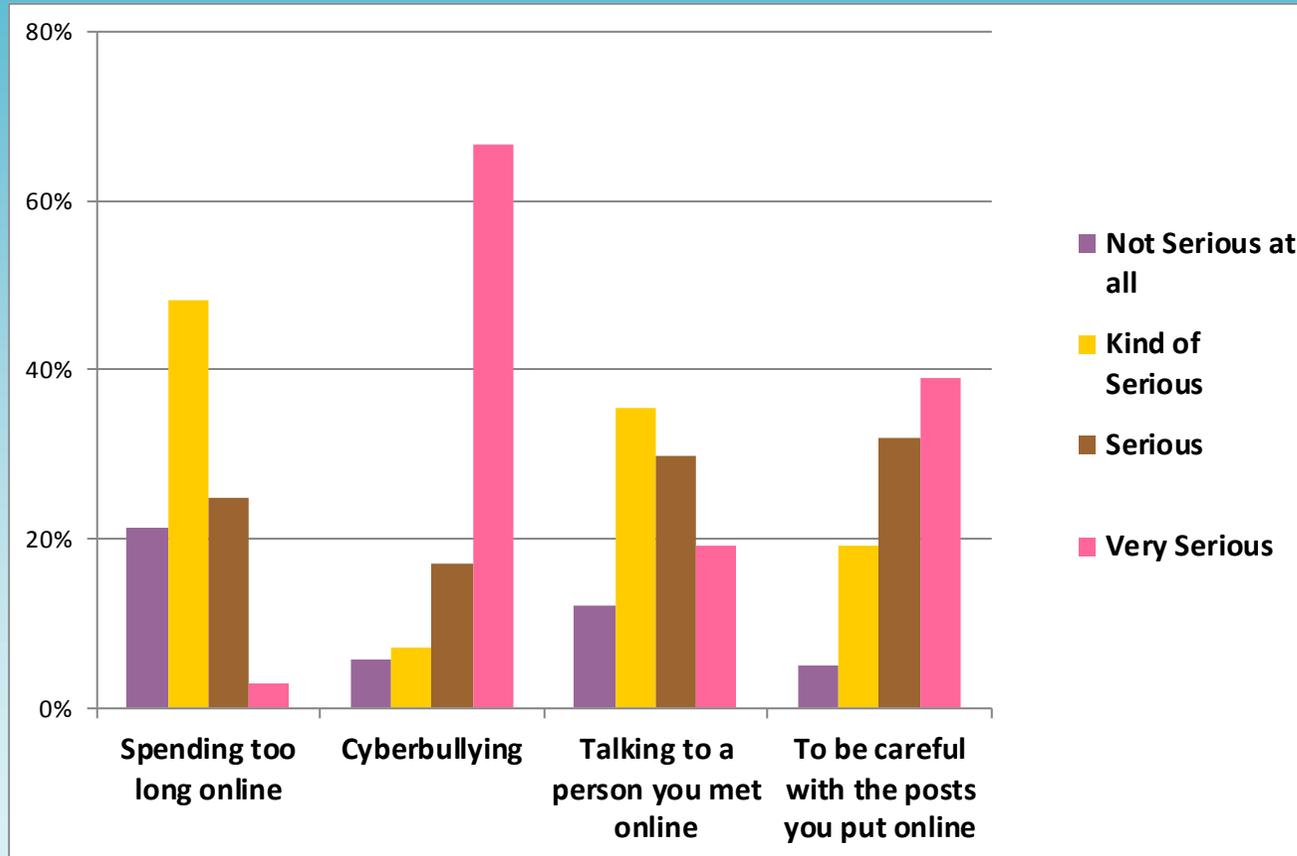
Q3 (a) How much screen time do you usually get on WEEKDAYS, e.g. TV, phone, computer, video games, etc.?



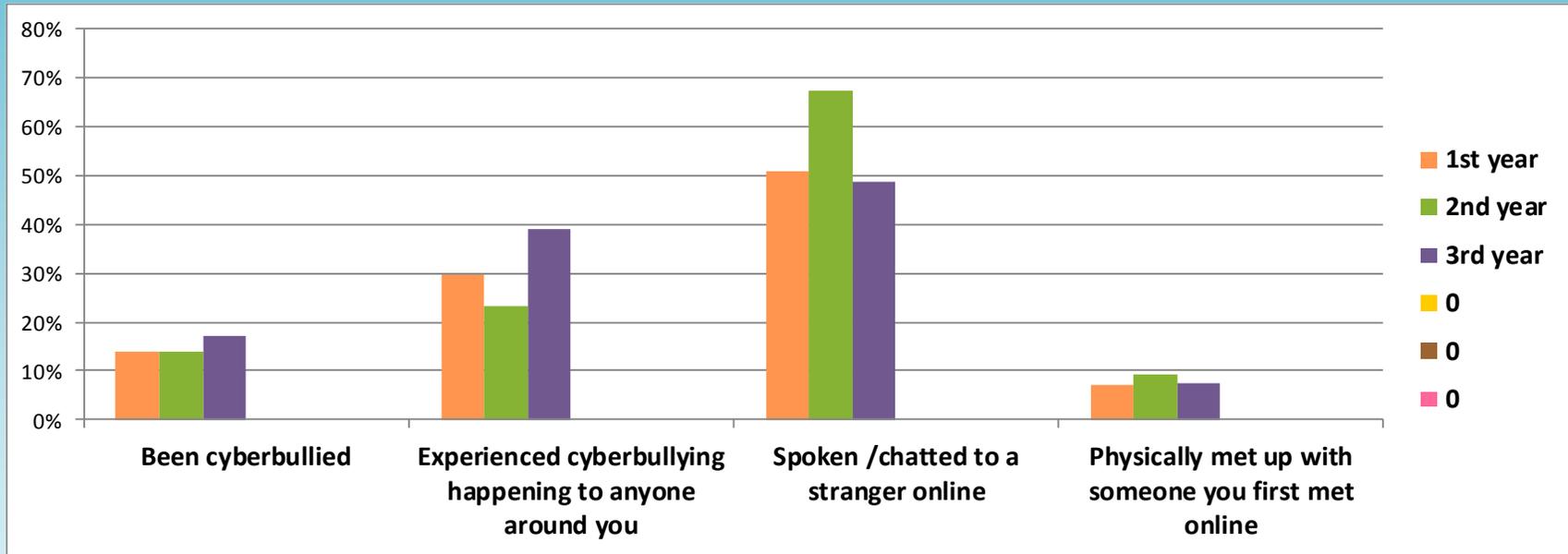
Q3 (b) How much screen time do you usually get on WEEKENDS, e.g. TV, phone, computer, video games, etc.?



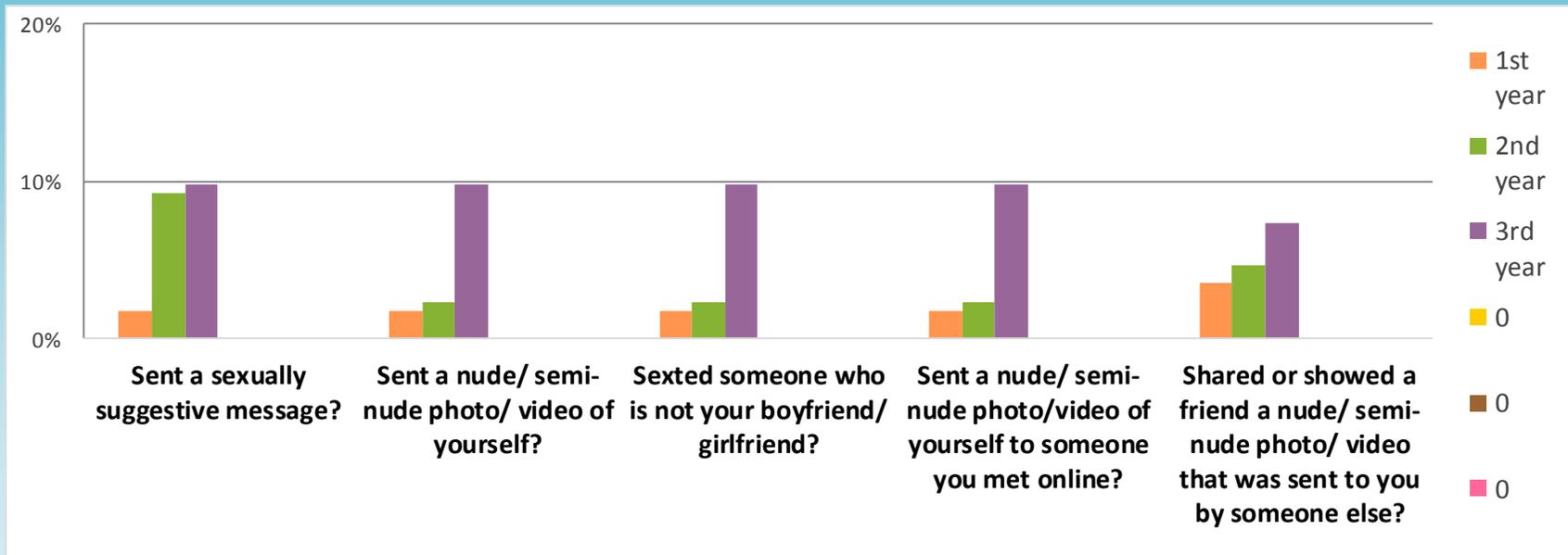
Q4. How serious are the following?



Q5. Have you ever...



## Q6. Have you ever...



## **Q1. What devices do you use to access the internet, play games online, use apps etc.?**

The students were multi device users, with the vast majority of pupils having access to more than one device. These devices included smart phone, tablet, laptop/ desktop, games console, iPod, eBook and Smart TV.

**Smartphones** were the most popular devices, while **eReaders** were least popular.

## **Q2. What are your top 3 favourite apps, websites, online games or social media sites?**

Pupils self reported that their favourite apps, websites, online games and social media sites were

- **Instagram, YouTube, Netflix, Snapchat, Spotify and Whatsapp.**
- **49% of 1st year students use Instagram**

There are **29** different apps, websites, online games and social media sites used by the children.

**37% of 3rd year students use Netflix**

**Q3. How much screen time do you usually get? , e.g. TV, phone, computer, video games etc.**

**26%** of students from self reported that they were getting 5 or more hours of screen time a day during the week, while this percentage increased to **32%** at the weekend.

**Q4. How serious are the following?**

The students were asked to rate how serious they thought spending too long online, cyberbullying, talking to a person you first met online and to be careful with the posts, photos and videos you put online was.

The students rated the following issue as the most serious, **cyberbullying**  
They rated the following issue as the least serious, **spending too long online**

## Q5. Have you ever...

Students self reported their experiences of cyberbullying and stranger danger.

**15%** of pupils have been cyberbullied before, while **30%** said that they have experienced cyberbullying happening to people around them.

**55%** of children said that they had spoken or chatted to a stranger online, while **8%** had physically met up with someone they first met online.

## Q6. Have you ever...

Pupils self reported their experiences around sexual messaging.

**6%** of pupils have sent a sexually suggestive message before.

**4%** said that they have sent a nude/ semi-nude photo/ video of themselves, while **4%** have sexted someone who is not their boyfriend/ girlfriend. **4%** of students said that they have sent a nude/ semi-nude photo/ video to someone they met online. **5%** had shared or showed a friend a nude/ semi-nude photo/video that was sent to them of someone else.

## Excessive Internet Use

Blue light technology is used by phones, laptops, iPads, TV etc.

Children should not be over exposed to blue light as it causes suppression of the hormone, melatonin, which was also known as the “sleep hormone”. Excessive exposure to this blue light will disturb a person’s sleep patterns.

Experts advise that ‘blue light’ exposure at or around bedtime impedes upon sleep quality, and can have a significant impact on the child’s learning capacity, by affecting memory consolidation (the process through which new information is committed to the brain).

In other words, a good night’s sleep is fundamental in optimising memory consolidation and learning (**The American Physiological Society, 2013**).

## Digital Footprint

Once you allow a photograph of yourself to be taken or share a photo of yourself, you have no control over it. Photos can easily end up in the wrong hands and be passed on and on.

Did you know that **88%** of sexting images end up in the public website? (Internet Watch Foundation, 2012).

## Cyberbullying

There has been a 87% increase in cyberbullying cases in 2013, half of these victims didn't speak to anyone.

There are 3 main types of cyberbullies:

### The Accidental Cyberbully

- Likes or shares abusive content
- Participates without being aware

### The Angry Cyberbully

- Takes their anger out online, e.g. posting an embarrassing photo or a screen shot of a conversation online
- Acting on emotions without considering consequences

### The Real Cyberbully

- Engages in antisocial behaviour online out of boredom, malice or to seek entertainment

Kids can have stressful experiences of cyberbullying when it happens to themselves or someone they know. Also, our research has shown they can get very stressed when they are involved in cyberbullying and don't know how to remove themselves from it or make amends.

## Inappropriate Content

What constitutes 'Inappropriate Content'?

- Pornographic material/nudity
- Offensive language
- Alcohol and drugs
- Inappropriate or harmful behaviour
- Violence or cruelty to other people or animals
- Gambling
- Unmoderated chatrooms

## Excessive Internet Use

- From the above research we can see that a large percentage of students are spending a lot of time on screens. Research from a number of institutions, such as the American Academy of Paediatrics, suggest 1-2 hours max per day for under 18's. Children who spend more than half their daily free time playing video games showed more negative adjustment. Anything over 2-3 hours per day reported higher levels of both externalizing and internalizing problems and lower levels of prosocial behaviour and life satisfaction. ('Electronic Gaming and Psychosocial Adjustment' – Dr Andrew K. Przybylski, Phd, study of 4899 children)
- Its important to sit down and talk to our children about the negative feelings they get from being online for too long. Explain to them that taking a break does not mean that they will not be allowed back on, but its important to take a break to help stop those negative feelings from happening.
- It is also important to educate students about how blue light can effect our sleep and bodies.

## Signs of Excessive Internet Use

- Becomes agitated or angry when interrupted online
- Becomes irritable if not allowed access to the Internet
- Loses track of time while online
- Sacrifices needed hours of sleep to spend time online
- Spends time online in place of homework or chores
- Prefers to spend time online rather than with friends or family

## Critical Thinking

- Help teenagers to make better decisions and not to be peer pressured into doing something they do not want to do. This includes not accepting everything that we are presented with online as fact. We should learn to critically evaluate the information that we see. If we can learn to do this it will enable us to make better decisions.
- There are 3 different types of thinkers;
  1. Lazy
  2. Selfish
  3. Fair... Which are you?
- In order to be a fair thinker we need to Take a balanced objective and comprehensive view.

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