

You Decide

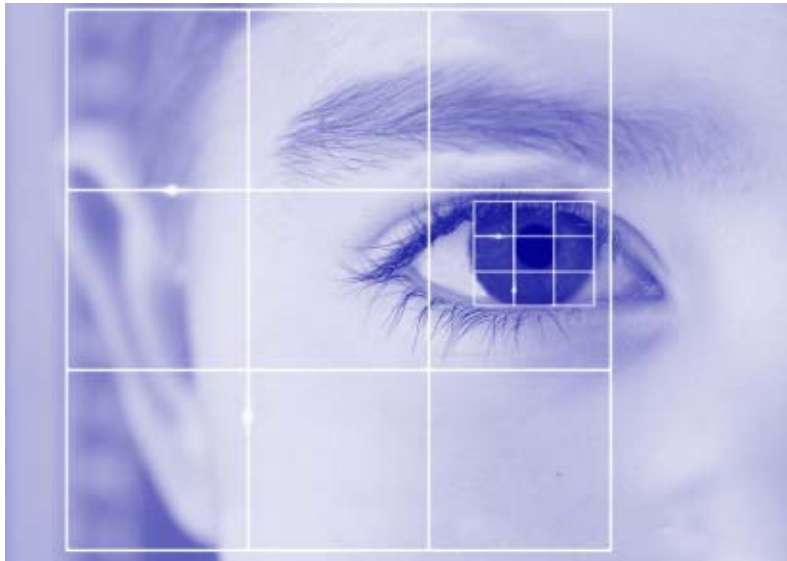
Privacy in the digital era



Kari Laumann, project manager

dubestemmer.no

The digital natives



- Norwegian children are online
- Social Internet users
- 23 % have found pictures/video of themselves online
- 70 % have experienced cyber bullying

Three partners



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Goals

- Encourage reflection on privacy issues in the classroom
- Create an engaging and non-moralising campaign



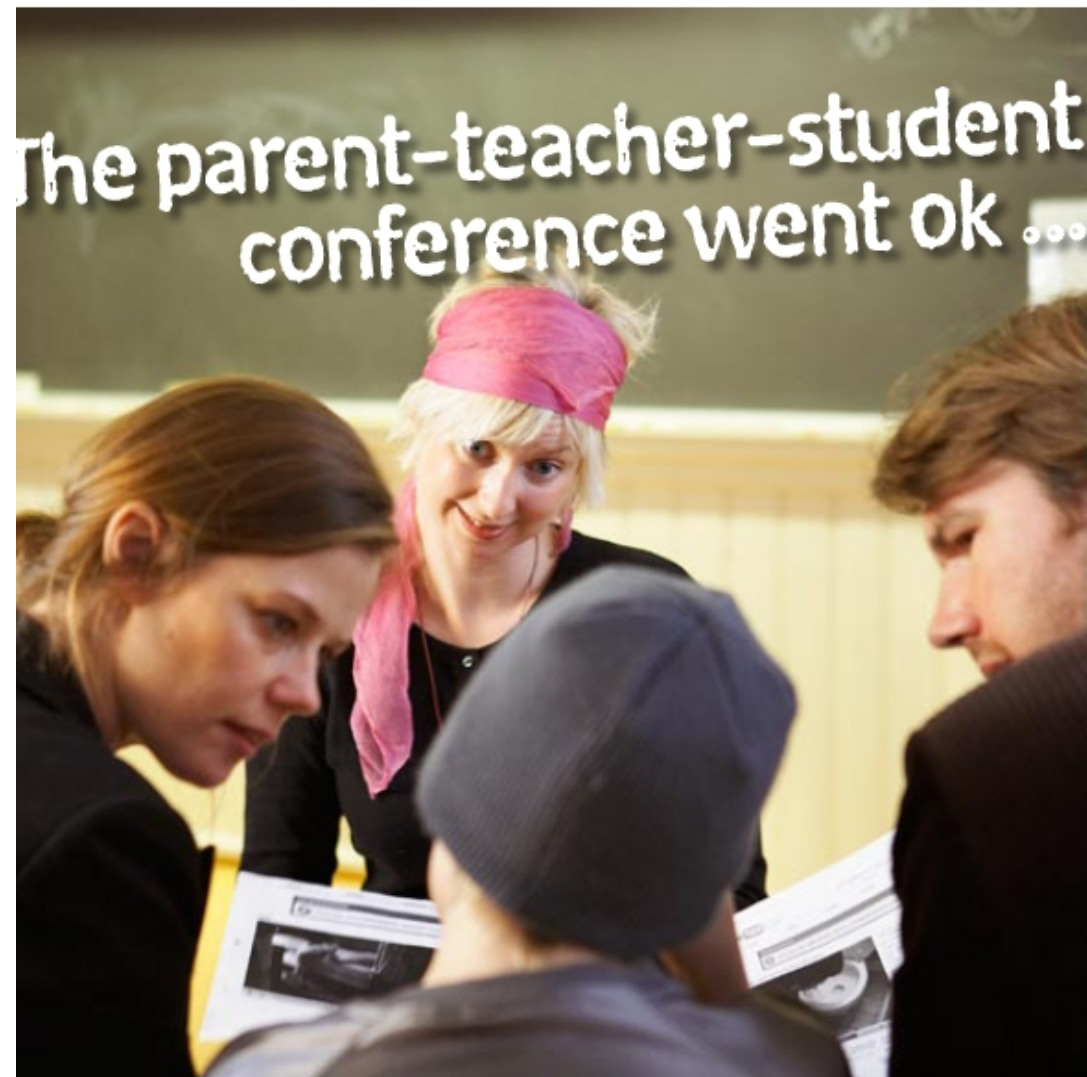
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You Decide for ages 13-17



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"You aren't always as anonymous as you think"



... but all hell broke loose when the teacher googled my work!

You don't show up to the parent-teacher-student conference and admit to taking your essays straight from the Internet. And you're not likely to raise your hand in class and tell people what websites you've been on recently.

If you have a secret to tell your friend, you're hardly going to advertise it on flyers in the cafeteria. And if you're chatting with your girlfriend in your room, you don't ask your visiting aunt to come and join you.

Maybe you'd rather keep things to yourself ...

But then you aren't always as anonymous as you think.

"You decide what other people are allowed to know"



... but suddenly I had pressed "Enter"!

You don't pass out signed photos of your girlfriend to men you don't know, saying "pretty fit, don't you think?"

If you film everything that happens at the end-of-year party, you don't give the video to your dad for Christmas. And if you hear something nasty about a guy you know, you don't try to improve your reputation by informing the police, your teacher or the other blokes at school.

Probably not ...

You decide what other people are allowed to know.

"Do you always know who's watching?"



... but I had forgotten the surveillance camera in the corner!

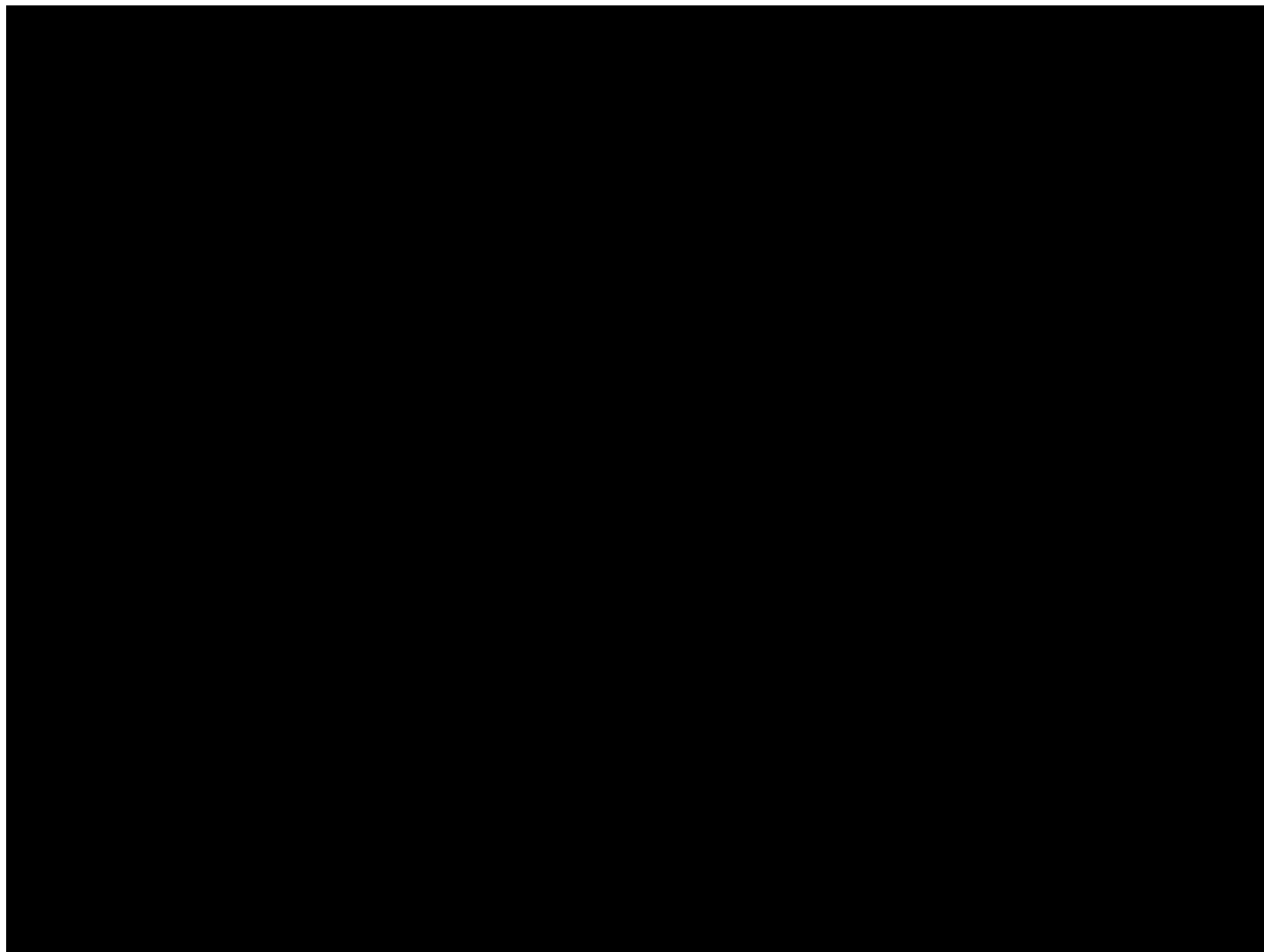
You don't send a video of your stunts and questionable actions to the police to improve your record. You don't sit with the door open in the bathroom cubicle at the shopping center.

When you're in the changing room at the clothes shop you don't shout "Hey, look at me – I'm not wearing any clothes!" to the people who work there. And if you had downloaded music illegally from the Internet, you're hardly going to send a letter to the record company saying "I nicked this one!"

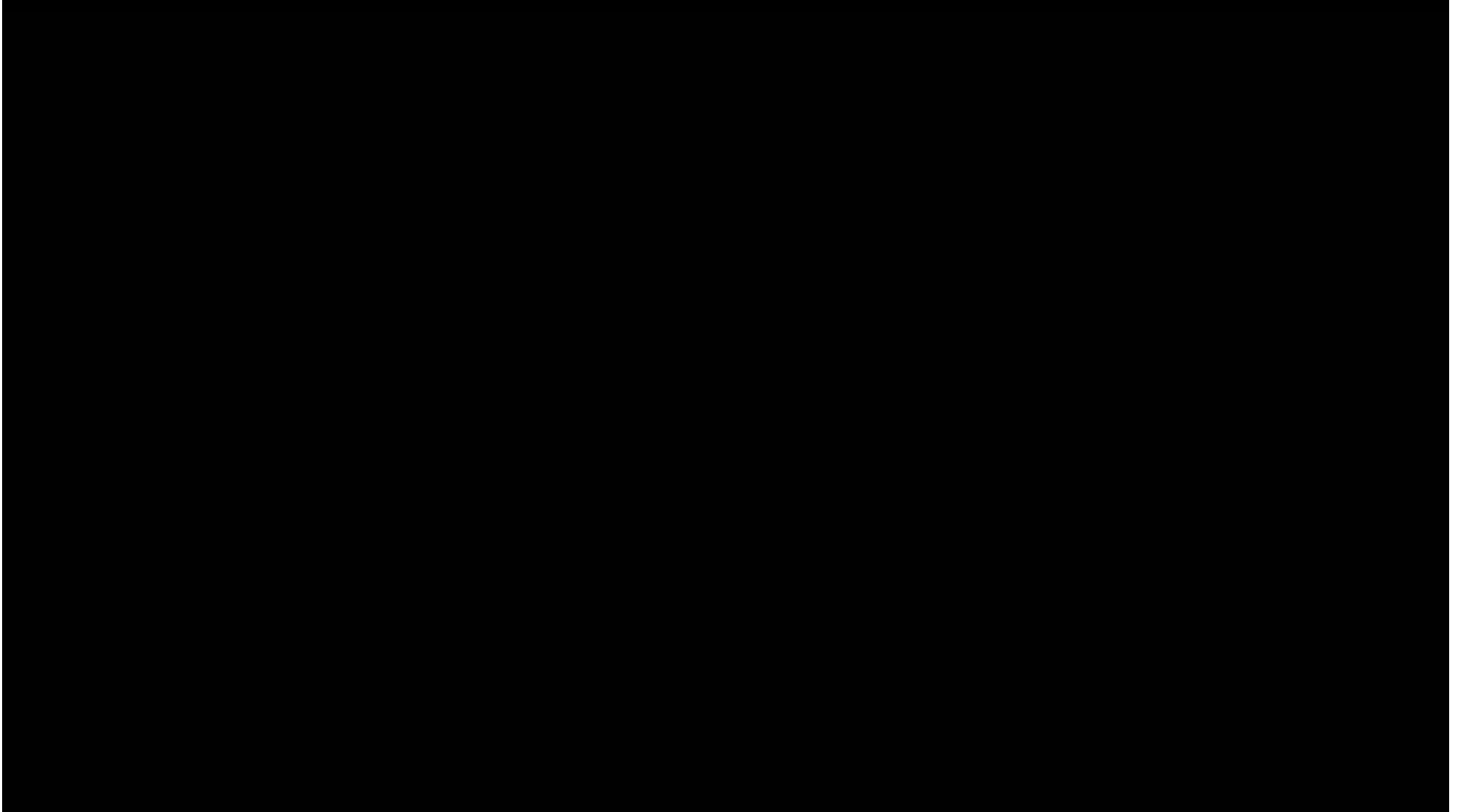
Not if you had the choice ...

Do you always know who's watching?

The parent-student-teacher conference

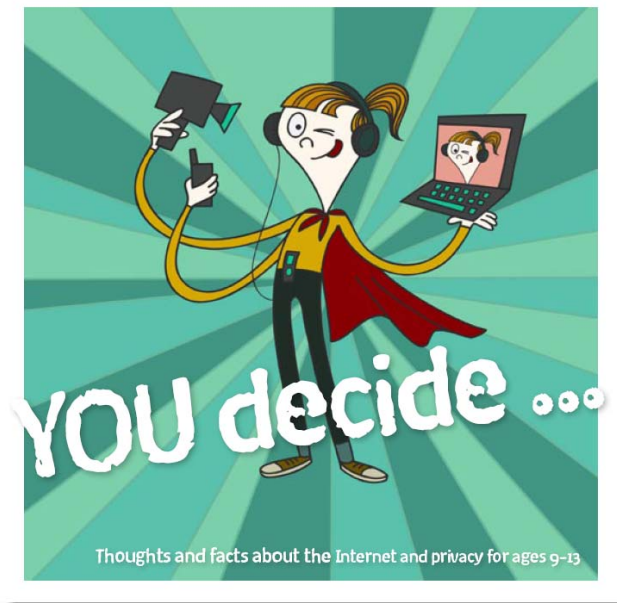


The photo album



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You Decide for ages 9-13



- Privacy
- Cyber bullying
- Safety and anonymity
- Parents and rules
- Critical source evaluation
- Ads and commercial pressure



WHO CARES? It was only for fun! I didn't mean it. I never thought you would take it seriously. I only sent it to my friend. Nobody else saw it. I promise!

It's a matter of RESPECT

If you want to post photos of your friends on the Internet, you must ask first. If you've got a photo of someone on your mobile phone and want to send it to someone else, again you have to ask first. Because even if you think the photo is funny, your friend might not agree.

Easy to misunderstand

When you're sitting in front of the PC at home, everything might seem less risky than in the «real» world. It can be easy to say things you wouldn't say face to face. It can also be easy to misunderstand each other. When you chat using a keyboard, you can't see the reactions of the person you're talking to. You don't hear their voice, or see their face or body language. Therefore, it can be difficult to know how the other person reacts to what you write.

The Internet and mobile phones offer lots of opportunities to chat with friends about what's going on, share pictures and perhaps secrets. Unfortunately, there are also opportunities to wreck things

for other people. Some kids' best friends have passed on pictures which other people weren't meant to see. Other kids have had nasty things written about them on the Internet by kids from their schools.

The same rules

We have to respect other people's opinions and feelings, whether we're in a playground, sending messages on a mobile phone, or sitting in front of a PC. And the same rules apply everywhere – including the Internet. For example, it's not OK to write something about someone that isn't true. Nor is it OK to bully others.

You're responsible for everything you post online: both pictures and text. You're responsible for the messages you send from your mobile phone. You're responsible for thinking twice before you press enter or send.

WHAT DO YOU THINK?

Tough behind the screen? Are you a bit tougher when you're sitting in front of a computer than when you're talking directly with other people? Why/why not?

Bullying or teasing? Is there a difference between bullying and teasing?

Have you, or someone you know, been teased or bullied on the Internet or by mobile phone? What happened? Did you tell an adult?

Read «Afraid to go in the shower» on the opposite page. The local authority is proposing a ban on mobile phones in schools. What do you think?

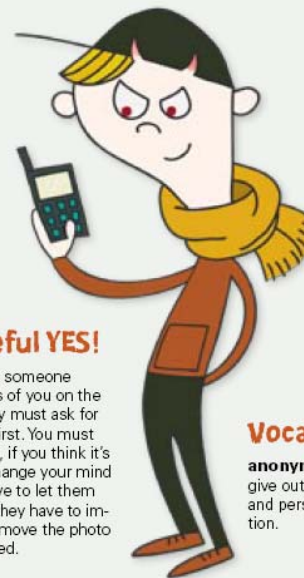
TASKS:

In Norway, we have something called «freedom of speech». Use the Internet to find out what the word means. Are you allowed to say and write exactly what you want because we have freedom of speech?

Many kids are bullied by other kids at school. Bullying can take place online, by mobile phone, or face to face. How can each of the kids in your class help prevent bullying in your school? Come up with some suggested rules for how pupils should behave towards each other when they're online or using their mobile phones.

Are there some places or situations where people have a right to be left in peace, and not be filmed or have pictures taken of them? Get into groups and come up with some rules about when it is OK to take and publish pictures and videos.

You're responsible for what you are and what you do – even if you're online.



A forceful YES!

Every time someone posts photos of you on the Internet, they must ask for permission first. You must only say YES, if you think it's OK. If you change your mind later, you have to let them know. Then they have to immediately remove the photo they've posted.

False sender

The messages you get on your mobile phone don't necessarily come from who you think. There are services on the Internet that enable people to falsify the number from which a message is sent.

Talk to someone

If you're being bullied - either on your mobile phone, the Internet, or in the playground - it is important that you contact someone who can help you: maybe a parent, teacher, or health care advisor. If you find it difficult to talk to an adult you already know, you can check if there is a child help line you can call or contact online. These services tend to be free and anonymous.

SERIOUSLY!?!?

No more Netby and Facebook

At Forsand School, several pupils were bullied on Facebook and other online communities. The school has now restricted access to these online communities from the school's computers.

Source: nrk.no

Afraid to go in the shower

In Saltdal, there are pupils who won't go in the shower after gym or swimming because they're afraid someone will take their photo. Some also fear being threatened or bullied via their mobile phones, or on the Internet. This has resulted in a number of conflicts and pupils being absent from school. Because of this, the police in Saltdal wants a total ban on mobile phones in local schools.

Source: Saltenposten.no

«A clear message»

At school today, somebody in my class gave me their mobile phone to show me a photo. In the photo, I saw XX standing in front of a mirror holding a mobile phone and taking their own picture with nothing on from the waist up. The teacher then came by and also saw the photo. Unlike everyone else, our teacher was just silent and looked a little sad. Then she said that XX was having a hard time, and when you are having a hard time you sometimes do really odd things without people understanding why!

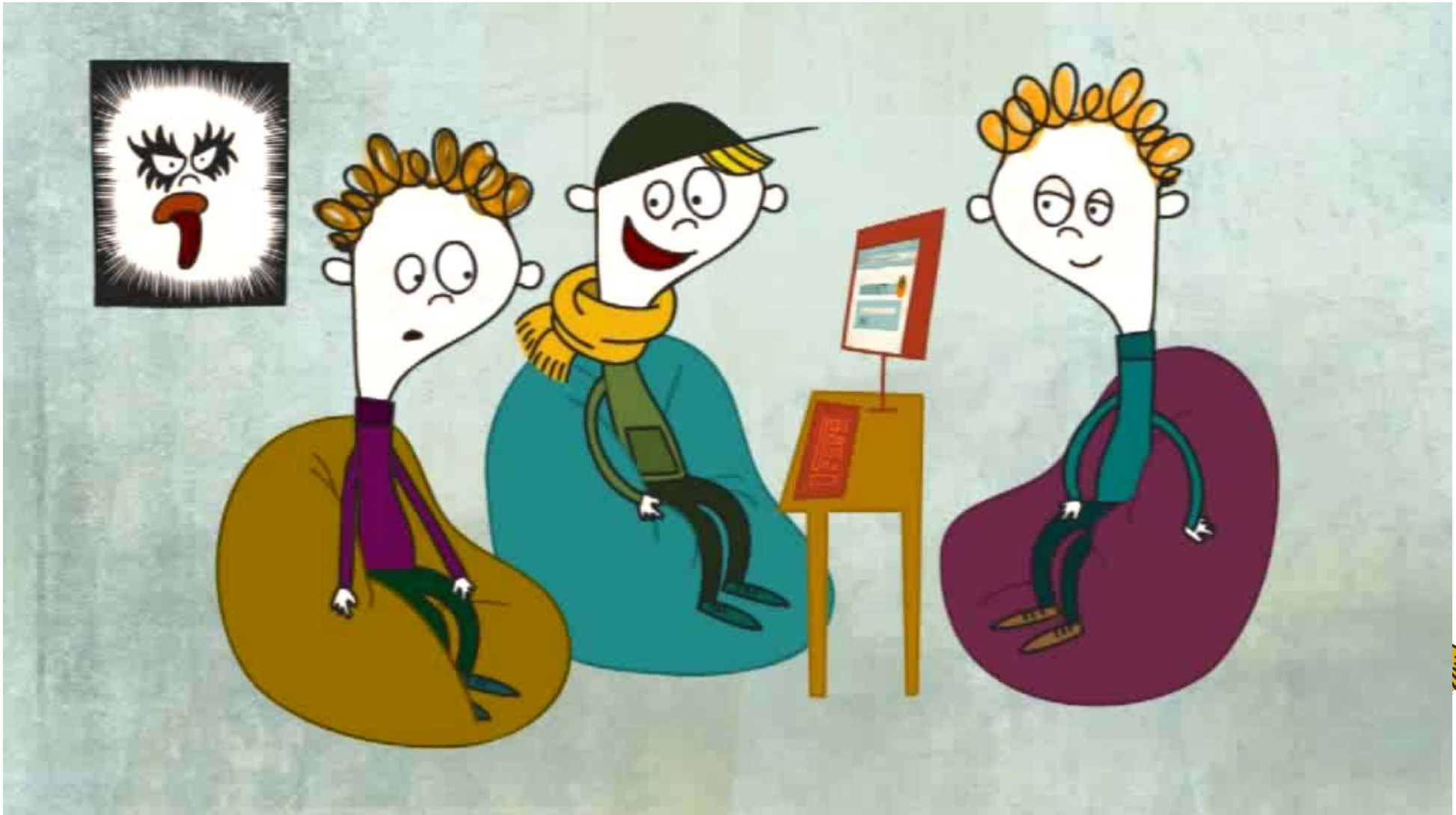
All the kids think, «It's her own fault.» Even if someone else got hold of the mobile phone and then sent the photo to other people, they think it's her fault because she took the photo with the mobile phone in the first place.

Excuse me, but if I take photos with my mobile phone, is it my fault that some idiot snoops about without permission and sends the photo to all sorts of people? Anyone who spreads this rumour and shows the photo to other people is a bully!

Girl, 14

Source: barneombudet.no

How do YOU want to be seen?



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Popular campaign



- 250.000 brochures



- 100.000 brochures

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Teacher evaluation

- 78 % rank the campaign "good" or "very good" as a useful teaching tool
- 96 % want to use the campaign again at a later stage
- The films were very useful to start off the discussions



www.dubestemmer.no

The screenshot shows the homepage of dubestemmer.no. The browser address bar displays 'http://www.dubestemmer.no/'. The page features a large 'dubestemmer.no' watermark in the background. Navigation buttons include 'Jeg er 9-13 år', 'Jeg er 13-17 år', 'Nedlasting', and 'Ressurser'. A search bar with a 'Søk' button is located on the right. Two main promotional images are displayed: one for ages 9-13 featuring a cartoon superhero and another for ages 13-17 featuring a young woman. Both images have the text 'Det er DU som bestemmer...'. Below these, a section titled 'NY UNDERVISNINGSPAKKE FOR DE FRA 9-13!' is visible. On the right, a sidebar contains the text 'Bestill!', 'Seriest!!!', and a story about a child named Habbo who spent 6000 kr on a virtual world.

Om kampanjen >

Nynorsk | English

Jeg er 9-13 år Jeg er 13-17 år Nedlasting Ressurser

Du er her: Forsiden

Det er DU som bestemmer...

Tanker og fakta om Internett og personvern for deg fra 9-13 år

Det er DU som bestemmer...

Tanker og fakta om personvern for deg fra 13-17 år

NY UNDERVISNINGSPAKKE FOR DE FRA 9-13!

28. april lanserer Teknologirådet, Datatilsynet og Utdanningsdirektoratet en *Du bestemmer*-pakke skreddersydd for elever i 5., 6. og 7. klasse.

Det er nå to år siden vi lanserte *Du bestemmer* for ungdomstrinnet. Opplegget har vært enormt populært, og mange lærere har etterlyst noe tilsvarende beregnet på de litt yngre barna.

[Les mer](#)

Datatilsynet Utdanningsdirektoratet Teknologirådet

Bestill!

Seriest!!!

Brukte 6000 kr på Habbo

Foreldrene fikk sjokk da de oppdaget at den 12 år gamle sønnen hadde innredet et rom for 6.000 kroner på nettstedet Habbo. Pengene hadde han kjøpt med mobiltelefonen. -Disse TV-ene kostet 30 Habbo-mynter per stykk. Disse krokodillene kostet 20. Jeg tenkte ikke over at jeg brukte så mye penger, sier gutten, mens han peker på skjermen for å vise hva han har kjøpt.

Habbo hotell er et nettsamfunn med over 75 millioner brukere i hele verden. Det er gratis å bli medlem, men det er mulig å bruke tusenvis av kroner når man frakobler seg. Med...

dubestemmer.no