



## Family Insider—i-SAFE and e-Safety

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Many of you have already noticed a slight - but significant change in i-SAFE's corporate identity: i-SAFE, The Leader in e-Safety Education. As the Internet evolves and online users become more familiar with online tools that provide simple and exciting ways to share information, i-SAFE is committed to be forward-looking and prepared for the future of the Net.

The Internet and the online experience have changed. No longer are users - especially students - satisfied with a Web site that merely allows them to retrieve information. Web 2.0 is interactive; a user can go to a site to contribute content. MySpace, YouTube, and Wikipedia are popular examples, and you can name millions of others. Virtual worlds, people search engines, and street-view mapping sites are effective when the user takes control of the online experience and interacts within the site. Thanks to advances in technology, connecting to the Internet can happen anywhere by anyone with a cell phone or a game console. Therefore, educating students about the safe and responsible use of this technology must also advance.

The students themselves tell us about what they're doing online. i-SAFE's e-Safety education is the



culmination of tens of thousands of online student surveys. The data is compiled and analyzed by the National Assessment Center. From that data, we spot trends, and then we follow through by providing relevant lesson plans so teachers will always be one step ahead of their students.

That is what we're saying "i-SAFE is the Leader in e-Safety Education." Our world-class curriculum and other materials continue to empower students to safely and responsibly use the Internet AND related technology, especially in this world when a computer to access the Internet is no longer required.

## NAC Tracks

Do you have a computer in your child's bedroom?

- A: Yes
- B: No

Vote here

### Results from December, 2007 NAC Tracks

**Question:** Do you read the privacy policy before making an online purchase from a store?

- Answers:** Yes 24%
- No 76%
- I don't make online purchases 0%

**"My father didn't tell me how to live; he lived, and let me watch him do it."**

*~Clarence Budinton Kelland*







