



Family Insider—Your Digital Footprint

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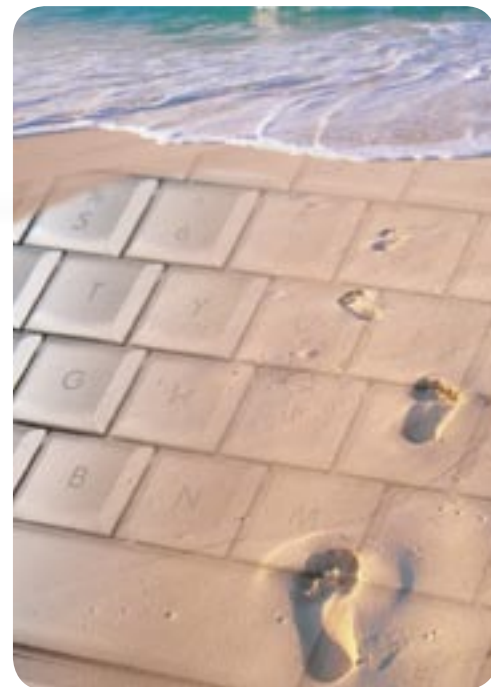
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We're living in a digital age. Digital technology is everywhere. Some call it the digital Universe. If you think about it, probably everyone you know goes online to shop, do school work, play, communicate, etc. On a broader scale, businesses now depend on digital technology to do everything from storing immense amounts of data to facilitating monetary transactions.

When online most people engage in activities that leave a "digital footprint." There are 2 ways of thinking about a digital footprint: (1) the amount or size – the actual bytes of information one creates and places in the digital environment; and (2) the type – the traces of activity one leaves when in a digital environment. Both of these descriptions combine to make up one's "footprints" that are left in many ways, such as joining a Web site, posting to a blog, releasing personal information online, sometimes even from simply connecting to the Internet. Users may not even realize what information is being collected as they browse and interact online.

So why care about your digital footprint? Digital footprints can have big impacts that many do not even consider. Some often-hyped dangers include the attention of stalkers, predators and identity thieves. Infor-



mation you leave online can be used by these types of people for wrong or illicit purposes. While these things really can happen, of bigger concern are the more everyday occurrences that effect many more people. Consider the following examples:

Employers. More and more employers are looking at a person's digital footprint to help evaluate the type of employee an applicant might be. A December, 2007 survey conducted by Careerbuilder.com found that 45% of employers reported using online search engines or social-networking sites to research potential job candidates.

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NAC Tracks

"It is not in the stars to hold our destiny but in ourselves."

~ William Shakespeare

Have you searched your own name on the Internet?

A: Yes

B: No

Vote here

Results from June/May2008
NAC Tracks

Question: Do you know the cyber bullying law in your state?


Answers: Yes 0%
No 100%





Did You Know?

Tips on Trolls


In today's world trolls don't hide under bushes or rocks, but within the anonymity of the Internet in online communities, discussions boards, chat rooms — basically anywhere where they can post derogatory or irrelevant comments meant to incite an emotional reaction. When someone places so much value on using words just to hurt others, often the best response is to give no value or reward back to them simply by ignoring these comments and not responding. If the problem becomes disruptive enough and you cannot block the troll yourself, contact the ISP to see if the person or group can be blocked from the site. 



Alright as Long as They Write


Many parents and educators have become concerned about the way our kids and teens are using written language today due to the proliferation of text messaging, instant messaging, and social-networking chat rooms and message boards. In this method of writing, so much of the text is abbreviated with acronyms, such as ttyl (for talk to you later) and emoticons are used to describe mood or intent. Capitalization and punctuation are often neglected and used randomly.

We can wonder if the craft of writing has decayed, or is it actually evolving? Today's world of communication is developing at exponential rates and technology is in our hand for a huge percentage of our communications. Could it be possible that our young people growing up in today's world will be more effective communicators?

Many educators are actually finding that the lingo and lack of grammar care that teens use with their technological devices has not made its way into school testing. Rather, most teens are recognizing that there is a time and a place for an emoticon or abbreviations – albeit, most need some type of reminder from teachers to adhere to formal grammar rules for certain types of homework and testing. Some teachers are actually celebrating the crazy new messaging world because many young people are actually writing more and there is a belief that any type of frequent writing improves communication and stimulates the mind. And, even with bad habits, in the long run, it'll create better writers. So let them write and just remind them that there is a time for jeans and a time for something dressier. With practice, they'll learn the distinction. 

Site Spotlight

Craving information and resources? If you're looking for the answer to a particular question and only want to go to one site instead of Googling it, then www.infoplease.com may be the place for you. This site uses the combined information of an encyclopedia, atlas, dictionary, and almanac all in one. The homework center is

loaded with tools, such as a conversion calculator and flashcards. There are also small biographies of famous or notable people throughout history. In general, it is a good read for an inquisitive mind. There is even a section dedicated to the Olympics. You can enrich your mind at www.infoplease.com. 



i-SAFE's Intellectual Property — *Your Assistance is Appreciated*

As you know i-SAFE's program material consists of intellectual property that has been created by i-SAFE for you to deploy within your classrooms. Considerable money has been expended over the years to provide you with our superb program assets.

The professional development you receive through i-LEARN Online, and the curriculum you access electronically, are provided to your school through a licensing agreement.

But, are they free? The teacher or school is not charged to receive or to implement more than 200 e-Safety lesson plans. That may “seem” like everything is free, but there are real and growing costs to create, produce and distribute the i-SAFE curriculum and videos used to educate students across the country about being safe and responsible online citizens.

It is very important that you remember that i-SAFE is allowing all educators, through our term of use agreement, to use our intellectual property once you have filled out an Implementation Plan. Through this agreement i-SAFE is providing you the right to teach the curriculum in your classroom. However, **you are not allowed** to copy, distribute or reproduce the curriculum, or any of the i-SAFE training materials, without an explicit agreement from i-SAFE to do so. That also precludes you from hosting any of i-SAFE's intellectual property on your personal server, or that of your school(s), without the express consent of i-SAFE.



If you're a school district that has filed a “Districtwide Implementation Plan” with i-SAFE, i-SAFE would be happy to work with you on a licensing agreement for your district. A licensing agreement contains authorized provisions regarding the intent and use of i-SAFE's intellectual property.

If you're an educator, law enforcement and/or community leader, you are authorized to continue to use the i-SAFE program material through our Implementation Plan process.

We appreciate your assistance in allowing i-SAFE to continue to provide you world class program materials. Our dedicated team of program developers has been honored to work with educators, law enforcement and community leaders from around the world over the past ten years. Your dedication and hard work in the field of education, has provided i-SAFE the opportunity to be part of your educational team. We look forward to another ten years of dedicated service in partnering with you in investing in our future – the education and empowerment of our nation's youth.

Warm regards,



Teri Schroeder
Chief Executive Officer





Faculty Insider — *Your Digital Footprint* continued from page 1

Colleges and Scholarship Committees. Just as employers are reviewing digital footprints, so are those who approve college admissions and award scholarships. They want to see what the “real” youth is like vs. the polished image seen in an application or interview.

Law Enforcement. As more and more youth and adults interact and communicate online, they leave traces of activities. Police cases are being made using information found online. Sometimes youth brag about exploits, post pictures or even blog about activities that cross the line into illegal.

School Employees. Schools have clauses in many student athletic, club and other organizational handbooks requiring a high level of behavior and standards to be displayed. Further, some districts are monitoring faculty members’ “footprints.” Schools are using information found online as evidence – pictures of a wild party, for example – to suspend or enforce other disciplinary measures. In cases of staff indiscretions, morality clauses are prompting firings.

Businesses. Online retailers track business transactions of users, such as the e-mail addresses of online buyers and types of merchandise people buy, as well as



information from online loan applications. Sometimes they will even buy this information from other businesses, in order to send out e-mail advertisements. ⓘ

Taking Control of Your Digital Footprint

According to the Pew Internet and American Life Project, Internet users are now more aware that they leave a digital footprint. They found that 47% have searched for information about themselves online, compared with 22% five years ago. BUT, that doesn’t mean Americans are trying to minimize or track that footprint. Few regularly check their footprint and 60% say they are not worried about the amount of information available about them online. The reality is that many American adults may not realize how their footprint can affect their lives. Since youth frequent the Internet even more than adults, the potential for negative affects from their footprint may even be greater.

What can be done? Turn off the computer? Never e-mail or blog? Of course not! Extremes don’t work and Cyberspace is a big part of our world!

Best Advice. Be aware of the image you present to the world. Understand that every time you go online you could be contributing to your digital footprint – something anyone can see. Would you want everyone and anyone to see that photo you just posted or read the blog about your latest party? Be aware that the “you” presented to the world online can stick around for a long time. You may pull down your blog but others might still be able to view the information you’ve posted in the past. Work to present the best “you” that you can. And remember that minimizing personal information online helps reduce risks.

Classroom Lessons. A NEW Digital Footprint lesson for middle through high school grades is NOW AVAILABLE, along with other Web 2.0 related lessons. ⓘ

Are You Smarter Than a 5th Grader?

Let's play a game that could answer the question, "Are you Smarter Than a 5th Grader?" The topic is e-Safety. That means our game is intended to reveal if you have a basic understanding about cyber predators and online bullying, intellectual property rights, as well as the safe operation of the computer and other technology. With i-SAFE 5th grade lessons, students learn the answers to these questions and much, much more.

So parents, are you ready to play? Here are some reasons this game's more than just a game. Nine of ten parents (93%) stated in a recent i-SAFE survey that they know "some" or "a lot" about their children's Internet experiences. Yet, only 26% of 5-12 grade students tell their parents where they go and what they do on the Internet. Parents provide their children with a computer and Internet access. Many have the perception that the computer is a tool that helps make their kids smarter, helps them keep in touch with their friends, and keeps them off the streets and out of trouble. While there is no disputing the advantages this technology affords, the misconception that nothing harmful can happen from using the Internet is still widespread despite recent cases of child abduction, online identity theft, and lawsuits from the downloading of music, movies, and other types of intellectual property. Here's



another shocking statistic: 35% of 5-12 graders say their parents would disapprove or punish them if they knew about all their Internet activities. Parents need to be one step ahead of their children – in other words – smarter than a 5th grader.

Let's Start the Game (Check your answers below at the bottom of page 5)

1. What should you do if someone asks you for personal information like your telephone number while you are in a chat room?

- Leave the chat room immediately and sign off. Then tell an adult.
- Offer to share your personal information, but only if they'll share their secrets too!
- Give out just your phone number.

2. What should you do if you receive an e-mail with an attachment from someone you don't know?

- Open the attachment and see what you got.
- Send it on to all your friends.
- Delete it without opening it.

3. If you add a comment to a message board, and someone responds to you in a derogatory or attacking way, what have they done to you?

- Flamed You
- Blamed You
- Spammed You

4. What is Intellectual Property?

- Material on the Internet anyone can use in reports, for fun, etc. It's all free!
- Material on the Internet that is owned by others.
- Things you don't have to think about before buying.

Are You Smarter Than a 5th Grader?

5. You find a quote online you want to use in your science report. What should you do?

- a. Don't use it – that is wrong
- b. Use it – that's why its there
- c. Use it, but give credit to the author

6. I cannot be sued for downloading music online if I...

- a) Get music released by the artist or record label to gain exposure.
- b) Go to a P2P site and share music.
- c) Only download 10 songs.
- d) Burn downloaded songs on CD and give them to friends.
- e) All of the above.

7. How can I reduce the amount of spam e-mail sent to me?

- a) Unsubscribe from the company sending the spam e-mail.
- b) Reply back to the spammer and tell them to stop.
- c) Open up the attachment sent with the spam to use as evidence in reporting spam.
- d) Use spam-blocking software and filters.
- e) All of the above.

8. I can receive a computer virus by...

- a) Opening up an attachment from a friend.
- b) Downloading a free program from adware.
- c) Opening up an attachment from a company.
- d) Downloading a song from a P2P site.
- e) All of the above.

9. What can I do to prevent getting scammed?

- a) Check if the site looks real.
- b) Ask a friend what they think.
- c) Avoid giving away a credit card number or bank account number to unfamiliar sites.
- d) See if pictures of the product are offered.
- e) All of the above.

10. How can my parents and I reduce the chances of identity theft?

- a) Update my personal information on identity theft sites.
- b) Keep my personal information on the hard drive.
- c) Shop on online sites that advertise security of personal information.
- d) Call to confirm companies are legit.
- e) All of the above.

OK, how'd you do? Parents that we've surveyed overwhelmingly (61%) say that, when it comes to technology, the Internet and e-Safety, they are not as smart as a 5th grader. If your children are getting i-SAFE lessons at school, that explains it. However, if they aren't, there are steps you can take to help ensure your child is safe and responsible online. The first step is to lobby for i-SAFE. Tell your child's teacher to teach i-SAFE lessons. Or, you can go higher and talk to your children's schools, school board members, or district superintendent.

Another way is to take an interest in what your children are doing online, and learn as much as you can about e-Safety. i-SAFE provides easy and convenient i-PARENT online training at <http://ilearn.isafe.org>. You can also learn more at www.isafe.org.



Answer Key: 1) a; 2) c; 3) a; 4) b; 5) c; 6) a; 7) d; 8) e; 9) c; 10) d



i-SAFE and D & E Communications Team Up


Pennsylvania parents are having a tough time keeping up with the “always-connected” generation. Two-thirds (67%) of them who completed i-SAFE’s parent assessment survey online feel that their ability to shelter their children from inappropriate material on the Internet is limited. Children agree. Half (51%) of Pennsylvania students say their parents would disapprove if they knew what they did, where they went or with whom they chatted on the Internet. As tempting as it may be for parents to just throw up their hands in defeat, there’s a better solution.

i-SAFE is partnering with D&E Communications, Inc., a leading Internet Service Provider in Pennsylvania to empower Pennsylvania students to be safe and responsible online citizens. This campaign is a multi-faceted proactive e-Safety solution in which i-SAFE will train D&E employees and educators, as well as provide resources and materials to empower parents, law enforcement and community members across the state to be safe online. The i-SAFE-trained educators and law enforcement professionals will teach K-12 curriculum in the classroom while D&E employees will promote i-SAFE Youth Empowerment and Outreach Campaigns in their communities. The goal of the campaign is to create a culture of e-Safety awareness.

The result: More Pennsylvania parents will understand what constitutes responsible Internet behavior and more students will be able to identify and respond safely when confronted with the risks and dangers associated with online activities such as e-mailing,



IM and text-messaging, online chatting, computer gaming, Internet search engines, social networking sites, and blogs.

“D&E Communications recognizes a need to promote safe and responsible Internet use and is taking action in a leadership role to provide long-lasting e-Safety solutions in Pennsylvania,” said Teri Schroeder, i-SAFE CEO and Program Director. “We welcome the opportunity to work with corporate sponsors and industry leaders such as D&E to create a culture of heightened e-Safety awareness and educate students across the United States.” i-SAFE has trained more than 6 million students nationwide. 

To send comments or contributions to the newsletter staff e-mail news@isafe.org or send “snail mail” to:
i-SAFE Editor, 5900 Pasteur Ct., Ste. 100, Carlsbad, CA, 92008

About i-SAFE

Founded in 1998 and active in all 50 states, i-SAFE Inc. is the leader in e-Safety education. i-SAFE is a nonprofit foundation whose mission is to educate and empower students, parents, seniors, and community members to safely and responsibly take control of their Internet experiences. i-SAFE provides knowledge that will enable them to recognize and avoid dangerous, destructive, or unlawful online behavior, and to respond appropriately. This is accomplished through dynamic K through 12 curriculum and community-outreach programs to students, parents, law enforcement, and community leaders. i-SAFE is the only e-Safety foundation to combine these elements. www.isafe.org