



Broadband Responsibility

A Blueprint for Safe & Responsible Online Use





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Opportunities and responsibilities in the broadband world

All parents want the same things for their children. Above all, they want them to be safe, but they also want them to grow into confident, capable individuals, able to acquire the skills necessary to live successful, satisfying lives. The Family Online Safety Institute supports these goals by helping parents teach their children how to realize the many benefits of cyberspace without falling victim to the hazards that exist in the online world.

The Internet touches almost every facet of our lives, providing individuals and communities with capabilities and opportunities unheard of even just a few years ago.

The Family Online Safety Institute believes that broadband responsibility is the key to keeping kids safe online. Broadband responsibility is achieved by educating consumers about ways to make wise choices online, and includes enhancing their digital literacy skills, training in best practice and critical thinking. A comprehensive, broadband responsibility program will protect children online by arming them with the skills they need to make wise choices online, while at the same time, alleviate and address any concerns that parents may have about the safety of the Internet. This, in turn, will spur even greater adoption of broadband in America.

People are embracing new Internet technologies, and are excited about the educational, personal, economic, and social advantages technology offers.

Today, 290 million Americans—95% of the U.S. population—have access to broadband. As communication providers continue to embrace newer and more efficient technologies, this number will continue to grow.

Communications providers continue to upgrade their networks to offer higher speeds and greater capacities. Many have announced specific plans. Verizon plans to reach 17 million homes by the end of 2010 with its FiOS-to-the-premises (FTTP) service, which is three million more than today. AT&T has announced that it will build fiber-to-the-node (FTTN) infrastructure to serve 30 million homes by 2011, which is 11 million more than today. Additionally, Comcast is rolling out Wideband service delivering 50-Mbps speeds to homes across the nation. With these innovations, and others, many more families and children will have the Internet at their fingertips.

Young people in particular are avid Internet users. Almost 70% of American teenagers have their own desktop or laptop computer and 93% of them go

online to use email or the Internet; 63% of them do so every day. Three-quarters of all teens use social networking web sites. Although the home is still by far the most common place for children to go online, mobile devices now allow about one in four to use their cell phone, game console or other handheld device to connect. About 45% of online teens say they use the Internet in a location other than their home, school or library.

The many benefits of broadband and the Internet-related technologies it enables are just starting to be understood. Our appreciation of the ways in which these tools can improve our lives continues to grow as the technology evolves.

Education is being revolutionized by broadband – and not just in schools.

We have always known that learning does not stop at the classroom door. Broadband has created a wealth of new opportunity as we have never before seen, for both young people and adults to access information, to connect with educators, and to explore their own educational interests anywhere and anyplace with a high-speed connection.

Broadband has forever changed and dramatically expanded our definition of community. In the 21st Century, broadband will redefine what it means to be a citizen of the world. This phenomenon will become more widespread as emerging digital societies mature. As more people around the globe gain access to broadband and acquire the digital literacy skills necessary to utilize the technology, a new world of educational opportunities and advantages will be open to them.

From helping with homework, to giving adult learners a chance to improve their skills in the evenings, to facilitating the research efforts of the global scientific community, broadband is key to breaking down barriers and to increasing the sum total of human knowledge.

The communications capabilities supported by broadband are limitless.

In the beginning, Internet message boards, chat rooms, and goods and services web sites provided us with new ways of interacting. Today, broadband makes possible live webcasts, video conferencing,

and online, real-time meetings. These can overcome physical and geographic obstacles to enable interpersonal exchanges, allowing more people to conduct business, to support charitable causes and to earn degrees. For everything from translating languages to socializing with friends, broadband changes the game.

While the benefits of online usage are extensive from an economic and social perspective, increased online usage is not without challenges and risks.

One of the issues most concerning to parents, teachers and others who care about the welfare of our children is the harm that kids can potentially experience as a result of improper Internet usage, specifically kids not understanding the consequences of their behavior online (which is true of kids in the offline world as well.) This 'harm' is usually the result of users who have not developed the necessary skills to navigate the Internet. Moreover, parents may not understand that robust, easy-to-use, parental controls are available to assist them as they struggle to protect their kids online.

The fear of online dangers is keeping too many people from enjoying the benefits of the Internet. According to a recent report from the Federal Communications Commission, one-third of all Americans remain offline, and a significant percentage of them cite their belief that the Internet is too dangerous for kids as one of the primary reasons why they are not connected to the Internet. The good news is that education and responsible use can largely overcome these fears.

The Family Online Safety believes that keeping kids safe online is a shared responsibility among many stakeholders, including teachers, parents, government, industry, and parents. FOSI believes that adoption of a broadband responsibility program will go a long way at keeping our kids safe online.

A broadband responsibility program includes teaching digital literacy skills in schools beginning in Kindergarten through high school graduation. Kids need age-appropriate Internet safety education throughout school and the messages should be reinforced at home by parents. If we teach our kids how to make wise choices online, we will arm them with the skills they need to navigate any risks or dangers they face online. This is FOSI's idea of a culture of responsibility online.



Moving our rights and responsibilities online

To meet the challenges of technology, we must teach digital citizenship and broadband responsibility

The social pressures confronting young people and their lack of digital and media literacy make them especially vulnerable to the misuse of connected-technology. Just as we teach our kids how to make good decisions around the home and at school to keep them safe, we have to help them make good decisions online as well.

There are few general types of risks facing kids online today all over the world. These include: the sharing of personal information; encountering pornography and inappropriate materials; being bullied; receiving unwanted sexual information; and meeting an online contact offline. Specifically, these risks include cyberbullying, pro-harm sites and sexting.

Kids often don't understand the implications of their online actions. For example, they don't realize that sending a nude image of themselves to someone (a practice known as "sexting") can create personal and even legal problems that could haunt them the rest of their lives. They do not understand that allowing themselves to be carried away with inappropriate online pranks and comments about others can cause severe psychological damage.

But we should not let the possibility of potential perils deprive kids of the significant benefits of the Internet. Rather, we should arm children with the knowledge and skills necessary to explore cyberspace in a safe and responsible manner.

In other words, we need to bring our concept of rights and responsibilities from the offline world to the online world. For example, in our "real," offline world, we enjoy the rights to privacy, free speech and freedom of religion. In return, we accept the responsibilities of paying taxes and following our federal and state laws. Likewise, online we should be able to enjoy the rights to the benefits of the Internet – which include accessing a wealth of information in a safe, secure and (if we choose) private environment – while accepting certain responsibilities.

Digital citizenship and broadband responsibility should address the use of the Internet before, during and after people actually go online. Broadband responsibility is more than protecting our children and families against potential dangers – it is about teaching them how to make wise decisions in all aspects of their online lives. From social networking to cell phone use to web searches, broadband responsibility is about how an individual uses the Internet and what impressions they make in the online world.

Online safety risks and solutions evolve rapidly with changing technologies. We have no way of knowing what future safety concerns will be, and most parents, teachers and other authority figures spend a lot of time trying to keep pace both with industry advancements and with their children, who are often far more cyber-savvy than many adults.

Kids account for a significant share of the more than 400 million people who use Facebook and MySpace (half of whom log in every day.) Parents can't possibly be with their children every moment their kids are online, making every decision for them. This is why it is so crucial that the kids themselves understand digital citizenship so that they can make wise choices online, no matter what they encounter.

The only way to stay ahead of technology is to consistently teach a sensible and reasonable approach to online interaction; this is digital citizenship and broadband responsibility.

What constitutes a comprehensive broadband responsibility program?

A comprehensive broadband responsibility program is needed before, during and after broadband rollout to help foster digital citizenship in the new online world.

We must create a culture of responsibility online, where different, but overlapping layers of society will work together in a coordinated effort while allowing children the freedom to learn and explore with this new technology.

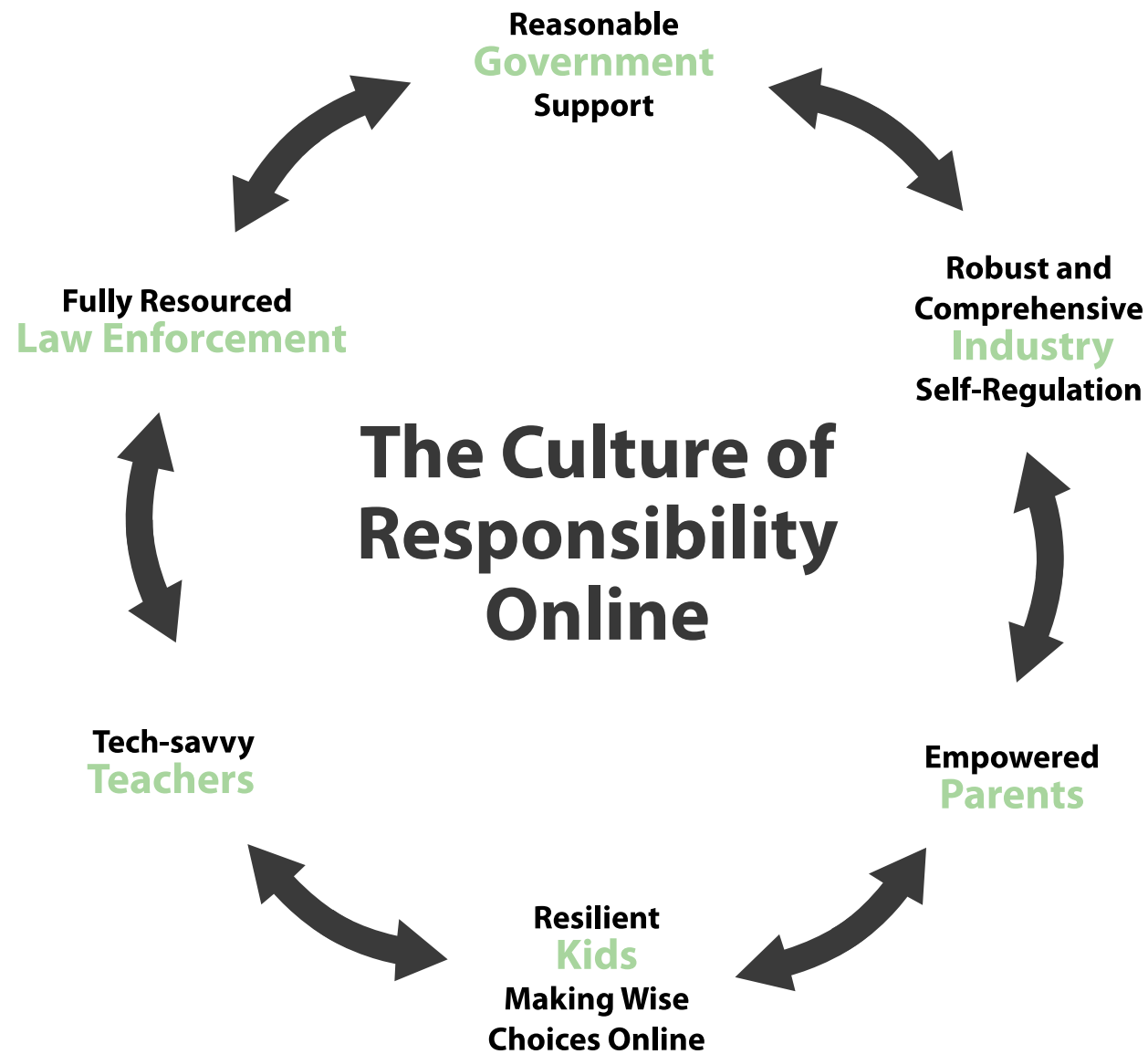
Parents and teachers need to protect children from the potential dangers of the Internet, keeping them safe from physical, psychological and reputational harm.

Although parents and teachers are the most direct guardians, they are not the only forces to keep children safe from harm. There are six layers of society that must accept responsibility for keeping kids safe online. Many of these entities are already taking great strides towards a safer Internet, but it takes all of the components working together to really make the Web safer.

- **Government** must provide reasonable oversight and support, fund research, promote educational messages and craft reasonable laws.
- **Fully resourced law enforcement** must be enhanced to deal with the highly sophisticated ways criminals are exploiting online weaknesses to take advantage of users' personal information.
- **The Internet industry** must support self-regulatory efforts to protect kids from the worst of the web. These efforts should include developing more stringent privacy controls and educating their customers on how to stay safe online.

- **Tech-savvy teachers** are needed who not only know how to use the new and rapidly changing technology and also understand how to integrate it into their classrooms.
- **Empowered parents** should be aware of what their children are doing online and have a basic understanding of the different modes of socialization online, including social networking sites, texting, video games, cell phones, etc. Parents should have a continuous conversation with their kids about what they are doing online and should establish household rules for the Internet.
- **Resilient kids** play an especially important role in participating in a culture of responsibility online. They should learn how to make wise choices about the information they access and post online. They must take responsibility for their actions and show good judgment when their peers make mistakes by sexting, cyberbullying or passing along other inappropriate material.

A culture of responsibility calls for all the layers discussed above to work together to foster resiliency in our children. We need to help kids make wise choices about the content they seek and post online; about whom they contact and who they allow to contact them; and how they conduct themselves on the Internet. We must empower and encourage our kids to make better decisions so that their actions in the "online" world are similar to their actions in the "offline" world – distinction children don't always make.





Digital Citizenship: Living Life Online Safely and Responsibly

Tools, Rules and Schools – instituting broadband responsibility

There is no silver bullet to protect children from the risks of digital media. A combination of education, awareness, tools and rules will help guard children from harmful content and will empower them to act responsibly online.

Tools

There has never been a time when so many tools have been available for parents, grandparents, teachers and caregivers to provide protection from online risks. All of the major operating systems and search engines provide family safety settings. Mobile operators, social networks and Internet Service Providers offer tools and settings that will also help protect families.

Companies continue to develop new tools and awareness initiatives to help parents stay informed

about how to protect their kids from online risks. As new challenges emerge, companies respond with innovative applications and ideas to help empower parents.

Rules

Tools are important, but they cannot replace good, well-thought out rules for Internet behavior. Rules should come in the form of laws, Web site terms of service, acceptable use policies in schools and family household rules. All of these rules should be clearly stated and easy to understand with real sanctions if they are not followed.

Some issues should be addressed by clear and sensible state laws. For example, several states have passed legislation addressing the issue of teen sexting.

Consider Vermont, which recognized that teens caught sexting need to be punished, but that it does not make sense to charge them as adults trafficking in child porn. Instead, the state passed legislation to treat minors charged with sexting in juvenile court rather than subject them to sexual exploitation laws and sex offender registration requirements. This is a good start to finding and passing needed laws, but there are still other issues that can be addressed through state laws, such as cyberbullying, pro-harm Web sites, etc.

Second, we need good, thought-through, easy to understand Web site terms of service that clearly state what activities are and are not allowable on those sites. These terms of service should be easy to find and should include real sanctions for those who do not follow them. We must challenge search engines, ISPs, social networking sites and others to provide clear terms of service that will allow users a safe, secure and (if they wish) private Internet experience.

Third, schools should develop and enforce clear acceptable use policies. These policies should address not only the use of the Internet on the schools' computers, but also the use of other technologies that students may bring to school, such as cell phones, iPods, their own laptops, etc. Schools should ensure students have a clear understanding of these policies and the disciplinary actions that would follow should students break them.

And finally, there is no substitute for involved, well-informed parents. Parents should be encouraged to create household media rules. They should set limits on the amount of time kids can spend online and on what kind of content they can access. These rules will create an ideal opportunity to start a dialogue between parents and kids about what the kids are doing online and how the parents expect them to behave.

Schools

Schools share the responsibility of helping kids become good digital citizens. Media literacy lessons should be built into the curriculum in all grades and made part of a student's regular learning process. Teaching online safety and digital literacy skills should be a daily component of the school experience, integrated appropriately throughout lessons instead of being relegated to an occasional class.

Right now, classroom computers are in a state of virtual lock-down with students and teachers denied access to much of the Internet. This over-reactive stance must be modified to allow students to learn and to experience the many benefits available on the Web. Otherwise, children will lose the real Internet experience and may shut down or quit trying to learn out of frustration. This exemplifies the importance of teaching children the online responsibilities of being aware of whom they contact, how they conduct themselves and what content they access. We must balance safety and security with the freedom to access the many benefits of the Web.

Improving digital literacy will require a comprehensive rethinking of how to infuse online safety and responsible use into all areas of the curriculum, from kindergarten through high school. We can no longer think of media or digital literacy as a separate lesson learned only in technology class.

FOSI GRID

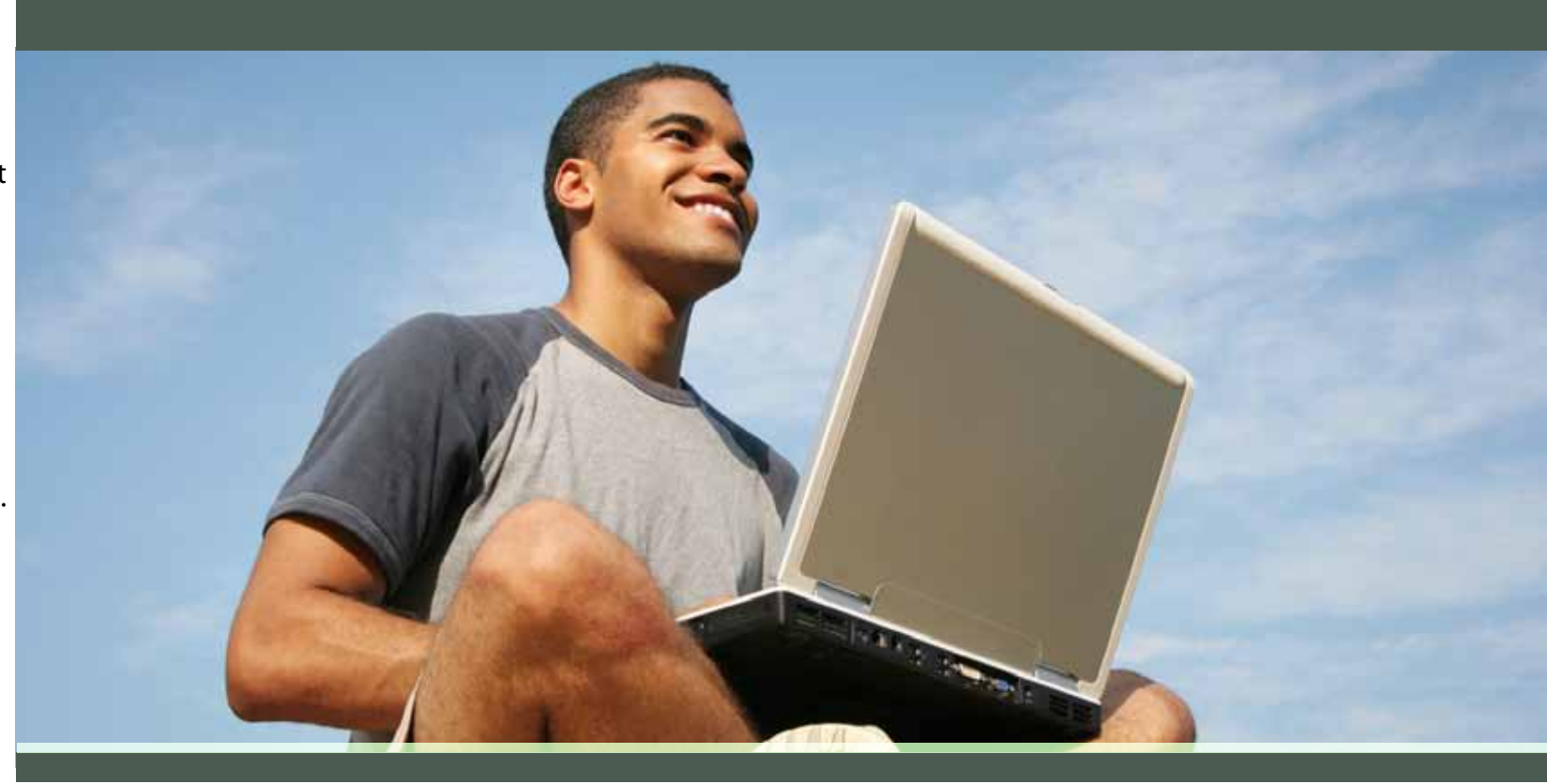
The Family Online Safety Institute is now able to offer its membership an important new tool to promote online safety. GRID, the Global Resource and Information Directory, is a one-stop shop and reference portal for Internet Safety initiatives around the world, allowing FOSI members everywhere to

exchange information and best practices. It is built on a geographical template that profiles and reflects the culture and pervasiveness of the Internet worldwide. Updated quarterly, GRID brings together the diverse efforts underway to make the Internet a better place.



Global Resource and Information Directory (GRID)™.

Professional Edition of the Resource and Information Directory (GRID) is designed to be a single, definitive, factual and authoritative source for family online safety. As a portal, it aggregates information from a comprehensive list of trusted sources. Combined with expert oversight, it provides a collaborative platform for

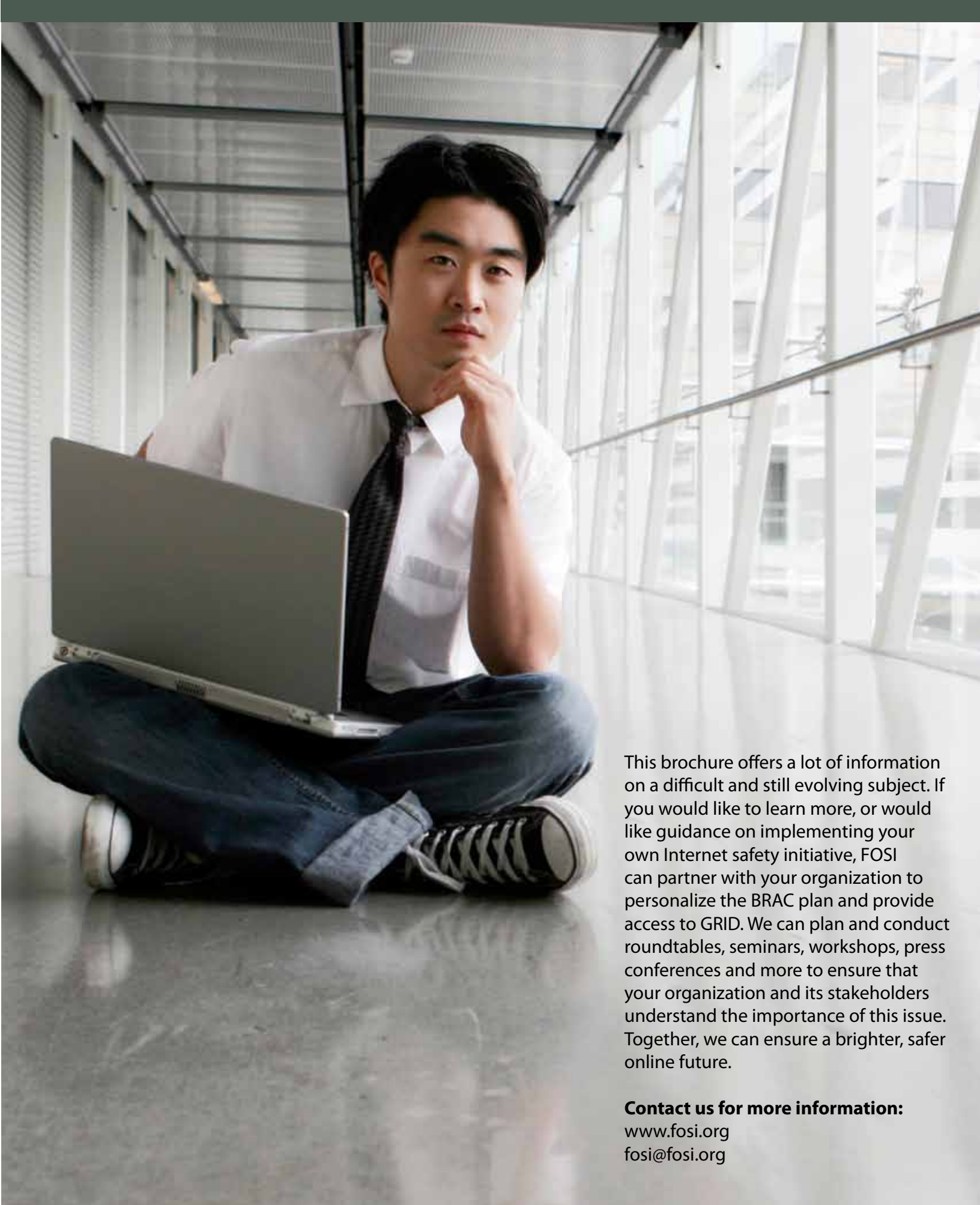


Getting from Here to There: A Checklist for a Broadband Responsibility Plan

As discussed above, a comprehensive broadband responsibility program is needed before, during and after broadband rollout to help foster digital citizens in the new online world that children will inherit.

The following is intended to serve as a checklist for implementing a comprehensive broadband responsibility plan in a school, community or state. This checklist includes a few examples of tools, rules, and educational initiatives available. There are many excellent available to parents and schools.

This same checklist can be designed to tailor specifically to each constituency that the partnership seeks to reach and can be developed in a format that can be easily replicated and translated into various languages for use in different countries.



This brochure offers a lot of information on a difficult and still evolving subject. If you would like to learn more, or would like guidance on implementing your own Internet safety initiative, FOSI can partner with your organization to personalize the BRAC plan and provide access to GRID. We can plan and conduct roundtables, seminars, workshops, press conferences and more to ensure that your organization and its stakeholders understand the importance of this issue. Together, we can ensure a brighter, safer online future.

Contact us for more information:
www.fosi.org
fosi@fosi.org

TOOLS

Operating Systems

Microsoft

Windows 7 offers parental controls that allow parents to limit what games their children play, which websites they access and which programs they use. Additionally, parents can control when and how long their children use the computer. Microsoft also runs a website focused on online safety, with topics ranging from protecting the computer to protecting children online.
www.microsoft.com/protect

Mobile Systems

AT&T

AT&T Smart Limits™ brings together into one online portal information that explains all of the parental control features available for the full suite of AT&T services, including the Apple iPhone. Smart Limits provides simple information on how parents can set limits on their kids' wireless devices.
www.att.com/gen/sites/smartlimits

Search Engines

Google

Safe Search Kids is a Google-run search engine which filters out potentially harmful material. In addition to preventing accidental visits to illicit websites, Safe Search Kids also provides safety tips to parents. Finally, Safe Search Kids' Youtube Channel
www.youtube.com/user/safesearchkids

Internet Service Providers

Comcast

Verizon

Comcast customers can easily download the award winning Norton™ Security software for free: <http://security.comcast.net>

Verizon's online safety portal provides useful information on parental control tools: www.parentalcontrolcenter.com

Gaming Systems

XBox

All major gaming consoles now come with parental controls. All offer the ability to enforce the ESRB game ratings, as well as to shut off Internet access, making them safe for even young children. The ESRB's rating system can be found at their website. www.esrb.org; Get Game Smart www.getgamesmart.com can help parents make sense of these ratings. Additionally, xBox offers parental settings which allow parents to regulate which games their kids can play and who they can contact on xBox Live.

Stand-Alone Filtering

Norton

Norton sells a stand-alone filter program which allows parents to create parental controls for the children and then track any internet usage. It is a free program called OnlineFamily.Norton.

Privacy Settings

Facebook

Facebook provides extensive and particular privacy controls that allow users to specify what information they make available and to whom. Privacy is built around a few key ideas: You should have control over what you share. It should be easy to find and connect with friends. No one under 13 is permitted to use Facebook and the profiles of kids ages 13-18 can only be viewed by friends and friends of friends.

For a comprehensive list of parental control technologies visit:
<http://getparentalcontrols.org>

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RULES

Federal Law

Children's Internet Protection Act (CIPA)

The Children's Internet Protection Act (CIPA) is a federal law enacted by Congress to address concerns about access to offensive content over the Internet on school and library computers. CIPA imposes certain types of requirements on any school or library that receives funding for Internet access or internal connections from the E-rate program – a program that makes certain communications technology more affordable for eligible schools and libraries. In early 2001, the FCC issued rules implementing CIPA.

The Children's Online Privacy Protection Act (COPPA)

The Children's Online Privacy Protection Act of 1998 (COPPA) is a United States federal law which established requirements for what a website operator must include in a privacy policy, when and how to seek verifiable consent from a parent or guardian, and what responsibilities an operator has to protect children's privacy and safety online including restrictions on the marketing to those under 13.

Maine Sexting Law

The state of Maine has a law on sexting that makes it an offense to possess material that depicts a minor engaging in sexually explicit conduct. In lay terms, it prohibits possession of sexually explicit material of a person under age 16 engaging in sexually explicit conduct. This is a Class D felony.

Vermont Sexting Law

The state of Vermont has a law that forbids a minor from voluntarily sending an indecent image of themselves to another person. In lay terms, the statute provides for a juvenile diversion program for a minor who commits a first offense of voluntarily sending an "indecent" picture of himself or herself to another person.

MySpace's Terms of Use Agreement ("Agreement") constitutes legally binding terms and applies to anyone who uses MySpace, either as a registered user or as a visitor. A person is not authorized to use MySpace unless they agree to abide by all applicable laws, rules and regulations and terms of the Agreement.

FOSI has a family safety contract that serves as a set of ground rules for parent-child interaction regarding internet usage. Not meant simply as a one time document, the goal of the contract is to encourage ongoing dialogue about the importance of safety online. www.fosi.org

State Law

Terms of Service Using Examples from Facebook, MySpace, and YouTube

Terms of Service Using Examples from FOSI Family Safety Contract

Schools and Educational Initiatives

Safety and Security Built Into K - 12 Curricula

In 2006, Virginia passed a law mandating the Department of Education issue guidelines to schools for integrating Internet safety into their regular instruction. This law codified and institutionalized the trend in schools throughout the state toward including Internet safety in their curricula.

Government

Several Federal Government Agencies have online safety resources for parents and kids. The Federal Trade Commission's Online OnGuard site is a well-designed and welcoming portal for all things related to online safety. The site has been a collaborative effort with contributions from six government departments and agencies and over a dozen nonprofit organizations. www.onguardonline.gov

Independent Organizations

iKeepSafe

The Internet Keep Safe Coalition ("iKeepSafe") provides resources for Youth K-12 in schools nationwide: Books, tutorials, video games, and traveling exhibits on topics of basic Internet safety, cyber-bullying, social networking, ethics and social responsibility. iKeepSafe partners with industry to provide Internet safety initiatives, such as Google's Digital Literacy Tour. www.ikeepSAFE.org

NetSmartz

In order to educate, engage, and empower elementary, middle and high school students, and parents and communities, the NetSmartz Workshop has tailored interactive, Internet safety presentations for each of these groups. www.netSMARTZ.org

CyberSmart

CyberSmart! offers free student curriculum and fee based online professional development. CyberSmart! online facilitated workshops permit the safe and effective use of digital content and web 2.0 tools in the classroom. The CyberSmart! Free Educators' Toolbar is a timesaving tool to get ready-reference support for research, lesson planning, professional connections, and other quality resources. www.cybersmart.org

Common Sense Media

Common Sense Media has a schools program, which provides free parent media education resources for elementary and middle schools www.commonSensemEdia.org

Hector's World

Hector's World activities and resources are designed to help younger children learn about online safety. Their resources are free and are intended to maximize the digital citizenship learning from the Hector's World episodes, which can be viewed at www.hectorsworld.com. Each of the Hector's World episodes has accompanying lesson plans and storybooks catering to three different age groups and storybooks come in easy reader and standard versions.