

Choice – Helping Your Children Make the Right Choices when Online

E-mail, instant messages, Internet chat, text messages and Internet use each have their own set of rules and expectations. It is important your child understands that going beyond the accepted rules can be perceived as rude, hurtful, and perhaps even unethical behavior. Issues parents should consider exploring with their children include:

- Posting images or online comments that they wouldn't want you or another adult to see.
- Posting comments, images or other content that would be hurtful to another.
- “Cyber-bullying.”
- Harming people, websites, databases, etc., through hacking or the spreading of viruses.
- Online plagiarism and content piracy.



PointSmart.ClickSafe.



For more information on helping your children safely enjoy the benefits of the web, visit www.PointSmartClickSafe.org.



Cable
Puts **You**
in Control

***PointSmart.ClickSafe.**
is a comprehensive resource
parents can use to learn how
to keep their kids safe online
and use the Internet appropriately.*





Control. Education. Choice.

Every parent wants their child's online experience to be safe, educational and enjoyable. But today's technology environment can present risks. As a leading provider of high-speed Internet services and web-based content, the cable industry is fully

committed to giving parents a full range of tools, information and

resources to help better shape and manage their child's online use. Backed by the resources of the cable industry and Cable in the Classroom, the industry's education foundation, *Cable Puts You in Control: PointSmart.*

ClickSafe. is at the center of that commitment. Its approach centers around three key concepts: **Control**, including parental controls; **Education**, especially media literacy; and **Choice**, helping your child make the right choices when online. For complete information about these topics, visit www.PointSmartClickSafe.org.



Control – Online Parental Controls and Setting Rules for Your Children

As leading providers of high-speed Internet services, many cable companies offer parental control software to help parents manage and monitor their children's online use.

Typically these controls allow parents to filter content by blocking specific websites and/or blocking entire categories of websites based on age-appropriateness and content. Often parental controls allow parents to limit a child's web use to pre-set hours or time limits. Additionally, some types of parental controls give parents the ability to view reports of what sites were visited and what sites were blocked. *To find out what parental control software your cable company might offer, please contact your local cable company.*

In addition, experts advocate setting basic ground rules for safe Internet use and talking with your kids about why rules are important. Rules to consider include:

- Telling your kids not to give personal information — such as address, phone number, or school name — to online strangers through online profiles, IM, email or chat room conversations.
- Not to post pictures or videos that could identify them.
- Not to meet in person anyone they met only online.
- To tell you or another adult if something they see or experience online makes them uncomfortable.

Education – Helping Your Children Be Media Literate When Online

While parental controls are an important tool, children also need to learn how to safely and productively use the Internet. In addition to reading and writing, children also should understand how images, sounds, animation and other creative techniques are used to convey information. This kind of analysis can help children recognize how media can shape their emotions, desires and understanding

of the world. And everyone needs to know how to find, evaluate, manage and effectively use the wealth of information that is so easily available to us.

Use these five key concepts and related questions when monitoring your children's Internet use to help them become smarter, savvier and safer users of online media.

CONCEPT: Videos, websites and other media messages are carefully constructed to inform, entertain, or persuade you.

QUESTION: Who created this message and why?

CONCEPT: These media messages are constructed using a variety of creative tools and techniques, such as images, colors, sounds and movement.

QUESTION: What creative techniques are used to attract my attention?

CONCEPT: Different people experience the same media message differently.

QUESTION: How might different people understand this message differently than I do?

CONCEPT: Media have embedded values and points of view.

QUESTION: What values, lifestyles and points of view are represented in, or omitted from, this message?

CONCEPT: Most media messages are created to sell a product or idea.

QUESTION: Why was this message sent to me?

Adapted from the Center for Media Literacy's Media Lit Kit.

