



'LET'S CREATE A BETTER INTERNET TOGETHER'

# E-Safety

## Issue 3

This weeks 'How To' guide is setting up YouTube safety mode.

## You Tube

### You tube is huge

- YouTube remains the No. 1 online video site, according to Nielsen Online.
- 24 hours of video are uploaded to YouTube every minute (YouTube, 2010).
- YouTube launched in 2005, and was purchased by Google in fall 2006 for \$1.65 billion.
- Children are supposed to be 13 years old to use YouTube.
- YouTube is a great place to showcase creativity.

### "Broadcast Yourself"

It used to be that if children wanted to watch a scene from their favourite movie or show, they had to wait for it to come on TV or buy a recording. It also used to be that aspiring filmmakers needed

thousands of pounds worth of equipment to record their films, and most films were screened only for their friends in their living rooms. Today, children can access pretty much any video content instantly online, and they can post a video for millions to see within a few minutes, thanks to sites like YouTube.

### What is You Tube

YouTube is a site that allows users to upload and share original videos. It's a popular place to go to see the latest silly Internet video that everyone's talking about or your children's favourite music video. The great majority of videos show concert footage, sporting events, and homemade movies. Posting video is simple, and directions are right on the site.

### Why it matters

There's a lot of mature content on YouTube, but children will more likely view videos of other children -- sometimes performing with their rock bands or acting out in some way.

People can also comment on videos they watch. You don't want your children posting videos that can get them in trouble or hurt other people. Because it's easy to comment on any video, and users can do so anonymously, the comments on even the cleanest of videos can be cruel and rude.

Bottom line? YouTube can be a fabulously creative medium and a place where children can showcase their lives. But it's only as responsible as the person uploading or commenting on the videos.

# Advice for parents on YouTube

- **Go to YouTube and see for yourself.** You will be able to have a much more open and informed discussion with your children once you've seen for yourself what is on the site. YouTube postings are best for 14 and up. The site says that children 13 to 17 are welcome with permission from a parent or guardian, but you have to decide when you think your kids are ready for it.
- **Use Safety Mode.** At the bottom of every YouTube page, you can check a box that filters your search results. When Safety Mode is on, you'll get fewer inappropriate results when you search for videos.
- **Ask your children if they've visited the site.** If so, ask what they like about it. Have they ever posted anything? If so, what?
- **Be prepared to talk about what comes up.** YouTube can expose your children to a huge range of human behaviour and activities. There are lots of completely innocent videos, but there are also plenty of "iffy" videos. If your child come across the latter, you should talk to them about what they've seen and report where necessary.
- **Make sure they know the safety rules.** Tell your children to protect their identities. No-nos for videos include license plate numbers, images of your house, their bedrooms, or their school. Make



sure that none of their "tags" (search identifiers) reveal their real names, locations, schools, or anything else that could lead people to your door.

- **Watch their videos.** If you allow your children to post, tell them you want to check out their videos before they are posted. Remind your children that posting videos can be really fun, but they never know who is watching. YouTube has millions of viewers all over the world.
- **Be aware of privacy concerns.** Tell your children to mark their videos as "private" so that only friends can watch them. You can learn how to do this by going to the "Safety Tips" link at the bottom of all YouTube pages.

- **Check in.** Make sure your child feels comfortable talking to you and that they know to check in with you if they see something that's hateful, violent or makes them feel uncomfortable; you can report it, if they



don't want to. YouTube is a self-policing site, so encourage your child to make it safe for others.

*What do your children watch on YouTube?*

Don't forget to visit the Think U Know website for more information.

