



Faculty Insider—Understanding Web 2.0

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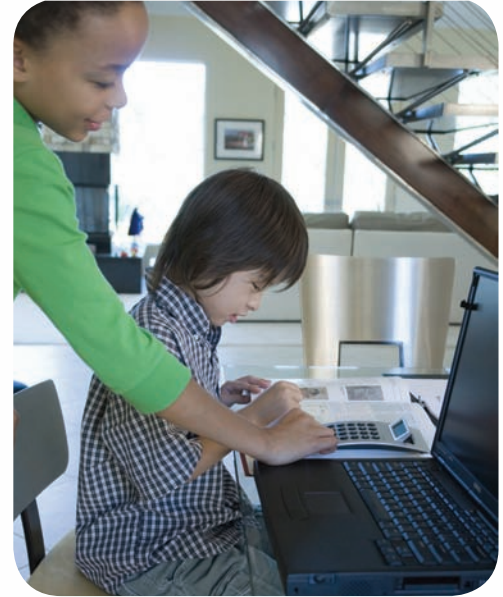
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Have you heard the term “Web 2.0” used and not quite understood what it meant? Perhaps you have wondered, is this a new Internet? Something else I have to learn? Or, perhaps you’re one who is leading the way and have been utilizing Web 2.0 technologies for years.

Just what is Web 2.0? Although the term suggests a new version of the World Wide Web, it is actually used to refer to a different way of utilizing Web technology to facilitate creativity, collaboration and inter-user cooperation. This world arose as Web-based communities and services such as blogs, wikis, social networking sites, video sharing sites, and more gained prominence.

The term suggests improvement over the “old” version of the flat, non-interactive Web which was primarily comprised of users visiting read-only Web sites. To the new way of thinking, these types of sites are out. Instead, Web site focus is on interactivity: allowing the user/viewer to interact, and most importantly to add content, rather than to be a passive receiver.

Web 2.0 theory is about an “architecture of participation,” a term coined by Tim O’Reilly in 2004. How can the online environment foster such participation? The answer is by



allowing visitors to have a stake in content through their own interaction. In a way the evolution of the Internet has mirrored the evolution of education. At one point it was believed students were passive vessels waiting to be filled by a teacher who could lecture or instruct: teacher-centered. This learning concept has been proven by research to be ineffective. Therefore, learner-centered education has become the focus. That allows the learner a stake in their education through engaging activities, discussion, self-directed learning and processes that allow a scaffolding of knowledge. Learner-focused education results in a more engaging

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“Doubt is the necessary tool of knowledge.”

~Paul Tillich

NAC Tracks

Are you aware of the text-messaging phenomenon called “sexting

A: Yes
B: No

Vote here

Results from December 2008 NAC Tracks
Question: Do students have access to YouTube from campus computers?
Answers: Yes 33.3
 No 66.7



Family Insider—*Understanding Web 2.0* continued from page 1

and rewarding experience. Obviously this also applies to online interaction.

It is likely that even if you are not aware of the actual term, Web 2.0, you are already using technologies that facilitate it. Many of the ways you choose to interact online are the basis for Web 2.0 terminology. Blogging, adding to a wiki, interacting on a social network and virtual worlds are all examples of the way the online world allows for the rich interaction Web 2.0 users expect.

If the history of the Internet so far is an indication of the future, it is likely that the term Web 2.0 will also become passé, overwritten as others have been by technology that is always changing and progressing. The important goal, however, is not to adopt new terminology, but to recognize that digital technologies, including the Internet, are becoming more interactive and user controlled.

Safety and Security in a Web 2.0 World

Understanding that Web 2.0 is about interaction helps one understand why many of the safety and security concerns we are hearing about in the news are closely tied to Web 2.0 technologies

It is difficult to get into trouble in a flat/static online world. The issues of the early Internet were predominantly related to viewing material that was considered inappropriate. However, as technology advanced and more interaction online occurs, we have seen the associated issues and risks skyrocket. Now that people are interacting online more we have predators, bullies and identity theft making the headlines daily.


So, how does one teach e-Safety in a Web 2.0 world? The same way we always have. i-SAFE's e-Safety education concepts align perfectly with the advances of technology. We understand that online users aren't happy to sit back and observe. The power and appeal of the Internet is in the technologies that allow one to have a presence in the environment. For youth who are exploring and developing their of ine identities, the Web is irresistible. They will be online, they will communicate with others, they will post blogs and photos,



log onto chats, use wikis, navigate social networks, and more. This is part of their culture of identity.

A "Just Say No" approach WILL NOT work. Instead, we need to instruct students to be proactive and be able to identify methods for safely and responsibly posting and interacting online. i-SAFE curriculum is frequently updated and has materials and lessons to educate parents, students and staff about all of the latest developing Web 2.0 platforms. In the past year, we have added the "A Web 2.0 World" unit of instruction for grades 6 – 12 with lessons, resources and articles to help students understand and safely interact in the online environment. New Web 2.0 lessons for middle and high school students also include "Social Networking", "Digital Footprint" and "Negative Networking".

i-SAFE works from the foundation that the Internet is a fact of life. It is deeply entrenched in our culture and, for many teens, it is used to complete their daily life tasks and activities. i-SAFE's series of Life Skills workbooks targets teens and the things they are apt to do online with little thought to safety and security, such as shopping, banking, applying to colleges, and more. i-SAFE's fun and interactive workbooks ensure that safety and security are as integral as the Internet to their daily lives. Purchase all Life Skills workbooks through the [i-SAFE store](#).

This Web 2.0 world, with the Internet as a key interactive element, can seem daunting. How do we ensure our students are thinking about consequences? How do we make them safer? i-SAFE curriculum incorporates safety and security messages into lessons. The best part – the message is appropriate for the new interactive Web, meets best practices, and conforms to emerging research on how teens learn, how their brains work, and what messages we should be sending. 



Safe Gaming Web Site

Nintendo made quite an impression last year when it came out with Wii Fit, a video game that it marketed as helping the player get fit and stay healthy. Now, almost a year later, the consensus among players and others is that the Wii Fit is living up to the hype; even some doctors have weighed-in by saying that playing Wii Fit can give students – as well as adults – a good workout.

Exercising with the Wii Fit and playing tennis on a Wii Sport may be the latest and coolest thing in a long and growing list of console games, computer games, and portable games that make up a \$21 billion-a-year gaming industry in sales alone. All of this proves that video games are truly ingrained into young people's lives. The Pew Research and American Life Project estimates that 97% of students age 12-17 routinely play video games. When asked the follow-up question, half of all students surveyed said they played a video game "yesterday."

Statistics like those mean that video games are anything but a passing fad. However, as parents and educators, it is important to stress that while they are having fun, students also need to play safely and responsibly. For example, teenagers going online to play a multi-player game must realize the game is really an online community. Residents in that community have a common interest, and through text chatting and voice-chat technology players get to know each other and quickly become friends. Players can be exposed to cyber predators and bullies, as well as inappropriate language and content. Before choosing a game or game community, students and parents should know something about it – especially its rating and acceptable use policy. Is the site supervised? Students and parents should also know about setting screen time limits and making rules about what's OK and what's off limits.


Get Game Smart is a campaign led by Microsoft to provide parents with tools and resources to help them manage their children's gaming and entertainment experiences. On the campaign's Web site (www.getgamesmart.com) parents will find tips, expert



advice, helpful hints, and other information they need to manage the media in their homes. The Get Game Smart Pledge encourages conversation and agreement between parents and their children.

As a family, we pledge to:

- Talk about WHAT KIND OF MEDIA CONTENT (games, TV shows, Web sites) is accepted in our home. When in doubt, we will check with retailers or online (e.g., www.esrb.org) for additional information on rating systems and advice.
- Set LIMITS around the amount of time spent in front of a screen including playing video games, watching TV or using the computer.
- Learn about and set-up PARENTAL CONTROLS on our video game consoles and computers.
- Practice ONLINE SAFETY by keeping personal information private, reporting cyber bullying, and understanding who it's appropriate to communicate or play with online.
- Talk about our family's media choices, and discuss the IMAGES and MESSAGES we see in video games, on the Web and TV.
- Enjoy gaming and PLAY TOGETHER.

i-SAFE's "Safety in Online Gaming" curriculum is designed for middle and high school students. It is available through a teacher's Implementation Plan. Through these lesson plans, students understand the safety and security risks associated with online gaming and are encouraged to develop an action plan for informing others how to play online games safely and responsibly. 



Site Spotlight—*Change has come to the White House*




There's a new tenant in the Executive Mansion and there are big changes to the official Web site of the new Administration, www.whitehouse.gov.

President Barack Obama is certainly the most tech-savvy chief executive in American history. He's the first Web 2.0 President with his now-famous BlackBerry always within reach. As you might expect, the Web site demonstrates a new age in White House interactive communications with the American people.

Check it out. You'll first notice the site is always current. The slide show on the home page is continually being updated with the latest information and images. And, it seems that everything the President or the Vice-President does is covered in a White House blog – often featuring pictures and/or video. That's part of the “Briefing Room” section, which also provides

access to speeches, transcripts from the daily news conferences, and more. The site is chock-full of information, for adults and for students, about the Administration and its policies, about the U.S. Government, and about the White House.

Macon Phillips, the White House's director of new media recently posted that www.whitehouse.gov is “just the beginning of the new administration's efforts to expand and deepen this online engagement.” The “Contact Us” section provides a form to e-mail questions, comments, concerns or well-wishes to the President or his staff. Mr. Phillips says that “President Obama is committed to creating the most open and accessible administration in American history.”

At the same time, the administration's Web team admits its biggest challenge may be beefing up of the hardware and security necessary to do everything it envisions, like sending mass-e-mails, which was common during the Obama presidential campaign. Mr. Phillips has been quoted as saying that the emphasis on the President's Web site is uncharted territory. 

Online Pharmacies Update

The U.S. Congress has been actively seeking to solve the problem of unregulated sales of prescription drugs online since the death of a California teenager in 2002. Ryan Haight died when he overdosed on Vicodin pills which he purchased on the Internet without a valid prescription. It took six years, but as a result, the Ryan Haight Online Pharmacy Consumer Protection Act of 2008 was signed into law last October. The new law regulates online pharmacies by “outlawing the delivery, distribution, or dispensing of a controlled substance that is a prescription drug over the Internet without a valid prescription.”



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i-SAFE Offers Districts / Schools the E-Rate Compliance Package


For the first time since the federal government began the E-Rate program to help schools cover their technology costs, schools must teach Internet safety to receive E-Rate reimbursements for costs associated with Internet service, Internet access or internal connections. The “Protecting Children in the 21st Century Act” mandates that a school teach students about “appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms and cyber bullying awareness and response.” i-SAFE has developed the E-Rate Compliance Package which is now being distributed to schools that want to effectively satisfy the new Internet safety teaching requirements and conveniently document their school’s compliance with the new law.

The E-Rate Compliance Package includes free grade-specific i-SAFE Internet safety lessons as well as independent, third-party auditable records that validate the school’s compliance. “i-SAFE developed this comprehensive package with budget conscious school administrators in mind as an affordable, no-hassle solution,” said Teri Schroeder, i-SAFE CEO and Program Director. “It cuts hours of staff time for curriculum development as well as eliminates the need and stress involved in preparing and maintaining verifiable documentation for auditors in the event of an audit.” Visit www.isafe.org/erate for more information about the E-Rate Compliance Package.



Ms. Schroeder also praises the leadership of the bill’s sponsor, Senator Daniel Inouye, pointing out that together with its companion “Broadband Data Improvement Act,” the new law substantially supports and advances the Obama Administration’s commitment to modernizing schools and teaching students online safety.

Important Note

At this time, neither the FCC nor USAC have issued implementing rules/guidelines. However, the FCC recently updated its Web site listing/summarizing what CIPA – the Children’s Internet Protection Act – requires, including the new law enacted by Congress which imposes certain types of new requirements on any school or library that receives funding for Internet access or internal connections from the E-Rate Program. [Click here](#) to review the CIPA requirements listed/summarized on the updated FCC Web site. “While i-SAFE acknowledges the FCC’s updated Web site is not an issuance of rules/guidelines per se, the updated list/summary of CIPA requirements can help your schools and districts get in a prepared position and stay in front of the new law rather than run behind it,” says Ms. Schroeder. The E-Rate Compliance Package is now available to schools and districts through the i-SAFE Web site at <https://auth.isafe.org/store/erate.php>, or from i-SAFE’s authorized corporate partners. 



You Sent What?!?

They may have thought it was funny, they may have thought it was flirting. But, they probably didn't think it was a felony. Whatever you call it; six teenagers (three girls and three boys) were arrested and charged with sending and receiving child pornography. Which begs the question, why didn't they think what they did was a crime? The answer may surprise you – the racy photos in question are self portraits taken by the three girls that they willingly shared with the three boys.

Many experts agree that the high profile arrests and highly controversial case from Pennsylvania falls under the legal definition of child pornography, which is a felony. Since their arrest, five of the six students accepted a lesser misdemeanor charge allowing them to avoid trial and the possibility of having to register, if convicted, as a sex offender (the mother of one of the boys is still considering to fight the charges against her son). The strict legal response by law enforcement and prosecutors may have been an attempt to shine a light on an increasingly common practice among teenagers: it's called sexting.


Sexting is really a combination of two words, sexy texting. Students with camera-equipped cell phones take nude, semi-nude, or erotic pictures of themselves (sexy) and text message (texting) them to others. Most of the time, the pictures are shared between friends; often it's between boyfriend and girlfriend. But, sometimes those self-portraits are sent to people they only know online. A survey suggests that as many as 20% of American teens send sexting messages.

The "Sex and Tech Survey" of teens and young adults, conducted by The National Campaign to Prevent Teen and Unplanned Pregnancy in January, shows that sexting is a practice more common among teen girls (22%) than teen boys (18%). Surprisingly, the survey shows that sexting starts at a young age – 11% of young girls between the ages of 13 – 16 say they've sent a sexting message. And, not surprisingly, teens apparently know that it's wrong. 75% of teens who admit to sexting say that sending sexually suggestive content can have serious negative consequences. Police are investigating more than two dozen teens in at least six states this year in connection with sexting.



Besides the legal issue, teens may not fully understand that once they send the digital image, they lose control over it. The former boyfriend, for instance, can e-mail the racy photo to his friends and classmates or post it on his networking site for the online world to see, virtually forever.

“Is it the kind of image that a teen would want someone on a college entrance committee to see, or a job recruiter to find by conducting a normal online search?”

Parents, now that you know about sexting, it's a good idea to monitor your children's cell phone activity. Talk to them about online safety and how it relates to cell phones. Teachers, children need to understand that they can't assume that what they send is going to remain private. Their best friends one day may be rivals the next. Advise your children and students that it's OK to resist doing anything online that makes them feel uncomfortable. And, reinforce the reality of Cyberspace, that anything sent never really goes away – so it's important for them to think before hitting the send key. 



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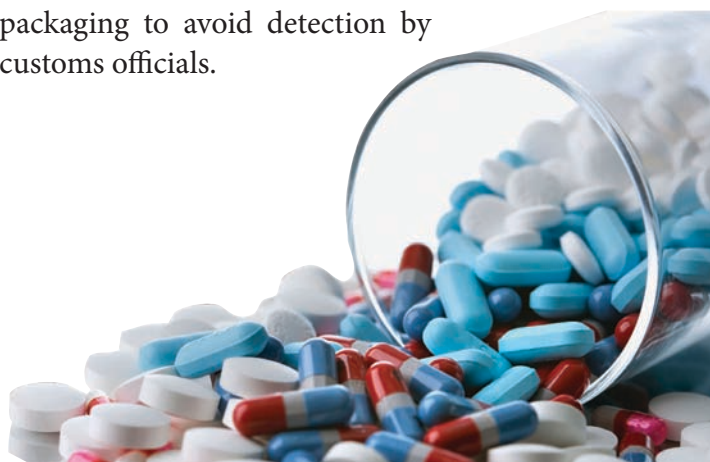
Still, there are sites on the Internet where students have easy access to the drugs they want: prescription drugs, alcohol, cigarettes, even illicit drugs and steroids. It appears that the drug dealer is now dealing openly in Cyberspace, making himself available at the click of a mouse. Teens avidly use chat rooms, message boards, and e-mail, and these modes of communication are also being used to arrange drug sales, advertise online pharmacies and to share information on drug use. There are also many sites online that offer recipes, ingredients, and locations to purchase ingredients to make illegal drugs.

The Partnership for a Drug-Free America reports that approximately one in five teenagers has abused a prescription painkiller to get high, and one in ten has abused over-the-counter (OTC) products, like cough medicine. More and more OTC and prescription drugs are showing up at parties and raves, dumped in a bowl – like candy – for the taking. The multi-colored bowlful of drugs is commonly referred to as “skittles.”

Most of us have even received e-mails or have seen pop-up ads for “prescription medications for less” or “medications delivered right to your door.” Steroids, narcotics, “club drugs,” chemicals needed to manufacture drugs, and even legal substances (i.e., alcohol, cigarettes) often not available to underage users are readily available online without an ID or prescription.

Legitimate online pharmacies exist, including many drugstore chains such as CVS and Walgreens, which require a valid ID and a faxed or mailed prescription from a licensed doctor who has seen the patient in person. However, “rogue” pharmacies only require a valid credit card to order, and in most cases, the patient has never seen a doctor or received a written prescription. Many of these unregulated “pills for profit” pharmacies operate outside the U.S. and ship their goods in deceptively marked


packaging to avoid detection by customs officials.



Tips: Watch the history of sites that your students visit.

A safe Web site should:

1. be located in the United States and licensed by the state board of pharmacy where the Web site is operating (check www.nabp.net for a list of state boards of pharmacy)
2. have a licensed pharmacist to answer questions
3. require a prescription from a doctor or other health care professional who is licensed in the United States to write prescriptions for medicine
4. have a way to talk to a person if there are problems or questions.

If you suspect a site is illegal, you can report it by calling the DEA hotline: 877-RxAbuse. The FDA Web site www.fda.gov and info line 888-INFO-FDA are good resource-

To send comments or contributions:

Contact the newsletter staff via e-mail at news@isafe.org or send “snail mail” to:
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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