



# MASTER CBRNe

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Department of Industrial Engineering and School of Medicine and Surgery

## Introduction on communication during Emergency SOCIAL MEDIA AWARENESS & CYBER SAFETY



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Let's look at online communication and the impact this type of media sharing has on the lives of People.





# WAYS WE COMMUNICATE WITH ONLINE MEDIA

What types of online media do you use to communicate with friends, peers, and other people throughout the world?

Create a list and share your ideas with me by email on how do you think this list will help in having a better communication during the emergency.



Here are a few ways we communicate with media online....did you have others?

- Email
- Texting
- Social Networking Sites: Facebook, Twitter
- You Tube
- Chat Rooms/Virtual Social Worlds
- Online Gaming
- Blogs



# WAYS WE ACCESS OUR ONLINE MEDIA

What types of electronic devices do you use daily to access your online media and to communicate with your friends and family?

Create a list with your group, you will share your ideas with the class.



Here are a few ways we can connect to our online media....did you have others?

- Computers/Laptops
- Cell Phones
- Tablet
- iPad
- Smart TV
- HOME APPLIANCES
- Video Game Consoles or Systems **PUBG!**







# MEDIA AWARENESS & CYBER SAFETY

How can negative or improper use of online media and communication effect you and your friends?

Create a list with your group, you will share your ideas with the class.



Here are a few risks from the negative use of online media....did you have others?

- Cyber bullying
- Physical Bullying/Verbal Bullying
- Sexting
- Chargeable Offences
- Depression
- Suicide





## CYBER SAFETY:

What are the risks to the **sender** of **negative use** ?

What are the risks to the **receiver** of **negative use** ?

What are the risks to someone **who forwards** on **negative use** ?



# Growing up Digital

# Opportunities and challenges for decision makers



## How new generations use media

- **Media:** communication technologies used to consume and create messages and images
- **Includes:** TV, video games, internet, mobile phones, books, magazines
- **new generations use media to:**
  - ▣ Socialise,
  - ▣ Communicate,
  - ▣ Create,
  - ▣ Play,
  - ▣ Learn.



- ❑ **Social Media:** web and mobile technologies that facilitate communication between people & organizations
- ❑ **Social Networks:** websites that allow new generations to connect with friends, friends of friends and family
- ❑ **Communication 'hubs':** where new generations 'friend' one another, 'write on walls', post public and private thoughts, and post comments, pictures and links to music
- ❑ **Most popular Social Media sites with new generations:** Facebook, WebKinz, Kik, Instagram, Tumblr, Skype, Twitter, YouTube

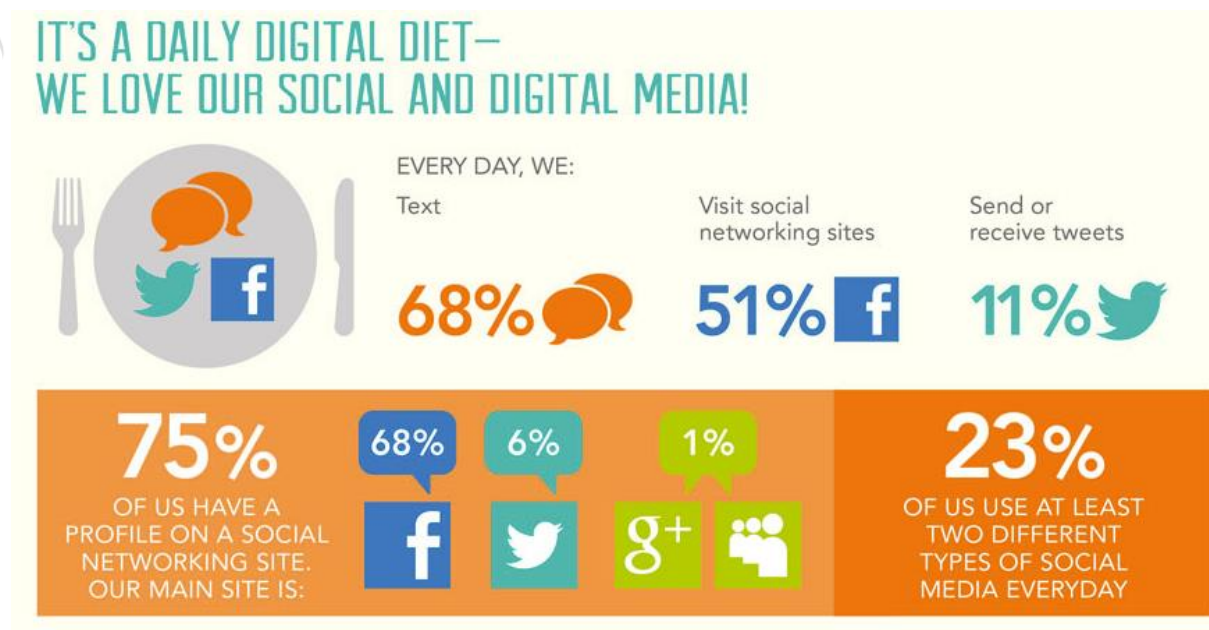


What do we need  
to know?



## How new generations feel about social media

Source: Common Sense Media: Social Media, Social Life - How Teens View Their Digital Lives - 2012







Talking in person is our favourite way to communicate because it's more fun and easier to understand what other people mean. If we can't do that we text.

Our favourite way to communicate is:

- In person (49%)
- By text (33%)
- On social networks (7%)
- By phone (4%)
- On Twitter (1%)

We prefer  
face time to  
screen time

Source: Common Sense Media: Social Media, Social Life - How Teens View Their Digital Lives - 2012



Many of us believe that using social media:

We prefer face  
time to screen time

- Takes away from time we can spend with others face to face (34%)
- Distracts us from the people we're with (44%)
- Creates frustration when our friends pay more attention to their gadgets than to us (45%)

Source: Common Sense Media: Social Media, Social Life - How Teens View Their Digital Lives - 2012



91% of  
teens with  
smart  
phones use  
social  
networking  
sites

- ❑ What did you find surprising/interesting ?
- ❑ Why do you think new generations 'hide' their online activities from decision makers?
- ❑ Why do some new generations ignore their decision makers' advice about being safe & responsible online ?
- ❑ Will you do anything differently?



## Enhancing decision makers' knowledge and practice of online safety

### Young people:

- make good use of the online security controls and privacy settings that are available,
- are particularly savvy about how to stay safe when using social networking sites,
- are influenced by their decision makers when it comes to being smart, safe, respectful and resilient online,
- draw upon school based education programs, peer networks, sibling relationships and conversations with adults for online safety strategies.

Source: Young and Well – 4<sup>th</sup> Feb 2013



Enhancing decision  
makers' knowledge  
and practice of  
online safety

Rather than sliding into a moral vacuum when they go online, young people draw upon the same moral framework that shapes their offline engagements. This underlines the importance of decision makers continuing to have open and ongoing conversations with young people about their online activities that reiterate their family's values.

Source: Young and Well – 4<sup>th</sup> Feb 2013



Source: AU new generations Online project - Children comment on bullies, porn and violence - Feb 2013







The largest concern for children is other people's **behaviour** online. 30% referring to it as their only or first mentioned concern.

What bothers  
new  
generations  
online?

**Code responses** that cover this category include:

- bullying,
- unwelcome conduct in general,
- other mean or aggressive conduct.
- people saying bad things about you.



- The youngest groups are more concerned about **content** and other risks.
- As children get older they become more concerned about **behaviour** and **contact** risks.
- Concerns about **inappropriate behaviour** is most common among the 9-10 year olds.
- Concerns about **bullying** increases with age and peaks at 13-14 years.
- Concerns about **unwanted sharing of personal information**, images or photos increase with age, becoming most common among the oldest group.



What do we  
need to do?



## Family Media Agreement

**I will ...**

**stay safe.**

- ☐ I will not give out any private information, such as my full name, date of birth, address, or without my family's permission.
- ☐ I will keep my passwords private and only share them with my family.
- ☐ I will tell a trusted adult if anyone online makes me feel uncomfortable, sad, or unsafe. I will my safety is more important to my family than anything else.



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# Common Sense media agreement



## Digital : A checklist

Embrace their world.

Teach them to respect  
their devices and have  
'screen free' time.

Use parental controls on  
computers & devices.

Help manage their  
digital footprints and  
reputation.

Talk about The Golden  
Rule...if you wouldn't say  
something to someone's  
face then don't text it,  
Skype it, Facebook it, IM  
it or post it.

Agree on  
downloads...which music,  
games, sites?

Establish guidelines for  
managing time online  
and where they will use  
their devices.

Reassure them that if  
anything happens that  
makes them feel scared,  
mean or suspicious and  
they tell you, you will not  
'pull the plug'.

Source: Common Sense  
Media



# Common Sense Media: Snapchat

**Snapchat**  
iPhone, iPod Touch, iPad, Android Price: Free Category: Photo & Video

Register or sign in to save as a favorite

**Common Sense Media says**  
Capture and send fleeting moments in photos, but use wisely.

**AGE** 2 4 6 8 10 12 13 16 17

**QUALITY** ★★★★★ ? **LEARNING** ★★☆☆ ?

**Parents say**  
See 3 reviews | Review this title!  
**AGE** 14 **QUALITY** ★★★★★

**Kids say**  
Not yet rated  
Review this title!

**What parents need to know** Learning potential User reviews App details

**What parents need to know**  
Parents need to know that *Snapchat* is a popular messaging app that allows teens to exchange user-generated photos, which can't be saved within the app and are viewable for one to ten seconds before disappearing from the recipient's device. *Snapchat's* creators intended the fleeting images to be a way for teens to share fun and light moments without the risk of having them go public. The app notifies the sender if the recipient takes a screen shot of the image.

**Screenshots**





## Gaming



Why do new generations love play video games? Which ones do your new generations like to play?

What are some of the positive - and negative effects video s could have on your child?

Can video games be educational? If so, how? What can new generations learn?

How do you set and manage time limits for gaming in your home?

How do you try to ensure that you new generations play games that are age - appropriate?

How can decision makers steer new generations towards games that are fun and positive learning experiences?

What challenges or concerns have you experienced with your own child around gaming?

How have you handled the situation? What worked? What didn't?

What else do you need to know to help you manage gaming in your family?



# What will you do?

- What will you do to engage your community ?
- What questions do you have?
- What comments would you like to share?
- How will you keep current with what your kid is doing with devices and social media?



Thank You



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