

NEWSLETTER



**IF YOU DON'T KNOW THE SENDER IT'S PROBABLY A PRETENDER!
THINK BEFORE YOU CLICK!**

Inspiring change, Making a difference, managing influence, and navigating change online

Safer Internet Day is the UK's biggest celebration of online safety, helping investigate a variety of topics and concerns online such as gaming, misinformation, online bullying, social media, online child sexual abuse, sexting and more. Now celebrated worldwide, Safer Internet Day 2024 is focusing on the evolution of Artificial Intelligence (AI).



AI refers to the simulation of human intelligence processes by machines, and it is changing how people engage with technology. Advanced AI understands human speech, pictures, and can even speak like a human. Initially developed in the 1950s, AI has long played a part in the technology we use and forms a large part of the devices we use daily, such as phones, home assistants and computers, providing personalised responses and results. However, despite the innovative qualities and impressive use, there are concerns about how we can safely navigate these spaces.

New age AI:



Social media uses AI to increase personalisation and efficiency while delivering relevant content to users. Key applications of AI use in social media include:

- **Advertising management** - AI-enabled tools help manage the adverts you see.
- **Automatic posting and scheduling** - AI tools can integrate with social media platforms to post content at times when they will receive the most engagement.
- **Content generation** - Generative AI can create social media posts with text or images.
- **Content recommendations** - AI tools can recommend video, text, or image content based on your previously consumed content.
- **Video filtering** - AI in facial recognition software helps recognise facial structures to identify users or change facial features.

AI & Snapchat – Snapchat is a popular social media platform that uses AI through video filters to create effects on a user's face.



The app has integrated its own AI chatbot into the messaging section which, according to Snapchat, is designed to have conversations with users and provide helpful information and support. As you input information, through type or speech, the AI searches available databases and forms a response, just as a human would. The more it is used, the more specific it becomes in the user's interests and interactions.

However, Snapchat has recognised that the 'AI responses may include biased, incorrect, harmful, or misleading content. Because My AI is an evolving feature, you should always independently check answers provided by My AI before relying on any advice, and you should not share confidential or sensitive information.'

As the AI interactions perform like real conversations, Childnet has warned about the impact it can have on young people and their mental health. Although it can provide helpful information and support, it can lead to people heavily relying on them and may contribute to feelings of isolation and loneliness.

Snapchat provides information on how to report any concerns through their safety centre and provide information on the tools and controls that users can utilise to manage their experience within the app.

AI & Social Media Benefits	AI & Social Media Risks
Gathering customer opinions to find positive and negative comments or posts.	By recommending content that users express interest in, social media platforms could expose users to questionable content, such as posts that spread disinformation.
Showing specific advertisements to users most likely to engage with a brand based on user data.	Promoting echo chambers, where thousands of users with one opinion continue to share and reinforce a specific viewpoint or belief.
Showing users content, they might like based on posts, accounts, or likes with the goal of further personalising content and improving the user experience.	Having the ability to access and collect data on a user's age, name, location, online activity, and photo metatags.

Using AI responsibly:

When it comes to helping young people use My AI tools on social media, there are a few guidelines parents and carers can follow:



- **Encourage open communication:** It's important to have conversations with your child about their use of the chatbot. Encourage them to talk to you if they have any concerns or questions.
- **Set boundaries:** Establish guidelines for when and how long your child can use the chatbot. This can help ensure that they don't become overly reliant on it for emotional support.
- **Monitor usage:** Keep an eye on your child's use of the chatbot. If you notice any changes in their behaviour or mood, it may be a sign that they're struggling with something and need additional support.
- **Remind them of the limitations of chatbots:** It's important to remind your child that chatbots, like Snapchat's My AI, cannot replace real conversations. Encourage them to seek out real human connections when they need emotional support.

- **Teach them about online safety:** Remind your child to be careful about what personal details they share with the chatbot. Encourage them to only share information that they're comfortable with.

How / who to report concerns to –

If you come across someone on social media that you don't want to speak to anymore, most platforms give you the option to block them, which is found in the 'help' section. Blocking a user can mean different things on different social media sites, but it generally stops them being able to interact with you on that platform. Sometimes it also means they can no longer see anything you post or even find your profile if they search for it.

You can ask for content on a social media platform to be removed by reporting it if deemed inappropriate. You can report any content, such as a post, image, or comment, that is harmful, misleading, or damaging. It could be something someone has posted about you that you didn't give permission to post, or that has upset you. You can report a user or account if they are pretending to be another person or if they are posting harmful content.

For further support on blocking or reporting any online / social media concerns you can seek support from trusted sources such as [NSPCC](#), [Report harmful content](#), [ACT](#), and [Safer Internet](#).



Online Forums/Communities:

Online forums, communities and message boards are on-line discussion sites where individuals can have conversations via posted messages. As of October 2023, Reddit was the 18th most visited website in the world and currently attracts over 70 million active members every day.

Discussion forums have subforums which contain several different topics. Within each topic, a new discussion can be made which is known as a 'Thread'. This can be replied to by as many people that wish to do so.

A user can create a post publicly or anonymously, which is accessed by others at any time. They can post questions, opinions, images, videos or links, users can respond to the post which will create dialogue others can participate in.

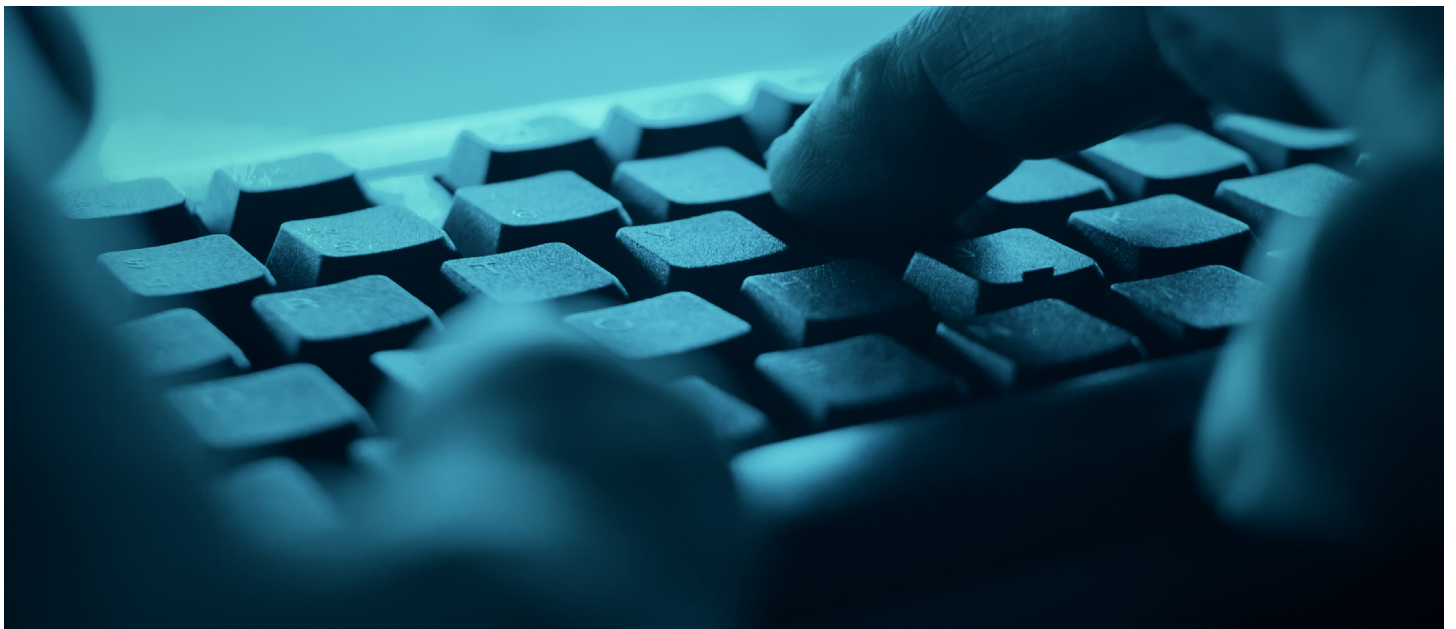
Some people experiencing struggles reach out to friends or family to ask for advice or support. However, increasing numbers are turning to online communities, preferring to seek help from strangers around the world in anonymous support forums to avoid social stigmas.

The Dark Web Explained

The internet has changed considerably since it first became publicly accessible in the 1990's and you may be surprised to learn it comprises of three parts:

- **The Open Web** is what most people are familiar with. Commonly used web browsers associated with the open web are – Google Chrome, Microsoft Edge and Apple Safari.
- **The Deep Web** is a part of the internet that tends to be slightly more hidden than the Open Web. Using the deep web is usually due to privacy, i.e., internet banking or a company's internal intranet.
- **The Dark Web** is the most hidden browser on the internet and is not easily accessible. A common misconception is that the Dark Web is illegal to access, which is incorrect, but it can be a gateway for individuals to access illegal material because platforms used to access the Dark Web make it easier for users to hide their identity. Darknet marketplaces can look surprisingly similar to Open Websites, however these marketplaces are used by individuals looking to sell illegal products and services.

Only 4% of online content is public and can be searched. This is considered to be the surface web. The other 90% of online content is found on the deep web while the remaining 6% is on the Dark Web.



WHAT TO DO IF MY CHILD, OR SOMEONE I KNOW, ACCESSED THE DARK WEB:

1 REMAIN CALM

Try not to make assumptions. If your angry or worried, it may stop your child from telling you why they accessed the Dark Web.

Remain non-judgemental and don't blame you child for anything that may have happened while on the Dark Web. Remind them that you want to make sure they are safe and supported

2 ASK QUESTIONS

Ask sensitive open ended questions. If you don't know much about the Dark Web, don't be afraid to say. Ask your child to explain it to you.

Seek to understand more. You want your child to feel that they can share their thoughts and feelings about their experience using the Dark Web without getting into trouble.

3 SEEK SUPPORT

If you are concerned for your child's immediate safety you must, call the police on **999**.

You may wish to call you child's school to help support you and your child.

For further advice and support about your concerns, you can call the **NSPCC Helpline** on **0808 800 5000**

? Questions to ask the individual using the Dark Web:

1. Why did you want to go on the Dark Web?
2. Has there been a time when you were on the Dark Web, and you felt uncomfortable or unsure?
3. What did you see on the Dark Web?
4. How did you access the Dark Web?
5. Do you think you will revisit the Dark Web?

i Further support:

- [CEOP Safety Centre for online sexual abuse](#)
- [Further information on the Dark Web & how to protect yourself](#)
- [For Parents/Carer, how report a concern](#)
- [AI on Social Media](#)
- [Reporting pornographic material on Childline's remove tool](#)
- [Staying Safe Online](#)
- [NSPCC/Radicalisation](#)
- [Mind Side by Side \(Online Community\)](#)

