



Panel Summary: Cyber Ethics and Civility: Understanding our Responsibilities Online

Moderator: Jim Kohlenberger, Center for Copyright Information

Panelists: Frank Gallagher, Cable in the Classroom; Marsali Hancock, iKeepSafe

Holly Lawrence, Sunnyvale Department of Public Safety; David Ryan Polgar, #digcitsummit, and Digital Family Expert for Ask.fm; Chris Priebe, CommunitySift; Tom Rich, STOPit

Overview: A look at why ethics and civility need to be such an important component of our online lives, and how we can better educate both the young and old about this topic.

Holly started the panel by discussing the disconnect on how well police officers are handling issues of technology in their schools and how do we teach kids how to behave appropriate with regards to technology. She mentioned the importance of proper consequences as well as engaging trained officers to give safety talks.

David spoke about moral guidelines and principles when using technology and that the goal is to have safe, savvy and ethical use of technology, particularly with social media. He brought up the topic of human behavior and the tendency to be influenced by environmental factors and the impact this has on empathy. Chris noted that just because you have the power to do something, doesn't mean you should and that the decisions made online, the posts made online, stay online. Frank agreed that digital ethics is evolving and that many want the same beliefs and values that kids have in their every day life translated into a digital community but that media literacy is missing. He pointed out that digital citizenship should involve a child's whole community, including parents, schools and churches.

Marsali said that many parents don't want to just put kids in a digital environment, but want them to thrive. In order to thrive, Marsali noted that there were six areas that needed to be addressed: balance, ethics, privacy, reputation, relationships and online security. She mentioned the importance of understanding that children are not online and offline but rather that they live, communicate and experience things online and offline and that digital ethics is critical to their sense of wellbeing and their opportunities.

Tom centered on the fact that teachable moments are imperative. Children do not think in the same manner as adults and that ethical standards are different to an adult than a child. Tom mentioned how you want children to step up and make a difference, read out to a trusted adult and let them know when someone is in crisis and that STOPit was created to let students send something anonymously to help someone in crisis.

David expanded on the topic by addressing social nudging. Marsali noted that everything about healthily online and offline lives is the same except for two areas: people are willing to do things with a screen that they would not in person and that when something is digitalized, it is permanent. Frank spoke about how rule based instruction does not work and that teachers and parents need to be empowered to talk about technology. Conversations should take place that allow rules to be created together that embrace technology. Holly mentioned how talking down doesn't work either and that it's important to have programs that parents find engaging and rewarding.

David noted how parents today feel insecure because of app overload and that it's important for parents to remember that they already know the social and behavior skill concepts they want to discuss with their children and need to remember that all that they are doing is applying them to something that is new. Frank pointed out that parents should approach it as reinforcing ethical behavior expectations you already have and apply them to the digital space.

Marsali stated that social norming is one of the strongest motivating factors for behavioral change and that we create expectations of each other and that we cannot address online actively separately from offline actively. David furthered this by reminding the audience that teens need to be stakeholders in their future and feel empowered. Education, empowerment and engagement are vital. Frank said that having trusted adults cannot be overstated, that training is important and social norming is perception based.