

# RSA®Conference2018

San Francisco | April 16 – 20 | Moscone Center

SESSION ID: SEM-M06

## CYBER SMART EDUCATION SEMINAR

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My Digital TAT2



#RSAC



# “App Generation” “Smart Phone Generation” “AO Generation”



- They have never known a phone that wasn't a camera
- They have never known a world without technology
- A generation wired from the crib
- Technology is like air to them
- Growing up with a personal assistant



# In the last 14 years...



**2004** Facebook was created

**2005** average texter sends **35 texts** per month

**2016** average texter sends **2022 texts** per month

**First iPhone** released in **2007**

**First iPhone app** in **2008**

As of **Jan 2017** teens have access to **2.2 billion apps**



# The New Playground



Developmental tasks have not changed

As our children become teens, they are using social media to accomplish the eternal goals of adolescence: socializing with peers, investigating the world, trying on identities, and establishing independence.



# You Are the Expert



If a student is struggling in the “real world” with self esteem, gender identity, body image, they may carry that struggle into their online lives.

The same is true for passions and interests.

Guiding principal: Does it close down their world or open it up?



# The Evolving Landscape



## Searching for Fame and Recognition

- Looking for acceptance
- Hoping to be noticed
- Struggling to stay relevant
- Strategically posting



*"Your online reputation is kind of a trailer to your movie. You have to make people interested enough to watch."*

*-10<sup>th</sup> grade student*



# Virtual Hangouts



- Can be deep or playful
- A way of never being alone
- A way of participating at your own comfort level
- A chance to connect in a busy and overscheduled world



# Is there an “it” site?



*“More platforms are a good thing. You can express yourself in different ways and use them for different things.”*

*-10<sup>th</sup> grade student*





# Opening Up The Digital Dialogue



## Be curious, not furious!

- Tell me more.....
- Hear their perspective
- Help them identify the feelings that come up when using social media

**If they can name it, they can tame it**



# The Digital Landscape



# Instagram



- Private and public accounts
- Form of connection and expression/theme
- Barometer of popularity. Like for a Like
- Can be used for retaliation, exclusion, and sending “Blims”
- Plandids
- Live video and comments with an ephemeral feature - as soon as video ends, it disappears





# Snapchat



- Replacing texts
- Real time stories can cause jealousy and sadness
- Used as a news source
- Ephemeral appeal can cause impulsivity
- Screenshots used for revenge

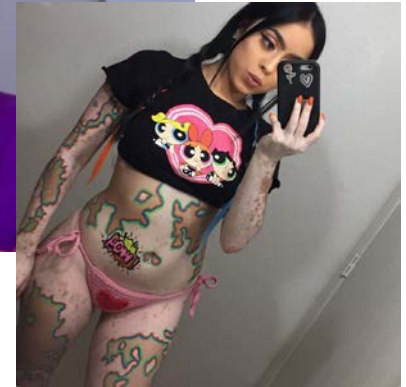


Streaks and scores

# Heroes, Gurus, and IG Model



- Who do they admire and why?
- What is the focus of the content they provide?





- Captioned photos that are intended to be **funny** or publicly **ridicule** human behavior
- **Subculture of fun images**, videos, and references
- Can start funny and become **patronizing and sarcastic**
- Saves time responding by borrowing learned or understood concepts from a photo or memory.
- **Anonymous** - less personalized than having to write or share emotions. A form of support



# Examples of Memes



Ugandan Warrior GF



Logan Paul Suicide Forest

Finishing projects

Abandoning projects

Starting a new project before finishing the

Continuously coming up with new ideas without doing anything



Expanding Brain Meme

# Why are we so obsessed with Memes?



- They are relatable. “You can find yourself.”
- They bring people together.
- They keep up with the times and remind you not to take yourself **too seriously**.
- They help you to be “in the know” about trends and news.
- Satisfies the need for instant gratification
- New form of cartoons (emojis, jokes, sarcasm)



Daquan  
10 billion followers

# What our teens say



*"I like memes because they make me forget about the outside world. I'm lost in the meme and its **dankness**, trying to understand all of it. Memes just help me get through the day."*

*"I guess the world's too serious and jokes lighten the mood."*

*"We all become fans of certain memes and they bring our friend group together."*





# Cosmetics and Gaming



# What is the appeal of “skins??



“Makes you stand out” “Creates envy and awe”

“People get noticed for creativity”

“Looks give advantage and can be intimidating”

“Rarity gives clout” Quality never diminishes

“You to be the person who sticks out or has invested something on looks”

“If you see a basic skin, could be a good target”

# Stay Connected



Don't ban the tool,  
address the behavior.