

Says

Thinks

Be aware
online

Children are
too much
exposed
online

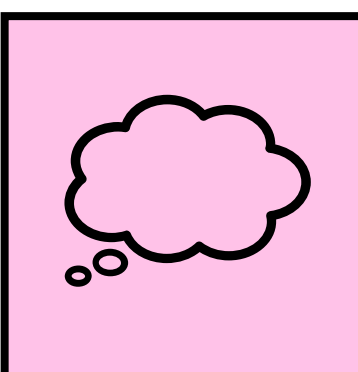
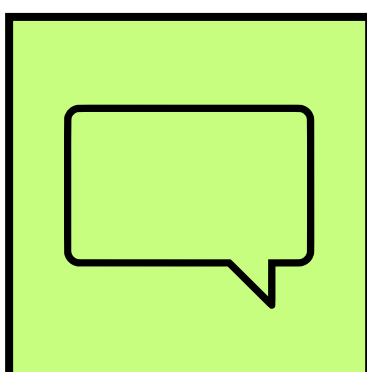
Do not
follow
unwanted
links

Do not share
passwords

Should
make the
internet a
safer place

What if his
kin is a
cybercrime
victim

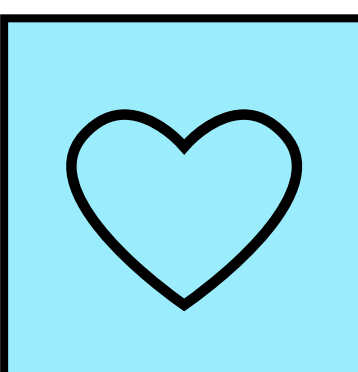
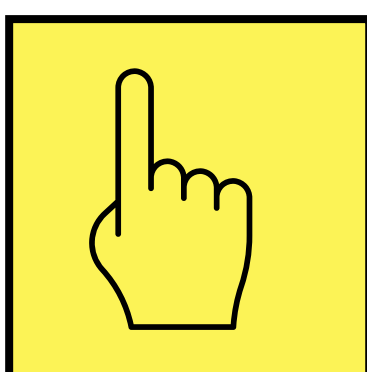
Use the
internet
constructively



To be
informed &
aware of
online activity

A middle aged
working family man
with teen age kids.

Asks his kin
to use the
internet
safely



Fear of his
kin being a
cyber crime
victim

Uses
strong
passwords

Happy if the
internet is a
safer place

Expects a
tool to make
the internet a
safer place\

watches
over the
welfare of
his kin

Does

Feels