In early 2015, 92 percent of teens were reported to have been online at least once a day. If they are not educated on cyber security, this could be a dangerously high quantity of people who do not know the threats of cyber space. Our goal is to create a campaign that teaches people ages 13-17 about protecting personal information, the dangers of downloading illegal movies and music, internet scams, and to encourage responsible behaviors while being online.

A major problem with current cyber-awareness campaigns is that the majority of teens, especially those of a lower socioeconomic class, aren’t aware of malicious dangers online. The bulk of teen’s online activity is on mobile devices, 91% of teens who are online daily are using smartphones and tablets to access cyberspace. In the world today, social media is an extremely effective tool to communicate between many persons in a short and quick fashion. And since our projected age group includes the most frequent users of this form of technology, we are deciding to use it.

Many teens illegally download their music and movies using software could be infested with dangerous malware. Downloading music and movies from the internet is ethically immoral and illegal, yet a great deal of teenagers still continue files from third party websites and apps to avoid paying and for convenience. Their actions can be corrected by using the Plain Folks propaganda technique. We can easily encourage adolescents to safely download content by demonstrating that anyone could fall victim to these types of malicious practices. One of our first advertisements will include an array of teenagers all from different countries pinned on a roulette wheel to symbolize the true randomization of internet crimes. To see a prototype of the advertisement see the attached file.

Unaware users are also susceptible to fall victim to internet scam, such as websites promising that they’ve been entered in a survey and to enter their credit card information, or the newly popular “Nigerian” email scam where scammers trick unknowing victims in foreign countries into sending them large amounts of money. The potential for malware invasion is grand here as well. The most effective way to raise awareness of these internet scams would be to use the testimony propaganda technique, having teenagers hear and see testimonies from victims of scams themselves. The testimonies of people who have had their credit card information stolen or lost large amounts of money would affect the age grouping and make them realize the consequences of poor protection of personal information and how internet scams run adjacent to the for-mentioned.

Overall the theme of our campaign is to institute responsible online behaviors. We believe that our campaign will be more effective than those of the past. Considering 56 percent of teenagers 13-17 access the internet multiple times a day, our advertisements will be more than visible to the average teenager. We know that our campaign will be successful and will affect any young lives.

