

# e-Parents

Assuming an active role in the digital revolution of family life

## #RaiseADigCit

# Why am I here?



**@iWomanish**

- A mother
- Who uses technology
- Whose children use technology
- Who feels responsible of leading a good (tech) example
- Who doesn't believe in "perfect"
- Who enjoys sharing and learning and connecting
- Looking for help and inspiration in challenging times



“ Mamá, lo de “me lo ha dicho un pajarito” es por Twitter, ¿no? ”

iFirst

“ De mayor quiero ser Wikipedia. ”

iHer

“ Mamá, ¿de qué sirve un teléfono que sólo sirve para hablar por teléfono? ”

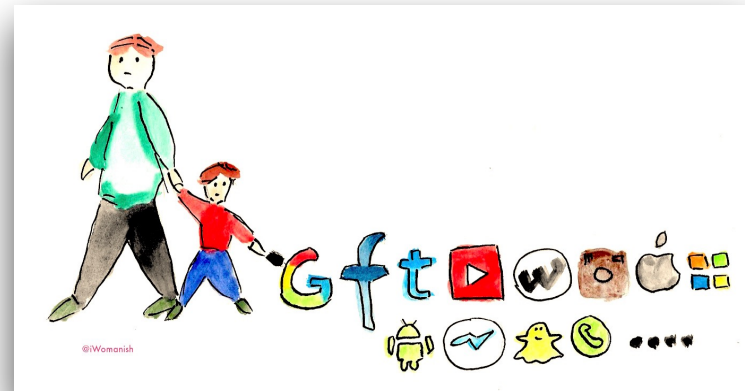
iLast (mirando al teléfono fijo)

## Impact of digital on family



+

## Impact of digital on parenting



# Living the change



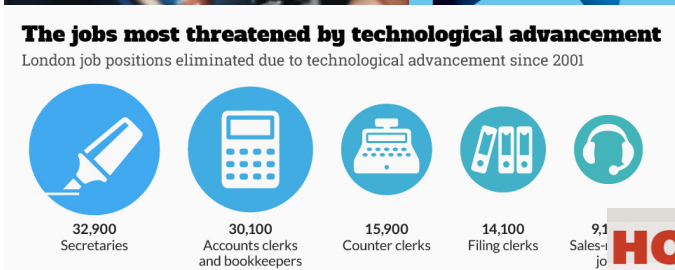
- Our space has **changed**. Time and distance have disappeared or at least have been reduced. We measure them differently.
- Our voice has **changed**. We can all participate. And we can all be heard.
- Our perception of SOCIAL, our language, our jobs have **changed**.
- Our routines and habits have **changed**.



Digital Disruption of LAW  
Requires New Skills & Mindsets  
to Compete - ARE YOU PREPARED?

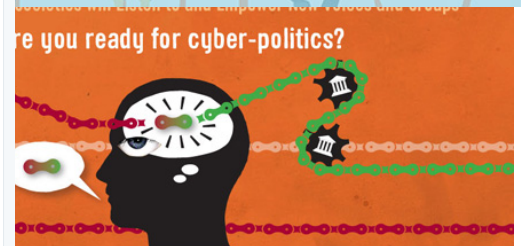


Employers need cyber-security talent, but attracting that talent is a challenge due to a shortage of qualified candidates and the higher pay they can demand.



**WE WANT DIGITAL TALENT**

**HOW THE DIGITAL AGE HAS SHAPED COMMUNICATION MANAGEMENT**



# “Digital disruption”



- Business & Politics.
- Human Resources & Professional Careers.
- Education.
- Communication & Media.
- Romance & Friendship.
- Creativity & Power.

And although no one really uses the concept, **there is a digital disruption, or a digital revolution, affecting family life too.**



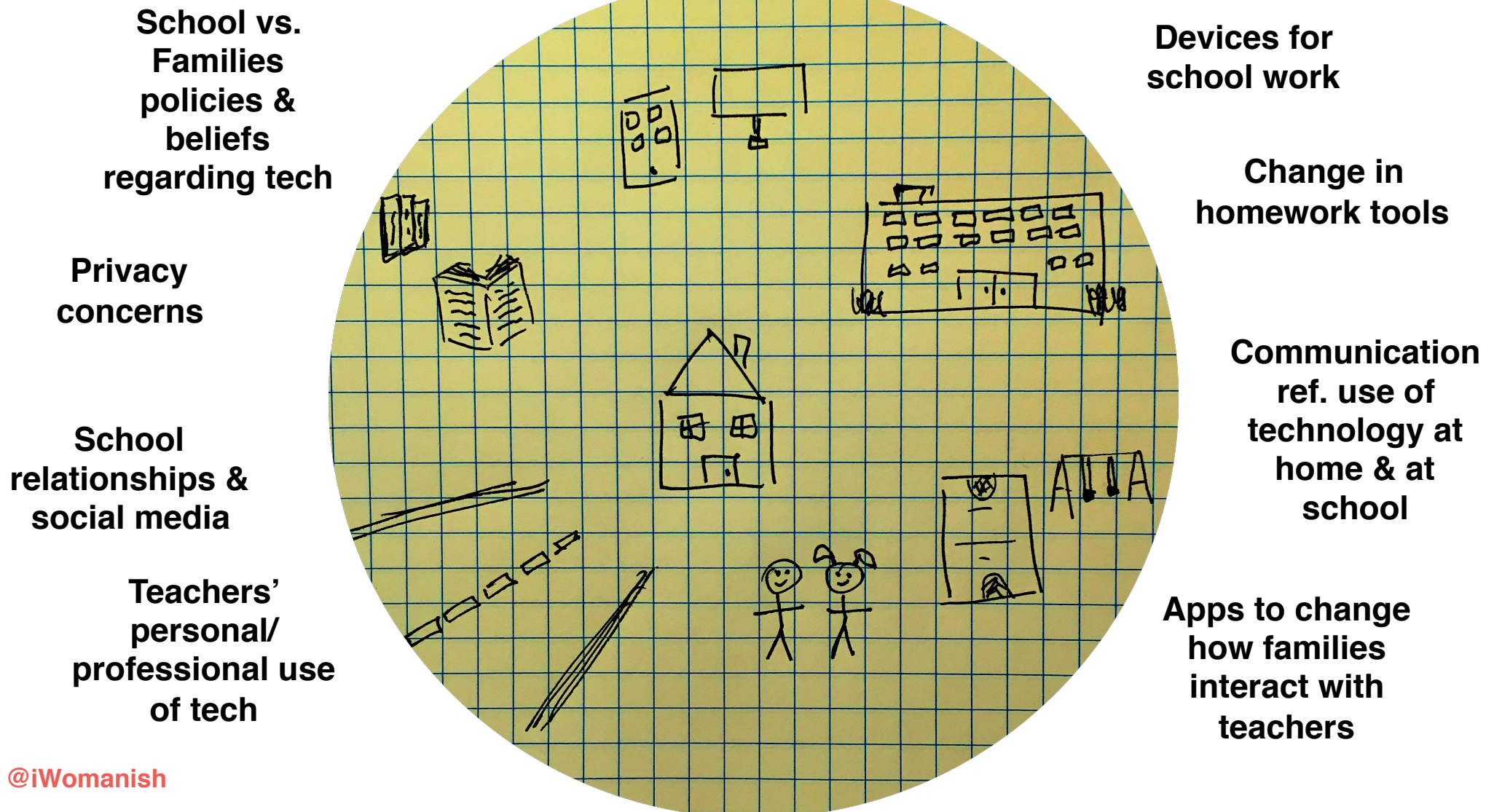
# Digital disruption of family life



How do we communicate with each other, enjoy ourselves, get informed, learn, work, shop, plan, manage, live?



# Digital disruption of family-school dynamics





# #Parenting



- It is hard to adapt to change, yet it is necessary - **RESILIENCE**
- Different generations experience different revolutions - **COURAGE**
- Parents and children alike live in a permanent state of learning - **TALENT**



# #Digital&Parenting



- Technology & Internet have triggered a revolution that has become the change most rapidly adopted by society.
- Kids and parents experience one common world in different ways.
- Just as there are advocates for the use of media & technology by children, there are enemies. There are *techie* parents & technophobic parents.
- Parents cope with controversy and have to make society trends and personal beliefs co-exist.
- Just as there are benefits and advantages due to digital life, there are dangers and disadvantages.
- Any given resource, word, thought and thing becomes alive & meaningful not by what it is but by how you use it.

# #WordsYouHear



Digital natives, digital immigrants, digital literacy, digital gap...

Cyberbullying, phishing, sexting, grooming, griefing, phubbing, FOMO, nicknames

Dangerous apps, privacy, selfie, viral, FF, TBT, parental control, wearables, spam...

Netiquette, screen time, tech Balance, tech-related health issues...

"Right age for a device", "families don't communicate anymore", "do you know who your son meets online", "teenagers are obsessed with number of followers", "Facebook loses young users because they don't want to be seen by their parents", "legally approved age to be on social media or chats", "tablets fry kids' brains", "families don't do sports anymore", "look at what my toddler does with my smartphone"...

Malware, wi-fi, cybersecurity, passwords, personal data, deep web, online predators, GPS and geolocation, picture tagging, QR codes...

# #VoicesTalking...



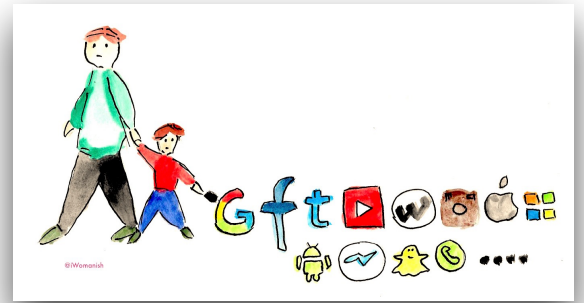
- Here & everywhere. US, UK, Spain.
  - **Prevention message:** Security Forces. Media. Influencers. Law experts. Tech experts. Privacy experts. Health experts.
  - **Learning & Comms message:** tech sector, education sector, app-developing sector.
  - **Assessment message:** public & private companies delivering reports.
- Speech is greatly based on fear. *Let's protect them. Let's limit them. Let's control them. Unplug them.* Or the opposite: *let's boost their intelligence and let's do STEM, scratch, learn to code...* And it's frequently given with regards to older children and teens.
- When targeting parents, the message is mostly about control and potential dangers.

# ...#ToEachOther?



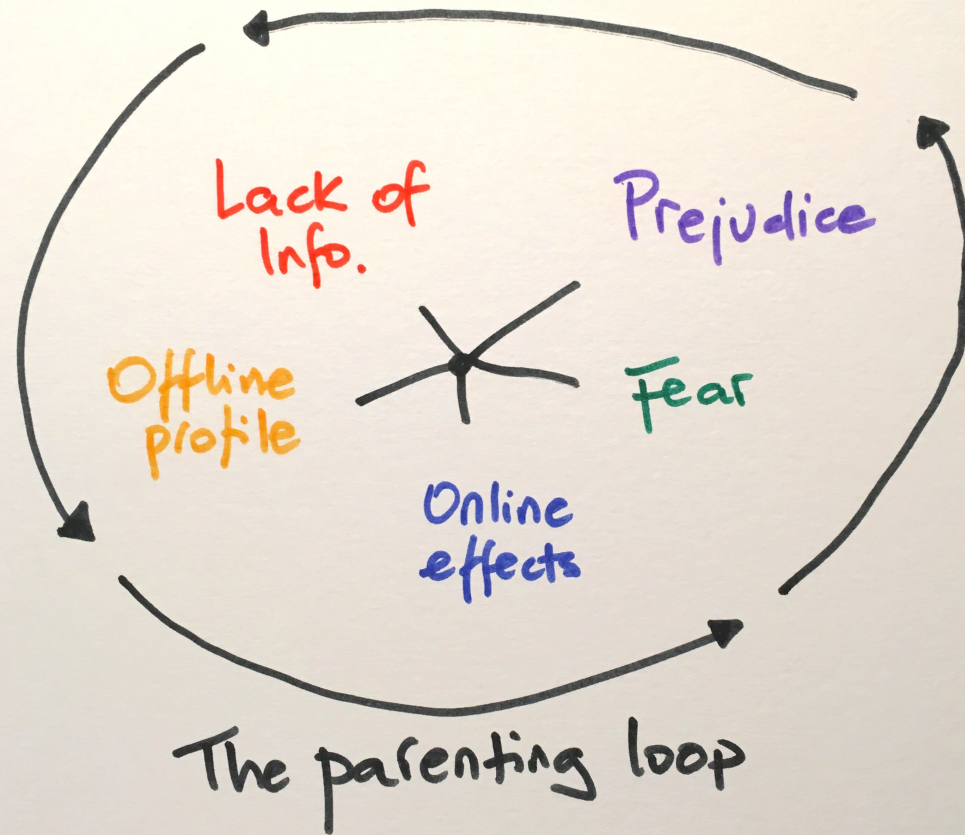
- Is there a real dialogue? Because it seems each niche speaks about its own topics.
- And if there's one dialogue, is it aimed towards the right moment or the right people?
- Are parents listening? If so, where? How many navigate the Internet and use Social Media for other than getting information or relating to friends or working? How many feel negatively towards tech?
- There's plenty of data about iTeens. What about younger kids?
- How do families live this hyper connected world as families?

# #TheParentingLoop



Do parents want to learn?

Too early, too late

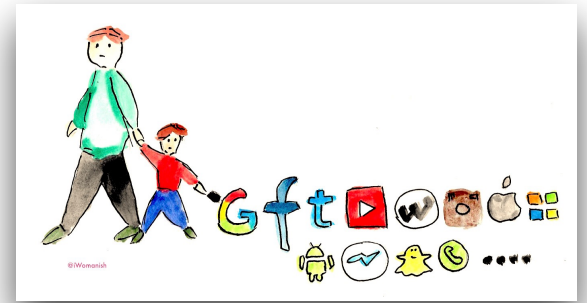


It's overwhelming :(

Tech use by parents

Baby-sitting tech

# #YouCantFightIt



- It doesn't matter how tech-savvy parents are. It's not only about technology. It's about relationships. About people.
- Raising children right now is as challenging as it has always been.
- Digital immediateness and hyper-connection make parents' action more necessary than ever.
- That action should be coherent with the way you are as a family, independent of your digital profile but integrating dialogue about digital.
- **Your children will use technology. The roots you give them as to how to live that use are FUNDAMENTAL.**



# The mountain. The river. The sea.

Who are you &  
where are you?



What will you do & how  
do you want to do it?



Where do you want  
to go?



**DIGITAL  
CITIZENSHIP**

# #KnowYourMountain



What type of (digital) family are you? What's your perception about and your use of technology? What's your example? What can they learn from you? And you from them? How do you feel about your children being connected? Think about it, assume it, then act.

**Healthy Tech**

**No-Tech**

**Tech-savvy**

**Slow-Tech**

**Selective Tech**

**Monitored Tech**



**Tech-obsessed**

**No TV, no  
videogames, no  
devices**

**Just-for-school  
tech**

**Wired parents,  
unwired kids**

**Wired kids,  
unwired parents**



# #MyMountain



**iHim:** very much tech-savvy husband, Apple-addict, knows-it-all about Social Media, fixes everything that's broken, changes wi-fi settings and manages all digital issues.



**iFirst** (11): likes video games, has an iPad, uses tablet, Kahoot & ClassDojo, asks about social media & apps, manages e-mail, Keynote, Powerpoint & Excel; owns account at family cloud with specific rules.



**iHer** (9): plays with apps, listens to music, watches YouTube videos, manages PowerPoint, demands own tablet.



**iLast** (6): plays with apps, watches YouTube videos, dreams of his own smartphone, uses tablets naturally, has no control over time.



**Me:** I have travelled towards digital because of my job. Oh, what a joy to do that trip gradually and what a surprise to see that not everybody did it along with me. I see social friends who behave against my likes and friends who don't do social. I see all kinds of pictures I'd never post. Turning towards digital parenting has been a necessity and not really a decision. I feel a physical need to avoid problems if I can and to have my children do their best. I love what technology has to offer me and, really, I don't want them missing out on such a vast, incredible world. I like sharing what I know, helping other parents, improving my very imperfect style of parenting and most of all learning from people like you :)



# #MyMountain



- ★ We watch TV.
  - ★ We celebrate a daily YouTube family moment.
  - ★ We believe in digital communication.
  - ★ We have all kinds of devices.
  - ★ iHim and I are on social media, sometimes personally, sometimes professionally.
  - ★ Passwords are changed, wi-fi is protected, filters are on, activity is monitored. But no parental control apps or specific software is applied.
  - ★ Connection is all around.
- 
- ★ I'm sort of addicted to my smartphone, not always setting a good example.
  - ★ I check my social profiles daily (most of them anyway) and I know why.
  - ★ I'm all right (or almost safe) when it comes to privacy settings and picture-sharing.
  - ★ I like that my children use tech at school to learn.
  - ★ iKids do use devices, but ON SPECIFIC MOMENTS, with TIME RULES, never outside the house (except for trips).

**We are tech-positive tribe!**

# #NormalizeTech



- Bring Tech into the **family streaming** conversation and learning process (from parents to kids and viceversa).
- Understand the different perception of **frontiers**: clearer for parents, non existent for children. It's ok for that to happen; just be aware of it.
- Children are raised in the **environment** we live in. Right now, that environment is digital, wether we use digital or not.
- **The education process that starts in the mountain is no longer triggering a river. Nor a lake. What comes of it are rapids. Cascades. Everybody has an opinion you're expected to listen, there's more water and pebbles and bridges everywhere. As a family, you don't need to swim, you need to do some rafting.**

# #AddUP



- It's not about changing the way we parent.
- It's about knowing what is **out there** so you can start acting **in here**.
- **It's about balancing new and traditional, about choosing the right moment, about listening and lecturing (yes, lecturing). It's about warning and pushing at the same time.**
- It's about integrating all things digital into the family conversation.
- **It's about knowing what kind of mountain your family is and then moulding the river to follow the best course possible.**

Never too early, never too late.  
#DareTheDigitalParenting...



#RaiseADigCit

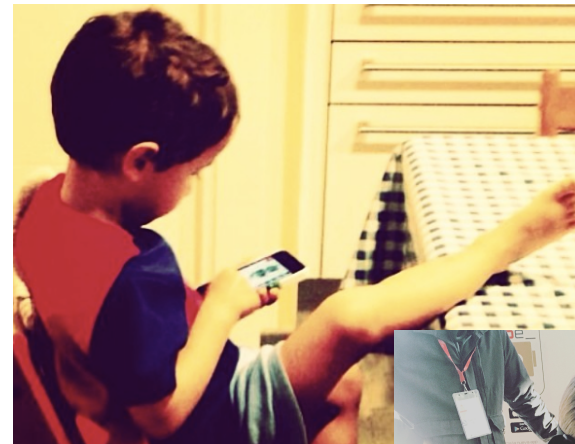


# #StartRafting



- To know is to be able to manage. You don't have to be *techie* or a computer science expert. Use **common sense** and your very well trained learning **curiosity**.

- If you use tech, reflect on how you do it and act.
- If you don't use tech (Really? Not at all?), give it a try.
- If still you don't want to use tech, do speak to your children about it.



# #Time4eDucation

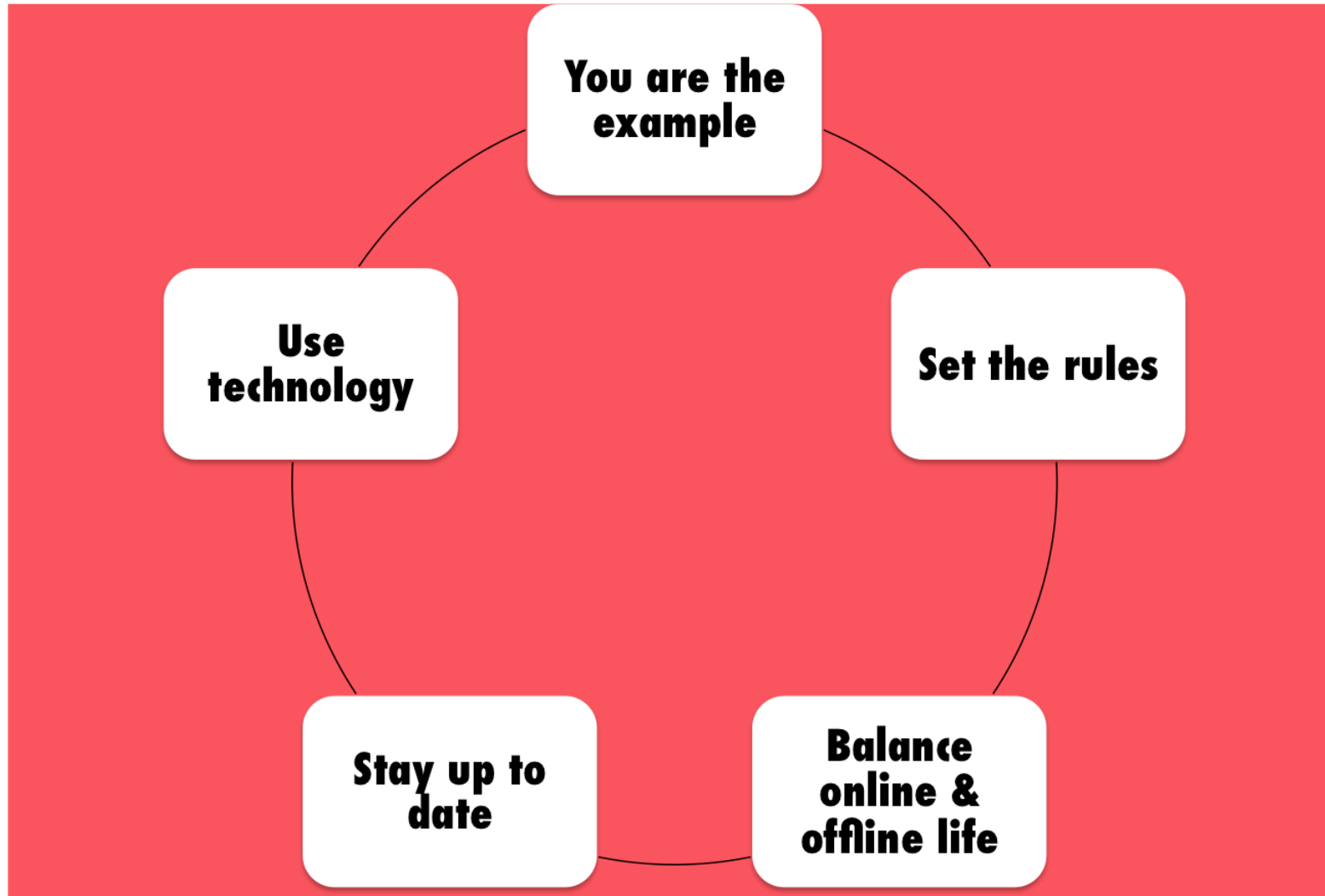


- Parent's involvement is no longer a condition. It is a must. Just as it is with showing **how to use a knife** (good use, bad use, necessary use, transitional use).
- It is not enough to correct when children grow and use. **We need to create healthy tech users.** By being healthy tech users. Or by talking about what is a healthy tech use. By making questions and giving answers.



#RaiseADigCit

# #RaiseADigCit





# #RaiseADigCit



## **Learning**

Critical thinking, creativity, how to search & choose, what to believe...

## **Security**

Separate accounts, knowing passwords, parental control, cloud, privacy...

## **Access**

Rules, contract, screen time, passwords, what for, privacy (again), devices, where, chats/games/videos/homework/browsing, survival kit...

## **Netiquette**

Respect, being positive, self-esteem, credit, the impact of what I share & do...

## **Dialogue**

Parents updated, begin & experience together, face the bad, share the good, digital footprint, decide when & how...

# #RaiseADigCit



- **What do our children expect? What is it like for them?**  
Understanding, guidance, ignorance, limits, access, common ground...
- **What do parents need? What is it like for them?**  
Information, guidance, tips, self-confidence, tech support....
- **Who can we partner with?** Schools, teachers & educators, other parents, tech companies, public advocacy entities...
- **How can we do it?** Together and actively.

# #FollowTips #UseTools



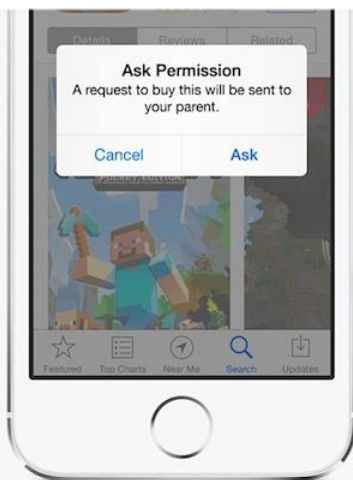
- **Think.** What is your **opinion and level of use** regarding technology, Social Media, wireless-connected life. What is the image you give?
- **Use what fits you or your family best. Tech, social media, parental control, restricted access.** Come on. Why not? Do you think you won't know how to do it? Or do you think you don't need to? Or maybe you just don't want to have a digital life? Maybe you trust your kids or maybe you don't trust them at all?
- **Read. Books, info sites.** What you don't know, get informed about. What you know of and suits you, implement. What you doubt about, ask.
- **Talk. To friends, to peers, to your children.** As early on as you can. Normalize technology. It's here to stay.



Examples of info sources in UK, US

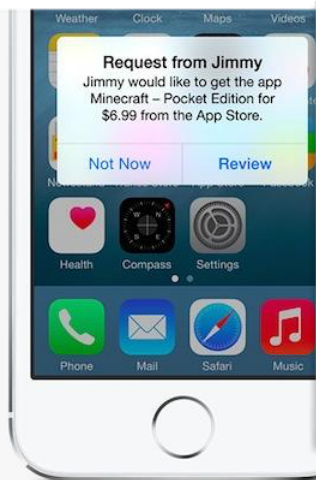
@iWomanish



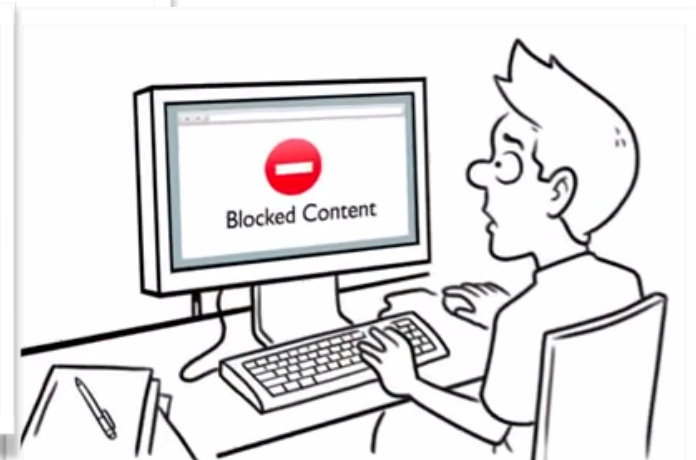


They ask to buy.

Before your children can make a purchase, they must ask your permission.

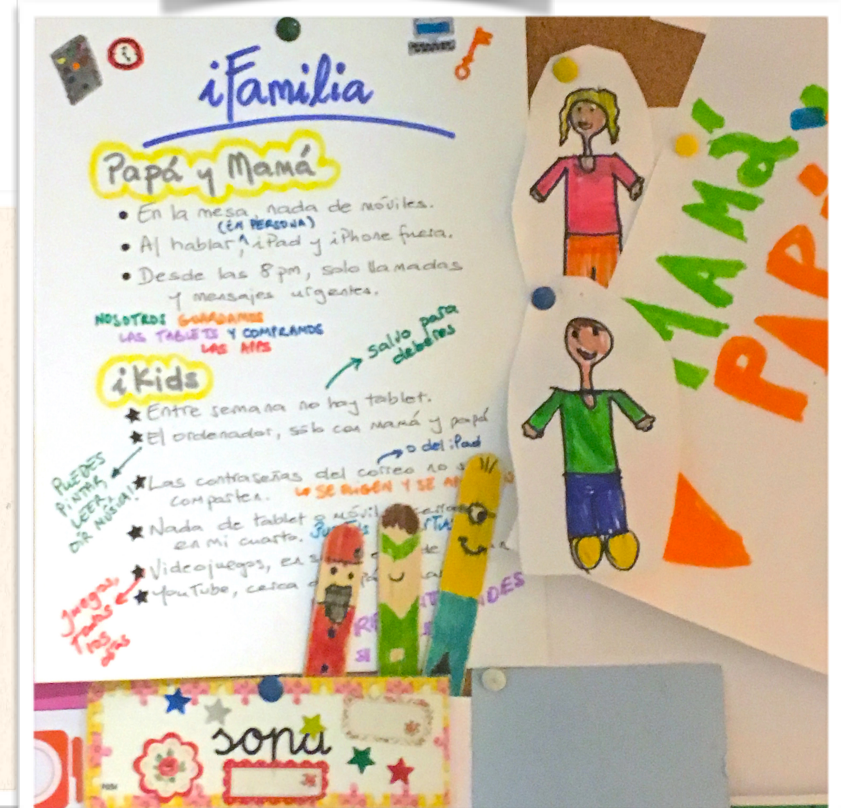
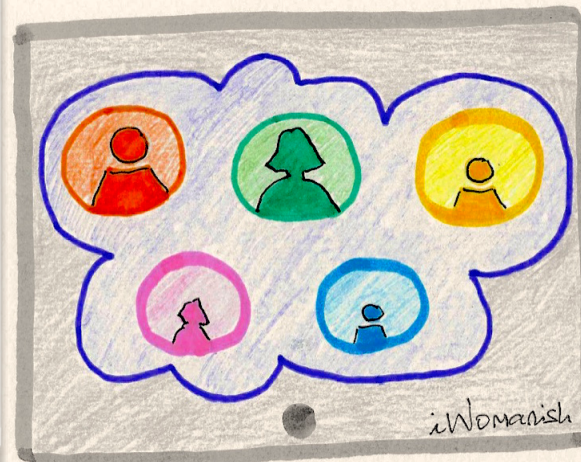
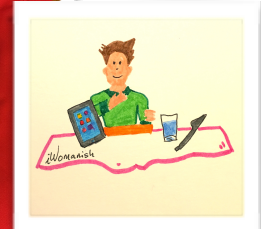


Examples of tools





# #MyRafting



# #LearnTalkLive



- **LEARN, Up to 7, when they're little kids...** Show them how to do it right, by doing it with them. Lead by example. Have the words be spoken and explained. **What matters: filters, time & place limits, example, common rules.**
- **TALK, 8-12, when they grow up a bit...** Give them space to use technology. Praise their work when they do good. Explain mistakes. Use daily life concepts and habits and relate them to digital life. Conversation and example are key. **What matters: do it with them, start with e-mail, talk about netiquette and problems out there, mention names of apps & sites, decide when and where, create time & space limits.**
- **LIVE, +13, when they're teens.** You can't fight it. Let them participate, follow their use, address problems. Talk, talk, talk. **What matters: follow them, know which sites they like, enhance dialogue, time & space limits, common rules.**





# CONNECTED PARENTS for online kids

9-steps map for families in digital times, by @iWomanish



1

## At home, security

firewall, filters, clean devices,  
personalized router, passwords



2

## Parental control

personally and with  
software; restricted  
access & protected  
data



3

## Family cloud

User accounts to manage  
purchases or manage  
kids' e-mails and tech use



6

## create your own resources

rules, contracts, time and  
space limits. Invite the  
children to contribute and  
assess your own media use



5

## Choose what / when

to allow children to  
access diverse  
technology, devices, apps  
and webs, according to  
their age



4

## Stay tuned

about risks, social media,  
popular apps, education  
technology, what they do at  
school or what media / tech  
they talk with their friends  
about



7

## You are example and guide

for your children. They need to  
know we can help, support  
and teach, even monitor. They  
have to know we try our best  
at being good (digital) people



8

## always, always Dialogue and conversation



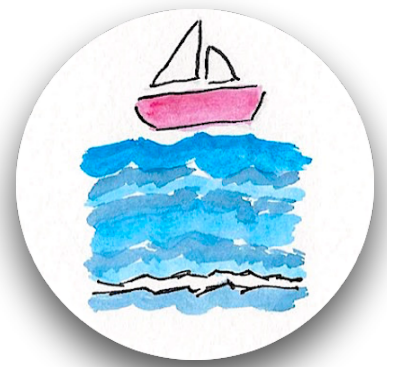
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and as you do with other  
aspects of family life and  
raising your children, be  
informed and avoid  
prejudice

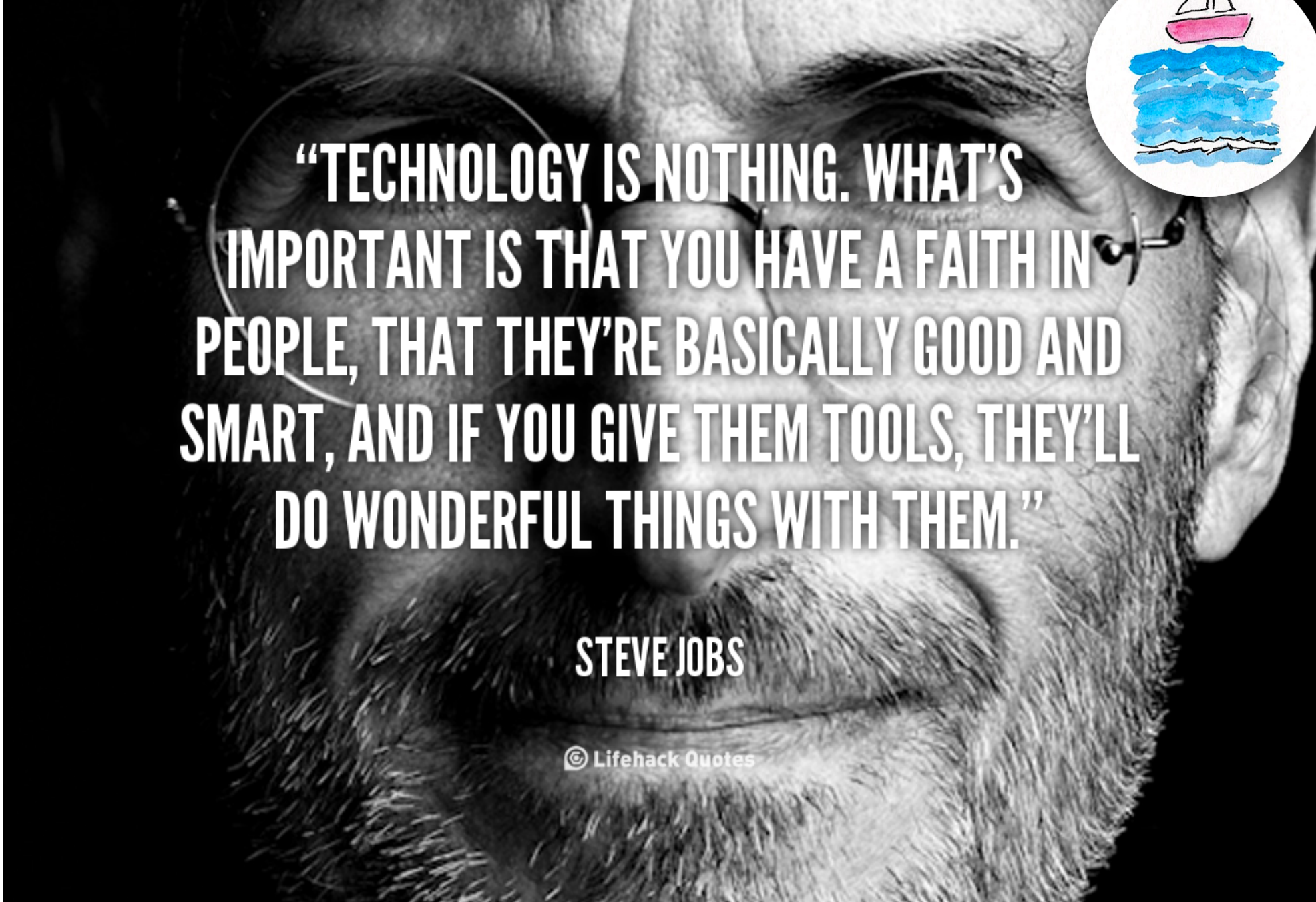
## Common sense



# #Sailing #DigCit



- We don't live in a bubble. Specially nowadays. So parents, as always, have to lead their children to navigate the inevitable sea, any given one. **Sailing safe, swimming to their best capacity.**
- Citizens aren't born. They're raised and keep becoming so along their life. Safe, Savvy & Ethical citizens. And parenting towards achieving that is already integrated in what most parents do:
  - **SAFE** - *Be careful when you cross the street, when you use a knife, when you drive, when you meet a stranger...*
  - **SMART** - *Do your best, give your best*
  - **ETHICAL** - *Respect others, behave, be a good person, care, share, don't hurt if not necessary, apologize if you make a mistake...*
- **Digital Citizenship is just the same.**



**“TECHNOLOGY IS NOTHING. WHAT’S  
IMPORTANT IS THAT YOU HAVE A FAITH IN  
PEOPLE, THAT THEY’RE BASICALLY GOOD AND  
SMART, AND IF YOU GIVE THEM TOOLS, THEY’LL  
DO WONDERFUL THINGS WITH THEM.”**

**STEVE JOBS**

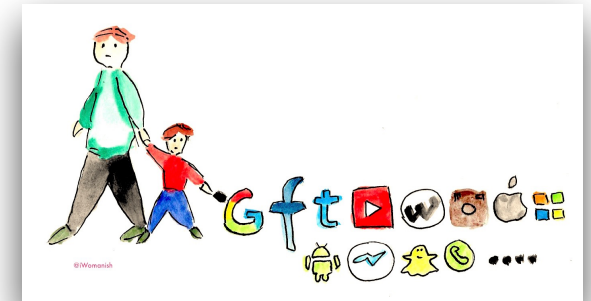
© Lifehack Quotes

# #LastFacts



- ***Your children are using technology at school.*** Do you know how or what for?
- ***They probably use your devices (or their own) from time to time.*** Do you care?  
How do they use them and what for?
- ***They certainly will use tech in the future. Increasingly so.*** Have you realized it?  
What part of media or tech engages them more?
- ***If you get involved in letting them know how, you will be helping them be better prepared to face the sea.*** Do you want to? What concerns you?
- ***And the good news... It's about learning a bit and talking a lot. About normalizing the change without making it invisible.*** Are you ready?
- ***Figures state that digital parenting is evolving and improving. Becoming real. But we still have a long way ahead of us.*** Please dare. Commit. Act. Your iKids will appreciate it.

# #LetsTalk...



**Parents:** do you live some digital parenting? Do you live any kind of digital life? How do you manage screen time or access to adequate contents when kids are young? Do you implement some kind of parental control? What concerns you most?

**Children:** how do you perceive your parents when it comes to their digital knowledge? Do you want them to know more? Do you miss something you'd like to learn at home? How much technology do you use at home? Do you receive the same messages at school and at home with regards to Internet safety?

**Educators:** do you miss more digital education involvement by parents? Do you feel your students know more than you? Do you feel whatever Internet safety messages you pass on to your students is lost due to it not being shared by families?

**All:** how do you feel Internet safety and children digital lives is managed, perceived and promoted in your country? What is HEALTHY TECH USE? As long as it involves security, respect and intelligence, should it depend just on the type of person or family you are?



be the digital change  
#digcitsummit

# #RaiseADigCit





# Thank you, #DigCit

[www.iwomanish.com](http://www.iwomanish.com)

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