



What is on Your Device?

2023 KAFCE Leader's Guide

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Educational Goals:

Participants will become informed about social media and decide which platform to use.

Participants will become familiar with smartphone or electronic device terminology, time lines, news feed, status updates, privacy settings.

Community Awareness:

Invite non-members to a discussion of social media. Conduct informative classes to learn how to use smartphones.

Short History of Communications

The way people have communicated long distance has evolved from smoke signals, knotted encrypted ropes, messages sent by fleet-footed marathon runners, carrier pigeons, yodeling, ringing bells, flashing lanterns, and flag signals to sleek smartphones or other electronic devices.

1838: Samuel Morse transmitted messages by a pattern of sounds over wire, Morse code.

1876: Alexander Graham Bell invented a way to transmit speech electronically, telephone.

1880: Bell improved his invention, resulted in a photophone, capable of sending sound on a beam of light. This could have been the first wireless call.

1915: Bell made the first coast to coast telephone call from a land line.

1946: First automobile-based phone call.

1947: The transistors replace the vacuum tube systems allowing the merging of computers, thus the beginnings of smartphones.

1973: The first cellular mobile call was made. Drawbacks were it took a year to recharge after 30 minutes of talk.

1977: FCC launches first primary cellular test network in three cities.

1983: Motorola release a mobile telephone that had 1 hour of talk time, nicknamed the "Brick".

1989: Motorola replaces the "Brick" with "MicroTAC", weighing 12 ounces.

1992: World's first commercial text message.

1994: The first smartphones were available to purchase, created by IBM, called Simon Personal Communicator (SPC), had a touch screen and could send and receive faxes.

1995: First personal cellular phone communications service network opened by Sprint.


2003: Phone calls can be transmitted over internet protocols, avoiding long distance charges.

2010: The first 4G handset is released bringing data onto consumer's smartphones.

Our means of communication has greatly changed. From very limited options, to so much "stuff" that one can become overwhelmed trying to learn new techniques and their meanings. The following may just skim the surface of the "new world".

Smartphone Basics

What makes each smartphone different from another are the operating systems developed by that company. Whether it is Apple's iPhone, Samsung's Android or other brands, each smartphone uses shortcut icons or symbols representing an App (application). Apps allow a user to go directly to the program or website one wants to access. Common functions or programs would be phone calls, text messages, email, browsing the web, camera for taking pictures or videos, a store to acquire more programs, and settings for adjusting the phone's features.

Accessing the Internet can be surprising easy from almost anywhere. That connection can be made through mobile data (3G, 4G or LTE) or being within range of a nearby Wi-Fi . When a smartphone, or other mobile device, was purchased, a contract or plan would specify services, the amount of data allowed each month and the consequences of exceeding that data usage limit. Data usage does not count against the contracted plan when the device is connected to the web by Wi-Fi. This connection could be at home, work, stores, library or other locations.

To connect to a Wi-Fi system for the first time, locate your device's Wi-Fi feature in the Settings. Turn the Wi-Fi feature on and a list of nearby networks will open up. To join a network, tap the one you want. If the network is secure, a password will be requested. When done, the device will remember the details, including the password, to automatically connect to that same network. Changes can be made in Settings and with that named network to either Forget or Modify. (Hint: Before binge watching, be sure the device is connected to Wi-Fi. There are times when a device fails to automatically connect, even at the home, or the router needs to be rebooted.)

There are two types of public Wi-Fi networks –*unsecured* and *secured*

- ❖ When a device is within range of a network and there is no prompt to enter a password, login or any other security feature, this is an *unsecured network*.
- ❖ A *secured network* requires a user to agree to legal terms, register an account or type in a password before connecting to the network.

Regardless of the type of public Wi-Fi connection, *use with caution*. Don't access a person's bank accounts, or other sensitive personal data, on unsecured public networks. Use your best judgement if you must use public Wi-Fi.

Frequently there are breaking news stories concerning social media, who said what, pros and cons of the its use and abuse, cyberbullying, and mental health concerns.

What is Social Media used for? Individuals use social media to express themselves, discuss their interests, connect with friends and grow their careers. Different social media platforms are used for different specific purposes.

Types of Social Media:

Social Networking - Most common platforms are **Facebook**, **Twitter**, and **LinkedIn**. They allow user accounts to interact with each other. On all three networks, users can easily communicate with others through simple actions like tagging, hashtagging, commenting, private messaging, reacting to posts and re-sharing content.

Photo Sharing - Major platforms are **Instagram** and **Pinterest**. Instagram offers a visual feed with posts showing photos and short videos followed by a caption. Users can also post live video or create Instagram Stories that disappear after one day.

Video Sharing - Examples of Major Platforms: **YouTube** and **Vimeo**. Video can be helpful to provide product demonstrations. This platform allows longer video, has bigger audience base and very community driven.

Interactive Media - Examples are **Snapchat** and **TikTok**. Apps like Snapchat and TikTok allow users to share photos and videos, they also have a variety of unique interactive and highly experimental features. These two apps include AR/VR filters, musical overlays, and interactive games. Their audience bases are also prominently Gen-Z. Access YouTube, search for “How to use Snapchat for Beginners”, explains how to download the app, setting up an account, contacts, filters and other important features. TikTok is an app based on short, repetitive clips.

The Top Social Media Sites and Platforms:

Facebook has been dominate but TikTok and Instagram have seen enormous growth. Facebook is now favored by an older user group. While the Gen Z and Millennials have moved to Instagram and TikTok. MAU=Monthly active users.

Facebook: Launched in 2004, MAU: 2.7 billion. It is a social networking site that makes it easy to connect and share with your family and friends online. Originally designed for college students it was created in 2004 by Mark Zuckerberg while attending Harvard University. By 2006, anyone over the age of 13 with a valid email address could join Facebook. **Terminology: Like:** Clicking Like is a way to give positive feedback and means you were interested in what a friend was talking about. **News Feed** is a constantly updating list of stories on homepage. It includes status updates, photos, videos, links, App activities, and Likes from the people you are associated with. **Wave** is a feature when others are trying to get someone’s attention or say hello. **Friends** are the people you connected and share with. You can send as well as receive Friend requests from other Facebook members. (WARNING: If you already have a person on your Friends list but receive another Friends Request, that friend’s account could have been hacked. DO NOT Accept.) **Groups** make it easy to connect with specific sets of people. **Tagging:** A tag links a person, page, or place to something you post. Like a status update or photo. For example, you can tag a photo to say who’s in it or post a status update and say who you’re with or where you are. **Timeline** is where you can see your post or posts you’ve been tagged in displayed by date. It’s also part of your Profile.

Why is Facebook privacy important? If you choose to share your life with others publicly on Facebook, those who also have Facebook accounts will be able to search, find and view what you are posting. This could impact your privacy. Do you wish to share personal information? Your profile could include where worked, schools attended, places lived, gender, birthdate, photos, groups, comments and more. Third-party websites and applications can access and share your Facebook account information.

If you want to stop certain people from bothering you on Facebook, you can block them. When you block someone, that person can no longer communicate with you or send friend requests. To access these settings, navigate to the Settings page, then select Blocking. From here, you can block users from contacting you on Facebook. Just enter the name of the person you want to block, then click Block. You can also block entire applications if you want to stop receiving invitations to certain apps and games.

Keep in mind that Facebook's advertising policies are complicated and can change without much notice. If you're not comfortable sharing this information with advertisers, it is recommended blocking ads from accessing and displaying your information. To access these settings, navigate to the Settings page and select Ads.

Facebook Privacy Settings: ONLY ME: Anything shared, saved or posed with this option will only be visible by you. LISTS: You can select to share with lists of which friends to help keep sensitive information from some people. (But will your friends then share with their others who don't have strict privacy settings?). FRIENDS: This is the most common option, sharing with everyone you've added as a friend. (There are also options to unfriend a person.) PUBLIC: This is the least secure privacy setting. It shares information with everyone on Facebook. (Remember, MAU: 2.7 billion).

Even if you customize your privacy settings, it's important to understand that the things you share on Facebook are visible to a lot of other people. For example: If you post a photo on a friend's Timeline, by default that photo will be visible to all of your friend's friends on Facebook, not just the person you shared it with. This is one reason people enjoy using Facebook. It's easy to share with lots of people at the same time. But it can also be a reason for staying away from sharing anything yourself on Facebook.

By Default, Facebook is allowed to use your information and activity in advertisements on Facebook. For example, a game can use your profile picture and game activity in ads to encourage your friends to play. Whenever you like something on Facebook, businesses can use this information to advertise to your friends.

WhatsApp: Launched: 2009, MAU: 2 billion. This is a cross-platform messaging app for smartphones using the phone's internet connection that allows sending text messages, pictures, videos, documents, voice messages and make voice calls. Everything sent via WhatsApp is protected with **end-to-end encryption**, meaning no one else can read or listen to your messages or calls aside from you and the recipient. **Why use WhatsApp?** It may seem similar to standard texting and calling, but it has some features and benefits that make it another option. Instead of sending through a cellular plan, WhatsApp uses the internet. Features and benefits are free: international calls, send documents as large as 100MB, including PDFs, Word documents, spreadsheets, and slideshows, and if you have no cell service but Wi-Fi connected, still make calls and sent texts. But if there is not a Wi-Fi connection, this will use data from your phone's plan.

Instagram: Launched: 2010, MAU: 1.16 billion. This is a popular photo/video-sharing social media app for smartphones made by Facebook. **Why use Instagram?** Compared to other social medias, this app is very simple. Rather than having many different features, Instagram has is just about sharing and seeing photos. The photos can be changed by applying filters giving them unique looks. **Is Instagram appropriate for everyone?** To create an account, like other social media, the user must be at least 13 years old. Occasionally, users may encounter inappropriate content on this platform, but Instagram does have strict rules banning nudity and other types of offensive posts. **Positives** of Instagram: Self-expression, community building and emotional support. **Negatives** of Instagram: Fosters negative body image, poor sleep habits, increases bullying and “FOMO” (fear of missing out). Instagram and other social networks have been found to lead to greater feeling of anxiety, depression and loneliness, especially among teens

TikTok: Launched: 2016, MAU: 689 million. Owned by Chinese company ByteDance. TikTok is the hottest social media app of the day. This social media company’s mission is to inspire creativity and bring joy. Users can make videos that range between 5 seconds to 3 minutes. **Is it safe?** TikTok does not have end-to-end encryption like other apps, making it unsafe to send private or personal messages or photos. If a user does not recognize a link or account, do not click on the link, better yet is to block the post. **Negative effects** of TikTok and other social media platforms are the results of cyberbullying, such as depression, anxiety, anger, isolation and extreme stress.

7 Reasons TIKTOK is bad for everyone (Dan Price):

1. **Chinese Influence:** TIKTOK has its share of controversies which can be traced to ByteDance, Chinese company. The social media has been removed or very restricted in some parts of the world. Even in the USA, it was almost banned.
2. **Is Bad for Your Brain:** The short video format has been linked to decreased attention span by the very young who use the app for more than 90 minutes a day. More than 60% of the users are under age 24, whose brain are still not fully developed.
3. **Censorship:** There is no list of banned words or phrases. Some marginalized communities have become more excluded with tags removed from their videos/photos. Users who protested racism in their videos reported decrease of popularity. This has been investigated by *The Intercept* who in March 2020 obtained internal TikTok documents that said moderators needed to suppress posts by users who were "too ugly, poor, or disabled".
4. **Don't Try This at Home:** Some “challenges” have been harmless fun and used to raise money like the “ice bucket challenge”. Others “challenges” encourage reckless and dangerous stunts, causing property damage and bodily injury such as “planking” (putting people atop skyscrapers or on train tracks); “penny challenge” has started house fires; "skull breaker challenge" involves intentionally tripping people up; and "devious licks" challenge. The challenge encourages students to steal or vandalize school property.
5. **Data Collection:** TikTok is a danger to your privacy. Is it worth it for 15 seconds of fame? In its privacy policy, TikTok says that it collects the "information you provide in the context of composing, sending, or receiving messages." Users don’t ever have to send videos, yet TikTok is gleaning your personal information. It requests access to your

phone's model, screen resolution, current OS, phone number, email address, location, keystroke patterns, and even contact lists.

6. **Security Issues:** The TikTok app is very vulnerable to hackers who use SMS messages to gain unauthorized access to accounts to questionable security of the use of HTTP AND HTTPS when delivering videos.
7. **Worrisome Content:** Research has proven that bad social media is harmful for your mental health. Cases of the social media scourges are harassment, abuse and cyber bullying. Other problems include uploaded sexually provocative content, ex-partners upload disdainful content seeking revenge or users criminally prosecuted for “violating public morals”.

Snapchat: Launched: 2011, MAU: 433 million. **What is Snapchat?** It is an interactive social media for smartphones. Snapchat allows text messages, pictures and short videos to be sent. What makes this unique is that most messages are temporary, once shared, it can't be viewed again. **Why use Snapchat?** Most other social media's posts are saved indefinitely. Imagine some funny, unflattering, and embarrassing posts being view years later by future employers or college entrance boards. Some special features, drawings or illustrations, can be added to the photos. Plus the app does have a memories feature that allows to save favorite photos and videos.

Pinterest: Launched: 2010, MAU: 416 million. This is a photo sharing social media. The most popular content includes fashion, food, décor, wedding, and DIY related pins. **Why use Pinterest?** People use the internet to search for information. Pinterest offers a way to organize and share that information. This like a bulletin board or scrapbook but in digital form. Ideas are saved to a board. Clicking on a pin opens a link to the original website. Or users can follow other pins or boards of similar topic.

Twitter: Launched: 2006, MAU: 353 million. Twitter is a social networking website primarily used on mobile devices. Each post is limited to 280 characters (all letters, spaces and punctuation marks are counted). **Twitter Terminology:** **Tweet:** A 280 character message. **Retweet (RT):** Re-sharing or giving credit to someone else's tweet. **Feed:** The stream of tweets seen on your homepage. It's comprised of updates from users you follow. **Handle:** Your Username. **Mention (@):** A way to reference another user by his username in a tweet (e.g. @SPL). Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm. **Direct Message (DM):** A private, 280-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you. **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion. A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time. **PRIVACY SETTINGS:** Everything on Twitter is public. Anyone can see the Tweets sent, even those who do not follow your account. However, there is an option that will allow you to approve who can see the posts. In Settings, locate and enable the option to Protect My Tweets.

At the time of this writing (May, 2022), the news about Twitter is the purchase of the company by Elon Musk. If the acquisition does proceed, Elon Musk states he will make changes to Twitter.

Other topics for discussion:

“The Problem with Grandparents Posting Photos of Their Grandkids Online”. An essay by Kate Stone Lombardi, March 26, 2022.
<https://www.goodhousekeeping.com/life/parenting/a39354905/grandsharenting-grandkids-photos-online-privacy/>

On average, 1,500 images of a child is shared/posted before their 5th birthday. Those images may be seen by complete strangers and it is on the social media *forever*. So what is the “big” problem? Privacy. Some parents will post a child’s every move while other parents forbid any posting.

Other concerns are **identity theft** and **child pornography**. “Research by the Bank of Barclay’s revealed that parents’ oversharing would likely result in up to 7.4 million cases of identity fraud by 2030, costing the future generation more than \$900 million. It’s all too easy for fraudsters to put together names, birthdays and even addresses from online family posts and then use this information to steal an identity. It’s also useful for cracking passwords. Think of common security questions — birthplace, name of school, favorite sports team or pet — all information regularly revealed online.” Identity theft of a child may not be discovered until later in life when applying for loans or credit cards. Credit card monitoring should be done not only by adults but also on a child’s account.

Privacy settings on social media are not entirely private. Photos can be downloaded and reposted. Or someone can take a screen shot then reuse or edit the image (think of child pornography). “According to Leah Plunkett, the author of *Sharenthood: Why We Should Think Before We Talk About Our Kids Online* and a law professor who specializes in children and digital media, we now know that many pornographic images are pictures of real kids, taken offline and photo shopped. A 2019 study done by Australia’s Children’s Esafety Commission found that of 45 million images of children on pornographic sites, roughly half were taken directly off social media.”

What are proud parents and grandparents to do? Have discussions about content of images, what platforms are and are not acceptable, when is the appropriate time to share (don’t scoop a photo before its time), reveal the privacy settings being used, negotiate compromises, such as digital frames, or an actual “brag book” and establish specific guidelines, use of names, showing of faces or identifying geographic location.

In America, parents and grandparents have broad freedom of speech protections, so their online behavior is not tightly regulated. In other countries, this protection is not always held.

Are Instagram and Other Social Media Bad for Your Teen’s Mental Health? From Jefferson Health, Home of Sidney Kimmel Medical College, Philadelphia, PA.

Teens spend as much as nine hours per day on social media, according to a recent study by Common Sense Media. How is this good? The positive aspect is teens are connecting with friends. How is this bad? The “always-on” social media can be exhausting and takes a toll on a teen’s mental health.

“The UK’s Royal Society for Public Health surveyed 1,500 teens and young adults about their social media habits. They found that Instagram and other social networks are associated with high levels of anxiety, depression, bullying and a “fear of missing out (FOMO).” They can also foster a negative body image and poor sleep habits.”

“As this study and others have suggested, the more social media young adults consume, the more likely they are to report depression or anxiety,” said Stefanie Lopacinski, Ed.D, LCSW, a behavioral health consultant at Abington-Jefferson Health. Physical comparison is a big issue with social media,” said Lopacinski. “We take everything on social media at face value. However, selfies manipulated with filters and editing programs are the norm now.”

This constant comparison to unrealistic ideals can result in low self-esteem, self-doubt, poor body image and fear of missing out. Teens can take steps to protect themselves. Lopacinski suggests ideas such as:

- Mindful Media: Being aware of the physical and emotional effects of social media, clenched jaw and teeth, shoulders raised and tight, happiness, laughter, contentment, and being self-judgmental.
- Facebook Friday: A reminder to use social media once a week. This strategy works equally well with other social networks (e.g., “Snapchat Saturday” or “Twitter Tuesday.”)
- Facebook Fifteen: Limiting usage to 15 minutes for any social network.
- Nothing but Notifications: Logging in and checking only when you receive a notification, which limits your interaction to close contacts and eliminates mindless scrolling.

Reviewed by Helen Gregg, retired public school educator and public library technology manager.

Other topics that may be explored: *Is Cyberbullying a Crime?* <https://www.makeuseof.com/is-cyberbullying-a-crime/>

Resources

<https://www.mitel.com/articles/history-telephone>

<https://blog.hubspot.com/marketing/which-social-networks-should-you-focus-on> , Pamela Bump

<https://www.searchenginejournal.com/social-media/biggest-social-media-sites/>

<https://edu.gcfglobal.org>. Free on-line learning site.

<https://edu.gcfglobal.org/en/twitter/what-is-a-hashtag/1>

Google Search: What is Instagram, by *Insider* researcher, William Antonelli, December 14, 2020.

7 Reasons TIKTOK is Bad for Everyone. by Dan Price, published October 24, 2021.

<https://www.makeuseof.com/is-tiktok-bad/>

<https://www.abingtonhealth.org/healthy-living/health-news/library/articles-related-to-general-health/are-instagram-and-other-social-media-bad-for-your-teens-mental-h>