

Yes



Digital Thumbprint Mid Year Report

1 Apr - 30 Sep 2017

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OPTUS

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Welcome to
Digital Thumbprint
Digital Insight



"The Internet is the most transformative piece of infrastructure ever created. It has changed the world, it has changed history, it has changed us. It has transformed the way we learn."

Malcolm Turnbull,
Prime Minister of Australia





Why Digital Citizenship?

Generation Z (those born in or after 1995) is the first fully global generation, shaped by the 21st century, connected through digital devices and engaged through social media. More than any other generation, they are extensively connected to and shaped by their peers, and as a result have a strong desire to share in the connectedness that comes through digital communication.

By age 11, more than 92% of students have used social networking; by age 17, this increases to 99%.¹

Today's youth have much to celebrate and embrace from the immersive online world. The combination of mobile devices, the internet, and social media create unprecedented opportunities for individuals to create content, engage in creativity, build connections with people, access news and information, and learn about the world and each other.

This means that asking young people to switch off their devices is not simply asking them to change activities, it's asking them to cut themselves off from their friends, networks and opportunities.

Despite the many opportunities the online world brings, the new digital world, like the 'real world' is imperfect. For young people, issues like cyberbullying, 'sexting', gaming addiction and information security can be faced every day. Parents and teachers acknowledge the importance of these issues and want to engage, yet they don't necessarily feel equipped to have the right conversations with their kids in the right way.

Optus acknowledges that the solution lies in positive communication, education and empowerment. Through our programs we aim to create a community of young people whose participation in the online space enhances the wellbeing of themselves and others.

92%

By age 11, more than 92% of students have used social networking.

99%

By age 17 students using social networking to communicate and interact increases to 99%.

¹ Like, post, share: Young Australians' experience of social media, in ACMA quantitative research report. 2013, Australian Communications and Media Authority.

About Digital Thumbprint

Optus has a long history of supporting the community and making a positive impact. Our Corporate Social Responsibility is focused on empowering our next generation to be the best one can be, to learn and to enjoy a bright future.

Digital Thumbprint is an award-winning digital citizenship program offered, at no cost, to secondary schools in New South Wales, Queensland and Victoria. Conducted by world-class facilitators, the interactive, curriculum aligned educational workshops take a fun approach, with students learning how to be responsible, safe and smart online, addressing how we should behave in the online space to safely harness its full potential.

We're thrilled that through our Digital Thumbprint program, over 167,935 students have learned to be safer and smarter online.

167,935

Digital Thumbprint has reached over 167,935 students since its first program in 2013.



The program reaches students across New South Wales, Queensland and Victoria.

Our Workshops:

Digital Insight

(Year 7 & 8 students, ages 12 to 14)

Digital Insight is the first of three workshops in the Digital Thumbprint program. It covers information privacy and safety online, specifically, effective personal security practices, terms of service and online business models.

Digital Impact

(Year 9 & 10 students, ages 14 to 16)

Digital Impact follows on from Digital Insight to cover topics such as: the impact students' choices have on themselves and others, including the concept that there is no distinction between the consequences of actions done online compared to those done "in real life".

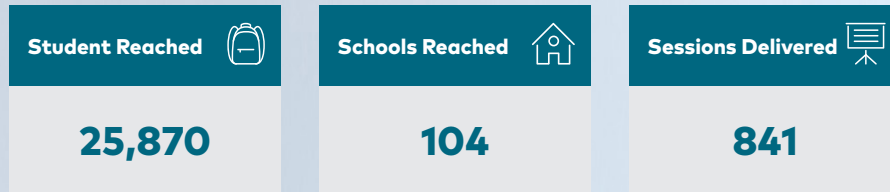
Digital Ambition

(Year 11 & 12 students, ages 16 to 18)

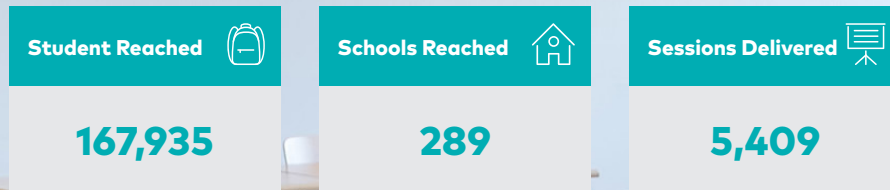
Digital Ambition covers the concept that technology can facilitate both productivity and also procrastination. Giving students a toolkit to identify and change unproductive behaviours as they prepare for their final years of high school and beyond.

Program Outcomes & Impact

1 April to 30 September 2017



Life of Program (Since July 2013)




Our world class facilitators have spent 3,786 hours in schools delivering workshops since 2013.

Highlights

99%

99% of students found the workshops engaging.

94%

94% of students agreed they learnt something in the workshop that they can use.

100%

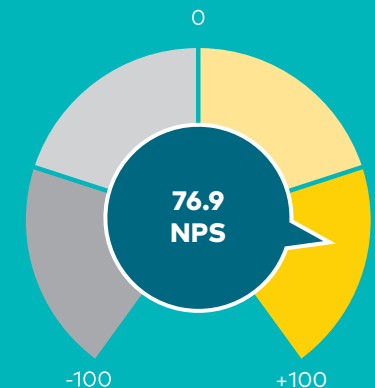
100% of teachers agree:

- Students learnt something during the session.
- The workshop was pitched at an appropriate level for students.
- They are more confident to teach digital education concepts as a result of Digital Thumbprint.

Digital Thumbprint NPS Score

NPS is an index ranging from -100 to +100 that measures client satisfaction, with scores of +50 or above being considered exceptional.

In this case, the NPS score represents teachers' willingness to recommend this program to other schools.





**"Social media isn't
as private as you
think it is."**

Year 7 Digital Insight participant

Digital Insight

Year 7 - 8 (ages 12 to 14)

The transition from primary to secondary school goes hand-in-hand with a substantial increase in internet use, mobile phone access and membership uptake for social networking sites. With two out of three 12 year olds connected to social platforms¹ young people are starting to share information and put more of themselves online.

This is a crucial moment for students to understand why their personal information is valuable to businesses and other individuals, and to tailor their online practices accordingly.

This workshop brings to life the vital information students need to become discerning internet users through a series of fun activities that challenge them to consider the value of their information before and after they've signed up to social networks and mobile apps.

98%

98% of teachers agree their students are more likely to keep their data secure after a Digital Insight workshop.



Two out of three 12 year olds connect and share information about themselves through social platforms.

1. Like, post, share: Young Australians' experience of social media, in ACMA quantitative research report. 2013, Australian Communications and Media Authority.

**"I think we all
are more aware
of cyber safety
and how to be
safe online."**

Year 9 Digital Impact participant



Digital Impact

Year 9 - 10 (ages 14 to 16)

By the age of 14, a typical secondary student is highly active online and starting to form a distinct online identity. While capable from a technical standpoint, adolescents are still developing an understanding of what opportunities the internet can afford them as well as what negative consequences can arise from careless actions.

Research has revealed that around 40% of young people say that they've seen their friends behave badly online, and over 22% report having felt unsafe online. Research suggests that roughly one in five young Australians – an estimated 463,000 – are victims of cyberbullying.²

By asking students to consider that 'every time you interact you impact', the Digital Impact workshop helps students better identify the effect they have on themselves and others when socialising online, including how to help friends who may fall victim to anti-social activity.

99%

99% of teachers agree their students understand the positive and negative impact of socialising online after the Digital Impact workshop.



By age 14, students are highly active online and begin to form a distinct online identity.

2. Part, C., Research on youth exposure to, and management of, cyberbullying incidents in Australia. 2014, June.



"I learnt how multitasking and technology affects study."

Year 11 Digital Ambition participant

Digital Ambition

Year 11 - 12 (ages 16 to 18)

In the senior years of secondary schooling, students are most concerned with study and its impact on their future opportunities. Now more than ever studying and socialising are colliding via the same portals of technology, competing for students' time and focus.

Multitasking is the new norm; only 13% of 14-25 year olds say they "always" or "almost always" do nothing else while watching TV.³ Instead, young people multitask while they watch: 49% of 14-25 year old Australians use social media; 39% text; 24% play video games; and 47% surf the web while watching television.³ Research has found that students who multitask while doing homework spent more time studying outside of class, thereby contributing to inefficient study habits.⁴

This interactive and thought-provoking workshop equips students with strategies to ensure that technology use aids rather than distracts from their ambitions. By exploring tools to increase focus and efficiency towards study, students are able to get more out of this busy and important time in their lives.

96%

96% of teachers agree their students have learned skills to better manage their study time after participating in a Digital Ambition workshop.



Studying and socialising are colliding via the same technology portals now more than ever.

3. Alcorn, N., et al., Media Consumer Survey 2015: Australian media and digital preferences. 2015, Deloitte.

4. Bellur, S., et al., Make it our time: In class multitaskers have lower academic Performance. Computers in Human Behaviour. , 2015. 53, p. 63-70.

"Students were engaged and the information was relevant. I highly recommend it to other schools."

Sally Atkins

Miller Technology High School, NSW

