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### Research Week Proposal

This social good project was designed with the intention to alert parents of the potential dangers that their children could possibly be exposed to online. Over the years, many studies have been conducted about the experience of children and adolescents with the internet. Some of these studies have turned up some rather disturbing results. For instance, a study conducted in 2014 revealed that 62% of children report having some kind of a “negative online experience.” Among these negative experiences being cyberbullied, exposure to pornography, and being approached by strangers with evident sexual intent are included. While these negative experiences range in their severity, their consequences can be long lasting. Therefore, our campaign sought to make parents aware of the dangers that the internet can pose for their children. We intended to inform parents of the importance of intentionally communicating with their children about the importance of internet safety rather than assuming that nothing bad will happen. Gone are the days where parents can simply give their child a computer or mobile device without risk of the child coming upon inappropriate content or being preyed upon. Even if the child in question can be trusted, other people – who are guarded by the internet’s inherent anonymity – cannot. We sought to make parents aware of this fact and give them tips on how to keep their child safe as they use the internet.