



PGsurfer

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Product Backgrounder

The playground used to be where young people met, interacted,. For today's kids, who are coming of age in a cyberspace world, the Internet is their playground. It can be a confusing place for adults to navigate, but ParetoLogic PGsurfer is a powerful tool to help parents keep their children safe online.

The Internet and Kids

One of the biggest reasons young people go online is to interact with friends. They do so through a variety of means, including instant messaging, chat rooms and social networking sites such as MySpace and Facebook. In Canada, 28 cent of Grade 4 students use instant messaging, while in Grade 11 86 per cent of teenagers use it.¹ Twenty-three per cent of Grade 5 students visit chat rooms on an average school day. In February of 2005, MySpace had 64.4 million unique visitors, according to comScore Networks, an online measurement firm. During the same timeframe, Facebook drew 23.6 visitors.²

Unfortunately not everyone online is friendly. In late July, 2007, MySpace announced it has removed the profiles of more than 29,000 people who were registered as sexual offenders in the United States.³ These potential predators could be targeting your children. A Pew Internet and American Life Project study showed that 89 per cent of sexual solicitations of young people were made in chat rooms or by instant messaging.⁴

A survey of 1,070 U.S. teens between 13 and 17 showed 69 per cent receive messages online from a stranger. Thirty-one per cent stated they generally reply to such messages and chat with the person. Only 21 per cent said they inform an adult when they receive such messages. Sixteen per cent of teens have considered meeting someone face-to-face that they had met online and 8 per cent said they actually have had such meetings.⁵

The Internet contains a wealth of information, however not all of it is appropriate for young people. The largest group of Internet porn viewers are children between the ages of 12 and 17. More than 11 million teenagers regularly look at porn online.⁶ As well as pornography, the Internet contains material that is hateful, violent in nature or encourages dangerous or illegal activities. In a study funded by the Caron Treatment Centers, a non-profit Pennsylvania program, it was proven that teens use blogs, message boards and public chat rooms to communicate about drinking, smoking pot and engaging in sexual behaviour.⁷

¹ Young Canadians in Wired World Survey, Media Awareness Network, 2005

² "Students give up social networks for Lent," by Kate Hawkins, CNN.com, posted March 29, 2007, 9:39 a.m.

³ "MySpace bars 29,000 sex offenders," securityfocus.com, posted July 26, 2007

⁴ Online Victimization, NCMEC, June 2000.

⁵ New Research Reveals Risky Internet Behavior Among Teens, but There are Encouraging Signs of Improvement with Increased Involvement of Parents and Guardians, Cox Communications, <http://phx.corporate-ir.net/phoenix.zhtml?c=76341&p=irol-newsArticle&t=Regular&id=998134&>

⁶ "Protecting Kids Online," Editorial. The Washington Post, July 1 2004.

⁷ "Teens using internet to connect for drug talk," by Donna Leinwand, USA Today, June 19, 2007



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Young people also use computers for entertainment. For example, they use a variety of file sharing applications to download music for their iPods and MP3 players. Of students in Grade 4 to 11, 65 per cent download and listen to music.⁸ Students also frequently download videos, games and other files. Some of these might violate copyright laws or contain spyware that could transmit your private information to others. Banking and credit card information could be to commit fraud or identity theft.

Making the Internet a safer place

Not everything on the Internet is bad, of course. The online world is very important to the new generation and they just need some help in negotiating it. ParetoLogic PGsurfer can help children navigate their way through the Internet waves by putting parents on control of questionable content. It uses an advanced set of tools – filters, permissions and safe limits – to keep children safe.

Using PGsurfer, parents can:

- Restrict Internet access time.
- Filter and block chat rooms, instant messaging, peer-to-peer file sharing applications and email (both desktop and web-based).
- Block access to websites with inappropriate content, guided by profiles established by parents.
- Stop the installation of instant messaging and peer-to-peer applications.
- Prevent files that might be illegal or contain spyware from being downloaded to your computer.
- Receive an automatic weekly report showing which keywords, URLs and files were blocked.

⁸ Young Canadians in Wired World Survey, Media Awareness Network, 2005