

GROWING UP ONLINE

A MUST-HAVE GUIDE FOR PARENTS, TEACHERS AND KIDS

Our children are growing up in a digital world with technology right at their fingertips. They're spending more and more time on the Web, so teaching them how to use technology responsibly and safely is critical. Now, you can start that conversation with **Growing Up Online**, a free, interactive ebook that gives teachers and parents a totally new way to talk with kids about the Internet.

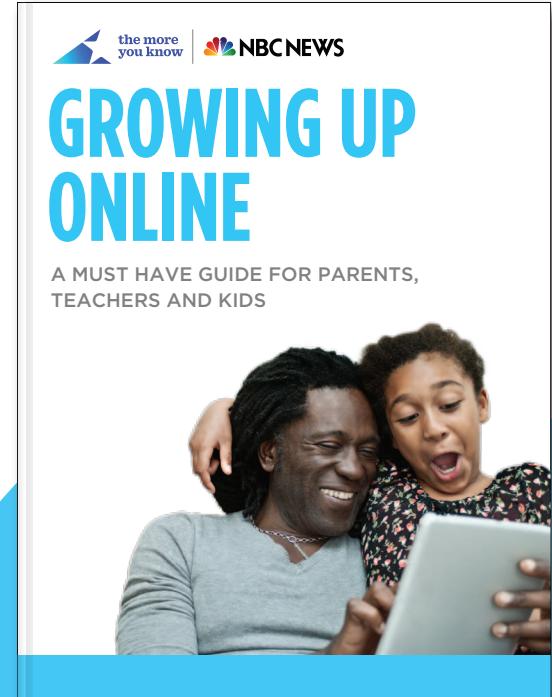


Growing Up Online is the first release from *The More You Know* Learning Series, developed in collaboration with NBC News. It provides a

media-rich experience for parents and teachers of children ages 6 and older, as well as four live-action comic book stories for kids. This two-part eBook features easy-to-use and compelling content, engaging instructional videos, discussion questions, and key takeaways for conversations about issues of concern.

The first part, **The Parent Primer**, prepares adults for discussions with their children about using technology responsibly and safely. Part two, the **Parents + Kids Section**, contains four entertaining video comic book stories focused on real-life situations that may arise when kids go online. In addition, each story features built-in "Teachable Moments" where kids and a parent or teacher can pause and talk together about issues raised in the story.

Growing Up Online is available as a free [download](#) on Apple's iBookstore for iPad and iPad Mini, Barnes & Noble's Nook Tablet, Amazon's Kindle Fire, and Kobo Tablets and Google Play for Android devices. The book is also available online for desktop and laptop viewing at www.themoreyouknow.com. Spanish language editions will be available in the near future.



→ Download this free interactive eBook at www.themoreyouknow.com

→ Download a detailed overview at www.ymiclassroom.com/growing-up-online



**the more
you know**

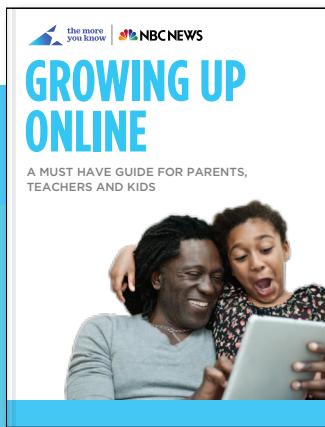
 **NBC NEWS**

Here's a quick overview of what you'll find:

Part One: The Parent Primer

Designed to lay the foundation for family conversations, this short primer will help you better understand the online world and provide valuable information to guide your child through it.

- **What's That Mean?** – A plain-language glossary of technical terms. Cookies? Phishing? MMORPG? Kids understand these words. Now you will, too.
- **Learn the Basics** – Tips for getting connected to your kids' online world — like asking them to show you around their favorite websites. It's a great way to start a conversation!
- **Who's Online...and Where?** – Background information on how kids can be exposed to inappropriate content or interact with strangers online. Find out how you can protect them.
- **Tracking Techniques** – Learn how to stay in touch with kids' online activities by checking their browser history and cookies — and how to keep your own online activities private.
- **Filtering and Parental Controls** – A guide to online resources that will teach you how to block certain sites or parts of sites from appearing on a child's computer.
- **Digital Citizenship** – Kids need to know how to behave online. Find out what you need to know about texting and cyberbullying to help them become good digital citizens.
- **How to Find Safe Sites** – Recommended websites that will expand kids' online horizons, and tips for helping them create strong passwords.
- **Other Things You Should Do as a Parent** – Suggestions for becoming a great role model by showing kids how to balance their online and offline lives.
- **Things Your Kids Need to Know** – Seven simple rules to share with kids that will keep them safe and help them behave responsibly when they are online.
- **Teachable Moments in "The World 'Wild' Web"** – Your guide to the Parents and Kids Stories section of **Growing Up Online**, with ideas for starting a conversation around the "Teachable Moments" identified in every story.
- **Resources** – A list of websites where you can find more information about Internet safety and teaching kids about digital safety and security.



Growing Up Online: A Must-Have Guide for Parents, Teachers and Kids is a unique interactive learning tool that belongs in every home and classroom. It is available as a free download on Apple's iBookstore for iPad and iPad Mini, Barnes & Noble's Nook Tablet, Amazon's Kindle Fire, and Kobo Tablets and Google Play for Android devices. The book is also available online for desktop and laptop viewing at www.themoreyouknow.com. Spanish language editions will be available in the near future.

Part Two: The World "Wild" Web

Here are four live-action video comic book stories to explore with kids, at home or in the classroom. Throughout each story, *The More You Know* star icons indicate "Teachable Moments" where you can pause and talk together about issues raised in the story.

- **Sooooo Grounded!** – Sophia is 14 and spends lots of time on Facebook. Her younger brother Robbie isn't old enough to be on Facebook, but he sneaks onto Sophia's page and publicly posts her phone number in a love note to a popular singer. When Sophia's cell phone starts ringing with prank calls within minutes of the post, kids will see that once personal information is put online, you can't take it back. **Some Teachable Moments:** What is private information and why should it stay private online? How does information spread online, and what can you do to stop it?
- **Pin the Tail on the Teacher's Pet!** – When Rachel giggles at Jeff because he doesn't know an answer in class, Jeff gets back at Rachel by creating a mean cartoon photo that makes her look like a donkey and texts it to everyone in school. The next day, everyone in class is laughing about the cruel text, and Rachel leaves school in tears. **Some Teachable Moments:** Why is this cyberbullying? How does it feel to be cyberbullied? What should you do if you're cyberbullied? How should you react when someone makes you angry?
- **Too "Cool" for School** - Tanya and Rachel have practiced hard for the school talent show, but they modeled their act on an online music video that their teacher thinks is inappropriate. When their moms find out they did not follow their rules for going online, a serious conversation takes place about rules and what is appropriate for their age. **Some Teachable Moments:** How do parental controls help kids avoid making wrong decisions online? What are your family rules for exploring online content?
- **You Win, You Lose!!** – During an online game, Max gets a pop-up message that says he could win a flat screen TV, and he types in his email address to enter. When his mailbox starts filling up with spam, he has to get help from his dad to resolve the problem. **Some Teachable Moments:** How can you tell the difference between an online ad and online content? What else can happen if you give out personal information? What should you do if you make a mistake online?
- **And That's A Wrap!** - Take a behind-the-scenes look at what the stars of NBCUniversal have to say about digital literacy and Internet safety.

