

Palacký University in Olomouc, Pedagogical faculty

PROJECT E-BEZPEČÍ

ANNUAL REPORT FOR THE YEAR 2012

Czech Republic, Olomouc, 2013

Foreword

Dear friends,

Thank you for reading this annual report, which summarizes the results of our activities in 2012. The E-Bezpečí project, realized by Centre for the Prevention of risky virtual communication Pedagogical Faculty of Palacký University, celebrated its 5th anniversary this year. During its existence the project has undergone rapid development and has become an important and recognized component in the system preventing risky behaviour on the Internet. The institutional patronage of the project was granted by Pedagogical Faculty of Palacký University in Olomouc, which provided room for the extension of the project activities in the scientific, educational and preventive activities to the team of the E-Bezpečí project.

During 2012, the project managed to realize a number of activities, especially large number of educational activities for children and adults, and representative research focused on risky behaviour of Czech children on the Internet. Within its intervention activities, the project has provided assistance to over 150 victims of Internet crime, in many cases, in cooperation with the police. In other sections of this report we will inform you about detailed results and outcomes of individual activities. An important step in the development of the E-Bezpečí project in 2012 was to establish a close cooperation with Seznam.cz, a.s., and connecting activities in the area of prevention, education, intervention and research. We have also started cooperation with the Czech subsidiary of Google.

Let me take this opportunity to thank everyone who have participated in the running of the E-Bezpečí project – thanks to lecturing, consulting and research team of the project, thanks also to all the donors who support our activity (and we hope they will continue), particularly the Ministry of Education, Youth and Sports, Statutory City of Olomouc and Statutory City of Ostrava, companies Vodafone Czech Republic, a.s., Seznam.cz, a.s., and others.

dr. Kamil Kopecký

Project Manager of E-Bezpečí project and the Centre PRVoK PdF UP



About the E-Bezpečí project

The E-Bezpečí project is a nationwide project aimed at prevention, education, research, intervention and education related to risky behaviour on the Internet and related phenomena. The project is realized by Centre for the Prevention of risky virtual communication Pedagogical Faculty of Palacký University in cooperation with other organizations.

The project focuses on dangerous Internet phenomena that endanger both children and adult users of the Internet.

The E-Bezpečí project specializes in:

- a) **cyber bullying and sexting** (various forms of extortion, threatening, harm to victims by using information and communication technologies),
- b) **cyber grooming** (manipulative internet communication of the attacker with the victim heading towards a personal meeting),
- c) **cyber stalking and stalking** (stalking using ICT),
- d) **risks of social networks** (especially Facebook),
- e) **spam and hoax** (spreading of unsolicited and alarming messages),
- f) **misuse of personal data in electronic media environment.**

The basis of the project activity is **the field work with various target groups**, lectures, preventive educational activities, etc. Lectures/discussions map both the specific dangerous phenomena and the possibilities of prevention and defence against attackers. The idea of the problem is created on the basis of model situations and real cases. Discussions are accompanied by presentations and video screenings.

The target groups of the E-Bezpečí project include **pupils and students in primary and secondary schools, teachers, prevention officers of socially pathological phenomena, methodologists prevention, police (city police, Police of the Czech Republic), crime prevention managers, educators, OSPOD staff and, last but not least, parents.**

In addition to educational activities the E-Bezpečí project also realizes regular nationwide researches focused on risky communication in an online environment and also provides online counselling, publishes a number of interesting publications for students and teachers, and realizes a number of other activities.

Contact

Centre for the Prevention of risky virtual communication
Pedagogical Faculty of Palacký University in Olomouc
Žižkovo nám. 5
771 40 Olomouc

WEB: www.e-bezpeci.cz, www.prvok.upol.cz
E-mail: info@e-bezpeci.cz

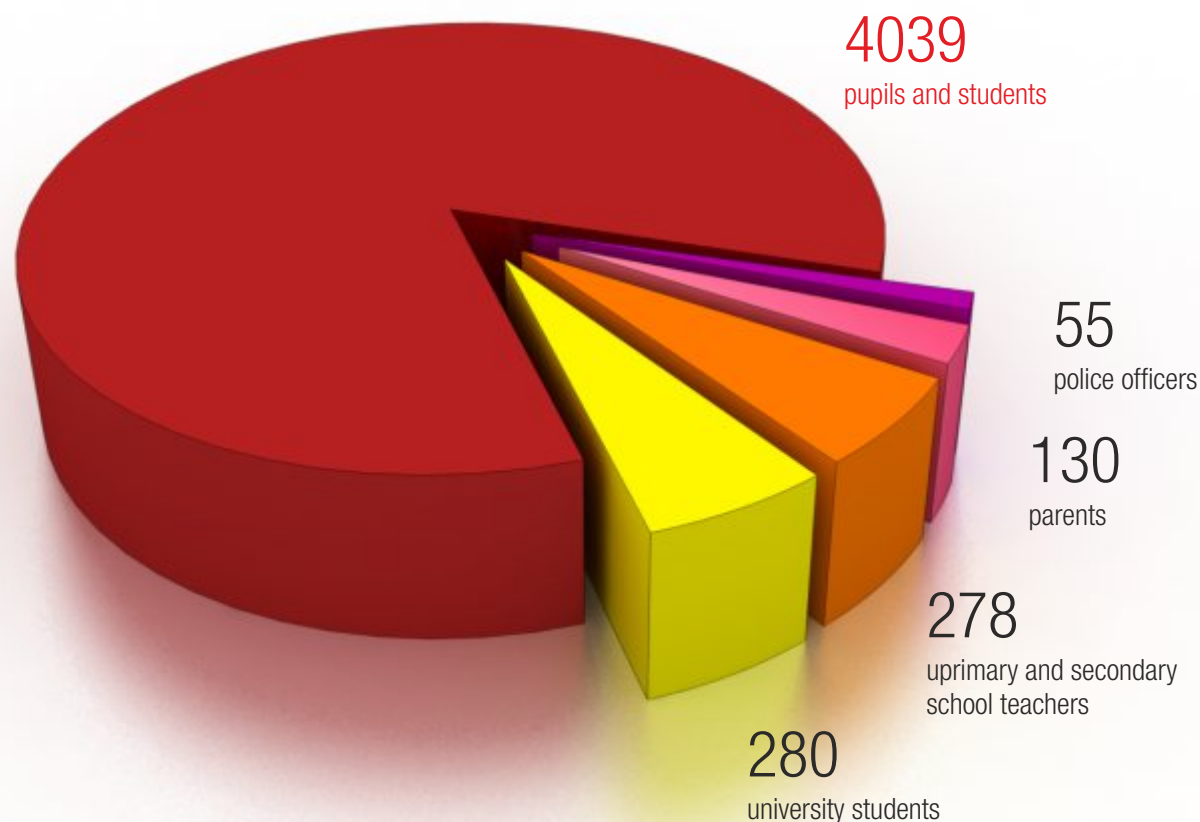


Education (2012)

The key activity of the E-Bezpečí project is the realization of educational activities for different target groups, especially for pupils of primary and secondary school and university students, parents, teachers, police officers, psychologists and OSPOD staff. Educational activities are focused on issues related to dangers of using the Internet and mobile phones, particularly the risks of social networking, cyber bullying, cyber grooming, sexting and protection of personal data on the Internet.

Educational activities were held throughout the Czech Republic.

The number of trained people (2012)



The number of educational activities (2012)

- 96 educational activities for children (primary school pupils, secondary school students)
- 11 educational activities for teachers
- 3 educational activities for parents
- 2 educational activities for police officers
- 15 educational activities for university students (future teachers)

The number of trained people (2012)

- 4039 pupils and students
- 55 police officers
- 130 parents
- 278 primary and secondary school teachers
- 280 university students

Overall summarization (2007–2012)

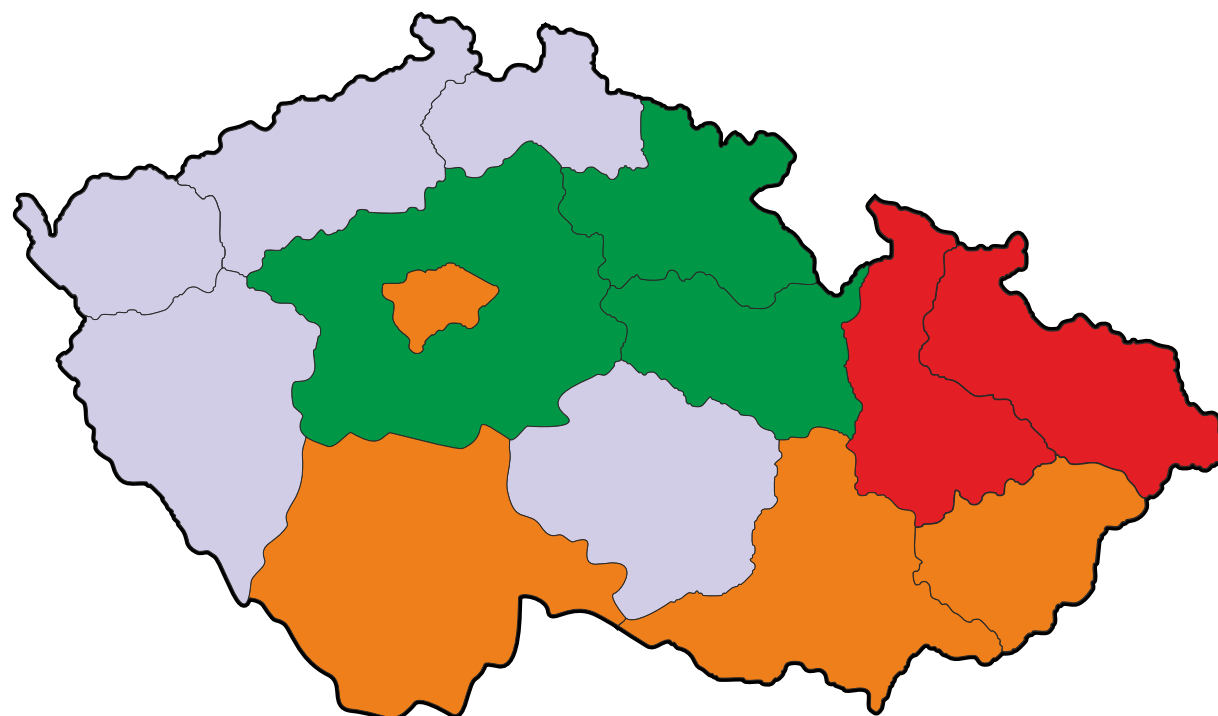
- 16971 primary and secondary school students
- 2511 teachers
- 1219 police officers
- 390 university students
- over 400 parents

Detailed information on the numbers of trained people in other target groups is not registered.

Map of the scope of the E-Bezpečí project

The E-Bezpečí project operates throughout the Czech Republic. Thanks to subsidies provided from the budgets of the city of Olomouc and Ostrava the most educational activities are held in these regions (Olomouc and Ostrava region). The map below shows the amount of educational activities distributed by region.

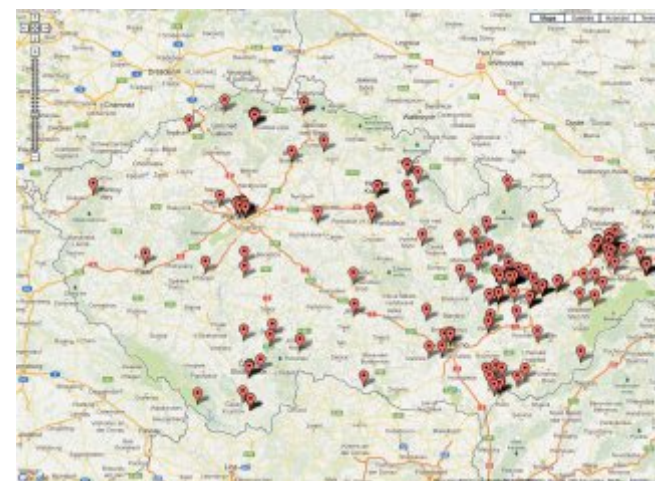
Regional distribution of educational activities of the E-Bezpečí project in 2012



- Regions with a high number of educational activities
- Regions with a medium number of educational activities
- Regions with a low number of educational activities
- Regions with a small number of educational activities

Map of trained (Czech municipalities)

The map below shows a total of **168** places, in which the educational program E-Bezpečí was realized. Events for pupils and adults are not distinguished on the map.



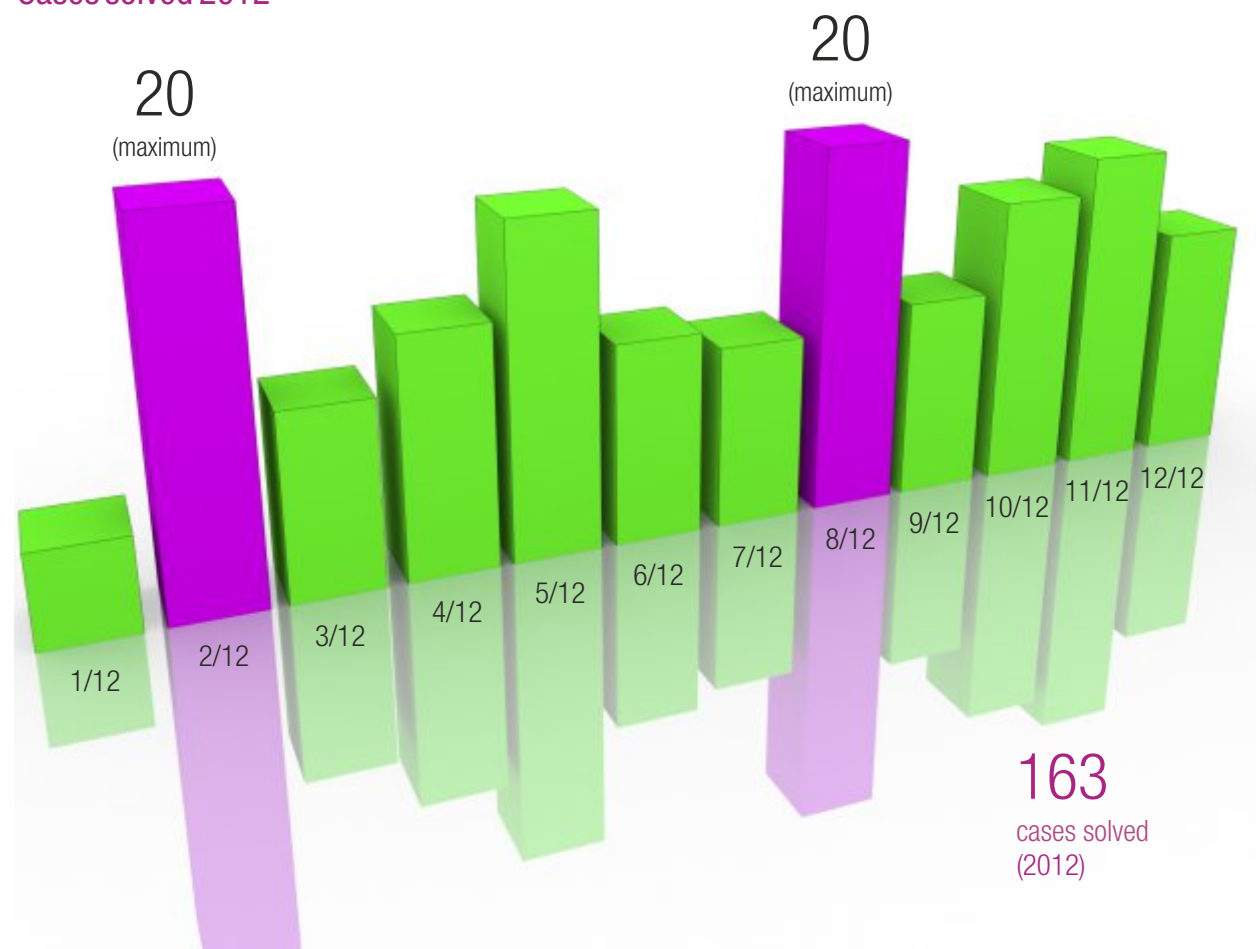
Interactive map marking specific locations is available on the project website www.e-bezpeci.cz. The map is made using Google Maps technology.

Online counselling centre (rok 2012)

Online counselling centre of the E-Bezpečí project is an important activity that has been realized by the E-Bezpečí team since 2010. It provides free counselling to all who have got into difficult situations related to the misuse of the Internet or mobile phones.

The counselling centre is operated in cooperation with the Police, the city of Olomouc, and the city of Ostrava and Pedagogical Faculty, Palacký University in Olomouc. The counselling centre cooperates with the Safety Line, University Legal Advisory Centre UP and other counselling lines and crisis centres.

Cases solved 2012



Activities of the online counselling centre (2012)

- 163 cases solved
- 15 cases referred to the Police
- 92 blockings of objectionable content on the Internet performed

Problems being mostly solved (in order of frequency)

- Stalking
- Escape of intimate materials on the Internet (sexting)
- E-mail or other account attack, passwords theft
- Cyber bullying and other forms of virtual aggression
- Objectionable content on social networks
- Extortion, threats in the Internet environment

Overall summarization (2010–2012)

Since its beginning in 2010, the online counselling centre of the E-Bezpečí project has solved **549** cases related to misuse of the Internet and mobile phones.

Research (2012)

Every year the project team of the E-Bezpečí project realizes extensive nationwide research that is focused on penetration of dangerous communication phenomena associated with the use of ICT in the Czech population of pubescents and adolescents.

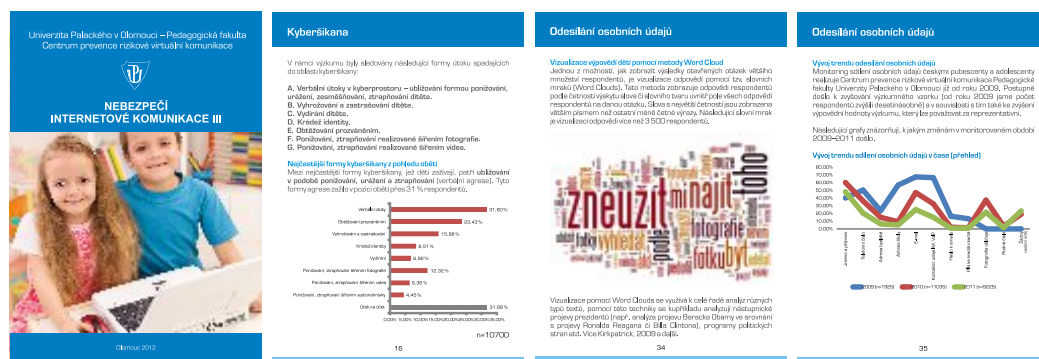
In 2012, a monograph with research results **Risks of Internet communication 3** was published (research realized in 2011) and the **research Risks of Internet communication 4** was realized (monograph with the research results will be published during the first half of 2013).

The research **Risks of Internet communication 4** follows the previous researches of the E-Bezpečí project and, as in previous years, it keeps the representativeness of the sample of more than 20 000 respondents. Within the descriptive level, the research aimed to ascertain the number of victims and attackers involved in the various manifestations of cyber bullying, including the interest of victims to look for help from others. Furthermore, it has monitored children's willingness to communicate with strangers on the Internet services and their interest to meet with such a person, which is closely related to the cyber grooming.

The research also focused on sharing of personal data of children within the ICT environment, especially photographs, primarily photographs and other materials of a sexual nature (called sexting). It detected adolescents and pubescents motivation for such behaviour and their perceptions of the risks arising from the meeting. The research also monitored the environment in which the communication or sharing of personal data is carried out. Great attention has been paid to the experiences of children with social networks.

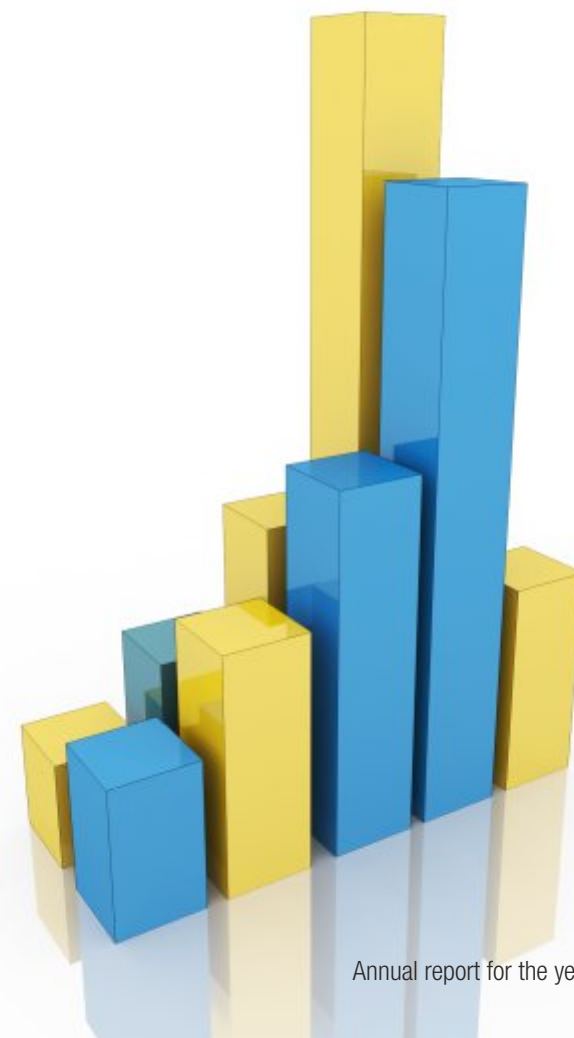
Monographs of research outputs **Risks of Internet communication 1–3** are also available in electronic form on the website of the E-Bezpečí project.

Risks of Internet communication 3 (excerpts from monograph)



Risks of Internet communication 4

- more than 20 000 respondents
- age structure 11-17 years
- all regions of the Czech Republic participated
- 71 questions



Grants and subsidies

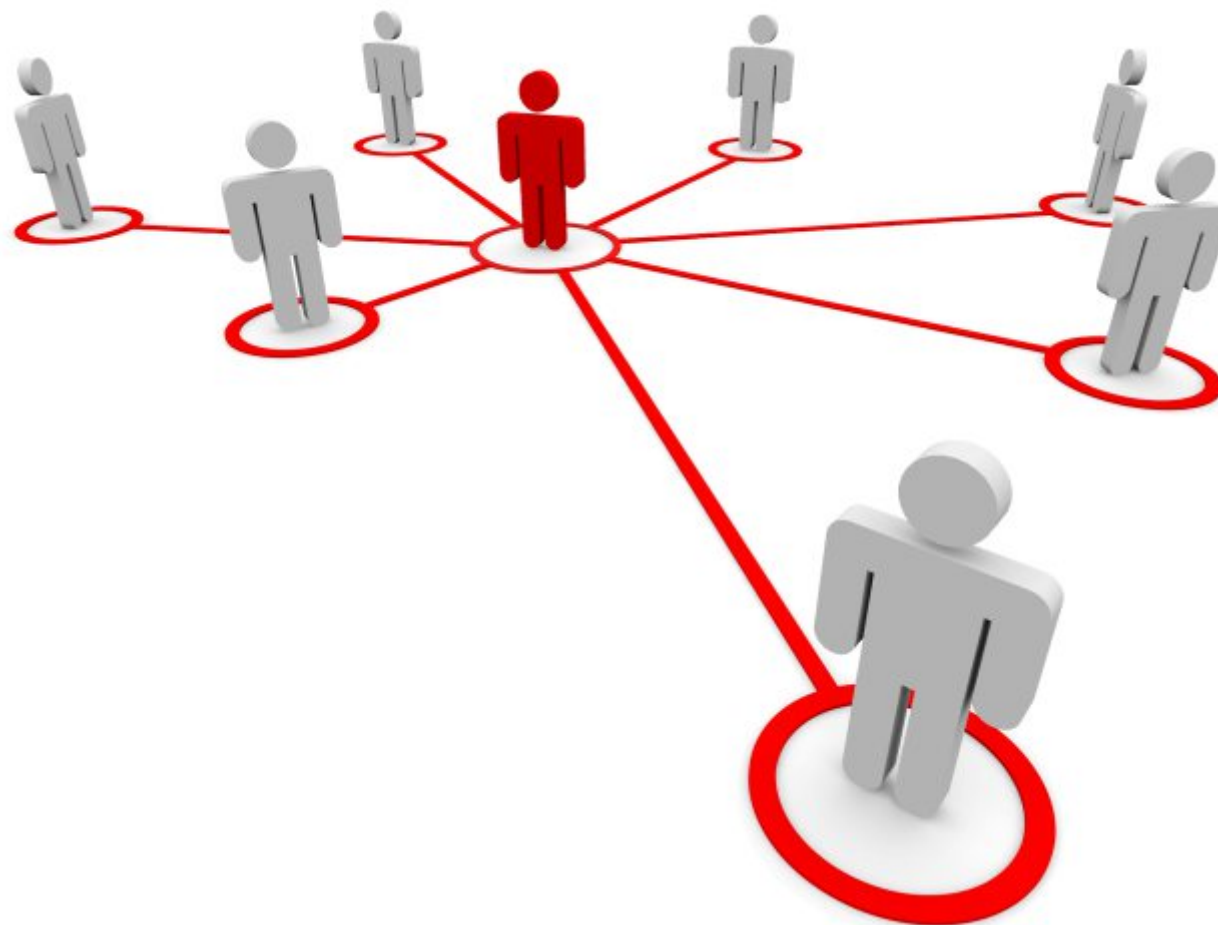
The team of the E-Bezpečí project tries to achieve grants every year to ensure the largest possible number of educational and research activities. Thanks to grant support we are able to offer a large number of educational activities for target groups for free. The most important providers of grants for the activities of the E-Bezpečí project in 2012 were especially the Ministry of Education, Youth and Sports, the city of Olomouc and Ostrava, which we have been working with on our activities for several years.

Providers of grant support

- the Ministry of Education, Youth and Sport of the Czech Republic
(prevention of risky behaviour)
- Statutory City of Olomouc
(City Crime Prevention Program)
- Statutory City of Ostrava
(City Crime Prevention Program)

List of grants in 2012

- E-Bezpečí — risks of electronic communication for students and teachers (stage 3)
- E-Bezpečí for Olomouc 2012
- E-Bezpečí for Ostrava 2012
- Online counselling Centre PRVoK in the area of risky behaviour on the Internet (Stage 2012).



Internet portal E-Bezpečí

Internet portal E-Bezpečí provides visitors information on the risk behaviour in virtual environments, especially on the Internet. The portal is primarily set for teachers and parents, but it is also used by university students, police officers, social workers and, last but not least, children.

The portal is ranked among the recommended sources of the Ministry of Education, Youth and Sports for the primary prevention focused on electronic media.



www.e-bezpeci.cz

63 080

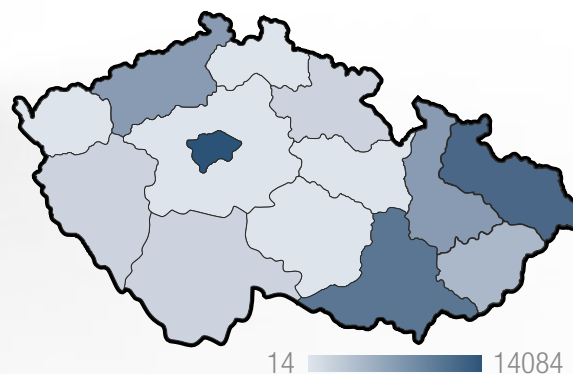
visits in 2012

The increase in attendance
by 42% (compared to 2011)

49 035

unique visitors in 2012

Distribution of visits of the E-Bezpečí portal by region
(for the period 1.1. 2012 to 31.1. 2012)



Internet portal E-Bezpečí

- Basic information platform of the E-Bezpečí project.
- More than 500 professional texts (articles, studies ...).
- More than 90% of the original information.
- The portal is linked to the online counselling centre.
- Information source recommended by the Ministry of Education, Youth and Sport of the Czech Republic.
- Address: www.e-bezpeci.cz nebo www.ebezpeci.cz.

Portal content

- Texts describing risky behaviour on the Internet.
- Professional studies.
- The results of researches.
- Presentations for teachers, parents and pupils.
- Printed materials for teachers and pupils.
- Radio broadcasts archive of the E-Bezpečí project.
- Interactive map of trained institutions.
- Online advisory centre.
- Offer of educational activities.

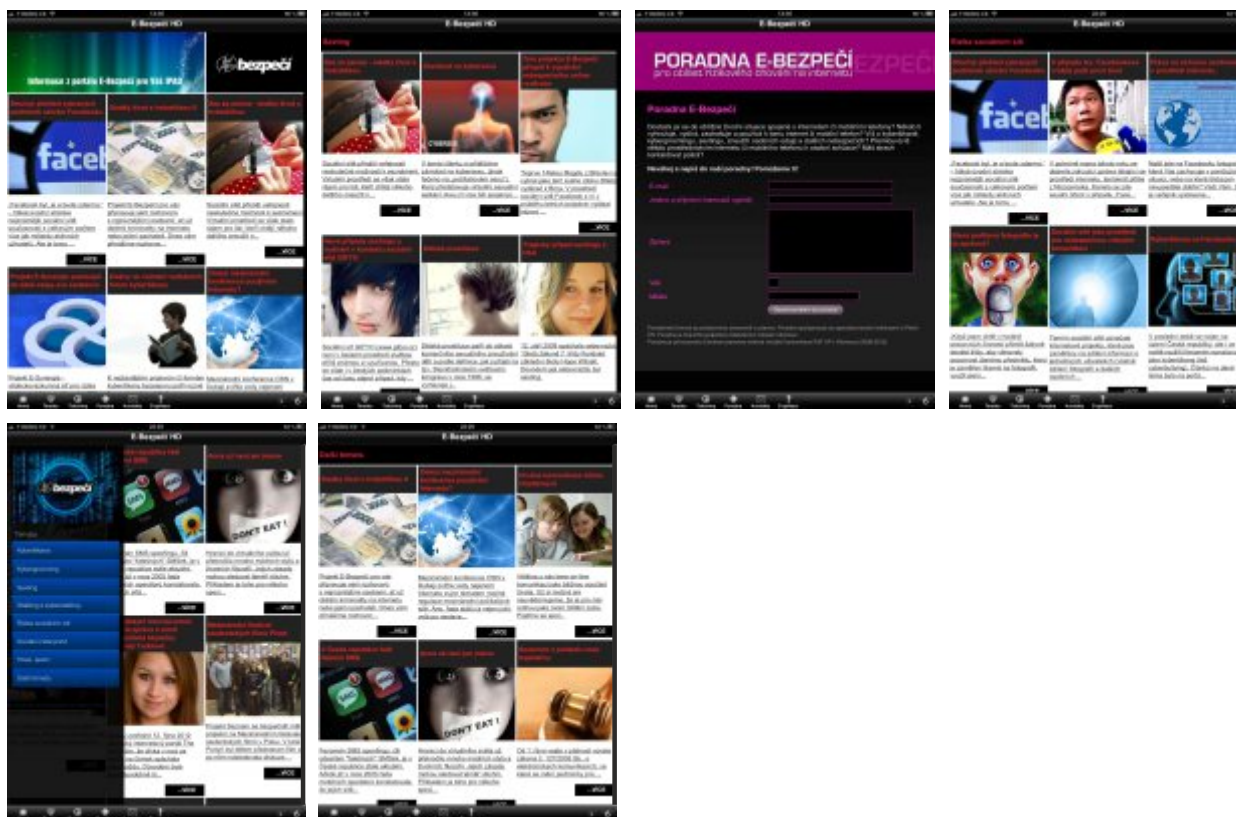
Web links

<http://www.e-bezpeci.cz>
<http://www.ebezpeci.cz>
<http://vzdelavani.e-bezpeci.cz>
<http://e-bezpeci.cz/index.php/ke-stazeni>
<http://sl.e-bezpeci.cz>
<http://www.napisnam.cz>

E-Bezpečí applications

In 2012, the production team of the E-Bezpečí project developed two applications designated for owners of mobile devices (smart phones, tablets, etc.). The applications **E-Bezpečí Free** and **E-Bezpečí HD** are designated primarily for teachers and parents. These applications enable users of iPhone mobile phones and iPad tablets to use specialized texts, materials to support teaching, electronic versions of E-Bezpečí publications and other relevant information. Both applications are linked to the online counselling centre of the E-Bezpečí project, they allow users to easily and quickly contact our counselling centre and ask for help.

Examples from the E-Bezpečí HD application for Ipad



Compatibility, availability

- Apple iTunes AppStore
- iOS 5.1+
- Support iPhone 3+
- Support iPad 2+
- lokalization: Czech
- Price: free



Partners

We would like to thank all the partner institutions for their support in 2012.



The most important partners:

Ministry of Education, Youth and Sport of the Czech Republic
 Ministry of the interior of the Czech Republic
 Police of the Czech Republic
 Statutory city of Olomouc
 Statutory city of Ostrava
 Vodafone
 Seznam
 Český rozhlas Olomouc
 Olomouc Region
 Google

Other partners:

Hradec Králové Region
 Safety Line
 People In Need
 Net University
 CRU cyberspace research unit
 AVC @ SL — Anti Violence Campus
 Axe design studio Olomouc
 And others



Contacts

Postal address:

Centre for the Prevention of risky virtual communication (Centre PRVoK)
E-Bezpečí project
Pedagogical faculty, Palacký University in Olomouc
Žižkovo nám. 5, 771 40 Olomouc

E-mail contacts:

info@e-bezpeci.cz (general e-mail contact)
vzdelavani@e-bezpeci.cz (Department of Education)
redakce@e-bezpeci.cz (Department of Education)
prvok@upol.cz (Centre PRVoK contact)

Phones:

+420 773 470 997 (project manager)
+420 777 588 382 (educational activities orders)

Facebook:

www.facebook.com/ebezpeci

Web:

www.e-bezpeci.cz, www.ebezpeci.cz (central portal)
www.prvok.upol.cz (Centre PRVoK web)
www.napisnam.cz (online counselling centre)
konference.e-bezpeci.cz (conference web of the E-Bezpečí project)
www.sexting.cz (minisite focused on the area of sexting)



Published by Centre for the Prevention of risky virtual communication (Centre PRVoK)

E-Bezpečí project

Pedagogical faculty, Palacký University in Olomouc
Žižkovo nám. 5, 771 40 Olomouc

www.prvok.upol.cz

© 2013 All Rights Reserved