GUARDIANS VS PREDATORS

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EXECUTIVE SUMMARY

This paper describes the online campaign initiated by a group of DEVC 208 students against internet-initiated sex crimes to minors or online predation. Entitled **Guardians vs. Predators**, it establishes the lack of awareness of Filipino parents/guardians on online sexual predation and proposes an 8-month, 3-phase campaign to address the issue. This report dwells on the 1st month of phase 1 of the programme.

The campaign was launched from September 2-28, 2013 via the campaign website **www.guardiansvspredators.info** and Facebook page, **www.facebook.com/guardiansvspreds** using interactive, informative and visually-appealing communication materials; some even with rewards. Our materials convey research-based tips which debunk online predation stereotypes and calls to action which prevent sexual predator grooming.

Guardians vs. Predators has been successful in driving awareness on online predation. It not only improved knowledge of and belief against the social problem, it has also managed to influence the target audience to take at least 1 action against online predation (with 52% of respondents increasing the monitoring of their wards' online activities). More importantly, the campaign has successfully prepared the audience for the succeeding phases of the programme.

To ensure goals are exceeded in the next months, the campaign recommends [a] more interactive communication materials, [b] expanding the location (implementing offline), [c] using other media (other social networking sites; print, events, and other offline media), [d] and involving third party resources such as Internet cafes and schools.

The forthcoming phases of the campaign foresee a more engaged set of stakeholders contributing to a safer online environment for minors.

CONTENTS

1.0 BACKGROUND, PURPOSE AND FOCUS

Technological advancements such as the internet bring about growth and development to a country but it can also pose a number of threats to its citizens. Due to the misuse and abuse of the Internet, the Philippine congress passed the Cybercrime Prevention Act (RA 10175) on September 12, 2012. This law covers "internet crimes" such as cybersquatting, cyber sex, child pornography, libel, identity theft & illegal access to data.

In the Unites States alone, more than 500,000 predators are online daily and 1 in 25 minors (the victims) receive online solicitation from a predator to connect with the minor offline. Although the Philippine Cybercrime Law reaffirms existing laws for the protection of minors, it does not directly address the threat of online sexual predation. There are also no current campaigns/institutions in the country that specifically address this issue, nor is there a government body that censors/regulates Internet content for minors. Thus, the majority of mainstream media campaign on Internet safety is focused on cyber bullying and online financial scams.

The purpose of "**Guardians vs. Predators**" is to address the (potential) social issue of online predation in the Philippines through preventive action: the early intervention by guardians on sexual grooming of minors by predators online.

2.0 SITUATION ANALYSIS

2.1 SWOT ANALYSIS

The following are internal and external forces which impact planning decisions:

STRENGTHS

Modern-day guardians can be easily reached through the Internet, mainly through Social Networking Sites (SNS).

Facebook is the most dominant SNS in the Philippines, and has been proven to reach and engage a wide audience at a faster rate even with minimal resources compared to traditional media.

Many best practices materials on anti-sexual predation campaigns, plus research and data gathering tools are available online.

WEAKNESSES

Absence of an established local group/ally against online predators.

Sensitivity of the topic may discourage target audiences to participate in the campaign.

Inability or refusal of guardians to learn and use Internet parental controls (e.g. filtering, blocking, monitoring).

OPPORTUNITIES

The Filipino trait of respecting/heeding elders favors our target audience.

Schools -along with Internet shop owners and other pro-minors' safety groups- may be tapped to support the campaign.

The campaign has the potential to initiate amendments on the Philippine Cybercrime Law.

THREATS

Computer/Internet skills of guardians might be less advanced than their wards. A number of them may not even have SNS accounts.

Based on available reports on online predation in other countries, predators today may have changed their tactics to avoid being identified.

2.2 LITERATURE REVIEW

An exhaustive list of anti-online predation campaigns were consulted for this project [see **Appendix A**]:

The main takeaway from these sources is they debunk the prevalent myth on online predators (that they disguise themselves as children, gain the trust of their victims, initiate an offline meeting, then abduct and sexually assault the victims).

In reality:
• Predators rarely deceive victims by posing as children. They admit to being older and broach the topic of sex once they have gained the trust of their victims. Disconcerting status differences such as age and social background that may pose barriers to comfortable face-to-face communications between adolescents and adults is less of an obstacle online.

• Most victims who meet predators offline go to such meetings *expecting* to engage in sexual activity. Contrary to how media portrays them, victims are rarely abducted. When deception does occur, it often involves promises of love and romance by predators whose real intent is sex or psycho-sexual abuse.

• What creates risk for teens online is not innocence about sex. The factors that make the youth vulnerable to seduction by online molesters are complex and related to immaturity, inexperience, impulsiveness, normal sexual urges, and the thrill of trying out something that is new or taboo.

• Ninety-nine percent of internet-initiated sex crimes against minors happen in the 13-17-age range. Pre-pubescent minors (those under 12) are still in developmental stages and rarely become victims since they are not yet interested in sex or romance.

• Facebook & other social media have little contribution to the social problem since the 'seduction' of teens by predators happens in private, *interactive* media such as chat rooms, private messages, instant messaging, and e-mail.

• Passive activities such as posting personal information online or simply interacting with strangers do not make teens susceptible to online predation. But those who go further such as interact, provide personal information *and* talk about sex are more prone to aggressive sexual solicitation.

• One possible protective feature of the Internet is that time is required to move relationships from communication to physical contact.

• Another important audience are the peers and other "bystanders" who know about the romantic involvements of their friends with online strangers. Bystanders may heed messages to take preventive measures when they see friends drawn into dubious online relationships. Participants in Internet networks and chat rooms are also bystanders who can take steps to report inappropriate behavior and enforce responsible standards.

3.0 TARGET AUDIENCE PROFILE

Our **primary audience** is composed of male/female guardians with wards ages 13 – 17. A guardian is defined as an adult who has legal responsibility over a minor, including the latter's use of the internet. Typically, guardians are parents or legal guardians, but our expanded definition covers teachers, Internet café owners, chaperones, and other similar roles.

The target guardians for this study are working class Filipinos residing in the Philippines, between the ages of 35 and 55. They have social media accounts, are familiar with interactive online media, and are mostly in the pre-contemplation stages of involvement as far as online predation is concerned.

Our **secondary audience** is composed of online bystanders with the same demographic as both the guardians and wards, but lacking the direct responsibility over the subject wards. This audience is tapped in the latter phases of the program.

For this campaign, the audience size is dependent on the size of the online social network of project members. From our 3,500 combined online contacts, **200** were identified to belong to our target primary audience and shall serve as our **total population**.

4.0 MARKETING OBJECTIVES & GOALS

Based on Prochaska's Stages of Change, we aim to move our target audience from lack of awareness (pre-contemplation) to awareness (contemplation), then to interest, motivation (determination) and action. The details are as follows:

4.1 OBJECTIVES

OBJECTIVE	PHASE 1: *(1st – 3rd month)* Contemplation & Determination	PHASE 2: *(2nd to 6th month)* Action	PHASE 3: *(4th to 8th month)* Maintenance
Behavior	Seek more information regarding online predation	Communicate to wards the dangers of online predation Employ preventive measures (e.g. apply computer parental controls)	Self-organize into a community against online predation
Knowledge	Know the dangers of online predators & how to detect the predator grooming process	Know what & how to educate their wards regarding online predation Know the different preventive measures	Know who else shares their cause and how they can support each other
Belief	Believe that online predators are a real danger and they can do something to stop/prevent it.		

4.2 GOALS

Since this report covers only the first month of marketing, we will only discuss the goals for the 1st month of Phase 1.

GOALS	PHASE 1: Contemplation. From September 2-28, 2013		
All goals are to be accomplished by September 28, 2013.	**BEHAVIOR** *Seek more information regarding online predation*	**KNOWLEDGE** *Know the dangers of online predators & how to detect the predator grooming process*	**BELIEF** *Believe that online predators are a real danger and they can do something to stop/prevent it.*
Note: *Population = 200 guardians* *Sample size = 50 with +/- 12 margin of error and 95% confidence level.*	50 guardians to visit and like our Facebook page 50 guardians to participate (by comments or posts) in Facebook activities 20% of page fans to share content on their own Time-lines 50 guardians to take at least 1 action against online predation	Increase page consumption (total likes, people talking about the page, weekly total reach) by at least 50% 50 guardians to confirm improved knowledge on online predation 50 guardians to confirm increased ability to detect signs of online sexual predation grooming	50 guardians to rate online predation as a real area for concern. 10% of page fans to show intention (thru comment or post) on taking action against online predation
Create baseline data on guardian demographics & online behavior	50 guardians to provide information on: • Purpose for use of Internet • Main Internet access point • Frequently used online services • Knowledge of online services • Knowledge of wards' online activities • Quality of communication with wards • Awareness of online dangers		

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5.0 FACTORS INFLUENCING ADOPTION OF BEHAVIOR

For this segment, we refer to behavior spanning all 3 marketing phases.

	Desired Behavior	Competing Behavior
Barriers/Cost	Adult learning – guardians may be too lazy, old, passive or not have enough time to learn about online predation & its preventive strategies Existing communication problems with wards (may be hard for guardians to talk about sensitive topics)	Lack of communication with/ control over wards is considered bad parenting
Benefits	Safety of wards & against online predators Guardian's peace of mind Stronger guardian-ward bond thru better quality of communication	Strict monitoring/spying on wards are generally frowned upon Curiosity of wards/peer pressure are not easily controlled

6.0 POSITIONING STATEMENT

We want guardians to understand that the minors' safety against online sexual predators is of equal measure against threats to offline sexual predators, and far more important than reliance on default computer and internet filters to auto-police online activities.

7.0 MARKETING MIX STRATEGIES

7.1 PRODUCT

Our *core product* is maintaining the safety of wards against online predators. The *actual product* involves guardians adopting preventive measures, which includes educating their wards about the dangers of online predators or using parental control software. *Augmented products* include: comprehensive & easy-to-digest information on the product, open communication lines between guardian & ward, and access to parental control software.

7.3 PLACE

As per the DEVC 208 Course Guide, the campaign is administered over cyberspace. However, for phase 3, the campaign plans to move offline starting with Internet shops and schools.

7.2 PRICE

To adopt the desired behavior, guardians are offered:

Monetary/tangible	Non-monetary/intangible
Prizes for participation in Facebook activities Access to parental control software	Series of simplified, relevant, and visually-appealing information to make learning & communicating easier Society's approval for taking initiative to be better guardians, plus peace of mind Stronger bond with wards thru better quality of communication

7.4 PROMOTION

Below are communication materials broadcast over our main marketing channels: the Guardians Vs. Predators Facebook page & website. Facebook posts are more interactive & visual-heavy, while the website provides more in-depth information.

SPG
SEXUAL PREDATOR GROOMING

G
GUARDIAN APPROVED

Branding & Concept
The message and art direction are inspired by the Movie and Television Review & Classification Board (MTRCB) notices aired in local TV channels. These are the green General Patronage or 'G' rating for content that is appropriate for all audiences, and red Strong Parental Guidance or 'SPG' rating for content that may include adult themes, explicit language, violence, sex, horror, and drugs. The "G" and "SPG" symbols and the visual cues they represent were used for better recall. For this project, the "G" on a green shield stands for Guardian –approved behavior, while the red 'SPG' logo warns of behavior linked to Sexual Predator Grooming process.

For Facebook (Guardians Vs. Predators or via **www.facebook.com/guardiansvspreds**), the following calendar of materials was posted:

August 31

Chat Room Tips Album (4 photos)

SPG
SEXUAL PREDATOR GROOMING

GROOMING

are activities deliberately undertaken by online sexual predators to befriend & establish an emotional connection with a minor. It aims to lower the minor's inhibitions in preparation for sexual exploitation. Although there are many ways to groom a victim, most often, they begin with establishing trust.

EXAMPLE:

MIRRORING
creates an illusion of camaraderie designed to break the barriers of "stranger danger". If a minor is lonely, the predator mirrors that emotion and tries to fill the void by telling the victim that he understands the feeling and would like to be a friend.
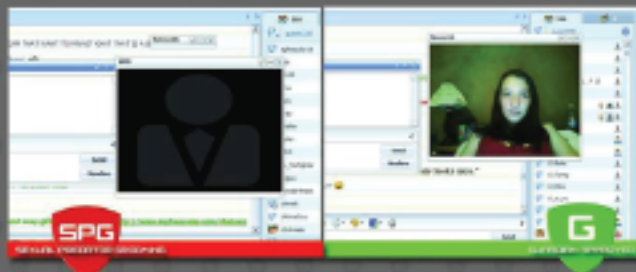
SPG
SEXUAL PREDATOR GROOMING   **CHAT CODES**

WATCH OUT if your ward uses the following codes below, which usually means they have something to hide:

PAW or **PRW**   Parents Are Watching
PIR   Parents In Room
POS   Parents Over Shoulder
P911   Parent Emergency
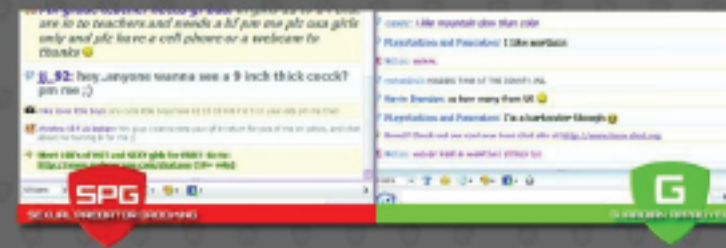**LMIRL**   Let's Meet In Real Life

CHATMATES

WATCH OUT if your ward is chatting with strangers who refuse /keep making excuses not to show their faces in real-time.

CHAT ROOMS

WATCH OUT if your ward is constantly chatting in private chat rooms with relatively older strangers, instead of their peers in public, monitored rooms.

CHAT TOPICS

WATCH OUT if your ward is chatting with strangers who keep on initiating sex (-related) topics.

Here's a harrowing video on child grooming in the context of sex trade. And it all started with minors talking to strangers online.
http://www.youtube.com/watch?v=M2PMePCCk6A

Child Grooming - an educational video for student nurses
www.youtube.com

This is a video i produced for a presentation at university

Here's a closer look at the grooming process. Watch it with the entire family!
http://www.youtube.com/watch?v=vUaN3Q5EU4E

The Grooming Process
www.youtube.com

Internet predators use a process called grooming to develop a relationship with a teen online. These tactics lead children to believe that no one else can un...

PHOTOS SHARED
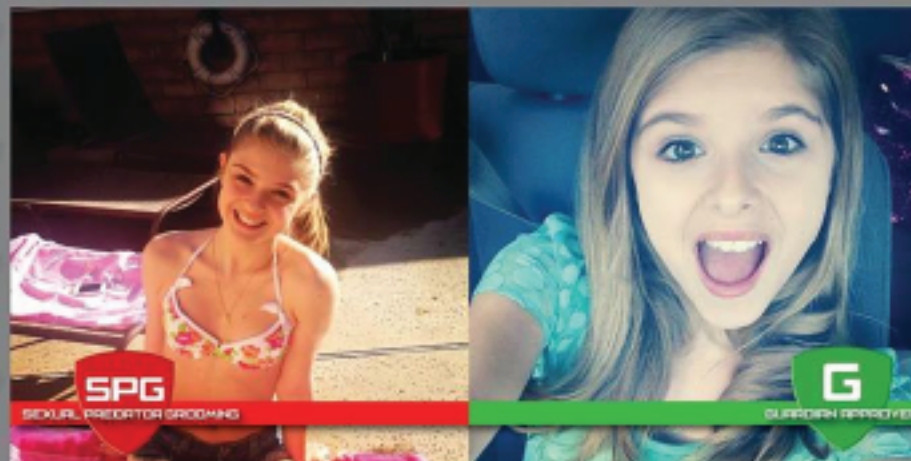
WATCH OUT if your ward is asked by people they just met online to share semi-clothed photos of themselves (including swimsuits) or photos in sexy poses.

September 5

GUARDIAN APPROVED

WHAT IT MEANS

Guardian-approved behaviors are those that aid prevention of Internet-initiated sex crimes against minors by online Predators. Guardians can be anyone who has authority, custody or responsibility over any minor with Internet access.

You can be an effective guardian by following actions with the green G seal.

September 9

FISHING SPG SEXUAL PREDATOR GROOMING

Personal information is much more than just a name, address, or phone number—it includes anything that lets a predator know something specific about the child. They "fish" for information by asking basic questions, followed by more specific questions. A combination of unrelated bits of information can direct a predator to a very narrow area.

"YEAY! NO SCHOOL DUE TO TYPHOON MARING!"
"SNACKING ON MY FAVORITE NEIGHBORHOOD ORANGE BACON PIZZA" with selfie photo

This gives clues on the possible city and town the victim resides in. The predator will then search for more details about the area in an attempt to draw more out of the victim.

September 11
Share this post and get the chance to win exciting prizes!

PREVENT INTERNET-INITIATED SEX CRIMES AGAINST MINORS

BE A GUARDIAN TODAY

f Guardians vs. Predators

September 13

September 15

September 16
SPG Alert: Offline Behavior to Watch Out for Album (4 photos)

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SOCIAL WITHDRAWAL

WATCH OUT if your ward is withdrawing from regular social activities and spending large amounts of time online, at late hours of the night.

COMPUTER SECRECY

WATCH OUT if your ward constantly turns off the computer or changes the screen (Alt + Tab) when you enter the room, and when they have secret e-mail & instant messaging accounts.

SPG
SEXUAL PREDATOR GROOMING
ALERT

WATCH OUT if your ward is receiving phone calls, mail deliveries or money from online strangers (or people you don't know offline). "Generous" gifts are used by predators to evoke gratitude from their victims, which speed up an offline encounter.

Cell phones are one of the most dangerous gifts since they provide direct communication between predator & victim.

September 17
If looks could kill: what do predators look like?
First 5 to answer correctly wins SM gift packs! Be sure to tell us why.

SPG
SEXUAL PREDATOR GROOMING

A B C D

WHO DO YOU THINK FITS THE PROFILE OF A TYPICAL ONLINE PREDATOR ?

Take a wild guess and we'll give you the answer by the end of the week.

Protect Your Children from Internet Pedophiles

One in four children in chat rooms on the Internet will be solicited by a child predator. These pedophiles seek a target-rich environment for finding their prey, and the Internet has become their flocking ground. To ensure that your children and household are safe from the threat of these predators, consider these tips from Detective James Brown, officer in charge of the LAPD's Sexually Exploited Child Unit.

Parents should educate themselves on basic computer knowledge.

Parents should be the ones to set up all Internet accounts and passwords. Make sure you know your child's account name and password. You should also be aware of any other e-mail accounts your child may have. Take the time to learn about Internet filters, firewalls, monitoring software and other tools. Use your browser history, cache and cookies to find out what sites your kids have been visiting. Enter their names, including nicknames, into popular search engines to see if they have public profiles on social networking sites. Do the same with your address and phone number. You might be surprised by how much of your personal information is online!

September 19

Never, ever leave your child alone in a room with a computer connected to the Internet.

Any internet-connected computer should be in the community part of the house. It should only be used when parents are home and monitoring their children's activity on the computer. Think about it like this: Would you ever let a stranger gasp in your child's room and talk to them alone for four hours? Would you ever leave your child alone in a park and come back four hours later? It is a myth that a child on a computer at home is safe. At the least, they may be exposed to sexually explicit materials, and at the worst, they can be lured by an internet pedophile.

September 20

Never, ever give out personal information over the Internet.

This is a good practice for both children and parents. It makes it easy for people to find out about you if you have provided them with any personal information. If you have to give some information, only give your state identification. Never give out your city, birthday, name, or school you attend.

Get your free 30-day trial of Integard Home here:
http://download.cnet.com/Integard-Home/
3000-2132_4-10692011.html

Integard will protect your wards from inappropriate web sites and alert you to suspicious activity from possible cyber bullies or predators.

Locking certain computer sites doesn't work.

Computer filters don't work for chat rooms, and there are no blocks for the chat rooms. There is software to monitor a child's activity, but not their chat activity.

September 23

"Online predators know what they're doing, do you?"
http://www.youtube.com/watch?v=9waE2A-uIxQ

Child Internet Safety PSA - Online Predators
www.youtube.com

Child Internet Safety PSA - Online Predators

POLL OF THE WEEK: "As guardians, do you now believe online predation is a real area of concern?"

Please answer with either YES or NO below. We have something special in store for the 1st, 5th, 10th, 20th & 30th respondents ☺ Thank you for your continued feedback and support.

September 24

http://www.youtube.com/watch?v=1gWOywMJUfE& feature=youtu.be

The danger of children's internet use
www.youtube.com

Make sure you have open lines of communication with your children.

Oftentimes kids are communicating with strangers because there is no communication in the house. Have open discussions with your children so they feel comfortable talking with you. They should know that if they receive material that bothers them or is inappropriate, they should bring it to their parent's attention so it can be reported to local law enforcement. They need to feel comfortable doing this.

Many times children feel they did something wrong or something they weren't supposed to do, so they think they will lose computer privileges because of this. It is important for them to know that they can bring it to their parents' attention without getting in trouble.

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September 25
How would you rate if your ward went on this meeting? The post with the most likes by Friday wins 2 GCs for a hotel dinner buffet!

Something for your wards :)
http://www.youtube.com/watch?v=fmdWToVnWkA&
feature=youtu.be

Playing and Staying Safe Online
www.youtube.com

Tips for parents and children on how to stay safe online. For more help and advice visit google.com/familysafety

September 26

Some predators still pretend to be kids online. Here's something to share with the family:
http://www.youtube.com/watch?v=HO2ourkwM3Q&
list=PLBA657B7FC702BE03

Tom's Story
www.youtube.com

Tom enjoys soccer and online games and he thought he knew Jack.....

Be aware.

Parents should be cautious if a child suddenly closes a browser window on the computer when the parent enters the room, or if the child doesn't want the parent to see what they are working on. If the parent questions what the child is looking at, they should go to the computer and click the back button on the tool bar or lean over and look closely at the computer screen. Parents should also be aware of pictures coming in over the computer.

More free parental controls
http://www.youtube.com/watch?v=6BdPu3GhckI&feature=youtu.be

KEEP YOUR CHILDREN SAFE ON THE INTERNET!!
www.youtube.com

DOWNLOAD FOR FREE HERE
http://megaprotector.com
www.megaprotector.com

September 27

Children should never upload a picture of themselves to the Internet.

They should also never e-mail a picture to this new person. Once the picture leaves your computer you have lost control of what can be done with the picture. A predator can do anything they want with it.

For the website (**www.guardiansvspredators.info**), the following additional topics were discussed in detail:

- Related resources on Cybercrime, Cybersafety and SPG
- FAQs for wards and guardians
- What is Sexual Predator Grooming?
- Predators: Who are they?
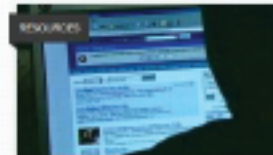- 3 things guardians can do today

The website also provided links and "Share This" buttons to the Facebook page to support Social Media campaigns.

website cont...

What is SPG ?

Sexual Predator Grooming

Sexual offenses are most often planned. They are not usually impulsive acts or mistakes. Sexual offenders do things to "set up" potential victims in an effort to manipulate them into sexual situations. This is called "grooming". Some grooming behaviors are done to try to get the potential victim interested in the offender or to see how the potential victim may react if a sexual advance is made. Grooming is part of a process in the actions offenders engage in that leads up to the actual offense. Grooming can also involve threats, bribes, or coercive acts. Grooming behaviors are sexual abuse "red flags." Coercion is when tricks, power, status, threats, bribes, drugs, alcohol, or force is used to manipulating a person into doing something. The pedophile four F's are Friendship, Fantasy, Fear, Force.

Recent Posts

Frequently Asked Questions

Related resources on Cybercrime, Cybersafety and SPG

Take the survey and help us improve campaigns against SPG

Protect your Children from Pedophiles online

Guardians vs. Predators launch Facebook Site to boost campaign

SPG SEXUAL PREDATOR GROOMING   **CHAT CO**

WATCH OUT if your ward uses the following codes below, they have something to hide:

PAW or **PRW**   Parents Are Watching
PIR   Parents In Room
POS   Parents Over Shoulder

Guardians

Search …

Guardians as primary link to provide basic safety precautions for children using the internet

Guardians refer to legal guardians such as parents & "temporary" guardians like internet newshop owners who have 'custody' of kids during operation hours, elder siblings, teachers and school authorities, and other members of the community. As Guardians in today's modern world, guidance is critical for children to navigate through the web of social, new media and cybersafety successfully. Help teach children to safely and ethically use digital devices!

G GUARDIAN CONNECTED

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Frequently Asked Questions

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Like us on Facebook!

Guardians Vs. Predators

Like   You like this.

You and 179 others like Guardians Vs. Predators.

Predators

Who are they?

Search …

The Internet is becoming an increasingly dangerous place for children and teenagers whose online profiles often attract aggressive sexual predators, according to US Federal Prosecutors in a 2008 report released by the University of New Hampshire[1]. Although the internet is widely accessible, many countries do not have laws or restrictions in place to curb the so called sexual predators. In the Philippines, a country who once became the text or SMS capital of the world, internet use is pervasive because access is open and laws are lax when it comes to minors using the internet.

Identity thieves, cyber bullies, phishers, scammers are various online criminal personas – and one of the most notorious are the sexual predators who victimize children. Classified as pedophiliacs by the medical world, these persons are typically characterized by a primary or exclusive sexual interest toward prepubescent children and adolescents. Added to this is the growing number of supporters – those who are involved in the trade and/or distribution of online materials such as photos or videos of children for the consumption of pedophiles and those with abnormal sexual tendencies. The other more surprising fact is that online child molesters are not only confined to pedophiles.

According to an article published by the American Psychologist, media stories about "online predators" who use the Internet to gain access to young victims have become a staple of news reports since the late 1990s, when youth Internet use became widespread. Much of the publicity about these cases depicts online molesters who use the Internet to lure children into sexual assaults [2].

Below is an extract from the article **Online "Predators" and Their Victims** published by American Psychologist which profiled the child sexual predator [3]:

Recent Posts

Frequently Asked Questions

Related resources on Cybercrime, Cybersafety and SPG

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Like us on Facebook!

Guardians Vs. Predators

Like   You like this.

You and 179 others like Guardians Vs. Predators.

Audience-building

The campaign for webpage visits/engagement was done through the following:

• Posting in Facebook Timelines of project members' personal accounts/groups
• Personal invitation through Facebook Private Messages/SMS
• Facebook page contests where prizes were given out to encourage audience engagement and sustain interest on the campaign
• Links, Like and Share buttons for Facebook page on website
• Related 3rd party YouTube videos that are open for sharing and embeds were also utilized in order to provide variety in terms of content. Videos were proven to be very effective tools for information dissemination online.

For succeeding phases, the following are pipeline materials:

phase 2 material: Internet shop accreditation stickers

phase 2 material: mystery predator brochure

8.0 MONITORING & EVALUATION

The success of the program will be determined by the following measures:

Process Evaluation			Impact Evaluation	
Inputs	Activities	Outputs	Short-term Outcomes	Long-Term Impacts
Project Management Research & Design Sponsorship for incentives Facebook advertising, Web hosting & other fees Collateral production	Awareness drive thru Facebook and other social media + website + other blogs Creation of Guardian-approved standards for internet shops including an accreditation process	Increased campaign visibility & exposure (by 200% of the population size) by the 3rd month Increase in use of parental controls/quality of communication with wards (by 50% of initial population size) by the 6th month Creation of a similar advocacy group (at least 1) that is independent from the project by the 8th month	Increased number of people with awareness on the issue Continued monitoring & dialogue of guardians with their wards Increased scope of advocacy/involvement against online predation from families to communities	Creation of critical mass that will: • Influence an anti-online predation amendment on the Philippine Cybercrime Law • Lead to the establishment of a regulatory board/censure on Internet access for minors • Institutionalize a watchdog agency against online predation

All members were involved in monitoring project progress for the 1st month of Phase 1. Designated monitoring personnel shall be available after the 1st month evaluation. Monitoring is done weekly for Facebook thru the Facebook Insights Data Report and monthly for the website. An initial 1st month evaluation shall be conducted so necessary adjustments can be made. After which, evaluation shall be conducted at the end of each phase.

9.0 BUDGET

The following are based on the 1st month of Phase 1 only:

Expenditure/Item	Particulars	Cost (in USD)	Remarks
Project Management	Meetings	0	Via Skype & Yahoo mail
	Documentation & File Sharing	0	Via Google Drive & We Transfer
	Communication (Internet & Telecom)	10	
Research & Design	Document Printing, Photo scanning	0	Donated
	Graphic artist talent fee	50	Discounted from $150
	Stock image purchase	0	
	Survey hosting	0	Via fluidsurveys.com
Sponsorship for incentives	Solicitation letters + product information kit	10	
	Prizes (valued at $100)	0	Donated
Fees	Domain hosting	15	
	Website hosting	25	
	Domestic courier (for prizes)	0	Donated
Total		**$110**	Split among project members

10.0 CAMPAIGN IMPLEMENTATION & MANAGEMENT (1ST MONTH)

Activity		Person Responsible	Duration	Cost (in USD)
Pre-planning	Research on topic & draft proposals	All	Aug 5 - 16	0
Planning	Create minutes of planning session	Rhods	Aug 17	0
	Draft Project Implementation Plan	Mara	Aug 18 - 21	0
	Activate online accounts (file-sharing, survey)	Mara	Aug 22	0
Research	Creation of baseline survey	Ana	Aug 22 - 23	0
	Creation of post survey	Mara	Aug 24 - 25	0
	Pre-testing & refinement of surveys	All	Aug 26 - 27	0
	Administration of surveys	All	Aug 28 - 31	0
	Data collection & analysis	Mara	Sept 1 - 3 Sept 29 - 30	0
	Review related literature	Rhods, Jae	Aug 22-25	0
Design	Branding & concept	Jae	Aug 26 - 27	0
	Pre-testing & refinement	All	Aug 28 - 29	0
	Production of designs	Jae, Ace	Aug 30 - Sept 7	50
Accounts	Solicitation of prizes	Lizette	Aug 22 - Sept 3	10
	Purchase of web domain & hosting	Rhods	Aug 23	40
Facebook set-up	Set up of Facebook account	Lizette	Sept 1	0
	Campaign for likes	All	Sept 2 - 28	5
Audience Management	Monitoring & responding to comments	All	Sept 2 - 28	0
	Prize delivery	Lizette	Sept 22 - 28	0
Website Management	Design	Rhods	Sept 1 - 7	0
	Content Management	Rhods	Sept 8 - 28	0
Campaign Management	Follow up progress & deadlines	All	Aug - Sept	5
Culmination	Draft final report	Jae	Sept 29 - 30	0
	Refinement	All	Oct 1 - 2	0
	Layout & submission	Jae	Oct 3 - 4	0
Total			61 days	$110

Project Management At a Glance

24
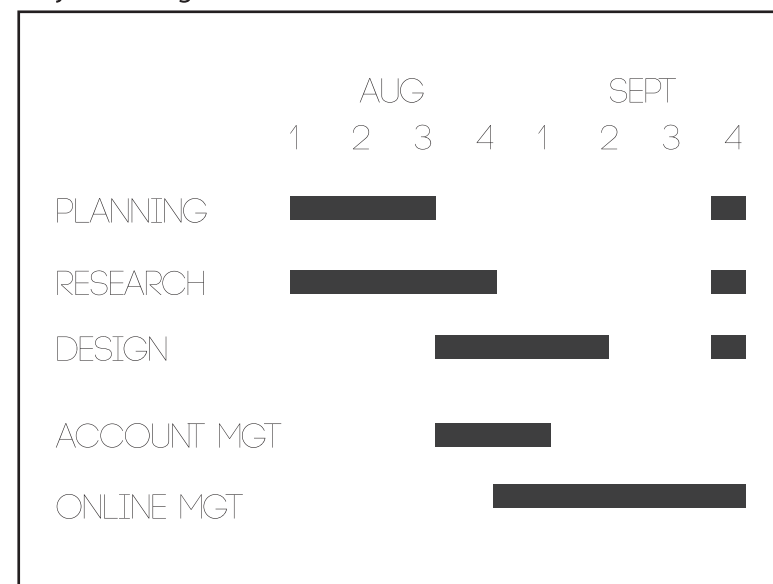
11.0 RESULTS

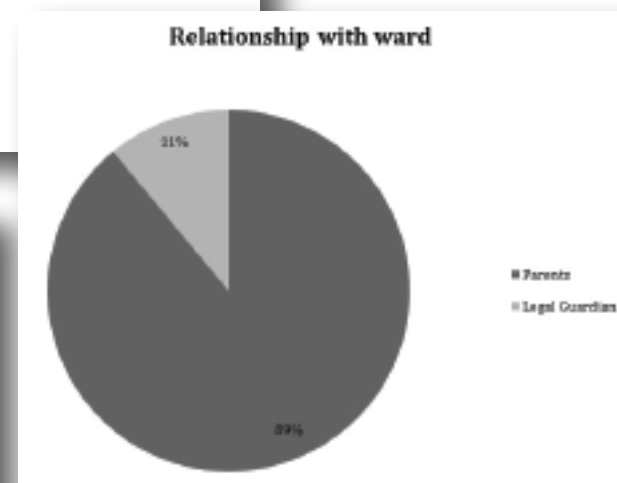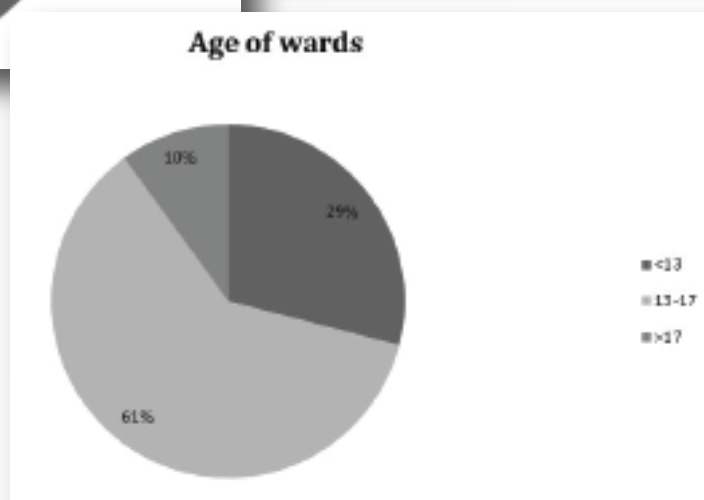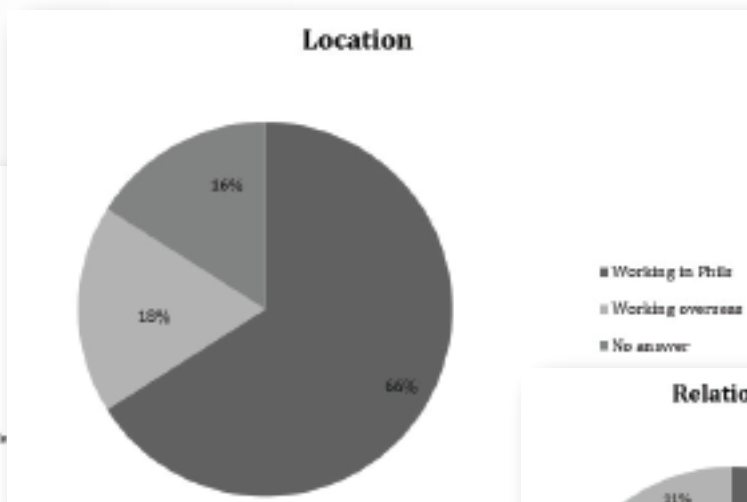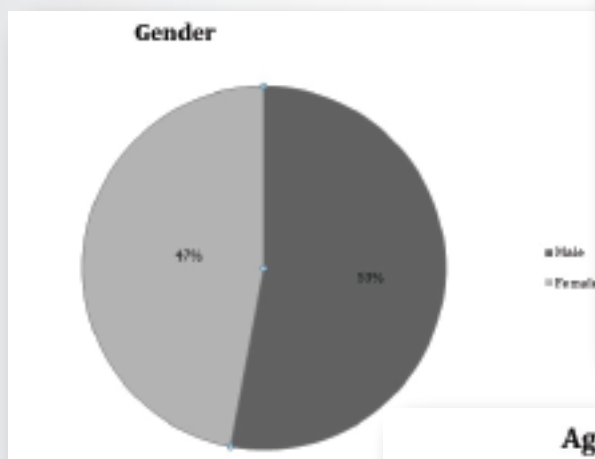|	GOALS	RESULTS
Behavior	50 guardians to visit and like our Facebook page	Accomplished. Earned 182 likes.
	50 guardians to participate (by comments or posts) in Facebook activities	Accomplished. Got responses from 51 unique page fans.
	20% of page fans to share content on their own Timelines	Partially accomplished. Earned total 28 shares from 8 page fans.
	50 guardians to take at least 1 action against online predation	Partially accomplished. 31 guardians acted against online predation [See **11.2**]
Knowledge	Increase page consumption (total likes, people talking about the page, weekly total reach) by at least 50%	Accomplished [See **Figure 11.2.3**] Total likes increased by 51.69%, people talking about the page by 70.97%, and weekly total reach by 150.72%
	50 guardians to confirm improved knowledge on online predation	Partially accomplished. 33 guardians considered themselves more knowledgable on the topic.
	50 guardians to confirm increased ability to detect signs of online sexual predation grooming	Partially accomplished. 31 guardians can now detect SPG signs
Belief	50 guardians to rate online predation as a real area for concern	Accomplished. Earned 51 affirmations.
	10% of page fans to show intention (thru comment or post) on taking action against online predation	Accomplished. 17% of fans took action against online predation
Create baseline data on guardian demographics & online behavior		Accomplished [See **Figure 11.1**]

11.1 BASELINE DATA

These are lifted from the baseline survey administered from Sept 1 – 3 thru Fluid Surveys: http://fluid-surveys.com/surveys/upou-guardiansvspredators/guardians-vs-predators/

11.1.1 DEMOGRAPHICS

Gender

47% 53%

■ Male
■ Female

Location

16%
18%
66%

■ Working in Phils
■ Working overseas
■ No answer

Relationship with ward

11%
89%

■ Parents
■ Legal Guardians

Age of wards

10%
29%
61%

■ <13
■ 13-17
■ >17

Of the parents, 92% are living with their kids and see them 90% of the time. Legal guardians are all blood relatives of the wards and are not paid to supervise them. Eighty three percent of legal guardians do not have children of their own and see their wards for an average of 14.6 hours a day.

11.1.2 INTERNET ACCESS & PARTICIPATION

Top 3 purposes for using the Internet
1. Work or school research - 83%
2. Socializing - 79%
3. Leisure or games - 50%

Main Internet access point
Personal desktop – 60%

Mostly used online interactive services
1. Social media – 92%
2. Instant messaging - 55%

Familiarity of online services
1. Social media – 100%
2. Video sharing – 80%
3. Instant messaging – 75%
4. Fora – 12%

Knowledge of online services
Above average (can figure out different settings on their own) – 62%

Knowledge on parental controls
Filtering & blocking – 52%
Limiting time – 36%
Blocking outgoing content – 30%
Monitoring tools – 28%

11.1.3 LEVEL OF AWARENESS & INVOLVEMENT ON WARD'S ONLINE ACTIVITIES

Ward's main Internet access points
Own cellphones/tablets – 37%
Own laptops/desktops – 27%

Awareness of ward's online activities
Mostly aware – 65%
Not aware – 12%

Awareness of ward's online contacts
Fully aware – 45%
Not aware – 27%

Top 3 ways how guardians manage their ward's online activities
1. Type/number of Internet-enabled gadgets allowed in the house – 39%
2. Monitoring time of Internet-enabled gadgets – 35%
3. Managing privacy settings of online accounts – 31%

11.1.4 QUALITY OF COMMUNICATION WITH WARDS

Activities that encourage conversations between guardian & ward
Dining – 92%
Watching TV – 76%
Driving them to school or elsewhere – 49%

Topics commonly discussed:
Parent & child relationship issues – 73%
Internet & gadgets – 71%
Peer relationship & issues – 55%

11.1.5 LEVEL OF AWARENESS ON SOCIAL MEDIA THREATS

Awareness ranking on online dangers by malicious users
1- Scams (phishing, charity fraud, pharming)
2- Spamming
3- Cyber bullying
4- Online predation

Importance ranking of perceived ways to prevent victimization by malicious users
1- Not posting detailed personal information online
2- Not sharing photos/videos publicly online
3- Not visiting questionable sites
4- Not socializing thru instant messaging
5- Not playing online games with other gamers

11.2 POST-SURVEY DATA

The Post-survey was administered to the same group of respondents as the baseline survey from Sept 29-30 thru Fluid Survey: "http://fluidsur-veys.com/surveys/upou-guardiansvspredators/post-campaign-survey.

Campaign improved guardians' knowledge on online predation
Yes - 100%
No - 0%

Guardians believed online predation is a real area for concern
Yes - 97%
No - 3%

Guardians has increased ability to detect the online predator grooming process
Yes - 95%
No - 5%

Action taken against online predation
Increased monitoring of wards' online activities/contacts – 52%
Looked for more information about online predation – 45%
Communicated the dangers of online predation to ward – 45%
Applied parental controls (blocking, filtering, limiting time) – 32%

Interactive media guardians will continue to monitor
Social networks - 47%
Video sharing – 13%
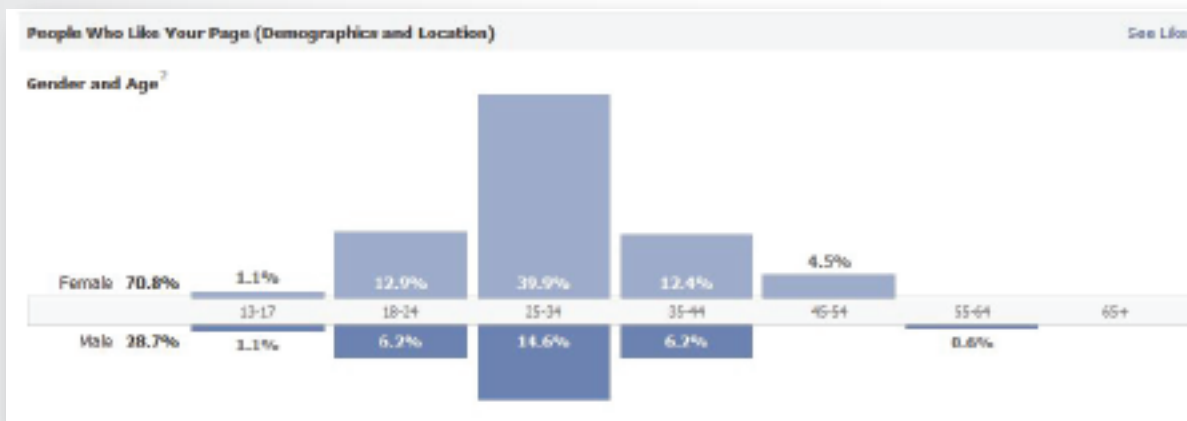Instant Messaging – 59%
Game sites – 3%
Fora – 3%

11.3 FACEBOOK METRICS

These metrics are produced via the Facebook Insights Data Report or a
physical count by project members (until September 28, 2013).

11.3.1 FAN COUNT = 182

11.3.2 RESPONSES TO ACTIVITIES WITH PRIZES

Activity 1 (What do predators look like): Earned 12 entries, 1 share and 4 likes. 135 people saw the post and 3 winners were awarded out of 5 possible winners.

Activity 2 (Poll of the week): Earned 21 entries, 1 share and 7 likes. 332 people saw the post and 4 winners were awarded out of 5 possible winners.

Activity 3 (How would you rate?): Earned 3 entries and 9 likes. 78 people saw the post and 1 winner was awarded out of 1 possible winner.

11.3.3 WEEKLY PAGE CONSUMPTION

12.0 DISCUSSION

In the baseline survey, online predation was ranked by guardians as the topic they were least aware of among the list of common online dangers by malicious users. Guardians were also found to display knowledge only of online predation stereotypes, and this is reflected in what they think the best preventive actions are: not posting of personal information or sharing photos/videos publicly. Socializing through instant messaging & gaming portals by wards were also deemed less important areas for concern, even if these are the main venues used by online predators for the sexual grooming process. Hence, as the pioneering local campaign on sexual predation which debunked its myths, it was no surprise that Guardians vs. Predators resulted in the 100% increased knowledge on and 95% increased belief against online predation by guardians.

It is also fortunate that guardians are already Internet/computer-savvy, aware of their wards' online activities, and have open communication lines with them. This allowed guardians to accept and adapt the campaign's calls to action better, and is confirmed by their top actions taken at the end of the campaign: increasing monitoring of ward's online activities, seeking more information on online predation, and communicating online dangers to wards. The material rewards given also decreased the cost of adopting campaign-promoted behaviors.

For the minority who were not convinced of the campaign, we attribute this to the single promotional channel (cyberspace) used by the proponents. We believe that once the campaign expands offline and completes its 2nd and 3rd phases, online sexual predation in the Philippines can achieve similar notoriety as cyber bullying.

The following are recommended actions for the next phase of project implementation:
- Continued posting of interactive (games, polls) and multimedia (instructional videos) materials.
- Continued branding of all communication materials [See **Appendix D**].
- Expanding the campaign to offline locations such as Internet cafes, schools, libraries, and mount symposia which encourage community participation & feedback.
- Producing tangible offline materials for stronger branding and visibility (e.g. stickers, flyers, 3D installations).
- Partnering with other groups & organizations of similar interests.

13.0 APPENDICES

A.   LITERATURE SOURCES:

1. Stop Online Predator (www.stopanonlinepredator.org)
2. Cybertipline America (www.missingkids.com)
3. Delete Predators (www.deletepredators.com)
4. The Rebecca Project (www.rebeccaproject.org)
5. Not With My Child (www.notwithmychild.org)
6. The Hero Project (heroproject.org)
7. Laurel House Australia (laurelhouse.org)
8. Maryland Coalition Against Sexual Assault (www.mcasa.org)
9. Together We Heal (together-we-heal.org)
10. Community Alliance Against Sexual Exploitation (caase.org)
11. Wolak, J. et.al. (2008). Online Predators and Their Victims: Myths, realities, and implications for prevention and treatment. American Psychologist.
12. Federal Bureau of Investigation (fbi.gov)
13. Enough is enough (www.enough .org)
14. Insafe (www.saferinternet.org)
15. Saunders, V. (nd) Internet Predators: what you need to know to protect your children. Retrieved August 28, 2013 from https://wiki.uww.edu/other/childdevresource/images/2/2c/Internet_predators_pdf.pdf
16. Microsoft Security Bulletin
17. Philippine Cybercrime Law (RA 10175)
18. Anti-Child Pornography Act of the Philippines (RA 9779)
19. National Sex Offender Public Website http://www.nsopw.gov/en/Education/-FactsMythsStatistics?AspxAutoDetectCookieSupport=1. Retrieved Sept. 22, 2013 from http://sudbury.patch.com/groups/victoria-kempf-internet-safety-bloggers-blog/p/bp--stats-about-online-predators-and-precautions-parec47b01a336
20. Kempf, V. (2012) Stats About Online Predators and Precautions Parents Should Take
21. www.virtualglobaltaskforce.com
22. http://www.divinecaroline.com/self/self-discovery/sexual-predator-grooming-behaviors
23. Blustein, C. (2007, May 21). Summer break is cause for extra vigilance online. Tampa Tribune. Retrieved July 18, 2007, from LexisNexis database.
24. Wolak, J., Finkelhor, D., & Mitchell, K. J. (2004). Internet-initiated sex crimes against minors: Implications for prevention based on findings. February–March 2008. American Psychologist 127 from a national study. Journal of Adolescent Health, 35, 424.e11–424.e20.

25. Various YouTube videos:
http://www.youtube.com/watch?v=6BdPu3GhckI&feature=youtu.be
http://www.youtube.com/watch?v=HO2ourkwM3Q&list=PLBA657B7FC702BE03
http://www.youtube.com/watch?v=fmdWToVnWkA&feature=youtu.be
http://www.youtube.com/watch?v=1gWOywMJUfE&feature=youtu.be
http://www.youtube.com/watch?v=9waE2A-uIxQ
http://www.youtube.com/watch?v=vUaN3Q5EU4E
http://www.youtube.com/watch?v=M2PMePCCk6A

B. BASELINE SURVEY INSTRUMENT

1. I surf or use the Internet for: (you may choose more than 1)
  work or school research
  socializing or networking (to get in touch with family/friends)
  business
  leisure or games
  shopping or bills payments
  others, please specify...

2. I access the Internet mainly through: (choose only 1)
  smartphones
  personal or office desktops or laptops
  tablets or simliar gadgets
  rented computers (ex: at an Internet café)

3.I have heard of or came across: (you may choose more than 1)
  Social Media (Facebook, Google Plus, Instagram, Twitter, Tumblr)
  Video Sharing (YouTube, Break, Metacafe, Dailymotion, Vimeo)
  Instant "Chat" Messaging (MSN, Yahoo, ICQ, AIM, Gtalk)
  Forum (virtualteen, teenhut, teenspot)

4. I am an active user of these online interactive services: (you may choose more than 1)
  Social Media
  Video sharing
  Instant Messaging
  Forum

5. My knowledge about using these services (privacy control settings included) is: (choose only 1)
  techie or expert level (can't be fooled or can even hack)
  above average level (can figure out different settings on my own)
  below average level (can explore the sites on my own but not familiar with most settings)
  near zero level (can't explore the sites on my own most of the time)

6.I am aware of the following Internet parental controls:(you may choose more than 1)
  Filtering & blocking
  Blocking outgoing content
  Limiting time
  Monitoring tools
  I am not aware of any

7.My child/ren/wards access the Internet mainly through: (choose only 1)
  their own laptops/desktops
  their own gadgets (cellphones/tablets)
  the family laptop/desktop
  computer rentals (going to an Internet café)

8. I am aware that my child/ren/wards:
  is/are active members of social networking/photo & video-sharing/forum sites or instant messaging tools (please specify):
  slightly aware of their online activities (can see and hear them use it, but don't interfere with their activities)
  not aware of their online activities

9. I am: (choose only 1)
  fully aware if my child/ren/ward's online contacts are those they have previously met offline or just made online
  partially aware if my child/ren/ward's online contacts are those they have previously met offline or just made online
  not aware who are on their lists

10. I (help) manage my teenager's/ward's online activities through: (you may choose more than 1)
  the type and/or number of gadget I give or allow them to use in the house
  the number of days/hrs they can spend on their gadgets
  the privacy settings of their online accounts
  the Internet or wi-fi passkey
  the computer/gadget password
  the account password and username
  I don't find it necessary to manage their online activities

11. We (parent/guardian and child/ward) usually get to talk (as in chat) while/ through/ when: (you may choose more than 1)
  dining
  driving them to school or elsewhere
  playing games (please indicate which of the following: online/board/sports/out-door/etc.)
  watching TV
  strolling
  doing house chores
  phone (text/call) or social media networks
  others, please specify...
  none of the above (we rarely talk, much less chat)

12. I can communicate with my kids/teens/wards about: (you may choose more than 1)
  Internet and gadgets
  romance and sex
  parent and children (guardian and ward) relationship issues
  peer relationships and pressure
  everything under the sun, however trivial (please cite an example)
  others, please specify...
  almost nothing

13. I am aware of the following online dangers by malicious users: (rate 1-4, with 1 as the topic you're most knowledgeable of)
  cyberbullying & cyberstalking

  scams (phishing, charity fraud, pharming)
  online predation
  spamming

14. I believe my child/ren/ward can prevent being victimized by malicious users thru: (rate 1-5, with 1 as the most important)
  not posting of detailed personal information online
  not sharing photos/videos publicly online
  not socializing thru instant messaging
  not visiting questionable sites
  not playing online games with other gamers

I am the parent/guardian of:
Please indicate the gender and age of your child/ren/ward.

FOR PARENTS ONLY:
Do you work? Please indicate (Yes/No : Philippines/Overseas)
Do you and your kids/teens live in the same house?
Do you get to see your kids/teens everyday, except during out-of-town engagements either of kids/teens or parents?

FOR GUARDIANS ONLY:
What is your relationship to your ward/s? their parents?
Do you live with your ward/s' parents?
Are you paid as guardian?
Do you have (other) work?
Do you have children of your own?
How many hours (average) in a day do you see your ward/s in the house?

Thank you very much!

C.   POST-SURVEY INSTRUMENT (MONTH 1 OF PHASE 1)

1. The campaign improved my knowledge on online predation.
True/False

2. I now believe online predation is a real area for concern.
True/False

3. I can now detect if my ward is being groomed by online predators.
True/False

4. After learning about online predation, did it prompt you to take action(s)?
Y/N

4.1 If yes, what did you do? (you may choose more than 1)
Increased monitoring of wards' online activities/contacts
Looked for more information about online predation
Communicated the dangers of online predation to my ward
Applied parental controls (blocking, filtering, limiting time)
Others, please specify: _____

5. Which interactive media used by your ward will you continue to monitor? (you may choose more than 1)
Social networks (please indicate which service)
Video sharing (please indicate which service)
Instant "Chat" Messaging (please indicate which service)
Game sites (please indicate which one)
Forums (please indicate which one)
I don't think it's necessary to monitor

D. SAMPLE PRIZES

The following are examples of branded rewards given during the 1st month of campign:

Guardians vs. Predators stationery packs

GUARDIANS VS PREDATORS

CONTRIBUTORS

SOLIS, R., SANTOS, J., OLITRES, L., ESCUREL, M., BALBOA, A.