

A brief guide to keeping your child safe online.

Welcome back and hope you've had a wonderful Easter break.

What do we know about **Search Engines**?

How many **Search Engines** do you know about and do you know which ones your child may be using?



A search engine is a software program that helps people find the information they are looking for online using keywords or phrase. They will search the internet for the key words entered and return results back filtered or unfiltered to the user. In fact, Google alone processes around 100,000 searches every second.

The danger with search engines is that the results that they return could expose children to inappropriate content, misinformation and even scams. What to look out for?

How can we make sure that when we search the internet, we do so safely?



Illegal Content— Search engines are designed to retrieve content based on keywords, not to judge whether that content is lawful. Illegal or harmful material could appear in search results.



AI and Misinformation— Some search engines offer AI generated answers as top results. While these may be helpful, they are not always accurate. AI summaries have presented information as fact even though they have been

found to be false. This misinformation can become dangerous when children are searching for trending topics or controversial issues.

HOW TO **ACTIVATE** SAFE SEARCH

Safe Search— Some Search Engines use 'Safe -Search' tools. However there are many lesser known Search Engines that don't have similar protections. Parental controls may also struggle to detect and block these sites.

How can we help our kids navigate The World Wide Web safely?

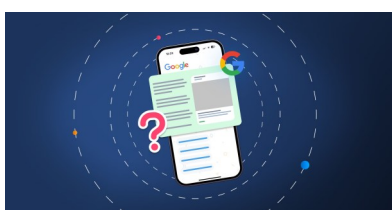


While no parental controls tool is perfect, using this software can help reduce the likelihood of inappropriate content appearing in Search Engines. Use tools like Google Family Link to set search restrictions and monitor your child's browsing activity.



Recognise and discuss sponsored results. Explain to your child why some results appear higher up the results page and that these results may not show accurately what you have searched for.

That some advertisements can be misleading or unsafe.



Understand that whilst AI content is generated quickly, it doesn't always mean that it is accurate. Encourage your child to review sources and double check results before believing that they are correct first time.



Encourage critical thinking. Know that not all websites can be trusted, so think about why they may appear higher up the search results. What does the website get from you visiting it? Spread of misinformation? Selling of products?

Above all, keep talking with your child. You may learn more from them in this digital age than they learn from you!

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Techie Tips!