

# SAFER INTERNET DAY 2011

It's more than a game,  
it's your life!

8 FEBRUARY 2011



Safer Internet Day is organised by INSAFE ([www.saferinternet.org](http://www.saferinternet.org)) in February to promote safer and more responsible use of online technology and mobile phones, especially amongst children and young people across the world. Each year hundreds of events are organised to raise awareness about online safety issues.

Over the years, Safer Internet Day has become a landmark event in the internet safety calendar. Starting as an initiative of the EU SafeBorder project in 2004 and taken up by the Insafe network as one of its earliest actions in 2005, Safer Internet Day has grown beyond its traditional geographic zone and is now celebrated in more than 60 countries worldwide, from Brazil to Japan and Kenya.

From cyberbullying to social networking, each year Insafe aims to be at the forefront of emerging online issues and chooses a topic reflecting current concerns. This year, join us to look more closely at our “**virtual lives**” and discover how your real self lives the virtual experience.



## Our virtual lives - "It's more than a game, it's your life"



This year, efforts will focus on virtual lives. Today young people spend a good part of their lives on activities ranging from online gaming to social net-

working. In doing so they face multiple challenges related to their privacy, reputation and health.

### A few key facts to contemplate!\*

- Gamers spend on average 8 hours weekly playing online.
- Young people sleep 2 to 3 hours less per night than 10 years ago.
- In January 2010, 18 million accounts were registered on Second Life.
- Facebook reports more than 500 million active users.
- Users spend 700 billion minutes on Facebook each month.
- 13 million players in World of Warcraft, world's largest MMORPG.
- MMORPGs generated \$1.5 billion in subscription revenues worldwide in 2008, forecast to reach \$2.5 billion by 2012.
- Up to 250,000 players are simultaneously online on WoW.
- Transactions and sales of virtual goods in virtual worlds were estimated at \$18 billion in 2009.

### Some key messages

- Hiding behind your avatar, pseudo or profile page will not shield you.
- Your actions in your virtual life can impact on your real life.
- Monitor your playing activities: a balance between online and offline is important.
- Look for virtual worlds that don't encourage consumerism.

## Get involved! Take a stand!

By attending or organising an event you contribute to spread the word.

- Start by registering for Safer Internet Day at [www.saferinternetday.org](http://www.saferinternetday.org) and complete the online form.
- Your national Awareness Centre or your SID committee will then contact you.
- No SID Committee in your country? Contact our helpdesk to create your own: [SID-helpdesk@eun.org](mailto:SID-helpdesk@eun.org)
- Now organise your event. Use our toolkit available at [www.saferinternetday.org](http://www.saferinternetday.org) to help you.

### Looking for ideas?

Find some inspiration in our previous actions:

- Post our banner / publish our press release on your website.
- Become a fan of our Safer Internet Day Facebook page.
- Improve awareness in your region.
- Spread the word in the media.
- Host an event in your community such as a conference on online safety.
- Arrange workshops in schools and private companies.
- Orchestrate debates for young people and policy-makers.
- Organise a SID bus tour...

More information at [www.saferinternetday.org](http://www.saferinternetday.org)



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\* Sources: Facebook, Second Life, TDG, Strategy Analytics