

The Role Of Corporate Social Responsibility In Promoting Cybersafety And Digital Citizenship Using The Cybersmart Portal In A School Setting

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Presentation Flow



Background



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Background

- The rapid growth of technology in the modern world has not only created many advantages and opportunities, but also several new threats and obstacles, particularly for young people navigating the online world.
- Children's usage of the internet and digital gadgets has grown exponentially throughout the world and doesn't appear to be slowing down anytime soon.
- Cybercrime is a huge concern as society continues to shift towards the digital sphere.



JAN
2022

DAILY TIME SPENT WITH MEDIA

AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



GLOBAL OVERVIEW

TIME SPENT USING
THE INTERNET



6H 58M

YEAR-ON-YEAR CHANGE
+1.0% (+4M)

GWl.

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 20M

YEAR-ON-YEAR CHANGE
-2.0% (-4M)



TIME SPENT USING
SOCIAL MEDIA



2H 27M

YEAR-ON-YEAR CHANGE
+1.4% (+2M)

GWl.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 00M

YEAR-ON-YEAR CHANGE
-1.6% (-1M)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 33M

YEAR-ON-YEAR CHANGE
+2.2% (+2M)

we
are
social

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 01M

YEAR-ON-YEAR CHANGE
[UNCHANGED]

GWl.

TIME SPENT LISTENING
TO PODCASTS



0H 55M

YEAR-ON-YEAR CHANGE
+1.9% (+1M)



TIME SPENT USING
A GAMES CONSOLE



1H 12M

YEAR-ON-YEAR CHANGE
+1.4% (+1M)





Cybersecurity

- **“Cybersecurity”** is referred to as the technique of guarding against unauthorised entry, assaults, or destruction of digital information, computer networks, and systems.
- It seeks to preserve the privacy, availability, and integrity of digital assets, ensuring the safety of people, businesses, and even entire societies in the digital sphere.

Digital Citizenship

- **“Digital Citizenship”** is referred to as utilising technology and digital resources ethically and responsibly.
- It entails being aware of and abiding by a collection of values, customs, and conduct that encourage constructive participation, safety, and respect online.
- It places a focus on cultivating the knowledge, abilities, and attitudes necessary for people to participate responsibly in the digital society.

Introduction



The WNS Cares Foundation (WCF), understands the significance of fostering cybersecurity and digital citizenship.



With the aim of educating, empowering, and enriching people, WCF has created several programmes to have a long-lasting effect on the lives of young people from disadvantaged backgrounds.



This study is primarily focused on the implementation of the CyberSmart programme in a school setting for understanding the role of corporate social responsibility (CSR) on student advocacy for cybersecurity and digital citizenship.



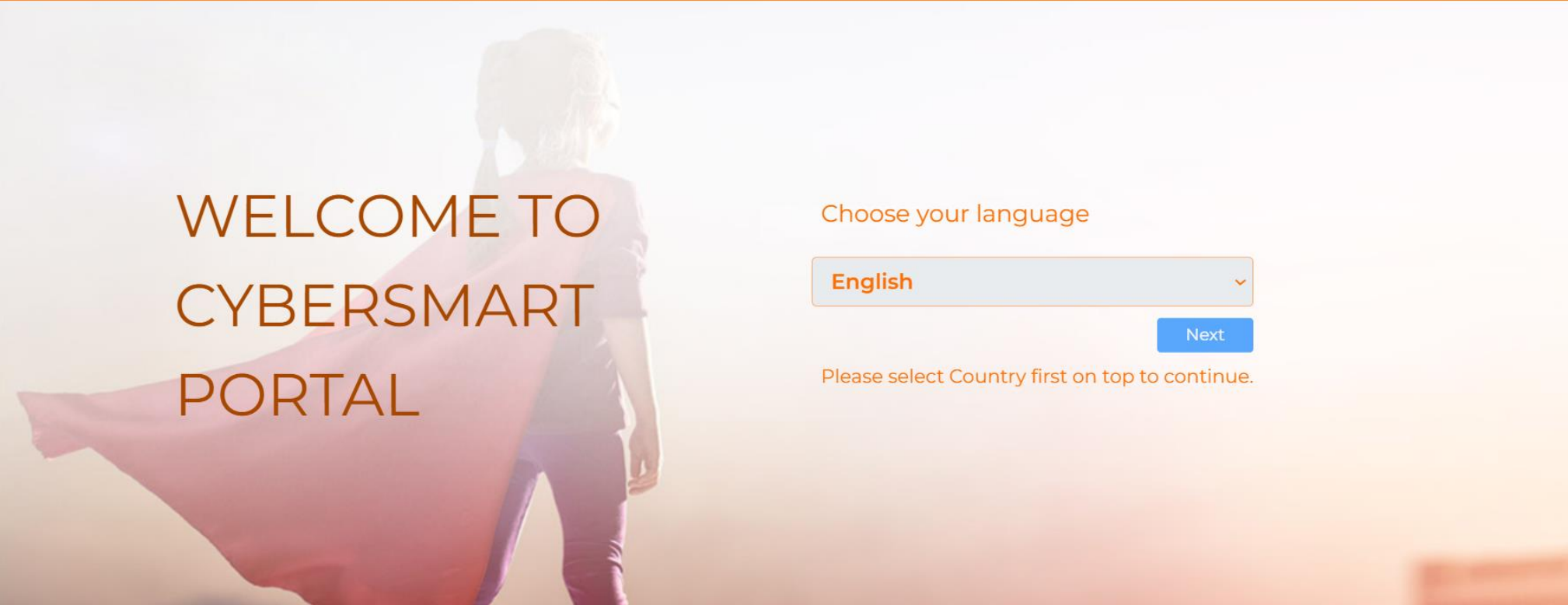
Cyberbullying, identity theft, and other online threats have increased for young people because of rapid advancement of technology and its absorption into daily life.

Cybersmart Portal- Initiative by WNS Cares Foundation



STUDENTTEACHERVOLUNTEERPARENTS

Select Countr ▾



WELCOME TO
CYBERSMART
PORTAL

Choose your language

English ▾

Next

Please select Country first on top to continue.

Cybersmart Portal- Initiative by WNS Cares Foundation

- Cybersmart, a gamified cybersafety portal with age-appropriate content for students as well as customized sections for teachers, volunteers, and parents, is introduced by the WNS Cares Foundation (WCF).
- Cybersmart is India's first cyber security awareness platform for children.
- The goal of the Cyber Smart portal is mainly to protect the kids online and on digital platforms.
- In collaboration with NASSCOM, Shri Ajay Prakash Sawhney, Secretary of MeitY, introduced it nationwide in May 2020.
- Atal Tinkering Labs (NITI Aayog), Tech Mahindra Foundation, Robotex India Foundation, Pratham Infotech Foundation, Hyderabad City Security Council, and Childline India Foundation are some of WCF's partners for CyberSmart. The CyberSmart programme completed 7000+ certificates in 2 hours, breaking the "Asia Book of Records."
- The portal is currently available in English & 9 other Indian languages.
- Importantly, the portal does not collect personal data and can be used by 50,000 individuals at once.
- It seeks to give kids and teenagers knowledge and skills they need to stay safe online, encourage digital citizenship, and stop cyberbullying.

Literature Review

1

The study's literature review provided us with new knowledge about several issues, including privacy and security, online citizenship, and CSR. They reveal several important insights.

2

Firstly, students and teachers exhibit a sufficient degree of awareness and knowledge of digital citizenship behaviors in a setting of distance learning. This emphasizes the effectiveness of educational efforts in promoting responsible online behavior.

3

Additionally, the significance of cybersecurity awareness for children is emphasized with the need to educate them about online threats and equip them with the necessary skills to navigate the digital landscape safely.

4

Corporate Social Responsibility (CSR) initiatives are highlighted as playing a vital role in raising awareness about cyberstalking, promoting responsible online behavior, and providing support to victims.

5

The COVID-19 pandemic has also emphasized the crucial role of businesses in supporting communities, employees, and society as a whole.

6

The study also emphasizes how factors such as personal backgrounds, internet usage, and psychological traits can affect a teacher's level of digital citizenship, highlighting the necessity for professional development programmes to improve teachers' digital citizenship practices.

7

It is evident that interactive learning settings help youngsters develop their e-safety skills, highlighting the value of interesting educational resources for promoting cybersafety. Also, community engagement is deemed vital in encouraging responsible digital behavior and providing support to individuals navigating the digital landscape safely.

8

Finally, incorporating digital citizenship education into the curriculum positively impacts students' responsible online behavior and fosters their development as digital citizens. These reviews collectively emphasize the significance of promoting cybersafety, digital citizenship, and corporate social responsibility to address the challenges and risks associated with the digital world.

Research Question:

How does corporate social responsibility contribute to promote cybersecurity and digital citizenship, specifically through the implementation of the Cybersmart Project in a school setting?

Objectives:

- To understand the role of CSR in promoting cybersecurity and digital citizenship in a school setting.
- To highlight the key factors that contribute to the success of the Cybersmart project in promoting cybersecurity and digital citizenship.

Methodology

1. SUDY DESIGN:

The study used a cross sectional design.

2. STUDY SETTING:

The study was carried in a renowned institution called St. Xavier's Higher Secondary School, Duliajan, Assam.

3. STUDY POPULATION:

The study population were the students of St. Xavier's Higher Secondary School, Duliajan, Assam.

- **Inclusion criteria:** Students from Grade 3 were included in the study who had computer practical classes.
- **Exclusion criteria:** Students below Grade 3 were not included in the study as they did not have computer practical classes.

4. STUDY TOOLS:

The WCF's CyberSmart portal's age-specific quiz certifications were used for gathering information about respondents' online awareness and behavior.

5. DURATION OF STUDY:

The study was carried out from February to May 2023.

6. SAMPLE SIZE:

620 participation certifications were included in the study.

7. SAMPLING TECHNIQUE

Convenience sampling was employed as the sampling technique to select the school for the study.

8. DATA COLLECTION PROCEDURE:

- A unique reference ID was created for each participant after they successfully finished and confirmed their success on the Cybersmart site.
- The class representatives compiled these reference IDs on paper after the researcher gave a list of names organised by roll numbers. To ensure reliable record-keeping, the student lists were taken from the administrative office of the school. The class reps were in charge of obtaining reference IDs from each of their classmates and seeing to it that they were properly documented.
- These reference IDs were compiled and arranged class and roll number wise in an Excel file. This procedure made it possible to compile an extensive list of the number of students who had earned the Cybersmart certification. The investigator ensured the quality and security of the data gathered from the student representatives by recording the unique IDs in Excel.

1



[STUDENT](#) [TEACHER](#) [VOLUNTEER](#) [PARENTS](#)

India

WELCOME TO CYBERSMART PORTAL

Enter your details

Enter Name

ABCD

Class/Grade

5-7

State

Assam

Channel Partner

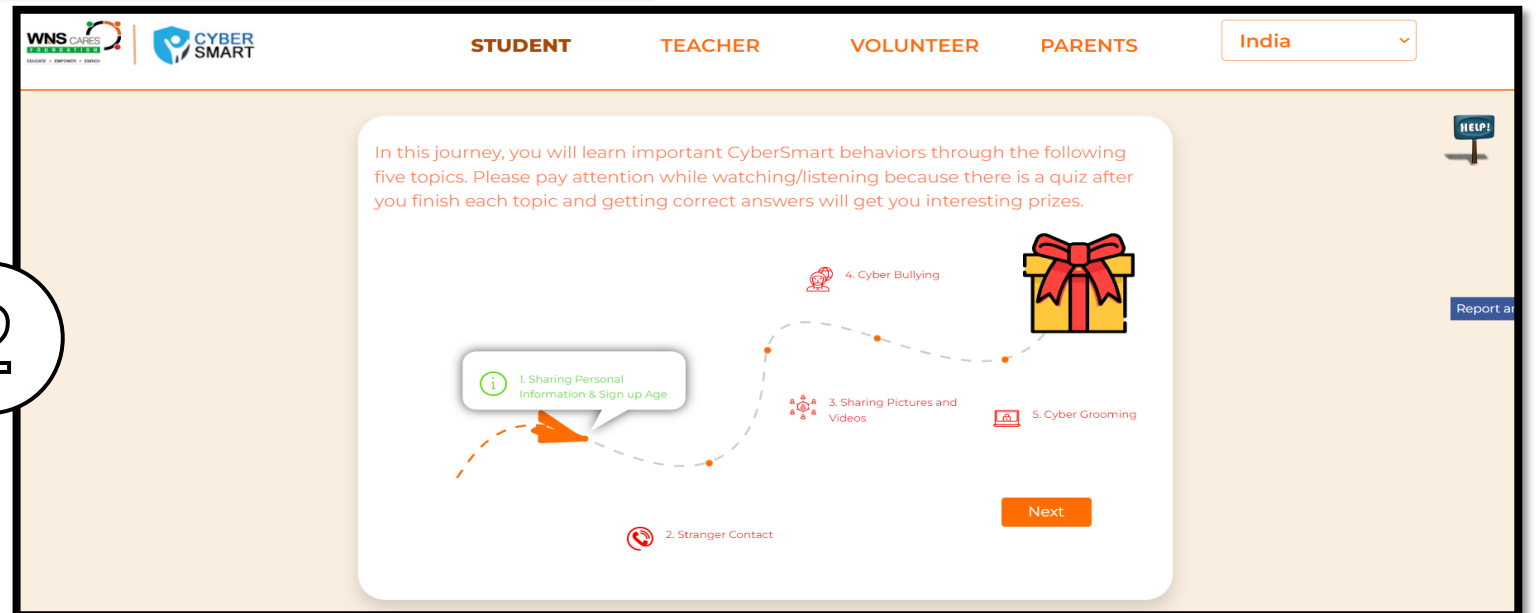
Ybrant Fellowship

Next

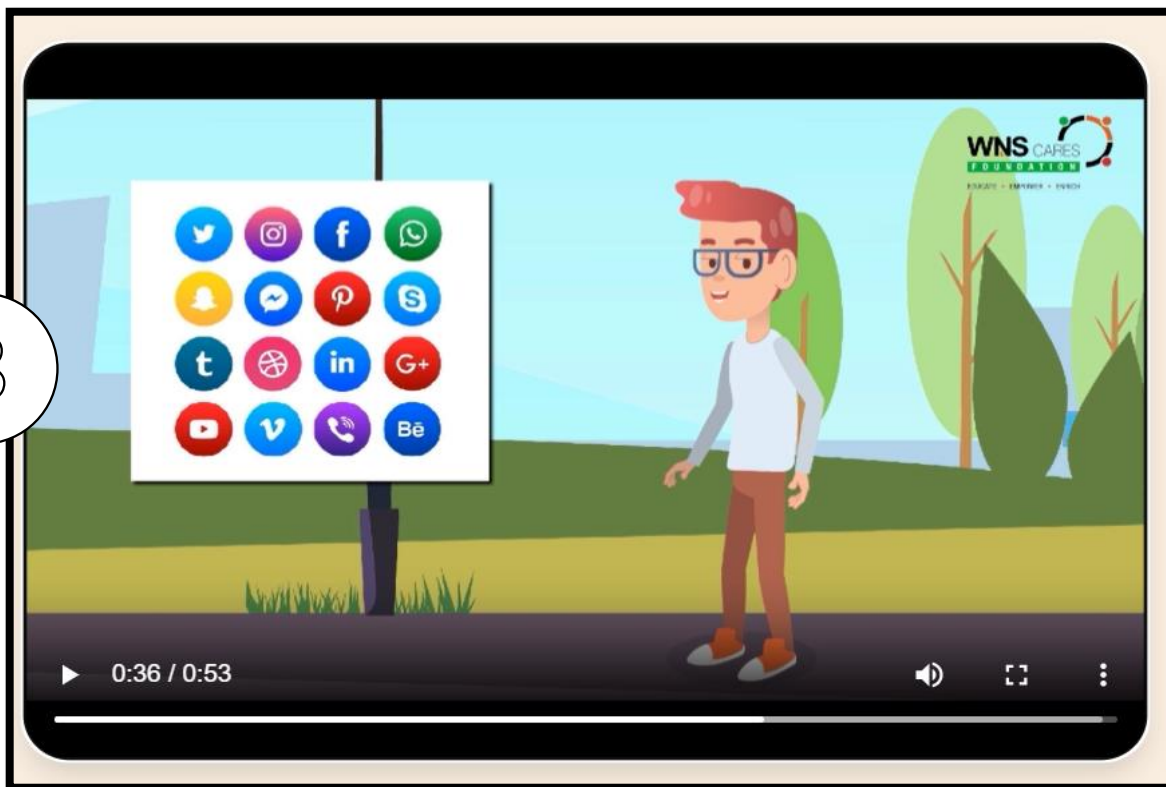
HELP!

Report an Issue

2



3



4

Let's Play a Quiz

It is not alright to share your personal information with people you chat online.

True

False

Awesome!
You are correct

Next

5

YOUR REFERENCE ID IS
SEEANDA8F4DC



Badge

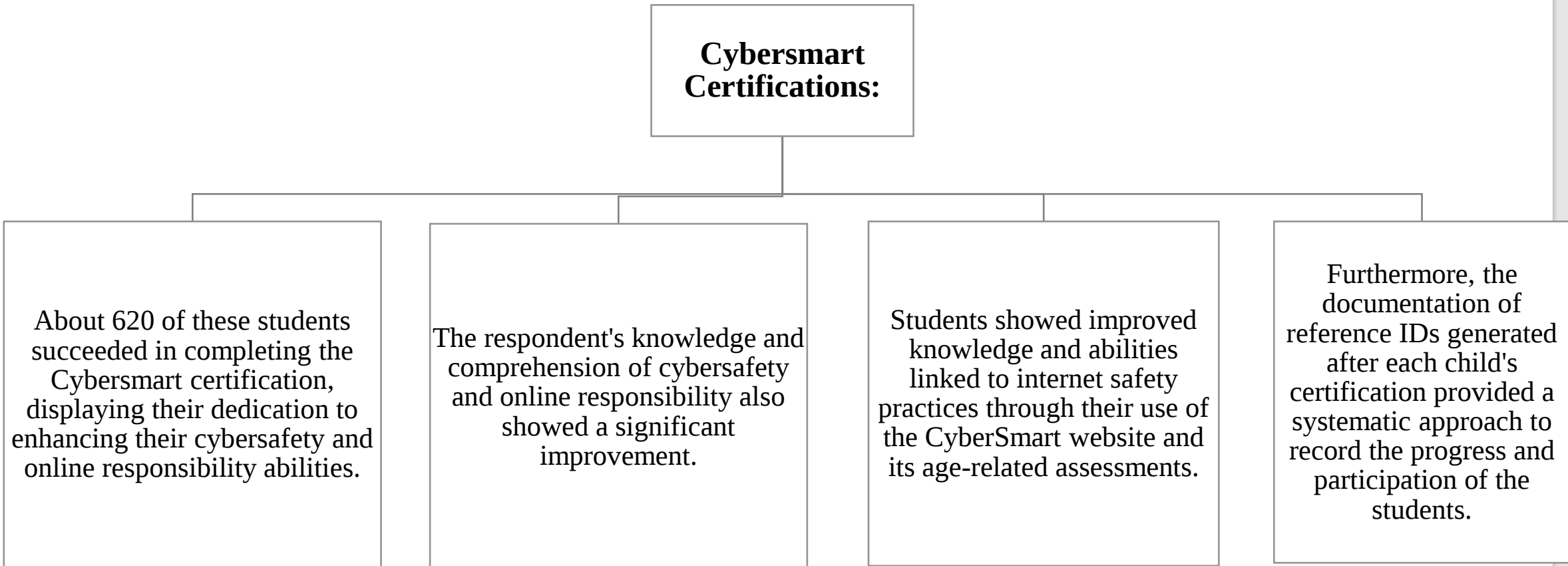


Certificate

Download

Results

Cybersmart Certifications:



```
graph TD; A[Cybersmart Certifications:] --- B[ ]; B --- C1[About 620 of these students succeeded in completing the Cybersmart certification, displaying their dedication to enhancing their cybersafety and online responsibility abilities.]; B --- C2[The respondent's knowledge and comprehension of cybersafety and online responsibility also showed a significant improvement.]; B --- C3[Students showed improved knowledge and abilities linked to internet safety practices through their use of the CyberSmart website and its age-related assessments.]; B --- C4[Furthermore, the documentation of reference IDs generated after each child's certification provided a systematic approach to record the progress and participation of the students.];
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About 620 of these students succeeded in completing the Cybersmart certification, displaying their dedication to enhancing their cybersafety and online responsibility abilities.

The respondent's knowledge and comprehension of cybersafety and online responsibility also showed a significant improvement.

Students showed improved knowledge and abilities linked to internet safety practices through their use of the CyberSmart website and its age-related assessments.

Furthermore, the documentation of reference IDs generated after each child's certification provided a systematic approach to record the progress and participation of the students.

Fig.: Number of certifications in each Grade

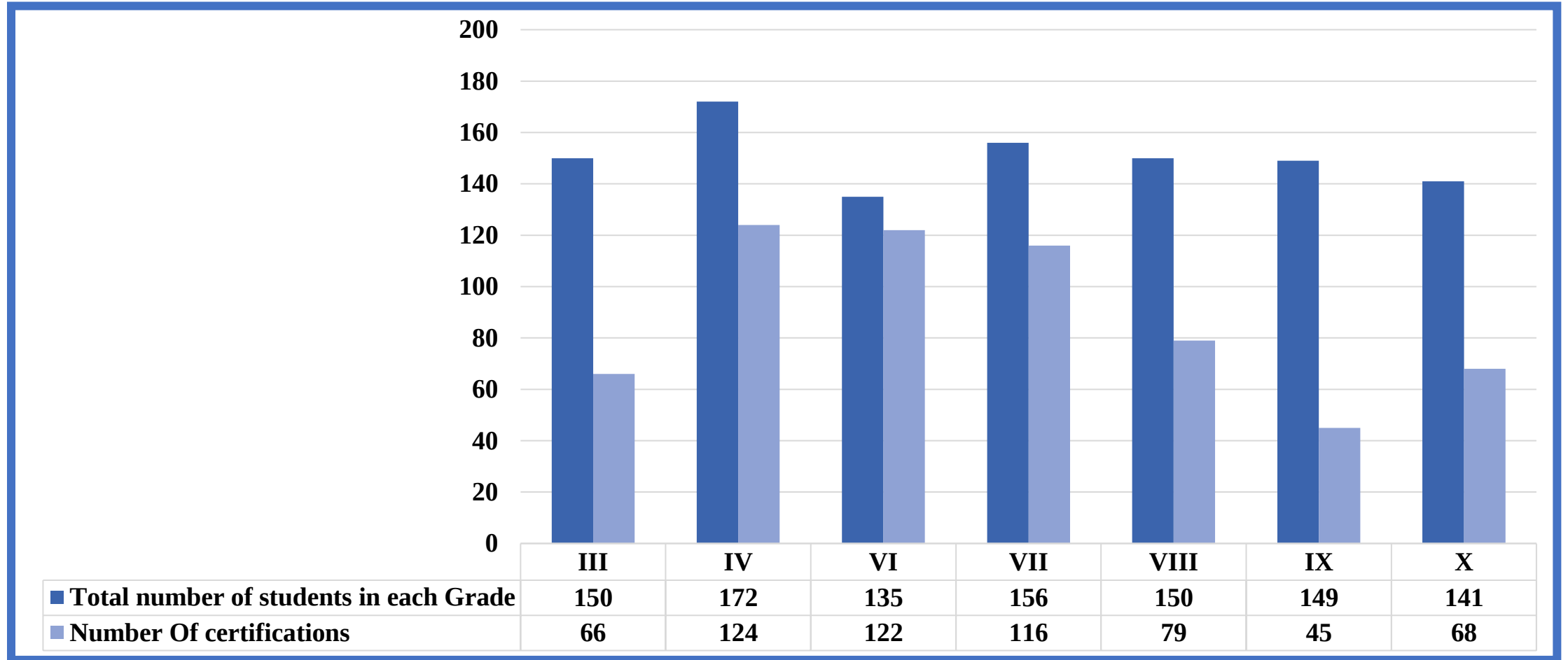
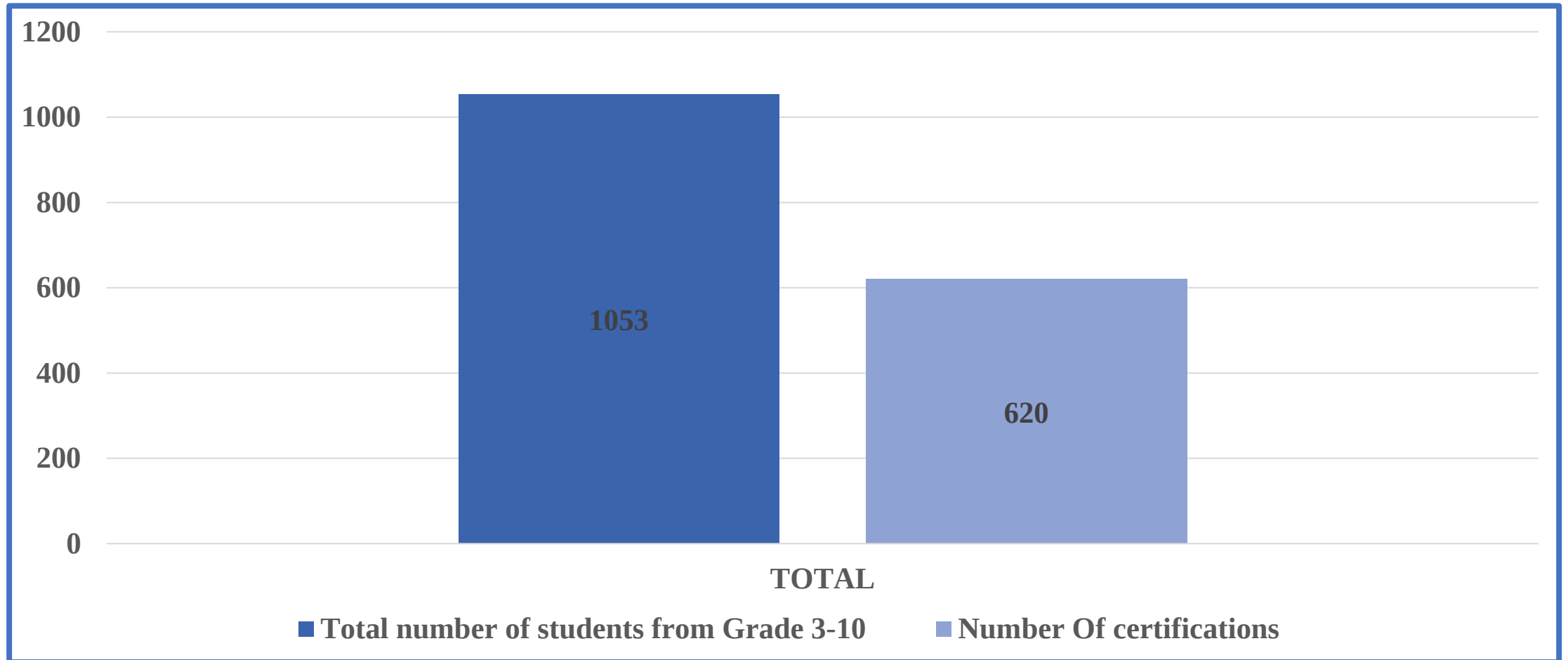


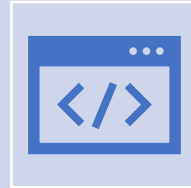
Fig.: Total number of certifications



Key factors that contribute to the success of the Cybersmart project in promoting online safety and digital citizenship:



It was observed that the age-appropriate quiz and educational materials offered by the Cybersmart portal were successful in raising participants' knowledge and comprehension of online safety and digital citizenship.



The portal's interactive features kept students interested and aided in their learning.



The active participation of teachers and parents offered a comprehensive approach to education in this field through their support and direction.



It was also observed that implementing the Cybersmart initiative within the school's educational programme was essential for motivating students to develop and uphold responsible digital citizenship and safety practices.

Discussions

Comparison with Relevant Studies

The comparison with several other studies supports the effectiveness of educational initiatives like CyberSmart in promoting digital citizenship, cybersafety, and responsible online behavior among students.

A study by Hawamdeh et al. (2022) found a satisfactory level of awareness and knowledge of digital citizenship practices among students and teachers, aligning with the current study's findings and supporting the effectiveness of CyberSmart in enhancing digital citizenship.

Quayyum, Cruzes, and Jaccheri's (2021) systematic literature review emphasized the importance of educating children about online threats and equipping them with skills for safe digital navigation, which aligns with the CyberSmart project's goals.

Al-Khateeb et al. (2017) found that CSR activities can increase awareness of cyberstalking and promote safe online behavior, validating the importance of CSR in addressing cyberbullying and related risks, as emphasized in the CyberSmart initiative.

Conclusion

The study evaluated the effectiveness of the CyberSmart project in promoting cybersecurity and digital citizenship in a school context, particularly in conjunction with Corporate Social Responsibility (CSR).

The study's results demonstrated the project's efficacy in promoting responsible digital behavior, improving online safety practices, and reducing cyberbullying and other risks among young people.

Consistent evidence from the literature review highlighted the value of educational programs like CyberSmart in increasing awareness of online hazards, imparting necessary skills, and fostering responsible digital behavior.

The comparison with other studies supported the effectiveness of instructional programs in addressing digital dangers and promoting responsible online behavior.

The study's conclusions are significant for educational institutions, policymakers, and stakeholders, emphasizing the importance of integrating programs like CyberSmart into school curricula to create a safer online environment.

Suggestions

Integration of CyberSmart

Project: Educational institutions should consider integrating programs like the CyberSmart project into school curricula to provide students with access to a safer online environment.

Corporate Social Responsibility (CSR)

Involvement: Policymakers, Businesses and organizations can actively contribute to creating a safer online environment by participating in CSR initiatives that support cybersafety and digital citizenship.

Long-Term Impact

Assessment: Further research is needed to investigate the long-term impacts of educational programs like the CyberSmart project.

Suggestions

Ongoing Evaluation and Development: Regular assessments of program efficacy can help identify areas for improvement and ensure that the information remains up to date with emerging online threats and technologies.

Collaboration among Stakeholders: Academic institutions, policymakers, and other stakeholders should collaborate to create a safer online environment for children.

Strengths of the study

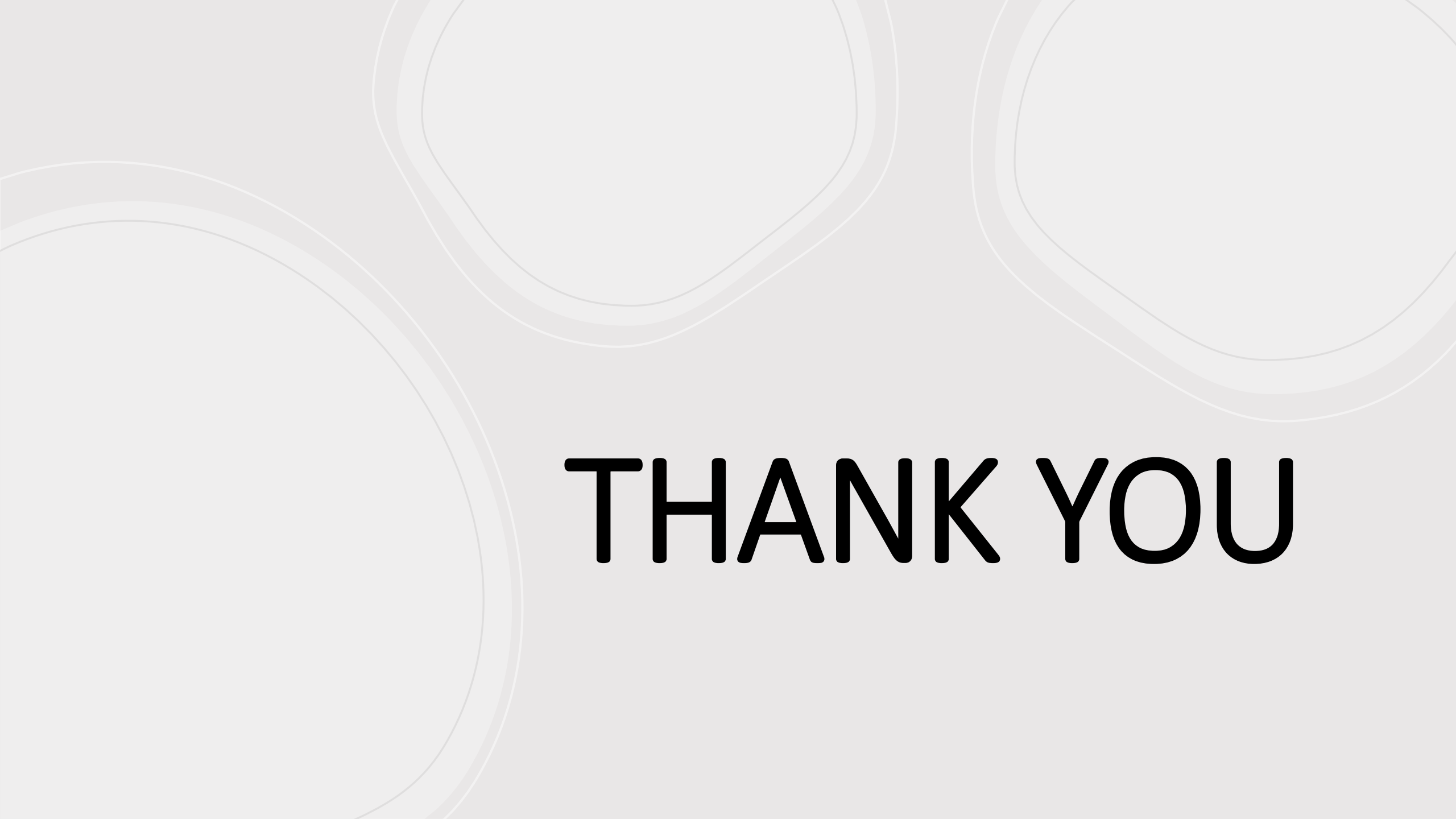
The study has several strengths. Firstly, the secondary research approach allowed for a comprehensive analysis of the research objective, providing valuable insights, and understanding of the topic.

Secondly, the survey effectively attracted more participants than the intended sample size of 600, demonstrating a significant representation of the intended audience. Additionally, the research's conclusions showed promising results, demonstrating how well the CyberSmart project promoted students' digital citizenship and cybersafety.

Limitations of the Study

The study's applicability is limited to a specific school environment, which may not represent the diversity of educational settings. Future research should consider a broader range of schools and communities for a more comprehensive perspective.

Due to holidays and class schedule clashes, not all sections of each grade could be covered, which may have limited the inclusiveness of the study's sample.



THANK YOU