Inflammation ZERO
in Singapore and Korea

Yuhyun Park
Welcome to the Ministry of Education (MOE) Cyber Wellness Portal

This portal aims to educate students, parents and educators on ways to keep ourselves safe while we surf the web at home or at school.

Learn more about the MOE’s Cyber Wellness Framework, and access useful resources.

Our Educators

Are you searching for resources to enrich your students’ learning experiences?

Click here to read more

Our Students

Are you cyber smart?

Click here to read more

Our Partners

Are our children responsible and safe online?

Click here to read more
Stop Bullying Website: Korean MOE
### Case Study: Korean Cyberwellness Programs (2012 Review)

<table>
<thead>
<tr>
<th>Korea Communication Standards Commission</th>
<th>Korea Communications Commission</th>
<th>Ministry of Gender Equality and Family</th>
<th>Ministry of Public Administration and Security</th>
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</thead>
<tbody>
<tr>
<td><strong>Target</strong></td>
<td>Youth, Parents, Teachers</td>
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<tr>
<td><strong>Focus</strong></td>
<td>Focus on blocking harmful contents</td>
<td>Internet literacy and digital ethics education for prevention</td>
<td>Preventative education and treatment for Internet addiction, Remove harmful contents on the Internet</td>
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<tr>
<td><strong>Content</strong></td>
<td>Green i Campaign: - Harmful contents filtering software - Internet Information time management support system</td>
<td>Korea Internet Dream Society - Internet Ethics Class (Internet literacy education) - Campaign for Beautiful Internet World</td>
<td>Counselling for at-risk groups to Internet addiction - Youth Patrol Project - Internet addiction prevention campaign - Counsellor and therapist training</td>
</tr>
<tr>
<td><strong>Effects</strong></td>
<td>Over 2.3 million people have downloaded contents. - GIFT Family Participants: Over 5,000 (2011) - 9,400 trainees (Internet ethics class, 2010) - 240 primary schools (Afterschool Internet class)</td>
<td>Internet addiction survey - Prevent and treat Internet addictions - Youth Patrol activities encompass over 5 million students at all levels from primary to high school</td>
<td>Sunflower campaign: Over 1 million cases - Developed and distributed over 50 kinds of Information Ethics educational contents in schools</td>
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Case study: Integrated approach for “Cyber Wellness” education in Singapore

Inter-Ministry Cyber Wellness Steering Committee (ICSC)

- Ministry of Information, Communications and the Arts (MICA)
- Ministry of Education (MOE)
- Ministry of Community Development, Youth and Sports (MCYS)
- Ministry of Defence (MINDEF)
- Ministry of Home Affairs (MHA)
- Infocomm Development Authority (IDA)
- Media Development Authority (MDA).

$10 million for 2009-2013

4-year longitudinal study to understand students’ cyber behaviours, evaluate training programs

Counselling and cyberwellness training

Digital citizenship Intervention program

MOE Cyberwellness school programs and web portal
To create cyber awareness among the pupils
Pupils should be able to
• “sense” the risks of harmful behaviours online
• learn how to manage such risks
• protect themselves from the dangers.

To develop pupils’ ability to respond to new encounters in cyberspace,
• Provide opportunities for pupils to analyse, evaluate and reflect on cyberwellness issues

Pupils should eventually translate their understanding into actions that will keep them safe while online
Research-based & Research-generating Digital Citizenship Education
Game-based fun storytelling approach

**iZ HEROs** have the ultimate power to defeat **Infollmons**.

**INFOLLMONs** try to destroy the iZ HERO spirit of kids through the Internet and Mobile Phones
- Cyberbullying
- Privacy invasion
- Online Predators
- Video game addiction

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Mission
We help to find the unique HERO in every child in the digital age!

- **WISDOM** to create benefits for others
- **DISCIPLINE** to use new ICT tools
- **CREATIVITY** to solve problems from a different angle
- **RESPONSIBILITY** to complete tasks with ownership
- **GRATITUDE** to not take things for granted
- **RESPECT** for all
- **COURAGE** to speak up
- **EMPATHY** to understand others
- **RESILIENCE** to try and continue
- **WISDOM** to create benefits for others
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iZ HERO Exhibition
The world’s first exhibition to teach kids about digital leadership

2011, SOUTH KOREA
National Science Museum, S. Korea
Nationwide tour by KISA

2013, SINGAPORE
Singapore Science Centre
The iZ HERO Project is comprised of several, integrated learning programs across various multimedia formats.
Recognitions about iZ HERO Project

- 2012 The UNESCO King Hamad Bin Isa Al Khalifa Prize for the use of ICTs in Education
- 2013 Honourable Commendations - UNESCO Wenhui Award for Educational Innovation
- 2013 Eisenhower Fellowship
- 2013 Ashoka Fellowship
- 2013 International Mobile Safety Tips for Children – US National Cyber Security Alliance, APEC TEL, Singapore Cyber Security Alliance
Recognized By Press Around The World
Preliminary Research finding (I):
Students’ perceptions regarding the usefulness of the iZ Hero exhibition and the web based game:

Students’ perceptions regarding the iZ HERO Project were very positive:
• 92% found the exhibition activities helpful in helping them use the Internet safely.
• 89% found that the exhibition made learning more interesting.
• 93% found the exhibition experiences helpful.
• 86% found that playing the game at the exhibition was fun.
• 92% found the game at the exhibition interesting.
• 87% like the infollmon and iZ Titan characters at the exhibition.
Research finding (II):
Did students’ attitudes towards online risky behaviours improve from the pre-test to the post-test?

There were significant improvements in their attitudes for 5 of the 6 attitudes examined comparing pre- and post- exposure, namely:

• Attitude towards online disclosure of personal information
• Attitude towards offline meetings
• Attitude towards playing online games for more than 3 hours
• Attitude towards playing online games instead of completing homework
• Attitude towards watching online pornography
IZ HERO CHALLENGE
ZERO CYBERBULLYING

BE AN IZ HERO!

SAVE OUR DIGITAL WORLD WITH THE POWER OF RESPECT

MEET THE TOP 100 IZ HEROES IN ACTION!

START THE CHALLENGE NOW!

DID YOU KNOW THAT?
mean and harmful messages are destroying our digital world?
Save it by being an IZ HERO and ZERO our cyberbullying today!

SKIP THE INTRO
**IZ HERO OF RESPECT**

20 IZP

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**YOU ARE SPECIAL**

Remember you are worthy.
BE kind with my words both online and offline.
Speak up if you are in trouble.
Photos, videos, information, I won't post without your permission.
NEver forward anything unpleasant or mean about others.
Control my mobile use when I'm with you.
Treat you the way I want to be treated.

---

**INSERT MESSAGE**

YOU ARE SPECIAL

---

**SEND TO:**

ENTER EMAIL HERE

---

**SELECT A PHOTO**

![Choose File](No file chosen)

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**ENTER YOUR FRIENDS NAME**
YOU HAVE POWER TO CHANGE THE WORLD AROUND YOU
SPREAD “RESPECT” AND MAKE YOUR COMMUNITY IZ ZONE!
http://www.izherochallenge.net
Campaign Site,

iZ HERO.ORG
- Game
- Character Encyclopedia

Mobile App
Create a Tooon
Remember you are worthy.
BE kind with my words both online and offline.
Speak up if you are in trouble.
Photos, videos, information, I won’t post without your permission.
NEver forward anything unpleasant or mean about others.
Control my mobile use when I’m with you.
Treat you the way I want to be treated.

Online game to promote cyber wellness among primary school pupils
100 iZ HEROes will be selected around the world

100 iZ HEROes will be announced for their outstanding Power of RESPECT, impact, courage and ingenuity to spread the word.

✧ iZ 100 will:
  ❖ Be added to the iZ HERO Exhibition at Science Centre Singapore.
  ❖ Receive iZ HERO Awards
iZ HERO: Next Steps Forward

• Officially launch iZ HERO Challenge in Korea, Singapore, and other ASEAN countries stating from May:
  – Potential Partners: SEAMEO INNOTECH, UNESCO, NAVER, Hyundai Department, Lotte Group, British Council, Singapore MOE, Korean Ministry of Science, ICT and Future Planning

• Develop iZ HERO Challenge – School program, Family program, MOE CyberAmbassador program, and Campaign program

• Develop Teaching Materials using iZ HERO contents – Supplemental resources to reinforce MOE curriculum

• Develop fun and engaging learning materials and toys
  – Trading Cards
  – Character Encyclopedia
  – Comic Books
  – Toys
UNESCO Declaration: Implications and Recommendations

- Combine character/value education and cyberwellness education
- Encourage a regular curriculum on digital citizenship that starts no later than the primary school level.
- Encourage informal learning activities to supplement classroom learning.
- Encourage parental participation.
- Encourage research on cyberwellness issues – e.g., youth behavior in digital space, efficacy testing to evaluate intervention programs.
Thank you very much
Developed a peer-mentoring program with a local partner: TOUCH Cyber-wellness Community, Singapore
.ZERO DAY.

✧ Announce 100 iZ HEROes and their stories

✧ Announcements from schools, individuals, partners and governments that will be part of ZERO Day

✧ Declare iZ Zone

✧ Encourage local communities to participate in the event
infollution ZERO
Not-for-profit initiative in S. Korea and Singapore

- S. Korea
- Campaign
- Monitoring – inappropriate content
- Research