

# CHAPTER 3.1 CREATING A SAFER AND BETTER INTERNET TOGETHER

POWERING  
PROGRESS

## HOW WELL-CONNECTED ARE SINGAPOREANS?

MOBILE PENETRATION RATE

**148 PERCENT**

THAT MEANS AN AVERAGE  
OF 1.5 MOBILE PHONES PER  
SINGAPOREAN.



Source: IDA

**87 PERCENT**

OF HOUSEHOLDS ENJOY  
BROADBAND ACCESS

THAT MEANS OVER 3 OUT  
OF 4 SINGAPOREANS!



As one of the most connected countries in the world, we recognise that ensuring safe and responsible use of online technology while cultivating good digital citizenship cannot just be about guidelines. There must be a shared conviction to create a safer and better Internet. The Media Literacy Council (MLC) was the driving force behind the past year's efforts to make this possible.

Set up in 2012, the MLC spearheads public education programmes on media literacy and cyber wellness.

The Council, supported by MDA, commemorated Singapore's third Safer Internet Day on 10 February 2015 with the rallying call "Let's Create a Better Internet Together". This year, the Council's cross-platform campaign sought to recognise fifty individuals and groups who displayed positive online behaviour and embodied the spirit of a better Internet by inspiring others to do the same.



Beyond the public campaign, the Council also ran outreach activities and events that reached out to young people and parents.

One of its more exciting projects included working with Facebook to launch the Bullying Prevention Hub in Singapore in 2015.

This one-stop portal offers helpful resources for parents, teens and teachers to help them manage online disagreements and minimise the risks of cyber bullying.



*Working together with Facebook, the MLC launched the Bullying Prevention Hub this past year – the first of its kind in the Asia Pacific region.*

In a show of inter-agency efforts, we also saw the largest-ever Cyber Wellness Student Ambassador Programme (CWSAP) Conference held on 25 March 2015. Created as a collaborative project between MOE and MDA under the Inter-Ministry Cyber Wellness Steering Committee, the conference saw 900 cyber wellness student ambassadors come together to help spread good Internet behaviour to their peers.



*Guest-of-Honour, Ms. Sim Ann, Minister of State for Education and Communications and Information delivered the opening address at the Cyber Wellness Student Ambassador Programme Parents Track.*



*Parents gained insights into the role they could play in Cyber Wellness as part of the Parents Track.*

CWSAP 2015 also included for the first time ever, a new Parents' Track – where parents were invited to see the students' projects and participate in a parenting seminar. MLC member, Associate Professor May Lwin, shared her research findings on parenting styles and how that could influence our children's behaviours in the digital age. Another MLC member and parenting blogger, Edmund Tay, also shared his experience on digital parenting.

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TOUCHING LIVES



*Throughout the year, the MLC organised various school events to promote a safer and better Internet.*

Creating a safer Internet is no small feat. Over the years, and especially so during the year in review, the MLC has been working with stakeholders from all walks of life – everyone from students, teachers, grassroots leaders to industry players and other government agencies. Because creating a safer and better Internet for the people, begins with the people.

With 87% of households having broadband access and an even higher percentage of the population owning smart devices, it is no wonder the Internet has become a large part of our lives. There is, hence, a greater need to develop a positive, constructive and safe Internet for all to enjoy.

**“The Internet is where people with good ideas and aspirations can come together to build a better world. The Internet is what we make of it – let’s harness it to create a better world, offline and online.”**

**Prof. Tan Cheng Han**  
Chairman  
Media Literacy Council

Tanabat Sripakdee, a Cyber Wellness Student Ambassador from Innova Junior College, shared his views on the significance of the Safer Internet Day campaign.



**“In the same way that we need our community or neighbourhood to be safe and supportive, we want the cyberspace which has become our virtual home to be one that is inspirational and protected from harm. If we perceive the Internet as a platform for free exchange of refined thoughts, then we would need to make sure that Internet users can feel safe and empowered to make a point online.”**

**Tanabat Sripakdee**

Cyber Wellness Student Ambassador  
Innova Junior College

Another exciting project launched was the iZ HERO Challenge, an online educational platform that taught children about digital leadership. It was developed and run jointly by Nanyang Technological University and infollutionZERO, with support from Singtel, MDA, MLC and the Inter-Ministry Cyber Wellness Steering Committee (ICSC).



*Students selected as the Top 10 iZ HEROES in recognition of their active participation.*