

DIGITAL CITIZENSHIP AND WELLNESS

- WHEREAS, Youth of today are considered digital natives, having grown up in the era of ubiquitous digital technology, an umbrella term that encompasses various devices, services, and types of use, thereby creating a need to teach students, children, and technology users the norms of appropriate, responsible, and empowered technology use or Digital Citizenship;^{1, 2,3} and
- WHEREAS, Digital wellness is a holistic concept, encompassing physical, mental, emotional, relational, and spiritual health; intentional engagement in analog, digital, natural, and social environments; media literacy and digital citizenship skills; and digital safety;^{4,5} and
- WHEREAS, Personalized behavioral marketing is the process of targeting specific audience segments based on past interactions, intentions, or geolocation to deliver more relevant, personalized content;⁶ and
- WHEREAS, Personalized behavioral marketing and persuasive technology design affects digital users of all ages and conversations are still ongoing about how to protect consumers; this technology puts children in particularly vulnerable positions; and data privacy and protection concerns of children are not adequately covered by existing laws and policies;^{7,8} and
- WHEREAS, Social media is defined as forms of and widely accessible electronic communication through which users build relationships and create online communities to share information, ideas, personal messages, and other content; and online chat in multiplayer video games is also a popular social media option for pre-teens and teenagers;^{9,10,11} and
- WHEREAS, Regular social media use scatters concentration because the prefrontal cortex is not activated and creates negative implications for long-term and working memory; and a higher proportion of social app interactions correlates with lower dopamine synthesis capacity in the brain; minors have a robust dopamine system that is associated with pleasure and craving which drives addictions; and they have an immature prefrontal cortex which limits their ability to analyze consequences of their decisions;^{12,13,14} and
- WHEREAS, About a third of teens (32%) say social media is mostly negative for people their age, compared with about a quarter (24%) who think the effect has been mostly positive; and about four-in-ten teens (38%) say they have felt overwhelmed by the drama they see on social media, while roughly three-in-ten (31%) say it's made them feel excluded by their friends;^{15,16} and

WHEREAS, 67% of young people hide their online behavior from their parents, and 43% of teens say they would change their online behavior if they knew their parents were watching them; thus creating the need for parents to be directly involved in the social media sites that children have access to and consider using filters or other technological tools to help limit exposure to potentially harmful or distressing material;^{17,18} now be it

Resolved, That Utah PTA and its constituent associations be familiar with advances in technology, social networking, digital devices, applications (apps), gaming technologies, etc., their uses, and the potential impact on the safety and development on youth and teens; and be it further

Resolved, That Utah PTA and its constituent associations help educate parents on the importance of monitoring their youth and teens' digital behavior and activity online and help parents find appropriate resources such as, but not limited to, training on digital wellness, existing phone manufacturer filters, other filters and other technological tools to help limit exposure to potentially harmful content; and be it further

Resolved, That Utah PTA and its constituent associations assist schools, community councils, parents and students in learning safe and responsible digital wellness and citizen behaviors through trainings, consultation, and distribution of resources; and be it further

Resolved, That Utah PTA and its constituent associations work with legislators, state and local school boards, and school community councils to establish appropriate social media policies and discipline measures in regards to, but not limited to, cyberbullying, sexting, and hazing and be it further

Resolved, That Utah PTA and its constituent associations advocate for laws, policies, and technology development which protects children and youth from surveillance capitalism, persuasive technology, and algorithms which encourage addictive usage of social media, and be it further

Resolved, That Utah PTA and its constituent associations support lawmakers in their efforts to create laws which call for appropriate social media policies that protect children and provide parents the ability to know what their child is engaged in, who they are engaging with and how much time they are engaging online, in order to empower parents to make the best decisions for their children and families.

(Updates SAF 2016-1 Digital Citizenship)

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