

Media Release



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The Emoji Movie prompts cybersafety awareness call

This week's release of The Emoji Movie has prompted a reminder of the harmful presence of cyberbullying and a call to be aware of negative emoji use.

Leading cybersafety solutions provider CyberHound is encouraging families and school leaders to be aware that emojis aren't just a series of icons, they are also a coded language with a variety of meanings.

Chief Executive Officer John Fison said that while the animated movie shows the majority of the emoji citizens of Textopolis as harmless, there is a dark side to these characters if used incorrectly.

"The use of these characters by most people is innocent enough, but just like words or phrases, emojis can be used as weapons," Mr Fison said.

"The act of sending a pistol, syringe or knife emoji could lead to great anxiety and harm, as can receiving icons with sexual connotations."

A 2016 study ordered by the Office of the eSafety Commissioner revealed one in five teenagers have been bullied online. Yet, of those bullied, less than half took action.

The survey of almost 1,000 teenagers aged 14 to 17 found 19 per cent were cyberbullied this financial year, with 17 per cent of respondents exposed to inappropriate content online.

Disturbingly only 41 per cent did something about it such as telling parents and friends, or blocking the person online.

CyberHound's award winning cybersafety solutions enable schools to detect the harmful use of words, phrases and even seemingly innocuous emojis.

The Australian technology company is set to add the LiveZone Portal to its suite of innovative features. This additional and complimentary feature provides teachers with total control over in-class internet use. LiveZone increases productivity in the classroom, and empowers educators with a clear oversight of recent and real-time online activity for individual students. LiveZone will also allow students to better manage their own internet experience.

"As a technology solution provider we can't stop all bullying, but we enable educators with powerful tools to help prevent bullying and identify those at risk, both as perpetrators and victims," Mr Fison said.

"We have seen consistently positive outcomes from the use of our behavioural analytics. Many schools tell us it has an immediate impact and also helps them manage other behavioural risk concerns."

CyberHound is a leading provider of learning enablement and cybersafety solutions for classrooms from Kindergarten to Year 12. Established in 1999, CyberHound is part of the Superloop Group, an independent provider of connectivity services across the Asia Pacific region.

More information can be found at cyberhound.com or by calling 07 3020 3330.

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Media contact:

Steven Henderson
Head of Communications
0401 542 895
steven.henderson@cyberhound.com

About Cyberhound:

CyberHound has developed some of the most sophisticated and comprehensive learning enablement and cybersafety solutions for classrooms from Kindergarten to Year 12.

With Sixth Sense Technology (6ST) we provide our customers with 'Actionable Intelligence' to enhance visibility and insight into internet and network-based activity. We're able to help capture issues such as cyberbullying, self-harm and radicalisation.

Our solution provides our customers with the ability to get ahead and stay ahead – identifying threats before they escalate, managing costs before they balloon and enabling better decision making.