BEZZEG A MI IDŐNKBEN...

The relationship between parent and child is becoming more difficult because of the current digital gap.

Due to lack of information, parents do not even know the dangers of digital space surrending their children, such as cyberbullying.

"BEZZEG A MI IDŐNKBEN...nehéz volt gyereknek lenni."

Parents think that their teenager kids have an easier life than they had because nowdays kids do not face the problems that emerged in their parents youth.

Parents say that today's children are in an easy position due to comfortable welfare and benefits of modern technologies, like the Internet. Children as digital natives can experience the advantageous part of current technology along with the shadow side, like the cyberbullying phenomenon.

An application with children can collect and publish anonymously first handed bullying experience and parents are also faced with the severity of the problem.

you are ugly af

i will cut u in half little piggy

campaign + app name: **A mi idönkben**
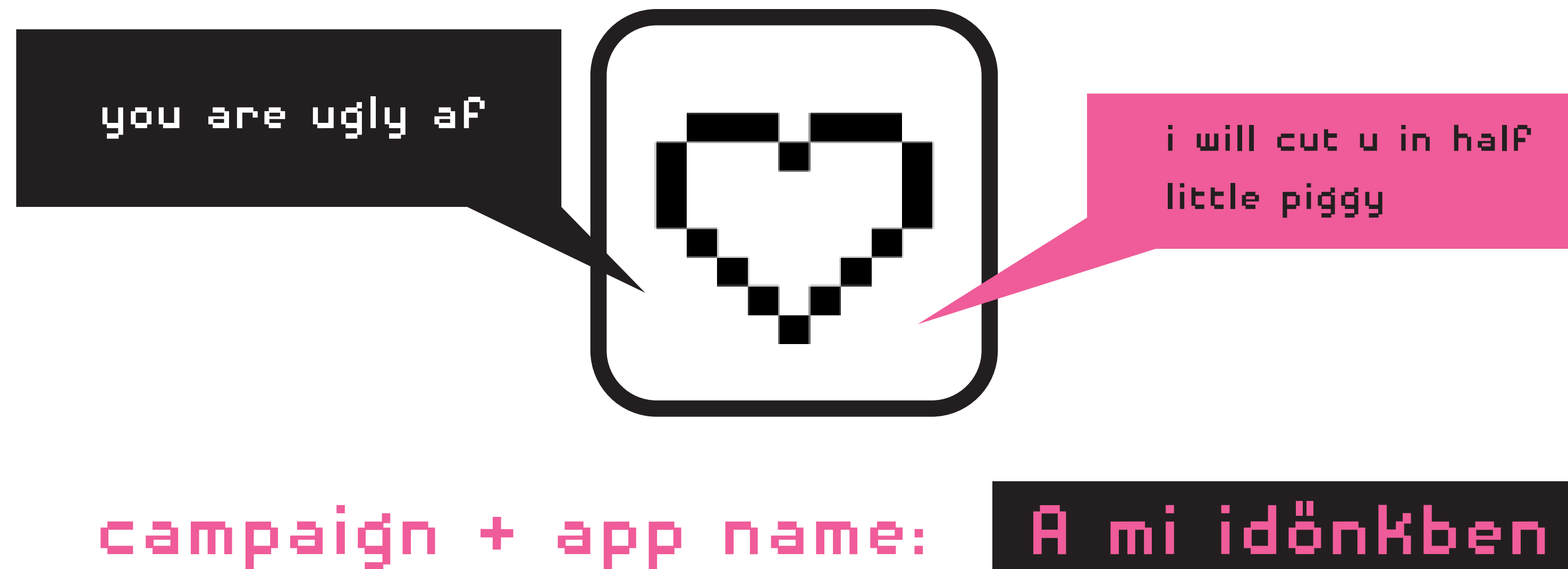
It can not be worked without Telekom because artificial intelligence and big data analysis is needed to sort out these messages to provide relevant cases to involved professionals.

Telekom provides free internet access to use this application in the spirit of social responsibility.

There is a separate interface for parents and children.
1. **Harmful messages** and contents can be sent via the application **by kids**.
2. These contents are processed and sorted by Telekom developed Artificial Intelligence.
3. **Parents get** children generated, AI sorted **harassing push notifications** from the app.
4. The common landing page of the application is where parents and kids can reach the list of anonimously collected messages sorted into categories. All users can find useful **practical tips and solutions** regarding different types of cyberbullying.

Users get:
Videos created by involved online influencers who can help to address children's issues on these topics.

Based on this user generated cyberbullying list parents are advised by child psychologists and internet privacy professionals to talk about cyberbullying topic with their children.

process

u re stupid

Telekom ai

influencers

kids

educational
videos by
professionals
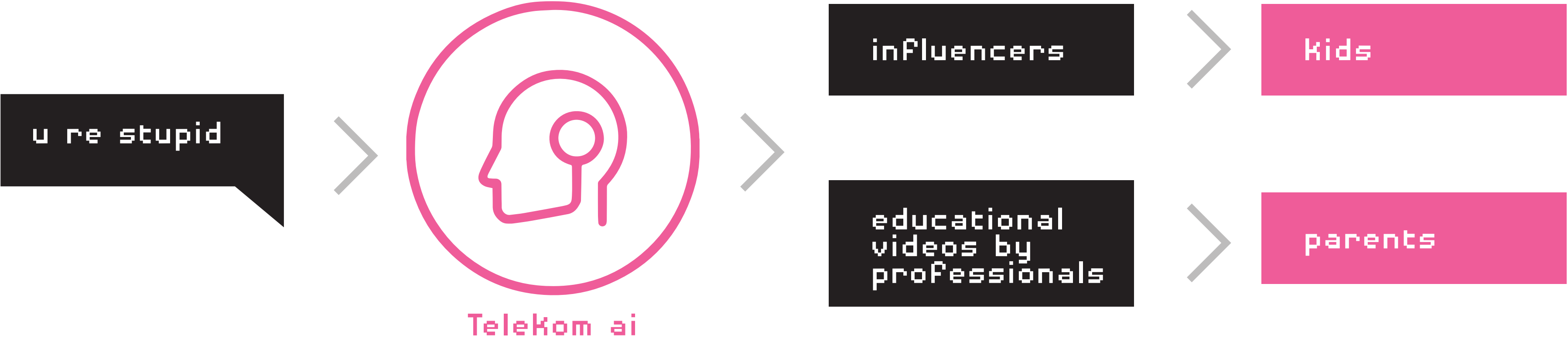
parents

messages
collected by
kids

big data
analysis

development of
tips and tricks
other life hacks

happy users

impact+benefits

parents

♡ Short range: Advice of child psychologist provide a practical solution for parents. They can be able to spot if their kids are affected by bullying.

Long range: It helps to understand the current digital situation of their children and to be empathise and connect with them. It helps communication on the

kids

♡ Short range: Playfully helps to process the cyber bulling experience. This tool gives the feeling of not being weak and alone.

Long range: Lowers anxiety and other negative effects of bullying via the offered solutions and a supportive community.

society

♡ Raises awarness around cyber bullying topic.
Grows cohesion within families.
Exploring trends in bullying.