



White Paper

Beyond Filtering: How ContentKeeper Protects Students from Potentially Harmful Behavior

Behavioral Intent Alerting is offered as part of ContentKeeper's next-generation Internet monitoring and reporting solution at no additional cost. The technology scrutinizes students' Internet searches for indicators of potentially harmful behavior, then delivers real-time alerts to designated administrators so they can follow up as appropriate.

Keeping students safe while they're accessing the Internet from a school-issued device is important, but so is keeping them safe from physical harm.

Growing up can be a turbulent experience for students both socially and emotionally, and teens in particular face a number of potential threats to their well-being—from thoughts of suicide, to experimentation with drugs or alcohol, to bullying, sexual assault, or even gun violence.

These harmful behaviors not only disrupt learning; they can be life-threatening. Recognizing the warning signs enables school leaders to create a safer environment for their students—and technology from ContentKeeper can help.

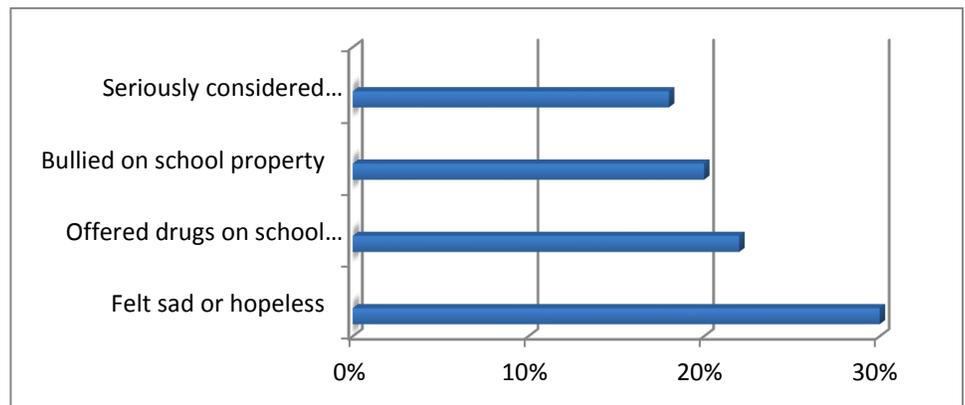
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In this white paper, we'll explain how Behavioral Intent Alerting works and how it can help keep students safe from possible harm.

Behavioral Intent Alerting — and Why It Matters

Unfortunately, school leaders don't have to look very far to find examples of harmful behavior by students toward themselves or others.

Suicide is the second leading cause of death for 15- to 24-year-olds and the sixth leading cause of death for five- to 15-year-olds, according to the Centers for Disease Control and Prevention. In its annual Youth Risk Behavior Survey, the organization asks U.S. high school students whether they have engaged in various risky behaviors recently. Here are the results from the most recent survey...



(Source: Centers for Disease Control and Prevention, 2015 Youth Risk Behavior Survey Data)

School leaders can intervene to protect their students from these potentially harmful behaviors, but only if they know what is happening. Monitoring what students type into search engines in real time is one way to generate this awareness—and that’s what Behavioral Intent Alerting enables.

How the Technology Works

With ContentKeeper school leaders can monitor what their students are typing into search engines by setting up profiles that contain certain keywords, phrases, or websites that are indicators of potentially harmful behavior.

To make this process easier, ContentKeeper has assembled a master keyword list that you can choose from when creating profiles, but you can also add your own custom indicators.

For each profile you create, you can designate one or more administrators who will get a real-time text message and/or an email activity report when one of the keywords is detected. You can set up each profile to send alerts at the frequency of your choice: automatically, every hour, once per day—or whenever it makes sense for you.

Alerts include enough context for administrators to determine whether a response is needed. The designated recipient or recipients will see the entire search query a student has used—and the system also records what subsequent activities that student has taken.

For instance, suppose a student’s use of the keyword “bomb” triggers an alert. An administrator can see whether the search query was “bombs used in World War II,” which suggests the student was doing research for a class assignment, or “how to make a bomb,” which could indicate malicious intent.

If the student used the latter search term, the recipient of the alert could examine that student’s subsequent online activity to see whether he or she continued this line of inquiry—which could prove useful in determining context or intent.

Behavioral Intent Alerting not only monitors queries typed into search engines such as Google or Bing; it also examines searches on websites such as YouTube and Wikipedia.

What powers this feature is ContentKeeper’s ability to decrypt Secure Sockets Layer (SSL) encrypted traffic in real time at unprecedented speeds.

Without SSL decryption, web filtering and monitoring tools can only see the top-level domain of a requested website; they can’t see the keyword search terms used, or what kind of content is returned. Monitoring this information allows ContentKeeper to set up automated alerts that could help save lives.

An Important Tool

School leaders who are using ContentKeeper in their districts recognize the value of the solution’s Behavioral Intent Alerting feature.

“We have a responsibility to keep our students safe, and we take that responsibility very seriously,” says Jim Culbert, Executive Director of Information Technology at Florida’s Duval County Public Schools. “If we have an opportunity to learn about and possibly prevent dangerous behavior before it happens, then that benefits our entire community. ContentKeeper’s Behavioral Intent Alerting feature gives us that ability—and it’s an important tool in helping us safeguard our students.”

Culbert says he appreciates being able to get real-time alerts when a student types in a suspicious search query.

“What is especially helpful,” he observes, “is that ContentKeeper provides additional context to help us quickly determine whether it’s a legitimate threat that we should follow up on—or whether the alert is nothing to be concerned about.”

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The Bottom Line

With Behavioral Intent Alerting technology included as part of ContentKeeper's next-generation Internet monitoring and reporting solution at no additional cost, school leaders can rest easier knowing they are doing everything they can to keep their students safe from harm.

The technology monitors students' web searches in real time and alerts designated administrators to potentially harmful behaviors as they occur—giving school leaders yet another layer of protection for their students and staff.

