

White Paper

Beyond Filtering: How ContentKeeper Protects Students from Potentially Harmful Behavior

Behavioral Intent Alerting is included in ContentKeeper's comprehensive Reporting and Analytics solution. 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 any school-issued device is important, but so is keeping them safe from physical harm.

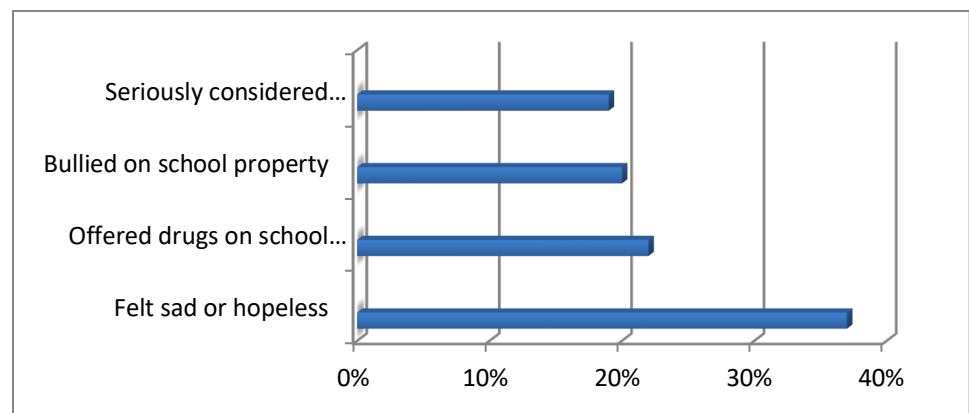
Growing up can be a turbulent experience for students both socially and emotionally, and teens in particular face a number of potential threats to their well-being—from thoughts of suicide, to experimentation with drugs or alcohol, to bullying, sexual assault, or even gun violence.

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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Behavioral Intent Alerting — and Why It Matters

Suicide is the second leading cause of death for 15- to 24-year-olds, according to the Centers for Disease Control and Prevention, and about one out of every 15 high school students reports attempting suicide each year. In its biannual Youth Risk Behavior Survey, the organization asks U.S. high school students whether they have engaged in various risky behaviors. Here are the results from the most recent survey...



(Source: Centers for Disease Control and Prevention, 2019 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.

Contextual analysis helps administrators 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 "*Kill*" triggers an alert. An administrator can see whether the search query was "*To Kill a Mockingbird*," which suggests the student was doing research for a class assignment, or "*how do I kill myself*," which could indicate self-harm.

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. And it works on all platforms including Chromebooks, iOS, Mac and Windows.

The Bottom Line

With Behavioral Intent Alerting technology included in ContentKeeper's comprehensive Reporting and Analytics solution, school leaders can rest easier knowing they are doing everything they can to keep their students safe from harm on any device or browser.

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.

Learn more about ContentKeeper at ContentKeeper.com or email k-12@contentkeeper.com to set up a free demonstration.

