

## **A PSA On Behalf of The Institute for Responsible Online and Cell Phone Communication**

*By Richard Guerry, Executive Director I.R.O.C.2*

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*The rapid evolution of technology without concurrent communication about responsible utilization makes the concept of keeping kids off adult websites seem prehistoric as we now battle to keep them from becoming the providers of pornographic content.*

www.iroc2.org was created as the first phase in The Institute for Responsible Online and Cell Phone Communication's growing network dedicated to proactively communicating our unique and innovative concept of (digital) Responsibility 2.1C or 21st Century Responsibility.

It is vital that everyone in our rapidly evolving digital generation, regardless of age, race, gender, sex, you get the point, understands what it means to be, and how extremely important it is to be digitally responsible and aware of the potential consequences poor (digital) judgment will bring.

We cannot react to digital issues or "Digital Diseases" like cyber bullying, sexting, sextcasting, and whatever comes next. Reaction means it is already too late for too many people.

We cannot exclusively rely on fact sheets, media coverage, technology, law enforcement or government agencies to provide swift solutions to digital issues because that would be an unrealistic expectation.

What we must do is wake up and realize that we are all now part of a rapidly evolving 21st century digital generation, and we are each responsible for our own actions when using digital technologies. Think about it, practically everyone on our planet has grown up learning what we call responsibility 1.0 or offline responsibility, and even with all of the information available to us about sexting and other digital issues, many of us still do not understand the scope of the repercussions when we invoke poor (digital) judgment. This is because we have not been proactively taught digital responsibility or what we call, Responsibility 2.1C.

We cannot apply 20th century solutions to 21st century issues!

We must all do our part, regardless of age, both as individuals and as part of a global (digital) community to learn, comprehend and communicate the concept of Responsibility 2.1C. We must ensure that our children and grandchildren grow up with the advantage of understanding 21st century responsibility and safety, a concept that many of us growing up never had, or would even (until recently) comprehend would be necessary which is essentially why you are reading this today.

If you are still not interested in our concept of Responsibility 2.1C, let me leave you with this thought...

Prior to the very recent explosion of digital disease like sexting, society's primary concern about the internet was how to keep kids off of pornographic websites. Thanks to the continual rapid evolution of digital technology with no proactive or concurrent communication about how to responsibly utilize these new gadgets, keeping kids off of pornographic websites is a prehistoric concept as we now battle to keep our kids from becoming the producers and providers of pornographic content.

The Institute for Responsible Online and Cell Phone Communication is a (to date) self funded nonprofit dedicated to keeping you safe. We are here to help you no matter who you are, or where you are, or how old you are and we ask that you please do not hesitate to contact us to learn more about our institution,

programs, and of course, Responsibility 2.1C!

Warmest Regards,  
Richard Guerry  
Executive Director & President  
<http://www.iroc2.org>  
<http://www.sextingisstupid.com>

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The Institute for Responsible Online and Cell-Phone Communication (I.R.O.C.2) is a nonprofit organization dedicated to creating a new way of social thinking as it relates to the use of digital technologies and Digital Responsibility 2.1C.

The Institute is summoned by a wide variety of public & private institutions from educational facilities to corporations to communicate the consequences of poor online judgment through our unique blend of technological and psychological expertise.

Our seminars not only provide an effective new way of thinking when using digital technologies, but illustrate why it is necessary to employ our concept of Digital Responsibility 2.1C through direct expert communication and interaction with the audience providing basic technological concepts and methods.

Think about it...

Despite all of the information available about internet safety, how many of us, especially tweens, teens, and young adults are really seeking out this information for ourselves?

Category	Family, Education, Internet
Tags	sexting, sextcast, Internet, safety, responsibility, digital, cyber, Online, Technology, cell phones, sex
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