

Frequently asked questions Starshell Ability.

1: What is SstarShell Ability?

STARHELL ABILITY IS a cyber-bullying PRODUCT THAT AIMS to educate and protect users of social media that have a disability on the risks of social media.

2: How does the Starshell programme work?

It protects and blocks risky social media updates in a way that is not obtrusive but instead it monitors social media interactions on both the twitter and Instagram platforms.

3: Why should Members sign up to this product?

The research has showed that parents and teachers would prefer a social media solution that alerts and helps safeguard against bullying, negative or explicit updates from being made public, rather than imposing restrictions on users social media activity. Through education in a safe environment, they encourage user's to take responsibility for their own actions and adopt a self-management approach to their social media activities.

4: One of the major features of this product is real-time monitoring. How does this work?

Starshell Ability is an innovative product that uses real-time AI filtering of social media updates to protect the user. Starshell instantly notifies a member before they send or receive an inappropriate message or image. Starshell filters by flagging key words (e.g. swear words, sexual terms) and images (such as naked photos). The online platform includes an educational component, which promotes cyber safety and bullying awareness information. It also provides positive messaging, helpful tips and a Rewards Program to encourage all members to make good decisions in their use of social media.

5: How does this product flag certain key words ensuring members online safety?

It **monitors** all updates identifying containing specified keywords such as swear words and racist and sexual terms using artificial intelligence logarithms. Additionally, **Mood Detection identifyees indicate** the mood of the members messages, happy, sad, or possibly suicidal.

6: It is said, an image is worth a thousand words, how does StarShell deal with sexting?

Does this software have any built-in features that can protect users from disturbing images such as sexting or pornography?

Yes, In some public distribution this can be detected, and alerts sent. The software will **flag inappropriate** visible imagery such as excess skin photos. The time of day feature built in to this software will be able to flag these images. For example if a person takes a photo of themselves at a beach during the day the software will let the photo through, however, if this photo was taken late at night in a bedroom then, the photo would be extremely unlikely to pass the filtering process.

7: Reading through the website, there is a feature called black-white listing. What is this feature and how does it work?

Members can allow all updates to/from trusted friends and block posts from members that have either bullied members in the past to ensure that only content that the member wants to view passes through the artificial intelligence filter.

8: What research is there to suggest that this product will actually benefit members?

Research from the youth charity Reach Out has revealed that an overwhelming number of Australian children experience cyber bullying. Using a nationally representative survey of people aged between 14 -25, it found that up to 380,000 children experienced cyber bullying in 2017 alone. In some cases, the bullying became so severe that those who experienced it sought medical advice for their mental health. If these members had access to this product, the cases of Cyber Bullying would not have been as high as **380 thousand** for the members would have been able to block the offending content from their social media feeds.

9: What sets StarShell Ability apart from the rest of the competition?

Our major point of difference is that StarShell Ability™ is not about punishment, as many other anti bullying products are. Starshell is a solution that provides guidance to educate the user in the appropriate use of digital media, to become good digital citizens, and gives care-givers guidance and suggestions on how to deal with these issues, a programme schools and sporting organisations are adopting.

10: Are the users able to manage their own social media profiles?

Yes, by blocking content and unwanted trolls the user can, over time create a safe social media environment. By learning how as you use, they become good digital citizens.

11: So, how much does this product cost?

The product costs \$180 per year however, StarShell Ability encourages Members to have this product added in to their current or future NDIS packages. To find out more about this product and to read a step-by-step guide please visit: <https://mailchi.mp/cc6c42061429/starshell-ability>

Or if you want to, you can contact us via phone on 02 83110135 or email us

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