Co-funded by the European Union

THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

UNIVERSITÀ CATTOLICA del Sacro Cuore

www.eukidsonline.net

Net Children Go Mobile

The experience of EU Kids Online and Net Children Go Mobile in Europe and beyond

Lessons from research and future challenges

Giovanna Mascheroni, Università Cattolica del Sacro Cuore, Italy

Policies and Initiatives to Promote Children's Safe, Effective, and Responsible Use of ICT: Asia Pacific Regional Consultation, 9-11 September 2015, Bangkok

Nearly a decade of research
(co-funded by EC Better Internet for Kids)

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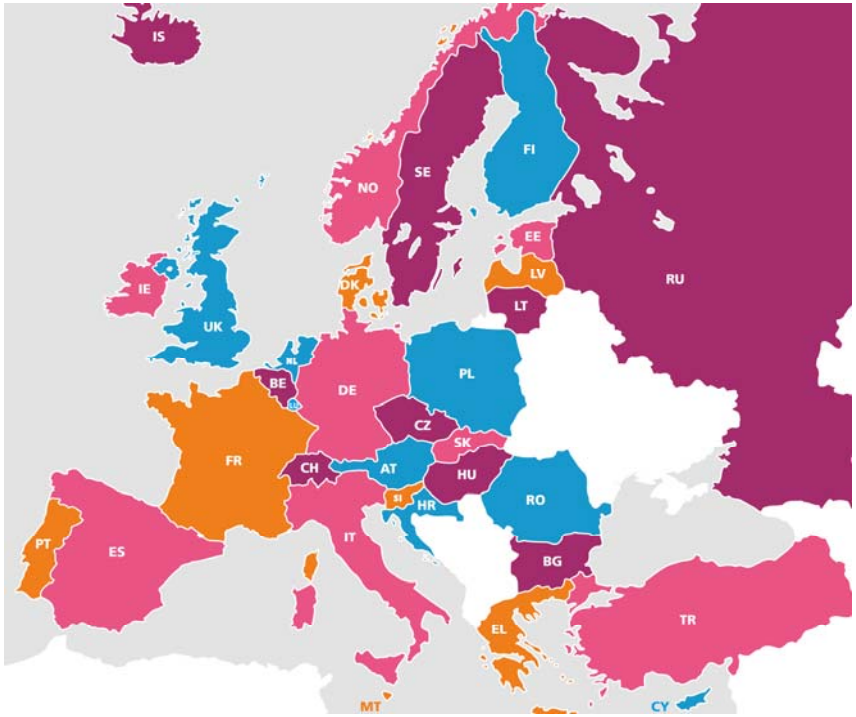
- From **2006-09**, as a thematic network of 21 countries, EU Kids Online identified and evaluated the findings of nearly 400 research studies to draw out substantive, methodological and policy implications.
- From **2009-11**, as a knowledge enhancement project across 25 countries, the network surveyed 25,000 children and parents to produce original, rigorous data on online opportunities and risk of harm.
- From **2011-14**, the network expanded to 33 countries to conduct targeted analyses of the quantitative survey and new qualitative interviews with children.
- In **2015**, network coordination passed from Department of Media and Communications at LSE to the Hans Bredow Institute for Media Research, University of Hamburg.

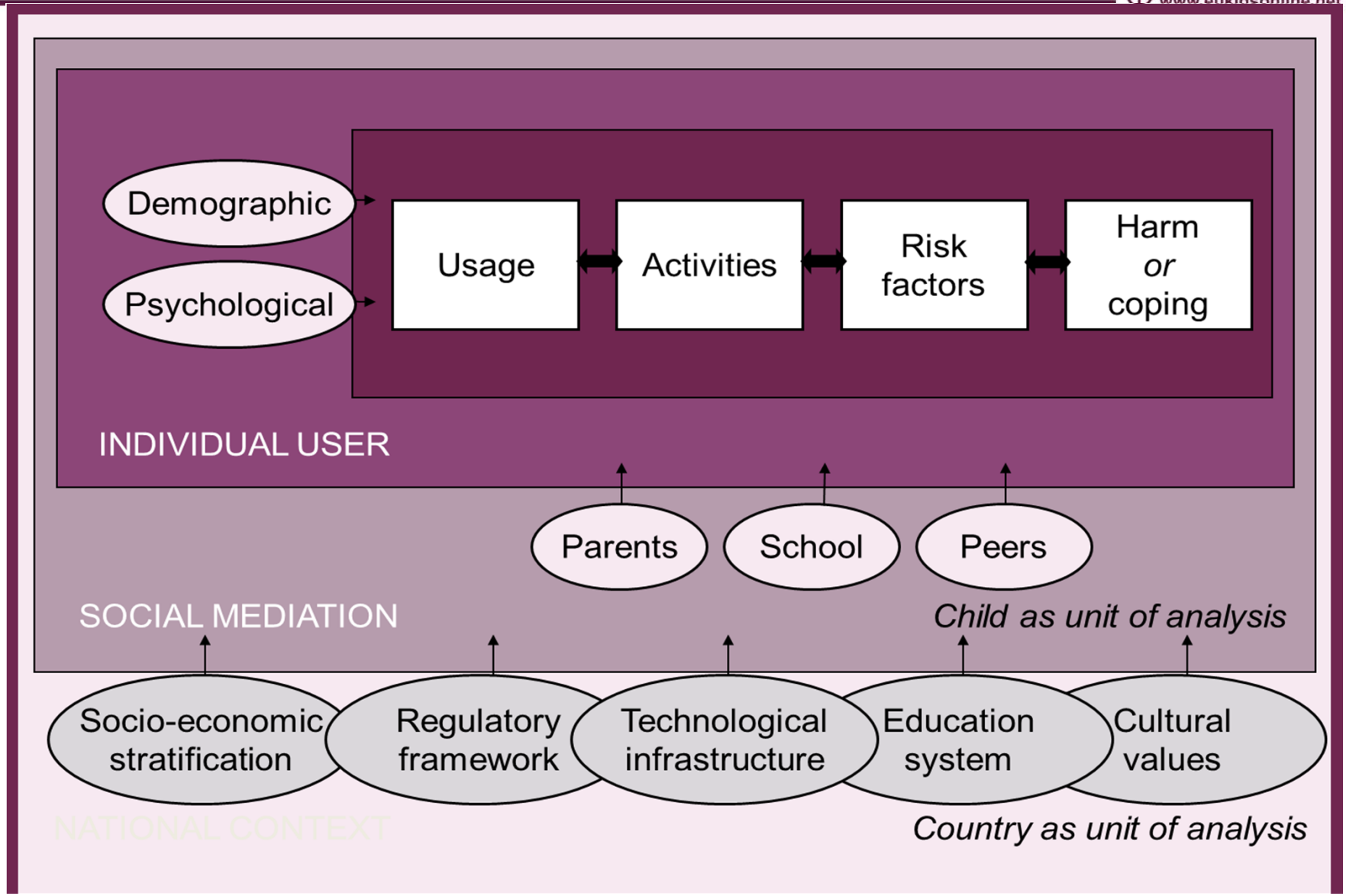
See **www.eukidsonline.net**



- **Net Children Go Mobile** replicated major parts of EU Kids Online's qualitative and quantitative research in selected countries in **2011-14**, adding a focus on **mobile devices**.

See **www.netchildrengomobile.eu**

What did we learn



How can research contribute to policy-making

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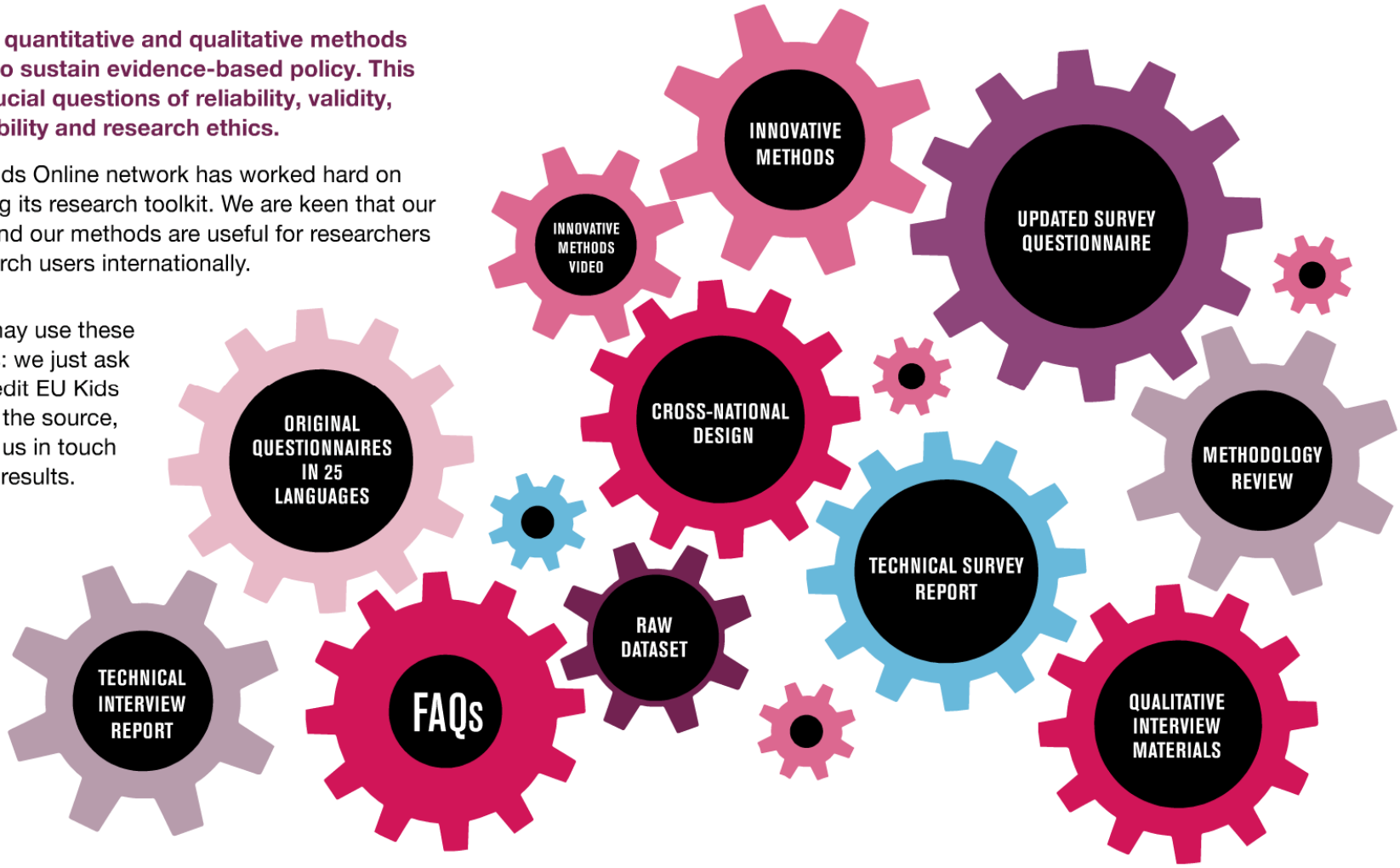
Our research toolkit

Rigorous quantitative and qualitative methods are vital to sustain evidence-based policy. This raises crucial questions of reliability, validity, comparability and research ethics.

The EU Kids Online network has worked hard on developing its research toolkit. We are keen that our insights and our methods are useful for researchers and research users internationally.

Anyone may use these resources: we just ask you to credit EU Kids Online as the source, and keep us in touch with your results.



Greater privatisation of children's internet use

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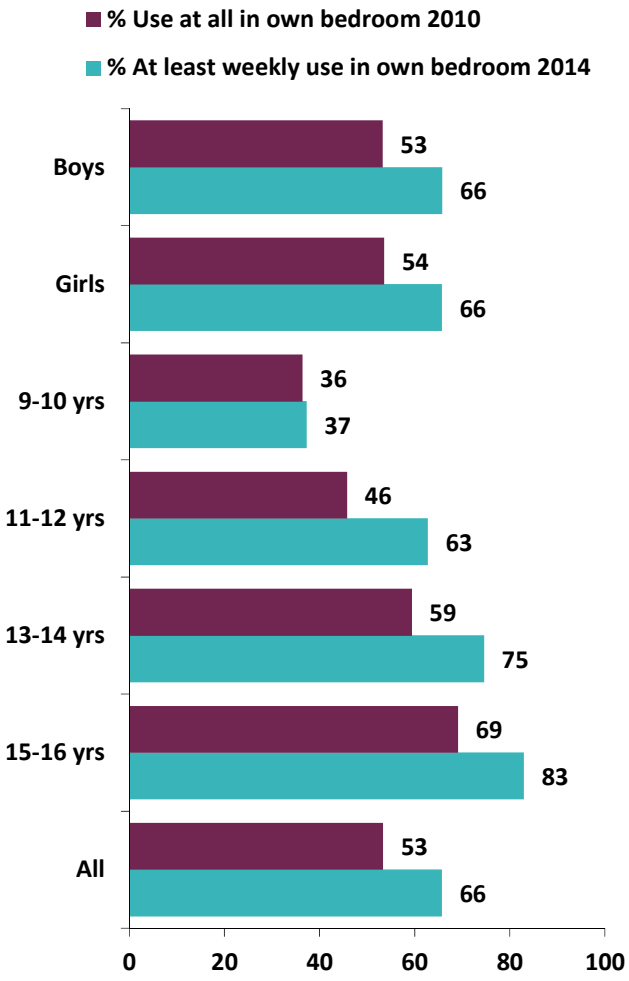
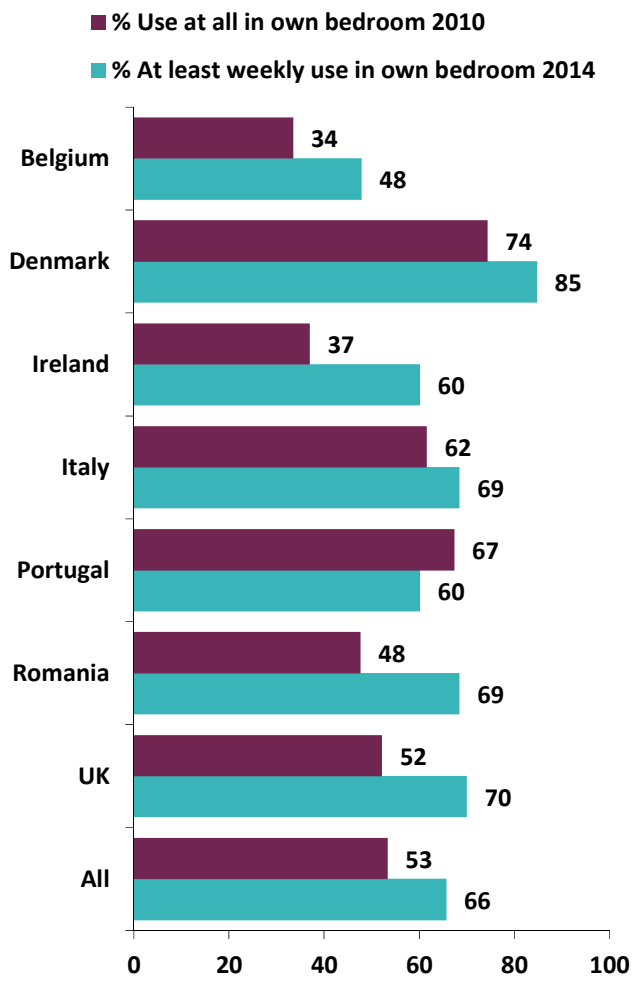
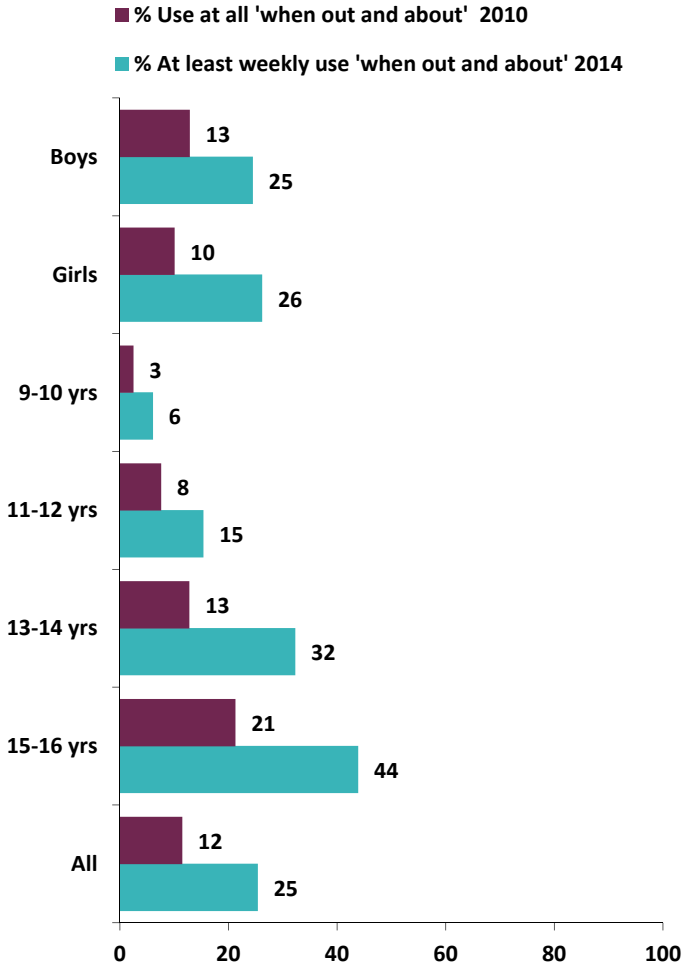
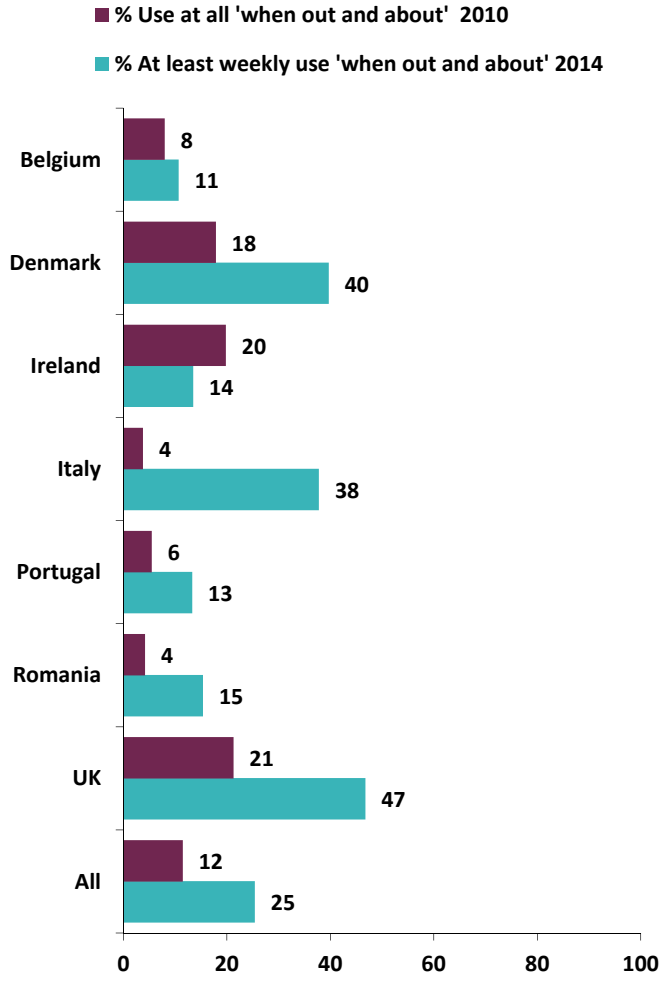




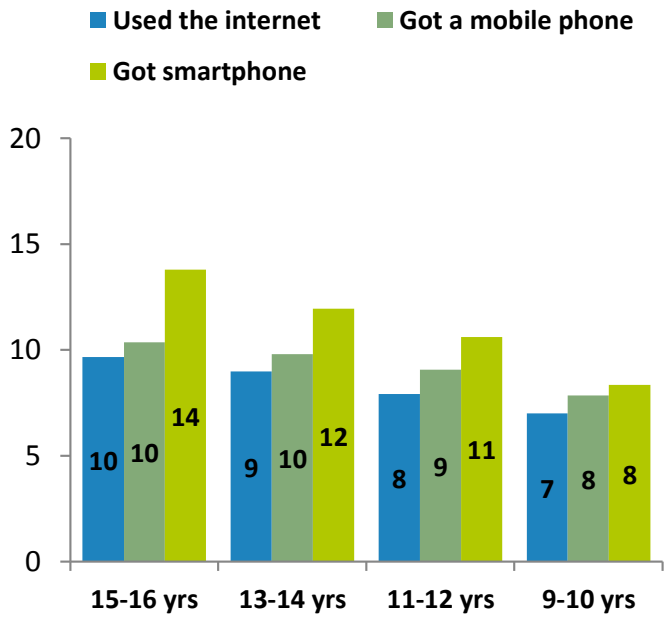
More use ‘when out and about’ but with big age and country variations





Children are going online and are given smartphones at ever younger ages

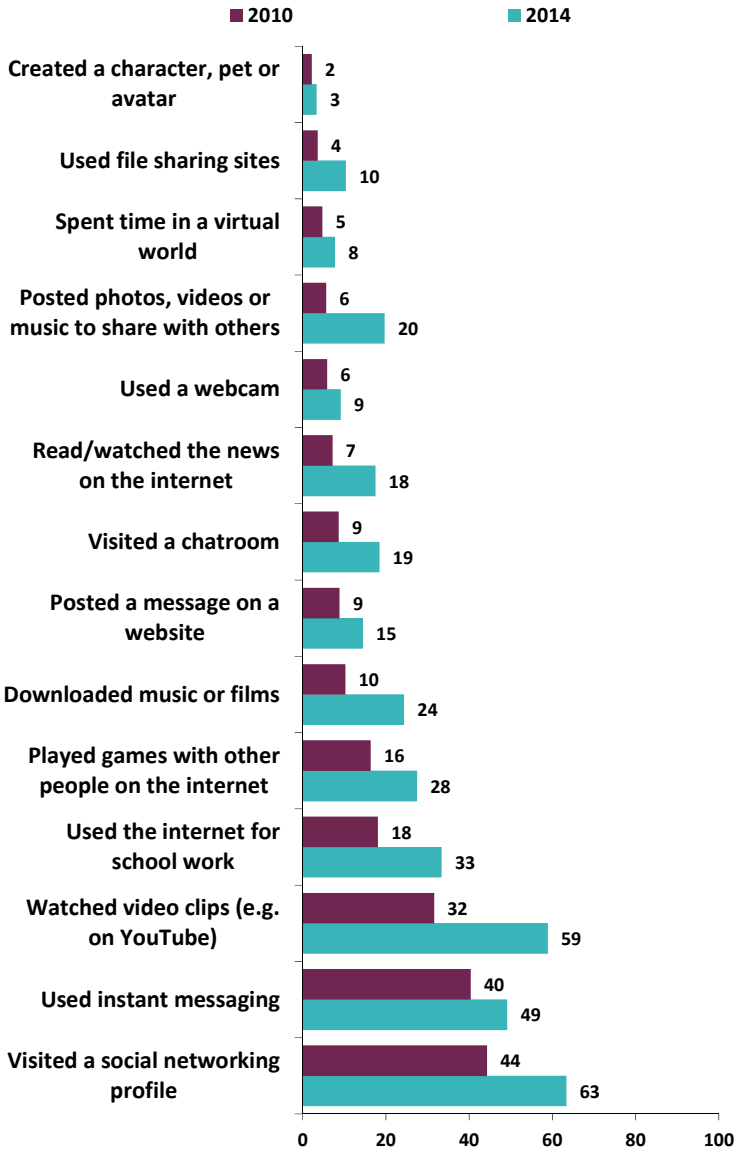
Age of first use



Ea: At first I didn't even want one! I got it for Christmas, and then my parents said: 'Now you need a new phone, because everyone else has a touch phone'. At first I thought: 'what should I use that for, I have my Nokia phone? But then I became fond of it.
(girl, 11-13, Denmark)

John: *She [6-year-old sister] just wants to pretend she's all girly, like. Blah, blah, blah. Always on the phone, texting!*" (boy, 9-10, UK)

Most children do not climb far up the ‘ladder of opportunities’



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Online risks are changing: negative UGC and cyberbullying on the rise

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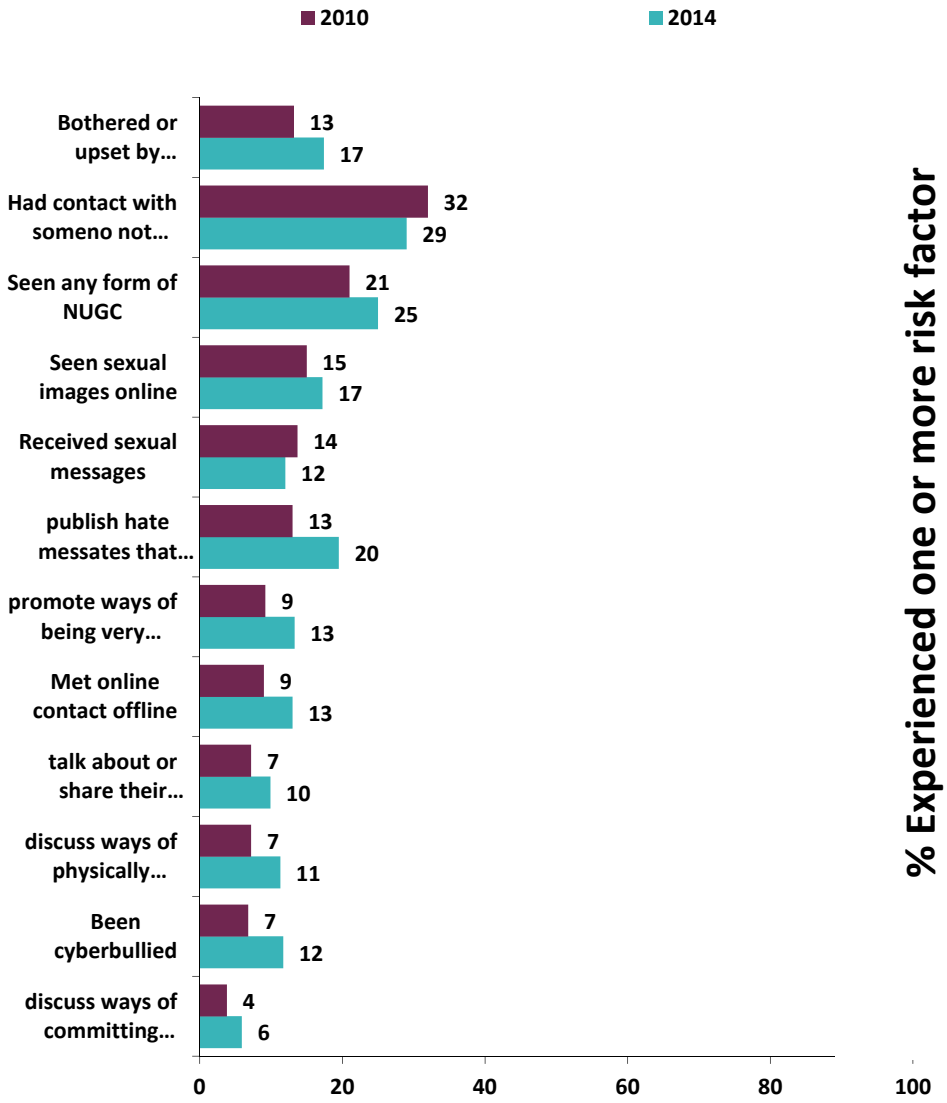

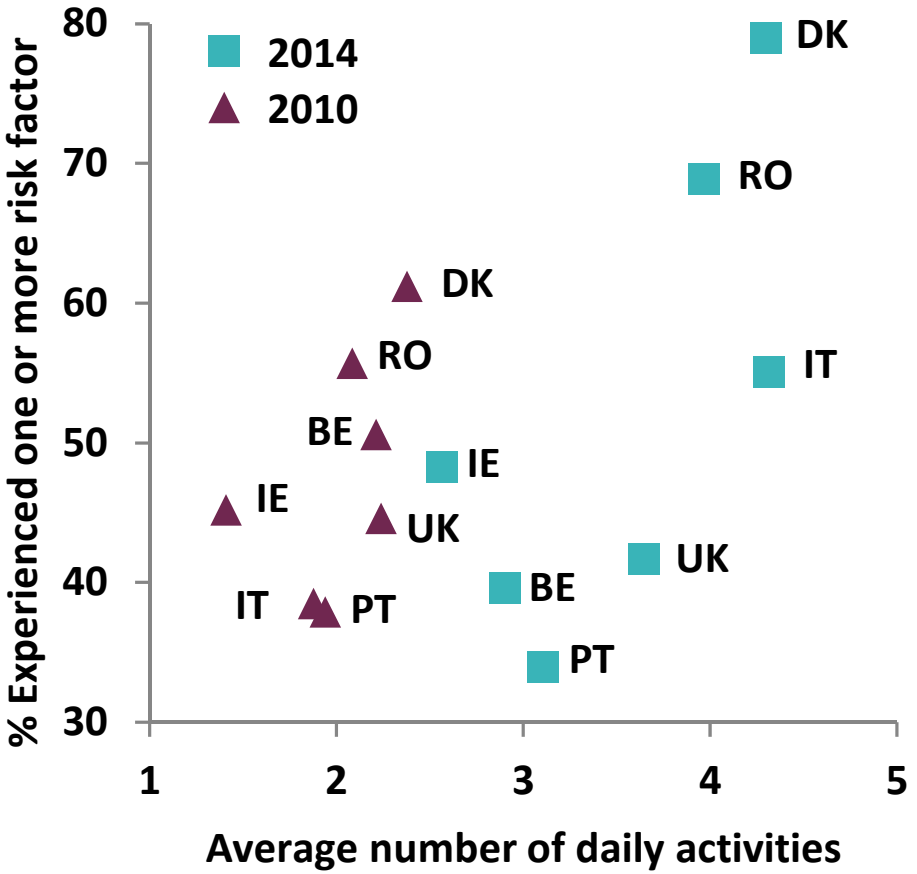

European diversity

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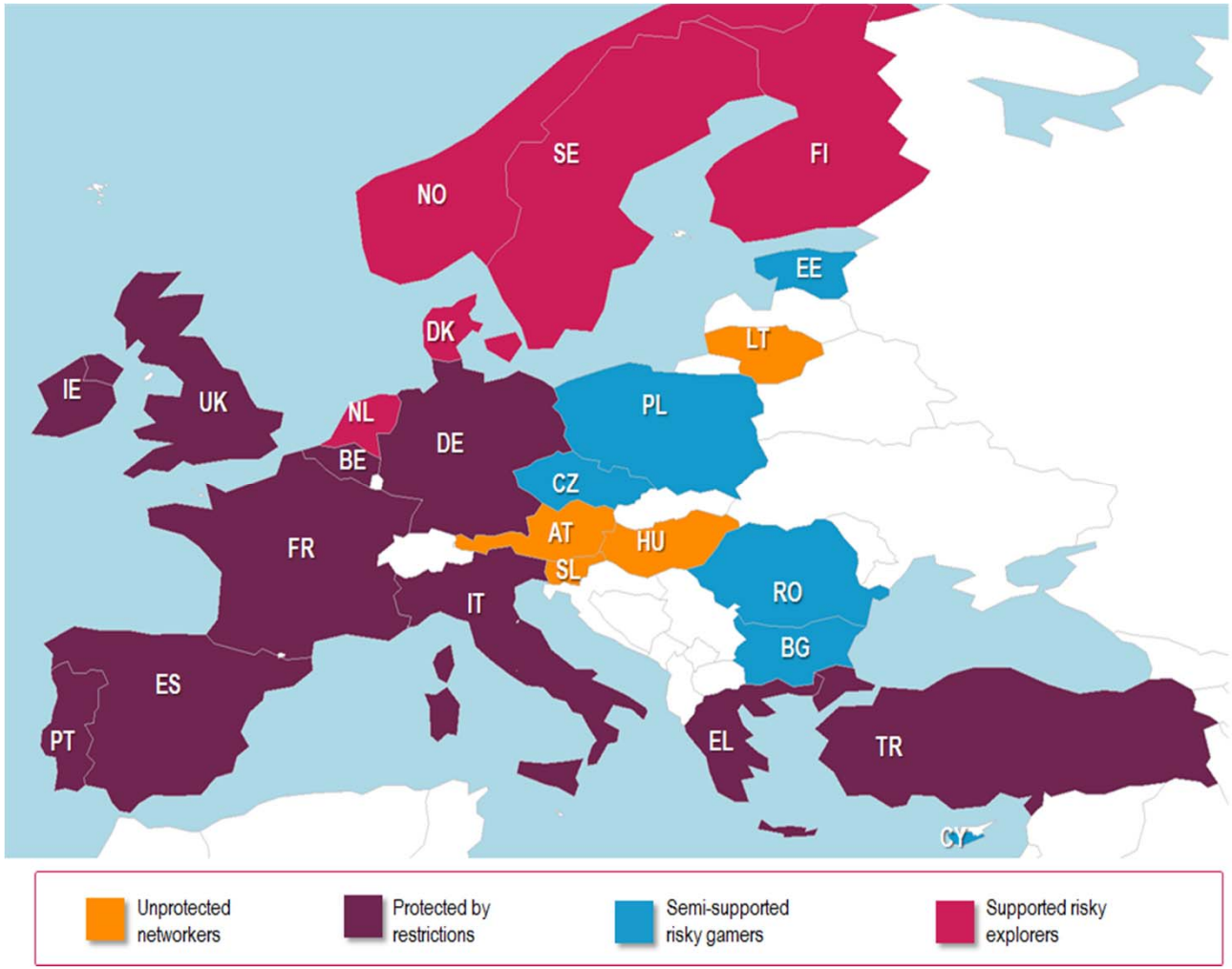

Kids Online Brazil: great penetration of mobile phones and smartphones

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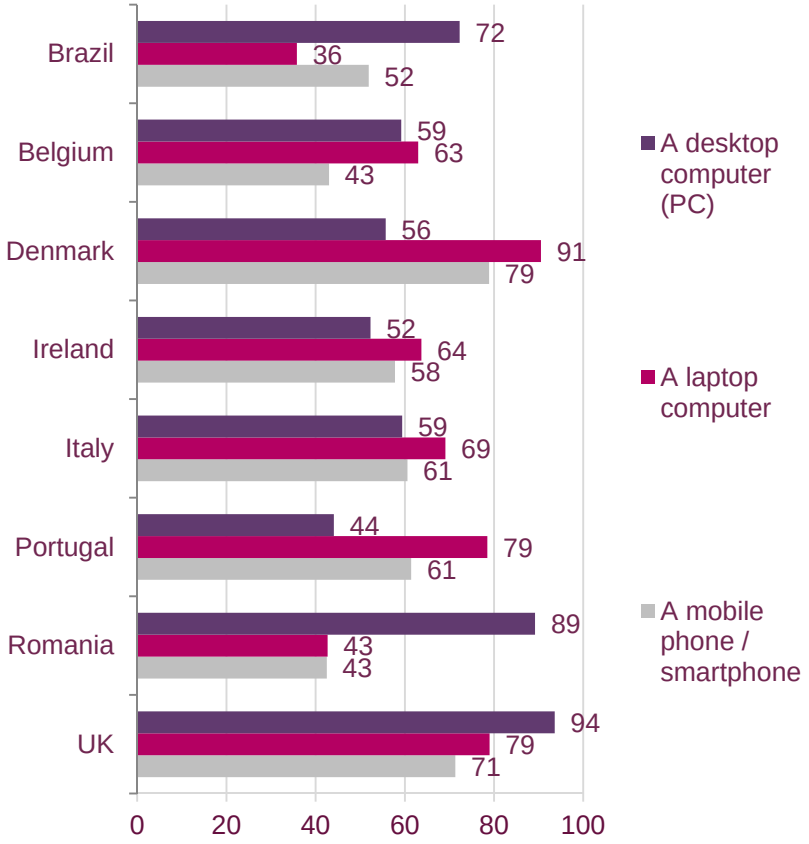
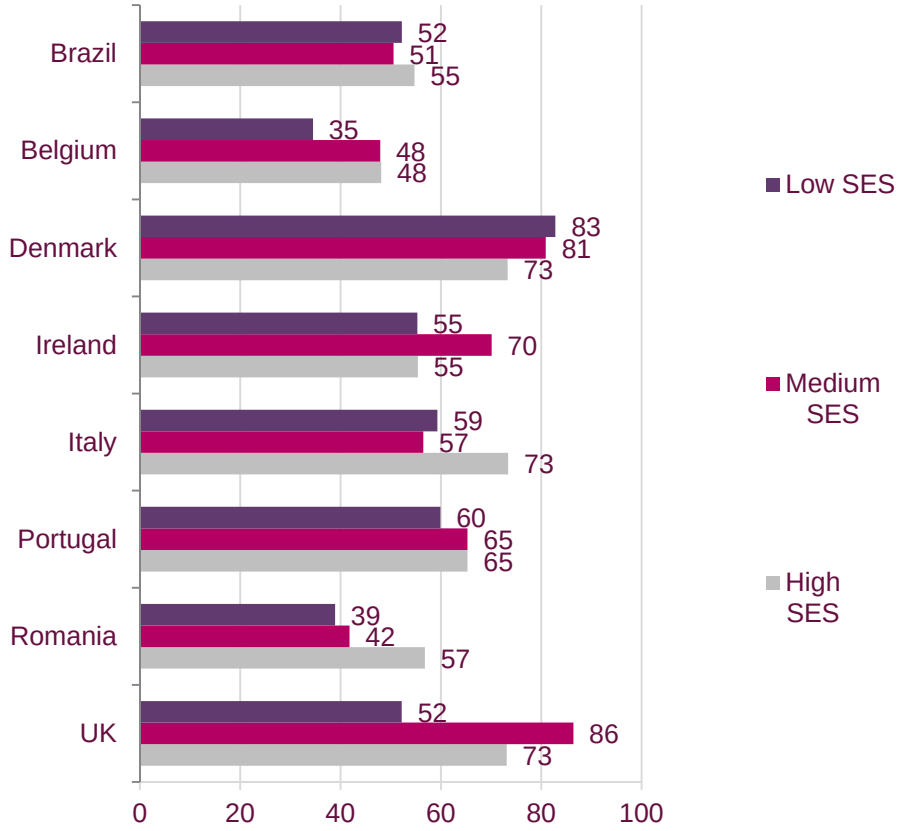
Devices used to access the internet



Base: All children aged 9-16 who are Internet users.

Children who use a mobile phone or smartphone to access the Internet, by country and SES (%)



Base: All children aged 9-16 who are Internet users.

But divides in the autonomy of use: higher SES children benefit from more devices and more ways of connecting to the internet

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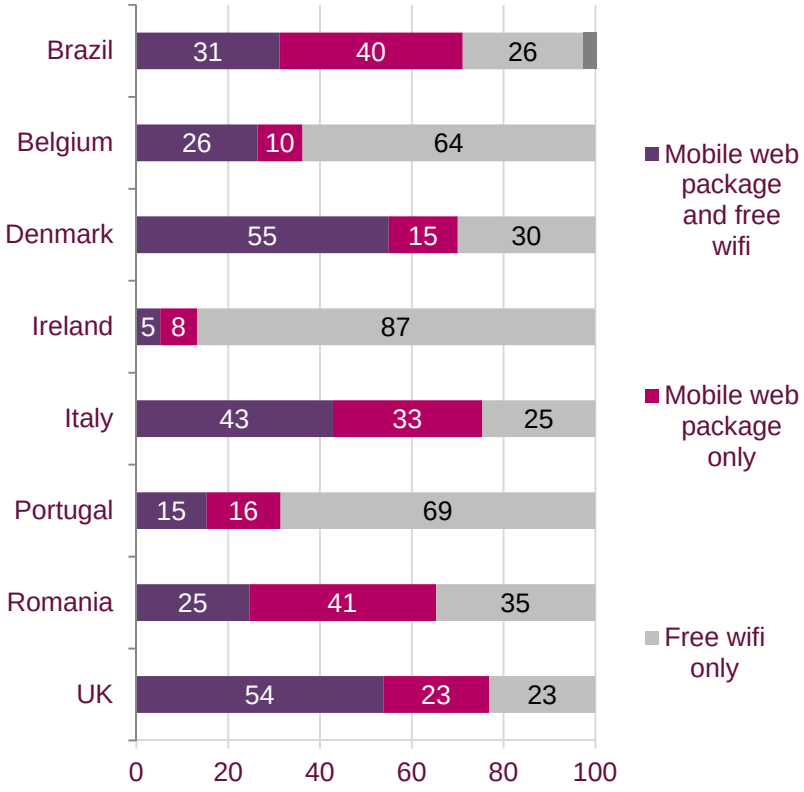
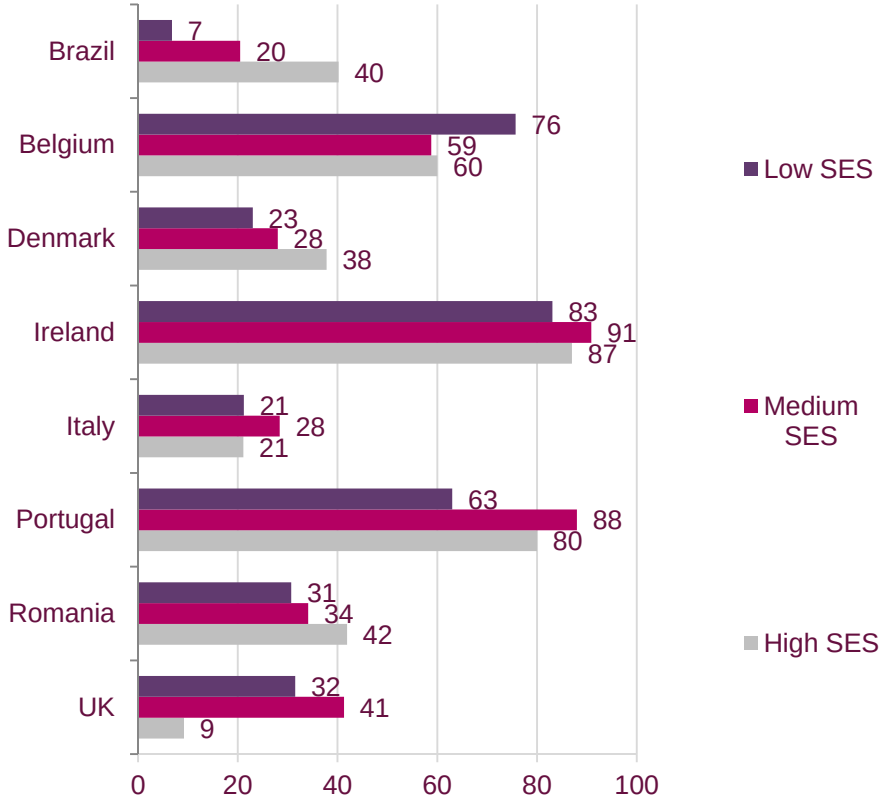
Ways of connecting to the Internet



Base: All children aged 9-16 who use a mobile phone/smartphone to access the Internet.

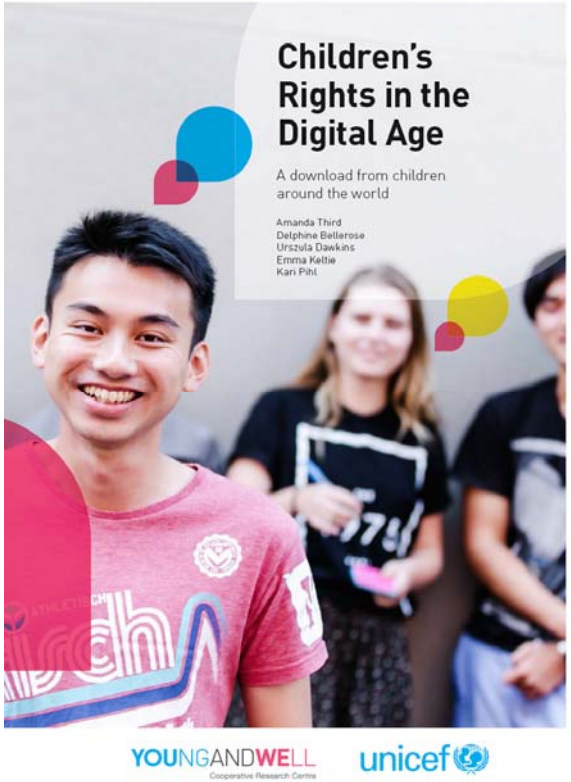
Access to the Internet through wifi only



Base: All children aged 9-16 who use a mobile phone/smartphone to access the Internet.

Challenges

- Identifying the opportunities and barriers to children's rights (3Ps) in a digital, global age.
- Developing standards for rigorous methods of cross-national comparison.
- Recognising the priorities, characteristics and demands of particular research contexts.
- Managing the relation between research, policy makers and other stakeholders so as to embed evidence in policy and practice.



Thank you

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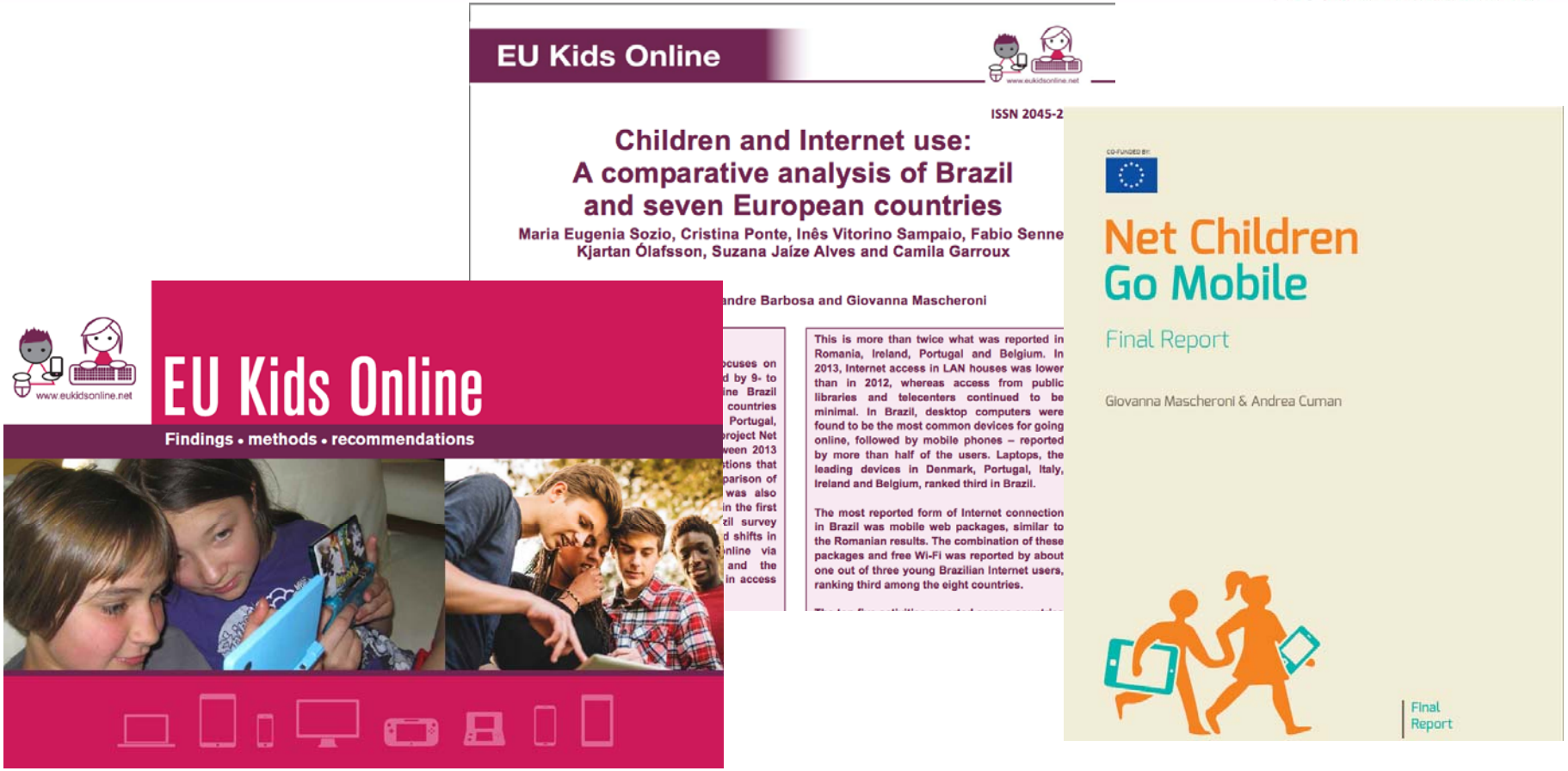

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