e – Safety

and

KIDS

Verónica Donoso (PhD)
ICRI, KULeuven, i-minds
Veronica.Donoso@law.kuleuven.be
What we already know: EU KIDS ONLINE

- More than 23000 children and their parents
- 25 EU countries (+Turkey)
- 9-16 year olds
- May – August 2010
- Topics: access, use, activities, risks (sexual images, sexual messages, bullying, meeting strangers), parental mediation, vulnerability, coping
<table>
<thead>
<tr>
<th>How do children use the internet?</th>
<th>What do children do online?</th>
<th>What online factors shape their experience?</th>
<th>What are the outcomes for children?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usage</td>
<td>Activities</td>
<td>Opportunities / Risks</td>
<td>Benefits / Harms</td>
</tr>
<tr>
<td>Where</td>
<td>Learn</td>
<td>Positive content</td>
<td>Learning</td>
</tr>
<tr>
<td>How</td>
<td>Create</td>
<td>User-generated content</td>
<td>Self-esteem</td>
</tr>
<tr>
<td>Amount</td>
<td>Play</td>
<td>Sexual content / messages</td>
<td>Sociality</td>
</tr>
<tr>
<td>Skills</td>
<td>Meet people</td>
<td>Stranger contact</td>
<td>Values</td>
</tr>
<tr>
<td>Etc.</td>
<td>Hang out</td>
<td>Bullying</td>
<td>In/excluded</td>
</tr>
<tr>
<td></td>
<td>Try new things</td>
<td>Personal data misuse</td>
<td>Coping / resilience</td>
</tr>
<tr>
<td></td>
<td>Bully others</td>
<td>Etc.</td>
<td>Bothered / upset</td>
</tr>
<tr>
<td></td>
<td>Etc.</td>
<td></td>
<td>Abuse</td>
</tr>
</tbody>
</table>

Project focus

- Usage
- Activities
- Opportunities / Risks
- Benefits / Harms
## Classifying risks

<table>
<thead>
<tr>
<th>Content</th>
<th>Contact</th>
<th>Conduct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child as receiver (of mass productions)</td>
<td>Child as participant (adult-initiated activity)</td>
<td>Child as actor (perpetrator / victim)</td>
</tr>
<tr>
<td><strong>Aggressive</strong></td>
<td>Violent / gory content</td>
<td>Harassment, stalking</td>
</tr>
<tr>
<td><strong>Sexual</strong></td>
<td>Pornographic content</td>
<td>‘Grooming’, sexual abuse or exploitation</td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td>Racist / hateful content</td>
<td>Ideological persuasion</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
<td>Embedded marketing</td>
<td>Personal data misuse</td>
</tr>
</tbody>
</table>

*Risks in bold are included in the survey*
Main findings
The average minutes online per day for 9-16 years old:
- 15 – 16 year olds spend 118 minutes online per day
- 9-10 year olds spend 58 minutes

The average age of 1st internet use (Denmark, Sweden):
- 8 North EU countries
- 9 other EU countries

49% of children go online in their bedroom
- 33% go online via a smartphone or handheld device
WHAT CHILDREN ACTUALLY CAN DO ONLINE

14% Used the internet for school work (84); Played games on your own or against the computer (80)

19% Visited social networking profile (62); Used instant messaging (62); Sent/received emails (61); Read, watched the news online (48)

23% Visited chat room (23); Used file-sharing sites (18); Created a character, pet or avatar (18); Spent time in a virtual world (16); Written a blog or online diary (11)

33% Played games with other people online (44); Downloaded music or films (44); Shared photos, videos or music with others (39); Used a webcam (31); Posted a message on a website (31)

58% Watched video clips (76)

84% Visited a character, pet or avatar (18); Spent time in a virtual world (16); Written a blog or online diary (11); Played games with other people online (44); Downloaded music or films (44); Shared photos, videos or music with others (39); Used a webcam (31); Posted a message on a website (31)
SOCIAL NETWORKING

23% Of 9-16 year olds had more than one profile

9-16 year olds with SNS profile = 15.303
Overall use of SNS in EU

- 80% in the Netherlands to 46% in Romania
- 26% of 9-10 year olds have a SNS profile
- 82% of 15-16 year olds do
- Little difference by gender or SES
Personal disclosure

• 27% SNS users have public profile, with no difference by age:
  – 29% 9-12 year old users
  – 27% 13-16 year old users
• Revealing personal information:
  – Children with public profiles are more likely to post their address/phone number
Digital skills

- Only 56% of 11-12 year old users can manage their privacy settings.
- Only 61% can block messages from an unwelcome user.
- Some SNSs seem easier to manage than others.
- Digital skills increase with age, but knowledge gaps exist at all ages.

<table>
<thead>
<tr>
<th>SNS</th>
<th>Change privacy settings</th>
<th>Block another user</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% 11-12</td>
<td>% 13-14</td>
</tr>
<tr>
<td>Facebook</td>
<td>55</td>
<td>70</td>
</tr>
<tr>
<td>Nasza-Klasa</td>
<td>64</td>
<td>80</td>
</tr>
<tr>
<td>schülerVZ</td>
<td>61</td>
<td>73</td>
</tr>
<tr>
<td>Tuenti</td>
<td>53</td>
<td>72</td>
</tr>
<tr>
<td>Hyves</td>
<td>68</td>
<td>77</td>
</tr>
<tr>
<td>Hi5</td>
<td>42</td>
<td>63</td>
</tr>
<tr>
<td>All SNS</td>
<td>56</td>
<td>71</td>
</tr>
</tbody>
</table>
SNS use and risk, by age

Meeting strangers

Receiving sexual messages

Seeing sexual images

Being bullied
Risk = Harm?
### Experiences of risk and harm

<table>
<thead>
<tr>
<th></th>
<th>Sexual images</th>
<th>Bullying</th>
<th>Sexual messages*</th>
<th>Meeting new people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced the risk at all</td>
<td>23</td>
<td>19</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Experienced the risk online</td>
<td>14</td>
<td>6</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Online perpetrators</td>
<td>---</td>
<td>3</td>
<td>3</td>
<td>---</td>
</tr>
<tr>
<td>Felt bothered</td>
<td>4</td>
<td>---</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Felt bothered (% of those who experienced the risk)</td>
<td>32</td>
<td>---</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>(Fairly) upset (% of those who felt bothered)</td>
<td>44</td>
<td>55</td>
<td>45</td>
<td>50</td>
</tr>
</tbody>
</table>
New trends?
Old wine in new bottle?
Net Children go mobile project

The survey in short

Project duration: 2 years (2013-2014)
Number of questionnaires: 2,500
Sampling Method: Random walk sampling

Children’s age: 9-16 Internet users

Countries involved:
- Denmark: IT University of Copenhagen
- Ireland: Dublin Institute of Technology
- Italy: Università Cattolica del Sacro Cuore
- Romania: Institute of Sociology Romanian Academy
- UK: London School of Economics and Political Science
Net Children Go Mobile: risks and opportunities.
by Mascheroni, G., Olafsson, K., 11/2/14

Smartphone and tablet users engage more in communication and entertainment activities.

Children who use smartphones have a higher level of digital skills, safety skills and communicative abilities, but they are more likely to be exposed to online risks.

While smartphones and tablet users encounter more risks, they don't report more harmful experiences. Mobile internet access and use is not a factor of vulnerability.
Net Children Go Mobile project

Online contents

Which children have seen or experienced something on the internet that has bothered them in some way?

17% 24%
All children

21%

Of 9-10 year old children say there are lots of good things for children of their age to do online.

33%

Children are more satisfied with online content in the UK (57%) and Ireland (51%)

Children in Romania, Italy and Denmark are less happy with the provision of online content for children.
### Online Activities 9-16 year olds

<table>
<thead>
<tr>
<th>Activity</th>
<th>2010 (five countries)</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched video clips (e.g. on YouTube, iTunes, Vimeo, etc.)</td>
<td>81</td>
<td>86</td>
</tr>
<tr>
<td>Used the internet for schoolwork</td>
<td>79</td>
<td>80</td>
</tr>
<tr>
<td>Visited a social networking profile</td>
<td>65</td>
<td>70</td>
</tr>
<tr>
<td>Played games on own or against the computer</td>
<td>65</td>
<td>60</td>
</tr>
<tr>
<td>Used instant messaging</td>
<td>65</td>
<td>59</td>
</tr>
<tr>
<td>Played games with other people on the internet</td>
<td>48</td>
<td>50</td>
</tr>
<tr>
<td>Published photos, videos or music to share with others</td>
<td>41</td>
<td>49</td>
</tr>
<tr>
<td>Downloaded music or films</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>Read/watched the news on the internet</td>
<td>43</td>
<td>33</td>
</tr>
<tr>
<td>Published a message on a website or a blog</td>
<td>31</td>
<td>32</td>
</tr>
<tr>
<td>Used a webcam</td>
<td>30</td>
<td>27</td>
</tr>
</tbody>
</table>
Differences in internet access 9-16 year olds

<table>
<thead>
<tr>
<th></th>
<th>% Own bedroom</th>
<th>% At home but not own room</th>
<th>% At school</th>
<th>% Other places</th>
<th>% When out and about</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>62</td>
<td>56</td>
<td>23</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Girls</td>
<td>60</td>
<td>62</td>
<td>24</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>9-10</td>
<td>29</td>
<td>44</td>
<td>8</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>11-12</td>
<td>51</td>
<td>59</td>
<td>21</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>13-14</td>
<td>76</td>
<td>65</td>
<td>24</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>15-16</td>
<td><strong>83</strong></td>
<td><strong>65</strong></td>
<td><strong>38</strong></td>
<td><strong>32</strong></td>
<td><strong>40</strong></td>
</tr>
<tr>
<td>Denmark</td>
<td><strong>77</strong></td>
<td><strong>76</strong></td>
<td><strong>61</strong></td>
<td><strong>38</strong></td>
<td><strong>26</strong></td>
</tr>
<tr>
<td>Ireland</td>
<td>46</td>
<td>63</td>
<td>7</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Italy</td>
<td>58</td>
<td>52</td>
<td>8</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>Romania</td>
<td>60</td>
<td>40</td>
<td>11</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>UK</td>
<td>64</td>
<td>63</td>
<td>29</td>
<td>22</td>
<td>32</td>
</tr>
<tr>
<td>All</td>
<td>61</td>
<td>59</td>
<td>23</td>
<td>20</td>
<td>21</td>
</tr>
</tbody>
</table>
Which devices are the most popular?

<table>
<thead>
<tr>
<th>Device</th>
<th>Own bedroom</th>
<th>At home but not own room</th>
<th>At school</th>
<th>Other places</th>
<th>When out and about</th>
</tr>
</thead>
<tbody>
<tr>
<td>A desktop computer (PC)</td>
<td>21</td>
<td>17</td>
<td>9</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>A laptop computer</td>
<td>34</td>
<td>29</td>
<td>9</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>A mobile phone</td>
<td>11</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>A smartphone</td>
<td>39</td>
<td>37</td>
<td>23</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td>A tablet</td>
<td>22</td>
<td>21</td>
<td>5</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>E-book reader</td>
<td>10</td>
<td>9</td>
<td>2</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Other handheld devices</td>
<td>16</td>
<td>14</td>
<td>5</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Home games consoles</td>
<td>18</td>
<td>15</td>
<td>2</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Access at least once a day</td>
<td>64</td>
<td>58</td>
<td>27</td>
<td>22</td>
<td>24</td>
</tr>
</tbody>
</table>
Smartphones vs. laptops

- % Use smartphones daily
- % Use laptops daily

- Boys: 48, 47
- Girls: 47, 50
- 9-10 yrs: 18, 34
- 11-12 yrs: 42, 41
- 13-14 yrs: 58, 56
- 15-16 yrs: 66, 61
- Denmark: 72, 70
- Italy: 42, 51
- Romania: 21, 28
- UK: 56, 47
- All: 48, 49
Preferred Social media Platform

- **Boys**: 90% Facebook, 8.2% other
- **Girls**: 91% Facebook, 5.4% other
- **9-10 yrs**: 92% Facebook, 1.7% other
- **11-12 yrs**: 90% Facebook, 6.4% other
- **13-14 yrs**: 91% Facebook, 6.3% other
- **15-16 yrs**: 91% Facebook, 8.1% other
- **Denmark**: 89% Facebook, 2.9% other
- **Italy**: 96% Facebook, 3.2% other
- **Romania**: 100% Facebook, 0% other
- **UK**: 75% Facebook, 24.1% other
- **All**: 91% Facebook, 6.3% other
Preferred media sharing platform

- Youtube
- Instagram
- Other

<table>
<thead>
<tr>
<th>Group</th>
<th>Youtube</th>
<th>Instagram</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>77</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Girls</td>
<td>36</td>
<td>59</td>
<td>5</td>
</tr>
<tr>
<td>9-10 yrs</td>
<td>72</td>
<td>22</td>
<td>6</td>
</tr>
<tr>
<td>11-12 yrs</td>
<td>40</td>
<td>52</td>
<td>8</td>
</tr>
<tr>
<td>13-14 yrs</td>
<td>62</td>
<td>35</td>
<td>3</td>
</tr>
<tr>
<td>15-16 yrs</td>
<td>59</td>
<td>39</td>
<td>2</td>
</tr>
<tr>
<td>Denmark</td>
<td>48</td>
<td>44</td>
<td>8</td>
</tr>
<tr>
<td>Italy</td>
<td>65</td>
<td>34</td>
<td>1</td>
</tr>
<tr>
<td>Romania</td>
<td>86</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>UK</td>
<td>49</td>
<td>51</td>
<td>1</td>
</tr>
<tr>
<td>All</td>
<td>57</td>
<td>40</td>
<td>4</td>
</tr>
</tbody>
</table>
What do other studies say?
Trends in social media use (UK)

Figure 57: Social networking websites where children aged 12-15 currently have an active profile: 2009, 2011, 2012 and 2013 (of those with an active profile)

Source: Ofcom Children and Parents: Media use and attitudes report 2013
What do kids do on social media? (UK)

**Figure 63: Types of use of social networking sites among 12-15s: 2013**

- For contact with friends/family: 94%
- Share photos of you or your friends: 50%
- Leave messages on the pages or profiles of your friends: 46%
- Use chat or IM services: 41%
- Posting messages/updates about what you are thinking/doing: 38%
- Look at other people’s pages without leaving a message: 35%
- Play games: 31%
- Following something or someone you are interested in: 25%
- Look at news and what is going on in the world: 14%
- Join groups: 11%
- Invite people to events through your page or profile: 9%
- Look at or join in with campaigns or petitions: 7%

Source: Ofcom Children and Parents: Media use and attitudes report 2013
Trends in online activities (BE)
Trends in digital skills (BE)
Younger users are also online
What are 0-8 year olds doing online?

• Substantial increase internet usage by children under 9
  – Not uniform across countries
    • UK: 1/3 of 3-4 year olds go online
    • BE & Sweden: 70% of 3-4 year olds go online sometimes or more
    • NL: 78% of toddlers & preschoolers are online
    • Norway: 58% of 0-6 year old go online

• Variety of online activities for under 9`s: videos, games, searching info, homework, socializing in virtual worlds...

• The variety of internet connected devices and apps available today risks compromising the privacy and safety of young children

• Source: http://eprints.lse.ac.uk/52630/1/Zero_to_eight.pdf
Young children`s digital footprints: Sharenting
Any trend differences? (1)

- **Average** age of 1st internet use (9-16 years old in 2013) is dropping = 8 years in EU
  - BUT under 9 are also online!
- Average use of SNS has increased from 61% to 70% (BUT decrease in UK 67% to 58% => less underage use => effective awareness campaigns?)
- wider range of places and social situations, but home still most popular location
  - portable devices
  - Ubiquitous internetting: convergent mobile media
  - Internet access “on the move” still limited (34%), but on the rise
Any trend differences? (2)

- Shift towards a post-desktop media ecology
  - smartphones are the most used devices on a daily basis in all contexts
  - Increasing privatization of internet use
  - “Bedroom culture” => use on a daily basis is higher for all devices in children's bedroom
- School access has increased, but only in Denmark it's being significantly integrated into daily activities
Are Risks identified different?

**Bullying & Cyberbullying**
- How many children experienced bullying or were cyberbullied?
  - 27%
  - 14%

**Meeting new people**
- How many are in contact with someone met online? How many met it also offline?
  - 30%
  - 12%

**Sexual images**
- How many children have seen sexual images (both on and offline)?
  - 29%

**Sexting (only 11+ year old)**
- How many children received sexual messages?
  - 13%

<table>
<thead>
<tr>
<th></th>
<th>Sexual images</th>
<th>Bullying</th>
<th>Sexual messages*</th>
<th>Meeting new people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced the risk at all</td>
<td>23</td>
<td>19</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Experienced the risk online</td>
<td>14</td>
<td>6</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Online perpetrators</td>
<td>---</td>
<td>3</td>
<td>3</td>
<td>---</td>
</tr>
<tr>
<td>Felt bothered</td>
<td>4</td>
<td>---</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>(Fairly) upset</td>
<td>32</td>
<td>---</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>(% of those who experienced the risk)</td>
<td>32</td>
<td>---</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>(% of those who felt bothered)</td>
<td>44</td>
<td>55</td>
<td>45</td>
<td>50</td>
</tr>
</tbody>
</table>
“Gendered” devices

- Use of different devices also varies by gender
- Boys of all age groups more likely to use **desktop computers and home games consoles**
- Teenage girls are more likely to use **laptop computers and mobile phones** to go online
Reflections & recommendations
Where must we put extra attention/resources? (1)

• Context matters! Same use, different contexts = different effects? Maybe also positive ones?
New ways of bonding?
New ways of sharing?
Where must we put extra attention/resources? (1)

• Development & promotion of realistic, evidence-based guidelines
  – How to cope with risks in an effective way? What works & what doesn’t?
    • Continuous efforts to raise awareness & to improve (social) media literacy
    • Bottom up, user-centric approaches seem most effective
    • Whole-school approach, participatory policy-making (e.g. cyberbullying)
    • Evidence-based approaches = More research is needed!
Where must we put extra attention/resources? (2)

• Development & promotion of age-appropriate internet safety education for all age groups (incl. Pre-school children) as well as parents and teachers
  – Privacy, but beyond the UI level
    • Personal data misuse
    • “Think before you post” not enough anymore!
  – Awareness/ knowledge about advertising in social media is low
    • (too young) users/consumers? Ethical issues?
  – Big data, data profiling...What are the real (future) implications?
Where must we put extra attention/resources? (3)

- Engagement with device manufacturers, internet service providers and content providers to encourage development of safety features appropriate to (very) young users
  - “E-safety by design”
    - E.g. classification of content before upload (by content providers or other parties) and the provision of easy-to-use safety functions, alert and blocking functions
    - Greater transparency regarding how data are collected, collated, used and shared via children’s apps
    - Straightforward opt-out choices for parents and children within these apps
Research areas: Where next?

• The real impact of technology in children/family lives?
  – New research methods necessary?
  – Natural contexts of use missing
  – Multi-disciplinarity
  – Multi-stakeholder involvement
  • E.g. Legal Design Jams
Useful Resources

- EU Kids Online Zero to eight report
- EU Kids Online project reports
- Net children go mobile project
- EMSOC project
- PEW internet projects
Thank you!

Verónica Donoso (PhD)
ICRI, KULeuven, i-minds
Veronica.Donoso@law.kuleuven.be