



e – Safety

and

KIDS

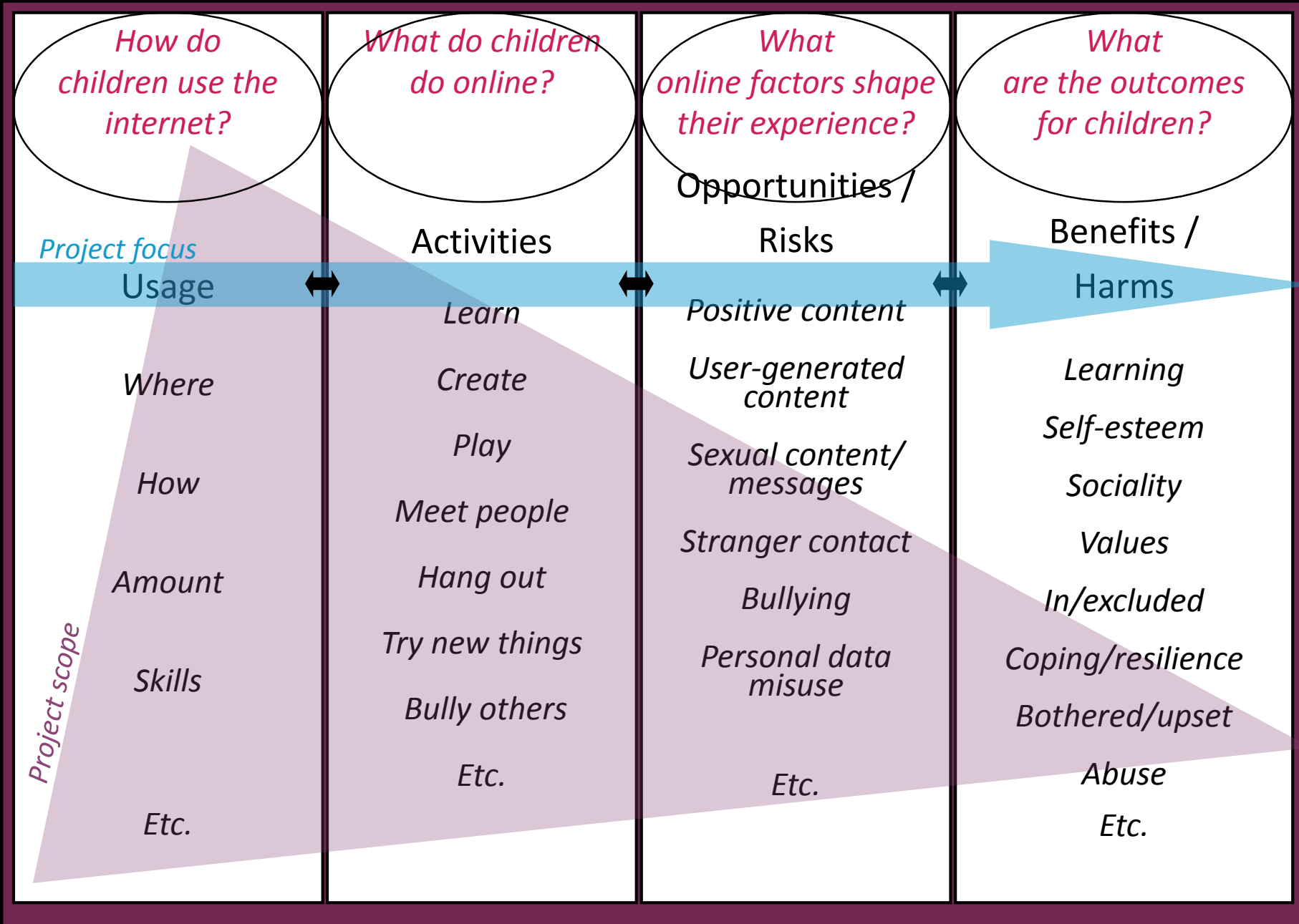


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What we already know: EU KIDS ONLINE

- 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





Classifying risks

	Content Child as receiver (of mass productions)	Contact Child as participant (adult-initiated activity)	Conduct Child as actor (perpetrator / victim)
Aggressive	Violent / gory content	Harassment, stalking	Bullying, hostile peer activity
Sexual	Pornographic content	'Grooming', sexual abuse or exploitation	Sexually harassment, 'sexting'
Values	Racist / hateful content	Ideological persuasion	Potentially harmful user-generated content
Commercial	Embedded marketing	Personal data misuse	Gambling, copyright infringement

Risks in bold are included in the survey

Main findings



HOW CHILDREN GO ONLINE?

88

the average minutes online per day for 9-16 years old

- 15 – 16 year old spend 118 minutes online per day
- 9-10 year olds spend 58 minutes

7

the average age of 1st internet use (Denmark, Sweden).

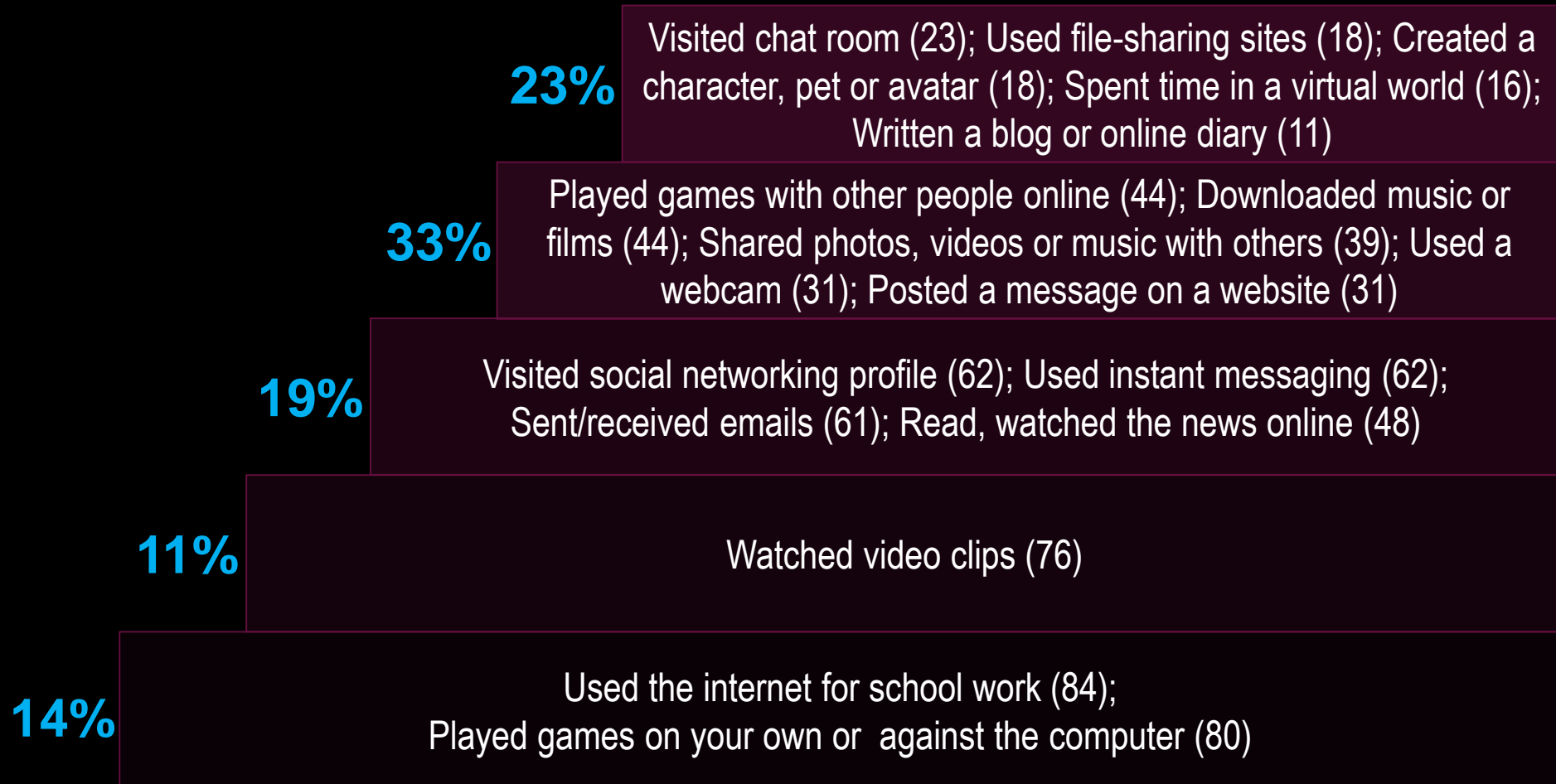
- 8 North EU countries
- 9 other EU countries

49%

of children go online in their bedroom

- 33% go online via a smartphone or handheld device

WHAT CHILDREN ACTUALLY CAN DO ONLINE



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**

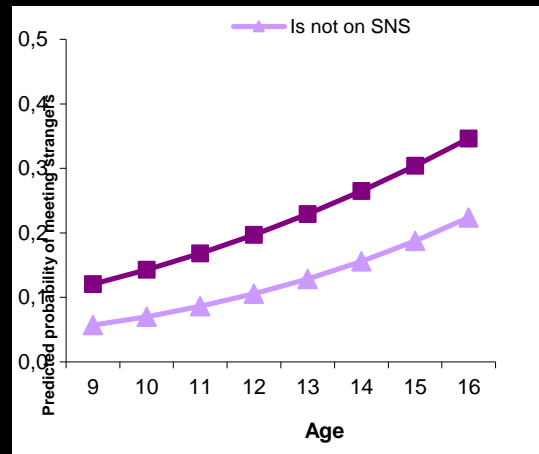
Digital skills

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

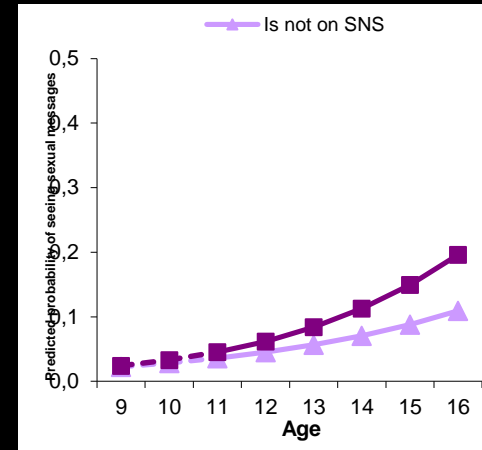
SNS	Change privacy settings			Block another user		
	% 11-12	% 13-14	% 15-16	% 11-12	% 13-14	% 15-16
Facebook	55	70	78	61	76	80
Nasza-Klasa	64	80	85	56	71	83
schülerVZ	61	73	81	62	72	78
Tuenti	53	72	82	67	84	91
Hyves	68	77	89	79	88	94
Hi5	42	63	56	51	65	73
All SNS	56	71	78	61	75	81

SNS use and risk, by age

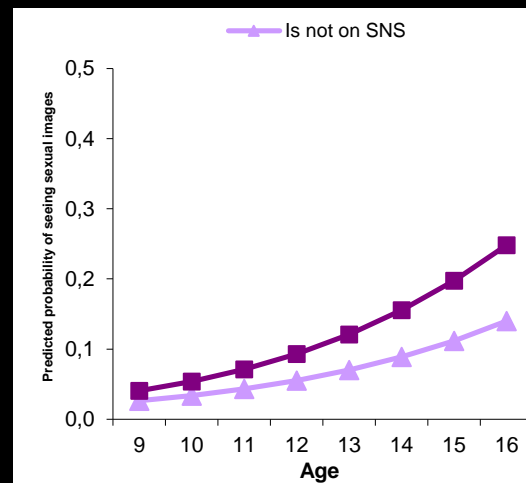
Meeting strangers



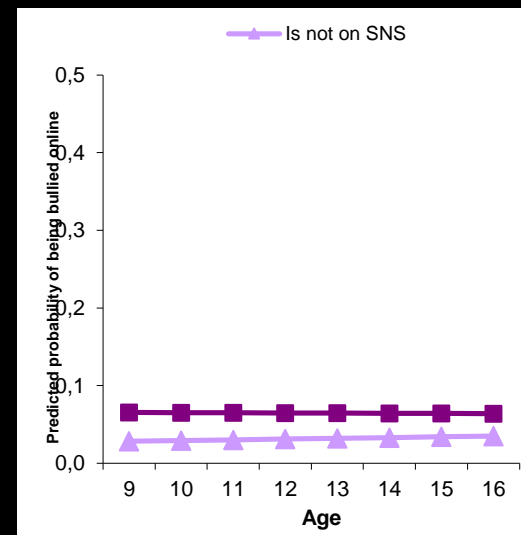
Receiving sexual messages



Seeing sexual images



Being bullied



Risk = Harm?



Experiences of risk and harm

	Sexual images	Bullying	Sexual messages*	Meeting new people
Experienced the risk at all	23	19	---	---
Experienced the risk online	14	6	15	9
Online perpetrators	---	3	3	---
Felt bothered	4	---	4	1
Felt bothered (% of those who experienced the risk)	32	---	25	11
(Fairly) upset (% of those who felt bothered)	44	55	45	50



New
trends?

Old wine in new bottle?



Net Children go mobile project

The survey in short

Project duration:

2 years (2013-2014)

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

Number of questionnaires:

2.500

Face to face in home
questionnaires, self-completed
for sensitive issues.

Sampling Method:



Random walk sampling



Net Children Go Mobile: risks and opportunities.

by Mascheroni, G., Ólafsson, K., 11/2/14

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

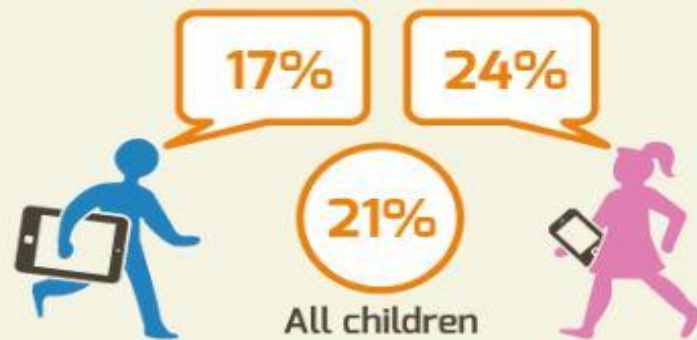
Children who use smartphones have a higher level of digital skills, safety skills and communicative abilities, but they are more likely to be exposed to online risks.

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?



33%
Of 9-10 year old children say there are lots of good things for children of their age to do online.



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

% who...	2010 (five countries)	2013
Watched video clips (e.g. on YouTube, iTunes, Vimeo, etc.)	81	86
Used the internet for schoolwork	79	80
Visited a social networking profile	65	70
Played games on own or against the computer	83	66
Used instant messaging	65	59
Played games with other people on the internet	48	50
Published photos, videos or music to share with others	41	49
Downloaded music or films	47	47
Read/watched the news on the internet	43	33
Published a message on a website or a blog	31	32
Used a webcam	30	27

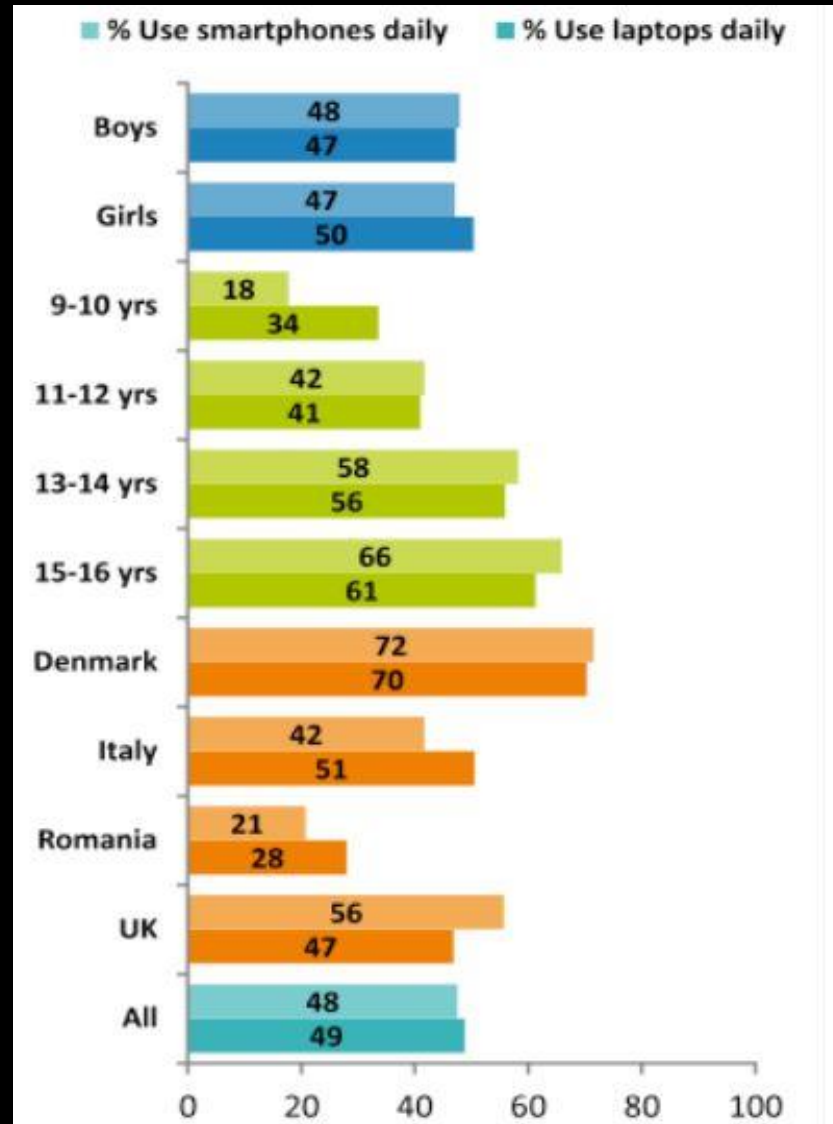
Differences in internet access 9-16 year olds

	% Own bedroom	% At home but not own room	% At school	% Other places	% When out and about
Boys	62	56	23	18	20
Girls	60	62	24	21	22
9-10	29	44	8	6	3
11-12	51	59	21	13	11
13-14	76	65	24	26	26
15-16	83	65	38	32	40
Denmark	77	76	61	38	26
Ireland	46	63	7	11	8
Italy	58	52	8	18	30
Romania	60	40	11	9	8
UK	64	63	29	22	32
All	61	59	23	20	21

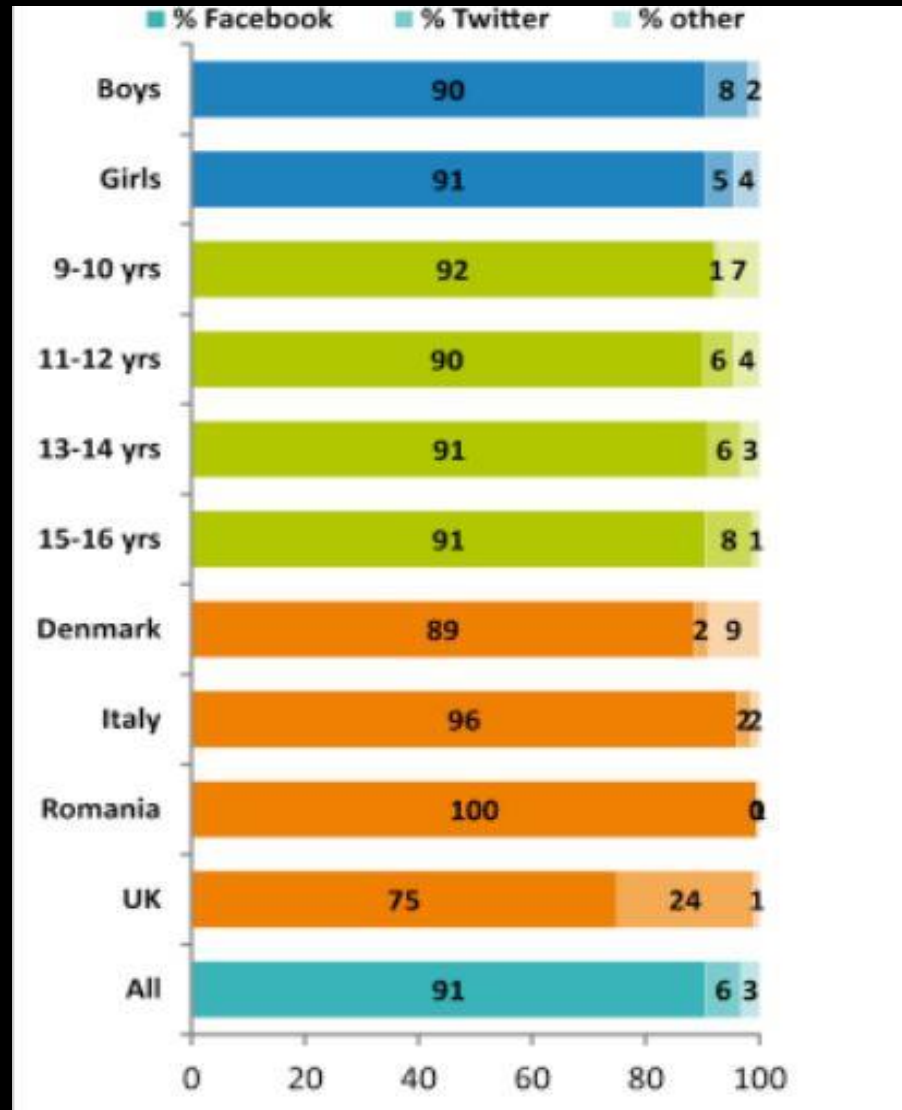
Which devices are the most popular?

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

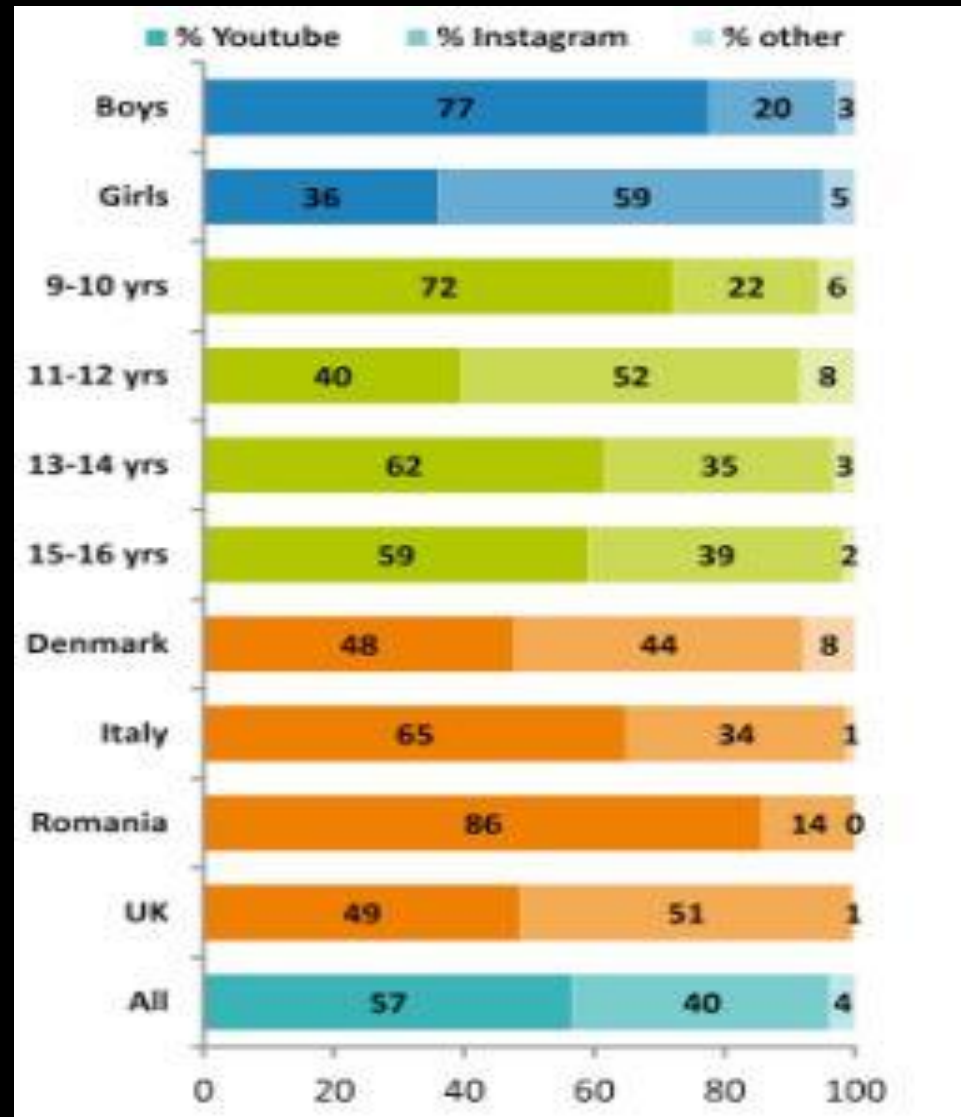
Smartphones vs. laptops

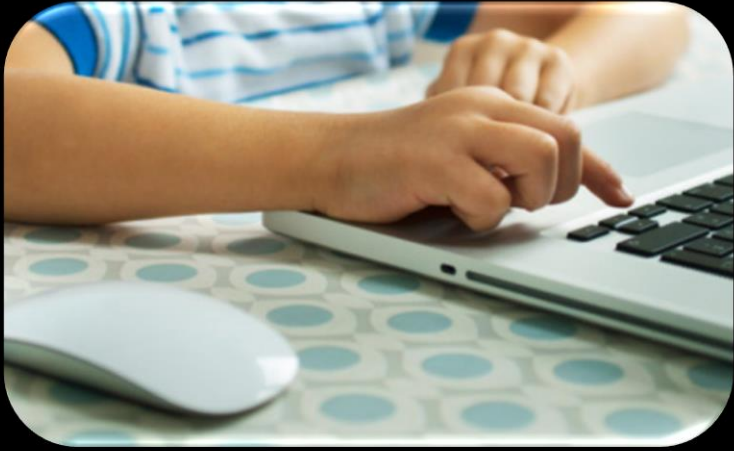


Preferred Social media Platform



Preferred media sharing platform



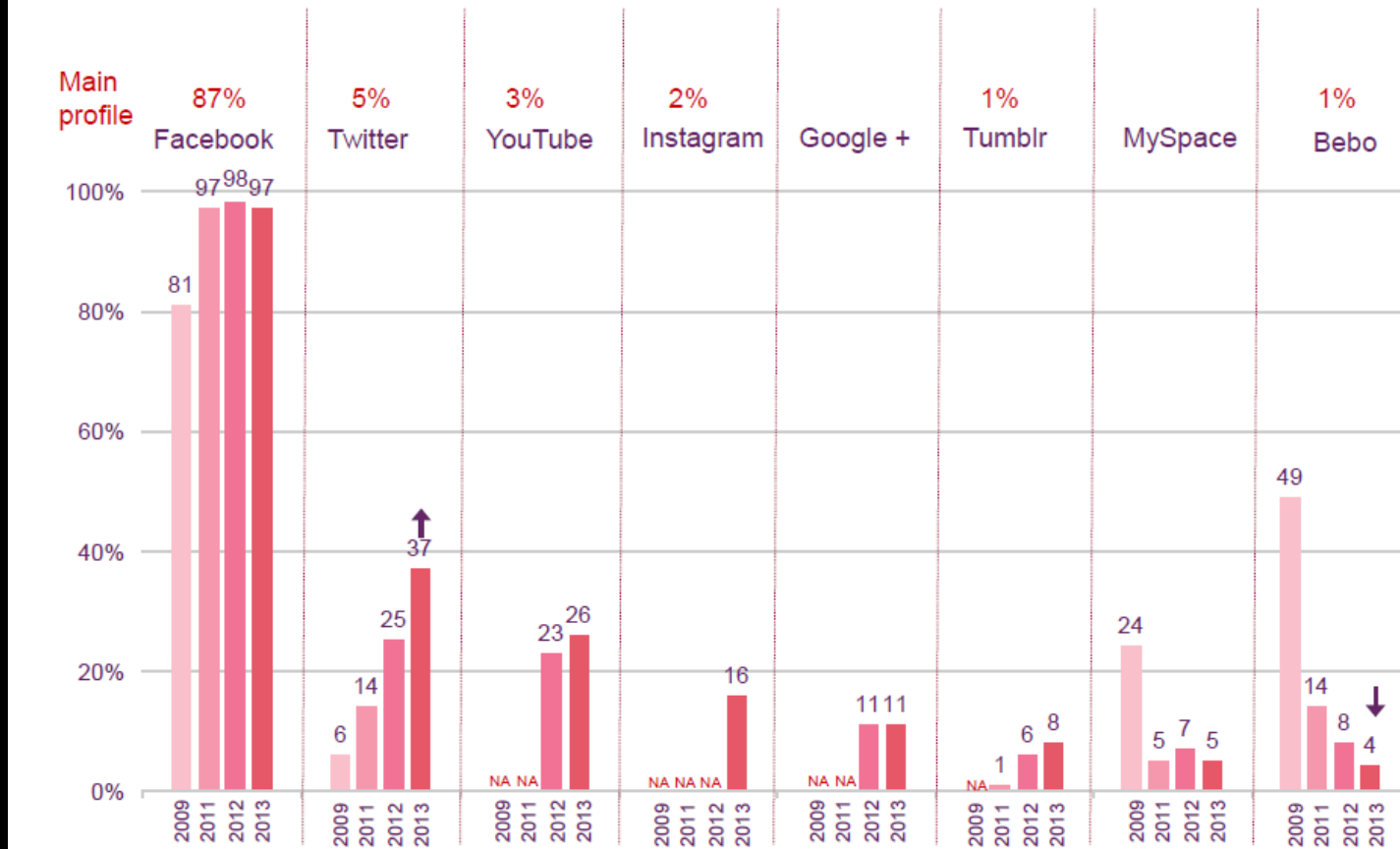


What do
other studies
say?



Trends in social media use (UK)

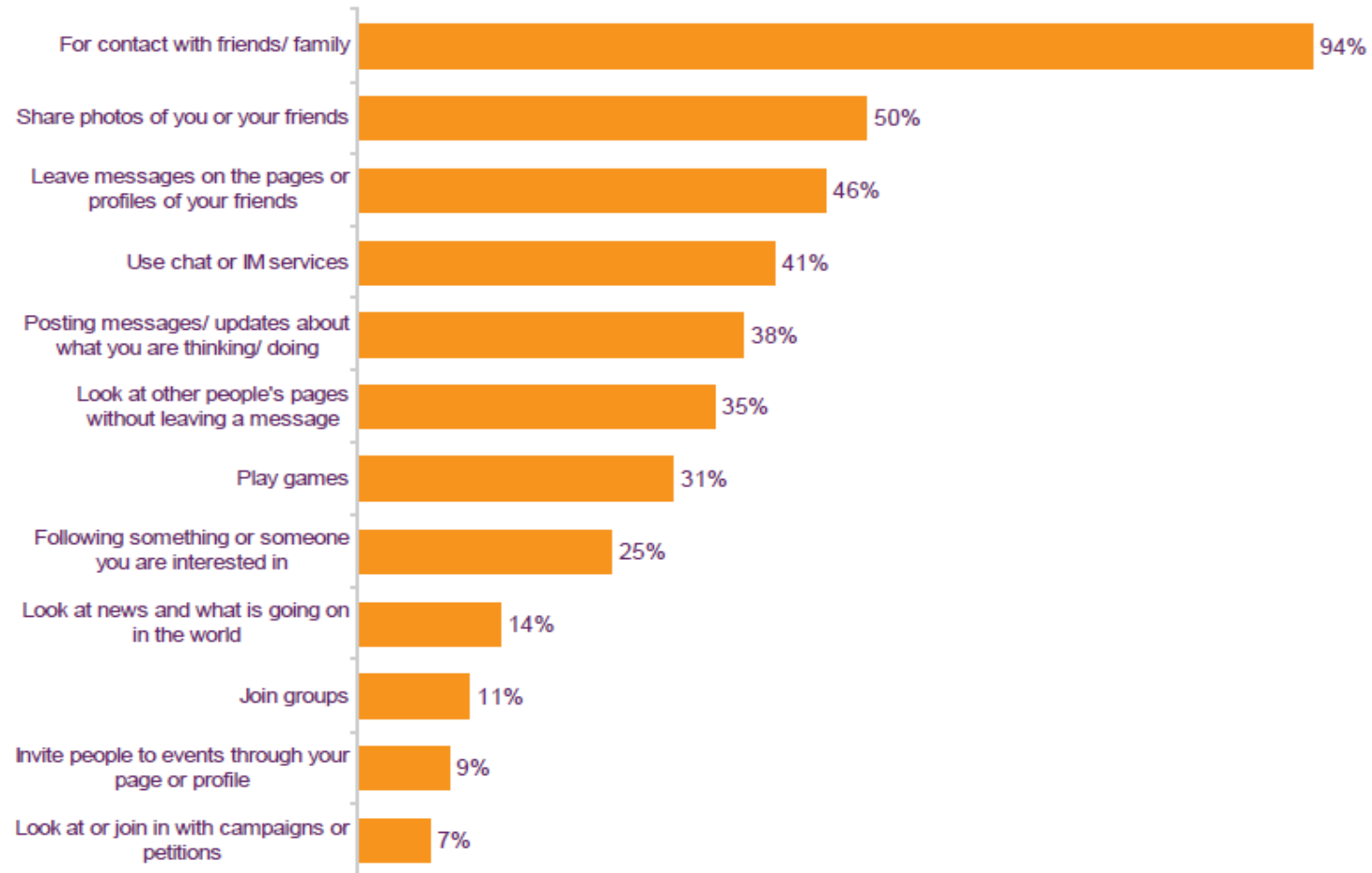
Figure 57: Social networking websites where children aged 12-15 currently have an active profile: 2009, 2011, 2012 and 2013 (of those with an active profile)



Source: Ofcom Children and Parents: Media use and attitudes report 2013

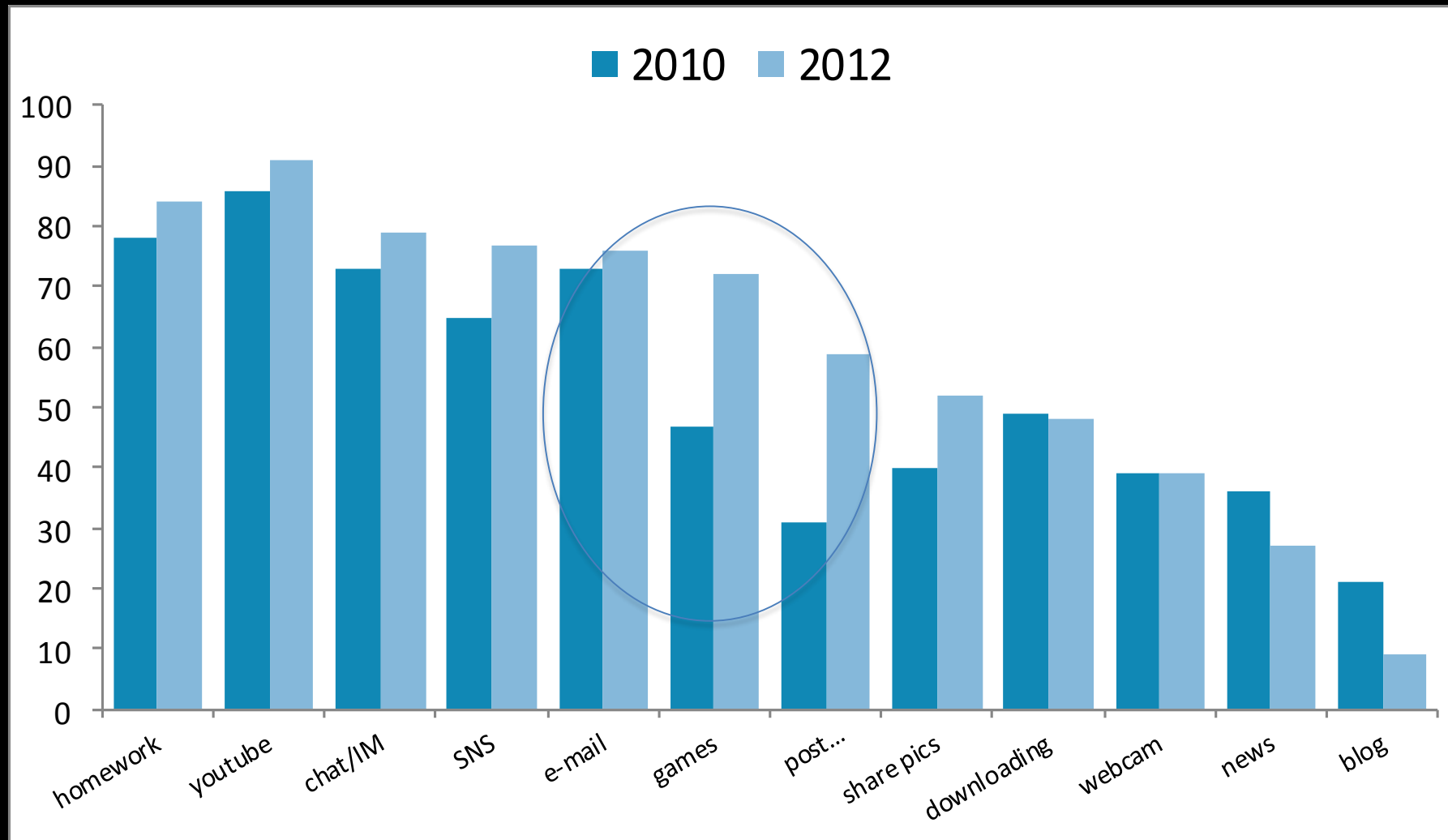
What do kids do on social media? (UK)

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

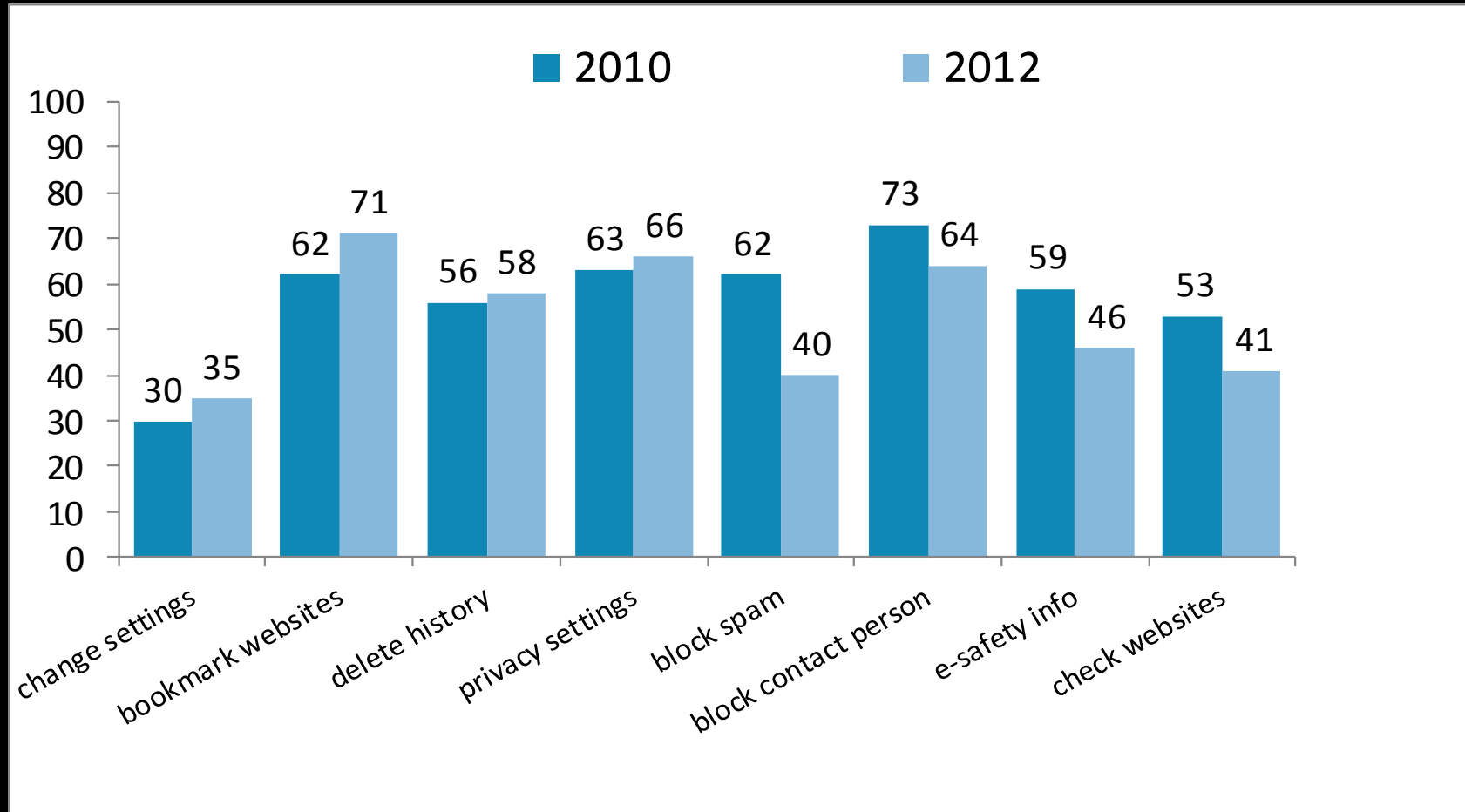


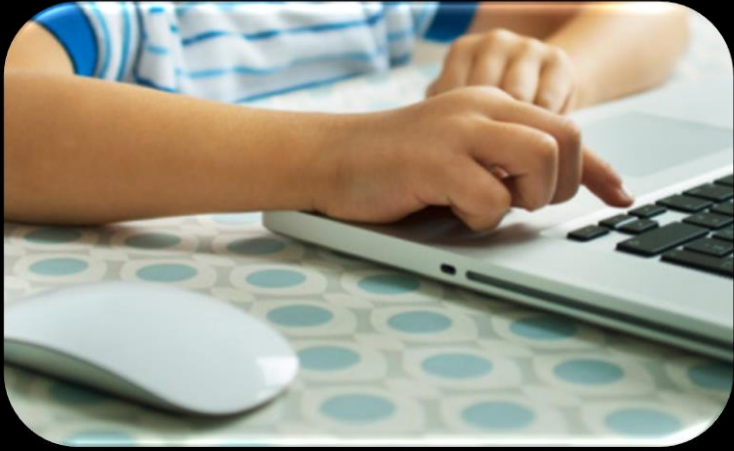
Source: Ofcom Children and Parents: Media use and attitudes report 2013

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



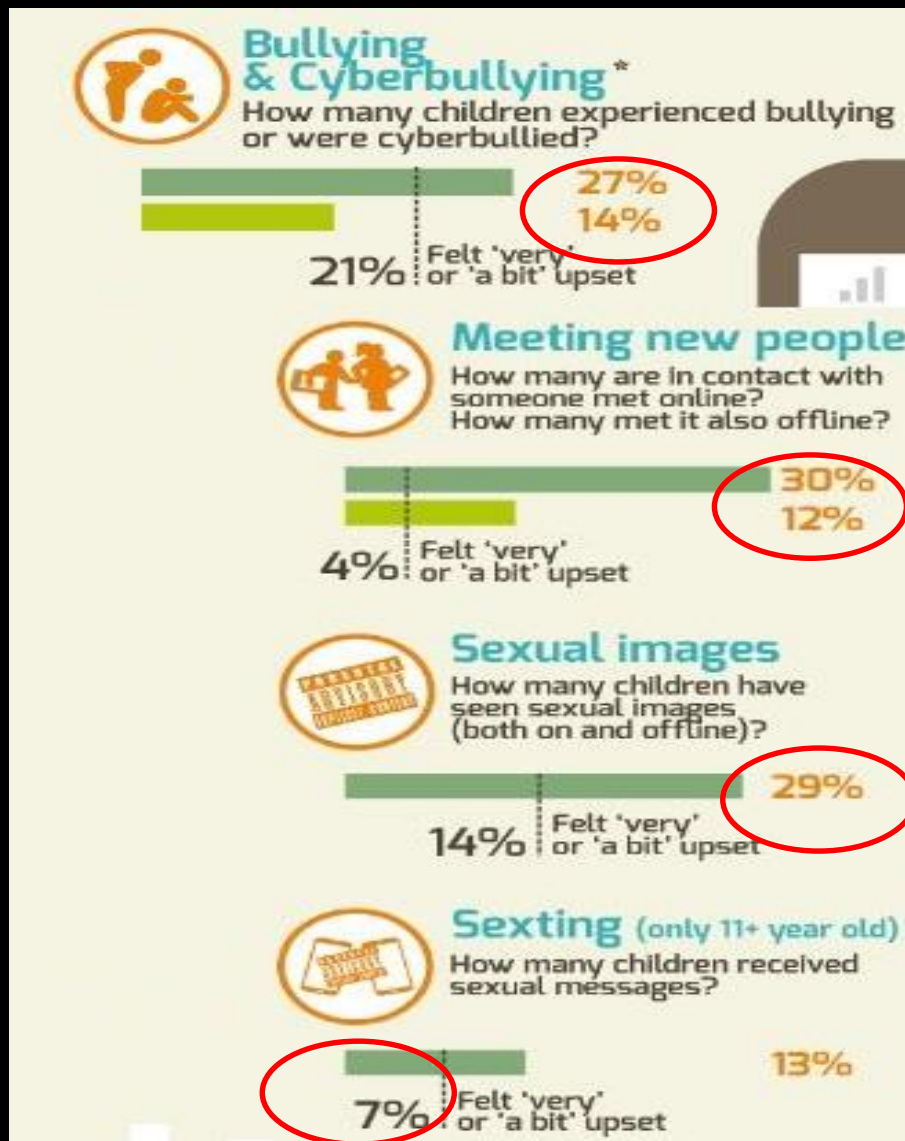
Any trend differences? (1)

- **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?

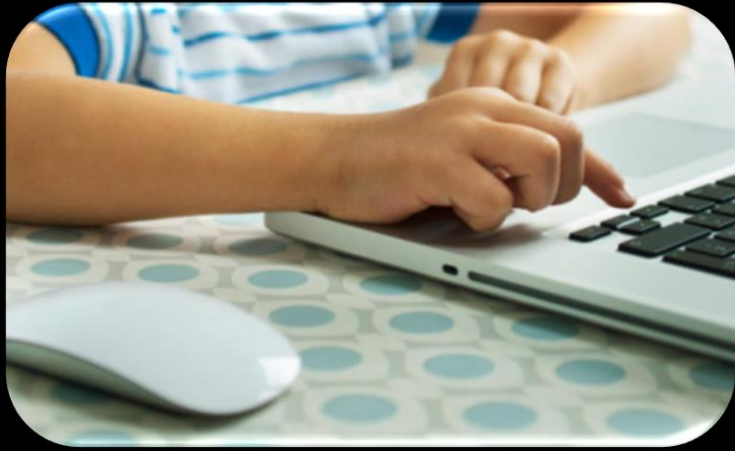


	Sexual images	Bullying	Sexual messages*	Meeting new people
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“Gendered” devices



- 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

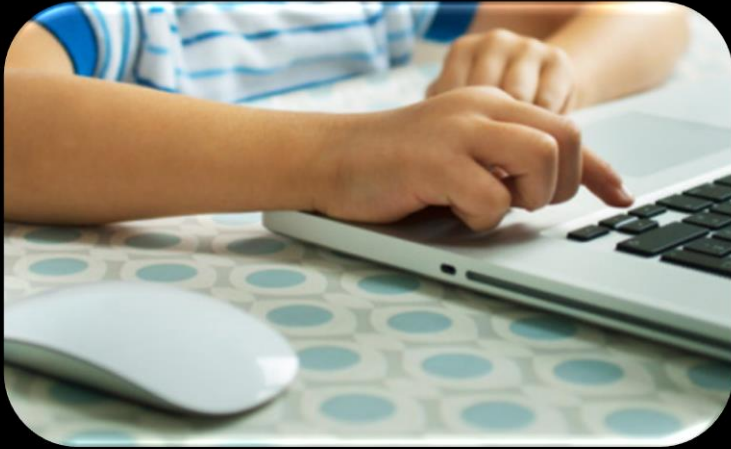
Research areas: Where next?

- 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!

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