Reseaching Children’s Rights Globally in the Digital Age

Natasha Jackson, Head of Consumer Affairs, GSMA
The GSMA represents the interests of mobile operators worldwide.

Spanning more than 220 countries, the GSMA unites nearly 800 of the world’s mobile operators.

The GSMA also produces industry-leading events such as Mobile World Congress in Barcelona and Shanghai and the Mobile 360 Series.
Mobile operators have a role to play in ensuring young people’s mobile experience is positive, safe and enriching.

The GSMA:

- Promotes the safe use of mobile services
- Collaborates with policymakers and external stakeholders
- Undertakes research to understand how children use mobile phones
GSMA & NTT DOCOMO research

- Multi-year research project with the Mobile Society Research Institute (MSRI) – the research subsidiary of NTT DoCoMo

- Focused on mobile phone use by children and their parents/guardians

- Complementary to already established research programmes – ‘filling in the gaps in other parts of the world’
An International Comparison

To date over 20,000 pairs of children and their parents/guardians have been surveyed
Children’s use of mobile phones

Sponsors:
2013 Highlights

81% of all children surveyed currently use a mobile phone.
Of those, 79% have a new handset.

10 and 12 are the most common ages for children to receive their first mobile phone.

14% of all children surveyed list their handset as their primary method of accessing the internet.
This increases to 39% among child smartphone users.

Over 60% of parents have concerns about children's mobile phone use, with viewing inappropriate sites the highest percentage at 85%.

1 out of 3 child mobile phone owners has a smartphone, though per country it ranges from as low as 15% in Iraq to as high as 71% in Saudi Arabia.

More than half of all child mobile phone users surveyed make use of location based services.

55%

87% of children surveyed say that having a mobile phone increases their confidence; this is particularly the case in Saudi Arabia where this figure rises to 98%.

53% of all child mobile phone users surveyed use social networking services; this increases to 81% when looking exclusively at child smartphone users.

40% of children on social networking sites have public profiles, though girls are more likely than boys to have private profiles.

Tablet use is similar to that of smartphones, ranging from 9% penetration in Iraq to 54% in Saudi Arabia, with those children from higher income families, or those children who already own a smartphone, being more likely to use a tablet.

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GSMA experience

- Wide range of objectives and drivers
  - Policy and regulatory
  - Partnerships and CSR activities
  - New service launches

- Differing approaches (group/corporate vs national)

- Key challenges included
  - Lead times
  - Budgets / budget holders
  - Tangible deliverables
  - Coordination with company / external events
  - Messaging on risks
Thank you

For further information please visit:

http://www.gsma.com/publicpolicy/myouth/research