

National report for The Netherlands

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1 The Internet

1.1 Children's Internet access

The Internet in the Netherlands has become a widely spread and accepted technology. The vast majority of have (85%) have an Internet connection. The majority of these connections are broadband (80%), making the Netherlands one of the leading countries worldwide in terms of broadband penetration (CBS 2006). And especially amongst families with children, the spread of the (broadband) Internet is virtually complete: at the end of 2005 almost every family had an Internet connection, and 94% of these were broadband connections. The number of young people with a PC in their own room has also increased (55%) (SCP, 2007). Most ISPs provide filters, and most of them have information about safety on their website.

1.2 Findings on children's access to the Internet and online technologies

Among 13 to 18 year olds, 98% have Internet access at home, 43% have Internet access in their own room. 10 to 17 year olds spend on average 2 hours and 11 min with IM and 12 min on chat in a public chatroom (Valkenburg & Peter, 2007a). 13 to 18 year olds with a lower level of education (VMBO) have 2 or more computers at home (67%) less often than teenagers with a higher education (VWO) (81%), but VMBO students by contrast have a computer in their own room (60%) more often than VWO students (52%).

1.3 Findings on children's use of the Internet and online technologies

Among 13 to 18 year olds, at home, 82% use Internet daily, 13% once or a few times a week, 1% a few times a month, 1% less than a once per month and 4% do not use the Internet at home (including the teenagers without access at home). 60% of 6 to 11 year olds, 92% of 12 to 14 year olds, and 93% of the 15 to 19 year olds use the Internet at least once a week (Qruis, 2007). There are positive correlations between Internet use in general and the use of communication technologies and age (Qruis, 2007; Valkenburg & Peter, 2007a). Teenage boys and girls (13 to 18 years) have equal access to the Internet. Teenage boys and girls use the Internet as often for communication as for information. However, teenage boys use the Internet more often for entertainment purposes (i.e. gaming) (Peter & Valkenburg, 2006b). 13 to 18 year old boys more often have a computer in their own room (61%) than girls (50%). There are no differences between boys and girls according to the easier skills like using a search engine, moving a sentence in a document, adding a picture in a story, but many more 13 to 18 year old boys than girls say they master the more difficult skills (such as installing an antivirus program, a new Windows version, replacing a hard drive).

1.4 Internet and Media Content for Children

The public service broadcaster is a major content provider for children (example, www.zapp.nl). Kennisnet is as well. Commercial websites like Jettix also provide a good deal of content.

1.5 Opportunities experienced by children online

Teenagers (10 to 17 year olds) use IM to communicate with their existing friends; IM use (not chat use) is related to the quality of their friendships (Valkenburg & Peter, 2007a). Teenagers (10 to 17 year olds) use IM to improve their social skills (Valkenburg & Peter, in press).

Girls use the Internet more often for communication (emailing, chatting). Girls also use the computer more often to do their homework. Boys use the computer more often for gaming and downloading movies.

Teenagers with a higher education use the computer more often for school and teenagers with a lower education use the computer more for downloading music and movies and building/updating their own website. Teenagers with a higher education possess more skills in general than teenagers with a lower education, but the difference is not great.

1.6 Risks experienced by children online

Of the 13 to 18 year olds, 46% are disturbed by annoying comments during chatting/MSN Messenger, 46% are disturbed by images of sex on the Internet and 39% are disturbed by shocking images of violence.

Of the parents of 13 to 18 year olds, 51% are worried their child will meet someone with bad intentions on the Internet, 49% are worried their child will see sexual or violent images online, 10% worry their child is being teased through the Internet and 10% worry their own child will show undesirable behaviour online such as sexual behaviour on a webcam, sending pictures, chat, etc. 67% of the teenagers and 75% of their parents think most youngsters provide personal information online too easily. 81% of the teenagers and 66% of their parents think youngsters are more extreme in their opinions online (through chat, email) than in real life.

The EB 2007 focus groups of children aged 9 to 14 years have shown that they think:

- Children who engage with strangers on the Internet are considered to be at the greatest risk. This is followed by being cheated and bullying on MSN.
- Most of the children also worry about technical and money related problems.
- The children can imagine that shocking content can be a problem, but in general they do not count it as a problem for themselves.

According to the Eurobarometer survey of 2005/6, 33% of parents/guardians think that their children have encountered harmful or illegal content on the Internet.

Several Dutch studies have shown that young adolescents of 12 to 14 are most vulnerable to online risks. They more often experiment with their identity online (Valkenburg, Schouten, & Peter, 2005), and they receive more negative reactions to their online profiles, which in turn affects their self-esteem (Valkenburg, Peter, & Schouten, 2006).

More girls are disturbed by annoying comments during chatting/MSN Messenger (53%), images of sex on the Internet (57%) and shocking images of violence (50%) than boys (38%, 36% and 28%, respectively). More girls (74%) agree that most youngsters provide personal information online too easily than boys (60%).

1.7 Internet regulation and promotion

- a) Digibewust
- b) Digibewust also partly
- c) Networkorganisation with information on media literacy is coming (government briefing in January)

Through effective lobbying, the 'Meldpunt Kinderporno' achieved the goal of changing legislation about grooming. Until now, someone is only acting illegally if he or she causes abuse in practice. After the adaptation of the law someone is also acting illegally if they contact a minor under a false name and has a clear intention to meet with sexual intentions. He or she must, however, have already started to put these things into action. Both KPN and UPC take part in Digibewust, thus showing their commitment. Digibewust is continuously in conversation with parties trying to persuade them to provide more information. There are already many tools for controlling the Internet, such as filters and parental controls mechanisms. At this moment, the mobile providers are developing an information paper with Digibewust, which will be spread through the distribution channels of the IPSs.

1.8 Parental mediation

21% of parents installed a filter against harmful content on the computer. 57% of the parents say they warned their child to be careful about providing personal information online. 57% of parents say there is a rule at home about meeting strangers in person who they have met on the Internet. 38% of parents say they check what websites their child visited.

1.9 Media literacy

Exposure to pornography on the Internet is related to undesirable sexual attitudes (e.g., recreational attitudes towards sex, notions of women as sex objects; Peter & Valkenburg, 2006a, 2007).

The EB 2007 focus groups of children aged 9 to 14 years have shown that:

- Most of the respondents feel that they are quite experienced in using the Internet and that they can manage themselves well.
- Children seem to react quite indifferently when coping with problems on the Internet. They simply block or remove strangers/unwanted persons from their contact list; give no personal information as long as they do not know this person; pretend to be offline, or ignore this person.
- The children are not easily shocked nor do they become upset when they come across pages with shocking content or have other bad experiences on the Internet.
- Only if they feel really threatened or stalked would they inform their parents or report it to the specific website.
- The respondents indicated that information provided by the Government on this subject can be a good thing, although the recent campaigns that the children are familiar with are perceived as being too patronising.

According to the Eurobarometer 2005/06 survey, 71% parents/guardians think their child knows what to do if uncomfortable online, 23% think they do not.

1.10 Factors shaping public discourses about the Internet

Digibewust is a collaboration between the Government and industry (which includes KPN, UPC, Nederlandse Vereniging van Banken, TNT, KvK, Microsoft, SIDN, NVPI, IBM, Meldpunt Kinderporno, Ministeries EZ, Justitie, BZK, Kennisnet, ANWB, Kinderconsument, OPTA, MKB Nederland, VNO NCW, de EU, etc.). Digibewust is a three-year programme, but will continue afterwards in another form. Digibewust is the National Awareness Node designated by the EU and also conducts a rural public campaign. For the last two years Digibewust ran an awareness raising campaign, before that there was the Government campaign 'Surf op Safe' from the Ministry of Economic Affairs. They speak with one voice. Besides that there are also other campaigns from different agencies. They are EC and/or national initiatives. Since there is already a subsidised and very well functioning helpline in the Netherlands, namely the children's helpline and the recently founded Korrelation

Questionzone, Digibewust decided not to start another helpline, but instead cooperate with the existing parties, support them and vice versa. They target parents, teachers, children, teens, SMEs and elderly people.

On the basis of above statistics and the information on “State of awareness” we could point out some of the main current issues that need special attention:

a. Media Literacy: i.e. the skills, attitudes and mentality that citizens and organisations need to have in order to act with awareness, critically and actively within the mediated world of today. TV, mobile and Internet are converging, virtual worlds and ‘real’ worlds are merging. The standards and rules about commercials that are made for TV-broadcasting cannot be completely adopted for online TV and Internet broadcasting. Youtube and other web 2.0 developments changed the position of consumers: instead of passively watching, listening or reading what others have produced, they produce their own material and become authors themselves. There’s an information overload that people have to deal with: how do people learn to judge this information; the quality of information on the Internet instead of believing the first 3 hits on Google are probably the best ones, how do parents know what are good websites for their children, how do children learn to see the difference between neutral information and advertisement, etc. In October 2006, the Dutch cabinet stressed the importance of this topic and saw the need for a media-expertise centre and a code of conduct for providing safe media. Digibewust will try and help to achieve the future goals.

b. ID management, image management and privacy. Due to a combination of technological and social developments we can see an increasing convergence of new technologies and services. This development and the expansion of social networking sites and online worlds (like World of Warcraft, Second Life, etc.) leads to an increasing need for management of all the different ‘identities’ people have to deal with. When you act in an electronic environment, there is always the need to ‘know and be known’. You use serious authentication devices for online banking, buying, selling and dealing with the Government online. You use virtual identities, nicknames and avatars to act in online worlds, forums and games. And especially for young people, you have different identities on social networking websites where you maybe pretend to be slightly cooler, braver, prettier than you are in real life. How do you manage these different identities, how do you prevent the identities being mixed up, how do you protect your online privacy, how do you protect your online image, who has access to your information, how do you check the identity of other people (are they really who they say they are), have you carefully thought about the kind of photos and films do you put online, how do you prevent identity theft, etc. Another issue in this field is the technical part: what kind of filter software really works? And is it possible to create a technical solution to check someone’s online identity (age for example) but at the same time protect this identity? Digibewust thinks this topic needs special attention.

c. Continuation of the current Digibewust activities. As regards bullying, gaming, cybercrime (hacking, phishing, viruses), mobile, awareness for parents and teachers and inappropriate content, there are some really good existing organisations and campaigns (see chapter “activities of public and private bodies” and “Awareness campaigns”) and Digibewust has already been active in this field for the past few years. Digibewust will continue to cooperate with and support these organisations and campaigns, create some alignment between the different material and will of course develop its own awareness material on these topics when necessary.

Most press on SID 2007, Digibarometer en SNE, see below.

Mediacoverage Safer Internet Day 2007

datum	soort medium	naam medium	kijkers/lezers
6-2-2007	TV	NOS Jeugdjournaal	313.000
6-2-2007	TV	Hart van Nederland	1.056.000
6-2-2007	TV	RTL Boulevard	940.000
6-2-2007	TV	ZDF	
6-2-2007	radio	Radio1	
6-2-2007	radio	Radio2, programma de Gouden Greep	
6-2-2007	radio	BNR	
6-2-2007	radio	Omroep Brabant	
7-2-2007	krant	AD: Maxima maakt het speciaal (incl. foto)	1.667.000
7-2-2007	krant	Telegraaf: Maxima bewuste internetmama (incl. foto)	2.178.000
7-2-2007	krant	NRC Next: Kinderen chatten in plaats van bellen met de kindertelefoon	496.000
7-2-2007	krant	Trouw	496.000
7-2-2007	krant	Spits: Hulpboekje voor kinderen op internet	
6-2-2007	krant	diversen, zie grote knipselboek	
6-2-2007	internet	ruim 10.000 zoekresultaten op "Safer Internet Day" ruim 12.000 zoekresultaten op "Digibewust Award" Een greep: - Telegraaf.nl met televideo (van ANP): Maxima op Dag voor Veiliger Internet http://www2.telegraaf.nl/i-mail/58238031/Maxima_op_Dag_voor_Veiliger_Internet.html?p=14,1 - Telegraaf.nl: Jongeren open en bloot op internet http://www2.telegraaf.nl/i-mail/58236321/Jongeren_open_en_bloot_op_internet.html?p=14,2 - Telegraaf.nl: Martijn van Dam wint Digibewust Award http://www2.telegraaf.nl/i-mail/58210741/Martijn_van_Dam_wint_Digibewust_Award.html?p=15,1 -Security.nl: Martijn van Dam meest Digibewuste politicus http://www.security.nl/article/15429/1/Martijn_van_Dam_meest_DigiBewuste_politicus.html	

Overzicht mediabereik Social Networking Event

Frontpage newspaper METRO

Frontpage newspaper SPITS!

Column in NRC Next

Magazine Viva week 50

Mentioned in 15.00 o'clock news on radio538

http://www.trouw.nl/laatstenieuws/ln_nieuws/article855064.ece/Jongeren_hechten_minder_waarde_aan_privacy

<http://yord.nl/article/625604>

http://gay.nl/article/11119/Profielensites_breken_wet
http://www.coc.nl/dopage.pl?thema=jongeren&pagina=viewartikel&artikel_id=2033
http://www.trouw.nl/deverdieping/dossiers/article856152.ece/boevink_Afwezigheid
<http://www.emerce.nl/nieuws.jsp?id=2236200>
 Youtube:
<http://nl.youtube.com/watch?v=IhcSeJxGfm4>
<http://www.hccmagazine.nl/index.cfm?fuseaction=home.showNieuws&id=51940&type=2&CFID=4095687&CFTOKEN=75775672>
<http://www.planet.nl/planet/show/id=118880/contentid=900021/sc=4f70a7>
<http://www.emerce.nl/nieuws.jsp?id=2236146>
http://www.spitsnet.nl/nieuws.php/7/474632/anp/Jongeren_hechten_minder_waarde_aan_privacy.html
<http://www.rtl.nl/actueel/rtlnieuws/home/>
 200.000 viewers
 November 28: "Goedemorgen Nederland" TV Nederland 1: 94.000 viewers.

See media coverage. The familiarity of the name Digibewust is growing, among the stakeholders with who it has to cooperate, but also in the press and among the broad public. It as planned that the programme would stop after three years, but it has been already indicated at the beginning of last year that it is going to be continued and all parties, both governmental and industrial, agree.

Safer Internet Day received some attention from the press and politicians. Cooperation with important authoritative parties such as the children's helpline and the appearance of Royal Princess Maxima, and also the award for the most 'digibewuste' politician, ensured much attention within the political parties.

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