



# e – Safety

and

# KIDS

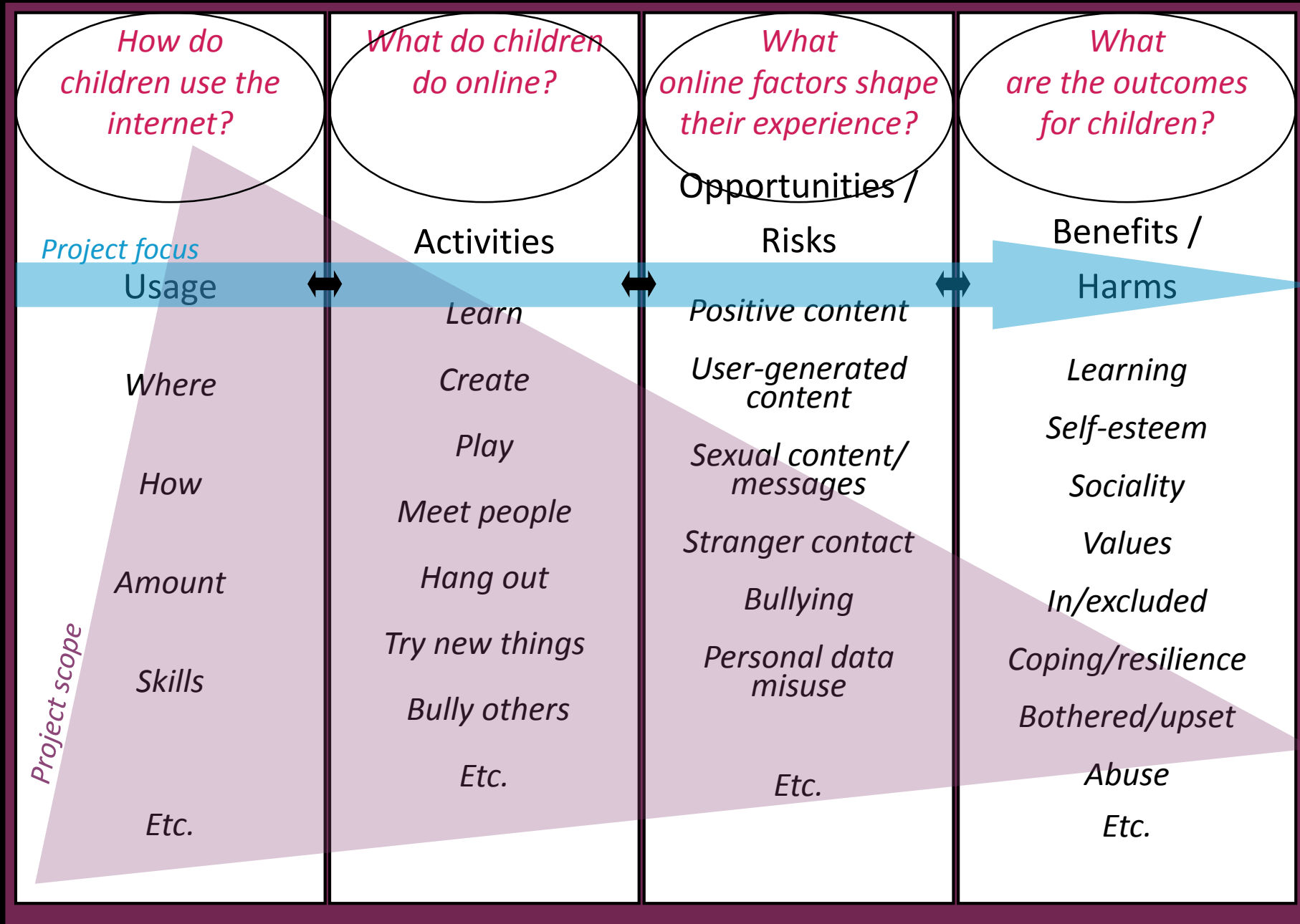


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# What we already know: EU KIDS ONLINE

- 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

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

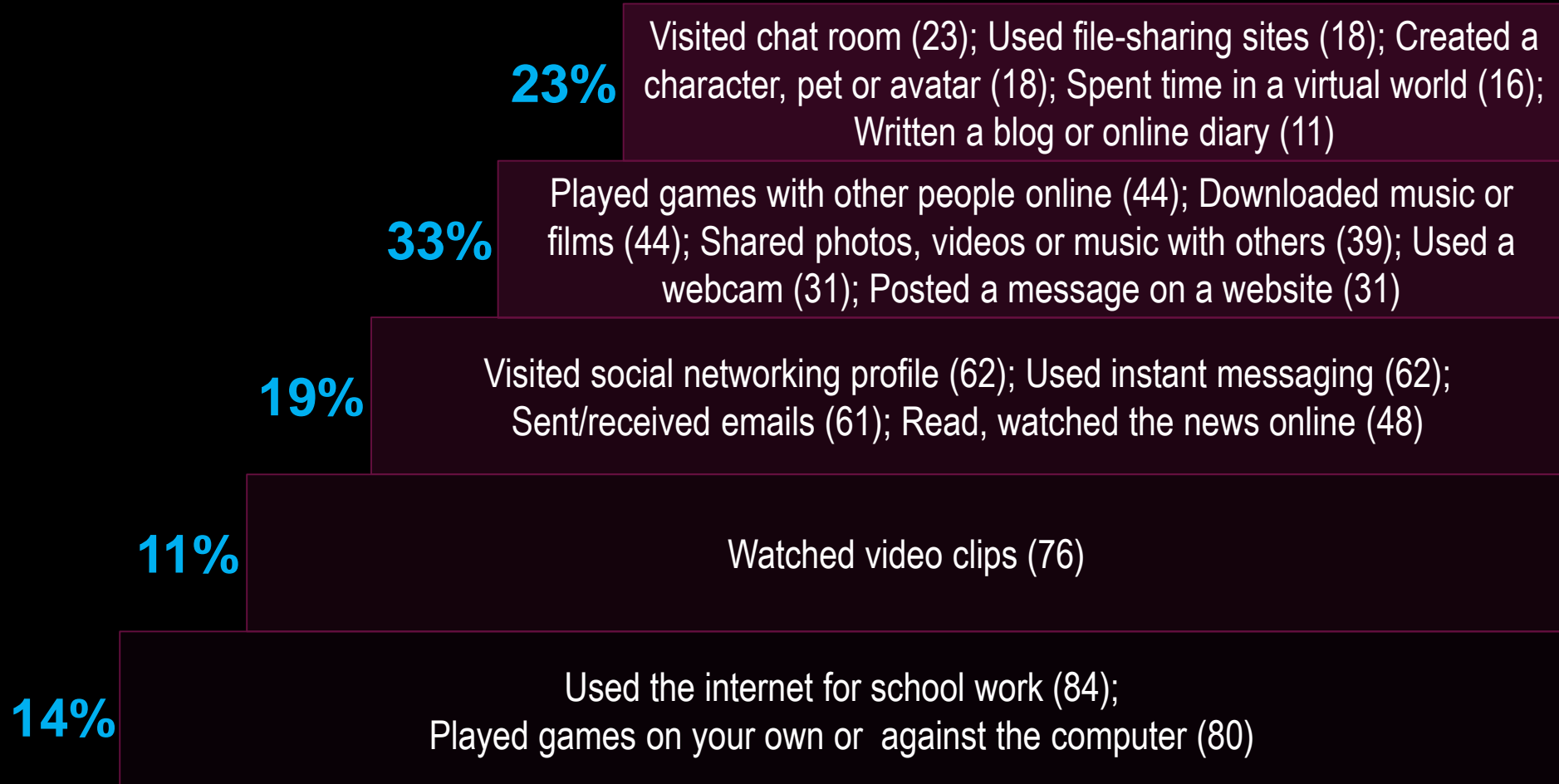
- 8 North EU countries
- 9 other EU countries

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**

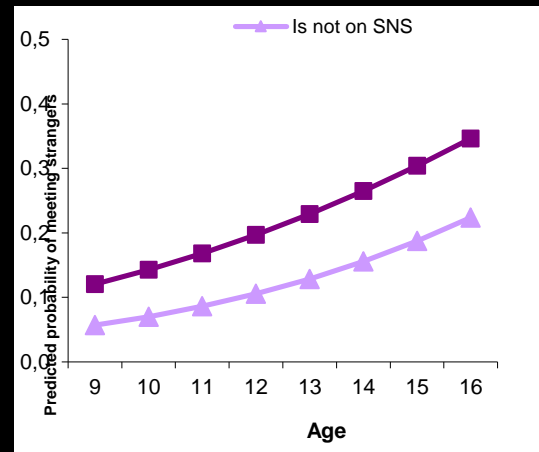
# Digital skills

- 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

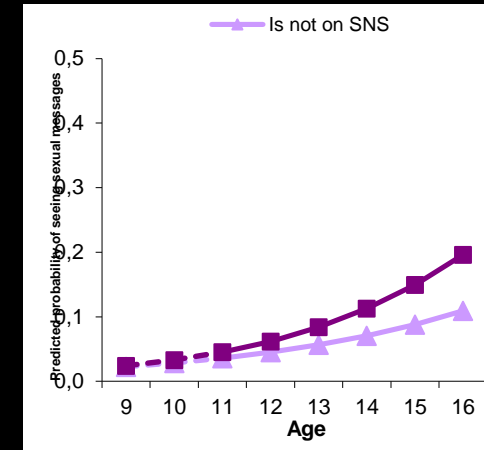
	Change privacy settings			Block another user		
SNS	% 11-12	% 13-14	% 15-16	% 11-12	% 13-14	% 15-16
Facebook	55	70	78	61	76	80
Nasza-Klasa	64	80	85	56	71	83
schülerVZ	61	73	81	62	72	78
Tuenti	53	72	82	67	84	91
Hyves	68	77	89	79	88	94
Hi5	42	63	56	51	65	73
All SNS	56	71	78	61	75	81

# SNS use and risk, by age

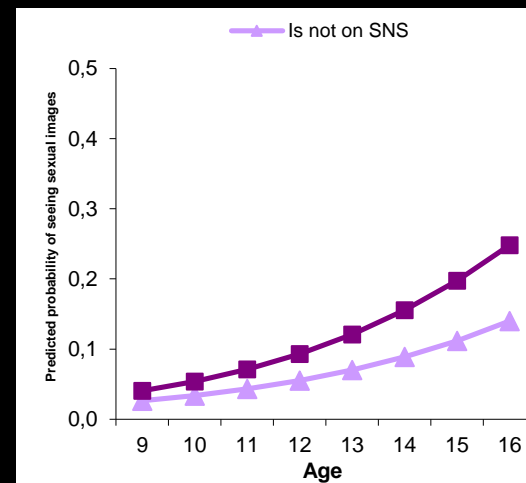
## Meeting strangers



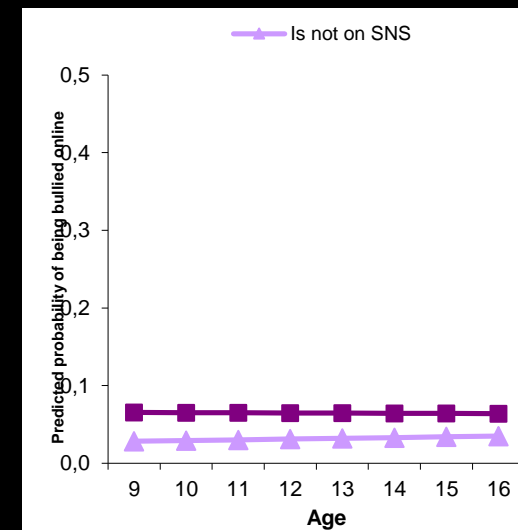
## Receiving sexual messages



## Seeing sexual images



## Being bullied

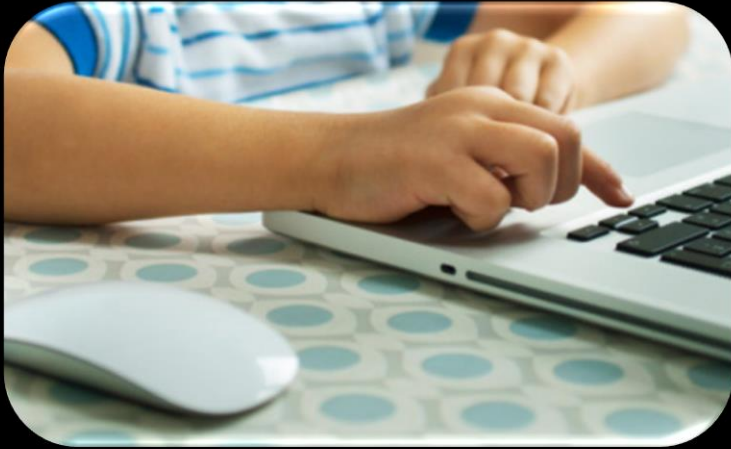


Risk = Harm?



# 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

Number of questionnaires:

**2.500**

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

Sampling Method:



Random walk sampling

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.

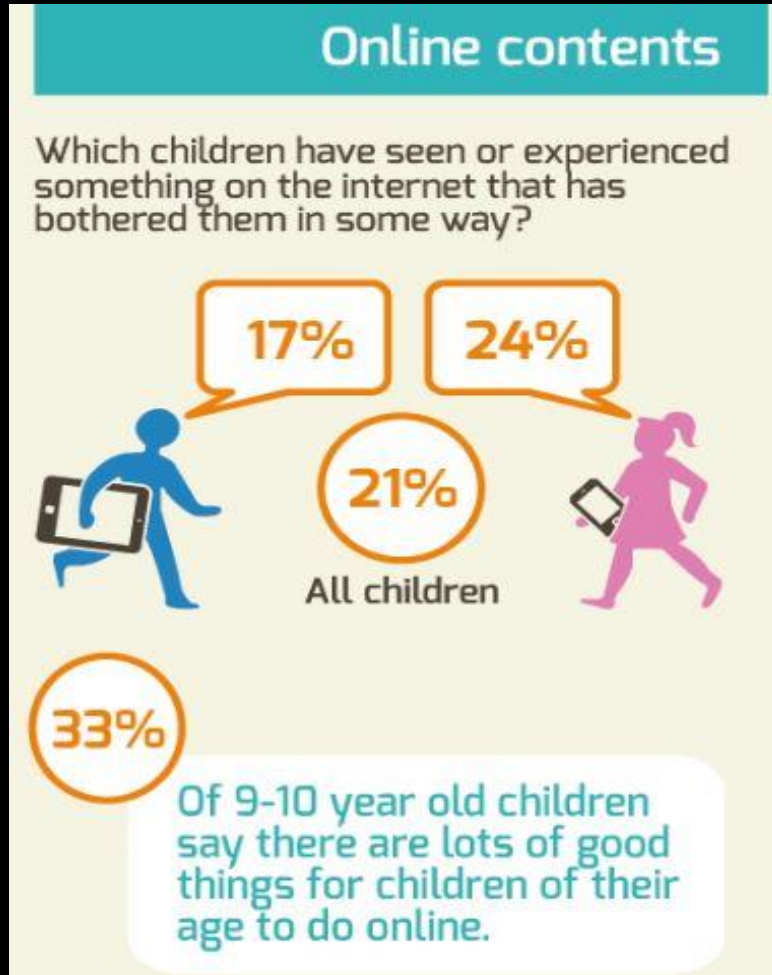
by Mascheroni, G., Ólafsson, K., 11/2/14

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 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

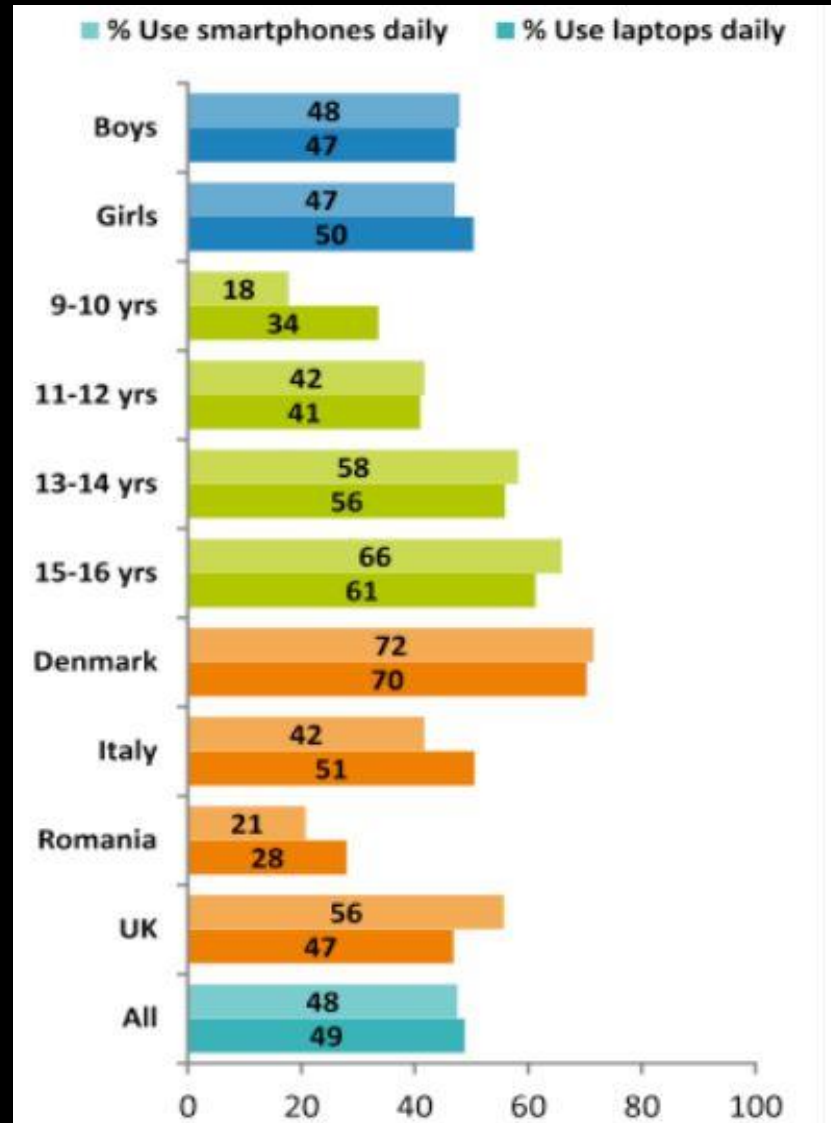
# Differences in internet access 9-16 year olds

	% 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

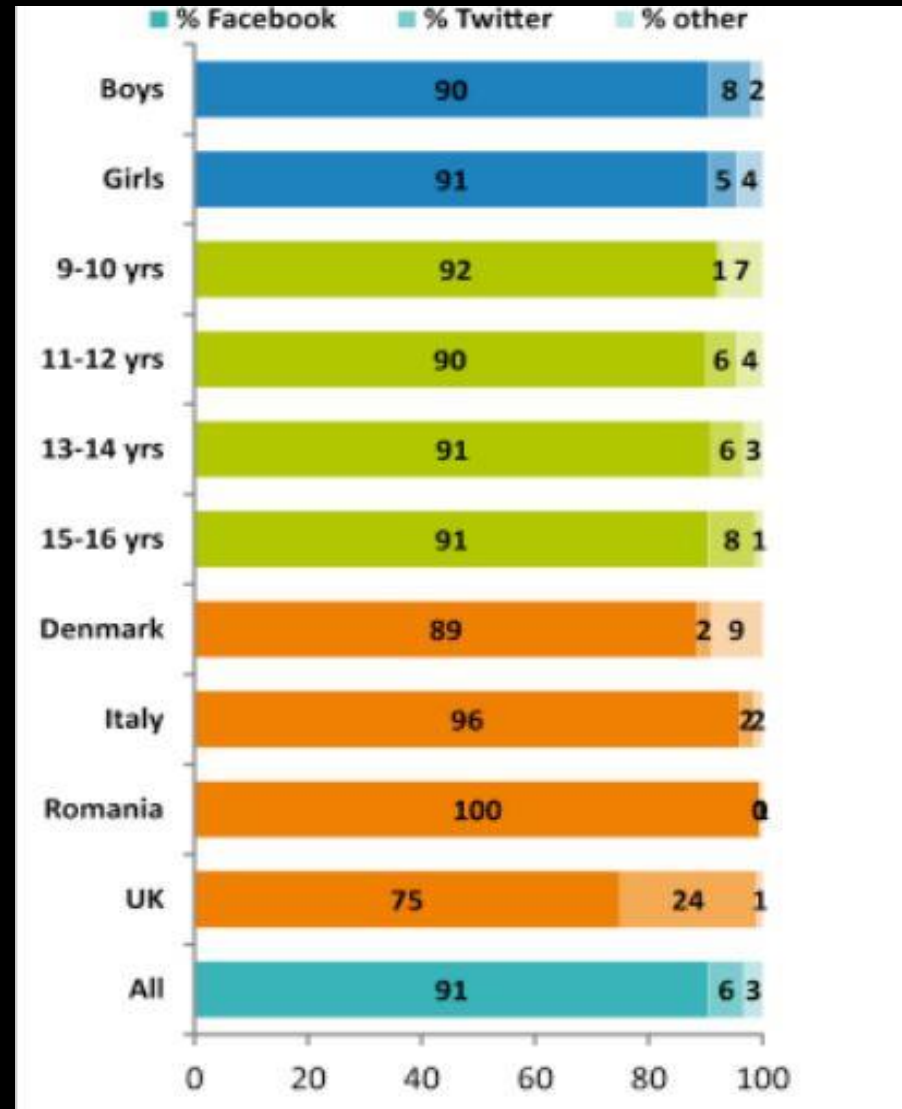
# Which devices are the most popular?

	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	18	15	2	9	8
Access at least once a day	64	58	27	22	24

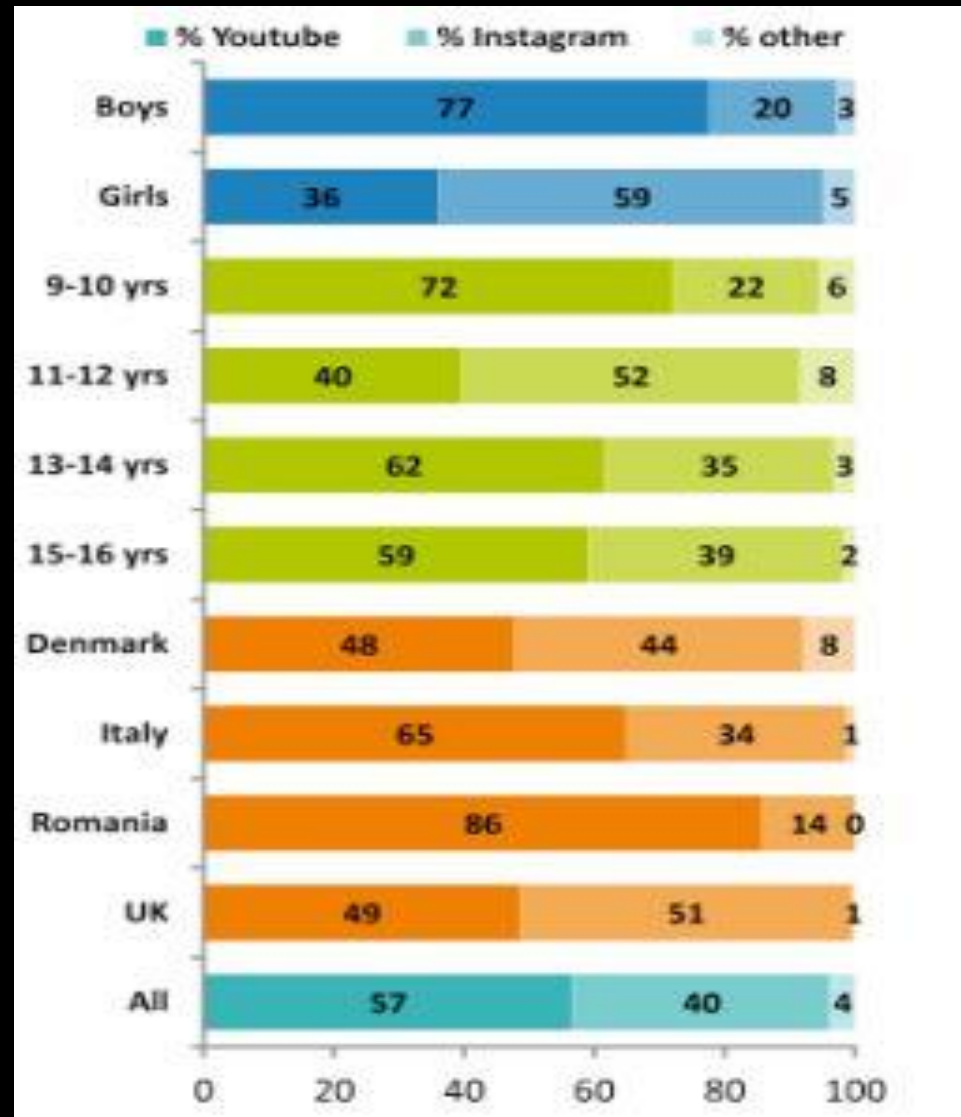
# Smartphones vs. laptops

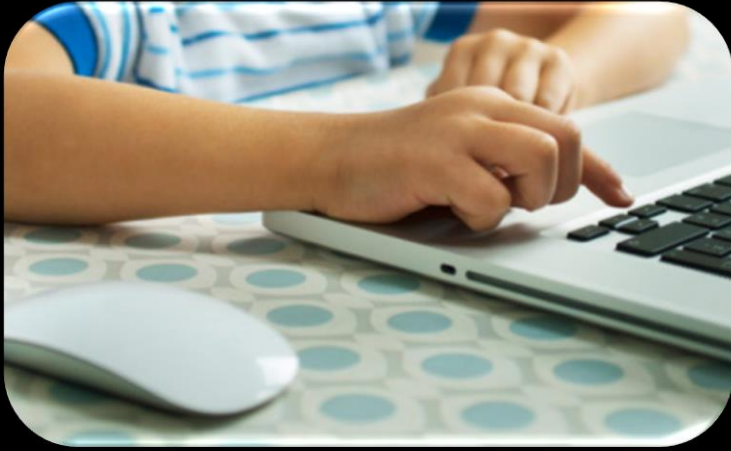


# Preferred Social media Platform



# Preferred media sharing platform



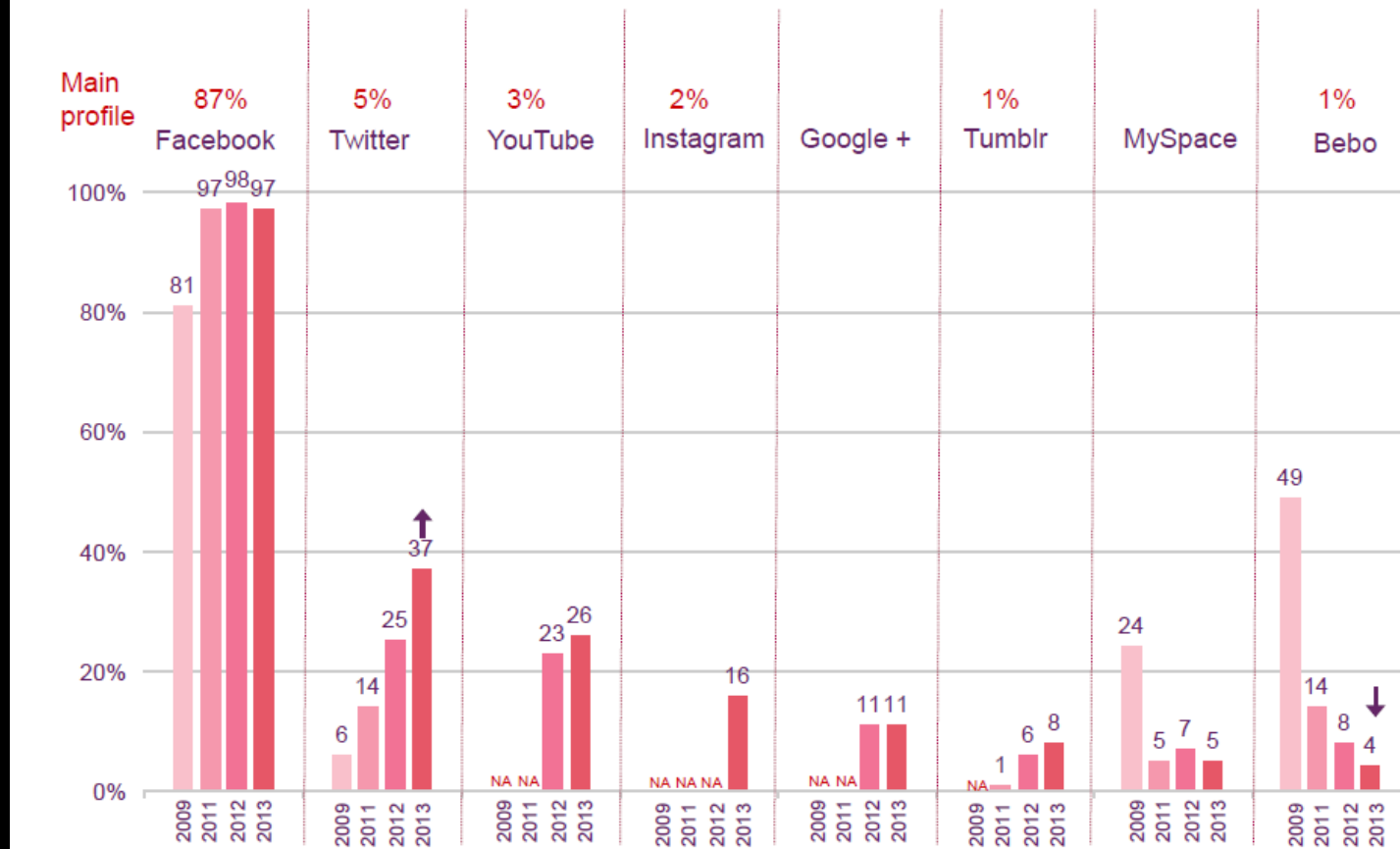


What do  
other studies  
say?



# Trends in social media use (UK)

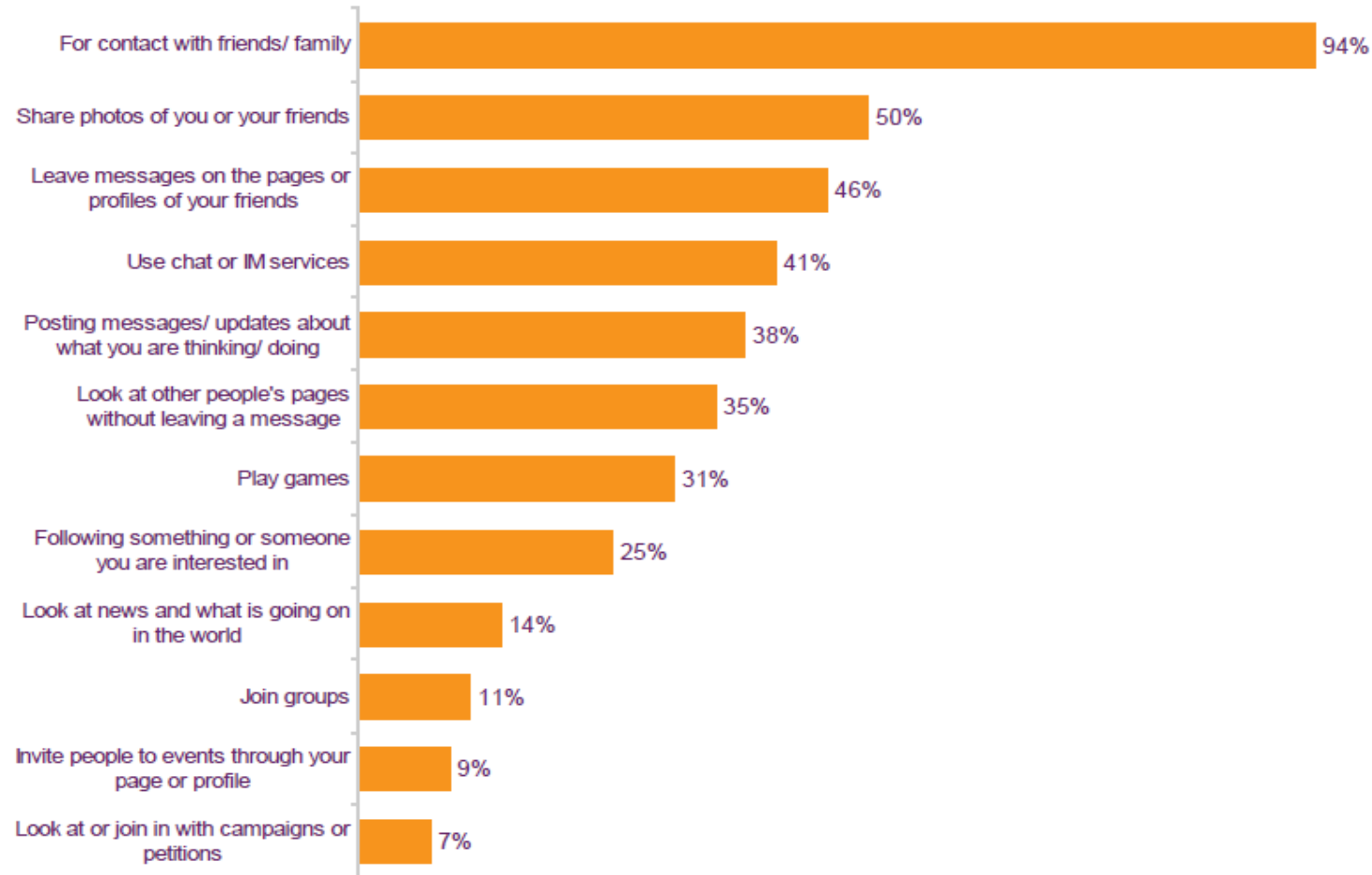
Figure 57: Social networking websites where children aged 12-15 currently have an active profile: 2009, 2011, 2012 and 2013 (of those with an active profile)



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

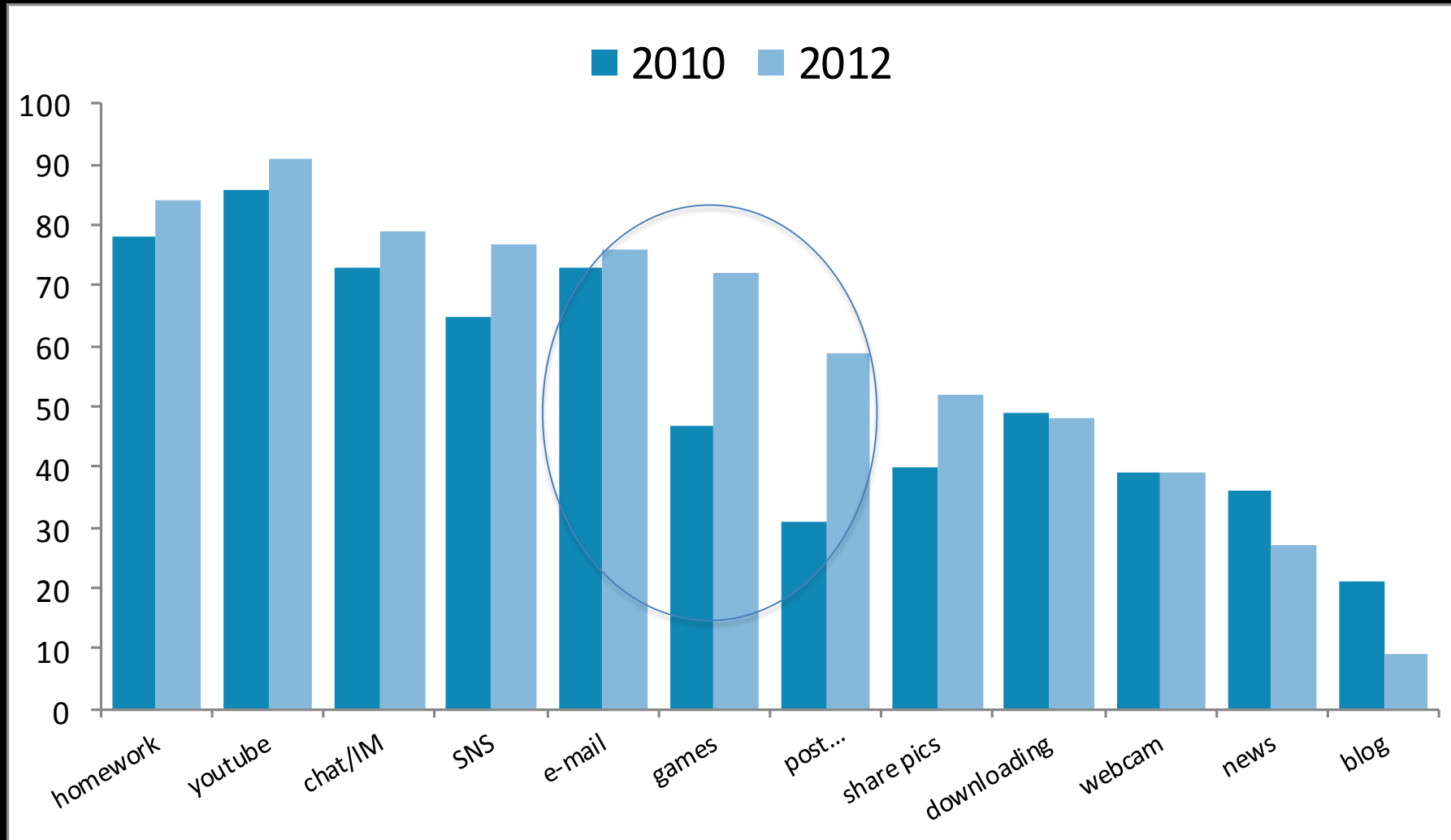
# What do kids do on social media? (UK)

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

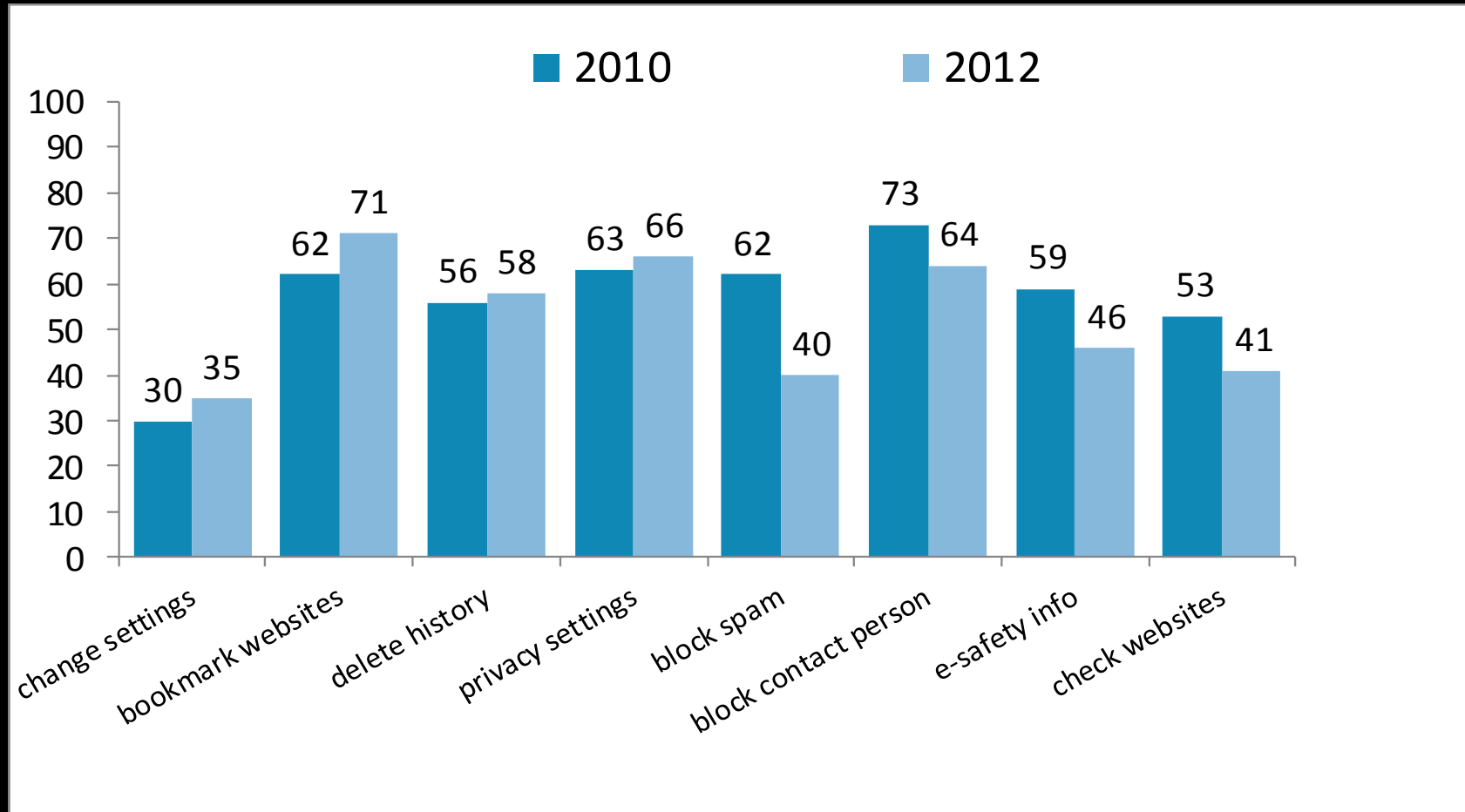


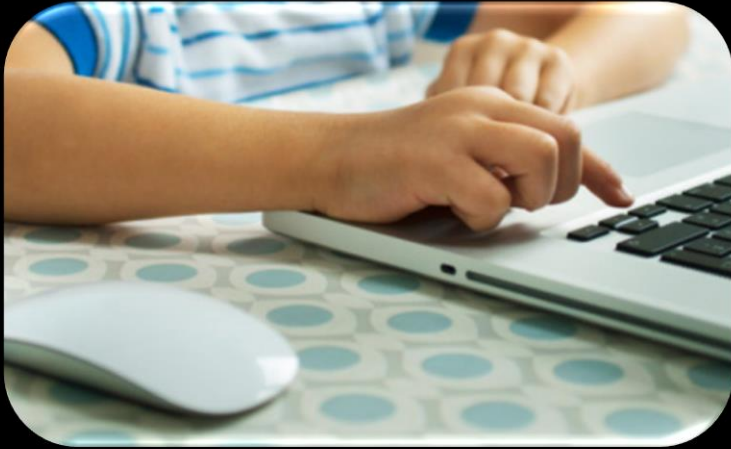
Source: Ofcom Children and Parents: Media use and attitudes report 2013

# 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](http://eprints.lse.ac.uk/52630/1/Zero_to_eight.pdf)

# Young children`s digital footprints: Sharenting



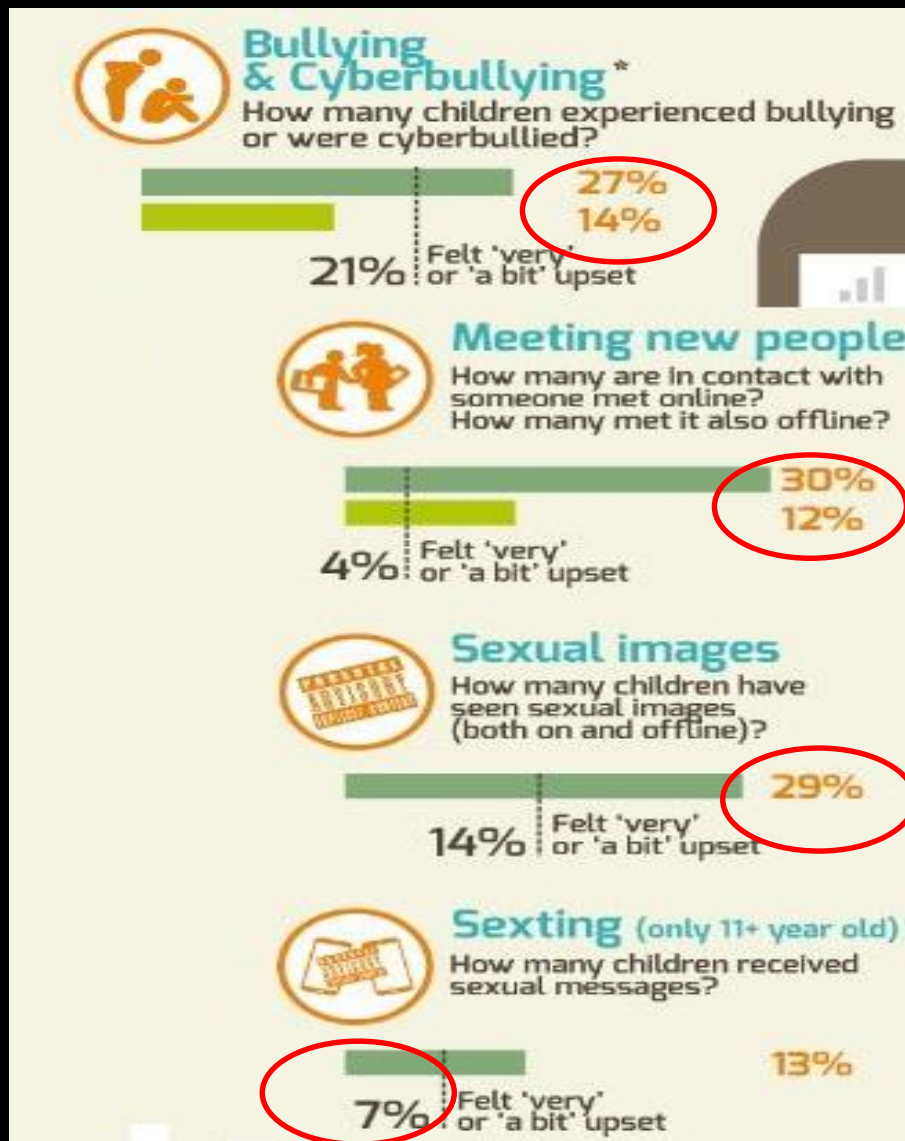
# Any trend differences? (1)

- **Average** age of 1<sup>st</sup> 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?

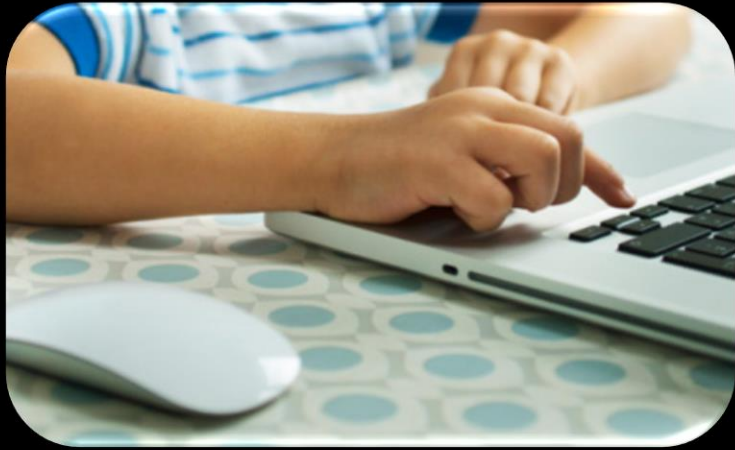


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# “Gendered” devices



- 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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