



Co-funded by the European Union



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



# The experience of EU Kids Online and Net Children Go Mobile in Europe and beyond

Lessons from research and future challenges

Giovanna Mascheroni, Università Cattolica del Sacro Cuore, Italy

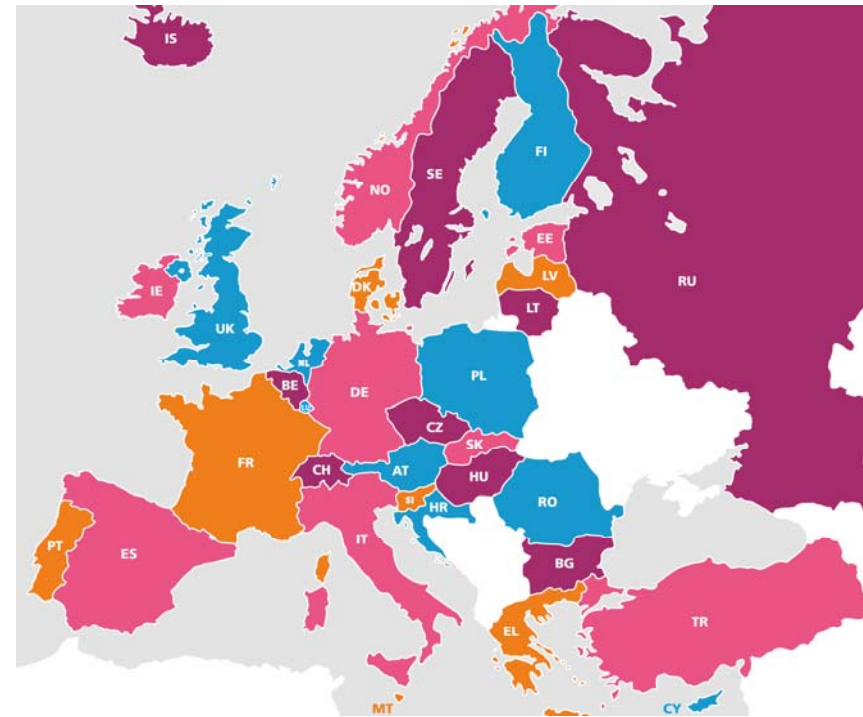
Policies and Initiatives to Promote Children's Safe, Effective, and Responsible Use of ICT: Asia Pacific Regional Consultation, 9-11 September 2015, Bangkok

# Nearly a decade of research (co-funded by EC Better Internet for Kids)



- From **2006-09**, as a thematic network of 21 countries, EU Kids Online identified and evaluated the findings of nearly 400 research studies to draw out substantive, methodological and policy implications.
- From **2009-11**, as a knowledge enhancement project across 25 countries, the network surveyed 25,000 children and parents to produce original, rigorous data on online opportunities and risk of harm.
- From **2011-14**, the network expanded to 33 countries to conduct targeted analyses of the quantitative survey and new qualitative interviews with children.
- In **2015**, network coordination passed from Department of Media and Communications at LSE to the Hans Bredow Institute for Media Research, University of Hamburg.

See [www.eukidsonline.net](http://www.eukidsonline.net)

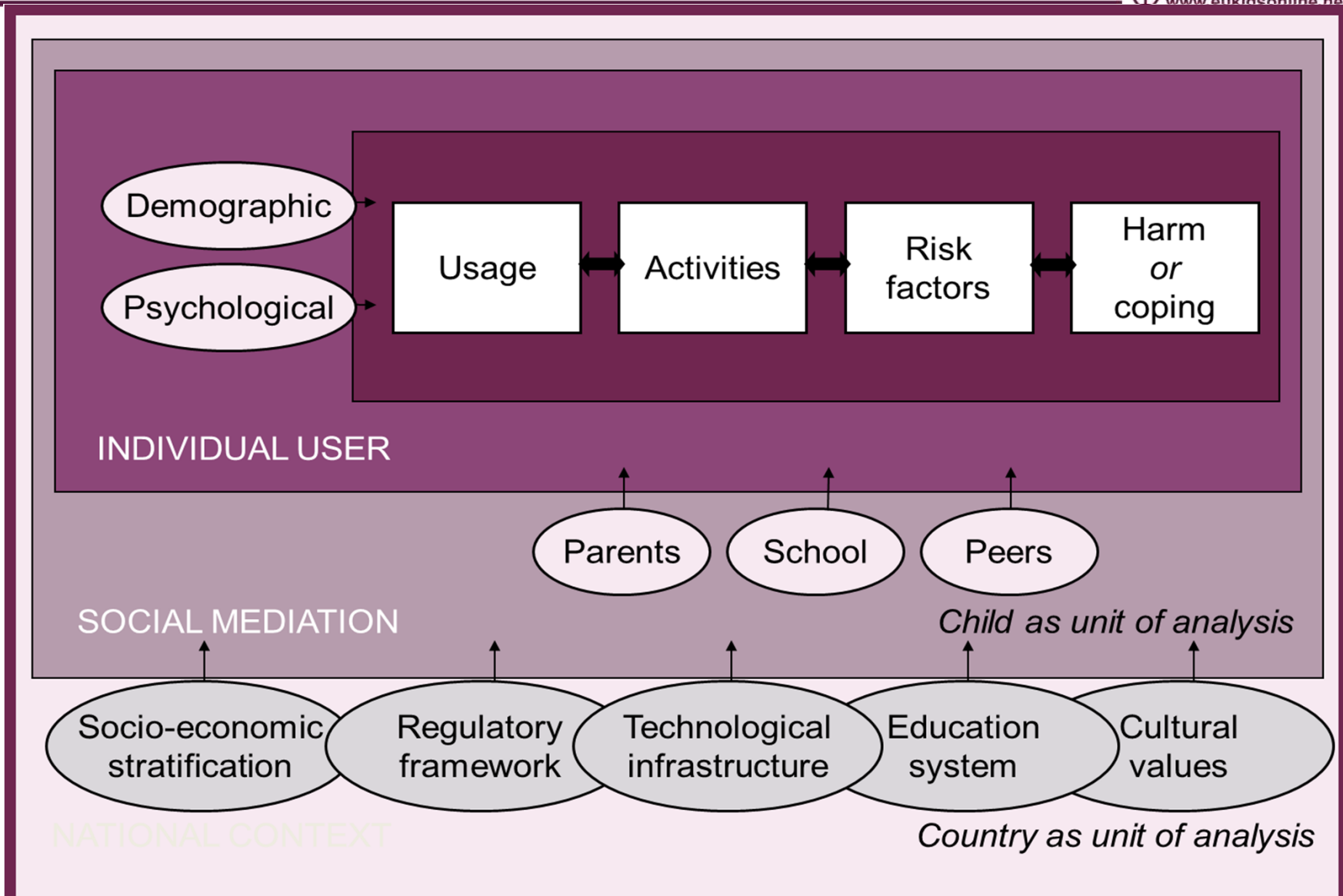


- **Net Children Go Mobile** replicated major parts of EU Kids Online's qualitative and quantitative research in selected countries in **2011-14**, adding a focus on **mobile devices**.

See [www.netchildrengomobile.eu](http://www.netchildrengomobile.eu)



# What did we learn



# How can research contribute to policy-making

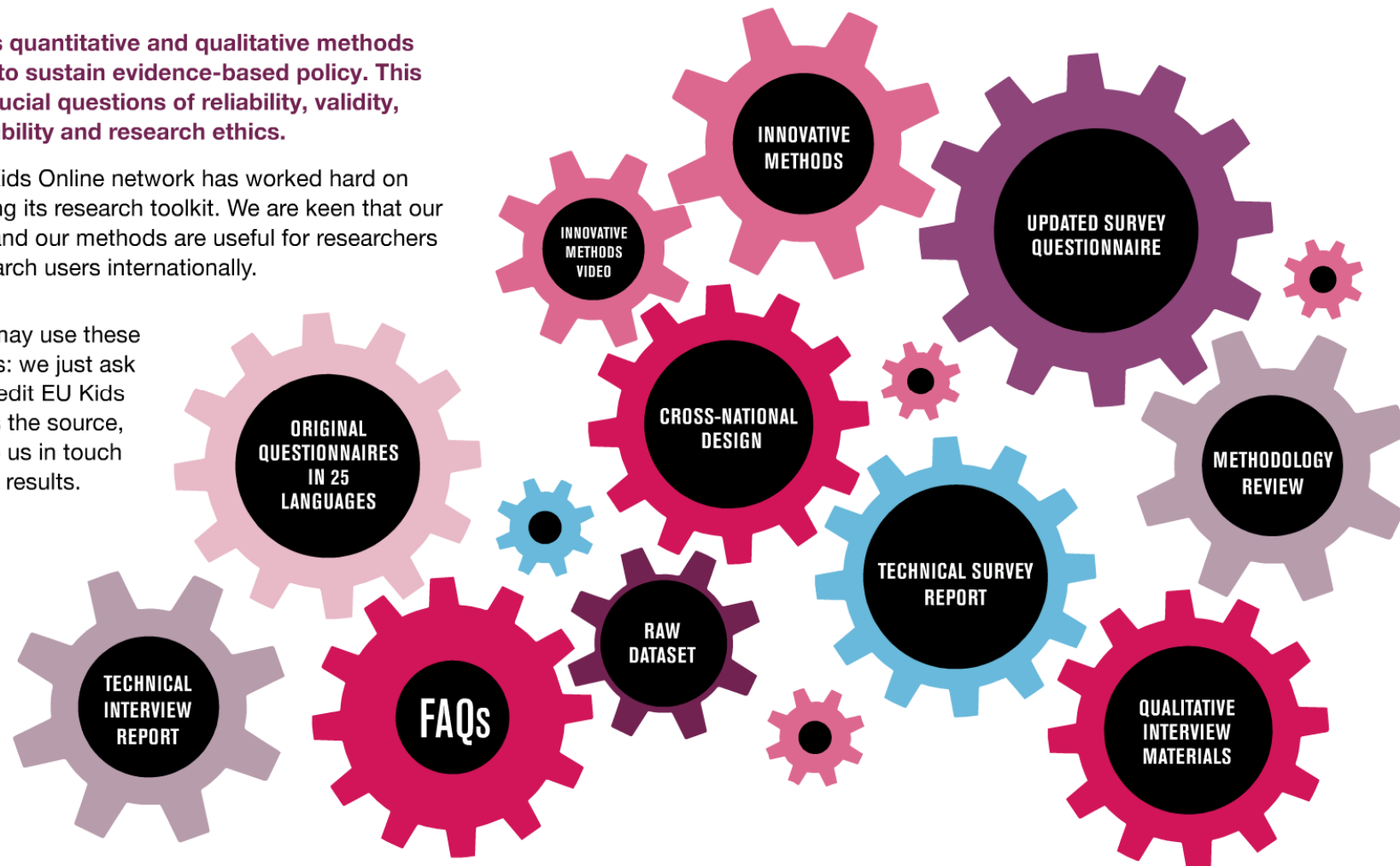


## Our research toolkit

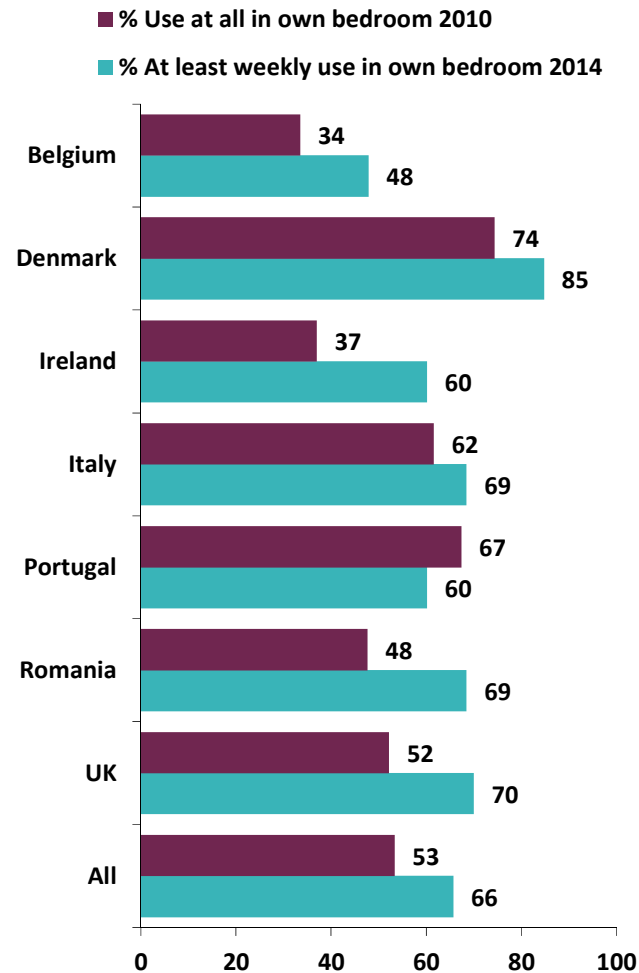
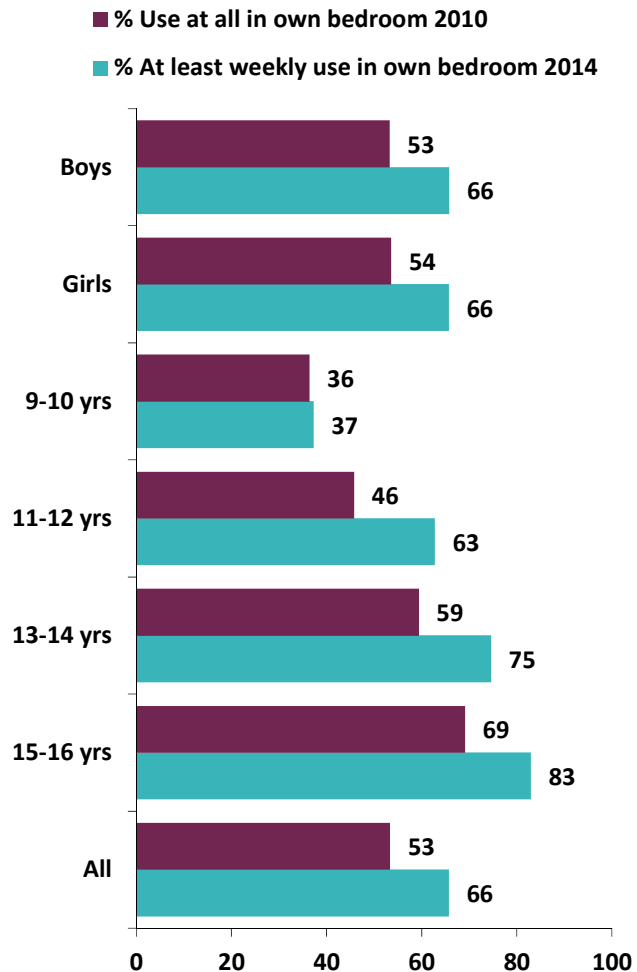
**Rigorous quantitative and qualitative methods are vital to sustain evidence-based policy. This raises crucial questions of reliability, validity, comparability and research ethics.**

The EU Kids Online network has worked hard on developing its research toolkit. We are keen that our insights and our methods are useful for researchers and research users internationally.

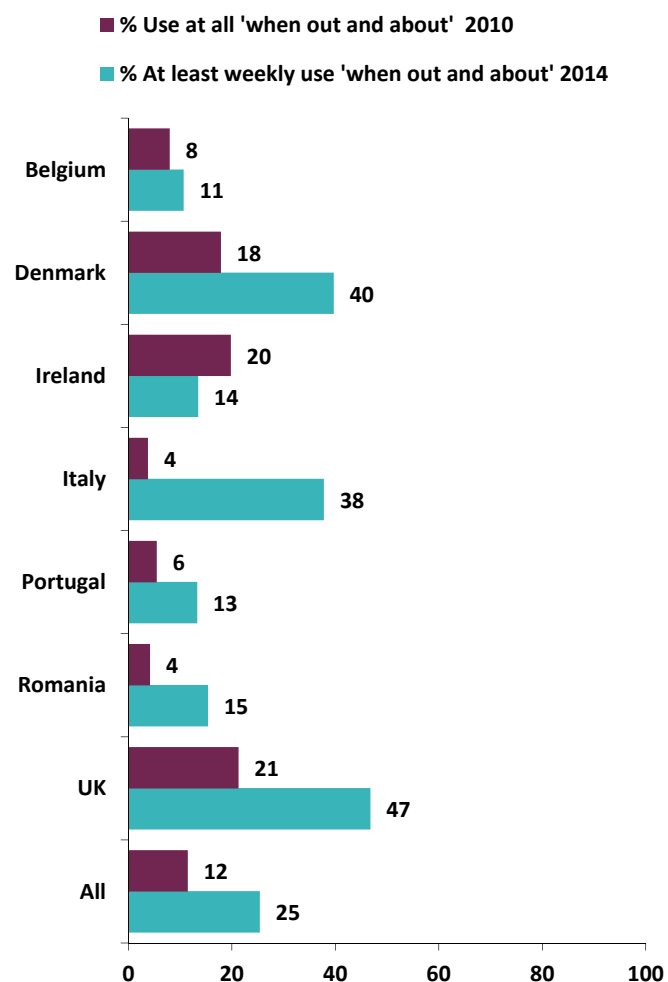
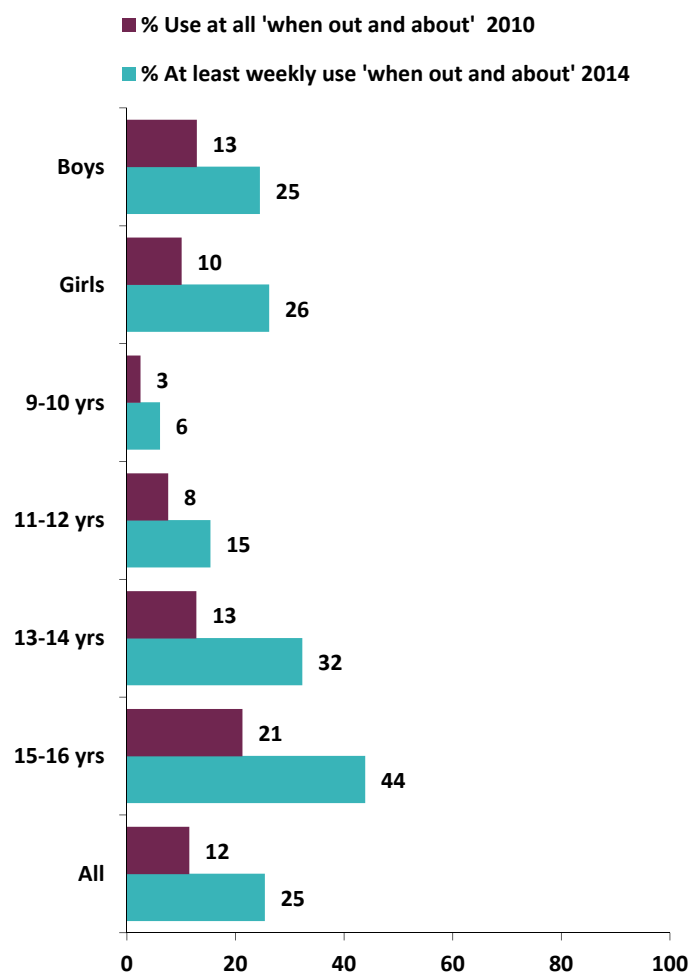
Anyone may use these resources: we just ask you to credit EU Kids Online as the source, and keep us in touch with your results.



# Greater privatisation of children's internet use



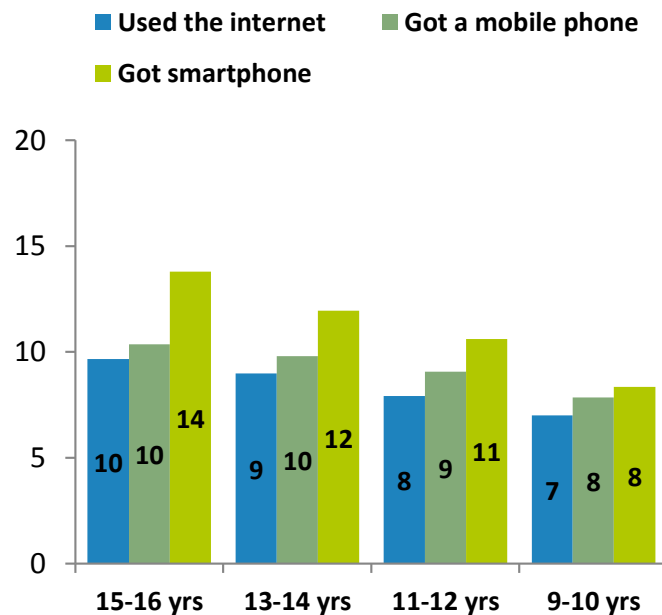
# More use 'when out and about' but with big age and country variations



# Children are going online and are given smartphones at ever younger ages



Age of first use



*Ea: At first I didn't even want one! I got it for Christmas, and then my parents said: 'Now you need a new phone, because everyone else has a touch phone'. At first I thought: 'what should I use that for, I have my Nokia phone? But then I became fond of it.*

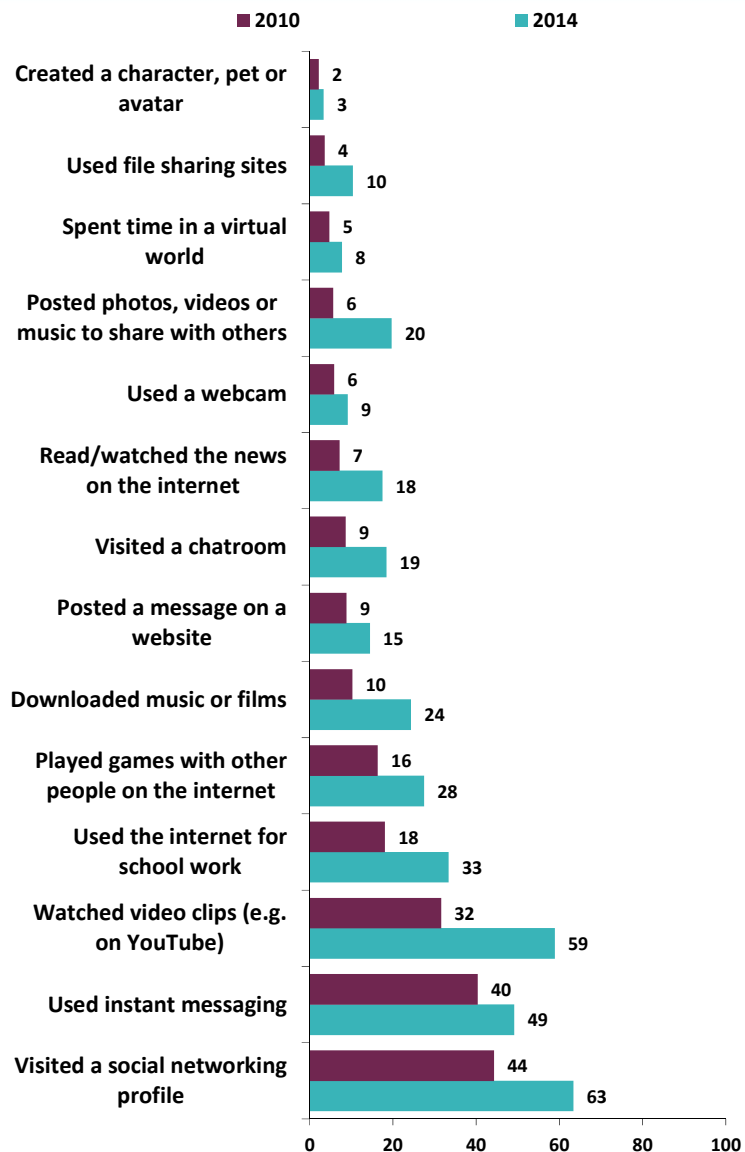
*(girl, 11-13, Denmark)*

*John: She [6-year-old sister] just wants to pretend she's all girly, like. Blah, blah, blah. Always on the phone, texting!"* (boy, 9-10, UK)



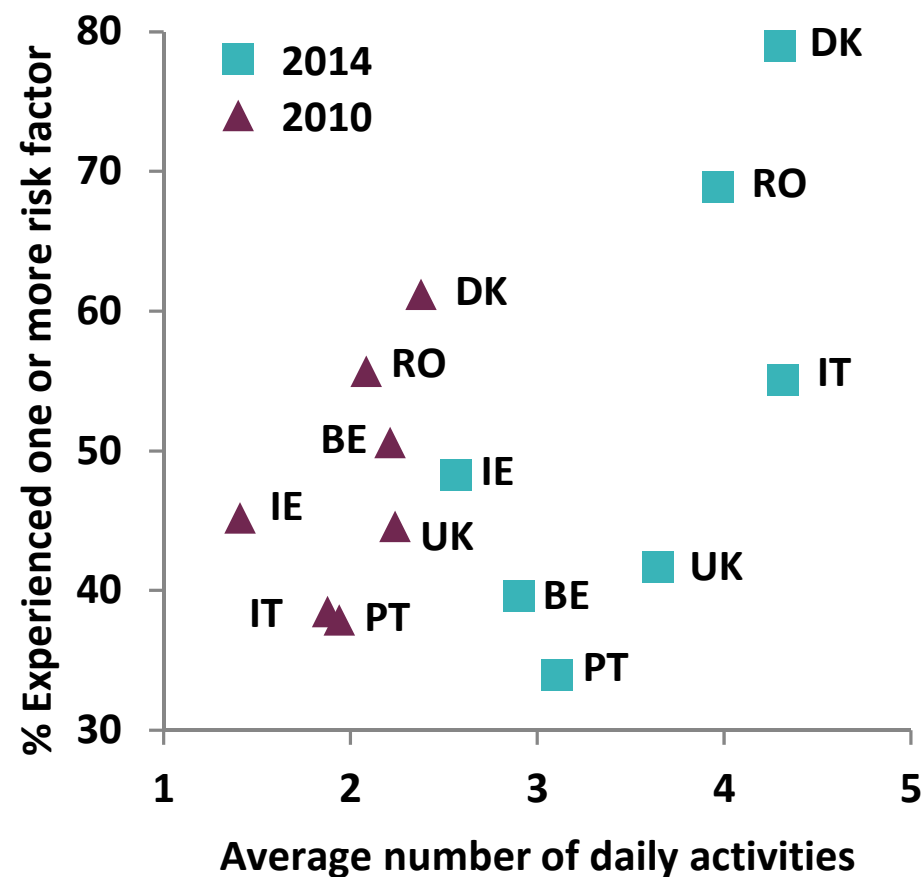
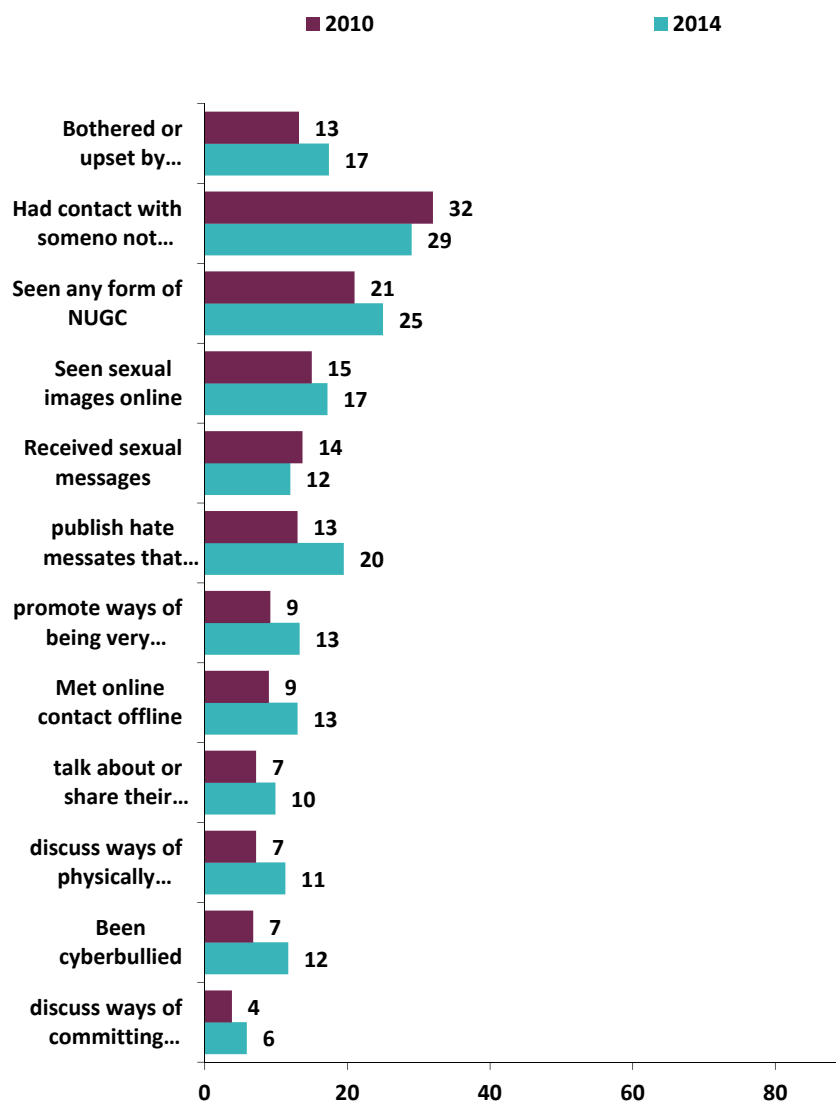


# Most children do not climb far up the 'ladder of opportunities'

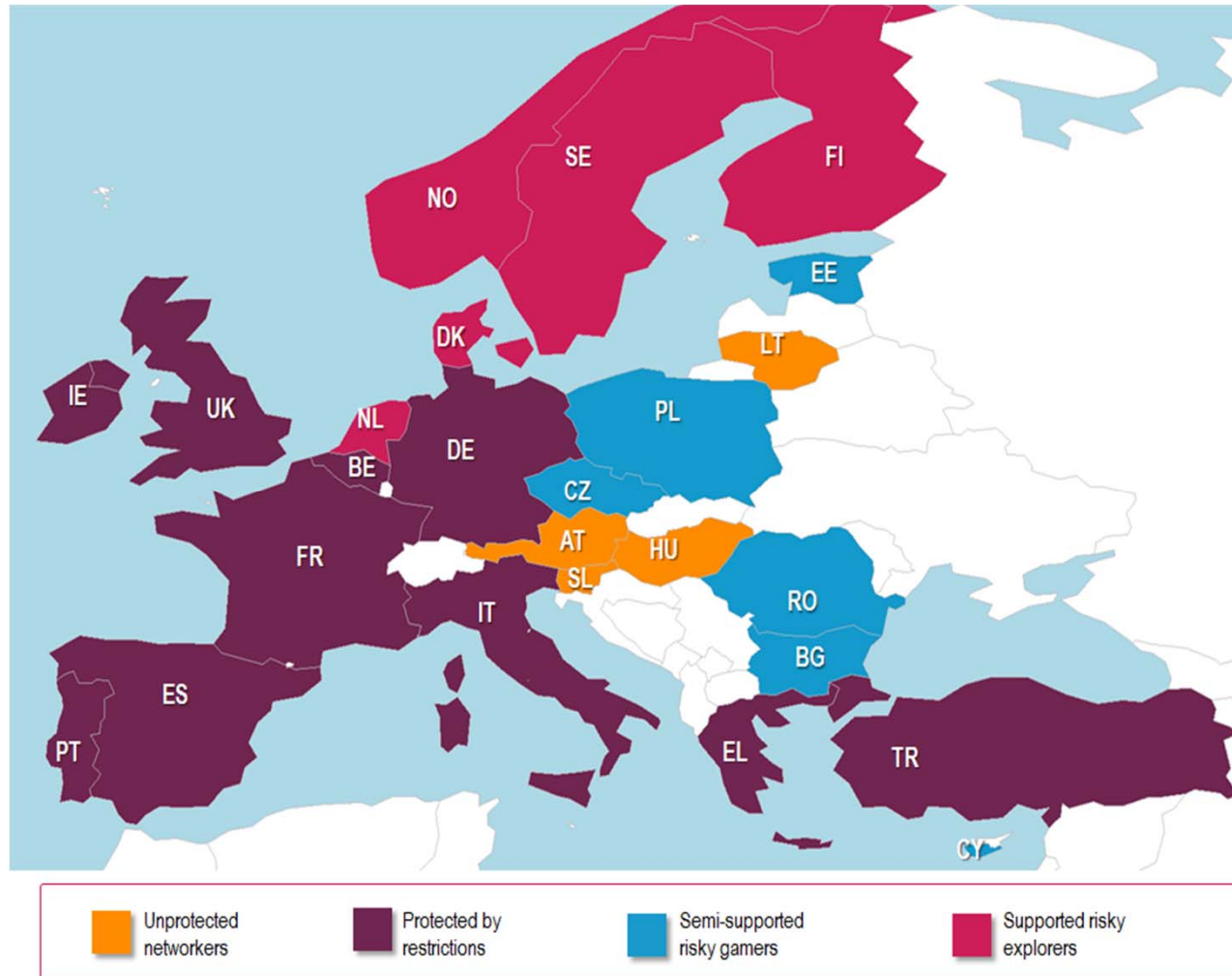




# Online risks are changing: negative UGC and cyberbullying on the rise



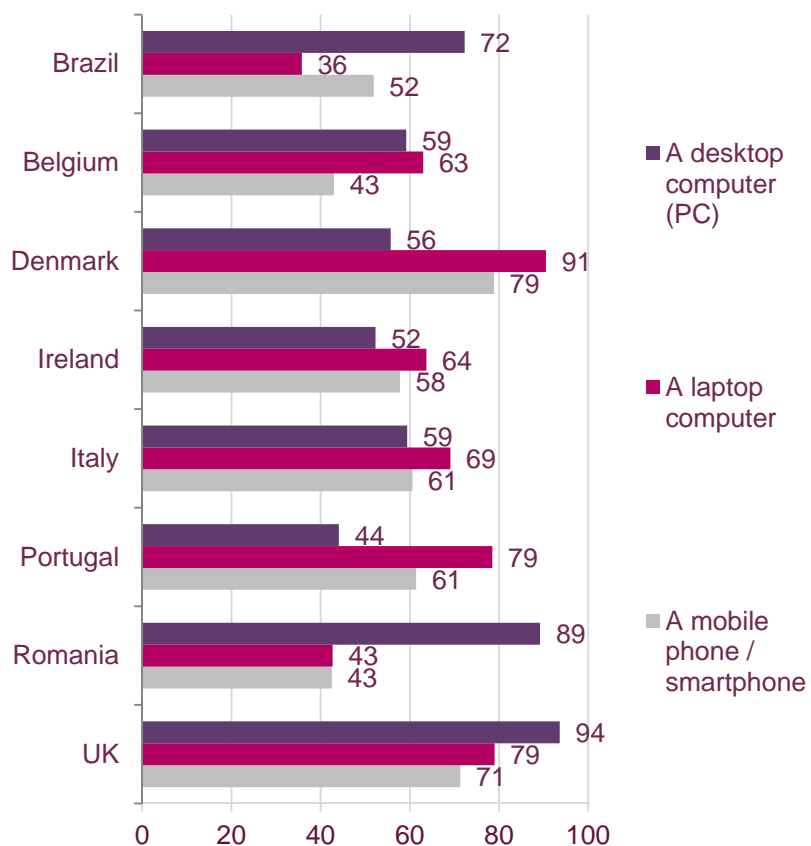
# European diversity



# Kids Online Brazil: great penetration of mobile phones and smartphones



Devices used to access the internet

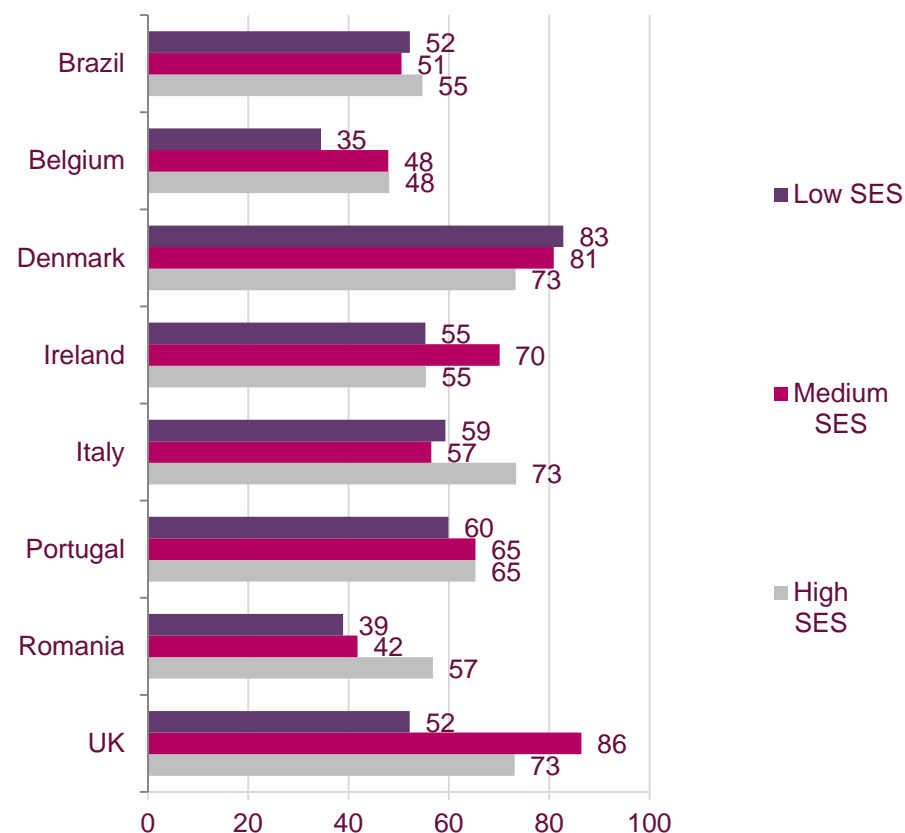


Base: All children aged 9-16 who are Internet users.

Children who use a mobile phone or smartphone to access the Internet, by country and SES (%)



Net Children  
Go Mobile

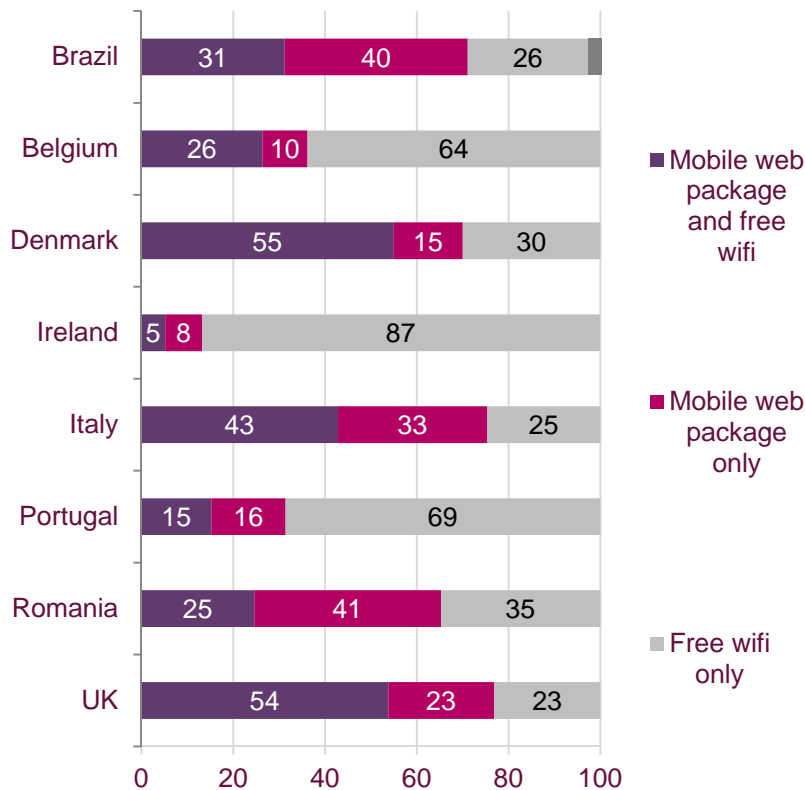


Base: All children aged 9-16 who are Internet users.

# But divides in the autonomy of use: higher SES children benefit from more devices and more ways of connecting to the internet

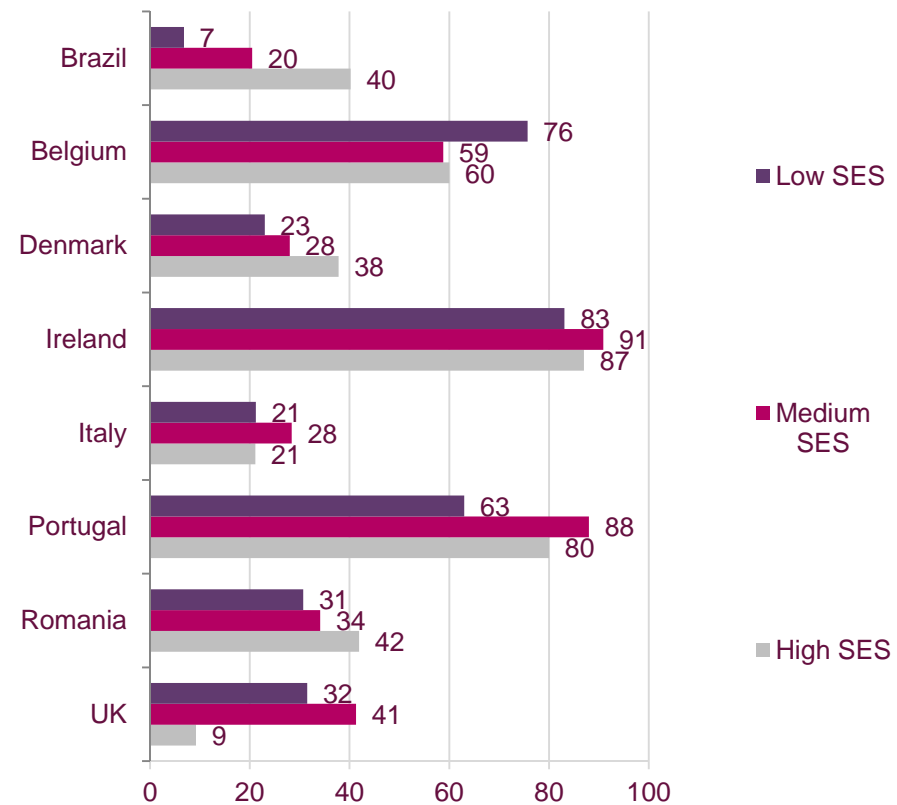


Ways of connecting to the Internet



Base: All children aged 9-16 who use a mobile phone/smartphone to access the Internet.

Access to the Internet through wifi only



Base: All children aged 9-16 who use a mobile phone/smartphone to access the Internet.

## Challenges

- Identifying the opportunities and barriers to children's rights (3Ps) in a digital, global age.
- Developing standards for rigorous methods of cross-national comparison.
- Recognising the priorities, characteristics and demands of particular research contexts.
- Managing the relation between research, policy makers and other stakeholders so as to embed evidence in policy and practice.



# Thank you



EU Kids Online



ISSN 2045-2

## Children and Internet use: A comparative analysis of Brazil and seven European countries

Maria Eugenia Sozio, Cristina Ponte, Inês Vitorino Sampaio, Fabio Senne  
Kjartan Ólafsson, Suzana Jaize Alves and Camila Garroux

Andre Barbosa and Giovanna Mascheroni

focuses on  
d by 9- to  
ine Brazil  
countries  
Portugal,  
project Net  
ween 2013  
tions that  
parison of  
was also  
in the first  
zil survey  
d shifts in  
online via  
and the  
in access

This is more than twice what was reported in Romania, Ireland, Portugal and Belgium. In 2013, Internet access in LAN houses was lower than in 2012, whereas access from public libraries and telecenters continued to be minimal. In Brazil, desktop computers were found to be the most common devices for going online, followed by mobile phones – reported by more than half of the users. Laptops, the leading devices in Denmark, Portugal, Italy, Ireland and Belgium, ranked third in Brazil.

The most reported form of Internet connection in Brazil was mobile web packages, similar to the Romanian results. The combination of these packages and free Wi-Fi was reported by about one out of three young Brazilian Internet users, ranking third among the eight countries.



## EU Kids Online

Findings • methods • recommendations



## Net Children Go Mobile

Final Report

Giovanna Mascheroni & Andrea Cuman



Final  
Report

[www.eukidsonline.net](http://www.eukidsonline.net)

@EUKIDSONLINE

[www.netchildrengomobile.eu](http://www.netchildrengomobile.eu)

@netchildren