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

Lessons from research and future challenges

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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

INDIVIDUAL USER

Demographic
Psychological

Usage → Activities → Risk factors → Harm or coping

SOCIAL MEDIATION

Parents → School → Peers

Child as unit of analysis

Country as unit of analysis

NATIONAL CONTEXT

Socio-economic stratification
Regulatory framework
Technological infrastructure
Education system
Cultural values
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

<table>
<thead>
<tr>
<th></th>
<th>% Use at all in own bedroom 2010</th>
<th>% At least weekly use in own bedroom 2014</th>
</tr>
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<tbody>
<tr>
<td>Boys</td>
<td>53</td>
<td>66</td>
</tr>
<tr>
<td>Girls</td>
<td>54</td>
<td>66</td>
</tr>
<tr>
<td>9-10 yrs</td>
<td>36</td>
<td>37</td>
</tr>
<tr>
<td>11-12 yrs</td>
<td>46</td>
<td>63</td>
</tr>
<tr>
<td>13-14 yrs</td>
<td>59</td>
<td>75</td>
</tr>
<tr>
<td>15-16 yrs</td>
<td>53</td>
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<tr>
<td>All</td>
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<th></th>
<th>% Use at all in own bedroom 2010</th>
<th>% At least weekly use in own bedroom 2014</th>
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<tbody>
<tr>
<td>Belgium</td>
<td>34</td>
<td>48</td>
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<tr>
<td>Denmark</td>
<td>37</td>
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<td>Ireland</td>
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<td>Italy</td>
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<td>Portugal</td>
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<tr>
<td>Romania</td>
<td>48</td>
<td>69</td>
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<tr>
<td>UK</td>
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<td>All</td>
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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

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

- Bothered or upset by...
  - 2010: 13, 2014: 17
  - 2014: 32

- Had contact with someone not...
  - 2010: 15, 2014: 21
  - 2014: 25

- Seen any form of NUGC
  - 2010: 13, 2014: 14
  - 2014: 17

- Received sexual messages
  - 2010: 9, 2014: 13
  - 2014: 12

- Friend coming under physical pressure
  - 2010: 7, 2014: 11
  - 2014: 13

- Been cyberbullied
  - 2010: 4
  - 2014: 6

- Discuss ways of committing
  - 2010: 7
  - 2014: 12

- Discuss ways of physically
  - 2010: 9
  - 2014: 13

- Promote ways of being very
  - 2010: 7
  - 2014: 7

- Met online contact offline
  - 2010: 7
  - 2014: 10

- Talk about or share their
  - 2010: 7
  - 2014: 8

- Mean average daily activities
  - 2010: 13
  - 2014: 17

- Percentage Experienced one or more risk factor
  - 2014: 32
  - 2014: 25

- Countries
  - DK: Denmark
  - RO: Romania
  - PT: Portugal
  - IE: Ireland
  - UK: United Kingdom
  - IT: Italy

- Online risks are changing: negative UGC and cyberbullying on the rise.
Kids Online Brazil: great penetration of mobile phones and smartphones

Devices used to access the internet

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

**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.
Global Kids Online: child rights and ICT

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
Findings • methods • recommendations

www.eukidsonline.net
@EUKIDSONLINE

Children and Internet use:
A comparative analysis of Brazil
and seven European countries
Maria Eugenia Sozio, Cristina Ponte, Inês Vitorino Sampaio, Fabio Senna
Kjartan Ólafsson, Suzana Jaize Alves and Camila Garroux

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 cafes remained the same. In
Brazil, desktop computers were
found to be the most common device for going
online, followed by mobile phones - reported
to be used by more than half of the users. Laptop
use was
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 findings in Romania. 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.

www.netchildrengomobile.eu
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