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THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

EU Kids Online

www.eukidsonline.net



‘Take a walk on the wild side’: the representation of online risks for children in contemporary Greek press’

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introduction

- Online technologies are increasingly part of children's everyday lives
- This paper stems from our participation in the EU Kids Online project and is a follow up on a recent study on the representation of online pornography in the Greek press.



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introduction

Some contextual factors regarding Greece:

- ❖ A country not well connected: internet penetration in Greece remains rather low in comparison to other EU member states =
 - electronic equipment per household in Greece (i.e. ownership of DVD, desktop, laptop, and internet connection) was 27.4% in 2006, compared to 51% in EU25
 - in broadband connections, it was ranked 6th from the bottom within EU25 in 2006
 - the most frequent and avid internet users in Greece are those aged 16-24



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What do we know about children's online risks?

- online technologies have been more often greeted with fear and suspicion rather than being welcomed as valuable educational tools
- Recently, the way children and young adolescents are using new, online technologies has attracted considerable academic attention (Facer et al. 2003; Holloway and Valentine 2003; Livingstone and Bober 2005; Mediappro 2006; SAFT 2006; Livingstone and Helsper 2007; Livingstone 2008; EU Kids Online network).



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What do we know about children's online risks in Greece?

- children's online risks remains a seriously under-researched area of interest
- It appears that 82% of those aged between 12-18 in Greece have internet access, 23% of who access the internet at school.

Children's understanding of online risk:

According to Eurobarometer (2007) (9-12ys and 13-14 ys old):

- Contacting viruses online
- Health-related issues
- Internet fraud
- Stranger danger



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What do we know about children's online risks in Greece?

IOM study, 2008 (secondary school pupils, 12-18ys old):

- Risks (identified as fraud, anonymity, violent content, corruption, personal privacy, and viruses) were invoked 56 times, pornography 45 compared to the top categories: information, chat, entertainment, and games were mentioned 1081: 696: 622 and: 484 times
- risk awareness regarding personal privacy:
 - young teenagers in Greece are either literate or totally ignorant
 - Only those with a partial, superficial, internet knowledge tend to exhibit a more risky behaviour



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What do we know about children's online risks in Greece?

- Other instances of risky online behaviour:
 - one third of secondary school pupils have harassed someone online
 - one third have *experienced* online harassment
 - a quarter have met offline with someone they got acquainted with online
 - 40% have been bullied
 - a quarter have experienced feeling cheated
 - one third have downloaded illegal software
 - almost half (44%) have downloaded illegally music files



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What do we know about children's online risks in Greece?

- And why is that important at all?
 - because compared to the mainstream media, Greek teenagers value the internet the most after television
- Current research agenda (based on EUKidsonline data repository)
 - Age breakdown: 1-11ys far less researched than 12-18ys
 - Online risks: exposure to harmful/offensive content; exposure to illegal content; contact with strangers
 - Funding culture: 80% funded by public bodies; 7% by academia; 5% commercially funded



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Research questions

The following research questions framed our media analysis:

- *How do the Greek print media portray the variety of online risks?*
- *What kinds of mediated notions of online risks for children do they construct?*
- *Does the Greek press help build internet literacy skills for the young by raising awareness, critical understanding, and responsible usage by the young?*
- *Is there a significant difference as to how online risk stories for children are covered between the more serious titles and the scandal-mongering ones?*



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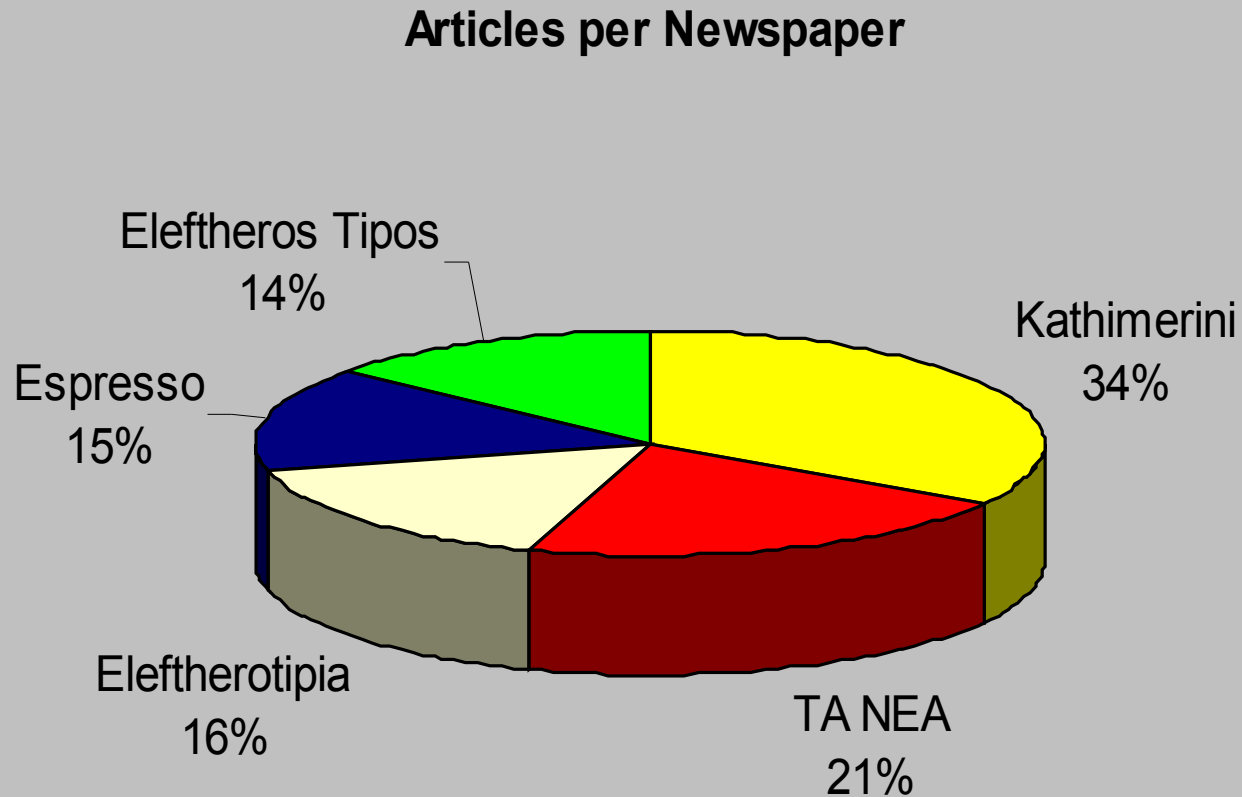


Method used

- we conducted a content analysis of five national dailies:
Kathimerini, Eleftheros Tipos, Ta Nea, Eleftherotipia ('serious', political) and *Espresso* ('tabloid').
All of them represent five of the most widely read national newspaper titles in Greece
- the end sample comprised 173 news stories (1 August 2007- 31 August 2008)
- used the online archives of the five newspapers
- **Keywords:** *online risks, pornography, cyber bullying, internet addiction, sexual harassment, sexual assault, sexual tourism and media literacy.*

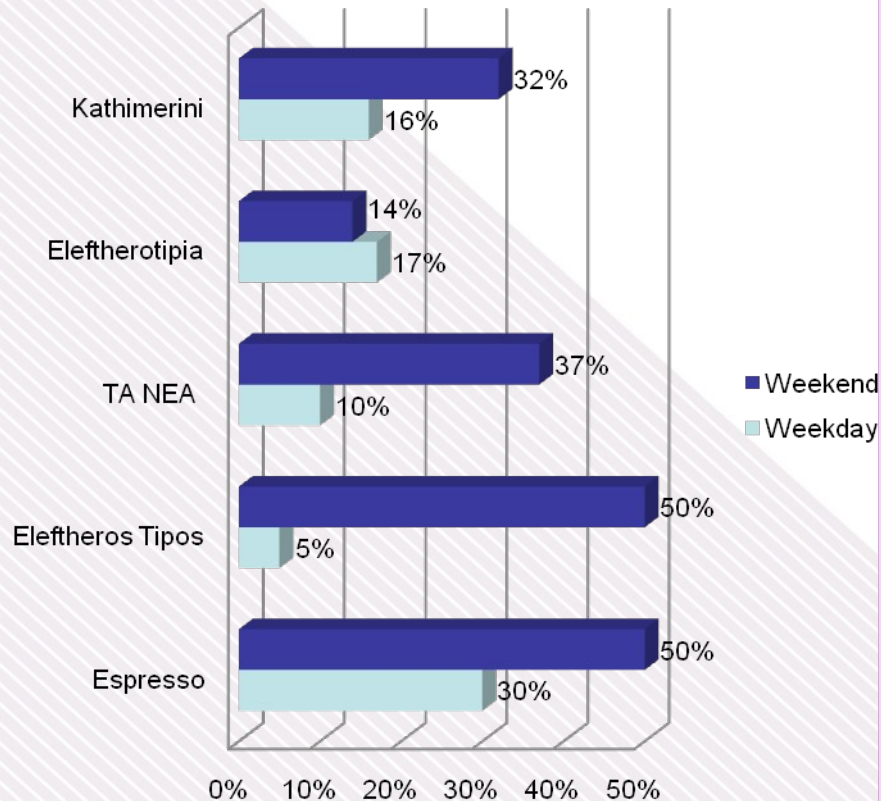


Articles per Newspaper

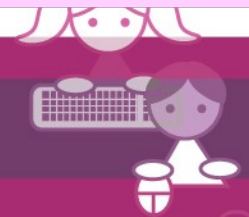
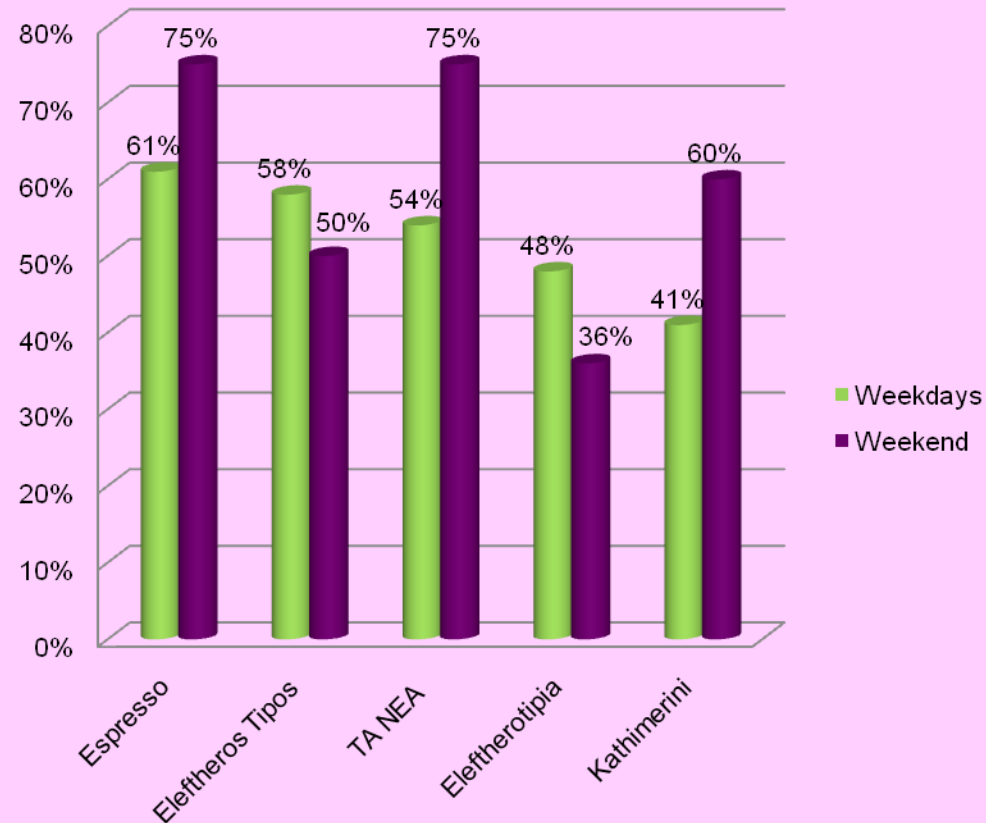


Headlines and Titles

Negatively Evaluated Headlines



Negatively Evaluated Titles



Online children's risks

	CONTENT	CONTACT	CONDUCT
ONLINE CHILD PORNOGRAPHY	X (sexual)		
VIOLENT/HATEFUL CONTENT	X (aggressive)		
BULLYING/HARASSMENT/STALKING			X (aggressive)
UNWANTED SEXUAL COMMENTS		X (sexual)	
MEETING AN ONLINE CONTACT OFFLINE		X (sexual)	
INTERNET USE AS ADDICTION	X		



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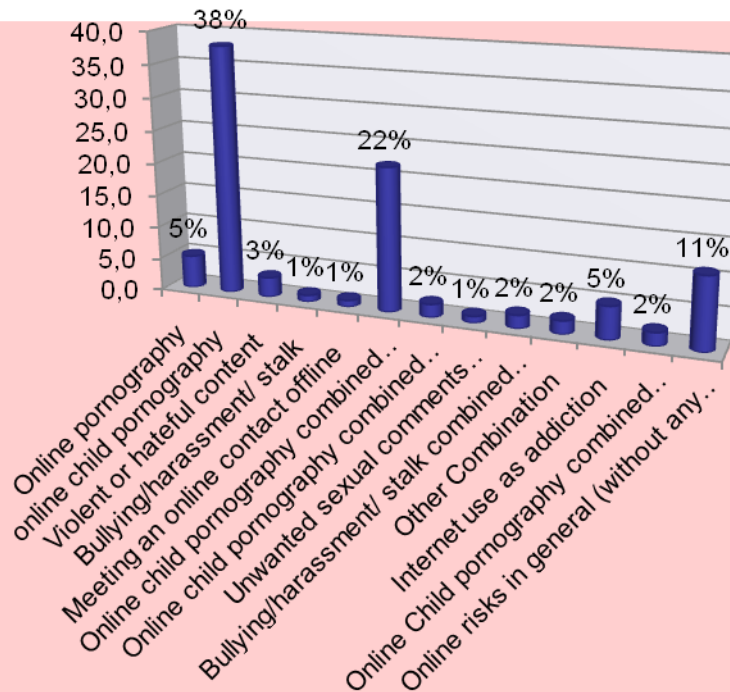


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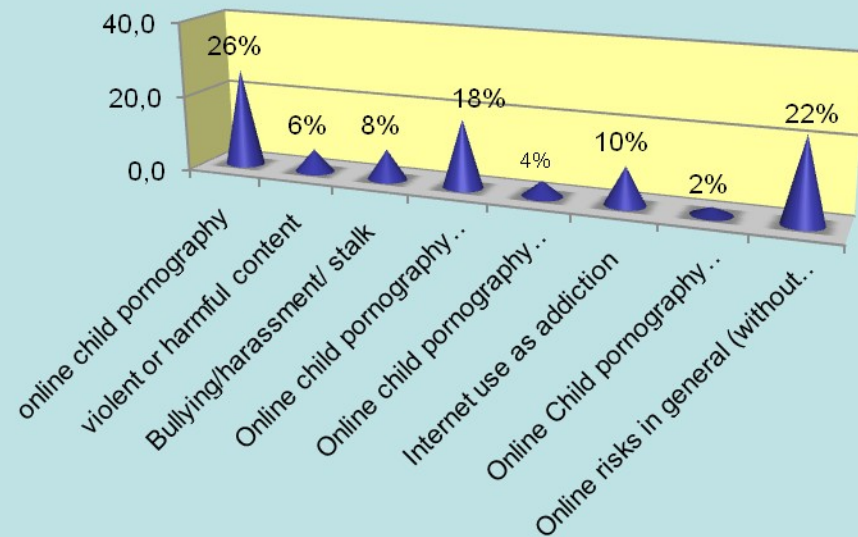


Subject Angle

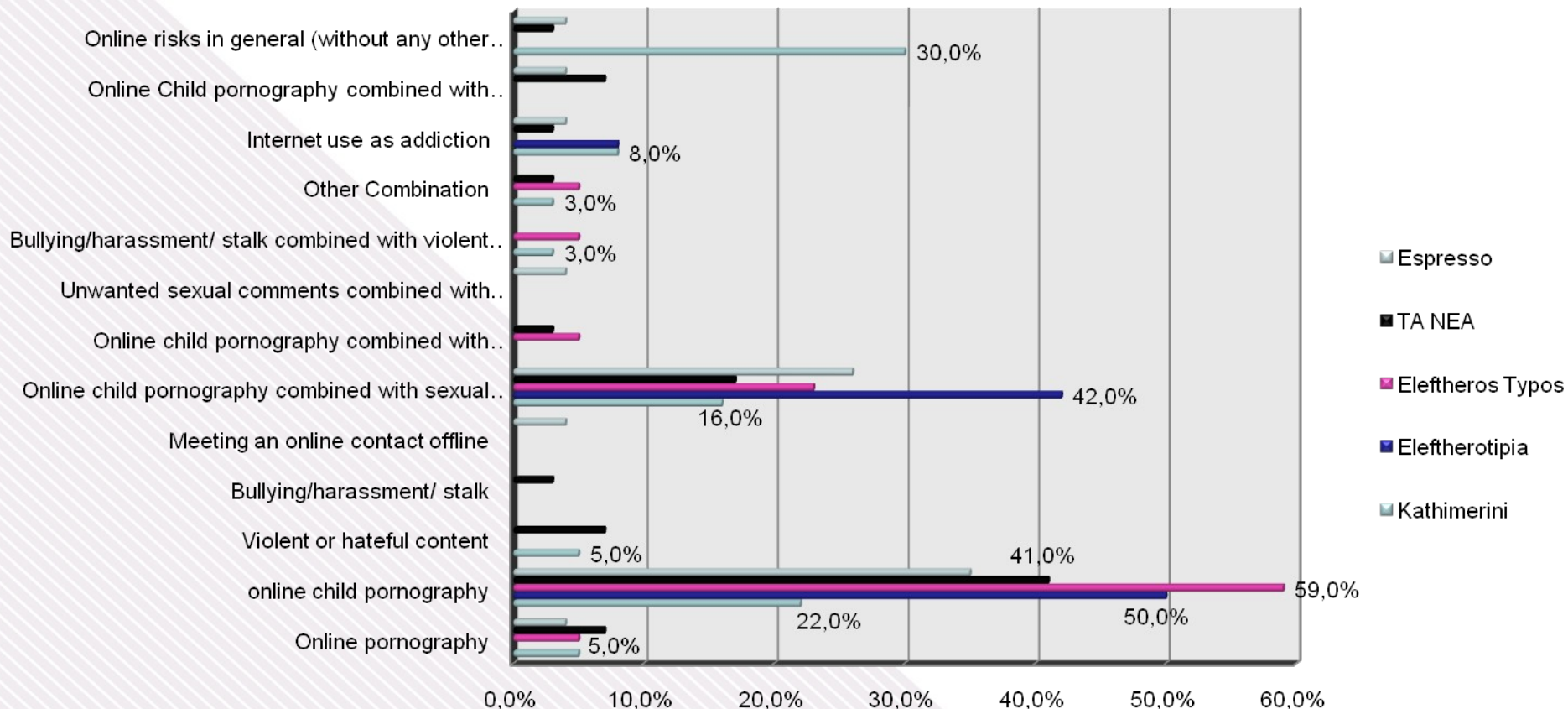
Weekdays



Weekend

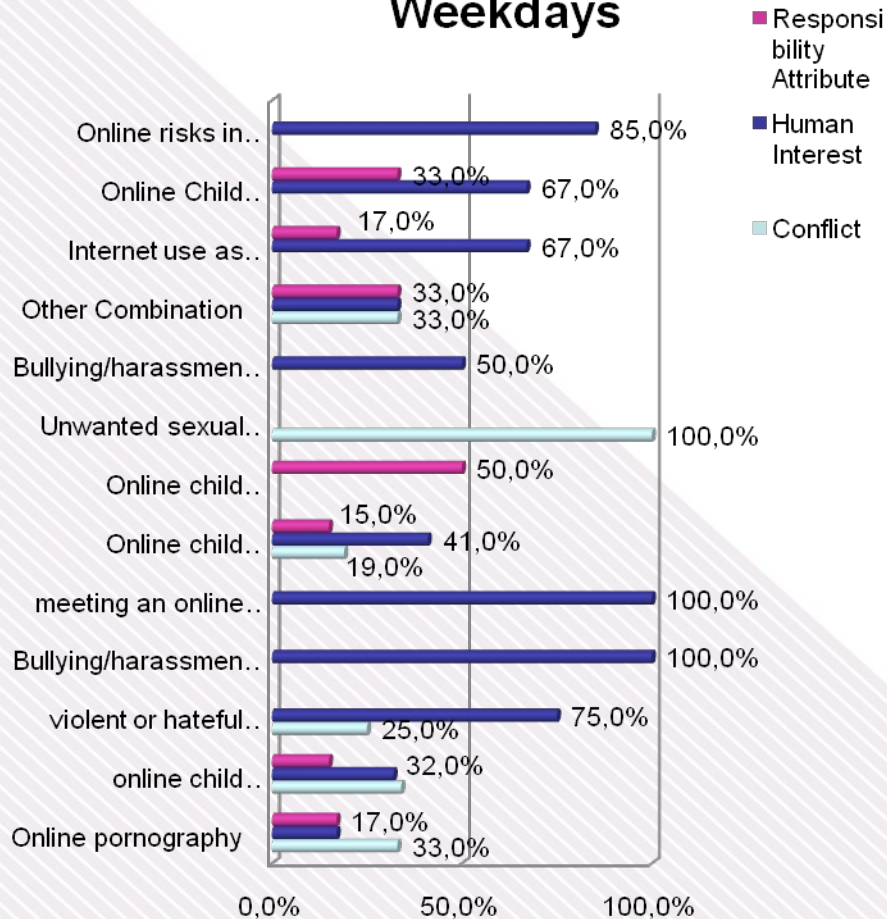


Subject Angle per Newspaper

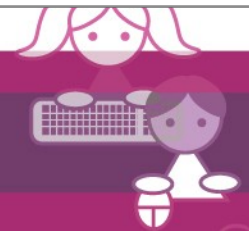
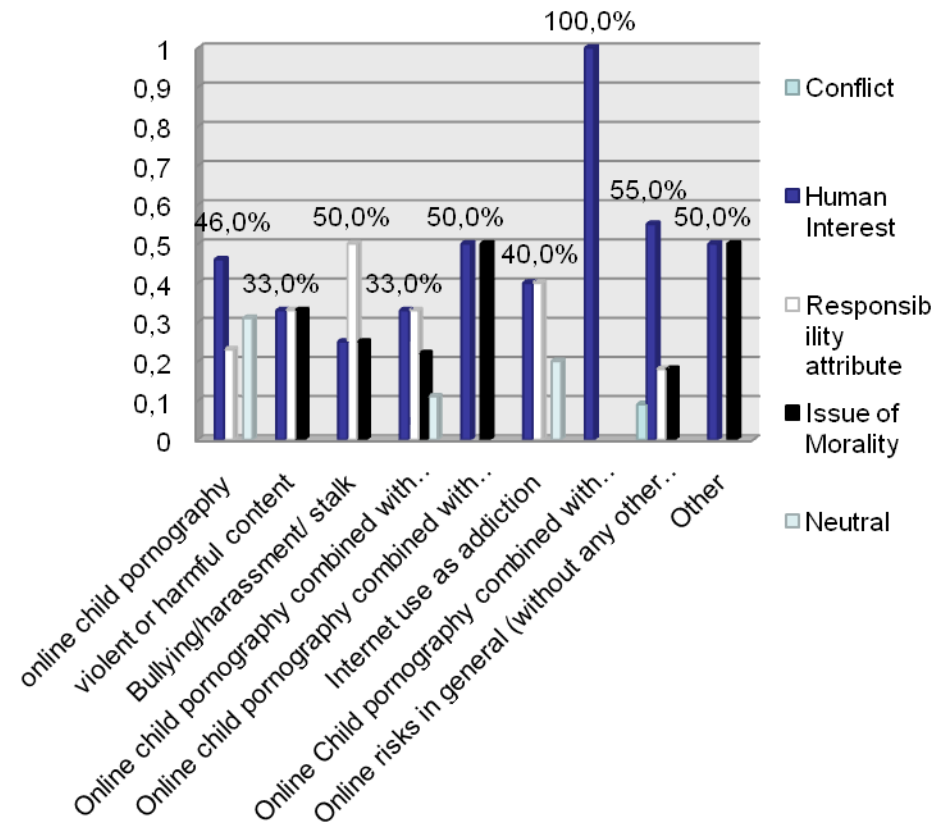


Framing

Weekdays

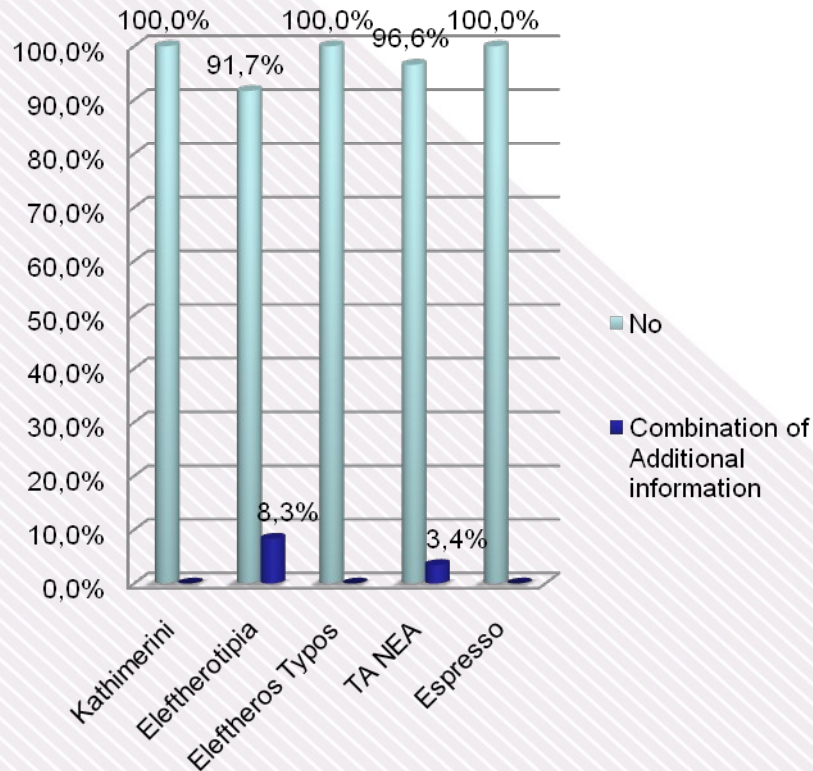


Weekend

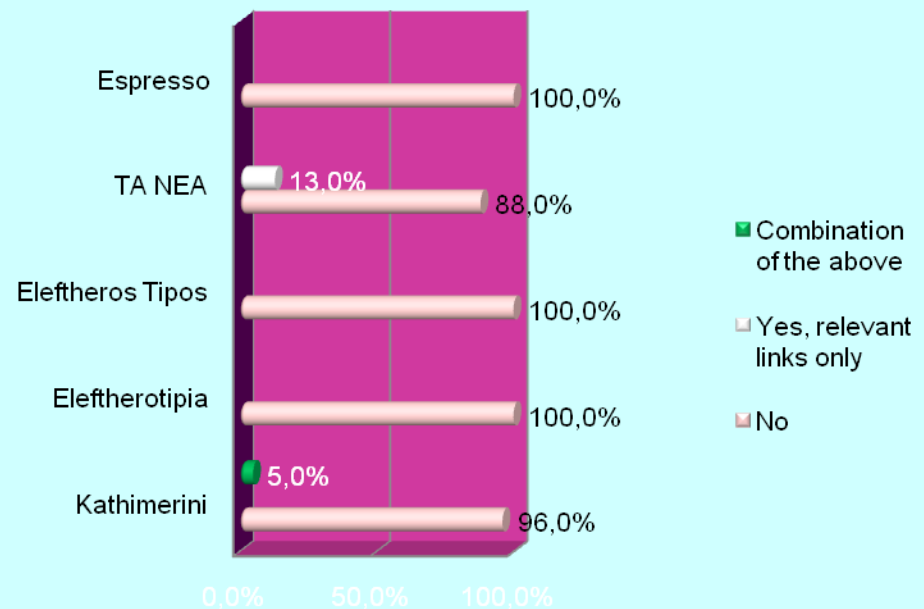


Awareness Raising Information

Weekdays

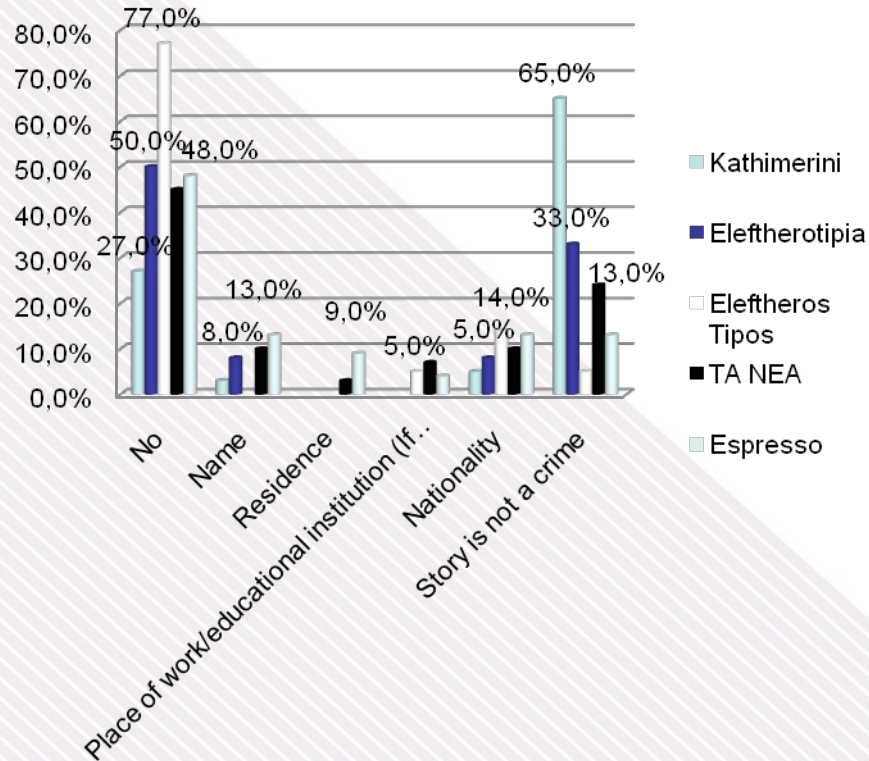


Weekend

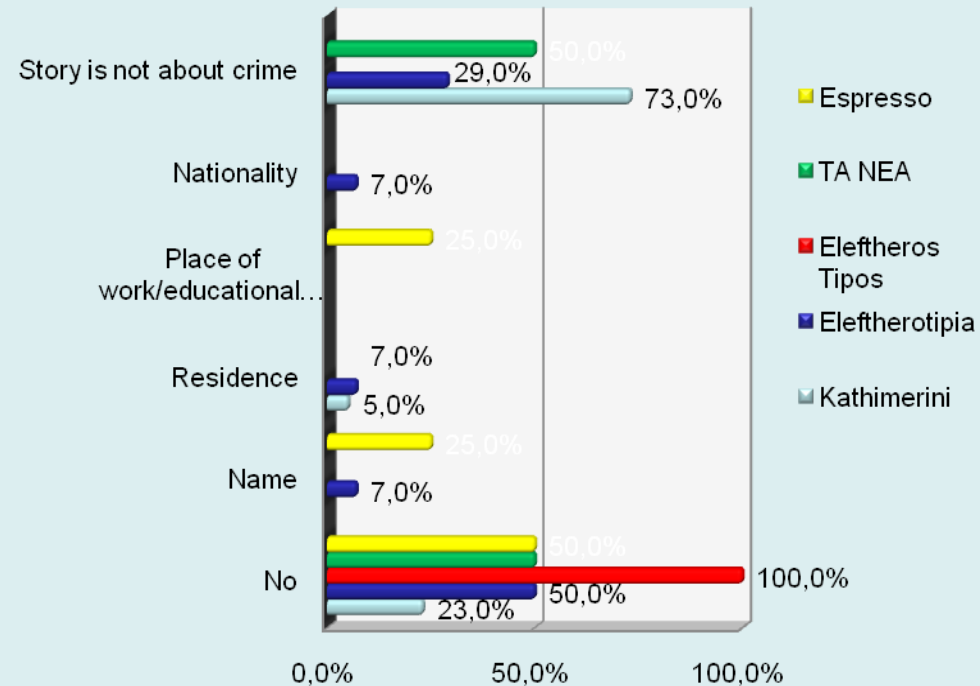


Perpetrator Information

Weekdays



Weekend



Conclusions

- As indicated by the thin population of our sample (173 articles), and despite the fact that young people are the most apt internet users, the press in Greece is neither particularly concerned about the possible risks children may encounter when online, nor about promoting safer internet use.
- Among the possible online risks already identified by Greek children, Greek newspapers stress certain types of risks that largely correspond to the main risks identified within the Greek research agenda as identified by EUKidsOnline
- The Greek press ignores the possibility of providing awareness-raising information, such as hotlines or links to internet safety websites; in that respect it does not help raise the level of internet literacy among youngsters.
- The tabloid press provides more sensationalist coverage of online risks in comparison to the political press in Greece



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